

YouGov / Fabian Society Survey Results

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE	
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If there were a general election held tomorrow,
which party would you vote for?

Conservative	17	100	0	0	44	1	3	11	29	17	16	3	9	18	33	17	16	19	14
Labour	32	0	100	0	11	72	38	49	17	32	31	43	39	29	18	39	35	25	25
Liberal Democrat	5	0	0	100	3	2	35	9	4	6	5	3	4	7	6	7	5	4	3
Scottish National Party (SNP)	3	0	0	0	0	1	1	5	2	3	3	2	4	4	2	3	3	4	4
Plaid Cymru	1	0	0	0	0	1	1	1	0	1	0	2	1	1	0	1	1	1	1
Reform UK	4	0	0	0	8	1	1	0	10	5	3	2	2	5	7	3	4	6	3
Green	5	0	0	0	2	6	4	7	3	4	5	6	6	4	2	6	4	3	4
Some other party	2	0	0	0	2	1	1	1	2	2	1	1	1	2	1	1	1	2	2
Would not vote	12	0	0	0	6	3	2	3	11	13	12	14	16	10	9	6	12	14	19
Don't know	17	0	0	0	23	9	13	13	22	13	21	14	16	19	20	14	16	20	19
Refused	3	0	0	0	1	2	2	2	2	2	3	10	2	1	1	1	2	2	5

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	Region											PoliticalWalls		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If there were a general election held tomorrow, which party would you vote for?

Conservative	17	14	13	20	23	15	17	13	18	25	11	10	21	19
Labour	32	41	38	34	27	32	29	44	26	26	33	21	30	32
Liberal Democrat	5	2	6	4	4	3	6	5	7	10	3	2	10	2
Scottish National Party (SNP)	3	1	0	0	0	1	0	0	0	0	0	35	0	0
Plaid Cymru	1	0	0	0	0	1	0	1	0	0	13	0	1	1
Reform UK	4	2	7	4	4	6	3	3	3	4	5	2	4	5
Green	5	7	3	3	4	3	7	5	7	5	5	4	5	1
Some other party	2	1	2	1	2	1	3	2	0	3	1	1	0	1
Would not vote	12	16	12	12	15	15	14	9	14	9	12	10	11	16
Don't know	17	16	15	20	19	21	17	13	21	17	16	12	15	19
Refused	3	1	3	1	1	3	4	5	2	2	3	3	2	3

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Sample Size: 3333 adults in GB
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	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
Total	Urban	Town and Fringe			Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target	
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If there were a general election held tomorrow, which party would you vote for?

Conservative	17	16	17	21	17	9	12	11	26	31	24	15	25	18
Labour	32	33	32	25	32	39	32	38	23	18	24	39	25	32
Liberal Democrat	5	5	5	6	4	4	4	2	7	9	7	6	9	7
Scottish National Party (SNP)	3	2	5	0	0	3	0	0	2	0	0	2	0	0
Plaid Cymru	1	1	1	2	4	1	3	7	0	1	1	1	2	5
Reform UK	4	4	3	3	4	2	1	1	7	6	8	3	3	4
Green	5	5	4	5	4	6	6	6	3	3	2	5	6	6
Some other party	2	1	2	2	1	1	3	1	2	1	1	1	1	1
Would not vote	12	13	13	12	12	15	16	13	9	8	11	10	9	11
Don't know	17	17	18	21	19	15	19	16	19	23	22	16	17	16
Refused	3	3	1	2	3	4	4	5	1	0	0	2	1	2

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Fieldwork: 21st - 23rd November 2022

Total	C2DE			Degrees			No degree			Home owner		
	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target
Weighted Sample 3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample 3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%

If there were a general election held tomorrow, which party would you vote for?

Conservative	17	17	17	16	10	11	6	19	25	22	20	26	22
Labour	32	26	25	32	47	32	36	27	23	30	31	21	27
Liberal Democrat	5	4	3	2	6	10	6	4	5	4	6	7	4
Scottish National Party (SNP)	3	3	0	0	2	0	0	3	0	0	2	0	0
Plaid Cymru	1	1	2	4	1	6	11	0	1	1	1	2	5
Reform UK	4	5	3	4	3	3	5	4	4	4	5	4	4
Green	5	4	3	2	8	10	6	3	3	3	4	5	3
Some other party	2	2	3	2	1	1	2	1	2	1	1	2	0
Would not vote	12	17	15	13	8	9	11	15	14	13	9	10	11
Don't know	17	18	25	21	12	16	15	19	22	20	19	23	23
Refused	3	4	3	3	2	3	3	3	2	2	1	0	0

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE	
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

