

YouGov / Fabian Survey Results

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
	Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you will definitely NOT vote for them, and 10 means you definitely WILL vote for them, how likely are you to consider voting for the following parties at the next general election?

Conservative

0 - Will definitely NOT vote for them	40	7	72	55	34	55	55	24	40	41	40	48	37	31	41	40
1	3	1	4	5	3	4	4	2	3	3	4	4	3	1	3	3
2	3	2	3	6	5	2	4	2	3	3	5	3	3	3	3	3
3	3	1	4	4	5	5	3	3	3	3	4	4	2	2	3	3
4	2	2	2	4	1	3	2	2	3	2	2	3	3	1	2	2
TOTAL WILL NOT	51	13	85	74	48	69	68	33	52	52	55	62	48	38	52	51
5	7	8	4	6	14	10	5	7	6	7	7	7	7	6	7	7
6	4	5	1	4	4	3	3	5	4	4	2	4	4	4	4	3
7	6	11	1	6	8	4	5	8	7	5	6	5	7	7	6	6
8	6	14	1	2	4	3	4	10	6	6	5	4	7	8	6	6
9	4	10	0	1	3	0	2	6	4	3	1	2	5	6	3	4
10 - Definitely WILL vote for them	12	31	1	2	16	3	6	22	12	11	4	5	14	25	12	12
TOTAL WILL	32	71	4	15	35	13	20	51	33	29	18	20	37	50	31	31
Don't know	6	6	2	3	3	7	4	6	4	8	8	7	6	5	6	7
Refused	5	2	6	2	1	3	3	3	5	5	12	5	3	2	4	5

Labour

0 - Will definitely NOT vote for them	32	55	4	15	65	20	16	49	36	29	15	27	37	45	30	35
1	4	6	1	3	3	4	4	4	4	3	1	3	5	4	3	4
2	4	5	2	7	2	5	4	5	5	3	3	4	4	5	4	4
3	4	4	3	8	5	6	5	4	5	4	5	5	4	4	5	4
4	5	4	3	9	2	11	6	4	5	4	6	6	4	3	5	3
TOTAL WILL NOT	49	74	13	42	77	46	35	66	55	43	30	45	54	61	47	50
5	10	7	10	17	3	18	12	8	9	10	8	11	9	9	10	10
6	6	3	9	13	1	10	8	3	5	6	7	7	5	4	7	5
7	6	2	15	8	5	3	10	4	6	7	11	8	6	3	7	6
8	6	1	16	7	0	7	10	3	5	7	9	6	6	5	7	4
9	3	1	7	2	3	1	4	1	2	3	4	3	2	2	3	3
10 - Definitely WILL vote for them	8	1	23	4	2	1	11	5	7	8	9	8	7	7	7	8
Don't know	7	5	4	5	3	11	6	6	5	9	10	8	7	5	6	9
TOTAL WILL	30	10	65	26	13	23	41	19	25	34	43	33	28	22	30	30
Refused	6	5	5	3	4	3	4	5	6	6	12	5	4	6	5	6

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Sample Size: 5005 GB Adults

Fieldwork: 1st - 10th October

	Region						Class - Education				Class and Age	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you will definitely NOT vote for them, and 10 means you definitely WILL vote for them, how likely are you to consider voting for the following parties at the next general election?

Conservative

0 - Will definitely NOT vote for them	40	46	34	38	43	58	52	37	48	36	45	34
1	3	5	2	3	3	2	5	2	4	3	4	1
2	3	5	2	3	3	2	3	3	3	3	3	3
3	3	3	3	3	3	3	3	3	4	2	3	2
4	2	2	3	3	2	2	2	2	3	2	3	2
TOTAL WILL NOT	51	61	44	50	54	67	65	47	62	46	58	42
5	7	5	6	8	7	6	4	7	6	7	7	6
6	4	3	5	3	3	3	2	4	4	4	3	3
7	6	4	7	5	6	5	7	6	5	6	5	7
8	6	4	8	6	5	4	5	6	5	7	3	8
9	4	2	5	4	3	2	4	4	3	4	2	6
10 - Definitely WILL vote for them	12	9	14	14	9	8	7	12	8	15	5	18
TOTAL WILL	32	22	39	32	26	22	25	32	25	36	18	42
Don't know	6	6	7	6	7	3	4	8	4	7	8	6
Refused	5	6	4	5	5	3	3	6	3	5	8	3

Labour

0 - Will definitely NOT vote for them	32	24	35	34	31	36	23	37	24	35	29	41
1	4	3	4	3	4	3	4	4	3	4	4	4
2	4	3	5	4	3	4	5	4	4	4	4	4
3	4	3	5	3	4	7	6	4	5	4	4	4
4	5	3	5	5	4	5	4	3	6	5	4	3
TOTAL WILL NOT	49	36	54	49	46	55	42	52	42	52	45	56
5	10	9	10	10	9	14	10	10	13	8	10	9
6	6	7	5	5	6	5	8	4	9	5	4	5
7	6	9	7	5	7	6	10	5	9	6	8	4
8	6	9	4	6	6	7	7	4	9	6	5	4
9	3	3	2	4	3	2	4	2	4	2	3	2
10 - Definitely WILL vote for them	8	12	5	7	11	4	9	8	7	7	8	8
Don't know	7	7	7	6	8	6	6	9	4	7	10	7
TOTAL WILL	30	40	25	28	35	25	36	28	33	28	34	25
Refused	6	6	6	6	6	3	4	7	3	7	8	5

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Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls		
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall	
Weighted Sample	5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample	5005	717	722	863	460	746	977	520	382	365
	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you will definitely NOT vote for them, and 10 means you definitely WILL vote for them, how likely are you to consider voting for the following parties at the next general election?

Conservative

0 - Will definitely NOT vote for them	40	84	49	50	28	29	27	10	36	36
1	3	4	5	3	4	1	3	1	3	1
2	3	2	4	4	3	3	3	3	4	4
3	3	3	3	3	3	4	3	2	3	4
4	2	1	3	3	4	2	2	2	3	2
TOTAL WILL NOT	51	94	64	63	42	39	38	18	49	47
5	7	1	8	5	10	9	7	7	7	8
6	4	0	3	4	5	5	4	4	3	3
7	6	1	5	3	7	8	8	10	8	6
8	6	1	5	3	10	7	7	13	7	7
9	4	0	2	2	4	5	5	8	4	4
10 - Definitely WILL vote for them	12	1	6	5	11	16	15	33	11	11
TOTAL WILL	32	3	21	17	37	41	39	68	33	31
Don't know	6	1	5	7	7	7	9	5	8	6
Refused	5	2	2	8	5	3	7	3	5	6

Labour

0 - Will definitely NOT vote for them	32	11	19	28	29	41	42	56	28	33
1	4	2	4	3	5	4	5	3	3	4
2	4	3	4	4	5	5	3	5	5	5
3	4	4	5	4	6	4	4	4	7	4
4	5	5	6	4	5	5	3	4	4	5
TOTAL WILL NOT	49	25	38	43	50	59	57	72	47	51
5	10	11	13	10	11	10	7	7	13	10
6	6	10	9	6	7	3	4	3	6	4
7	6	13	8	7	5	4	5	2	7	5
8	6	12	11	5	5	4	3	3	6	5
9	3	7	3	3	3	1	2	1	2	4
10 - Definitely WILL vote for them	8	15	9	9	4	6	6	2	6	9
Don't know	7	4	6	9	8	8	8	4	8	7
TOTAL WILL	30	51	37	33	25	23	24	12	29	30
Refused	6	2	3	9	7	4	7	7	6	6

YouGov / Fabian Survey Results

Sample Size: 5005 GB Adults

Fieldwork: 1st - 10th October

		Labour Voter Segments						Social Grade (2)			
	Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you will definitely NOT vote for them, and 10 means you definitely WILL vote for them, how likely are you to consider voting for the following parties at the next general election?

Conservative

0 - Will definitely NOT vote for them	40	81	64	79	57	30	19	40	41	37	42
1	3	3	7	2	3	4	1	3	3	2	3
2	3	3	5	2	6	5	2	3	4	3	3
3	3	4	6	0	7	4	1	3	3	3	2
4	2	1	3	2	5	4	2	3	2	2	2
TOTAL WILL NOT	51	92	85	85	78	47	25	52	53	47	52
5	7	2	8	3	5	14	6	6	7	7	6
6	4	1	2	3	1	8	5	3	4	4	3
7	6	1	1	2	5	12	9	7	5	7	5
8	6	0	3	1	4	9	12	7	6	6	5
9	4	0	0	2	2	5	9	3	3	5	3
10 - Definitely WILL vote for them	12	0	1	3	6	4	32	14	9	12	11
TOTAL WILL	32	2	7	11	18	38	67	34	27	34	27
Don't know	6	0	1	1	1	1	2	4	7	6	8
Refused	5	2	0	0	0	0	0	3	5	4	6

Labour

0 - Will definitely NOT vote for them	32	0	0	55	0	0	81	32	29	36	34
1	4	0	0	19	0	0	9	4	3	3	4
2	4	0	0	26	0	0	10	5	4	4	4
3	4	0	11	0	0	20	0	4	5	4	4
4	5	0	13	0	0	22	0	6	5	4	3
TOTAL WILL NOT	49	0	24	100	0	42	100	51	46	51	49
5	10	0	40	0	0	38	0	10	10	10	9
6	6	0	36	0	0	20	0	7	7	4	5
7	6	24	0	0	41	0	0	7	7	7	5
8	6	26	0	0	28	0	0	7	8	5	4
9	3	12	0	0	12	0	0	3	3	2	3
10 - Definitely WILL vote for them	8	38	0	0	20	0	0	7	7	7	9
Don't know	7	0	0	0	0	0	0	5	7	8	9
TOTAL WILL	30	100	0	0	101	0	0	29	32	29	30
Refused	6	0	0	0	0	0	0	5	6	5	7

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
		Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample		5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample		5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Democrat																	
0 - Will definitely NOT vote for them		38	53	28	5	61	25	24	54	42	35	24	34	43	48	35	43
1		5	6	5	2	5	7	5	5	5	5	3	5	5	5	5	5
2		5	6	8	4	3	9	6	6	6	5	7	5	6	5	6	5
3		5	5	6	3	2	9	6	5	5	6	6	6	6	4	6	5
4		5	5	7	5	7	7	7	4	5	5	5	6	5	5	6	4
TOTAL WILL NOT		58	75	54	19	78	57	48	74	63	56	45	56	65	67	58	62
5		11	8	15	13	6	16	15	8	10	11	9	13	10	9	12	9
6		5	2	8	14	6	8	8	3	5	6	8	7	3	3	7	3
7		4	2	6	17	0	4	8	2	4	5	6	5	5	3	6	3
8		3	1	3	14	0	4	5	1	3	3	3	3	3	3	3	2
9		1	0	1	5	0	0	2	0	1	1	3	1	1	1	1	1
10 - Definitely WILL vote for them		2	1	1	10	0	0	3	1	3	1	1	2	2	3	2	2
TOTAL WILL		15	6	19	60	6	16	26	7	16	16	21	18	14	13	19	11
Don't know		8	5	6	6	6	8	7	5	5	11	12	9	8	4	7	10
Refused		6	5	6	2	4	3	4	6	6	6	13	5	4	7	6	7
Green Party																	
0 - Will definitely NOT vote for them		38	59	22	19	58	4	24	55	44	34	21	34	43	51	35	43
1		5	6	4	5	3	2	5	5	5	4	3	5	5	5	4	5
2		5	4	5	5	6	5	6	5	4	5	3	5	4	5	4	5
3		5	5	6	7	2	0	6	4	5	5	4	6	5	3	5	4
4		4	4	5	7	3	2	5	4	4	5	5	5	5	3	5	4
TOTAL WILL NOT		57	78	42	43	72	13	46	73	62	53	36	55	62	67	53	61
5		10	6	15	17	8	13	15	7	9	11	8	12	10	9	11	9
6		5	2	9	8	7	8	8	3	4	6	8	5	5	4	6	4
7		5	1	9	8	1	13	8	2	4	6	8	6	4	2	6	3
8		4	1	7	7	0	13	7	1	4	4	10	3	4	2	5	3
9		2	0	3	4	1	17	3	0	2	2	5	2	2	1	2	2
10 - Definitely WILL vote for them		2	1	2	2	0	13	3	1	2	3	3	2	2	2	2	3
TOTAL WILL		18	5	30	29	9	64	29	7	16	21	34	18	17	11	21	15
Don't know		8	5	6	8	6	8	6	6	5	10	10	9	8	5	7	10
Refused		6	5	6	2	5	3	4	6	7	6	12	6	4	7	6	7

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Region					Class - Education				Class and Age	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Democrat												
0 - Will definitely NOT vote for them	38	34	35	41	41	45	32	46	28	40	38	49
1	5	5	5	5	6	3	9	5	5	4	6	5
2	5	4	6	7	5	5	6	5	5	6	6	5
3	5	4	6	5	5	6	6	5	7	6	5	4
4	5	7	5	5	5	5	6	4	7	5	5	4
TOTAL WILL NOT	58	54	57	63	62	64	59	65	52	61	60	67
5	11	11	11	11	9	11	13	9	14	10	10	9
6	5	6	6	5	5	4	5	2	9	5	4	2
7	4	6	5	3	4	4	4	3	9	4	3	3
8	3	3	3	2	2	3	3	2	4	3	1	3
9	1	1	1	1	1	2	2	0	1	1	1	1
10 - Definitely WILL vote for them	2	2	2	1	2	2	3	2	2	1	1	3
TOTAL WILL	15	18	17	12	14	15	17	9	25	14	10	12
Don't know	8	9	8	7	8	6	8	10	5	8	12	7
Refused	6	7	6	6	7	4	4	8	3	7	8	6
Green Party												
0 - Will definitely NOT vote for them	38	30	39	38	41	43	31	45	28	41	37	48
1	5	4	5	5	4	4	5	5	4	5	6	5
2	5	4	4	5	4	5	5	5	4	4	4	5
3	5	5	4	5	5	5	4	5	6	5	5	4
4	4	6	5	5	3	4	6	4	5	5	4	4
TOTAL WILL NOT	57	49	57	58	57	61	51	64	47	60	56	66
5	10	11	11	10	9	9	13	8	14	9	9	9
6	5	6	5	4	6	6	8	3	9	4	5	3
7	5	7	5	5	4	6	7	3	10	4	4	3
8	4	6	4	3	4	4	4	2	6	4	3	2
9	2	3	1	3	2	1	5	1	3	2	2	1
10 - Definitely WILL vote for them	2	2	2	2	3	3	1	3	3	2	3	3
TOTAL WILL	18	24	17	17	19	20	25	12	31	16	17	12
Don't know	8	10	8	8	8	4	8	10	5	8	11	8
Refused	6	7	6	6	7	4	4	7	4	7	8	6

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		More in Common Segments							Political Walls	
	Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample	5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample	5005	717	722	863	460	746	977	520	382	365
	%	%	%	%	%	%	%	%	%	%
Liberal Democrat										
0 - Will definitely NOT vote for them	38	28	28	34	26	49	47	51	31	42
1	5	5	4	5	6	5	5	5	4	6
2	5	6	6	6	5	6	4	5	4	6
3	5	7	5	5	5	5	5	7	6	4
4	5	7	7	6	6	4	3	4	5	5
TOTAL WILL NOT	58	53	50	56	48	69	64	72	50	63
5	11	11	16	10	15	9	8	9	14	10
6	5	9	9	5	6	3	3	3	7	4
7	4	9	6	4	8	2	3	3	8	3
8	3	5	5	3	4	2	1	1	2	2
9	1	3	1	1	1	0	0	0	1	0
10 - Definitely WILL vote for them	2	3	2	2	2	1	2	1	2	1
TOTAL WILL	15	29	23	15	21	8	9	8	20	10
Don't know	8	5	7	10	10	8	9	5	9	9
Refused	6	2	4	9	6	5	8	7	6	7
Green Party										
0 - Will definitely NOT vote for them	38	13	27	36	30	51	50	56	35	45
1	5	2	5	5	4	5	5	6	4	5
2	5	4	5	4	6	5	4	4	5	4
3	5	4	4	6	6	6	4	5	5	3
4	4	5	5	4	5	5	4	4	4	4
TOTAL WILL NOT	57	28	46	55	51	72	67	75	53	61
5	10	15	17	10	12	8	7	5	12	9
6	5	12	8	5	5	3	3	2	7	5
7	5	14	7	4	6	1	2	3	5	3
8	4	12	6	3	6	1	1	0	5	3
9	2	7	3	1	3	1	1	1	2	1
10 - Definitely WILL vote for them	2	4	3	3	1	2	2	1	1	2
TOTAL WILL	18	49	27	16	21	8	9	7	20	14
Don't know	8	6	6	10	9	8	9	6	9	9
Refused	6	3	3	9	6	5	8	7	6	7

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Labour Voter Segments						Social Grade (2)			
	Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%
Liberal Democrat											
0 - Will definitely NOT vote for them	38	29	24	53	18	19	65	34	35	42	45
1	5	5	4	8	2	5	6	4	5	6	5
2	5	9	7	8	7	7	5	6	5	6	5
3	5	7	7	3	4	10	3	5	6	5	4
4	5	7	14	1	6	10	4	6	6	4	5
TOTAL WILL NOT	58	57	56	73	37	51	83	55	57	63	64
5	11	17	17	17	13	17	7	12	11	10	9
6	5	9	12	1	10	10	2	8	6	3	3
7	4	8	6	2	14	9	2	6	5	3	2
8	3	4	3	2	12	6	1	3	4	2	2
9	1	1	1	0	5	2	0	2	1	1	1
10 - Definitely WILL vote for them	2	1	1	0	7	4	1	2	2	2	2
TOTAL WILL	15	23	23	5	48	31	6	21	18	11	10
Don't know	8	3	4	4	2	1	2	6	8	9	10
Refused	6	2	2	1	1	0	0	5	6	6	8
Green Party											
0 - Will definitely NOT vote for them	38	25	17	30	30	25	67	36	34	43	42
1	5	4	5	7	5	6	6	4	5	5	5
2	5	6	5	4	6	7	4	5	4	6	4
3	5	5	9	4	5	8	4	5	6	6	3
4	4	5	7	5	3	9	4	5	4	4	4
TOTAL WILL NOT	57	45	43	50	49	55	85	55	53	64	58
5	10	15	19	15	15	16	6	12	11	9	9
6	5	10	11	8	6	9	2	6	6	3	4
7	5	10	9	7	9	8	1	6	7	3	4
8	4	9	6	6	9	5	1	5	5	3	2
9	2	3	4	5	4	3	1	2	2	2	1
10 - Definitely WILL vote for them	2	2	2	5	5	3	1	2	2	2	3
TOTAL WILL	18	34	32	31	33	28	6	21	22	13	14
Don't know	8	3	4	4	1	2	2	6	7	8	11
Refused	6	2	1	0	1	0	0	6	6	6	8

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the country at this time?
Please tick up to three.

Health	29	28	33	34	26	33	33	28	25	33	21	27	34	33	29	29
Immigration & asylum	23	37	9	9	54	18	10	39	24	21	9	18	26	33	20	26
Crime	16	22	10	9	32	12	10	23	15	17	9	15	17	21	15	18
The economy	40	51	33	41	37	37	41	46	44	37	27	39	42	47	43	37
Tax	9	10	8	6	7	1	7	10	11	7	10	12	7	6	9	10
Pensions	6	9	4	4	11	5	4	9	7	5	1	2	8	13	5	7
Education	10	9	11	12	2	9	11	8	8	12	10	12	8	8	11	8
Family life & childcare	3	2	4	4	2	0	3	2	2	4	4	4	2	2	3	4
Housing	13	9	17	12	13	11	13	12	13	13	18	14	12	10	12	14
The environment	26	19	35	41	14	54	36	18	26	27	37	26	26	23	31	20
Britain leaving the EU	26	14	36	45	12	36	39	13	26	25	24	30	25	20	29	21
Transport	4	4	3	4	1	2	4	4	5	3	3	3	5	4	4	4
Welfare & benefits	15	10	22	16	13	9	17	14	13	17	12	16	16	14	12	18
Defence & security	6	11	1	3	15	7	3	9	7	5	5	4	7	9	6	5
Covid-19 pandemic	34	32	38	39	23	30	40	31	31	38	30	34	35	36	35	33
Unemployment	7	4	7	5	8	6	6	5	6	7	9	8	6	4	6	8
Foreign affairs & trade	7	9	5	5	5	7	7	7	7	6	7	6	8	7	8	5
None of these	1	1	1	1	0	1	0	1	1	1	3	1	1	0	1	1
Don't know	4	2	3	0	3	1	2	2	4	4	12	5	1	1	3	5

On a scale of 0 to 10, where 0 represents 'not at all' and 10 represents 'completely', to what extent would you say the following share your values?
Boris Johnson

0 - Not at all	35	9	63	50	25	42	50	21	36	35	35	41	35	26	36	34
1	5	2	6	10	7	5	6	3	5	4	6	5	5	4	5	4
2	5	4	7	7	2	7	6	5	6	5	7	6	5	4	6	4
3	6	5	5	9	7	13	6	5	6	6	6	6	6	5	6	5
4	5	5	3	6	4	5	4	5	4	5	5	5	4	4	4	5
TOTAL DO NOT SHARE	56	25	84	82	45	72	72	39	57	55	59	63	55	43	57	52
5	8	12	4	5	11	7	6	10	8	8	7	7	8	9	7	8
6	6	12	2	3	6	2	4	8	6	6	3	6	7	6	6	5
7	8	17	1	3	13	8	5	13	7	8	5	5	9	13	7	8
8	5	12	1	1	4	0	2	10	6	5	3	3	6	10	5	6
9	3	6	0	1	5	1	1	5	3	2	1	1	3	5	3	2
10 - Completely	3	6	0	0	4	1	1	4	4	2	4	2	2	5	2	3
TOTAL SHARE	25	53	4	8	32	12	13	40	26	23	16	17	27	39	23	24
Don't know	12	10	7	5	11	11	8	12	9	15	17	14	10	9	10	14

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the country at this time?
Please tick up to three.

Health	29	26	30	31	27	32	35	28	32	27	26	32
Immigration & asylum	23	19	25	24	24	13	14	28	14	24	19	34
Crime	16	19	15	16	17	11	14	18	12	17	14	21
The economy	40	41	40	41	38	45	42	36	44	42	32	42
Tax	9	9	9	10	9	9	8	10	8	9	13	6
Pensions	6	3	5	7	7	6	4	8	3	6	2	12
Education	10	8	11	8	10	9	16	7	12	9	11	6
Family life & childcare	3	2	3	4	3	4	4	4	3	3	5	2
Housing	13	19	13	12	12	11	19	13	12	12	16	13
The environment	26	27	29	25	24	25	29	19	39	25	20	20
Britain leaving the EU	26	29	26	23	23	32	31	19	34	25	23	19
Transport	4	3	3	4	5	2	3	4	4	4	4	4
Welfare & benefits	15	15	13	15	17	17	21	18	13	12	20	17
Defence & security	6	3	6	6	6	6	5	5	5	7	3	7
Covid-19 pandemic	34	31	34	34	34	37	31	34	35	35	30	36
Unemployment	7	6	6	6	8	8	8	8	5	7	10	6
Foreign affairs & trade	7	6	8	6	6	6	5	5	7	8	5	5
None of these	1	2	1	1	1	1	1	1	1	1	1	1
Don't know	4	5	3	4	4	4	1	6	2	3	9	1

On a scale of 0 to 10, where 0 represents 'not at all' and 10 represents 'completely', to what extent would you say the following share your values?
Boris Johnson

0 - Not at all	35	43	30	33	37	49	46	32	44	31	38	30
1	5	6	4	4	4	5	5	4	7	4	4	4
2	5	5	5	5	6	8	6	4	6	6	5	4
3	6	6	5	6	6	7	7	5	8	5	6	5
4	5	5	5	4	6	4	3	5	5	4	4	5
TOTAL DO NOT SHARE	56	65	49	52	59	73	67	50	70	50	57	48
5	8	5	10	7	8	4	5	9	6	9	9	8
6	6	7	7	6	4	4	6	5	7	6	5	5
7	8	5	9	8	8	4	6	9	5	9	5	11
8	5	3	7	7	4	2	3	6	3	6	5	7
9	3	2	3	3	2	1	2	2	2	4	1	3
10 - Completely	3	4	3	3	2	3	2	4	1	4	3	4
TOTAL SHARE	25	21	29	27	20	14	19	26	18	29	19	30
Don't know	12	10	12	14	13	9	9	15	7	13	17	11

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls	
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample 5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample 5005	717	722	863	460	746	977	520	382	365
%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the country at this time?
Please tick up to three.

Health	29	36	38	26	32	27	23	29	29	25
Immigration & asylum	23	4	10	17	12	38	34	37	23	27
Crime	16	4	13	12	12	27	18	27	16	19
The economy	40	28	44	33	48	44	39	54	36	41
Tax	9	7	8	12	8	10	11	6	9	9
Pensions	6	2	5	5	3	11	8	5	5	4
Education	10	11	13	9	12	8	8	10	10	9
Family life & childcare	3	3	5	4	2	3	3	3	2	3
Housing	13	21	13	14	12	10	12	7	12	11
The environment	26	56	36	21	32	18	14	17	32	21
Britain leaving the EU	26	43	35	23	25	19	20	18	27	21
Transport	4	2	4	4	3	4	5	4	1	6
Welfare & benefits	15	27	14	17	9	16	11	9	13	18
Defence & security	6	1	3	4	7	9	7	10	6	7
Covid-19 pandemic	34	32	38	31	35	36	33	38	34	33
Unemployment	7	4	5	8	6	6	10	4	6	9
Foreign affairs & trade	7	5	7	6	10	6	6	9	11	10
None of these	1	1	0	2	0	0	2	1	2	1
Don't know	4	2	1	10	3	1	5	1	3	2

On a scale of 0 to 10, where 0 represents 'not at all' and 10 represents 'completely', to what extent would you say the following share your values?
Boris Johnson

0 - Not at all	35	77	42	45	20	28	21	8	31	34
1	5	6	7	5	6	4	3	2	6	5
2	5	6	9	6	5	6	3	4	7	5
3	6	4	8	6	9	6	5	3	6	6
4	5	1	5	4	5	6	6	5	6	6
TOTAL DO NOT SHARE	56	94	71	66	45	50	38	22	56	56
5	8	1	6	7	9	9	12	10	9	7
6	6	1	5	4	9	6	7	12	6	4
7	8	1	6	2	9	12	10	17	9	10
8	5	0	2	3	6	7	8	12	6	4
9	3	0	1	1	4	3	3	8	2	3
10 - Completely	3	0	1	2	2	2	5	8	2	4
TOTAL SHARE	25	2	15	12	30	30	33	57	25	25
Don't know	12	2	9	15	17	10	17	12	11	13

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Labour Voter Segments						Social Grade (2)				
Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE	
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the country at this time?
Please tick up to three.