0 - Would never consider voting for them	40	0	62	48	8	66	52	53	26	42	38	41	45	40	31	42	38	38	42
1	6	0	9	10	2	9	9	7	4	7	5	7	7	6	3	7	5	4	6
2	5	0	7	11	4	6	9	6	5	6	4	6	6	6	2	6	7	3	4
3	4	0	5	7	3	5	6	4	3	5	4	7	4	4	3	4	5	4	4
4	3	0	3	5	3	2	3	3	3	2	3	4	3	3	2	2	3	3	3
5	6	2	4	5	10	3	5	5	9	6	7	3	5	8	7	7	5	6	6
6	4	3	1	4	6	1	2	3	5	4	3	2	3	4	5	3	4	4	3
7	4	4	2	4	8	1	4	3	6	4	4	3	4	3	6	4	4	4	4
8	4	10	1	3	9	2	3	4	5	4	4	2	4	3	5	4	4	5	3
9	2	11	0	0	6	1	1	2	4	3	2	0	1	3	4	2	2	4	2
10 - Would definitely consider voting for them	13	68	1	0	34	1	2	8	24	12	14	2	6	14	27	13	14	13	10
Don't know	6	0	1	3	4	2	1	2	5	3	9	10	8	4	3	3	6	8	9
AVERAGE	3.3	9.3	1.1	1.8	6.9	1.1	1.8	2.4	5.0	3.2	3.5	1.8	2.4	3.4	5.0	3.2	3.4	3.7	2.9
Refused	3	2	2	0	2	1	2	1	2	3	3	12	3	1	1	2	4	4	3

Labour

0 - Would never consider voting for them	22	51	0	10	39	2	6	9	36	24	21	10	15	27	35	18	21	27	26
1	4	8	0	6	7	1	2	2	7	5	3	0	3	4	7	3	4	5	5
2	4	9	0	5	7	1	3	3	6	4	4	2	3	5	7	4	5	4	4
3	4	9	0	6	6	1	3	3	5	5	4	4	3	6	4	4	3	4	6
4	3	6	0	6	5	1	5	3	4	4	3	3	3	3	3	4	4	3	2
5	9	7	4	21	11	5	15	9	10	10	9	5	10	10	8	9	8	10	11
6	5	2	3	14	4	4	11	7	5	5	5	5	6	4	5	6	5	5	4
7	7	4	7	13	5	8	10	10	4	7	6	6	8	6	4	9	6	7	4
8	7	1	14	6	4	12	11	10	4	8	7	10	9	6	4	8	8	6	6
9	4	1	10	1	1	7	5	5	3	4	3	8	4	4	2	4	3	4	5
10 - Would definitely consider voting for them	21	1	59	9	6	53	25	36	10	20	22	23	24	20	15	27	23	16	15
Don't know	6	0	0	3	3	2	1	2	4	3	9	11	8	3	4	3	6	7	8
AVERAGE	5.1	1.8	9.1	5.0	2.9	8.5	6.6	6.9	3.4	4.9	5.2	6.7	5.9	4.7	3.6	5.8	5.2	4.5	4.4
Refused	3	1	1	0	2	2	2	2	2	2	4	12	3	1	1	2	4	4	3

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	Region											PoliticalWalls		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

0 - Would never consider voting for them	40	40	50	38	36	32	35	40	36	34	41	57	40	42
1	6	8	4	6	4	6	6	8	5	4	8	5	6	3
2	5	8	2	4	6	5	5	6	6	6	6	6	4	5
3	4	6	4	4	3	4	5	5	5	4	9	2	3	4
4	3	1	2	4	2	5	4	2	2	3	1	3	2	2
5	6	4	6	5	8	8	7	7	7	7	4	3	6	8
6	4	3	3	5	5	4	4	3	5	3	3	3	5	4
7	4	5	4	4	5	5	6	3	2	5	2	3	4	5
8	4	4	4	2	2	3	3	4	6	7	3	4	4	2
9	2	4	1	3	3	3	1	2	3	4	1	1	2	3
10 - Would definitely consider voting for them	13	9	10	19	19	11	14	9	15	16	9	7	15	13
Don't know	6	6	5	5	7	10	8	6	5	4	9	3	6	8
AVERAGE	3.3	3.0	2.7	3.8	4.0	3.6	3.6	2.9	3.7	4.1	2.6	2.1	3.5	3.4
Refused	3	1	4	2	1	4	2	5	3	4	4	3	4	2

Labour

0 - Would never consider voting for them	22	23	20	28	28	22	26	15	24	26	17	16	20	24
1	4	4	5	3	4	6	3	3	4	4	4	4	5	6
2	4	2	4	5	5	5	4	5	4	4	4	5	5	5
3	4	2	4	3	4	4	5	3	5	4	6	7	5	6
4	3	3	3	2	5	2	3	4	4	4	3	4	4	4
5	9	8	8	8	8	7	10	9	10	10	7	14	12	7
6	5	4	4	3	7	4	5	3	7	5	3	10	5	4
7	7	6	6	6	5	7	6	5	6	9	7	9	6	7
8	7	9	6	8	6	5	7	11	7	5	9	7	8	3
9	4	4	3	3	2	4	6	4	3	5	5	4	3	3
10 - Would definitely consider voting for them	21	29	28	23	17	20	16	29	18	16	22	15	20	23
Don't know	6	7	5	5	7	10	7	5	5	5	8	3	5	8
AVERAGE	5.1	5.6	5.5	4.9	4.4	4.9	4.7	6.0	4.8	4.7	5.5	5.1	5.0	4.8
Refused	3	1	4	3	1	4	3	3	2	4	4	3	2	2

Sample Size: 3333 adults in GB
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	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
Total	Urban	Town and Fringe			Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target	
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

0 - Would never consider voting for them	40	41	40	35	37	44	37	38	36	32	36	41	32	36
1	6	6	5	4	6	7	5	8	4	4	4	6	4	6
2	5	5	7	5	5	6	8	9	3	2	1	6	7	7
3	4	4	2	6	9	5	8	10	3	4	8	5	7	10
4	3	3	4	2	2	3	2	2	3	2	3	3	2	1
5	6	6	5	6	5	6	5	3	6	8	8	6	6	5
6	4	4	4	4	4	3	3	3	5	5	6	4	3	4
7	4	4	3	4	3	3	3	2	5	4	3	4	4	2
8	4	4	4	5	6	4	3	4	5	7	7	4	5	7
9	2	3	2	3	3	1	2	3	5	4	4	2	3	2
10 - Would definitely consider voting for them	13	12	14	16	12	7	10	8	21	23	18	12	20	14
Don't know	6	6	8	5	3	7	6	5	4	4	2	4	3	2
AVERAGE	3.3	3.3	3.3	3.9	3.4	2.5	3.0	2.8	4.4	4.7	4.2	3.2	4.2	3.5
Refused	3	3	2	4	3	4	6	5	1	1	0	3	3	2

Labour

0 - Would never consider voting for them	22	21	26	26	21	15	16	12	32	37	33	18	26	19
1	4	4	3	4	3	3	2	2	5	6	6	3	3	3
2	4	4	3	5	5	3	4	5	6	7	6	4	5	5
3	4	4	4	5	6	4	5	5	5	5	6	4	7	8
4	3	3	2	3	3	3	3	3	4	2	4	4	4	4
5	9	9	8	8	7	10	9	7	9	8	8	8	6	6
6	5	5	6	5	4	5	5	4	5	4	5	5	5	2
7	7	7	6	6	7	8	8	9	5	4	4	8	7	6
8	7	7	7	6	7	9	7	11	4	4	3	8	5	7
9	4	4	4	4	5	5	4	6	3	3	3	4	4	6
10 - Would definitely consider voting for them	21	22	20	20	25	24	23	27	18	16	21	26	22	30
Don't know	6	6	9	6	3	7	7	5	3	4	1	4	4	2
AVERAGE	5.1	5.2	4.9	4.8	5.4	5.9	5.7	6.3	4.1	3.7	4.2	5.7	4.8	5.7
Refused	3	3	2	4	3	4	6	5	1	1	0	3	3	2

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	C2DE			Degrees			No degree			Home owner			
Total	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target	
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

0 - Would never consider voting for them	40	40	38	38	49	45	48	37	31	33	37	31	34
1	6	5	5	7	9	5	7	5	4	6	6	3	4
2	5	4	3	3	6	7	6	4	5	5	5	4	4
3	4	4	5	8	4	8	12	5	5	8	4	7	9
4	3	3	2	3	2	2	1	3	3	3	3	3	3
5	6	6	7	5	6	5	7	6	7	4	7	8	8
6	4	3	4	4	3	2	2	4	4	5	4	4	4
7	4	4	3	3	3	4	1	4	4	3	5	5	4
8	4	4	5	5	4	3	4	4	6	6	5	6	7
9	2	4	4	5	2	2	3	3	4	4	3	4	5
10 - Would definitely consider voting for them	13	12	12	11	7	12	6	14	18	15	16	20	15
Don't know	6	8	8	5	3	2	3	7	6	4	4	4	2
AVERAGE	3.3	3.4	3.5	3.4	2.4	2.9	2.4	3.6	4.3	3.9	3.8	4.5	4.1
Refused	3	3	4	3	2	4	1	4	4	4	2	2	2