Health	29	31	37	42	37	32	28	33	26	31	27
Immigration & asylum	23	8	10	14	11	18	38	19	21	28	25
Crime	16	10	9	7	14	13	23	14	15	18	17
The economy	40	34	32	35	34	47	50	42	43	40	34
Tax	9	8	11	6	8	8	9	7	10	11	8
Pensions	6	4	4	4	7	6	9	6	4	7	7
Education	10	12	11	9	10	12	8	12	9	11	6
Family life & childcare	3	4	3	1	3	3	2	2	3	3	4
Housing	13	17	16	32	12	13	9	11	13	14	14
The environment	26	36	38	28	30	34	19	31	30	21	20
Britain leaving the EU	26	38	39	29	29	31	18	28	29	22	21
Transport	4	3	2	7	4	3	4	4	4	3	5
Welfare & benefits	15	25	18	22	17	15	9	13	12	14	23
Defence & security	6	1	2	1	4	5	11	6	6	6	4
Covid-19 pandemic	34	41	36	36	41	34	34	35	35	33	33
Unemployment	7	7	7	13	5	6	4	5	6	7	9
Foreign affairs & trade	7	6	4	5	6	6	8	7	8	7	4
None of these	1	1	0	0	1	0	1	1	1	1	2
Don't know	4	2	3	1	1	1	1	3	3	4	6

On a scale of 0 to 10, where 0 represents 'not at all' and 10 represents 'completely', to what extent would you say the following share your values?
Boris Johnson

0 - Not at all	35	68	55	73	47	29	18	36	37	33	35
1	5	7	7	3	6	7	3	6	4	3	5
2	5	6	11	2	7	6	4	5	7	4	4
3	6	6	6	0	7	10	5	6	6	6	5
4	5	3	4	3	6	8	5	4	5	4	5
TOTAL DO NOT SHARE	56	90	83	81	73	60	35	57	59	50	54
5	8	3	6	5	9	9	10	7	8	9	8
6	6	2	2	4	2	9	10	7	5	5	5
7	8	1	2	2	8	10	16	8	6	9	7
8	5	1	1	3	1	3	12	6	4	6	6
9	3	0	1	0	1	1	6	4	2	2	2
10 - Completely	3	0	0	2	2	1	6	3	2	3	3
TOTAL SHARE	25	4	6	11	14	24	50	28	19	25	23
Don't know	12	4	6	2	5	8	6	8	13	14	15

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
		Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample		5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample		5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Keir Starmer																	
0 - Not at all		25	38	10	10	53	14	13	36	29	20	16	24	27	27	22	29
1		5	7	2	3	11	2	4	6	5	4	4	4	5	6	4	5
2		7	9	6	6	4	6	6	9	7	6	6	6	7	8	8	6
3		7	9	4	9	5	15	7	7	7	7	9	6	6	8	8	6
4		6	6	8	7	5	10	7	6	7	6	6	7	7	5	7	6
TOTAL DO NOT SHARE		50	69	30	35	78	47	37	64	55	43	41	47	52	54	49	52
5		9	8	10	11	3	15	12	8	9	9	10	10	10	8	10	9
6		7	4	12	11	4	5	10	4	7	7	8	7	6	6	8	5
7		7	3	13	17	1	6	11	4	6	7	5	7	7	8	8	5
8		5	2	10	10	0	4	8	3	4	5	3	4	6	5	5	3
9		2	0	4	3	0	1	3	1	2	2	1	1	2	2	2	2
10 - Completely		1	1	3	2	0	4	2	1	2	1	1	1	2	2	1	2
TOTAL SHARE		22	10	42	43	5	20	34	13	21	22	18	20	23	23	24	17
Don't know		20	14	18	13	14	18	17	17	14	26	31	23	16	14	18	23
The Labour Party																	
0 - Not at all		23	39	4	9	56	13	11	35	27	19	11	20	27	29	21	26
1		5	8	1	4	7	2	3	7	6	4	4	4	4	8	5	5
2		6	10	2	7	3	5	5	8	7	6	5	5	7	7	6	6
3		7	10	5	6	5	13	7	8	7	7	7	7	8	7	8	6
4		6	6	5	10	6	10	7	5	6	6	7	7	5	4	6	5
TOTAL DO NOT SHARE		47	73	17	36	77	43	33	63	53	42	34	43	51	55	46	48
5		11	8	11	18	5	17	14	8	11	11	10	11	10	10	11	10
6		8	4	14	14	2	12	12	5	8	8	11	9	7	6	9	6
7		9	3	20	13	5	6	14	5	8	10	10	10	8	8	10	7
8		6	1	16	8	1	7	10	3	5	7	9	6	6	5	7	5
9		2	0	6	2	0	0	3	1	2	3	3	2	3	2	2	3
10 - Completely		2	0	6	2	0	1	3	1	2	2	2	2	2	2	2	3
TOTAL SHARE		27	8	62	39	8	26	42	15	25	30	35	29	26	23	30	24
Don't know		15	11	10	9	11	14	10	14	11	19	21	16	13	12	13	18

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

Fieldwork: 1st - 10th October

		Region						Class - Education				Class and Age	
		Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053	
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032	
		%	%	%	%	%	%	%	%	%	%	%	
Keir Starmer													
	0 - Not at all	25	20	24	27	26	26	17	31	17	25	27	30
	1	5	4	5	4	5	5	6	5	4	4	4	6
	2	7	5	8	5	7	9	8	5	7	8	6	6
	3	7	6	8	7	6	6	7	5	7	8	4	7
	4	6	8	5	7	6	8	8	6	9	5	7	6
TOTAL DO NOT SHARE		50	43	50	50	50	54	46	52	44	50	48	55
	5	9	9	11	8	9	9	9	9	10	9	10	8
	6	7	8	7	6	6	6	8	5	11	6	5	5
	7	7	11	7	6	6	5	9	4	10	7	5	5
	8	5	6	5	4	5	3	4	3	7	4	3	4
	9	2	3	1	1	2	2	3	1	2	1	1	2
	10 - Completely	1	1	2	2	1	1	1	2	1	1	1	2
TOTAL SHARE		22	29	22	19	20	17	25	15	31	19	15	18
Don't know		20	19	19	22	21	19	20	23	15	21	28	18
The Labour Party													
	0 - Not at all	23	19	24	25	21	23	14	28	16	24	22	29
	1	5	4	5	4	6	5	6	5	5	5	5	6
	2	6	5	7	6	5	9	5	6	6	6	5	7
	3	7	7	8	7	5	10	9	6	9	8	5	7
	4	6	5	7	5	6	7	6	5	7	6	7	4
TOTAL DO NOT SHARE		47	40	51	47	43	54	40	50	43	49	44	53
	5	11	11	11	10	10	12	12	10	12	10	11	9
	6	8	8	8	8	9	7	12	5	12	7	7	5
	7	9	14	8	8	9	7	15	6	13	8	7	8
	8	6	9	6	6	7	3	7	5	8	6	6	4
	9	2	2	2	2	3	1	3	3	2	2	2	3
	10 - Completely	2	2	2	2	3	1	1	3	1	2	3	2
TOTAL SHARE		27	35	26	26	31	19	38	22	36	25	25	22
Don't know		15	14	14	17	15	13	11	19	8	16	20	15

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		More in Common Segments							Political Walls	
	Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample	5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample	5005	717	722	863	460	746	977	520	382	365
	%	%	%	%	%	%	%	%	%	%
Keir Starmer										
0 - Not at all	25	11	13	27	15	34	33	33	21	29
1	5	3	4	4	5	5	5	6	5	5
2	7	6	6	6	6	8	7	9	5	10
3	7	6	8	5	7	8	5	11	8	6
4	6	8	7	6	8	5	6	6	9	6
TOTAL DO NOT SHARE	50	34	38	48	41	60	56	65	48	56
5	9	14	9	9	9	9	8	7	9	7
6	7	13	11	5	11	4	3	5	7	7
7	7	14	10	5	9	4	4	3	10	5
8	5	10	7	3	4	4	3	1	5	4
9	2	4	2	2	1	1	0	0	4	2
10 - Completely	1	2	2	1	1	2	1	0	0	2
TOTAL SHARE	22	43	32	16	26	15	11	9	26	20
Don't know	20	9	21	27	24	15	24	19	17	17
The Labour Party										
0 - Not at all	23	5	11	23	16	32	32	34	21	28
1	5	1	4	4	8	6	5	6	5	4
2	6	3	6	6	6	8	6	10	8	7
3	7	6	7	6	9	8	7	11	8	7
4	6	7	8	5	5	6	5	5	8	5
TOTAL DO NOT SHARE	47	22	36	44	44	60	55	66	50	51
5	11	14	11	10	11	9	10	8	9	9
6	8	17	12	7	9	5	4	4	7	6
7	9	20	13	8	9	7	4	3	11	7
8	6	14	9	6	6	3	3	2	7	6
9	2	4	3	4	1	2	1	0	3	2
10 - Completely	2	4	2	2	1	2	2	1	0	3
TOTAL SHARE	27	59	39	27	26	19	14	10	28	24
Don't know	15	4	13	19	19	13	19	16	13	15

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Labour Voter Segments						Social Grade (2)			
	Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%
Keir Starmer											
0 - Not at all	25	4	11	53	4	6	48	23	20	29	29
1	5	1	5	5	0	3	9	4	4	4	5
2	7	3	12	9	2	9	10	8	7	6	6
3	7	3	7	5	5	12	9	7	9	6	5
4	6	7	10	7	6	12	5	7	6	7	5
TOTAL DO NOT SHARE	50	18	45	79	17	42	81	49	46	52	50
5	9	9	17	6	10	18	4	9	10	9	9
6	7	14	12	4	10	9	3	9	7	4	6
7	7	18	5	0	19	10	2	8	8	5	5
8	5	15	3	2	15	5	1	7	4	4	3
9	2	6	0	1	4	1	0	2	2	2	2
10 - Completely	1	5	0	0	11	0	0	1	1	2	1
TOTAL SHARE	22	58	20	7	59	25	6	27	22	17	17
Don't know	20	14	17	7	12	15	9	14	22	23	23
The Labour Party											
0 - Not at all	23	1	3	36	3	4	50	23	18	25	26
1	5	0	1	1	1	2	11	5	4	5	5
2	6	0	5	9	2	8	11	7	6	6	5
3	7	2	12	10	1	13	9	6	9	6	6
4	6	2	12	7	4	15	4	7	6	5	6
TOTAL DO NOT SHARE	47	5	33	63	11	42	85	48	43	47	48
5	11	7	24	15	12	23	4	11	11	10	10
6	8	14	17	10	17	13	2	10	9	6	6
7	9	28	11	3	25	8	1	10	10	8	7
8	6	24	5	0	17	3	0	7	7	5	5
9	2	10	1	0	4	0	0	2	2	3	2
10 - Completely	2	9	0	3	8	0	0	2	2	2	3
TOTAL SHARE	27	85	34	16	71	24	3	31	30	24	23
Don't know	15	4	9	6	7	10	8	10	16	17	18

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
	Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Conservative Party

0 - Not at all	31	7	55	38	32	44	42	20	32	30	32	36	30	22	30	33
1	5	2	8	8	1	2	7	3	5	5	5	6	5	4	6	4
2	6	3	9	13	5	9	9	4	6	6	8	6	6	6	7	5
3	5	4	6	7	4	10	6	5	5	6	6	6	6	5	6	5
4	4	5	4	6	5	3	4	5	4	4	4	4	5	4	4	4
TOTAL DO NOT SHARE	51	21	82	72	47	68	68	37	52	51	55	58	52	41	53	51
5	8	10	5	8	13	8	7	9	8	8	7	8	8	9	8	8
6	7	12	3	6	8	8	5	8	6	7	5	7	7	6	7	6
7	9	19	1	3	14	5	6	14	10	8	7	6	9	13	9	9
8	6	15	1	3	3	0	3	11	7	5	3	3	8	11	6	6
9	3	7	0	1	5	0	1	5	3	3	2	1	2	6	3	2
10 - Completely	3	7	0	0	1	1	1	5	4	2	2	2	3	6	3	3
TOTAL SHARE	28	60	5	13	31	14	16	43	30	25	19	19	29	42	28	26
Don't know	13	10	8	5	10	10	8	12	9	16	19	15	10	9	11	16

On a scale of 0 to 10, where 0 represents 'completely negative' and 10 represents 'completely positive', how would you describe your view of the following?

[Asked to those in control group; n= 1693]

Boris Johnson

0 - Completely negative	32	10	57	42	32	32	48	17	31	32	27	33	35	26	34	28
1	5	2	6	13	3	8	6	4	5	5	8	5	4	4	6	4
2	5	3	9	7	4	6	6	4	5	6	8	6	5	4	6	5
3	5	5	6	8	5	11	6	5	6	5	8	6	6	4	6	5
4	6	6	6	6	0	0	6	6	6	6	10	6	5	4	6	6
TOTAL NEGATIVE	53	26	84	76	44	57	72	36	53	54	61	56	55	42	58	48
5	10	13	5	6	14	7	6	13	9	10	4	11	8	10	8	11
6	8	12	3	7	12	6	6	10	7	8	5	7	8	9	8	7
7	9	19	2	4	13	8	4	15	10	8	9	6	11	12	9	8
8	6	14	1	1	3	0	3	10	8	5	4	3	8	12	6	7
9	3	7	0	1	9	9	2	6	4	3	3	2	4	6	3	3
TOTAL POSITIVE	36	65	11	19	51	30	21	54	38	34	25	29	39	49	34	36
10 - Completely positive	2	5	0	1	0	0	1	4	3	2	1	2	2	5	2	2
Don't know	9	4	6	5	5	14	5	6	6	12	13	12	5	4	6	13

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Region					Class - Education				Class and Age	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%
The Conservative Party												
0 - Not at all	31	35	25	29	33	48	40	31	35	27	37	28
1	5	7	5	4	5	5	5	4	8	4	4	4
2	6	9	6	6	6	8	10	4	9	6	5	5
3	5	6	5	6	5	7	5	4	8	5	4	5
4	4	3	5	4	5	3	5	4	5	4	4	4
TOTAL DO NOT SHARE	51	60	46	49	54	71	65	47	65	46	54	46
5	8	6	9	8	9	4	6	8	8	8	8	8
6	7	7	8	7	6	4	6	6	7	7	5	6
7	9	6	10	9	8	5	7	9	6	10	6	12
8	6	3	8	7	5	4	4	7	4	7	4	9
9	3	2	3	3	2	1	1	2	2	4	1	4
10 - Completely	3	3	3	3	3	3	2	4	2	3	2	5
TOTAL SHARE	28	21	32	29	24	17	20	28	21	31	18	36
Don't know	13	13	12	14	14	9	9	17	6	14	20	12

On a scale of 0 to 10, where 0 represents 'completely negative' and 10 represents 'completely positive', how would you describe your view of the following?

[Asked to those in control group; n= 1693]

Boris Johnson

0 - Completely negative	32	40	27	29	32	40	38	26	41	29	24	33
1	5	8	5	4	5	7	6	3	7	6	4	3
2	5	5	4	9	5	5	6	5	7	5	6	4
3	5	6	4	6	7	4	5	5	7	5	5	5
4	6	4	6	4	7	7	7	6	5	6	6	5
TOTAL NEGATIVE	53	63	46	52	56	63	62	45	67	51	45	50
5	10	7	11	8	9	12	11	12	9	7	11	12
6	8	9	8	6	8	4	7	7	6	9	8	7
7	9	6	9	10	9	9	5	9	7	11	8	9
8	6	4	8	7	5	3	4	8	5	6	5	10
9	3	2	6	3	2	1	2	3	1	5	3	3
TOTAL POSITIVE	36	28	42	34	33	29	29	39	28	38	35	41
10 - Completely positive	2	2	2	3	2	1	2	2	2	2	2	3
Don't know	9	8	8	11	9	7	8	14	2	9	20	5

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		More in Common Segments							Political Walls	
	Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample	5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample	5005	717	722	863	460	746	977	520	382	365
	%	%	%	%	%	%	%	%	%	%
The Conservative Party										
0 - Not at all	31	66	35	41	15	26	20	7	26	31
1	5	9	7	5	5	3	4	2	5	4
2	6	11	9	7	7	5	4	2	7	5
3	5	6	9	5	5	6	5	3	6	4
4	4	2	5	6	4	6	4	3	7	5
TOTAL DO NOT SHARE	51	94	65	64	36	46	37	17	51	49
5	8	2	7	6	10	10	11	9	10	10
6	7	2	6	5	9	7	7	12	7	6
7	9	1	5	3	14	12	12	18	12	8
8	6	0	4	3	9	9	7	15	5	5
9	3	0	2	1	3	3	3	8	2	3
10 - Completely	3	0	1	2	2	3	5	7	2	5
TOTAL SHARE	28	3	18	14	37	34	34	60	28	27
Don't know	13	2	10	17	17	11	18	12	11	14

On a scale of 0 to 10, where 0 represents 'completely negative' and 10 represents 'completely positive', how would you describe your view of the following?

[Asked to those in control group; n= 1693]

Boris Johnson

0 - Completely negative	32	73	39	39	14	26	16	5	33	35
1	5	9	7	6	7	6	2	2	9	5
2	5	5	7	6	6	5	4	5	7	7
3	5	5	6	4	9	5	6	4	7	5
4	6	2	7	7	7	6	6	7	7	4
TOTAL NEGATIVE	53	94	66	62	43	48	34	23	63	56
5	10	1	9	11	10	11	13	9	12	9
6	8	1	6	6	11	9	10	12	6	4
7	9	0	6	5	15	10	11	19	5	9
8	6	1	4	1	6	10	9	15	1	6
9	3	0	3	1	2	4	5	9	4	2
TOTAL POSITIVE	36	3	28	24	44	44	48	64	28	30
10 - Completely positive	2	0	0	2	2	2	4	7	3	3
Don't know	9	3	5	11	13	5	14	8	6	11

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Labour Voter Segments						Social Grade (2)			
	Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%
The Conservative Party											
0 - Not at all	31	61	47	65	36	24	15	30	30	31	34
1	5	9	9	9	7	6	2	6	6	3	5
2	6	9	12	3	10	9	3	8	7	5	5
3	5	6	8	1	9	6	5	6	6	5	4
4	4	3	5	3	6	7	4	4	5	4	5
TOTAL DO NOT SHARE	51	88	81	81	68	52	29	54	54	48	53
5	8	4	6	4	7	10	9	8	9	9	7
6	7	2	5	4	7	11	10	7	7	6	5
7	9	1	3	0	6	12	17	10	7	10	7
8	6	1	0	5	3	6	15	7	5	8	5
9	3	0	0	0	2	1	7	3	2	3	2
10 - Completely	3	0	0	1	1	1	7	4	2	3	4
TOTAL SHARE	28	4	8	10	19	31	56	31	23	30	23
Don't know	13	4	5	4	6	8	6	7	14	15	17

On a scale of 0 to 10, where 0 represents 'completely negative' and 10 represents 'completely positive', how would you describe your view of the following?

[Asked to those in control group; n= 1693]

Boris Johnson

0 - Completely negative	32	61	54	69	50	26	16	33	35	30	27
1	5	7	6	0	11	7	3	6	6	2	5
2	5	9	13	10	5	6	3	7	5	5	5
3	5	7	6	0	3	9	5	6	6	3	6
4	6	6	6	0	7	7	5	4	7	7	5
TOTAL NEGATIVE	53	90	85	79	76	55	32	56	59	47	48
5	10	3	9	7	2	16	10	9	8	11	12
6	8	3	2	3	8	7	12	8	8	6	8
7	9	1	2	3	9	10	17	11	7	9	7
8	6	2	0	6	1	4	14	6	5	9	5
9	3	0	0	0	0	3	8	3	3	3	3
TOTAL POSITIVE	36	9	13	19	20	40	61	37	31	38	35
10 - Completely positive	2	0	0	0	0	1	5	3	1	1	3
Don't know	9	2	3	3	4	3	2	4	8	13	12

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
		Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample		5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample		5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Keir Starmer																	
0 - Completely negative		23	38	8	6	45	12	11	36	28	19	9	21	27	29	22	25
1		5	7	3	3	20	0	4	7	6	4	3	4	7	7	5	5
2		8	11	6	8	10	10	8	10	8	7	13	6	9	8	8	8
3		7	9	4	8	0	8	7	9	7	8	5	8	9	7	9	6
4		10	10	13	9	7	15	10	11	12	9	16	10	9	10	10	10
TOTAL NEGATIVE		53	75	34	34	82	45	40	73	61	47	46	49	61	61	54	54
5		12	9	15	14	9	16	15	9	11	13	12	13	13	10	13	12
6		7	4	10	14	4	13	10	4	6	7	6	7	5	7	8	5
7		7	3	15	16	0	2	13	3	7	7	6	6	8	8	8	6
8		3	1	8	8	0	3	6	1	3	4	2	4	3	3	3	3
9		2	0	3	3	0	0	3	0	1	2	2	1	1	3	2	1
10 - Completely positive		1	0	3	0	0	3	2	1	2	1	1	1	2	2	1	1
TOTAL POSITIVE		20	8	39	41	4	21	34	9	19	21	17	19	19	23	22	16
Don't know		15	6	13	10	5	19	12	8	9	20	27	20	8	6	11	19
The Labour Party																	
0 - Completely negative		24	43	4	7	57	15	11	39	32	17	13	20	32	30	24	25
1		5	10	1	5	12	2	4	9	6	5	4	3	7	10	6	5
2		7	12	4	6	9	3	7	9	8	7	6	6	7	9	7	7
3		8	9	6	11	0	21	8	9	8	8	6	9	9	7	9	7
4		7	8	5	12	8	11	9	6	6	9	8	7	6	9	9	6
TOTAL NEGATIVE		51	82	20	41	86	52	39	72	60	46	37	45	61	65	55	50
5		12	7	16	19	9	25	15	9	11	14	13	14	11	10	12	13
6		8	2	17	15	0	2	12	3	7	8	14	9	5	7	9	6
7		8	1	18	13	0	8	13	3	6	9	9	8	10	4	9	6
8		5	2	13	8	0	0	10	2	6	4	6	5	4	6	6	4
9		2	1	4	0	0	0	2	1	1	2	1	2	2	1	1	2
10 - Completely positive		2	0	5	0	0	0	2	2	2	2	3	2	1	2	1	3
TOTAL POSITIVE		25	6	57	36	0	10	39	11	22	25	33	26	22	20	26	21
Don't know		11	5	8	5	5	14	7	8	7	15	17	16	7	5	7	16

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Region					Class - Education				Class and Age	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%
Keir Starmer												
0 - Completely negative	23	19	23	26	24	20	12	28	17	26	19	31
1	5	4	6	5	5	2	6	5	4	6	2	7
2	8	9	7	8	8	7	10	7	7	8	8	8
3	7	8	7	7	6	13	5	6	11	7	6	6
4	10	8	10	12	10	10	9	10	10	11	12	9
TOTAL NEGATIVE	53	48	53	58	53	52	42	56	49	58	47	61
5	12	15	12	9	12	16	15	11	15	11	11	13
6	7	7	7	6	6	7	9	4	9	6	6	4
7	7	10	8	4	7	5	13	4	9	7	4	7
8	3	4	3	3	3	2	6	2	4	3	3	3
9	2	2	1	1	1	2	2	1	2	1	0	2
10 - Completely positive	1	1	1	1	2	2	0	2	2	1	1	2
TOTAL POSITIVE	20	24	20	15	19	18	30	13	26	18	14	18
Don't know	15	13	13	17	15	15	14	20	9	13	28	9
The Labour Party												
0 - Completely negative	24	21	25	26	25	19	13	28	20	26	18	33
1	5	2	7	4	6	5	3	5	5	7	3	7
2	7	7	8	8	5	11	12	6	7	7	6	8
3	8	11	6	8	9	9	3	8	9	8	7	7
4	7	7	9	7	5	12	10	5	9	8	6	6
TOTAL NEGATIVE	51	48	55	53	50	56	41	52	50	56	40	61
5	12	14	13	10	12	12	15	12	14	10	13	13
6	8	7	7	9	9	4	12	5	12	7	8	4
7	8	10	7	4	9	8	15	5	11	7	6	7
8	5	7	5	5	4	5	6	3	7	5	3	5
9	2	1	1	2	3	2	1	2	1	2	2	2
10 - Completely positive	2	3	1	2	3	1	1	3	1	2	3	3
TOTAL POSITIVE	25	28	21	22	28	20	35	18	32	23	22	21
Don't know	11	9	10	14	10	13	10	18	4	10	25	7