Labour

0 - Would never consider voting for them	22	26	27	24	12	14	12	26	30	25	25	31	26
1	4	5	4	4	3	1	1	5	5	4	5	3	3
2	4	4	5	6	4	5	5	5	5	5	5	6	6
3	4	5	3	4	3	5	6	5	5	5	4	7	8
4	3	3	2	3	4	6	5	3	2	3	4	1	2
5	9	11	10	9	8	7	9	10	9	7	9	9	9
6	5	4	4	6	5	6	1	4	4	6	5	4	3
7	7	5	6	7	9	9	8	6	5	6	6	6	7
8	7	6	6	7	11	8	11	5	5	5	6	4	5
9	4	4	4	3	5	5	5	4	3	4	3	4	4
10 - Would definitely consider voting for them	21	16	17	19	31	27	32	18	17	21	21	17	23
Don't know	6	7	8	4	3	3	3	7	6	3	4	5	2
AVERAGE	5.1	4.5	4.6	4.8	6.4	6.1	6.4	4.5	4.2	4.8	4.8	4.2	4.8
Refused	3	3	4	4	2	4	2	3	3	4	2	2	2

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Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE	
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Liberal Democrats

0 - Would never consider voting for them	27	40	14	0	38	14	3	13	40	30	23	16	21	28	40	19	23	35	33
1	4	6	2	0	6	3	0	3	5	5	3	2	4	4	5	4	4	4	5
2	6	9	5	0	9	5	1	5	7	5	6	4	5	6	8	6	6	6	5
3	5	8	4	0	7	4	2	5	6	6	5	9	5	5	5	4	7	5	6
4	5	7	5	0	6	5	3	6	6	5	5	2	6	5	5	6	6	4	4
5	13	15	18	4	12	17	10	15	12	13	13	9	14	14	11	15	14	10	12
6	7	4	12	9	4	13	6	10	4	7	7	10	7	8	4	9	7	6	6
7	8	4	14	10	5	13	16	12	4	8	8	11	10	8	4	11	8	7	7
8	5	1	9	14	3	9	12	9	3	5	5	5	6	5	4	6	5	5	4
9	3	1	5	12	1	4	10	5	1	3	3	4	3	3	2	4	3	2	2
10 - Would definitely consider voting for them	6	1	7	49	2	7	33	12	3	6	7	3	6	8	6	10	6	4	4
Don't know	7	1	4	2	4	4	2	3	6	4	10	13	9	4	5	4	8	8	10
AVERAGE	3.8	2.4	5.2	8.7	2.6	5.1	7.6	5.3	2.6	3.7	4.1	4.4	4.3	4.0	2.9	4.7	4.0	3.2	3.2
Refused	3	2	2	0	2	1	2	1	2	3	4	12	3	1	1	2	4	4	3

Green

0 - Would never consider voting for them	30	51	15	14	46	12	12	16	44	34	25	18	23	31	45	22	27	37	35
1	4	8	2	3	7	2	4	3	6	5	4	1	4	5	7	4	5	5	4
2	6	10	6	4	8	7	5	6	8	6	6	2	5	8	7	7	6	5	7
3	6	9	5	5	8	5	7	6	6	6	6	5	5	7	6	6	6	6	5
4	4	3	5	6	5	4	7	4	4	4	5	4	5	4	3	4	5	3	4
5	10	6	14	17	8	13	13	11	9	10	10	11	10	11	8	12	10	9	8
6	6	4	9	12	5	9	7	8	5	6	6	7	7	7	4	8	7	4	5
7	6	2	12	9	2	13	11	12	2	6	6	7	8	5	4	9	5	6	5
8	6	1	8	12	2	9	12	9	2	5	6	6	7	5	4	7	6	4	5
9	3	0	6	4	1	6	7	5	1	3	3	8	3	3	1	4	3	1	3
10 - Would definitely consider voting for them	8	1	10	7	3	14	11	13	4	6	9	7	9	9	5	11	7	6	7
Don't know	8	2	5	4	4	5	2	4	6	4	11	13	10	5	5	5	9	9	11
AVERAGE	3.7	1.6	5.2	5.1	2.2	5.6	5.4	5.2	2.3	3.4	4.0	4.9	4.3	3.7	2.5	4.5	3.8	3.0	3.3
Refused	3	2	2	1	2	2	3	1	2	3	4	12	3	2	1	2	4	4	3