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		More in Common Segments							Political Walls	
	Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample	5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample	5005	717	722	863	460	746	977	520	382	365
	%	%	%	%	%	%	%	%	%	%
Keir Starmer										
0 - Completely negative	23	9	8	25	13	36	32	29	17	30
1	5	5	6	2	4	7	5	11	6	8
2	8	8	7	6	9	8	8	12	9	8
3	7	5	8	8	10	7	6	9	5	3
4	10	10	14	9	11	8	9	12	11	10
TOTAL NEGATIVE	53	37	43	50	47	66	60	73	48	59
5	12	14	16	10	16	11	11	9	15	11
6	7	13	10	5	8	3	4	4	6	7
7	7	15	10	7	7	3	4	3	11	7
8	3	7	6	2	3	3	1	0	6	2
9	2	3	2	1	1	2	1	0	2	0
10 - Completely positive	1	2	1	2	1	2	1	0	0	1
TOTAL POSITIVE	20	40	29	17	20	13	11	7	25	17
Don't know	15	9	12	21	17	10	18	11	11	13
The Labour Party										
0 - Completely negative	24	5	11	26	16	37	34	36	19	27
1	5	2	5	2	9	8	5	10	5	7
2	7	3	8	6	10	9	7	10	5	7
3	8	8	7	11	10	5	7	8	10	10
4	7	8	10	6	10	7	5	8	10	5
TOTAL NEGATIVE	51	26	41	51	55	66	58	72	49	56
5	12	18	19	10	11	11	9	9	13	11
6	8	20	10	6	6	4	6	4	11	3
7	8	15	13	8	6	6	4	0	10	9
8	5	13	5	3	7	3	4	2	7	4
9	2	3	2	3	1	2	0	0	2	0
10 - Completely positive	2	1	2	2	1	2	2	3	0	1
TOTAL POSITIVE	25	52	32	22	21	17	16	9	30	17
Don't know	11	3	7	16	15	6	17	9	7	15

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Labour Voter Segments							Social Grade (2)				
		Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE	
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101		
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172		
		%	%	%	%	%	%	%	%	%	%		
Keir Starmer													
0 - Completely negative	23	2	9	46	6	3	46	24	20	26	23		
1	5	1	8	3	2	1	10	5	6	5	5		
2	8	3	10	21	1	11	12	8	8	7	8		
3	7	3	8	2	2	9	10	8	10	7	4		
4	10	12	16	11	9	15	8	12	9	11	10		
TOTAL NEGATIVE	53	21	51	83	20	39	86	57	53	56	50		
5	12	13	23	12	9	23	6	12	13	11	12		
6	7	15	3	0	11	15	2	8	7	5	5		
7	7	20	6	0	22	10	1	8	8	6	6		
8	3	12	2	0	16	3	0	4	3	3	3		
9	2	5	1	0	8	0	0	2	2	1	1		
10 - Completely positive	1	5	0	0	6	0	0	2	1	1	1		
TOTAL POSITIVE	20	57	12	0	63	28	3	24	21	16	16		
Don't know	15	8	14	3	8	9	4	8	15	17	21		
The Labour Party													
0 - Completely negative	24	1	2	29	2	2	53	28	20	27	24		
1	5	0	1	8	2	1	13	6	6	4	5		
2	7	0	9	12	1	8	12	7	8	6	7		
3	8	1	13	23	1	16	9	8	10	8	6		
4	7	2	10	16	4	19	6	9	8	5	6		
TOTAL NEGATIVE	51	4	35	88	10	46	93	58	52	50	48		
5	12	13	29	11	15	28	3	12	12	14	12		
6	8	20	16	0	16	11	1	8	10	6	7		
7	8	25	12	0	24	6	0	10	8	5	7		
8	5	21	2	0	24	2	1	5	7	3	5		
9	2	7	0	0	2	0	0	1	2	3	1		
10 - Completely positive	2	8	0	0	4	0	0	2	1	2	3		
TOTAL POSITIVE	25	81	30	0	70	19	2	26	28	19	23		
Don't know	11	3	6	3	4	7	2	4	10	16	16		

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
	Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The Conservative Party																
0 - Completely negative	29	7	53	34	39	26	40	18	28	30	27	32	30	23	30	28
1	6	1	9	13	0	13	9	3	6	5	7	5	6	5	7	4
2	6	2	9	11	7	6	8	3	5	6	6	5	6	5	6	5
3	6	5	7	6	0	8	6	5	5	6	8	6	5	4	6	5
4	6	5	5	11	0	3	6	4	6	5	5	7	6	3	6	5
TOTAL NEGATIVE	53	20	83	75	46	56	69	33	50	52	53	55	53	40	55	47
5	9	12	6	9	22	9	8	12	9	10	5	10	8	11	8	11
6	8	15	2	4	12	6	5	11	8	8	9	8	8	8	9	7
7	10	22	2	5	3	12	6	15	12	8	10	6	13	13	11	9
8	7	14	0	3	6	3	4	12	8	5	5	4	9	11	7	6
9	3	6	0	0	6	0	1	5	3	2	2	1	3	7	2	3
10 - Completely positive	2	6	0	0	0	0	1	4	3	1	1	2	2	5	2	2
TOTAL POSITIVE	30	63	4	12	27	21	17	47	34	24	27	21	35	44	31	27
Don't know	10	4	7	5	5	14	6	7	7	13	15	14	6	4	7	14

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Keir Starmer and a future Labour government to tackle the climate change challenges ahead of us."

[Asked to those in control group; n= 1693]

Strongly agree	4	1	8	6	0	0	6	2	4	4	4	4	3	4	4	3
Tend to agree	13	3	28	26	0	16	22	5	14	12	14	14	11	12	15	11
TOTAL AGREE	17	4	36	32	0	16	28	7	18	16	18	18	14	16	19	14
Neither agree nor disagree	23	17	28	27	30	31	27	19	20	27	21	24	24	23	20	28
Tend to disagree	18	23	15	18	9	24	18	20	18	19	22	17	18	19	21	16
Strongly disagree	29	51	7	14	61	11	16	47	35	22	13	23	38	36	30	26
TOTAL DISAGREE	47	74	22	32	70	35	34	67	53	41	35	40	56	55	51	42
Don't know	13	5	13	9	0	18	11	8	9	16	25	17	6	6	10	17

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Region					Class - Education				Class and Age	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%
The Conservative Party												
0 - Completely negative	29	34	24	27	31	40	34	26	35	26	25	31
1	6	9	5	7	4	5	8	3	9	5	3	5
2	6	9	5	4	6	5	8	5	7	4	5	6
3	6	7	5	3	9	4	4	5	7	6	6	4
4	6	3	6	8	4	5	7	4	7	6	5	4
TOTAL NEGATIVE	53	62	45	49	54	59	61	43	65	47	44	50
5	9	8	11	8	9	8	6	12	8	8	12	11
6	8	9	8	7	9	4	11	6	8	9	8	7
7	10	7	10	11	8	12	7	9	7	13	7	11
8	7	4	9	7	5	6	3	7	5	8	5	8
9	3	1	4	2	2	2	1	3	1	3	1	5
10 - Completely positive	2	2	3	3	2	0	2	2	1	3	1	3
TOTAL POSITIVE	30	23	34	30	26	24	24	27	22	36	22	34
Don't know	10	9	9	12	11	8	8	16	3	9	22	6

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Keir Starmer and a future Labour government to tackle the climate change challenges ahead of us."

[Asked to those in control group; n= 1693]

Strongly agree	4	7	3	4	3	3	3	3	5	4	3	3
Tend to agree	13	18	14	7	13	15	19	9	20	11	11	10
TOTAL AGREE	17	25	17	11	16	18	22	12	25	15	14	13
Neither agree nor disagree	23	20	23	24	24	27	28	28	22	19	27	28
Tend to disagree	18	19	19	23	15	15	14	16	20	21	12	19
Strongly disagree	29	24	30	29	29	27	18	28	26	33	20	33
TOTAL DISAGREE	47	43	49	52	44	42	32	44	46	54	32	52
Don't know	13	14	11	12	15	13	18	16	7	12	26	7

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		More in Common Segments							Political Walls	
	Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample	5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample	5005	717	722	863	460	746	977	520	382	365
	%	%	%	%	%	%	%	%	%	%
The Conservative Party										
0 - Completely negative	29	62	36	36	15	24	17	5	30	34
1	6	14	8	5	4	6	2	1	6	2
2	6	9	6	7	5	6	3	3	11	7
3	6	3	6	10	6	6	4	3	7	4
4	6	4	8	5	9	5	7	1	4	7
TOTAL NEGATIVE	53	92	64	63	39	47	33	13	58	54
5	9	1	8	8	12	11	12	13	12	9
6	8	2	6	5	11	13	9	12	8	2
7	10	1	10	6	11	11	11	25	6	12
8	7	1	4	3	8	9	9	15	6	5
9	3	0	3	1	2	2	4	7	1	1
10 - Completely positive	2	0	0	1	2	1	5	7	3	3
TOTAL POSITIVE	30	4	23	16	34	36	38	66	24	23
Don't know	10	3	6	13	14	5	17	9	7	13

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Keir Starmer and a future Labour government to tackle the climate change challenges ahead of us."

[Asked to those in control group; n= 1693]

Strongly agree	4	10	2	4	3	4	3	2	5	1
Tend to agree	13	30	20	11	9	10	7	6	20	9
TOTAL AGREE	17	40	22	15	12	14	10	8	25	10
Neither agree nor disagree	23	17	30	25	27	25	23	16	17	28
Tend to disagree	18	24	20	14	22	15	17	23	20	21
Strongly disagree	29	13	17	27	23	41	34	46	25	29
TOTAL DISAGREE	47	37	37	41	45	56	51	69	45	50
Don't know	13	7	11	20	16	6	17	7	14	12

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Labour Voter Segments						Social Grade (2)			
	Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%
The Conservative Party											
0 - Completely negative	29	56	49	66	43	22	13	29	31	27	29
1	6	11	8	3	5	9	2	7	6	4	4
2	6	9	10	7	13	6	3	6	6	7	4
3	6	6	9	3	9	6	5	7	5	5	5
4	6	5	6	0	5	7	5	5	7	4	6
TOTAL NEGATIVE	53	87	82	79	75	50	28	54	55	47	48
5	9	5	7	4	8	18	9	8	8	11	12
6	8	2	4	3	1	13	13	9	8	8	7
7	10	1	3	9	7	12	20	12	10	10	8
8	7	0	0	3	4	3	15	7	7	8	5
9	3	0	0	0	0	1	7	3	1	3	3
10 - Completely positive	2	1	0	0	0	0	6	3	2	2	3
TOTAL POSITIVE	30	4	7	15	12	29	61	34	28	31	26
Don't know	10	3	3	3	4	4	2	4	9	14	14

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Keir Starmer and a future Labour government to tackle the climate change challenges ahead of us."

[Asked to those in control group; n= 1693]

Strongly agree	4	12	2	0	10	3	1	5	4	2	4
Tend to agree	13	40	14	3	40	17	2	13	16	9	12
TOTAL AGREE	17	52	16	3	50	20	3	18	20	11	16
Neither agree nor disagree	23	27	31	32	24	35	12	21	20	29	26
Tend to disagree	18	10	28	24	15	28	20	20	21	16	15
Strongly disagree	29	1	11	38	2	10	62	33	27	28	25
TOTAL DISAGREE	47	11	39	62	17	38	82	53	48	44	40
Don't know	13	9	14	2	9	7	3	7	12	15	18

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Boris Johnson and the Conservative government to tackle the climate change challenges ahead of us."

[Asked to those in control group; n= 1693]

Strongly agree	3	6	0	0	6	0	2	5	3	2	3	2	2	5	3	3
Tend to agree	16	33	4	8	6	15	10	25	18	14	11	11	19	25	16	16
TOTAL AGREE	19	39	4	8	12	15	12	30	21	16	14	13	21	30	19	19
Neither agree nor disagree	22	29	9	14	45	22	15	28	22	22	17	21	21	25	20	24
Tend to disagree	17	14	21	26	3	19	19	15	16	18	20	18	19	13	20	14
Strongly disagree	34	14	59	48	40	33	48	22	34	33	32	37	36	26	36	31
TOTAL DISAGREE	51	28	80	74	43	52	67	37	50	51	52	55	55	39	56	45
Don't know	8	4	7	4	0	11	6	5	6	11	16	11	4	4	6	12

On a scale of 0 to 10, where 0 represents 'not at all' and 10 represents 'completely', to what extent would you say the following share your values?

[Asked to those in the Keir Starmer group, after seeing the policy message; n= 1638]

Boris Johnson

0 - Not at all	35	8	62	59	16	48	50	22	38	32	38	41	32	26	36	34
1	4	2	6	9	15	6	6	3	5	4	4	4	4	4	5	3
2	6	3	8	7	9	9	8	4	6	6	7	7	5	5	6	6
3	5	4	5	4	6	4	4	5	6	5	5	5	6	5	6	5
4	4	5	3	5	4	6	4	5	5	4	4	4	4	5	4	5
TOTAL DO NOT SHARE	54	22	84	84	50	73	72	39	60	51	58	61	51	45	57	53
5	8	13	5	5	8	4	6	11	7	10	4	6	12	10	7	10
6	5	12	1	2	3	2	3	7	6	5	4	5	6	6	6	4
7	8	18	2	2	23	10	5	12	8	9	5	7	10	10	8	9
8	6	14	1	4	3	0	2	11	6	6	3	4	5	12	6	6
9	2	4	0	1	5	0	1	3	2	2	3	1	2	3	2	2
10 - Completely	2	6	1	0	0	0	2	3	3	1	2	2	1	5	2	2
TOTAL SHARE	23	54	5	9	34	12	13	36	25	23	17	19	24	36	24	23
Don't know	13	11	7	3	9	11	7	13	9	17	22	14	12	8	12	15

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+	
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Boris Johnson and the Conservative government to tackle the climate change challenges ahead of us."

[Asked to those in control group; n= 1693]

Strongly agree	3	4	3	2	3	2	3	3	2	3	3	3
Tend to agree	16	10	21	17	14	9	10	18	12	18	12	21
TOTAL AGREE	19	14	24	19	17	11	13	21	14	21	15	24
Neither agree nor disagree	22	19	23	26	20	15	19	25	16	24	24	24
Tend to disagree	17	17	16	15	18	25	13	15	24	17	12	16
Strongly disagree	34	39	30	32	34	44	47	28	44	30	30	32
TOTAL DISAGREE	51	56	46	47	52	69	60	43	68	47	42	48
Don't know	8	11	7	7	11	5	8	12	3	8	18	4

On a scale of 0 to 10, where 0 represents 'not at all' and 10 represents 'completely', to what extent would you say the following share your values?

[Asked to those in the Keir Starmer group, after seeing the policy message; n= 1638]

Boris Johnson

0 - Not at all	35	42	31	31	36	48	44	32	47	28	39	28
1	4	9	5	2	3	6	1	3	7	4	3	3
2	6	5	5	6	7	9	10	5	6	6	7	5
3	5	5	4	7	7	5	6	5	6	5	4	6
4	4	4	5	6	4	2	3	6	4	4	4	6
TOTAL DO NOT SHARE	54	65	50	52	57	70	64	51	70	47	57	48
5	8	6	10	10	7	6	4	11	6	8	7	12
6	5	4	7	5	3	6	9	3	5	8	3	4
7	8	10	10	9	6	4	10	9	5	10	7	11
8	6	1	8	6	6	4	4	7	3	7	5	8
9	2	2	2	3	2	1	2	2	1	3	1	3
10 - Completely	2	2	2	3	2	3	0	2	1	3	2	3
TOTAL SHARE	23	19	29	26	19	18	25	23	15	31	18	29
Don't know	13	11	11	14	17	7	7	16	9	13	17	12

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls	
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample 5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample 5005	717	722	863	460	746	977	520	382	365
%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Boris Johnson and the Conservative government to tackle the climate change challenges ahead of us."

[Asked to those in control group; n= 1693]

Strongly agree	3	0	1	2	3	2	5	7	5	3
Tend to agree	16	1	11	8	21	22	21	32	11	12
TOTAL AGREE	19	1	12	10	24	24	26	39	16	15
Neither agree nor disagree	22	3	17	19	31	25	28	32	16	28
Tend to disagree	17	15	24	19	16	18	15	15	19	12
Strongly disagree	34	76	42	38	15	30	19	8	40	35
TOTAL DISAGREE	51	91	66	57	31	48	34	23	59	47
Don't know	8	3	5	14	13	3	12	6	8	10

On a scale of 0 to 10, where 0 represents 'not at all' and 10 represents 'completely', to what extent would you say the following share your values?

[Asked to those in the Keir Starmer group, after seeing the policy message; n= 1638]

Boris Johnson

0 - Not at all	35	78	43	45	20	26	19	10	32	33
1	4	8	8	4	4	5	2	2	5	1
2	6	6	10	5	7	6	6	4	7	5
3	5	4	10	6	7	5	4	2	4	9
4	4	1	4	4	6	4	6	4	5	5
TOTAL DO NOT SHARE	54	97	75	64	44	46	37	22	53	53
5	8	0	5	7	12	11	12	10	1	6
6	5	1	3	3	7	7	6	11	11	7
7	8	0	5	4	7	11	14	16	13	7
8	6	0	2	2	7	7	8	18	7	5
9	2	0	0	1	2	2	2	6	2	3
10 - Completely	2	0	0	1	4	3	3	6	2	3
TOTAL SHARE	23	1	10	11	27	30	33	57	35	25
Don't know	13	1	9	18	18	12	18	10	9	16

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Labour Voter Segments						Social Grade (2)				
	Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Boris Johnson and the Conservative government to tackle the climate change challenges ahead of us."

[Asked to those in control group; n= 1693]

Strongly agree	3	1	0	0	2	2	6	4	2	0	6
Tend to agree	16	4	3	5	4	12	34	16	16	19	14
TOTAL AGREE	19	5	3	5	6	14	40	20	18	19	20
Neither agree nor disagree	22	7	13	19	11	28	25	21	19	23	24
Tend to disagree	17	24	17	18	26	23	12	19	20	14	15
Strongly disagree	34	60	63	57	53	31	20	37	35	33	29
TOTAL DISAGREE	51	84	80	75	79	54	32	56	55	47	44
Don't know	8	4	4	0	4	4	2	4	8	11	12

On a scale of 0 to 10, where 0 represents 'not at all' and 10 represents 'completely', to what extent would you say the following share your values?

[Asked to those in the Keir Starmer group, after seeing the policy message; n= 1638]

Boris Johnson

0 - Not at all	35	67	55	67	46	27	19	37	35	30	38
1	4	6	8	3	8	6	2	5	6	2	4
2	6	8	12	3	8	6	4	7	6	6	6
3	5	6	5	3	6	7	4	5	6	4	6
4	4	2	3	7	5	6	5	4	3	7	4
TOTAL DO NOT SHARE	54	89	83	83	73	52	34	58	56	49	58
5	8	3	9	10	4	9	12	6	9	12	8
6	5	1	2	0	3	7	11	6	7	4	4
7	8	1	2	3	8	16	16	9	6	11	7
8	6	1	0	0	3	6	13	5	6	8	5
9	2	1	0	0	0	1	4	3	1	2	1
10 - Completely	2	1	0	3	3	1	5	3	1	2	3
TOTAL SHARE	23	5	4	6	17	31	49	26	21	27	20
Don't know	13	4	4	0	6	9	5	9	14	14	15

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
	Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Keir Starmer

0 - Not at all	21	32	10	5	34	6	11	29	24	18	12	22	22	22	17	25
1	4	6	3	3	0	0	3	5	4	4	5	3	4	5	4	4
2	7	11	3	4	4	6	7	7	8	5	4	6	7	8	7	6
3	8	9	8	5	7	16	6	8	9	7	12	8	8	6	9	7
4	6	7	7	9	0	3	7	5	8	5	8	8	5	5	7	6
TOTAL DO NOT SHARE	46	65	31	26	45	31	34	54	53	39	41	47	46	46	44	48
5	10	8	11	11	18	20	12	10	9	11	8	9	12	12	11	9
6	8	5	11	20	10	10	12	6	8	8	10	8	7	8	10	5
7	9	5	16	20	3	14	15	6	9	9	8	8	9	11	10	8
8	7	3	14	10	11	8	11	5	5	8	4	7	8	8	7	7
9	2	1	4	2	0	0	3	2	1	3	1	2	2	2	2	2
10 - Completely	2	1	5	6	5	5	4	1	2	3	1	2	2	4	2	2
TOTAL SHARE	28	15	50	58	29	37	45	20	25	31	24	27	28	33	31	24
Don't know	16	13	11	6	9	12	10	15	11	20	27	17	13	10	14	18

The Labour Party

0 - Not at all	20	33	4	5	49	10	9	29	22	17	10	19	21	25	17	23
1	4	7	0	3	3	0	2	6	4	3	2	3	5	4	5	3
2	7	10	2	7	0	2	5	8	8	5	5	6	8	8	7	6
3	8	10	4	7	3	12	7	8	8	7	8	8	7	7	8	7
4	6	6	7	6	0	5	6	5	6	6	6	7	5	5	6	6
TOTAL DO NOT SHARE	45	66	17	28	55	29	29	56	48	38	31	43	46	49	43	45
5	10	8	12	15	15	19	13	8	10	10	9	10	10	11	10	9
6	10	4	15	20	14	19	16	5	12	8	11	11	10	7	12	7
7	10	4	21	15	4	8	15	7	8	11	12	10	9	10	11	8
8	7	3	14	8	3	11	9	5	6	8	9	6	7	7	6	8
9	3	1	6	1	0	3	4	3	2	3	2	3	3	2	3	2
10 - Completely	3	1	8	5	0	2	5	2	3	3	4	3	2	4	3	3
TOTAL SHARE	33	13	64	49	21	43	49	22	31	33	38	33	31	30	35	28
Don't know	14	14	8	6	9	9	9	14	10	18	23	15	14	10	12	17

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+	
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

Keir Starmer

0 - Not at all	21	23	19	21	21	24	17	27	12	21	26	24
1	4	2	4	4	4	9	6	4	4	4	3	5
2	7	3	9	5	5	9	9	5	5	8	5	7
3	8	7	9	9	7	4	3	8	8	9	8	7
4	6	7	8	6	5	6	5	6	8	6	9	3
TOTAL DO NOT SHARE	46	42	49	45	42	52	40	50	37	48	51	46
5	10	9	11	11	7	13	8	9	11	11	8	10
6	8	11	9	6	7	9	12	4	13	9	6	5
7	9	12	6	9	10	11	12	7	14	7	5	10
8	7	9	7	7	8	2	15	6	9	5	6	8
9	2	1	2	2	2	1	0	3	2	2	1	3
10 - Completely	2	4	3	2	2	1	2	2	3	2	2	3
TOTAL SHARE	28	37	27	26	29	24	41	22	41	25	20	29
Don't know	16	13	14	16	20	11	11	19	11	16	21	15

The Labour Party

0 - Not at all	20	17	20	21	19	19	12	25	14	20	23	23
1	4	2	5	4	3	4	2	3	4	5	2	4
2	7	3	9	5	4	12	9	5	6	8	6	6
3	8	7	10	5	6	8	7	7	7	9	6	7
4	6	7	5	7	4	9	8	6	5	6	7	6
TOTAL DO NOT SHARE	45	36	49	42	36	52	38	46	36	48	44	46
5	10	11	9	12	9	11	6	10	10	11	9	10
6	10	14	8	10	9	12	17	6	16	8	7	8
7	10	14	8	9	12	8	11	7	15	8	7	9
8	7	6	7	6	10	3	13	7	6	7	7	8
9	3	3	2	2	4	1	1	3	3	2	2	3
10 - Completely	3	4	3	3	3	1	3	4	3	3	5	2
TOTAL SHARE	33	41	28	30	38	25	45	27	43	28	28	30
Don't know	14	13	13	16	17	10	9	18	9	15	19	15

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls		
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall	
Weighted Sample	5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample	5005	717	722	863	460	746	977	520	382	365
	%	%	%	%	%	%	%	%	%	%

Keir Starmer

0 - Not at all	21	10	12	21	15	31	25	29	19	25
1	4	6	2	4	2	6	4	5	4	7
2	7	3	6	4	8	5	9	10	4	8
3	8	10	10	5	7	9	7	9	10	8
4	6	6	4	11	5	4	6	7	8	4
TOTAL DO NOT SHARE	46	35	34	45	37	55	51	60	45	52
5	10	11	8	8	12	10	12	11	12	6
6	8	15	8	9	11	5	4	6	9	7
7	9	17	17	5	8	7	6	6	7	7
8	7	11	12	5	10	6	4	4	10	7
9	2	3	1	3	4	2	1	0	3	2
10 - Completely	2	3	5	3	2	2	1	0	2	4
TOTAL SHARE	28	49	43	25	35	22	16	16	31	27
Don't know	16	3	15	22	17	12	21	13	12	17

The Labour Party

0 - Not at all	20	7	12	18	15	29	25	31	21	25
1	4	2	2	3	4	6	4	7	2	8
2	7	5	6	5	7	4	9	10	11	3
3	8	4	8	6	7	9	7	12	10	7
4	6	7	6	7	5	4	7	4	4	4
TOTAL DO NOT SHARE	45	25	34	39	38	52	52	64	48	47
5	10	11	10	11	11	12	8	7	8	8
6	10	21	13	8	12	5	7	6	7	9
7	10	20	15	8	11	7	6	5	13	8
8	7	10	10	6	8	7	6	2	10	5
9	3	4	5	4	2	1	2	0	2	3
10 - Completely	3	7	3	5	3	2	2	0	1	4
TOTAL SHARE	33	62	46	31	36	22	23	13	33	29
Don't know	14	2	11	19	17	12	19	15	10	15

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Labour Voter Segments						Social Grade (2)				
Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE	
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

Keir Starmer

0 - Not at all	21	5	9	61	1	2	43	19	16	24	26
1	4	1	5	3	0	3	8	3	5	5	3
2	7	2	4	0	1	5	14	10	4	6	6
3	8	4	19	3	4	13	8	7	10	7	7
4	6	7	6	5	4	10	5	5	9	6	5
TOTAL DO NOT SHARE	46	19	43	72	10	33	78	44	44	48	47
5	10	7	23	7	8	19	6	11	10	8	10
6	8	12	10	17	15	16	5	9	11	6	5
7	9	22	9	0	25	12	3	12	8	8	7
8	7	18	10	0	19	6	2	8	6	7	7
9	2	6	0	4	8	0	0	2	1	2	3
10 - Completely	2	6	1	0	10	1	1	3	2	2	3
TOTAL SHARE	28	64	30	21	77	35	11	34	28	25	25
Don't know	16	10	4	0	5	12	6	10	17	18	18

The Labour Party

0 - Not at all	20	2	2	37	1	3	45	20	15	21	24
1	4	0	0	3	0	1	9	4	5	3	3
2	7	0	3	8	4	5	13	8	6	7	5
3	8	1	8	7	0	15	9	7	9	7	7
4	6	3	18	0	1	11	5	5	7	8	5
TOTAL DO NOT SHARE	45	6	31	55	6	35	81	44	42	46	44
5	10	7	25	15	9	20	4	11	10	8	11
6	10	13	16	18	17	18	4	12	12	10	5
7	10	25	18	4	25	10	2	12	11	9	7
8	7	21	4	0	18	6	1	6	7	7	8
9	3	10	1	0	8	0	0	3	2	1	3
10 - Completely	3	12	0	9	10	0	0	3	3	2	5
TOTAL SHARE	33	81	39	31	78	34	7	36	35	29	28
Don't know	14	3	5	0	6	10	7	10	14	17	17

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
	Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Conservative Party

0 - Not at all	31	6	56	42	30	49	42	21	34	28	35	37	27	22	30	32
1	5	2	9	9	4	2	7	3	6	5	4	7	5	3	6	4
2	7	3	10	14	9	12	9	4	7	7	14	7	6	5	8	6
3	6	5	5	7	11	8	7	5	6	5	6	4	7	7	6	5
4	4	4	3	6	0	0	5	4	4	4	1	4	5	5	4	4
TOTAL DO NOT SHARE	53	20	83	78	54	71	70	37	57	49	60	59	50	42	54	51
5	8	10	4	6	16	8	6	10	7	8	2	7	9	11	7	9
6	7	13	3	5	6	5	5	9	6	7	4	7	6	8	7	6
7	9	21	1	3	4	6	7	11	9	8	7	7	12	10	7	10
8	6	14	2	3	3	0	4	11	6	6	4	3	7	11	7	5
9	2	5	0	0	5	0	1	3	1	2	0	1	2	3	2	1
10 - Completely	3	7	0	0	3	0	1	5	3	2	2	2	2	5	3	2
TOTAL SHARE	27	60	6	11	21	11	18	39	25	25	17	20	29	37	26	24
Don't know	13	10	7	4	9	9	7	13	9	17	21	14	13	8	11	15

What one word would you use to describe Keir
Starmer and the Labour Party's plan to create jobs
while tackling climate change?