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Region											PoliticalWalls		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Democrats														
0 - Would never consider voting for them	27	33	30	27	33	29	28	21	24	24	26	24	20	30
1	4	6	3	6	3	4	2	5	5	4	3	4	3	4
2	6	4	8	9	7	5	5	4	5	5	5	8	4	7
3	5	3	5	4	8	6	7	5	4	5	3	10	3	7
4	5	3	3	5	4	6	4	4	5	6	8	8	5	4
5	13	10	12	11	16	10	12	15	13	14	13	14	16	13
6	7	8	8	8	6	8	6	8	6	5	9	5	8	9
7	8	7	8	6	5	6	11	9	9	9	9	9	8	5
8	5	8	4	3	5	3	5	6	7	6	3	5	7	4
9	3	3	3	3	2	1	2	5	3	4	3	0	4	2
10 - Would definitely consider voting for them	6	5	5	6	4	6	6	7	11	8	4	2	12	5
Don't know	7	10	7	8	8	12	9	5	6	6	9	6	5	8
AVERAGE	3.8	3.6	3.6	3.5	3.3	3.4	3.9	4.4	4.4	4.2	3.8	3.4	4.8	3.4
Refused	3	1	4	3	1	5	3	4	2	4	4	3	4	2
Green														
0 - Would never consider voting for them	30	34	32	32	36	30	28	21	28	31	26	32	21	34
1	4	7	4	5	5	5	4	4	4	4	5	3	5	7
2	6	7	4	9	6	7	6	6	6	4	8	6	6	7
3	6	4	6	7	6	5	5	3	6	6	7	9	6	6
4	4	4	3	3	6	4	7	3	4	5	4	6	5	4
5	10	10	12	7	9	9	11	14	8	12	9	9	12	7
6	6	5	5	5	8	8	5	6	6	6	6	6	5	8
7	6	4	8	4	4	7	6	8	8	5	7	3	6	3
8	6	4	4	6	4	4	4	8	6	6	6	7	8	2
9	3	3	1	3	2	1	4	6	4	4	3	1	4	3
10 - Would definitely consider voting for them	8	7	7	7	6	4	6	12	10	8	6	8	9	5
Don't know	8	11	9	9	8	11	9	6	6	6	8	8	7	12
AVERAGE	3.7	3.2	3.5	3.3	3.2	3.3	3.7	4.8	4.1	3.8	3.7	3.5	4.3	2.9
Refused	3	1	4	3	1	5	3	4	3	4	4	3	5	2

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
	Total	Urban			Town and Fringe	Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Democrats														
0 - Would never consider voting for them	27	27	28	29	32	20	22	25	37	36	40	20	23	21
1	4	4	3	4	3	4	3	1	4	5	5	4	4	3
2	6	6	5	5	6	5	4	5	7	6	7	6	4	5
3	5	5	6	5	4	6	5	4	5	4	3	5	5	4
4	5	5	5	5	7	5	6	8	5	5	6	6	6	7
5	13	13	12	12	12	14	12	14	12	12	11	15	15	19
6	7	7	7	7	6	9	8	8	5	5	4	8	8	10
7	8	8	8	7	8	10	10	11	5	3	4	10	8	9
8	5	5	6	5	4	5	5	4	4	5	3	6	5	4
9	3	3	2	3	3	3	3	3	3	3	4	4	3	4
10 - Would definitely consider voting for them	6	6	5	7	6	6	7	3	8	8	10	8	10	10
Don't know	7	7	11	8	6	9	10	7	4	6	4	6	6	3
AVERAGE	3.8	3.8	3.7	3.8	3.6	4.3	4.3	3.9	3.3	3.3	3.3	4.5	4.4	4.6
Refused	3	3	2	4	3	4	6	5	2	1	0	3	3	2
Green														
0 - Would never consider voting for them	30	29	30	33	36	22	26	29	41	41	43	24	28	27
1	4	4	4	4	5	3	3	4	6	6	7	4	5	7
2	6	6	6	6	6	5	5	7	8	6	6	6	5	5
3	6	6	7	6	6	6	7	8	6	5	4	6	6	5
4	4	4	5	4	4	5	4	4	3	4	5	5	5	4
5	10	9	12	11	12	10	12	14	9	10	10	10	13	16
6	6	6	5	4	4	7	5	3	5	4	5	7	6	4
7	6	6	5	5	5	8	6	7	4	3	2	8	5	6
8	6	6	5	5	5	6	7	6	5	4	2	7	5	5
9	3	4	1	3	2	4	3	2	2	2	2	4	4	3
10 - Would definitely consider voting for them	8	8	7	7	6	9	7	5	6	6	7	9	10	10
Don't know	8	8	11	8	6	10	9	6	4	6	6	6	6	4
AVERAGE	3.7	3.8	3.5	3.4	3.2	4.4	3.9	3.5	2.9	2.8	2.7	4.3	4.0	3.9
Refused	3	3	3	4	3	5	6	5	1	1	0	3	3	2