[Asked to those in the Keir Starmer group; n=1638]

[See Tab 1]

On a scale of 0 to 10, where 0 represents 'completely
negative' and 10 represents 'completely positive', how
would you describe your view of the following?

[Asked to those in the Keir Starmer group; n=1638]

Boris Johnson

0 - Completely negative	35	8	61	61	17	45	52	20	38	31	38	40	31	28	37	32
1	5	2	8	7	27	9	7	3	5	5	5	6	3	4	6	4
2	6	3	10	6	4	4	8	4	7	6	7	6	8	4	7	6
3	5	5	4	9	3	11	5	4	5	6	6	4	8	5	5	5
4	5	6	3	4	4	10	5	5	5	5	4	5	5	6	4	6
TOTAL NEGATIVE	56	24	86	87	55	79	77	36	60	53	60	61	55	47	59	53
5	8	13	5	6	3	6	6	11	7	9	6	7	10	9	7	9
6	7	11	2	3	3	2	5	9	6	7	3	7	7	8	7	6
7	8	19	1	1	15	9	4	13	8	9	4	7	10	10	8	8
8	6	14	1	3	11	0	3	12	7	6	5	4	7	11	6	6
9	2	6	1	0	5	0	1	5	2	3	2	1	3	5	1	4
10 - Completely positive	3	8	0	1	0	0	2	5	3	2	1	2	2	6	3	3
TOTAL POSITIVE	26	58	5	8	34	11	15	44	26	27	15	21	29	40	25	27
Don't know	9	6	4	1	9	5	4	8	6	12	19	11	7	4	8	11

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+	
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

The Conservative Party

0 - Not at all	31	31	26	29	32	48	38	31	38	25	38	26
1	5	12	4	4	4	6	3	4	10	4	5	3
2	7	9	6	5	9	7	11	5	8	9	6	5
3	6	5	6	7	6	3	6	5	9	5	4	6
4	4	3	4	4	4	6	3	4	5	4	3	5
TOTAL DO NOT SHARE	53	60	46	49	55	70	61	49	70	47	56	45
5	8	8	8	8	8	5	5	9	6	8	7	11
6	7	6	10	7	3	5	11	5	6	8	6	6
7	9	3	11	10	7	7	8	11	5	9	8	13
8	6	3	9	6	4	2	6	5	2	10	4	7
9	2	0	2	1	2	0	0	2	2	2	0	3
10 - Completely	3	4	2	3	3	3	1	2	1	4	1	3
TOTAL SHARE	27	16	34	27	19	17	26	25	16	33	19	32
Don't know	13	15	10	14	17	8	6	17	9	13	17	13

What one word would you use to describe Keir Starmer and the Labour Party's plan to create jobs while tackling climate change?

[Asked to those in the Keir Starmer group; n=1638]

[See Tab 1]

On a scale of 0 to 10, where 0 represents 'completely negative' and 10 represents 'completely positive', how would you describe your view of the following?

[Asked to those in the Keir Starmer group; n=1638]

Boris Johnson

0 - Completely negative	35	49	30	29	37	46	45	30	49	29	38	26
1	5	4	5	5	5	6	0	5	8	4	5	4
2	6	7	6	6	5	12	12	5	8	6	6	6
3	5	4	6	5	5	6	4	5	6	5	3	7
4	5	5	3	6	6	6	4	6	3	5	5	7
TOTAL NEGATIVE	56	69	50	51	58	76	65	51	74	49	57	50
5	8	5	9	10	8	3	3	10	6	8	8	10
6	7	7	8	7	5	3	7	6	5	9	6	6
7	8	6	11	7	7	5	8	8	4	11	6	10
8	6	3	8	8	6	3	7	6	3	8	4	9
9	2	0	3	4	2	1	1	4	0	2	2	6
10 - Completely positive	3	2	3	3	2	3	1	3	2	4	2	3
TOTAL POSITIVE	26	18	33	29	22	15	24	27	14	34	20	34
Don't know	9	8	8	10	12	6	7	12	5	10	16	6

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls		
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall	
Weighted Sample	5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample	5005	717	722	863	460	746	977	520	382	365
	%	%	%	%	%	%	%	%	%	%

The Conservative Party

0 - Not at all	31	66	38	45	13	22	18	8	27	29
1	5	9	8	4	4	6	4	2	5	2
2	7	12	12	5	10	6	4	4	5	5
3	6	7	9	5	8	6	5	4	7	10
4	4	1	5	3	6	5	5	4	7	3
TOTAL DO NOT SHARE	53	95	72	62	41	45	36	22	51	49
5	8	1	5	8	7	12	11	7	3	13
6	7	1	7	3	11	7	8	13	6	4
7	9	1	5	5	9	11	13	17	18	11
8	6	0	3	2	12	7	6	19	10	1
9	2	0	0	1	1	4	3	4	3	2
10 - Completely	3	0	0	1	3	4	4	8	1	5
TOTAL SHARE	27	2	15	12	36	33	34	61	38	23
Don't know	13	1	8	18	16	13	19	10	8	14

What one word would you use to describe Keir Starmer and the Labour Party's plan to create jobs while tackling climate change?

[Asked to those in the Keir Starmer group; n=1638]

[See Tab 1]

On a scale of 0 to 10, where 0 represents 'completely negative' and 10 represents 'completely positive', how would you describe your view of the following?

[Asked to those in the Keir Starmer group; n=1638]

Boris Johnson

0 - Completely negative	35	80	44	43	21	24	20	8	27	29
1	5	5	8	5	5	7	2	3	4	5
2	6	7	7	8	5	6	6	3	11	7
3	5	4	8	5	9	3	6	4	7	7
4	5	1	4	5	9	9	4	3	5	6
TOTAL NEGATIVE	56	97	71	66	49	49	38	21	54	54
5	8	0	6	7	15	11	9	12	5	7
6	7	1	8	3	4	8	11	11	6	5
7	8	0	5	5	8	10	12	17	16	7
8	6	1	2	3	9	7	8	17	5	8
9	2	0	1	1	1	4	4	6	1	4
10 - Completely positive	3	1	1	1	2	4	4	10	4	4
TOTAL POSITIVE	26	3	17	13	24	33	39	61	32	28
Don't know	9	1	7	13	13	7	14	7	9	11

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Labour Voter Segments						Social Grade (2)				
Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE	
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

The Conservative Party

0 - Not at all	31	62	48	64	38	22	16	30	31	27	38
1	5	10	8	3	11	4	2	7	6	5	3
2	7	9	16	7	6	10	4	8	9	3	8
3	6	5	5	3	7	9	5	6	6	5	6
4	4	2	3	7	11	7	3	4	4	4	3
TOTAL DO NOT SHARE	53	88	80	84	73	52	30	55	56	44	58
5	8	3	5	10	7	9	11	7	7	11	6
6	7	3	5	0	5	11	10	7	7	8	4
7	9	1	3	0	4	16	18	8	6	14	7
8	6	2	0	3	4	4	14	7	6	6	4
9	2	0	0	0	0	1	4	2	2	2	1
10 - Completely	3	0	0	3	3	1	7	4	2	2	3
TOTAL SHARE	27	6	8	6	16	33	53	28	23	32	19
Don't know	13	4	6	0	6	7	6	9	14	15	16

What one word would you use to describe Keir Starmer and the Labour Party's plan to create jobs while tackling climate change?

[Asked to those in the Keir Starmer group; n=1638]

[See Tab 1]

On a scale of 0 to 10, where 0 represents 'completely negative' and 10 represents 'completely positive', how would you describe your view of the following?

[Asked to those in the Keir Starmer group; n=1638]

Boris Johnson

0 - Completely negative	35	66	57	63	50	27	18	39	34	28	36
1	5	8	8	3	7	5	3	6	5	5	4
2	6	9	14	3	5	6	3	5	8	5	7
3	5	4	3	4	8	8	5	5	5	4	7
4	5	3	3	7	8	7	4	4	4	6	6
TOTAL NEGATIVE	56	90	85	80	78	53	33	59	56	48	60
5	8	4	9	10	6	11	10	5	9	9	9
6	7	2	2	0	3	10	10	7	8	6	5
7	8	2	1	0	1	12	18	9	7	10	6
8	6	1	0	0	4	6	13	5	7	8	5
9	2	0	0	6	1	3	5	2	1	4	3
10 - Completely positive	3	0	0	0	3	1	8	4	2	4	2
TOTAL POSITIVE	26	5	3	6	12	32	54	27	25	32	21
Don't know	9	1	2	3	4	4	2	6	10	11	11

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
	Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Keir Starmer

0 - Completely negative	21	34	9	7	42	9	10	30	25	17	14	20	23	25	18	25
1	5	6	4	3	7	4	5	6	5	5	5	4	5	7	5	5
2	8	12	5	6	4	2	7	10	9	7	6	8	8	10	8	8
3	9	11	7	11	3	16	10	9	10	9	11	9	9	9	11	7
4	8	9	6	8	8	9	8	7	8	7	8	7	10	7	7	8
TOTAL NEGATIVE	51	72	31	35	64	40	40	62	57	45	44	48	55	58	49	53
5	12	10	16	17	6	15	16	10	12	13	18	12	10	12	13	11
6	8	5	13	11	14	16	13	4	9	7	8	10	7	5	10	5
7	7	2	15	15	4	12	12	5	7	8	5	7	8	8	8	7
8	4	2	8	12	3	4	8	3	4	5	0	4	5	7	5	4
9	2	0	5	2	0	0	3	2	2	2	1	2	4	2	2	3
10 - Completely positive	2	0	4	4	0	2	2	1	2	1	1	2	2	2	2	2
TOTAL POSITIVE	23	9	45	44	21	34	38	15	24	23	15	25	26	24	27	21
Don't know	13	8	8	4	9	11	7	11	8	18	24	15	10	6	11	14

The Labour Party

0 - Completely negative	21	39	4	8	45	10	10	32	25	18	14	16	24	30	20	23
1	4	9	1	2	7	2	3	7	5	4	1	3	6	7	5	4
2	8	12	3	5	18	6	7	10	8	8	5	9	10	7	8	8
3	9	11	6	17	0	15	8	9	10	8	9	8	9	11	10	8
4	7	7	7	5	3	6	8	6	7	8	5	8	7	7	7	8
TOTAL NEGATIVE	49	78	21	37	73	39	36	64	55	46	34	44	56	62	50	51
5	11	7	14	19	3	19	17	7	10	12	13	12	8	10	12	10
6	10	4	16	19	8	26	16	6	12	7	12	11	9	6	11	8
7	9	2	20	12	4	7	14	5	8	10	11	9	11	7	9	9
8	6	1	13	6	3	0	7	5	5	6	6	6	5	6	5	6
9	2	0	5	2	0	0	3	1	1	2	2	1	3	2	2	1
10 - Completely positive	2	0	6	3	0	2	3	2	3	2	2	3	2	2	2	3
TOTAL POSITIVE	29	7	60	42	15	35	43	19	29	27	33	30	30	23	29	27
Don't know	10	7	6	2	9	7	5	9	7	14	20	12	9	5	9	13

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+	
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

Keir Starmer

0 - Completely negative	21	21	20	22	22	21	16	27	12	22	23	27
1	5	3	6	3	6	6	10	4	5	4	4	7
2	8	6	10	8	7	10	9	8	6	9	10	7
3	9	7	12	10	5	11	7	7	12	10	7	8
4	8	7	7	9	8	7	2	9	8	7	6	10
TOTAL NEGATIVE	51	44	55	52	48	55	44	55	43	52	50	59
5	12	10	13	14	12	11	16	10	12	14	13	9
6	8	9	8	7	7	11	9	5	14	7	6	4
7	7	14	5	7	8	7	13	6	11	6	5	8
8	4	4	5	3	6	3	10	3	7	3	3	5
9	2	4	2	3	1	0	2	3	2	2	2	4
10 - Completely positive	2	2	2	1	2	1	0	2	1	2	2	2
TOTAL POSITIVE	23	33	22	21	24	22	34	19	35	20	18	23
Don't know	13	12	10	13	16	12	8	15	9	13	19	9

The Labour Party

0 - Completely negative	21	20	23	21	20	19	9	25	15	23	20	26
1	4	3	6	4	5	2	7	4	5	5	1	7
2	8	4	10	10	4	12	9	8	7	9	9	7
3	9	8	10	9	8	8	9	8	8	11	6	10
4	7	10	7	6	5	14	8	8	7	7	8	8
TOTAL NEGATIVE	49	45	56	50	42	55	42	53	42	55	44	58
5	11	10	10	12	11	13	11	10	14	11	11	9
6	10	12	10	9	9	12	15	7	15	8	9	7
7	9	12	7	9	10	9	14	8	11	8	8	9
8	6	7	4	4	9	4	10	5	6	5	6	6
9	2	4	2	1	2	0	0	2	2	2	1	2
10 - Completely positive	2	3	2	3	3	1	2	3	2	2	3	2
TOTAL POSITIVE	29	38	25	26	33	26	41	25	36	25	27	26
Don't know	10	8	9	11	14	6	6	14	6	10	17	8

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls	
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample 5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample 5005	717	722	863	460	746	977	520	382	365
%	%	%	%	%	%	%	%	%	%

Keir Starmer

0 - Completely negative	21	12	10	22	11	31	27	28	21	24
1	5	6	3	3	3	8	4	7	2	9
2	8	5	8	9	5	6	10	13	10	8
3	9	9	9	9	12	10	7	13	15	9
4	8	7	8	7	7	10	7	8	5	11
TOTAL NEGATIVE	51	39	38	50	38	65	55	69	53	61
5	12	15	11	11	14	11	13	12	13	9
6	8	15	11	7	13	6	5	2	7	4
7	7	14	15	7	10	3	4	4	7	5
8	4	9	8	2	6	3	3	2	4	6
9	2	2	5	3	1	2	1	0	4	0
10 - Completely positive	2	2	2	3	2	2	1	0	1	3
TOTAL POSITIVE	23	42	41	22	32	16	14	8	23	18
Don't know	13	4	10	18	16	9	17	10	11	12

The Labour Party

0 - Completely negative	21	7	9	19	14	29	29	36	22	21
1	4	2	2	2	4	8	5	9	1	7
2	8	5	8	7	8	9	10	10	10	8
3	9	8	7	9	15	9	7	12	12	13
4	7	9	9	7	5	7	8	6	6	9
TOTAL NEGATIVE	49	31	35	44	46	62	59	73	51	58
5	11	14	14	11	9	11	9	9	9	8
6	10	21	16	9	12	3	6	3	11	8
7	9	17	13	10	8	7	5	4	6	6
8	6	8	8	4	7	5	5	1	8	5
9	2	3	4	3	1	1	0	0	4	3
10 - Completely positive	2	3	1	5	3	2	1	1	2	3
TOTAL POSITIVE	29	52	42	31	31	18	17	9	31	25
Don't know	10	2	8	14	12	9	15	9	8	9

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Labour Voter Segments						Social Grade (2)				
Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE	
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

Keir Starmer

0 - Completely negative	21	4	12	42	1	2	47	20	16	24	26
1	5	1	4	20	1	5	8	4	5	5	5
2	8	2	10	3	3	9	13	8	8	8	9
3	9	3	19	3	7	14	11	11	11	9	6
4	8	6	8	5	7	13	7	6	9	9	7
TOTAL NEGATIVE	51	16	53	73	19	43	86	49	49	55	53
5	12	15	28	7	17	21	6	13	14	10	12
6	8	16	8	7	16	14	3	11	10	6	5
7	7	21	8	0	18	9	1	9	8	7	6
8	4	12	2	0	12	6	1	7	2	3	5
9	2	9	1	4	5	1	0	1	2	3	2
10 - Completely positive	2	6	0	0	7	0	0	2	2	1	3
TOTAL POSITIVE	23	64	19	11	58	30	5	30	24	20	21
Don't know	13	6	2	9	6	8	3	9	14	14	15

The Labour Party

0 - Completely negative	21	1	3	22	0	3	52	22	17	23	23
1	4	0	0	9	0	3	10	5	5	4	4
2	8	1	3	11	1	9	15	7	10	9	6
3	9	2	15	7	1	19	9	9	10	9	7
4	7	2	15	7	0	12	6	8	6	7	9
TOTAL NEGATIVE	49	6	36	56	2	46	92	51	48	52	49
5	11	12	25	3	21	23	2	13	11	9	11
6	10	15	21	20	24	17	2	9	13	10	6
7	9	27	12	4	25	5	0	10	8	9	8
8	6	21	3	0	14	3	0	5	5	4	8
9	2	8	0	0	4	0	0	2	2	1	2
10 - Completely positive	2	9	1	9	6	0	0	2	2	2	3
TOTAL POSITIVE	29	80	37	33	73	25	2	28	30	26	27
Don't know	10	2	2	10	4	6	2	8	10	13	12

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Conservative Party

0 - Completely negative	31	6	58	42	22	56	44	21	34	28	34	38	27	23	31	32
1	6	2	8	12	12	2	9	3	6	5	8	6	5	5	8	3
2	7	2	9	14	4	7	10	4	8	6	7	7	7	6	7	7
3	6	4	7	11	16	9	7	5	6	7	6	6	7	6	6	6
4	5	5	4	6	3	2	5	5	4	6	7	4	6	6	5	5
TOTAL NEGATIVE	55	19	86	85	57	76	75	38	58	52	62	61	52	46	57	53
5	8	11	4	6	8	6	5	12	8	9	2	8	11	9	8	9
6	7	13	3	3	11	10	6	9	6	7	5	6	8	7	7	6
7	9	22	1	1	4	4	5	13	9	9	9	6	10	13	9	9
8	6	15	0	2	7	0	4	10	7	5	3	4	7	10	6	6
9	3	8	0	0	5	0	1	6	2	3	1	1	2	7	2	3
10 - Completely positive	3	6	1	1	0	0	1	5	3	2	1	1	2	5	3	2
TOTAL POSITIVE	28	64	5	7	27	14	17	43	27	26	19	18	29	42	27	26
Don't know	10	6	4	1	9	5	4	8	6	13	17	12	8	4	8	12

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Keir Starmer and a future Labour government to tackle the climate change challenges ahead of us."

[Asked to those in the Keir Starmer group; n=1638]

Strongly agree	3	1	7	6	0	0	6	2	3	3	2	3	4	3	3	3
Tend to agree	14	4	30	27	7	11	22	9	16	14	16	15	14	13	16	12
TOTAL AGREE	17	5	37	33	7	11	28	11	19	17	18	18	18	16	19	15
Neither agree nor disagree	26	18	29	27	22	38	30	21	24	27	24	29	22	23	24	27
Tend to disagree	19	20	17	22	13	34	21	16	19	19	23	19	19	17	20	17
Strongly disagree	28	51	8	12	49	13	14	44	32	24	17	21	33	38	27	28
TOTAL DISAGREE	47	71	25	34	62	47	35	60	51	43	40	40	52	55	47	45
Don't know	10	6	9	5	9	4	7	8	7	14	18	14	7	4	9	13

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+	
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

The Conservative Party

0 - Completely negative	31	36	27	29	33	43	37	31	38	26	38	25
1	6	9	5	3	7	8	5	3	12	5	3	4
2	7	8	6	9	6	6	14	6	9	5	7	7
3	6	9	5	7	6	8	6	6	8	5	5	7
4	5	6	4	5	6	4	6	5	4	6	4	6
TOTAL NEGATIVE	55	68	47	53	58	69	68	51	71	47	57	49
5	8	6	9	8	9	7	2	10	6	9	8	10
6	7	5	10	7	4	4	4	6	7	8	5	7
7	9	4	12	10	6	8	9	9	5	11	7	12
8	6	3	8	8	4	3	7	5	4	8	4	7
9	3	1	4	2	3	1	2	4	1	3	1	6
10 - Completely positive	3	3	2	4	2	3	0	3	1	4	1	3
TOTAL POSITIVE	28	16	36	31	19	19	22	27	18	34	18	35
Don't know	10	9	9	10	13	6	8	12	6	10	17	7

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Keir Starmer and a future Labour government to tackle the climate change challenges ahead of us."

[Asked to those in the Keir Starmer group; n=1638]

Strongly agree	3	3	3	2	3	1	3	3	4	3	2	3
Tend to agree	14	22	12	15	14	14	21	11	20	14	11	13
TOTAL AGREE	17	25	15	17	17	15	24	14	24	17	13	16
Neither agree nor disagree	26	19	28	24	23	33	24	28	27	23	31	23
Tend to disagree	19	20	21	18	17	19	18	17	21	20	18	16
Strongly disagree	28	23	28	30	28	25	20	30	21	31	20	37
TOTAL DISAGREE	47	43	49	48	45	44	38	47	42	51	38	53
Don't know	10	13	8	10	13	9	14	12	6	10	17	8

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls		
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall	
Weighted Sample	5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample	5005	717	722	863	460	746	977	520	382	365
	%	%	%	%	%	%	%	%	%	%

The Conservative Party

0 - Completely negative	31	67	40	43	17	21	18	7	28	28
1	6	11	9	5	4	6	4	2	3	7
2	7	11	10	8	9	4	5	2	6	6
3	6	6	9	6	8	8	5	4	8	6
4	5	2	5	5	8	8	4	4	4	5
TOTAL NEGATIVE	55	97	73	67	46	47	36	19	49	52
5	8	1	4	9	9	15	8	11	8	9
6	7	1	9	3	9	6	11	10	9	7
7	9	1	3	3	10	11	15	21	18	11
8	6	0	2	2	11	6	9	16	4	3
9	3	0	2	2	2	4	3	8	4	3
10 - Completely positive	3	0	0	1	1	5	4	8	1	4
TOTAL POSITIVE	28	2	16	11	33	32	42	63	36	28
Don't know	10	1	7	14	13	8	15	7	8	11

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Keir Starmer and a future Labour government to tackle the climate change challenges ahead of us."

[Asked to those in the Keir Starmer group; n=1638]

Strongly agree	3	8	4	3	2	2	1	1	2	3
Tend to agree	14	32	22	14	14	10	8	4	16	13
TOTAL AGREE	17	40	26	17	16	12	9	5	18	16
Neither agree nor disagree	26	22	29	26	29	22	28	21	25	16
Tend to disagree	19	23	20	13	25	19	18	22	19	19
Strongly disagree	28	12	16	27	19	42	32	43	27	37
TOTAL DISAGREE	47	35	36	40	44	61	50	65	46	56
Don't know	10	3	9	17	11	6	14	9	12	12

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Labour Voter Segments					Social Grade (2)				
	Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

The Conservative Party

0 - Completely negative	31	65	50	59	37	23	16	31	30	28	35
1	6	8	8	6	14	6	3	9	6	3	4
2	7	9	11	4	10	6	3	6	7	7	7
3	6	7	11	4	8	10	4	6	7	5	7
4	5	2	4	12	6	8	4	4	6	5	5
TOTAL NEGATIVE	55	91	84	85	75	53	30	56	56	48	58
5	8	2	9	0	6	9	10	7	8	8	10
6	7	3	3	5	5	11	11	8	7	8	3
7	9	0	3	0	0	16	19	9	9	11	7
8	6	0	0	3	3	6	15	8	5	7	4
9	3	0	0	0	5	0	7	2	2	4	3
10 - Completely positive	3	1	0	3	3	1	6	4	2	2	3
TOTAL POSITIVE	28	4	6	11	16	34	58	31	25	32	20
Don't know	10	1	2	3	4	4	2	6	10	11	12

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Keir Starmer and a future Labour government to tackle the climate change challenges ahead of us."

[Asked to those in the Keir Starmer group; n=1638]

Strongly agree	3	11	2	0	12	2	0	4	2	1	4
Tend to agree	14	42	17	4	43	13	1	17	16	11	13
TOTAL AGREE	17	53	19	4	55	15	1	21	18	12	17
Neither agree nor disagree	26	23	40	25	27	36	12	23	25	33	22
Tend to disagree	19	13	28	18	13	26	23	18	23	15	19
Strongly disagree	28	2	12	49	1	15	61	31	24	30	26
TOTAL DISAGREE	47	15	40	67	14	41	84	49	47	45	45
Don't know	10	9	2	3	4	8	2	7	10	10	15

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 represents 'not at all' and 10 represents 'completely', to what extent would you say the following share your values?

[Asked to those in the Boris Johnson group, after seeing the policy message; n= 1674]

Boris Johnson

0 - Not at all	31	7	56	44	6	35	45	17	34	28	30	36	32	21	33	28
1	4	1	7	7	0	11	5	3	4	5	7	5	4	3	5	4
2	5	3	6	11	3	7	7	4	6	5	6	7	4	3	7	4
3	6	4	6	11	19	9	6	5	6	6	11	5	6	6	5	7
4	4	5	4	3	2	19	5	4	3	5	2	4	4	4	4	3
TOTAL DO NOT SHARE	50	20	79	76	30	81	68	33	53	49	56	57	50	37	54	46
5	8	11	6	4	15	3	6	10	8	8	7	8	9	8	8	7
6	7	11	3	3	20	0	4	10	7	6	4	7	7	8	7	6
7	8	16	2	8	6	0	6	13	8	8	5	8	7	12	7	9
8	7	15	2	2	4	0	4	12	6	7	2	3	8	14	6	8
9	3	6	0	0	7	0	1	5	2	3	0	1	4	5	2	3
10 - Completely	3	7	0	0	10	3	2	6	4	3	2	1	4	7	3	4
TOTAL SHARE	28	55	7	13	47	3	17	46	27	27	13	20	30	46	25	30
Don't know	14	12	8	8	9	14	10	12	11	16	24	14	12	9	12	16

Keir Starmer

0 - Not at all	22	34	9	11	51	17	12	33	26	18	13	20	24	27	20	25
1	5	8	1	7	4	4	4	7	7	4	2	5	7	6	6	5
2	8	11	4	9	9	16	6	10	9	6	6	7	7	9	8	7
3	7	7	6	9	3	3	8	6	7	7	7	6	5	9	7	6
4	6	6	6	9	5	5	7	5	5	7	6	6	6	7	6	6
TOTAL DO NOT SHARE	48	66	26	45	72	45	37	61	54	42	34	44	49	58	47	49
5	10	8	9	12	7	15	12	8	11	9	11	11	9	8	9	10
6	6	4	13	7	4	3	11	3	6	7	5	7	6	6	8	4
7	6	3	15	9	7	9	10	4	7	6	6	8	6	5	7	5
8	5	2	12	12	0	2	9	3	5	5	5	4	5	7	6	4
9	1	0	4	1	0	0	3	1	2	1	1	1	3	1	2	1
10 - Completely	2	0	4	1	0	0	2	1	1	2	3	1	2	2	1	2
TOTAL SHARE	20	9	48	30	11	14	35	12	21	21	20	21	22	21	24	16
Don't know	21	16	17	15	10	27	17	18	15	28	33	24	20	14	20	24

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+	
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 represents 'not at all' and 10 represents 'completely', to what extent would you say the following share your values?

[Asked to those in the Boris Johnson group, after seeing the policy message; n= 1674]

Boris Johnson

0 - Not at all	31	38	25	28	31	49	43	26	39	28	33	23
1	4	4	4	6	3	5	8	4	5	4	5	3
2	5	6	6	4	5	7	5	3	8	6	5	2
3	6	5	7	5	6	9	12	6	6	5	7	8
4	4	3	5	3	5	0	5	3	5	4	3	4
TOTAL DO NOT SHARE	50	56	47	46	50	70	73	42	63	47	53	40
5	8	7	9	9	8	4	4	7	9	8	6	8
6	7	6	7	9	6	4	3	6	7	8	6	6
7	8	8	9	7	10	4	5	10	7	8	7	12
8	7	6	8	8	6	1	4	8	4	8	4	11
9	3	4	3	3	3	1	5	3	1	3	2	5
10 - Completely	3	3	4	4	3	3	2	5	1	4	2	6
TOTAL SHARE	28	27	31	31	28	13	19	32	20	31	21	40
Don't know	14	12	13	15	14	13	5	18	7	15	21	12

Keir Starmer

0 - Not at all	22	18	22	24	21	25	15	26	14	24	23	26
1	5	5	5	4	6	9	8	5	6	5	4	7
2	8	3	9	8	8	8	11	7	9	7	6	9
3	7	6	9	6	6	5	9	5	9	6	4	7
4	6	6	6	6	7	6	6	6	7	6	5	6
TOTAL DO NOT SHARE	48	38	51	48	48	53	49	49	45	48	42	55
5	10	13	9	11	7	9	15	10	11	8	11	10
6	6	5	7	6	6	9	5	4	12	5	4	5
7	6	7	6	5	9	2	5	5	9	7	6	4
8	5	11	4	4	5	2	6	4	6	5	5	3
9	1	4	1	2	1	2	3	1	2	1	0	2
10 - Completely	2	2	1	2	3	0	2	2	2	1	2	2
TOTAL SHARE	20	29	19	19	24	15	21	16	31	19	17	16
Don't know	21	20	21	22	22	22	16	25	14	24	29	18

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls	
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample 5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample 5005	717	722	863	460	746	977	520	382	365
%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 represents 'not at all' and 10 represents 'completely', to what extent would you say the following share your values?

[Asked to those in the Boris Johnson group, after seeing the policy message; n= 1674]

Boris Johnson

0 - Not at all	31	72	37	41	18	23	16	7	23	23
1	4	7	8	5	3	3	4	0	4	5
2	5	4	7	7	8	4	5	1	5	4
3	6	6	8	5	10	5	7	3	9	5
4	4	2	5	2	5	6	4	4	4	3
TOTAL DO NOT SHARE	50	91	65	60	44	41	36	15	45	40
5	8	2	6	6	10	11	12	7	9	10
6	7	1	5	4	9	9	9	13	10	6
7	8	1	6	4	12	12	9	17	7	11
8	7	1	4	4	9	9	7	16	9	4
9	3	0	3	1	2	4	2	9	3	3
10 - Completely	3	1	0	2	1	5	6	9	1	6
TOTAL SHARE	28	4	18	15	33	39	33	64	30	30
Don't know	14	2	11	19	15	9	21	13	16	20

Keir Starmer

0 - Not at all	22	12	16	20	14	29	30	28	18	23
1	5	3	4	6	7	6	5	9	3	3
2	8	5	6	7	7	10	6	13	10	8
3	7	8	7	7	9	6	5	8	9	6
4	6	6	6	6	7	6	6	7	6	8
TOTAL DO NOT SHARE	48	34	39	46	44	57	52	65	46	48
5	10	13	9	10	9	10	11	6	13	3
6	6	15	8	3	12	5	2	5	6	7
7	6	13	9	4	8	4	6	2	9	8
8	5	9	9	7	3	2	3	0	5	5
9	1	3	3	2	0	2	0	0	2	2
10 - Completely	2	5	1	0	2	3	1	1	0	3
TOTAL SHARE	20	45	30	16	25	16	12	8	22	25
Don't know	21	9	23	28	23	17	26	20	21	24

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Labour Voter Segments						Social Grade (2)				
Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE	
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 represents 'not at all' and 10 represents 'completely', to what extent would you say the following share your values?

[Asked to those in the Boris Johnson group, after seeing the policy message; n= 1674]

Boris Johnson

0 - Not at all	31	67	35	63	34	28	15	34	31	29	28
1	4	6	8	0	2	8	1	3	6	4	5
2	5	5	11	5	9	8	3	6	8	4	3
3	6	7	5	0	7	8	5	5	6	8	6
4	4	3	7	0	2	6	4	4	4	4	3
TOTAL DO NOT SHARE	50	88	66	68	54	58	28	52	55	49	45
5	8	3	13	9	4	9	9	9	8	7	7
6	7	3	5	0	12	5	11	6	8	6	6
7	8	2	4	7	12	9	15	9	6	12	7
8	7	1	5	7	4	6	13	7	5	7	9
9	3	0	0	0	2	7	7	3	2	4	2
10 - Completely	3	0	0	4	1	1	8	4	2	4	5
TOTAL SHARE	28	6	14	18	29	23	54	29	23	33	29
Don't know	14	3	7	6	13	11	7	9	15	13	19

Keir Starmer

0 - Not at all	22	3	16	49	6	6	44	21	19	24	25
1	5	1	2	8	0	6	10	7	4	6	4
2	8	2	7	19	5	11	12	7	9	6	9
3	7	6	8	10	2	12	8	8	7	5	6
4	6	6	10	6	3	11	6	6	7	7	5
TOTAL DO NOT SHARE	48	18	43	92	16	46	80	49	46	48	49
5	10	8	17	0	17	17	5	10	9	13	9
6	6	13	16	3	7	9	3	9	7	4	4
7	6	20	4	0	12	10	1	7	8	5	6
8	5	17	1	0	22	2	1	5	6	5	3
9	1	6	0	0	5	0	0	2	1	2	1
10 - Completely	2	7	0	0	2	0	0	2	1	1	3
TOTAL SHARE	20	63	21	3	48	21	5	25	23	17	17
Don't know	21	11	20	6	20	14	11	16	23	22	25

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
	Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Labour Party

0 - Not at all	20	35	4	9	47	11	11	32	25	15	12	17	24	27	19	22
1	6	9	2	8	4	4	4	7	6	5	5	4	6	8	5	6
2	7	11	3	5	11	10	5	10	8	6	3	7	7	9	7	7
3	6	9	3	7	6	0	5	8	6	6	5	6	6	7	7	6
4	7	8	5	12	4	23	10	6	8	7	4	8	7	7	7	7
TOTAL DO NOT SHARE	46	72	17	41	72	48	35	63	53	39	29	42	50	58	45	48
5	11	7	10	16	11	10	13	8	11	10	12	11	11	9	10	11
6	8	4	14	12	11	13	12	5	6	9	9	9	6	7	9	5
7	8	2	21	10	0	8	12	5	8	8	10	10	7	5	9	7
8	6	1	15	6	0	6	9	3	4	7	9	5	5	5	6	5
9	3	0	8	1	0	0	4	1	3	2	3	3	4	1	2	4
10 - Completely	2	0	6	2	0	0	3	1	1	3	3	2	2	2	2	2
TOTAL SHARE	27	7	64	31	11	27	40	15	22	29	34	29	24	20	28	23
Don't know	17	15	9	12	6	15	12	15	12	21	24	18	16	13	15	20

The Conservative Party

0 - Not at all	28	6	53	38	16	32	40	17	31	26	31	32	29	20	29	28
1	5	1	9	7	0	12	6	3	5	5	5	7	4	3	5	5
2	6	2	8	12	0	16	8	4	6	6	6	6	5	5	7	4
3	6	4	7	8	7	9	6	5	5	7	8	6	6	5	6	6
4	4	5	4	5	3	5	4	4	4	4	3	4	4	4	5	3
TOTAL DO NOT SHARE	49	18	81	70	26	74	64	33	51	48	53	55	48	37	52	46
5	8	11	5	10	26	7	7	9	8	9	11	8	9	8	9	8
6	7	12	3	3	13	3	5	10	9	6	3	9	6	8	8	6
7	8	18	2	8	6	0	6	13	8	9	4	7	8	13	8	9
8	7	17	2	1	4	0	5	13	7	7	2	3	8	15	7	7
9	3	6	0	0	7	0	1	5	3	2	3	1	3	5	3	3
10 - Completely	4	8	0	0	3	3	2	6	4	3	2	2	5	6	3	5
TOTAL SHARE	29	61	7	12	33	6	19	47	31	27	14	22	30	47	29	30
Don't know	14	12	7	8	15	14	10	11	11	16	22	15	13	8	12	17

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

The Labour Party

0 - Not at all	20	16	20	23	19	23	13	24	14	22	19	26
1	6	5	6	6	6	6	8	5	6	5	5	6
2	7	4	8	6	7	11	7	7	6	7	7	7
3	6	6	8	5	5	5	5	6	8	6	5	6
4	7	4	9	4	7	11	8	7	9	6	6	8
TOTAL DO NOT SHARE	46	35	51	44	44	56	41	49	43	46	42	53
5	11	12	11	11	8	11	13	10	13	9	10	11
6	8	6	8	7	8	7	8	5	11	8	6	4
7	8	13	6	8	9	6	12	6	11	8	8	6
8	6	11	4	5	7	1	10	4	8	5	6	4
9	3	3	2	2	3	2	5	3	3	2	4	3
10 - Completely	2	2	2	2	3	0	2	2	2	2	2	3
TOTAL SHARE	27	35	22	24	30	16	37	20	35	25	26	20
Don't know	17	17	16	20	16	15	10	21	9	19	23	16

The Conservative Party

0 - Not at all	28	36	22	25	29	45	40	25	32	27	33	22
1	5	3	5	6	6	7	6	5	7	4	7	4
2	6	6	6	5	5	7	9	3	9	5	5	3
3	6	5	6	7	4	9	8	5	7	5	5	6
4	4	2	5	2	6	2	4	3	5	4	2	5
TOTAL DO NOT SHARE	49	52	44	45	50	70	67	41	60	45	52	40
5	8	7	10	9	8	2	7	8	9	8	8	9
6	7	6	9	8	6	4	4	7	8	8	7	5
7	8	5	10	8	10	4	7	9	9	7	5	13
8	7	5	9	8	6	3	5	8	4	9	3	12
9	3	5	2	2	3	2	3	3	1	4	2	3
10 - Completely	4	3	4	4	3	3	3	5	2	4	2	7
TOTAL SHARE	29	24	34	30	28	16	22	32	24	32	19	40
Don't know	14	15	12	16	14	12	5	19	7	15	21	12

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls		
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall	
Weighted Sample	5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample	5005	717	722	863	460	746	977	520	382	365
	%	%	%	%	%	%	%	%	%	%

The Labour Party

0 - Not at all	20	6	13	19	16	26	28	29	15	26
1	6	1	7	4	11	8	4	7	7	1
2	7	3	5	8	9	8	7	11	9	8
3	6	5	7	5	3	9	6	8	10	6
4	7	8	8	5	12	7	6	7	7	7
TOTAL DO NOT SHARE	46	23	40	41	51	58	51	62	48	48
5	11	12	8	11	14	11	11	9	11	3
6	8	14	13	7	10	5	3	4	7	7
7	8	23	11	5	7	6	5	4	10	7
8	6	14	8	9	2	2	3	0	5	6
9	3	6	3	3	1	2	3	0	2	5
10 - Completely	2	4	2	1	1	4	2	1	0	6
TOTAL SHARE	27	61	37	25	21	19	16	9	24	31
Don't know	17	4	17	22	16	13	23	19	17	19

The Conservative Party

0 - Not at all	28	67	31	38	14	22	16	6	21	24
1	5	7	10	6	6	3	3	1	3	6
2	6	11	8	5	7	4	5	0	6	4
3	6	5	7	6	8	5	6	4	5	4
4	4	2	4	3	4	5	6	2	5	2
TOTAL DO NOT SHARE	49	92	60	58	39	39	36	13	40	40
5	8	4	9	5	12	9	11	10	14	11
6	7	0	5	7	9	9	8	13	7	7
7	8	1	7	3	13	14	9	15	10	9
8	7	0	4	3	10	9	7	20	11	5
9	3	0	2	1	4	3	2	8	1	3
10 - Completely	4	1	2	2	1	5	5	9	1	5
TOTAL SHARE	29	2	20	16	37	40	31	65	30	29
Don't know	14	2	11	20	13	11	21	12	15	21

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Labour Voter Segments						Social Grade (2)				
Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE	
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

The Labour Party

0 - Not at all	20	1	4	42	8	3	45	21	17	23	22
1	6	0	4	3	3	6	10	6	5	6	6
2	7	0	5	23	1	8	12	8	6	7	7
3	6	3	4	3	0	12	9	7	6	4	7
4	7	3	9	14	4	18	7	6	8	7	7
TOTAL DO NOT SHARE	46	7	26	85	16	47	83	48	42	47	49
5	11	6	26	3	16	21	5	10	11	11	10
6	8	16	14	3	19	11	1	10	9	7	3
7	8	26	15	3	15	7	1	10	9	6	8
8	6	21	5	0	13	2	0	6	7	5	4
9	3	11	2	0	5	0	0	2	3	4	3
10 - Completely	2	10	0	0	3	0	0	2	2	2	3
TOTAL SHARE	27	84	36	6	55	20	2	30	30	24	21
Don't know	17	3	11	6	14	12	10	13	17	18	21

The Conservative Party

0 - Not at all	28	62	35	66	31	24	13	30	28	28	27
1	5	8	13	5	2	8	2	6	5	4	7
2	6	9	12	0	5	8	2	6	8	6	2
3	6	8	6	0	6	7	5	6	6	4	7
4	4	3	8	0	8	6	4	4	6	5	2
TOTAL DO NOT SHARE	49	90	74	71	52	53	26	52	53	47	45
5	8	3	9	9	10	10	9	8	9	10	7
6	7	2	7	3	7	7	11	6	9	6	7
7	8	1	1	4	10	11	16	10	7	10	8
8	7	1	4	7	0	6	15	9	5	6	8
9	3	0	0	0	4	2	6	3	2	2	3
10 - Completely	4	0	0	0	0	1	9	4	1	5	5
TOTAL SHARE	29	4	12	14	21	27	57	32	24	29	31
Don't know	14	2	5	6	16	10	7	9	14	14	19

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What one word would you use to describe Boris Johnson and the Conservative Party's plan to create jobs while tackling climate change?

[Asked to those in the Boris Johnson group; n=1674]

[See Tab 2]

On a scale of 0 to 10, where 0 represents 'completely negative' and 10 represents 'completely positive', how would you describe your view of the following?

[Asked to those in the Boris Johnson group; n=1674]

Boris Johnson

0 - Completely negative	31	6	58	45	18	41	47	17	34	29	29	35	34	23	34	27
1	5	2	7	11	0	5	7	3	4	6	9	6	3	4	6	4
2	7	4	9	7	3	13	7	6	7	6	11	7	6	5	7	6
3	6	5	4	7	7	10	6	5	5	6	5	6	6	6	6	6
4	5	4	4	9	4	5	4	5	4	5	6	6	3	3	5	4
TOTAL NEGATIVE	54	21	82	79	32	74	71	36	54	52	60	60	52	41	58	47
5	8	11	5	7	20	11	6	9	7	8	7	8	7	9	8	7
6	8	15	3	4	12	4	5	12	9	7	3	9	8	9	9	7
7	8	18	2	1	11	0	4	15	8	9	4	6	10	13	7	10
8	6	13	1	1	11	0	4	9	5	6	0	4	6	12	5	6
9	3	7	0	0	0	0	2	6	3	3	2	1	3	6	3	3
10 - Completely positive	4	8	0	0	14	3	1	7	6	3	6	2	5	7	3	5
TOTAL POSITIVE	29	61	6	6	48	7	16	49	31	28	15	22	32	47	27	31
Don't know	9	6	6	8	0	8	6	8	9	10	17	11	8	4	7	13

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

What one word would you use to describe Boris Johnson and the Conservative Party's plan to create jobs while tackling climate change?

[Asked to those in the Boris Johnson group; n=1674]
[See Tab 2]

On a scale of 0 to 10, where 0 represents 'completely negative' and 10 represents 'completely positive', how would you describe your view of the following?

[Asked to those in the Boris Johnson group; n=1674]

Boris Johnson

0 - Completely negative	31	42	24	28	34	45	42	25	41	30	30	24
1	5	6	5	6	4	8	7	4	7	5	6	3
2	7	4	8	6	5	10	6	6	7	7	6	6
3	6	8	5	5	6	8	8	6	6	5	6	6
4	5	4	6	3	5	2	4	4	6	5	6	2
TOTAL NEGATIVE	54	64	48	48	54	73	67	45	67	52	54	41
5	8	2	9	9	9	3	3	8	8	9	6	8
6	8	8	9	8	8	6	9	7	8	9	8	6
7	8	7	11	8	7	2	8	11	5	8	7	14
8	6	4	7	6	6	2	4	7	5	5	3	10
9	3	4	3	3	3	2	4	3	1	4	2	4
10 - Completely positive	4	4	5	5	4	3	2	6	1	5	4	7
TOTAL POSITIVE	29	27	35	30	28	15	27	34	20	31	24	41
Don't know	9	8	9	11	9	9	4	15	3	9	17	9

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls	
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample 5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample 5005	717	722	863	460	746	977	520	382	365
%	%	%	%	%	%	%	%	%	%

What one word would you use to describe Boris Johnson and the Conservative Party's plan to create jobs while tackling climate change?

[Asked to those in the Boris Johnson group; n=1674]
[See Tab 2]

On a scale of 0 to 10, where 0 represents 'completely negative' and 10 represents 'completely positive', how would you describe your view of the following?

[Asked to those in the Boris Johnson group; n=1674]

Boris Johnson

0 - Completely negative	31	77	37	39	16	23	17	7	26	28
1	5	9	6	9	5	4	2	2	5	4
2	7	4	8	8	11	7	6	3	5	5
3	6	3	10	3	11	9	5	1	6	6
4	5	1	7	3	6	4	7	5	7	4
TOTAL NEGATIVE	54	94	68	62	49	47	37	18	49	47
5	8	1	8	8	10	10	9	8	9	7
6	8	2	8	5	13	12	10	9	11	9
7	8	0	5	4	10	10	10	23	9	10
8	6	1	5	2	6	9	6	14	8	10
9	3	0	0	2	4	5	3	8	2	1
10 - Completely positive	4	0	1	3	1	4	7	13	2	7
TOTAL POSITIVE	29	3	19	16	34	40	36	67	32	37
Don't know	9	1	5	14	10	5	17	9	9	11

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Labour Voter Segments						Social Grade (2)				
	Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

What one word would you use to describe Boris Johnson and the Conservative Party's plan to create jobs while tackling climate change?

[Asked to those in the Boris Johnson group; n=1674]

[See Tab 2]

On a scale of 0 to 10, where 0 represents 'completely negative' and 10 represents 'completely positive', how would you describe your view of the following?