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	C2DE			Degrees			No degree			Home owner			
	Total	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Democrats													
0 - Would never consider voting for them	27	35	34	42	15	15	15	32	33	39	27	27	28
1	4	4	4	3	4	3	1	4	4	3	4	4	3
2	6	5	6	6	6	4	2	6	5	7	6	7	7
3	5	6	4	4	5	3	3	6	5	4	5	5	3
4	5	4	4	7	6	9	10	5	4	6	5	5	7
5	13	11	9	7	16	15	24	12	11	7	14	14	17
6	7	6	5	3	9	7	10	6	7	5	7	7	8
7	8	6	6	7	12	9	8	6	6	8	9	6	8
8	5	4	5	4	8	9	7	3	3	3	4	4	4
9	3	2	3	3	5	8	8	2	1	1	3	3	3
10 - Would definitely consider voting for them	6	5	4	3	8	11	6	5	6	6	8	10	9
Don't know	7	8	10	8	4	4	4	8	9	6	5	5	3
AVERAGE	3.8	3.2	3.2	2.8	4.9	5.3	5.1	3.3	3.3	3.0	4.0	4.0	4.0
Refused	3	3	4	3	2	4	1	4	4	4	2	2	2
Green													
0 - Would never consider voting for them	30	37	38	44	19	22	25	34	37	40	32	33	32
1	4	4	4	4	2	2	1	5	5	7	5	4	5
2	6	6	6	7	7	4	5	6	7	7	8	8	8
3	6	5	6	7	4	3	3	6	7	7	6	8	7
4	4	4	3	4	5	7	9	4	3	2	4	4	5
5	10	8	9	9	10	12	16	9	10	11	9	11	12
6	6	5	2	3	8	5	5	6	4	3	6	4	4
7	6	5	5	4	10	7	7	5	4	4	7	5	6
8	6	5	6	4	9	9	7	4	4	4	5	5	4
9	3	2	2	1	5	4	3	3	2	1	3	2	2
10 - Would definitely consider voting for them	8	6	4	2	13	16	13	5	4	3	7	8	8
Don't know	8	9	9	7	5	4	5	9	9	6	5	6	5
AVERAGE	3.7	3.1	2.9	2.3	5.0	5.0	4.6	3.2	2.8	2.5	3.5	3.4	3.4
Refused	3	3	4	3	2	4	1	4	4	4	2	2	2

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE	
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How well, if at all, do you think each of these political parties understand people who live in your area?

Labour

...understand people in my area very well	11	1	27	5	3	27	7	17	5	11	11	13	12	11	8	14	11	7	10
...understand people in my area fairly well	30	15	49	42	19	48	46	43	21	30	29	31	34	28	23	37	31	26	22
TOTAL UNDERSTAND	41	16	76	47	22	75	53	60	26	41	40	44	46	39	31	51	42	33	32
...do not understand people in my area very well	18	33	10	28	27	11	19	17	23	19	18	15	15	21	23	19	18	19	17
...do not understand people in my area at all	19	29	3	13	29	4	9	9	30	22	15	10	15	20	26	15	16	23	22
TOTAL DO NOT UNDERSTAND	37	62	13	41	56	15	28	26	53	41	33	25	30	41	49	34	34	42	39
Don't know	22	21	11	12	22	9	19	14	21	18	27	31	24	19	19	14	23	25	29

Conservative

...understand people in my area very well	5	20	3	2	11	1	3	4	7	5	5	4	4	5	8	6	5	4	5
...understand people in my area fairly well	17	48	9	23	32	8	16	16	23	18	16	9	12	20	25	21	18	15	11
TOTAL UNDERSTAND	22	68	12	25	43	9	19	20	30	23	21	13	16	25	33	27	23	19	16
...do not understand people in my area very well	21	13	26	29	21	23	30	26	18	20	21	20	21	22	19	23	20	22	17
...do not understand people in my area at all	38	5	53	38	20	57	37	42	34	42	34	35	41	37	32	38	35	37	41
TOTAL DO NOT UNDERSTAND	59	18	79	67	41	80	67	68	52	62	55	55	62	59	51	61	55	59	58
Don't know	20	14	10	8	17	10	14	12	18	16	23	31	22	16	16	12	21	23	26

Liberal Democrats

...understand people in my area very well	5	4	6	27	3	6	20	9	3	5	5	3	5	6	6	8	4	4	4
...understand people in my area fairly well	26	24	41	51	20	41	47	40	18	27	25	21	28	28	23	36	27	22	16
TOTAL UNDERSTAND	31	28	47	78	23	47	67	49	21	32	30	24	33	34	29	44	31	26	20
...do not understand people in my area very well	17	22	17	10	20	18	10	17	18	18	16	19	16	17	18	18	18	17	16
...do not understand people in my area at all	19	22	10	1	26	10	4	11	30	25	15	11	18	20	25	15	17	24	24
TOTAL DO NOT UNDERSTAND	36	44	27	11	46	28	14	28	48	43	31	30	34	37	43	33	35	41	40
Don't know	32	28	26	11	30	25	20	24	31	25	39	46	33	28	29	23	34	34	40