[Asked to those in the Boris Johnson group; n=1674]

Boris Johnson

0 - Completely negative	31	67	41	64	30	28	14	37	32	25	29
1	5	7	8	0	12	6	2	6	6	4	4
2	7	9	13	9	9	7	4	5	9	6	6
3	6	5	6	3	8	6	6	4	7	6	6
4	5	3	9	0	2	8	4	4	6	6	2
TOTAL NEGATIVE	54	91	77	76	61	55	30	56	60	47	47
5	8	3	8	12	7	12	10	8	8	7	7
6	8	1	8	0	17	12	11	9	9	7	7
7	8	1	1	4	1	8	18	7	6	12	9
8	6	1	1	3	3	5	12	6	5	8	5
9	3	0	0	4	4	1	6	3	2	3	4
10 - Completely positive	4	0	0	0	1	2	9	5	2	5	5
TOTAL POSITIVE	29	3	10	11	26	28	56	30	24	35	30
Don't know	9	2	6	0	5	5	3	6	7	10	15

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
	Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Keir Starmer

0 - Completely negative	22	35	9	7	66	14	12	33	27	17	11	17	26	30	21	23
1	7	10	4	3	0	2	5	9	8	7	5	7	6	10	6	8
2	8	12	4	12	7	5	7	11	8	8	6	7	10	9	9	7
3	9	10	7	9	10	15	9	9	8	10	11	9	7	11	10	7
4	7	8	6	10	4	3	7	8	8	7	6	8	8	6	8	7
TOTAL NEGATIVE	53	75	30	41	87	39	40	70	59	49	39	48	57	66	54	52
5	11	8	13	13	3	22	14	7	10	11	13	12	8	9	11	10
6	8	6	12	14	0	3	12	4	8	8	10	9	6	8	9	6
7	6	2	13	9	7	9	10	4	6	6	5	7	5	5	8	4
8	4	1	11	6	0	2	7	3	3	5	1	4	6	4	5	3
9	1	0	4	1	0	0	2	1	2	1	2	2	1	1	1	2
10 - Completely positive	2	1	3	3	0	4	3	1	1	2	2	1	3	2	1	2
TOTAL POSITIVE	21	10	43	33	7	18	34	13	20	22	20	23	21	20	24	17
Don't know	15	7	13	13	3	22	11	11	12	19	27	18	14	5	12	19

The Labour Party

0 - Completely negative	21	39	4	9	59	8	11	35	26	17	10	15	26	33	20	23
1	7	11	3	5	3	2	4	11	7	7	2	7	8	9	7	8
2	8	12	1	8	10	13	6	10	8	7	8	7	7	9	8	7
3	9	12	6	11	8	16	9	9	8	10	7	8	9	11	10	8
4	8	8	5	13	4	12	8	7	7	8	7	9	7	6	8	7
TOTAL NEGATIVE	53	82	19	46	84	51	38	72	56	49	34	46	57	68	53	53
5	11	6	13	16	7	11	14	7	10	12	15	13	8	9	11	10
6	8	4	15	8	7	13	12	4	8	8	7	11	6	5	9	6
7	8	1	21	11	0	8	14	4	8	8	10	9	8	5	10	6
8	5	1	16	6	0	2	8	3	4	7	10	5	5	4	6	5
9	1	0	4	0	0	0	1	1	1	2	4	1	1	1	1	2
10 - Completely positive	2	0	6	2	0	4	4	1	2	2	1	2	4	2	2	2
TOTAL POSITIVE	24	6	62	27	7	27	39	13	23	27	32	28	24	17	28	21
Don't know	12	6	8	10	3	11	8	8	10	13	18	14	11	6	8	16

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+	
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

Keir Starmer

0 - Completely negative	22	16	21	22	25	22	15	24	13	26	18	28
1	7	6	6	8	7	12	12	8	6	6	8	8
2	8	7	10	7	6	10	12	6	9	9	4	10
3	9	8	10	10	7	6	7	7	10	10	6	9
4	7	11	6	7	7	7	6	8	9	6	8	7
TOTAL NEGATIVE	53	48	53	54	52	57	52	53	47	57	44	62
5	11	10	12	10	10	9	11	10	14	8	12	9
6	8	7	9	7	7	10	14	5	12	6	7	6
7	6	9	5	7	7	3	3	4	8	7	5	3
8	4	11	3	3	3	3	6	2	7	4	3	3
9	1	1	1	1	2	1	1	2	1	1	2	1
10 - Completely positive	2	3	1	2	2	0	1	3	1	2	2	3
TOTAL POSITIVE	21	31	19	20	21	17	25	16	29	20	19	16
Don't know	15	12	14	17	16	17	10	21	9	15	25	13

The Labour Party

0 - Completely negative	21	16	21	25	22	20	17	24	14	24	16	30
1	7	8	7	7	7	9	6	8	7	7	7	9
2	8	5	8	7	7	11	9	7	7	9	7	8
3	9	9	11	9	7	6	4	9	11	9	8	8
4	8	6	10	6	6	10	7	6	10	7	7	7
TOTAL NEGATIVE	53	44	57	54	49	56	43	54	49	56	45	62
5	11	10	12	9	12	13	19	9	14	10	11	9
6	8	12	6	7	9	8	11	6	11	8	8	4
7	8	12	7	8	7	8	10	5	13	7	6	5
8	5	7	4	6	6	3	6	4	6	5	6	3
9	1	1	1	2	2	1	4	1	0	2	2	2
10 - Completely positive	2	3	1	2	4	0	1	3	2	2	2	3
TOTAL POSITIVE	24	35	19	25	28	20	32	19	32	24	24	17
Don't know	12	11	11	14	10	13	5	18	5	11	20	11

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls		
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall	
Weighted Sample	5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample	5005	717	722	863	460	746	977	520	382	365
	%	%	%	%	%	%	%	%	%	%

Keir Starmer

0 - Completely negative	22	11	11	21	8	31	29	33	17	25
1	7	6	5	9	6	7	4	14	5	11
2	8	3	5	7	15	10	7	13	9	8
3	9	9	12	6	9	11	7	9	9	7
4	7	6	8	9	8	5	9	6	10	6
TOTAL NEGATIVE	53	35	41	52	46	64	56	75	50	57
5	11	17	13	9	13	9	8	5	13	6
6	8	14	15	5	12	6	4	3	11	10
7	6	13	9	5	5	4	5	2	7	10
8	4	8	4	5	4	3	3	1	6	2
9	1	1	2	3	0	1	1	0	1	2
10 - Completely positive	2	5	1	0	2	2	2	0	0	2
TOTAL POSITIVE	21	41	31	18	23	16	15	6	25	26
Don't know	15	5	14	23	16	10	20	12	13	12

The Labour Party

0 - Completely negative	21	5	10	17	17	31	29	37	20	25
1	7	3	6	8	8	11	5	10	10	7
2	8	5	5	6	10	8	9	12	7	11
3	9	7	14	6	10	11	7	10	10	5
4	8	7	11	6	15	6	6	6	10	7
TOTAL NEGATIVE	53	27	46	43	60	67	56	75	57	55
5	11	15	13	10	14	10	11	5	10	7
6	8	16	11	8	9	5	4	4	8	11
7	8	21	13	9	5	3	3	2	8	6
8	5	13	6	7	1	3	4	0	4	5
9	1	1	1	2	1	1	2	0	1	4
10 - Completely positive	2	4	1	3	1	3	2	1	0	2
TOTAL POSITIVE	24	55	32	29	17	15	15	7	21	28
Don't know	12	2	9	18	10	7	17	13	12	10

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Labour Voter Segments						Social Grade (2)				
Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE	
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

Keir Starmer

0 - Completely negative	22	4	10	61	7	5	44	23	18	22	24
1	7	1	6	21	1	5	12	7	5	9	8
2	8	1	13	6	1	10	14	8	10	7	7
3	9	7	9	7	0	16	10	9	11	7	7
4	7	4	14	5	6	14	6	8	7	8	7
TOTAL NEGATIVE	53	17	52	100	15	50	86	55	51	53	53
5	11	14	16	0	13	18	4	11	11	12	9
6	8	14	12	0	18	13	3	9	9	6	7
7	6	18	4	0	14	6	1	7	8	4	4
8	4	15	2	0	12	3	0	6	4	4	2
9	1	7	0	0	4	0	0	1	1	4	0
10 - Completely positive	2	5	0	0	8	0	0	2	1	1	3
TOTAL POSITIVE	21	59	18	0	56	22	4	25	23	19	16
Don't know	15	8	14	0	15	9	5	11	14	16	22

The Labour Party

0 - Completely negative	21	0	4	44	7	3	51	23	17	24	22
1	7	0	5	16	0	5	14	7	7	8	8
2	8	0	1	8	1	12	12	7	9	8	6
3	9	3	12	16	1	18	10	12	8	6	10
4	8	2	13	10	8	18	5	7	9	6	7
TOTAL NEGATIVE	53	5	35	94	17	56	92	56	50	52	53
5	11	9	27	3	10	22	2	10	13	12	9
6	8	16	22	0	27	9	1	10	8	6	7
7	8	29	7	3	17	6	1	8	12	7	5
8	5	23	2	0	8	2	0	6	5	4	5
9	1	6	0	0	4	0	0	1	1	2	2
10 - Completely positive	2	9	0	0	7	0	0	2	2	3	2
TOTAL POSITIVE	24	83	31	3	63	17	2	27	28	22	21
Don't know	12	3	6	0	9	6	4	7	9	14	18

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Conservative Party

0 - Completely negative	28	5	54	37	21	29	41	16	29	26	27	31	28	21	29	26
1	6	1	9	12	4	19	8	4	5	7	7	7	6	4	6	6
2	8	4	10	12	3	13	10	6	7	8	10	9	7	5	9	5
3	6	4	7	7	6	10	6	5	6	6	6	7	6	5	7	6
4	5	4	4	11	10	0	3	5	4	6	9	5	4	4	6	4
TOTAL NEGATIVE	53	18	84	79	44	71	68	36	51	53	59	59	51	39	57	47
5	9	11	5	6	17	16	8	9	10	8	5	11	7	9	8	10
6	8	14	1	5	7	3	5	11	7	8	5	6	10	8	7	8
7	10	21	1	2	21	0	6	16	10	10	6	7	10	15	9	10
8	6	14	1	0	3	0	4	10	5	7	0	3	7	13	6	6
9	2	7	0	0	0	0	1	5	3	2	0	1	3	5	2	3
10 - Completely positive	3	8	0	0	8	3	3	4	4	2	5	1	4	6	3	4
TOTAL POSITIVE	29	64	3	7	39	6	19	46	29	29	16	18	34	47	27	31
Don't know	10	6	7	8	0	8	7	7	9	11	18	13	9	4	8	14

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Boris Johnson and the Conservative government to tackle the climate change challenges ahead of us."

[Asked to those in the Boris Johnson group; n=1674]

Strongly agree	3	6	0	0	4	0	2	5	4	2	3	2	4	4	2	4
Tend to agree	15	31	3	4	20	3	9	24	15	15	9	12	12	25	14	16
TOTAL AGREE	18	37	3	4	24	3	11	29	19	17	12	14	16	29	16	20
Neither agree nor disagree	22	30	12	11	29	35	16	28	21	23	22	20	22	25	19	26
Tend to disagree	18	18	18	27	21	23	19	17	17	20	21	20	20	13	21	16
Strongly disagree	36	11	63	56	17	35	53	21	38	34	35	39	38	30	39	31
TOTAL DISAGREE	54	29	81	83	38	58	72	38	55	54	56	59	58	43	60	47
Don't know	6	3	4	2	8	3	3	4	6	6	11	8	4	3	4	8

What word or phrase comes to mind when you think of 'green jobs'?

[Asked to a random third of the sample]

[See Tab 3]

What word or phrase comes to mind when you think of 'green industrial revolution'?

[Asked to a random third of the sample]

[See Tab 4]

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+	
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

The Conservative Party

0 - Completely negative	28	34	22	25	30	40	39	24	32	26	29	23
1	6	5	5	7	6	8	10	5	8	5	7	4
2	8	10	7	7	5	12	6	5	11	8	6	5
3	6	7	5	6	6	7	9	5	9	5	5	6
4	5	3	7	3	5	5	6	4	6	6	5	3
TOTAL NEGATIVE	53	59	46	48	52	72	70	43	66	50	52	41
5	9	8	10	9	9	4	5	11	9	7	11	8
6	8	4	9	8	8	4	4	8	6	9	6	9
7	10	7	13	8	11	3	9	10	8	10	5	14
8	6	5	7	7	4	3	2	6	5	7	2	10
9	2	3	3	2	2	1	4	3	1	3	2	4
10 - Completely positive	3	4	3	4	3	3	2	4	1	4	2	6
TOTAL POSITIVE	29	23	35	29	28	14	21	31	21	33	17	43
Don't know	10	10	9	13	11	10	4	16	5	10	19	9

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Boris Johnson and the Conservative government to tackle the climate change challenges ahead of us."

[Asked to those in the Boris Johnson group; n=1674]

Strongly agree	3	4	3	3	2	3	3	4	1	4	2	5
Tend to agree	15	9	17	19	14	7	10	17	13	16	11	21
TOTAL AGREE	18	13	20	22	16	10	13	21	14	20	13	26
Neither agree nor disagree	22	14	24	25	23	14	13	29	15	21	26	27
Tend to disagree	18	20	20	15	18	20	23	14	22	19	16	15
Strongly disagree	36	44	31	32	35	54	50	27	47	34	33	28
TOTAL DISAGREE	54	64	51	47	53	74	73	41	69	53	49	43
Don't know	6	8	6	5	6	3	2	9	2	6	12	4

What word or phrase comes to mind when you think of 'green jobs'?

[Asked to a random third of the sample]

[See Tab 3]

What word or phrase comes to mind when you think of 'green industrial revolution'?

[Asked to a random third of the sample]

[See Tab 4]

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls		
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall	
Weighted Sample	5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample	5005	717	722	863	460	746	977	520	382	365
	%	%	%	%	%	%	%	%	%	%

The Conservative Party

0 - Completely negative	28	68	31	34	11	20	16	7	22	25
1	6	11	7	8	8	5	3	1	3	2
2	8	9	10	9	9	7	7	1	7	5
3	6	6	12	5	8	7	5	0	7	7
4	5	4	8	4	5	5	6	4	5	3
TOTAL NEGATIVE	53	98	68	60	41	44	37	13	44	42
5	9	1	7	9	13	9	12	10	10	9
6	8	0	6	6	8	11	10	11	10	10
7	10	1	7	2	15	15	11	23	14	12
8	6	0	3	3	8	8	5	18	9	7
9	2	0	1	1	1	3	3	8	1	1
10 - Completely positive	3	0	1	3	4	3	5	8	0	4
TOTAL POSITIVE	29	1	18	15	36	40	34	68	34	34
Don't know	10	1	6	16	10	7	18	9	11	14

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Boris Johnson and the Conservative government to tackle the climate change challenges ahead of us."

[Asked to those in the Boris Johnson group; n=1674]

Strongly agree	3	0	1	1	1	3	5	10	1	4
Tend to agree	15	2	10	7	16	19	17	39	16	14
TOTAL AGREE	18	2	11	8	17	22	22	49	17	18
Neither agree nor disagree	22	1	18	21	25	22	36	26	21	24
Tend to disagree	18	12	24	19	32	24	13	11	17	22
Strongly disagree	36	84	46	42	19	28	19	10	37	29
TOTAL DISAGREE	54	96	70	61	51	52	32	21	54	51
Don't know	6	2	2	10	7	3	10	4	9	7

What word or phrase comes to mind when you think of 'green jobs'?

[Asked to a random third of the sample]

[See Tab 3]

What word or phrase comes to mind when you think of 'green industrial revolution'?

[Asked to a random third of the sample]

[See Tab 4]

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Labour Voter Segments						Social Grade (2)				
Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE	
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

The Conservative Party

0 - Completely negative	28	63	34	72	29	23	13	31	27	24	27
1	6	11	10	0	6	9	2	6	7	7	5
2	8	10	16	0	13	7	6	8	10	5	6
3	6	6	10	8	4	10	4	6	7	6	5
4	5	3	6	0	9	9	4	4	7	6	3
TOTAL NEGATIVE	53	93	76	80	61	58	29	55	58	48	46
5	9	3	12	3	14	11	8	7	9	10	9
6	8	1	2	6	5	10	12	7	8	9	6
7	10	1	2	0	5	12	20	12	7	11	9
8	6	1	1	11	3	2	14	7	5	5	6
9	2	0	0	0	3	1	6	2	3	3	2
10 - Completely positive	3	0	0	0	3	1	8	4	1	3	5
TOTAL POSITIVE	29	3	5	17	19	26	60	32	24	31	28
Don't know	10	3	7	0	7	5	3	7	9	11	16

To what extent, if at all, do you agree or disagree with the following statement?

"I am confident in the ability of Boris Johnson and the Conservative government to tackle the climate change challenges ahead of us."

[Asked to those in the Boris Johnson group; n=1674]

Strongly agree	3	0	0	0	1	1	6	3	2	3	4
Tend to agree	15	2	8	0	10	14	29	16	12	17	15
TOTAL AGREE	18	2	8	0	11	15	35	19	14	20	19
Neither agree nor disagree	22	7	21	20	13	23	27	17	20	30	24
Tend to disagree	18	19	20	17	38	22	16	18	23	18	13
Strongly disagree	36	71	51	63	35	38	19	42	37	28	33
TOTAL DISAGREE	54	90	71	80	73	60	35	60	60	46	46
Don't know	6	1	1	0	3	2	3	4	5	5	11

What word or phrase comes to mind when you think of 'green jobs'?

[Asked to a random third of the sample]

[See Tab 3]

What word or phrase comes to mind when you think of 'green industrial revolution'?

[Asked to a random third of the sample]

[See Tab 4]

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What word or phrase comes to mind when you think of 'net zero'?

[Asked to a random third of the sample]

[See Tab 5]

Which, if any, of the following do you think are the most important environmental issues facing the country?

Please tick up to three.

The amount of waste we produce	49	55	49	54	45	59	53	52	46	53	40	45	54	57	51	47
Climate change	43	33	55	57	23	58	55	33	42	43	47	44	40	41	47	36
Decline or extinction of species, habitats and of natural eco-systems	31	32	33	38	28	40	35	30	27	34	26	28	36	31	33	28
Air pollution	21	18	22	24	19	21	23	18	20	21	22	23	18	19	21	20
Pollution of rivers, lakes and ground water	17	20	17	15	18	15	16	21	18	16	11	13	20	24	17	18
Pollution of oceans and seas	31	36	29	32	42	33	30	36	29	32	22	27	32	40	30	31
Frequent floods or droughts	20	23	21	21	22	22	23	22	18	23	14	19	23	25	21	20
Pollution caused by farming	4	3	4	5	3	7	4	3	4	3	6	4	3	3	4	3
Social degradation	12	15	10	9	20	5	10	14	14	9	8	10	13	15	12	11
Pollution in cities and a lack of clean green space	15	14	17	13	16	14	14	16	14	16	17	15	15	14	15	15
Shortage of drinking water	5	5	4	6	7	3	4	6	5	5	5	5	5	5	5	5
Noise pollution	4	4	3	2	4	4	2	5	4	3	3	4	4	3	3	4
None of these	2	2	1	1	6	1	1	2	3	1	2	3	2	1	2	3
Don't know	8	5	7	3	3	2	4	6	8	8	16	10	5	3	6	11

Which of the following two statements best reflects your view?

We should focus on shared global action to protect the environment	58	56	67	72	34	70	70	51	57	58	57	56	57	62	62	51
We should focus on acting here in Britain to protect the environment	25	29	21	20	37	24	20	32	25	26	18	25	27	28	24	28
Neither	7	8	3	3	25	3	3	9	9	5	7	7	7	5	6	8
Don't know	10	7	9	5	4	3	7	8	9	11	18	12	8	5	8	13

Which of the following two statements best reflects your view?

It is only worth me taking action on climate change if other people do the same	22	27	18	21	31	20	19	27	27	19	24	21	22	25	22	22
Individual people can take action on climate change and make a difference, even if others don't	56	52	65	68	35	73	68	51	50	63	48	56	57	60	59	52
Neither	11	13	8	6	26	4	6	13	14	8	10	11	11	9	10	11
Don't know	11	8	9	4	8	3	7	9	10	11	18	12	10	6	8	14

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+	
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

What word or phrase comes to mind when you think of 'net zero'?

[Asked to a random third of the sample]

[See Tab 5]

Which, if any, of the following do you think are the most important environmental issues facing the country?

Please tick up to three.

The amount of waste we produce	49	48	51	48	48	53	57	46	53	50	40	55
Climate change	43	46	43	41	42	40	48	34	55	42	37	36
Decline or extinction of species, habitats and of natural ecosystems	31	28	32	32	29	29	36	26	38	29	23	33
Air pollution	21	29	19	20	20	20	24	20	22	20	22	19
Pollution of rivers, lakes and ground water	17	15	17	20	16	15	19	17	16	17	13	23
Pollution of oceans and seas	31	28	33	31	28	33	33	31	28	32	25	38
Frequent floods or droughts	20	19	20	22	19	21	19	20	20	22	16	23
Pollution caused by farming	4	3	4	5	3	3	5	3	5	3	4	3
Social degradation	12	11	12	11	13	11	9	11	12	12	9	13
Pollution in cities and a lack of clean green space	15	16	14	13	17	14	15	15	14	16	14	15
Shortage of drinking water	5	6	5	6	4	6	5	6	5	4	6	5
Noise pollution	4	5	3	4	3	3	4	4	3	3	4	4
None of these	2	2	2	2	2	4	1	3	1	2	4	2
Don't know	8	9	7	7	10	7	4	12	3	7	16	5

Which of the following two statements best reflects your view?

We should focus on shared global action to protect the environment	58	63	58	56	55	62	63	49	69	58	47	56
We should focus on acting here in Britain to protect the environment	25	21	28	28	25	20	26	28	21	26	26	29
Neither	7	6	6	7	9	7	6	8	5	7	9	6
Don't know	10	11	9	9	12	11	5	15	5	10	18	9

Which of the following two statements best reflects your view?

It is only worth me taking action on climate change if other people do the same	22	23	21	25	23	21	19	23	21	23	21	24
Individual people can take action on climate change and make a difference, even if others don't	56	56	59	56	55	55	67	50	65	55	49	56
Neither	11	9	11	10	10	14	9	12	9	11	13	10
Don't know	11	12	10	10	13	10	6	15	5	10	18	10

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls	
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample 5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample 5005	717	722	863	460	746	977	520	382	365
%	%	%	%	%	%	%	%	%	%

What word or phrase comes to mind when you think of 'net zero'?

[Asked to a random third of the sample]

[See Tab 5]

Which, if any, of the following do you think are the most important environmental issues facing the country?

Please tick up to three.

The amount of waste we produce	49	51	58	42	53	55	40	57	48	48
Climate change	43	68	50	36	45	37	34	36	46	38
Decline or extinction of species, habitats and of natural ecosystems	31	43	39	24	32	33	21	31	30	34
Air pollution	21	23	23	18	18	21	21	20	24	18
Pollution of rivers, lakes and ground water	17	18	18	14	16	20	16	18	18	21
Pollution of oceans and seas	31	27	32	26	31	40	28	35	30	26
Frequent floods or droughts	20	17	21	16	21	23	21	25	16	19
Pollution caused by farming	4	6	4	3	5	4	3	2	3	4
Social degradation	12	12	12	11	10	14	9	13	9	14
Pollution in cities and a lack of clean green space	15	14	16	13	12	17	14	19	14	15
Shortage of drinking water	5	5	4	5	4	6	5	5	6	4
Noise pollution	4	2	2	3	3	3	6	4	4	5
None of these	2	0	0	4	2	1	5	2	2	4
Don't know	8	2	2	16	8	4	12	3	9	9

Which of the following two statements best reflects your view?

We should focus on shared global action to protect the environment	58	78	69	47	61	58	45	58	57	55
We should focus on acting here in Britain to protect the environment	25	14	23	24	21	32	30	30	26	28
Neither	7	3	3	9	8	6	9	7	7	7
Don't know	10	4	4	20	10	4	16	5	10	10

Which of the following two statements best reflects your view?

It is only worth me taking action on climate change if other people do the same	22	14	19	24	14	26	27	30	22	30
Individual people can take action on climate change and make a difference, even if others don't	56	72	69	45	66	59	44	53	56	49
Neither	11	11	7	12	8	10	12	10	11	13
Don't know	11	4	4	19	12	5	17	7	11	8

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Labour Voter Segments						Social Grade (2)				
	Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

What word or phrase comes to mind when you think of 'net zero'?

[Asked to a random third of the sample]

[See Tab 5]

Which, if any, of the following do you think are the most important environmental issues facing the country?

Please tick up to three.

The amount of waste we produce	49	51	53	41	48	52	56	52	50	51	43
Climate change	43	59	56	42	54	48	34	47	47	38	35
Decline or extinction of species, habitats and of natural eco-systems	31	33	35	40	31	37	32	34	31	30	26
Air pollution	21	22	23	30	23	21	19	20	21	20	21
Pollution of rivers, lakes and ground water	17	16	16	30	15	16	21	17	16	18	18
Pollution of oceans and seas	31	29	30	29	31	34	36	30	30	32	30
Frequent floods or droughts	20	21	23	24	22	23	24	21	21	21	19
Pollution caused by farming	4	4	5	5	5	4	4	5	3	3	4
Social degradation	12	10	12	12	10	11	15	14	10	12	10
Pollution in cities and a lack of clean green space	15	17	18	18	15	16	13	15	16	15	14
Shortage of drinking water	5	3	3	14	6	5	5	6	4	5	6
Noise pollution	4	2	4	1	3	2	4	3	3	4	4
None of these	2	1	0	0	3	1	3	1	2	2	3
Don't know	8	5	3	1	3	3	4	5	6	9	13

Which of the following two statements best reflects your view?

We should focus on shared global action to protect the environment	58	71	68	61	69	66	55	64	61	53	49
We should focus on acting here in Britain to protect the environment	25	21	23	27	20	25	29	24	24	29	26
Neither	7	2	3	2	4	5	10	6	6	7	9
Don't know	10	6	7	10	7	5	6	6	9	11	16

Which of the following two statements best reflects your view?

It is only worth me taking action on climate change if other people do the same	22	18	18	25	21	23	27	22	22	21	24
Individual people can take action on climate change and make a difference, even if others don't	56	69	67	51	68	64	51	62	57	55	50
Neither	11	6	10	14	5	6	16	10	11	11	11
Don't know	11	7	4	10	7	6	6	6	10	12	16

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you HAD to choose, which one of the following, if any, would you prefer the UK Government to do?

Reduce taxes and spend less on policies to tackle climate change	20	27	12	5	42	6	11	28	23	17	14	23	19	17	17	23
Keep taxes and spending on climate change policies at the same level as now	38	46	34	40	36	33	35	42	36	40	34	36	39	41	39	37
Increase taxes and spend more on policies to tackle climate change	25	16	37	43	11	52	40	16	26	24	25	21	27	29	30	18
Don't know	18	12	18	12	10	9	14	15	15	20	27	20	15	12	14	23

To what extent would you support or oppose the following policies in the UK designed to reduce climate change?

Increasing taxes on petrol and diesel

Strongly support	8	4	11	14	2	18	11	4	9	7	11	9	7	5	9	6
Tend to support	19	16	24	29	13	30	27	13	19	19	21	19	17	21	22	15
TOTAL SUPPORT	27	20	35	43	15	48	38	17	28	26	32	28	24	26	31	21
Tend to oppose	29	32	30	31	24	32	30	31	26	33	25	26	30	36	30	29
Strongly oppose	31	41	22	15	48	12	21	43	34	28	20	32	35	31	28	35
TOTAL OPPOSE	60	73	52	46	72	44	51	74	60	61	45	58	65	67	58	64
Don't know	12	7	12	11	14	7	11	9	11	13	23	14	10	6	10	15

Increasing taxes on gas central heating

Strongly support	3	2	3	6	2	10	4	2	4	2	4	3	3	3	3	3
Tend to support	11	8	13	17	8	17	14	7	12	10	18	11	8	11	13	8
TOTAL SUPPORT	14	10	16	23	10	27	18	9	16	12	22	14	11	14	16	11
Tend to oppose	32	32	36	40	20	36	37	29	30	35	30	30	35	36	34	30
Strongly oppose	41	50	32	25	61	23	31	53	42	39	22	42	45	43	38	43
TOTAL OPPOSE	73	82	68	65	81	59	68	82	72	74	52	72	80	79	72	73
Don't know	13	7	16	11	8	14	13	9	12	15	27	15	10	7	11	16

Requiring people to replace gas central heating with alternatives like heat-exchange boilers

Strongly support	8	6	11	12	6	15	11	6	10	7	11	9	8	7	9	8
Tend to support	30	25	37	37	19	44	37	24	30	31	34	30	30	28	32	27
TOTAL SUPPORT	38	31	48	49	25	59	48	30	40	38	45	39	38	35	41	35
Tend to oppose	20	24	18	21	20	16	20	23	20	20	15	21	20	23	21	19
Strongly oppose	19	29	12	10	37	11	13	29	22	17	11	16	23	26	19	20
TOTAL OPPOSE	39	53	30	31	57	27	33	52	42	37	26	37	43	49	40	39
Don't know	22	16	22	19	18	13	19	18	19	25	29	24	19	16	19	26

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+	
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

If you HAD to choose, which one of the following, if any, would you prefer the UK Government to do?

Reduce taxes and spend less on policies to tackle climate change	20	19	17	20	22	21	16	24	14	20	25	21
Keep taxes and spending on climate change policies at the same level as now	38	35	42	38	34	34	38	36	36	40	33	41
Increase taxes and spend more on policies to tackle climate change	25	28	25	23	24	26	31	15	39	24	13	23
Don't know	18	18	16	18	19	19	15	24	10	16	29	16

To what extent would you support or oppose the following policies in the UK designed to reduce climate change?

Increasing taxes on petrol and diesel

Strongly support	8	16	7	5	8	9	11	6	14	6	8	5
Tend to support	19	25	20	18	17	20	22	13	27	19	12	17
TOTAL SUPPORT	27	41	27	23	25	29	33	19	41	25	20	22
Tend to oppose	29	22	31	33	29	27	29	29	29	31	26	31
Strongly oppose	31	24	30	33	33	34	27	37	22	32	34	37
TOTAL OPPOSE	60	46	61	66	62	61	56	66	51	63	60	68
Don't know	12	13	13	11	13	10	12	15	8	12	19	11

Increasing taxes on gas central heating

Strongly support	3	5	3	3	3	4	4	3	4	2	3	3
Tend to support	11	12	12	10	9	11	9	8	16	11	9	7
TOTAL SUPPORT	14	17	15	13	12	15	13	11	20	13	12	10
Tend to oppose	32	32	35	30	31	29	32	30	36	33	27	33
Strongly oppose	41	36	37	45	43	43	38	44	33	42	41	46
TOTAL OPPOSE	73	68	72	75	74	72	70	74	69	75	68	79
Don't know	13	16	13	12	13	13	17	15	11	12	20	11

Requiring people to replace gas central heating with alternatives like heat-exchange boilers

Strongly support	8	10	8	7	8	10	10	8	11	7	8	8
Tend to support	30	30	31	32	29	26	30	27	35	31	28	27
TOTAL SUPPORT	38	40	39	39	37	36	40	35	46	38	36	35
Tend to oppose	20	18	21	21	20	21	18	20	22	21	18	21
Strongly oppose	19	17	18	21	20	21	16	20	17	21	16	24
TOTAL OPPOSE	39	35	39	42	40	42	34	40	39	42	34	45
Don't know	22	26	21	19	23	21	26	25	16	21	30	21

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls		
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall	
Weighted Sample	5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample	5005	717	722	863	460	746	977	520	382	365
	%	%	%	%	%	%	%	%	%	%

If you HAD to choose, which one of the following, if any, would you prefer the UK Government to do?

Reduce taxes and spend less on policies to tackle climate change	20	5	10	22	12	24	31	24	19	23
Keep taxes and spending on climate change policies at the same level as now	38	20	42	33	39	47	37	52	42	40
Increase taxes and spend more on policies to tackle climate change	25	64	36	15	31	16	10	16	26	19
Don't know	18	11	12	30	18	13	22	9	13	18

To what extent would you support or oppose the following policies in the UK designed to reduce climate change?

Increasing taxes on petrol and diesel

Strongly support	8	24	8	6	7	4	4	4	9	3
Tend to support	19	33	25	15	25	15	12	16	21	15
TOTAL SUPPORT	27	57	33	21	32	19	16	20	30	18
Tend to oppose	29	23	37	24	32	30	28	38	29	33
Strongly oppose	31	11	23	35	20	43	39	37	27	35
TOTAL OPPOSE	60	34	60	59	52	73	67	75	56	68
Don't know	12	8	8	20	16	7	16	6	14	13

Increasing taxes on gas central heating

Strongly support	3	6	2	2	4	2	3	3	3	1
Tend to support	11	21	14	7	14	6	9	10	12	8
TOTAL SUPPORT	14	27	16	9	18	8	12	13	15	9
Tend to oppose	32	37	38	27	40	30	28	34	34	32
Strongly oppose	41	22	37	44	27	56	43	46	37	45
TOTAL OPPOSE	73	59	75	71	67	86	71	80	71	77
Don't know	13	13	10	19	15	6	17	8	14	14

Requiring people to replace gas central heating with alternatives like heat-exchange boilers

Strongly support	8	16	8	7	9	6	7	6	9	8
Tend to support	30	43	38	25	31	27	25	28	27	27
TOTAL SUPPORT	38	59	46	32	40	33	32	34	36	35
Tend to oppose	20	16	24	18	20	20	22	24	20	21
Strongly oppose	19	9	15	21	16	28	20	26	22	23
TOTAL OPPOSE	39	25	39	39	36	48	42	50	42	44
Don't know	22	16	16	29	24	19	26	16	21	21

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Labour Voter Segments						Social Grade (2)				
	Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

If you HAD to choose, which one of the following, if any, would you prefer the UK Government to do?

Reduce taxes and spend less on policies to tackle climate change	20	13	11	13	13	13	27	18	17	24	22
Keep taxes and spending on climate change policies at the same level as now	38	34	38	33	39	45	44	38	39	40	33
Increase taxes and spend more on policies to tackle climate change	25	39	37	33	38	31	19	33	27	17	18
Don't know	18	15	13	20	10	11	10	11	17	19	26

To what extent would you support or oppose the following policies in the UK designed to reduce climate change?

Increasing taxes on petrol and diesel

Strongly support	8	12	9	17	9	9	6	10	9	4	8
Tend to support	19	25	27	21	26	25	16	24	20	15	15
TOTAL SUPPORT	27	37	36	38	35	34	22	34	29	19	23
Tend to oppose	29	31	33	25	34	35	30	30	30	31	26
Strongly oppose	31	21	21	30	24	23	42	27	28	38	33
TOTAL OPPOSE	60	52	54	55	58	58	72	57	58	69	59
Don't know	12	10	10	7	7	8	6	8	13	12	18

Increasing taxes on gas central heating

Strongly support	3	4	0	8	4	5	4	3	3	2	4
Tend to support	11	13	16	10	14	15	8	14	12	8	8
TOTAL SUPPORT	14	17	16	18	18	20	12	17	15	10	12
Tend to oppose	32	36	38	34	34	38	32	36	33	31	29
Strongly oppose	41	31	34	41	41	33	51	38	38	45	42
TOTAL OPPOSE	73	67	72	75	75	71	83	74	71	76	71
Don't know	13	15	12	7	7	9	6	9	14	14	17

Requiring people to replace gas central heating with alternatives like heat-exchange boilers

Strongly support	8	12	7	15	7	12	5	9	8	9	7
Tend to support	30	40	38	32	38	36	25	33	31	27	28
TOTAL SUPPORT	38	52	45	47	45	48	30	42	39	36	35
Tend to oppose	20	17	22	21	22	22	23	21	22	19	19
Strongly oppose	19	11	12	18	19	14	31	21	18	22	17
TOTAL OPPOSE	39	28	34	39	41	36	54	42	40	41	36
Don't know	22	19	21	15	14	17	15	16	21	23	28

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
	Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Increasing the use of nuclear power																
Strongly support	17	27	11	19	25	12	14	23	28	7	18	14	17	22	19	14
Tend to support	26	32	22	32	31	28	28	29	31	22	21	24	28	32	27	25
TOTAL SUPPORT	43	59	33	51	56	40	42	52	59	29	39	38	45	54	46	39
Tend to oppose	17	13	22	19	13	29	20	14	14	20	15	19	18	15	18	17
Strongly oppose	13	8	18	8	13	16	15	12	10	16	16	14	13	12	13	14
TOTAL OPPOSE	30	21	40	27	26	45	35	26	24	36	31	33	31	27	31	31
Don't know	26	20	27	21	17	16	23	23	16	34	30	29	24	19	22	30
Using public money to subsidise renewable energy such as wind and solar power																
Strongly support	27	19	38	36	16	47	37	19	28	26	29	28	25	25	30	22
Tend to support	42	46	41	48	36	38	45	43	39	44	34	39	44	48	42	41
TOTAL SUPPORT	69	65	79	84	52	85	82	62	67	70	63	67	69	73	72	63
Tend to oppose	10	12	6	5	7	6	6	13	12	9	10	10	11	10	10	10
Strongly oppose	8	12	4	4	32	2	3	13	11	6	6	8	9	9	7	10
TOTAL OPPOSE	18	24	10	9	39	8	9	26	23	15	16	18	20	19	17	20
Don't know	13	10	12	7	9	6	9	12	10	17	20	16	11	8	10	17
Increasing the price of electricity to reduce our consumption																
Strongly support	2	1	3	3	0	1	2	1	3	1	4	2	1	1	2	2
Tend to support	8	7	8	10	8	15	10	6	8	8	10	7	7	8	8	7
TOTAL SUPPORT	10	8	11	13	8	16	12	7	11	9	14	9	8	9	10	9
Tend to oppose	33	31	38	49	17	41	42	28	30	36	33	31	32	39	36	29
Strongly oppose	47	55	40	31	69	33	37	58	50	43	31	48	52	46	44	50
TOTAL OPPOSE	80	86	78	80	86	74	79	86	80	79	64	79	84	85	80	79
Don't know	11	6	11	8	6	10	9	7	9	12	21	12	8	5	9	12
Using public money to subsidise insulation of homes																
Strongly support	18	12	27	22	18	34	26	13	19	17	19	17	20	17	21	15
Tend to support	43	44	45	51	36	40	47	43	42	43	30	41	43	51	44	41
TOTAL SUPPORT	61	56	72	73	54	74	73	56	61	60	49	58	63	68	65	56
Tend to oppose	15	21	11	12	20	9	12	19	15	16	15	15	16	16	16	15
Strongly oppose	9	12	4	4	18	7	4	12	10	7	9	9	9	7	7	11
TOTAL OPPOSE	24	33	15	16	38	16	16	31	25	23	24	24	25	23	23	26
Don't know	15	12	13	11	8	10	11	13	13	18	27	17	12	9	12	19

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

Fieldwork: 1st - 10th October

	Region						Class - Education				Class and Age	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%
Increasing the use of nuclear power												
Strongly support	17	14	18	17	17	18	15	14	22	17	12	17
Tend to support	26	25	30	25	24	24	26	25	26	28	21	30
TOTAL SUPPORT	43	39	48	42	41	42	41	39	48	45	33	47
Tend to oppose	17	18	17	19	17	18	23	16	20	17	16	17
Strongly oppose	13	13	12	14	13	19	13	14	14	12	15	13
TOTAL OPPOSE	30	31	29	33	30	37	36	30	34	29	31	30
Don't know	26	30	24	24	28	21	23	31	19	25	36	24
Using public money to subsidise renewable energy such as wind and solar power												
Strongly support	27	30	27	27	24	27	32	20	39	24	21	22
Tend to support	42	39	45	41	40	41	45	41	40	44	36	47
TOTAL SUPPORT	69	69	72	68	64	68	77	61	79	68	57	69
Tend to oppose	10	10	9	11	11	12	7	11	8	12	10	10
Strongly oppose	8	6	8	8	10	9	6	10	6	8	10	9
TOTAL OPPOSE	18	16	17	19	21	21	13	21	14	20	20	19
Don't know	13	15	12	13	16	11	10	19	7	13	22	12
Increasing the price of electricity to reduce our consumption												
Strongly support	2	4	1	2	2	2	2	2	3	1	3	1
Tend to support	8	6	9	8	8	5	10	6	9	8	7	7
TOTAL SUPPORT	10	10	10	10	10	7	12	8	12	9	10	8
Tend to oppose	33	36	36	31	30	31	37	27	41	33	26	32
Strongly oppose	47	42	44	50	48	52	41	51	39	48	47	53
TOTAL OPPOSE	80	78	80	81	78	83	78	78	80	81	73	85
Don't know	11	12	10	9	12	10	10	13	8	10	17	7
Using public money to subsidise insulation of homes												
Strongly support	18	21	15	19	18	23	19	14	26	17	14	16
Tend to support	43	42	44	43	40	45	48	40	45	43	34	48
TOTAL SUPPORT	61	63	59	62	58	68	67	54	71	60	48	64
Tend to oppose	15	12	15	18	17	10	14	15	15	17	15	14
Strongly oppose	9	8	9	9	9	7	7	11	6	8	12	9
TOTAL OPPOSE	24	20	24	27	26	17	21	26	21	25	27	23
Don't know	15	16	16	12	17	14	12	20	9	15	24	13

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		More in Common Segments							Political Walls	
	Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample	5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample	5005	717	722	863	460	746	977	520	382	365
	%	%	%	%	%	%	%	%	%	%
Increasing the use of nuclear power										
Strongly support	17	17	12	14	18	18	19	24	21	18
Tend to support	26	28	28	22	27	29	24	33	26	26
TOTAL SUPPORT	43	45	40	36	45	47	43	57	47	44
Tend to oppose	17	22	21	16	19	16	16	14	18	15
Strongly oppose	13	17	16	17	11	14	10	7	11	14
TOTAL OPPOSE	30	39	37	33	30	30	26	21	29	29
Don't know	26	16	24	31	25	24	31	23	26	27
Using public money to subsidise renewable energy such as wind and solar power										
Strongly support	27	59	31	22	28	21	15	20	25	23
Tend to support	42	33	49	36	45	48	40	48	46	46
TOTAL SUPPORT	69	92	80	58	73	69	55	68	71	69
Tend to oppose	10	4	8	11	8	11	13	13	8	9
Strongly oppose	8	2	4	10	6	11	12	10	7	11
TOTAL OPPOSE	18	6	12	21	14	22	25	23	15	20
Don't know	13	3	8	21	14	11	20	10	14	12
Increasing the price of electricity to reduce our consumption										
Strongly support	2	4	1	2	2	1	3	1	2	1
Tend to support	8	10	8	5	11	6	7	10	6	8
TOTAL SUPPORT	10	14	9	7	13	7	10	11	8	9
Tend to oppose	33	45	43	23	41	26	29	35	39	30
Strongly oppose	47	34	43	52	31	63	46	49	41	49
TOTAL OPPOSE	80	79	86	75	72	89	75	84	80	79
Don't know	11	7	5	18	15	4	14	5	12	11
Using public money to subsidise insulation of homes										
Strongly support	18	47	18	13	15	16	10	12	17	16
Tend to support	43	41	56	39	46	44	35	45	43	44
TOTAL SUPPORT	61	88	74	52	61	60	45	57	60	60
Tend to oppose	15	5	14	13	17	19	21	19	16	15
Strongly oppose	9	1	3	11	6	12	11	12	8	10
TOTAL OPPOSE	24	6	17	24	23	31	32	31	24	25
Don't know	15	5	9	24	16	9	23	11	16	14

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Labour Voter Segments						Social Grade (2)			
	Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%
Increasing the use of nuclear power											
Strongly support	17	12	9	8	13	18	29	23	16	15	13
Tend to support	26	24	21	27	31	31	31	27	28	27	23
TOTAL SUPPORT	43	36	30	35	44	49	60	50	44	42	36
Tend to oppose	17	22	26	20	18	19	14	19	18	17	17
Strongly oppose	13	19	15	30	16	10	9	12	13	13	15
TOTAL OPPOSE	30	41	41	50	34	29	23	31	31	30	32
Don't know	26	24	29	15	22	22	16	19	26	28	32
Using public money to subsidise renewable energy such as wind and solar power											
Strongly support	27	42	36	35	31	32	20	32	29	22	21
Tend to support	42	40	48	32	46	47	45	42	42	44	39
TOTAL SUPPORT	69	82	84	67	77	79	65	74	71	66	60
Tend to oppose	10	5	6	13	10	7	13	10	10	10	10
Strongly oppose	8	3	3	10	6	6	14	8	6	10	9
TOTAL OPPOSE	18	8	9	23	16	13	27	18	16	20	19
Don't know	13	10	7	10	8	8	8	8	13	14	21
Increasing the price of electricity to reduce our consumption											
Strongly support	2	3	2	1	2	2	2	2	1	2	2
Tend to support	8	9	10	5	11	9	7	10	7	7	7
TOTAL SUPPORT	10	12	12	6	13	11	9	12	8	9	9
Tend to oppose	33	40	39	30	37	41	32	37	36	31	27
Strongly oppose	47	40	40	59	44	42	55	43	46	50	50
TOTAL OPPOSE	80	80	79	89	81	83	87	80	82	81	77
Don't know	11	9	9	5	6	6	5	8	10	11	14
Using public money to subsidise insulation of homes											
Strongly support	18	30	24	25	20	21	14	22	20	13	16
Tend to support	43	45	51	39	49	46	45	45	43	43	39
TOTAL SUPPORT	61	75	75	64	69	67	59	67	63	56	55
Tend to oppose	15	10	12	16	14	19	19	16	16	17	13
Strongly oppose	9	4	3	13	4	5	13	7	7	12	10
TOTAL OPPOSE	24	14	15	29	18	24	32	23	23	29	23
Don't know	15	11	10	7	13	10	9	10	15	15	22

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A law banning the sale of household appliances that are not energy efficient

Strongly support	26	21	32	33	16	42	33	22	25	26	22	26	26	26	28	22
Tend to support	39	42	41	43	44	43	42	39	38	39	28	36	41	46	41	36
TOTAL SUPPORT	65	63	73	76	60	85	75	61	63	65	50	62	67	72	69	58
Tend to oppose	14	16	11	11	8	8	11	16	14	13	15	14	14	13	13	15
Strongly oppose	8	11	4	4	19	1	4	11	10	6	10	8	8	7	7	9
TOTAL OPPOSE	22	27	15	15	27	9	15	27	24	19	25	22	22	20	20	24
Don't know	14	11	12	9	12	6	10	12	13	15	25	16	11	8	11	19

Subsidising electric vehicles

Strongly support	22	18	30	28	15	31	28	18	24	21	23	24	23	18	24	20
Tend to support	38	38	40	39	28	44	43	36	35	40	34	38	38	39	41	34
TOTAL SUPPORT	60	56	70	67	43	75	71	54	59	61	57	62	61	57	65	54
Tend to oppose	14	18	9	15	9	10	11	17	15	13	10	11	15	19	14	14
Strongly oppose	11	16	6	6	33	6	6	17	13	9	7	8	13	15	10	12
TOTAL OPPOSE	25	34	15	21	42	16	17	34	28	22	17	19	28	34	24	26
Don't know	16	11	15	12	15	9	12	13	13	18	26	18	12	10	12	20

Introducing a 'Frequent Flier Levy' which would tax people who fly often

Strongly support	30	27	37	43	32	46	36	30	32	29	23	29	33	34	31	29
Tend to support	31	33	32	30	32	30	33	32	28	33	26	30	32	34	32	29
TOTAL SUPPORT	61	60	69	73	64	76	69	62	60	62	49	59	65	68	63	58
Tend to oppose	14	16	11	11	9	7	13	13	14	14	13	13	14	15	14	13
Strongly oppose	10	14	6	6	15	3	7	12	14	7	13	11	10	8	11	10
TOTAL OPPOSE	24	30	17	17	24	10	20	25	28	21	26	24	24	23	25	23
Don't know	15	10	14	10	11	13	11	12	13	17	26	17	11	8	12	19

Spending public money on preparing the country for the impacts of climate change (e.g. building flood defences)

Strongly support	21	19	27	28	20	15	26	18	21	20	18	19	21	24	23	18
Tend to support	51	57	51	56	50	60	54	55	50	53	39	49	55	58	53	49
TOTAL SUPPORT	72	76	78	84	70	75	80	73	71	73	57	68	76	82	76	67
Tend to oppose	10	9	8	6	13	10	8	9	11	9	13	11	8	8	9	11
Strongly oppose	5	5	3	2	11	3	2	7	6	4	6	6	6	3	4	6
TOTAL OPPOSE	15	14	11	8	24	13	10	16	17	13	19	17	14	11	13	17
Don't know	13	9	12	9	6	11	10	11	13	14	24	15	10	8	11	16

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Region					Class - Education				Class and Age	
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%
A law banning the sale of household appliances that are not energy efficient												
Strongly support	26	25	27	26	23	28	29	21	34	24	20	23
Tend to support	39	41	39	41	38	33	38	36	40	41	31	41
TOTAL SUPPORT	65	66	66	67	61	61	67	57	74	65	51	64
Tend to oppose	14	13	13	13	16	16	14	15	12	14	15	15
Strongly oppose	8	6	8	8	8	10	6	9	6	9	10	8
TOTAL OPPOSE	22	19	21	21	24	26	20	24	18	23	25	23
Don't know	14	15	14	13	15	14	13	19	7	13	24	13
Subsidising electric vehicles												
Strongly support	22	26	22	22	20	24	26	19	29	20	19	21
Tend to support	38	38	39	38	36	36	40	33	41	40	33	35
TOTAL SUPPORT	60	64	61	60	56	60	66	52	70	60	52	56
Tend to oppose	14	10	14	15	14	17	13	14	13	14	12	16
Strongly oppose	11	9	10	11	14	8	9	13	7	11	10	15
TOTAL OPPOSE	25	19	24	26	28	25	22	27	20	25	22	31
Don't know	16	17	16	14	17	16	12	22	9	14	27	14
Introducing a 'Frequent Flier Levy' which would tax people who fly often												
Strongly support	30	28	31	34	28	30	37	28	35	29	25	34
Tend to support	31	29	32	31	31	28	27	29	33	31	27	31
TOTAL SUPPORT	61	57	63	65	59	58	64	57	68	60	52	65
Tend to oppose	14	17	13	12	14	16	15	13	13	15	12	14
Strongly oppose	10	10	10	9	12	12	7	10	11	11	11	9
TOTAL OPPOSE	24	27	23	21	26	28	22	23	24	26	23	23
Don't know	15	16	14	15	16	15	14	20	9	14	25	12
Spending public money on preparing the country for the impacts of climate change (e.g. building flood defences)												
Strongly support	21	24	20	21	21	19	26	16	27	20	15	20
Tend to support	51	46	54	52	50	49	52	49	54	52	44	55
TOTAL SUPPORT	72	70	74	73	71	68	78	65	81	72	59	75
Tend to oppose	10	11	10	9	9	12	8	11	8	10	13	8
Strongly oppose	5	4	4	6	6	5	4	6	3	5	6	5
TOTAL OPPOSE	15	15	14	15	15	17	12	17	11	15	19	13
Don't know	13	15	13	12	14	14	10	18	8	13	22	11

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		More in Common Segments							Political Walls	
	Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample	5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample	5005	717	722	863	460	746	977	520	382	365
	%	%	%	%	%	%	%	%	%	%
A law banning the sale of household appliances that are not energy efficient										
Strongly support	26	41	33	22	21	27	17	22	28	21
Tend to support	39	38	45	31	44	42	35	44	35	42
TOTAL SUPPORT	65	79	78	53	65	69	52	66	63	63
Tend to oppose	14	11	10	16	12	13	17	15	16	15
Strongly oppose	8	3	4	10	8	10	10	8	7	9
TOTAL OPPOSE	22	14	14	26	20	23	27	23	23	24
Don't know	14	6	9	21	15	9	21	10	15	14
Subsidising electric vehicles										
Strongly support	22	38	28	21	18	20	16	18	23	19
Tend to support	38	41	43	31	43	38	34	42	38	33
TOTAL SUPPORT	60	79	71	52	61	58	50	60	61	52
Tend to oppose	14	9	12	13	16	16	14	17	14	16
Strongly oppose	11	5	6	11	8	17	13	13	9	16
TOTAL OPPOSE	25	14	18	24	24	33	27	30	23	32
Don't know	16	8	10	24	16	9	24	10	16	16
Introducing a 'Frequent Flier Levy' which would tax people who fly often										
Strongly support	30	49	38	28	21	36	20	23	30	29
Tend to support	31	30	35	28	34	33	26	36	29	30
TOTAL SUPPORT	61	79	73	56	55	69	46	59	59	59
Tend to oppose	14	9	13	11	16	14	16	16	14	12
Strongly oppose	10	5	6	10	10	9	15	14	13	13
TOTAL OPPOSE	24	14	19	21	26	23	31	30	27	25
Don't know	15	7	9	23	18	7	22	11	14	15
Spending public money on preparing the country for the impacts of climate change (e.g. building flood defences)										
Strongly support	21	39	21	15	17	23	13	20	22	20
Tend to support	51	48	63	43	56	53	47	59	53	50
TOTAL SUPPORT	72	87	84	58	73	76	60	79	75	70
Tend to oppose	10	6	7	12	10	9	13	10	8	8
Strongly oppose	5	1	3	7	3	7	7	4	4	7
TOTAL OPPOSE	15	7	10	19	13	16	20	14	12	15
Don't know	13	6	7	22	15	8	21	6	13	14

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Labour Voter Segments						Social Grade (2)			
	Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%
A law banning the sale of household appliances that are not energy efficient											
Strongly support	26	32	34	38	24	29	24	29	27	21	22
Tend to support	39	43	42	36	46	43	41	42	39	38	34
TOTAL SUPPORT	65	75	76	74	70	72	65	71	66	59	56
Tend to oppose	14	11	14	10	13	13	14	13	13	16	13
Strongly oppose	8	4	4	6	8	4	12	7	7	8	9
TOTAL OPPOSE	22	15	18	16	21	17	26	20	20	24	22
Don't know	14	10	7	10	8	10	9	8	13	16	20
Subsidising electric vehicles											
Strongly support	22	33	29	19	23	25	19	25	23	21	19
Tend to support	38	40	45	43	42	43	37	40	42	36	32
TOTAL SUPPORT	60	73	74	62	65	68	56	65	65	57	51
Tend to oppose	14	10	11	10	18	15	17	15	12	13	14
Strongly oppose	11	6	4	14	8	6	18	11	9	13	11
TOTAL OPPOSE	25	16	15	24	26	21	35	26	21	26	25
Don't know	16	11	11	14	8	12	10	10	14	17	24
Introducing a 'Frequent Flier Levy' which would tax people who fly often											
Strongly support	30	38	38	50	40	32	31	33	30	29	29
Tend to support	31	33	37	20	31	35	32	32	33	29	29
TOTAL SUPPORT	61	71	75	70	71	67	63	65	63	58	58
Tend to oppose	14	12	12	7	11	13	15	14	14	15	12
Strongly oppose	10	5	4	12	10	8	14	12	9	10	9
TOTAL OPPOSE	24	17	16	19	21	21	29	26	23	25	21
Don't know	15	12	10	11	8	11	8	9	14	17	21
Spending public money on preparing the country for the impacts of climate change (e.g. building flood defences)											
Strongly support	21	29	24	29	23	23	20	26	19	17	19
Tend to support	51	52	56	49	55	58	56	53	53	53	46
TOTAL SUPPORT	72	81	80	78	78	81	76	79	72	70	65
Tend to oppose	10	8	8	8	10	8	9	9	10	11	10
Strongly oppose	5	2	4	3	4	2	7	4	5	6	6
TOTAL OPPOSE	15	10	12	11	14	10	16	13	15	17	16
Don't know	13	10	8	10	8	9	8	8	13	13	20

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Giving public money to developing countries to help them deal with extreme weather, such as flooding and drought

Strongly support	8	2	14	15	1	11	12	2	7	8	15	7	6	6	9	5
Tend to support	29	19	41	44	12	42	43	17	27	31	32	29	28	27	33	23
TOTAL SUPPORT	37	21	55	59	13	53	55	19	34	39	47	36	34	33	42	28
Tend to oppose	22	30	15	19	21	17	18	28	22	22	14	21	22	28	21	23
Strongly oppose	24	37	12	8	55	10	11	40	29	20	13	23	30	27	21	29
TOTAL OPPOSE	46	67	27	27	76	27	29	68	51	42	27	44	52	55	42	52
Don't know	17	13	17	13	11	21	15	13	14	20	26	19	14	12	15	20

Many people have differing opinions about who is best placed to fight climate change.