Green Party

...understand people in my area very well	4	1	5	6	2	7	4	6	2	3	4	7	4	4	3	5	3	3	3
...understand people in my area fairly well	21	11	35	37	11	39	36	35	11	21	21	23	24	22	15	30	20	15	17
TOTAL UNDERSTAND	25	12	40	43	13	46	40	41	13	24	25	30	28	26	18	35	23	18	20
...do not understand people in my area very well	17	22	20	18	19	17	20	17	18	19	16	17	18	16	16	19	16	16	16
...do not understand people in my area at all	21	31	11	9	32	10	8	13	33	27	16	11	18	24	29	17	20	27	23
TOTAL DO NOT UNDERSTAND	38	53	31	27	51	27	28	30	51	46	32	28	36	40	45	36	36	43	39
Don't know	37	35	28	30	37	27	31	30	36	30	43	42	37	34	37	28	39	39	41

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Region											PoliticalWalls		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How well, if at all, do you think each of these political parties understand people who live in your area?

Labour

...understand people in my area very well	11	19	14	14	8	11	6	18	6	6	13	9	7	15
...understand people in my area fairly well	30	38	28	30	28	24	28	33	27	30	35	32	29	28
TOTAL UNDERSTAND	41	57	42	44	36	35	34	51	33	36	48	41	36	43
...do not understand people in my area very well	18	15	15	19	20	21	18	14	23	19	12	23	24	16
...do not understand people in my area at all	19	16	21	19	18	21	19	15	18	21	18	17	17	19
TOTAL DO NOT UNDERSTAND	37	31	36	38	38	42	37	29	41	40	30	40	41	35
Don't know	22	12	21	19	25	23	30	19	25	25	22	19	23	22

Conservative

...understand people in my area very well	5	1	2	6	7	5	7	5	7	7	2	1	10	4
...understand people in my area fairly well	17	15	13	15	17	19	17	14	22	22	13	13	25	18
TOTAL UNDERSTAND	22	16	15	21	24	24	24	19	29	29	15	14	35	22
...do not understand people in my area very well	21	22	17	21	20	21	23	21	23	18	21	20	20	18
...do not understand people in my area at all	38	49	48	41	33	36	27	42	27	33	41	48	27	42
TOTAL DO NOT UNDERSTAND	59	71	65	62	53	57	50	63	50	51	62	68	47	60
Don't know	20	14	20	18	22	19	26	18	20	20	23	17	19	18

Liberal Democrats

...understand people in my area very well	5	7	5	5	3	4	5	6	8	5	2	3	11	4
...understand people in my area fairly well	26	27	24	23	25	18	28	30	29	33	22	22	34	19
TOTAL UNDERSTAND	31	34	29	28	28	22	33	36	37	38	24	25	45	23
...do not understand people in my area very well	17	20	16	22	18	16	14	15	16	16	19	24	14	18
...do not understand people in my area at all	19	24	22	17	20	27	19	15	16	17	22	21	11	24
TOTAL DO NOT UNDERSTAND	36	44	38	39	38	43	33	30	32	33	41	45	25	42
Don't know	32	23	33	34	35	35	35	35	30	29	35	30	30	35

Green Party

...understand people in my area very well	4	6	2	4	4	2	3	4	5	5	2	4	5	2
...understand people in my area fairly well	21	17	19	21	17	18	20	28	22	21	24	22	25	13
TOTAL UNDERSTAND	25	23	21	25	21	20	23	32	27	26	26	26	30	15
...do not understand people in my area very well	17	18	15	19	18	19	13	16	17	19	13	20	19	14
...do not understand people in my area at all	21	26	22	20	21	27	22	17	18	19	22	26	15	27
TOTAL DO NOT UNDERSTAND	38	44	37	39	39	46	35	33	35	38	35	46	34	41
Don't know	37	32	41	35	39	34	41	36	37	37	39	27	36	43

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
	Urban	Town and Fringe			Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target	
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How well, if at all, do you think each of these political parties understand people who live in your area?