For each of the statements below, please select which point on this scale best represents your opinion.

1 - The plans required to tackle climate change are far too big for communities to tackle and so need to be designed by governments in conjunction with experts	5	5	4	5	14	8	4	6	7	3	5	4	4	6	5	5
2	8	8	9	11	3	8	10	7	10	6	8	9	8	7	9	6
3	9	8	9	14	7	9	10	7	10	7	13	9	8	7	9	8
4	16	17	17	16	13	19	17	17	16	17	15	18	17	15	17	16
5	18	19	18	19	19	18	19	19	17	19	17	17	18	20	19	17
6	14	15	15	15	14	14	16	14	13	15	12	12	15	18	15	13
7 - Communities have valuable knowledge to contribute to planning for the future and should be listened to in the design and implementation of climate action	8	8	9	7	9	10	7	9	6	10	6	8	8	10	8	8
Not sure	22	20	19	13	22	14	17	22	21	23	25	24	22	17	18	27

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

Weighted Sample	Total	Region					Class - Education				Class and Age	
		London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+
5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053	
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

Giving public money to developing countries to help them deal with extreme weather, such as flooding and drought

Strongly support	8	13	7	6	6	10	11	4	13	7	7	3
Tend to support	29	32	29	27	28	32	35	20	41	28	23	23
TOTAL SUPPORT	37	45	36	33	34	42	46	24	54	35	30	26
Tend to oppose	22	19	23	23	21	22	20	24	19	23	20	26
Strongly oppose	24	18	24	28	27	20	17	31	15	25	25	34
TOTAL OPPOSE	46	37	47	51	48	42	37	55	34	48	45	60
Don't know	17	18	16	17	18	16	18	20	13	16	25	14

Many people have differing opinions about who is best placed to fight climate change.

For each of the statements below, please select which point on this scale best represents your opinion.

1 - The plans required to tackle climate change are far too big for communities to tackle and so need to be designed by governments in conjunction with experts	5	6	4	5	5	5	4	5	5	4	4	6
2	8	10	8	7	8	10	11	5	11	9	7	6
3	9	11	9	8	7	10	11	7	12	8	8	7
4	16	20	17	16	15	16	16	16	16	18	16	16
5	18	12	17	19	21	18	18	17	19	19	16	18
6	14	13	15	13	14	15	17	13	15	14	12	15
7 - Communities have valuable knowledge to contribute to planning for the future and should be listened to in the design and implementation of climate action	8	8	7	9	8	8	9	8	8	8	8	9
Not sure	22	20	23	22	23	18	15	29	14	21	30	24

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls	
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample 5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample 5005	717	722	863	460	746	977	520	382	365
%	%	%	%	%	%	%	%	%	%

Giving public money to developing countries to help them deal with extreme weather, such as flooding and drought

Strongly support	8	28	7	5	8	2	4	2	10	5
Tend to support	29	51	46	23	40	16	16	23	27	23
TOTAL SUPPORT	37	79	53	28	48	18	20	25	37	28
Tend to oppose	22	8	21	19	21	31	25	29	20	24
Strongly oppose	24	3	10	27	10	40	35	32	22	31
TOTAL OPPOSE	46	11	31	46	31	71	60	61	42	55
Don't know	17	9	16	26	21	11	19	14	22	17

Many people have differing opinions about who is best placed to fight climate change.

For each of the statements below, please select which point on this scale best represents your opinion.

1 - The plans required to tackle climate change are far too big for communities to tackle and so need to be designed by governments in conjunction with experts	5	6	3	5	3	6	4	5	7	7
2	8	10	10	7	9	7	6	10	9	9
3	9	13	9	6	11	7	8	10	9	7
4	16	19	16	17	15	18	16	15	17	13
5	18	19	20	14	19	20	16	21	16	25
6	14	13	18	12	16	15	12	14	14	10
7 - Communities have valuable knowledge to contribute to planning for the future and should be listened to in the design and implementation of climate action	8	10	9	7	8	9	6	9	9	7
Not sure	22	10	14	32	18	18	32	17	19	21

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

		Labour Voter Segments						Social Grade (2)			
	Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

Giving public money to developing countries to help them deal with extreme weather, such as flooding and drought

Strongly support	8	15	12	20	14	8	3	11	7	4	6
Tend to support	29	46	39	33	39	35	19	35	32	20	25
TOTAL SUPPORT	37	61	51	53	53	43	22	46	39	24	31
Tend to oppose	22	14	19	10	22	24	29	22	21	26	20
Strongly oppose	24	11	14	25	14	18	38	20	22	31	28
TOTAL OPPOSE	46	25	33	35	36	42	67	42	43	57	48
Don't know	17	14	16	12	11	15	11	12	18	18	21

Many people have differing opinions about who is best placed to fight climate change.

For each of the statements below, please select which point on this scale best represents your opinion.

1 - The plans required to tackle climate change are far too big for communities to tackle and so need to be designed by governments in conjunction with experts	5	4	5	13	5	5	6	5	4	6	4
2	8	11	5	7	11	11	8	9	10	7	6
3	9	9	11	6	5	13	8	9	10	8	7
4	16	17	21	19	17	14	17	18	16	16	16
5	18	19	18	15	17	21	19	19	18	19	15
6	14	16	17	8	17	15	14	16	13	14	12
7 - Communities have valuable knowledge to contribute to planning for the future and should be listened to in the design and implementation of climate action	8	9	8	12	8	7	9	8	8	8	9
Not sure	22	16	16	20	18	13	19	16	20	23	30

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Many people have differing opinions about who is best placed to fight climate change. For each of the statements below, please select which point on this scale best represents your opinion.

1 - We need governments to work with large companies to deliver climate action as it requires significant resources and expertise that are beyond the scope of communities	8	8	9	8	12	6	8	9	10	6	8	8	7	8	7
2	12	12	18	8	13	14	11	14	10	13	11	12	12	13	10
3	11	11	12	15	9	13	13	10	12	10	13	11	11	12	9
4	19	18	19	18	16	21	19	18	18	19	19	19	18	19	18
5	15	15	15	14	12	17	16	15	13	16	12	15	15	15	15
6	10	11	11	11	14	14	12	11	10	11	7	9	12	14	10
7 - Communities should be given the resources to deliver projects through community groups, cooperatives, social enterprises, community businesses or local authorities, including projects to tackle climate change	6	7	6	5	8	3	5	7	5	7	4	5	6	6	6
Not sure	20	18	16	11	21	13	14	20	19	20	24	21	19	15	25

Many people have differing opinions about who is best placed to fight climate change. For each of the statements below, please select which point on this scale best represents your opinion.

1 - I trust local and national authorities to design and implement plans for my community that will lead to the best possible outcome	4	6	3	3	12	4	4	6	5	3	3	4	4	6	4	5
2	8	9	8	8	5	6	9	8	9	7	7	7	9	9	8	8
3	11	12	9	16	8	13	12	10	12	10	10	11	12	10	11	10
4	22	23	21	21	22	22	21	23	22	21	20	22	21	23	22	21
5	15	14	18	15	13	12	16	15	15	15	19	16	14	13	17	12
6	11	9	13	16	10	15	13	8	10	11	11	10	11	10	12	9
7 - I want to take part in the design and implementation of plans that will impact on the future of my community	5	6	6	5	5	10	6	6	5	6	3	5	6	6	6	5
Not sure	24	23	22	15	25	18	19	24	22	26	26	25	23	23	20	29

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

Many people have differing opinions about who is best placed to fight climate change. For each of the statements below, please select which point on this scale best represents your opinion.

1 - We need governments to work with large companies to deliver climate action as it requires significant resources and expertise that are beyond the scope of communities	8	11	7	8	6	10	9	7	9	7	7	8
2	12	13	13	12	10	12	13	10	15	11	10	11
3	11	14	11	10	10	13	13	9	14	12	10	8
4	19	19	18	18	19	19	20	17	19	19	17	18
5	15	11	15	14	16	17	15	15	14	15	15	15
6	10	9	10	11	12	9	11	10	11	11	8	11
7 - Communities should be given the resources to deliver projects through community groups, cooperatives, social enterprises, community businesses or local authorities, including projects to tackle climate change	6	6	5	7	6	5	5	6	6	6	5	7
Not sure	20	18	21	19	21	15	14	27	13	18	27	22

Many people have differing opinions about who is best placed to fight climate change. For each of the statements below, please select which point on this scale best represents your opinion.

1 - I trust local and national authorities to design and implement plans for my community that will lead to the best possible outcome	4	5	3	5	4	7	4	5	3	4	5	5
2	8	10	9	8	6	8	10	8	8	8	7	10
3	11	10	12	9	10	12	12	10	13	10	10	11
4	22	20	21	23	22	23	21	21	22	22	20	21
5	15	12	15	15	16	14	15	12	17	17	14	11
6	11	13	10	10	10	12	10	8	14	11	9	8
7 - I want to take part in the design and implementation of plans that will impact on the future of my community	5	7	5	7	5	4	7	5	7	5	5	6
Not sure	24	23	24	24	27	21	21	31	16	24	31	27

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls	
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample 5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample 5005	717	722	863	460	746	977	520	382	365
%	%	%	%	%	%	%	%	%	%

Many people have differing opinions about who is best placed to fight climate change. For each of the statements below, please select which point on this scale best represents your opinion.

1 - We need governments to work with large companies to deliver climate action as it requires significant resources and expertise that are beyond the scope of communities	8	13	8	7	5	8	6	9	9	10
2	12	13	15	9	13	13	9	15	15	9
3	11	14	13	9	17	9	9	13	14	7
4	19	18	17	20	19	17	19	19	15	22
5	15	14	18	12	15	17	14	14	13	14
6	10	12	13	8	11	13	8	9	10	12
7 - Communities should be given the resources to deliver projects through community groups, cooperatives, social enterprises, community businesses or local authorities, including projects to tackle climate change	6	7	6	6	6	8	4	6	6	6
Not sure	20	8	11	30	16	15	30	15	18	20

Many people have differing opinions about who is best placed to fight climate change. For each of the statements below, please select which point on this scale best represents your opinion.

1 - I trust local and national authorities to design and implement plans for my community that will lead to the best possible outcome	4	2	3	4	4	5	5	7	4	5
2	8	7	7	5	10	10	8	12	10	6
3	11	11	14	8	11	11	11	11	11	9
4	22	21	21	22	22	22	20	26	23	27
5	15	19	20	14	17	15	12	11	14	16
6	11	17	13	7	11	11	9	8	12	8
7 - I want to take part in the design and implementation of plans that will impact on the future of my community	5	10	6	4	4	7	4	5	6	6
Not sure	24	12	17	36	21	19	33	21	21	23

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Labour Voter Segments						Social Grade (2)				
Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE	
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

Many people have differing opinions about who is best placed to fight climate change. For each of the statements below, please select which point on this scale best represents your opinion.

1 - We need governments to work with large companies to deliver climate action as it requires significant resources and expertise that are beyond the scope of communities	8	10	9	11	8	9	8	9	8	8	7
2	12	14	12	10	12	15	13	14	12	10	10
3	11	12	13	12	10	14	12	13	12	10	9
4	19	19	19	17	21	17	18	18	21	19	16
5	15	14	16	14	15	18	14	14	15	15	14
6	10	12	13	8	13	10	10	12	10	10	9
7 - Communities should be given the resources to deliver projects through community groups, cooperatives, social enterprises, community businesses or local authorities, including projects to tackle climate change	6	7	5	12	6	5	7	7	5	5	7
Not sure	20	13	14	16	14	12	17	14	17	22	28

Many people have differing opinions about who is best placed to fight climate change. For each of the statements below, please select which point on this scale best represents your opinion.

1 - I trust local and national authorities to design and implement plans for my community that will lead to the best possible outcome	4	5	1	1	4	4	6	4	3	5	5
2	8	8	8	6	5	9	9	8	8	8	9
3	11	11	7	13	19	13	12	11	12	11	9
4	22	21	26	13	22	21	23	21	23	22	19
5	15	19	17	17	11	19	13	18	16	12	12
6	11	13	15	17	13	13	9	14	10	9	8
7 - I want to take part in the design and implementation of plans that will impact on the future of my community	5	6	5	9	7	5	6	6	5	5	6
Not sure	24	18	20	24	18	15	22	18	23	27	31

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If the government, businesses and households make significant changes over the next 10 years to reduce carbon emissions in the UK, what impact, if any, do you think these policies would have on you and your family?

Very negative impact	5	9	1	4	17	3	2	8	8	2	3	4	7	5	5	5
Fairly negative impact	12	16	9	14	11	6	10	15	13	10	7	10	12	17	12	11
TOTAL NEGATIVE IMPACT	17	25	10	18	28	9	12	23	21	12	10	14	19	22	17	16
No real impact either way	27	30	24	23	40	21	24	31	28	25	18	27	29	29	26	28
Fairly positive impact	30	28	36	38	19	44	36	28	28	33	34	29	31	30	33	28
Very positive impact	9	6	13	10	4	13	13	5	8	10	13	9	7	8	10	7
TOTAL POSITIVE IMPACT	39	34	49	48	23	57	49	33	36	43	47	38	38	38	43	35
Don't know	17	12	17	12	9	13	15	14	15	20	26	20	14	11	14	22

In your opinion, do you think climate change is more of a threat to people's jobs, or an opportunity to create jobs?

More of a threat to jobs	14	16	12	11	18	7	12	15	16	11	14	13	15	12	13	14
More of an opportunity to create jobs	44	43	50	54	36	60	53	41	43	46	41	45	44	46	48	39
Neither	22	25	19	20	32	20	18	27	24	20	18	21	23	25	21	23
Don't know	20	16	18	15	14	14	17	17	16	23	27	20	18	17	17	23

Thinking about action on climate change that may pose a threat to people's jobs, do you think it is more important to protect jobs, or more important to take action on climate change?

More important to protect jobs	24	35	17	10	51	8	15	35	25	22	15	21	27	28	22	27
More important to take action on climate change	45	34	58	66	19	76	60	34	45	45	52	47	41	43	51	37
Neither	12	15	9	12	22	5	11	14	13	12	8	11	13	15	12	13
Don't know	19	16	16	13	8	11	14	18	16	21	25	20	18	13	15	23

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

If the government, businesses and households make significant changes over the next 10 years to reduce carbon emissions in the UK, what impact, if any, do you think these policies would have on you and your family?

Very negative impact	5	5	5	6	5	5	4	5	5	5	4	6
Fairly negative impact	12	9	13	12	10	13	12	10	12	13	8	13
TOTAL NEGATIVE IMPACT	17	14	18	18	15	18	16	15	17	18	12	19
No real impact either way	27	25	28	26	26	29	23	29	22	28	27	29
Fairly positive impact	30	28	30	32	31	28	30	27	37	29	25	31
Very positive impact	9	11	9	9	8	9	11	6	13	8	8	6
TOTAL POSITIVE IMPACT	39	39	39	41	39	37	41	33	50	37	33	37
Don't know	17	22	16	15	20	15	19	22	10	17	28	15

In your opinion, do you think climate change is more of a threat to people's jobs, or an opportunity to create jobs?

More of a threat to jobs	14	15	13	13	14	16	17	14	13	13	15	14
More of an opportunity to create jobs	44	45	44	44	45	44	52	37	55	44	37	42
Neither	22	20	23	24	22	23	16	25	20	23	22	25
Don't know	20	20	20	20	20	17	15	24	12	20	27	19

Thinking about action on climate change that may pose a threat to people's jobs, do you think it is more important to protect jobs, or more important to take action on climate change?

More important to protect jobs	24	22	23	24	25	23	20	28	17	25	23	31
More important to take action on climate change	45	46	47	45	41	49	56	34	61	44	38	37
Neither	12	13	12	12	14	12	9	14	11	13	12	14
Don't know	19	19	18	19	19	16	15	25	11	18	27	19

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls	
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample 5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample 5005	717	722	863	460	746	977	520	382	365
%	%	%	%	%	%	%	%	%	%

If the government, businesses and households make significant changes over the next 10 years to reduce carbon emissions in the UK, what impact, if any, do you think these policies would have on you and your family?

Very negative impact	5	2	3	6	4	7	7	5	7	7
Fairly negative impact	12	8	11	10	12	14	10	17	14	11
TOTAL NEGATIVE IMPACT	17	10	14	16	16	21	17	22	21	18
No real impact either way	27	16	22	25	25	32	34	28	23	26
Fairly positive impact	30	41	39	24	30	33	23	32	29	29
Very positive impact	9	22	10	7	11	5	4	7	11	8
TOTAL POSITIVE IMPACT	39	63	49	31	41	38	27	39	40	37
Don't know	17	12	14	29	17	9	22	11	15	19

In your opinion, do you think climate change is more of a threat to people's jobs, or an opportunity to create jobs?

More of a threat to jobs	14	15	11	13	10	16	13	16	13	15
More of an opportunity to create jobs	44	59	54	34	48	45	36	45	45	40
Neither	22	17	20	24	23	25	24	23	23	24
Don't know	20	9	14	28	19	14	27	16	18	21

Thinking about action on climate change that may pose a threat to people's jobs, do you think it is more important to protect jobs, or more important to take action on climate change?

More important to protect jobs	24	7	16	22	18	35	30	34	24	33
More important to take action on climate change	45	79	59	37	51	36	32	34	47	36
Neither	12	7	13	15	12	12	13	15	10	13
Don't know	19	8	11	26	19	17	25	17	19	18

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Labour Voter Segments						Social Grade (2)				
	Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

If the government, businesses and households make significant changes over the next 10 years to reduce carbon emissions in the UK, what impact, if any, do you think these policies would have on you and your family?

Very negative impact	5	1	2	2	4	4	10	6	4	4	5
Fairly negative impact	12	10	7	16	10	14	16	14	11	12	9
TOTAL NEGATIVE IMPACT	17	11	9	18	14	18	26	20	15	16	14
No real impact either way	27	23	28	20	32	24	30	24	27	31	26
Fairly positive impact	30	39	36	31	33	38	27	32	33	28	27
Very positive impact	9	13	14	12	9	10	6	12	9	7	7
TOTAL POSITIVE IMPACT	39	52	50	43	42	48	33	44	42	35	34
Don't know	17	15	12	18	12	10	11	12	16	18	25

In your opinion, do you think climate change is more of a threat to people's jobs, or an opportunity to create jobs?

More of a threat to jobs	14	11	14	19	12	12	18	13	13	15	13
More of an opportunity to create jobs	44	54	51	46	51	55	41	50	47	41	38
Neither	22	19	20	20	21	20	27	22	21	24	23
Don't know	20	16	15	14	15	13	14	15	19	20	26

Thinking about action on climate change that may pose a threat to people's jobs, do you think it is more important to protect jobs, or more important to take action on climate change?

More important to protect jobs	24	16	16	31	20	20	35	22	21	28	25
More important to take action on climate change	45	63	60	45	54	55	36	52	51	38	36
Neither	12	7	10	14	13	12	15	13	11	12	14
Don't know	19	14	14	11	12	13	14	13	17	21	25

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Vote in 2019 GE						EU Ref 2016		Gender		Age				Social Grade (1)	
Total	Con	Lab	Lib Dem	Brexit	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	5005	1697	1241	450	75	98	1857	1982	2432	2573	546	2087	1206	1166	2853	2152
Unweighted Sample	5005	1668	1234	432	77	104	1986	1946	2209	2796	472	2010	1188	1335	3008	1997
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that a polluting factory has to close to reduce carbon emissions, resulting in people losing their jobs. The Government instead offers opportunities for these people to learn new skills to do new jobs. Do you think those people will ultimately end

Much better off	9	7	12	11	5	20	12	6	8	10	9	9	9	10	10	8
A little better off	20	19	21	27	13	21	23	18	18	21	23	19	16	23	21	17
TOTAL BETTER OFF	29	26	33	38	18	41	35	24	26	31	32	28	25	33	31	25
Much the same	30	34	27	30	39	30	30	32	29	31	22	28	34	33	31	29
A little worse off	13	15	14	13	15	10	13	15	14	13	13	12	15	14	14	13
Much worse off	8	12	6	6	19	5	6	12	12	5	4	9	11	9	8	9
TOTAL WORSE OFF	21	27	20	19	34	15	19	27	26	18	17	21	26	23	22	22
Don't know	19	14	20	13	10	15	16	17	19	20	29	23	16	12	16	24

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Region					Class - Education				Class and Age		
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Working Class, Degree	Working Class, Non-degree	Middle Class, Degree	Middle Class, Non-degree	Working Class, Under 50	Working Class, 50+
Weighted Sample	5005	601	1682	1086	1206	430	334	1818	1184	1669	1100	1053
Unweighted Sample	5005	562	1690	1086	1223	444	317	1680	1244	1764	965	1032
	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that a polluting factory has to close to reduce carbon emissions, resulting in people losing their jobs. The Government instead offers opportunities for these people to learn new skills to do new jobs. Do you think those people will ultimately end

Much better off	9	10	9	9	9	7	12	7	12	9	7	9
A little better off	20	18	20	19	19	22	19	17	23	20	17	18
TOTAL BETTER OFF	29	28	29	28	28	29	31	24	35	29	24	27
Much the same	30	27	32	31	28	29	30	29	32	30	25	33
A little worse off	13	15	13	14	12	14	13	13	13	14	12	14
Much worse off	8	8	7	9	11	10	6	10	7	8	9	10
TOTAL WORSE OFF	21	23	20	23	23	24	19	23	20	22	21	24
Don't know	19	22	19	18	21	19	19	25	12	19	31	16

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	More in Common Segments							Political Walls	
Total	Progressive Activists	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives	Blue Wall	Red Wall
Weighted Sample 5005	665	672	915	438	730	1079	506	387	363
Unweighted Sample 5005	717	722	863	460	746	977	520	382	365
%	%	%	%	%	%	%	%	%	%

Imagine that a polluting factory has to close to reduce carbon emissions, resulting in people losing their jobs. The Government instead offers opportunities for these people to learn new skills to do new jobs. Do you think those people will ultimately end

Much better off	9	17	10	7	8	7	7	9	10	6
A little better off	20	26	23	14	23	20	16	18	17	22
TOTAL BETTER OFF	29	43	33	21	31	27	23	27	27	28
Much the same	30	26	34	25	30	32	30	35	28	30
A little worse off	13	12	15	13	11	17	11	18	13	14
Much worse off	8	5	6	11	6	13	9	7	9	11
TOTAL WORSE OFF	21	17	21	24	17	30	20	25	22	25
Don't know	19	14	13	30	22	11	26	14	23	18

Sample Size: 5005 GB Adults
Fieldwork: 1st - 10th October

	Labour Voter Segments						Social Grade (2)				
	Total	Lab 19, Strong Lab Now	Lab 19, Waivering Now	Lab 19, Not Lab Now	Not Lab 19, Strong Lab Now	Not Lab 19, Considering Now	Not Lab 19, Not Lab Now	AB	C1	C2	DE
Weighted Sample	5005	752	295	82	214	671	1427	1401	1451	1051	1101
Unweighted Sample	5005	755	293	82	204	660	1428	1559	1449	825	1172
	%	%	%	%	%	%	%	%	%	%	%

Imagine that a polluting factory has to close to reduce carbon emissions, resulting in people losing their jobs. The Government instead offers opportunities for these people to learn new skills to do new jobs. Do you think those people will ultimately end

Much better off	9	14	12	12	9	9	7	10	10	7	8
A little better off	20	21	22	14	23	23	19	22	20	17	17
TOTAL BETTER OFF	29	35	34	26	32	32	26	32	30	24	25
Much the same	30	27	32	28	34	31	34	32	30	30	28
A little worse off	13	14	14	18	15	17	13	14	13	14	12
Much worse off	8	5	7	9	9	8	13	8	7	10	8
TOTAL WORSE OFF	21	19	21	27	24	25	26	22	20	24	20
Don't know	19	19	14	20	11	12	14	13	19	21	26