Labour

...understand people in my area very well	11	12	7	7	11	13	8	12	10	7	10	14	9	15
...understand people in my area fairly well	30	31	25	28	32	33	33	36	28	23	27	36	31	35
TOTAL UNDERSTAND	41	43	32	35	43	46	41	48	38	30	37	50	40	50
...do not understand people in my area very well	18	17	22	17	15	15	13	11	21	22	18	17	18	15
...do not understand people in my area at all	19	18	22	22	21	15	17	15	22	28	28	15	22	21
TOTAL DO NOT UNDERSTAND	37	35	44	39	36	30	30	26	43	50	46	32	40	36
Don't know	22	22	24	25	22	24	30	27	19	21	16	19	19	15

Conservative

...understand people in my area very well	5	5	5	6	2	4	3	1	6	8	4	6	7	2
...understand people in my area fairly well	17	16	18	17	13	12	14	11	22	21	16	18	25	17
TOTAL UNDERSTAND	22	21	23	23	15	16	17	12	28	29	20	24	32	19
...do not understand people in my area very well	21	20	21	20	23	20	21	22	20	20	24	21	20	23
...do not understand people in my area at all	38	40	35	35	42	42	35	41	36	34	42	39	33	44
TOTAL DO NOT UNDERSTAND	59	60	56	55	65	62	56	63	56	54	66	60	53	67
Don't know	20	19	21	22	20	22	27	25	15	16	15	17	15	14

Liberal Democrats

...understand people in my area very well	5	5	4	5	4	5	4	4	7	7	5	7	8	7
...understand people in my area fairly well	26	26	23	27	26	27	30	29	25	24	22	31	32	27
TOTAL UNDERSTAND	31	31	27	32	30	32	34	33	32	31	27	38	40	34
...do not understand people in my area very well	17	16	20	15	16	16	14	14	17	16	18	16	16	18
...do not understand people in my area at all	19	20	22	20	21	17	15	15	23	25	29	16	17	18
TOTAL DO NOT UNDERSTAND	36	36	42	35	37	33	29	29	40	41	47	32	33	36
Don't know	32	32	31	33	33	35	38	38	28	27	26	30	27	31

Green Party

...understand people in my area very well	4	4	3	5	5	4	4	5	3	5	4	4	6	6
...understand people in my area fairly well	21	22	18	19	19	24	20	23	18	18	14	26	23	22
TOTAL UNDERSTAND	25	26	21	24	24	28	24	28	21	23	18	30	29	28
...do not understand people in my area very well	17	17	17	15	16	18	14	13	17	16	19	17	17	18
...do not understand people in my area at all	21	21	26	23	23	18	17	16	26	30	31	18	20	18
TOTAL DO NOT UNDERSTAND	38	38	43	38	39	36	31	29	43	46	50	35	37	36
Don't know	37	36	36	38	38	36	44	44	36	32	32	34	33	35

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	C2DE			Degrees			No degree			Home owner			
Total	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target	
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%

How well, if at all, do you think each of these political parties understand people who live in your area?

Labour

...understand people in my area very well	11	10	6	7	17	11	17	10	6	8	11	7	11
...understand people in my area fairly well	30	25	25	29	40	42	40	27	23	28	32	27	29
TOTAL UNDERSTAND	41	35	31	36	57	53	57	37	29	36	43	34	40
...do not understand people in my area very well	18	18	15	14	15	15	14	18	17	15	18	20	20
...do not understand people in my area at all	19	22	22	21	12	11	9	21	26	26	20	23	21
TOTAL DO NOT UNDERSTAND	37	40	37	35	27	26	23	39	43	41	38	43	41
Don't know	22	26	32	29	16	20	20	25	27	23	20	22	19

Conservative

...understand people in my area very well	5	4	4	2	5	5	1	5	6	3	6	8	3
...understand people in my area fairly well	17	13	10	10	13	15	10	17	18	15	19	22	18
TOTAL UNDERSTAND	22	17	14	12	18	20	11	22	24	18	25	30	21
...do not understand people in my area very well	21	19	21	23	24	28	27	18	18	21	21	22	26
...do not understand people in my area at all	38	41	36	40	44	36	45	38	34	40	37	32	37
TOTAL DO NOT UNDERSTAND	59	60	57	63	68	64	72	56	52	61	58	54	63
Don't know	20	23	28	26	14	16	17	22	23	22	17	17	16

Liberal Democrats

...understand people in my area very well	5	4	3	2	8	9	8	4	4	3	6	7	6
...understand people in my area fairly well	26	20	22	24	35	38	34	22	23	22	29	30	28
TOTAL UNDERSTAND	31	24	25	26	43	47	42	26	27	25	35	37	34
...do not understand people in my area very well	17	16	14	14	16	16	15	16	15	16	16	15	16
...do not understand people in my area at all	19	24	23	25	14	10	13	22	23	25	20	20	19
TOTAL DO NOT UNDERSTAND	36	40	37	39	30	26	28	38	38	41	36	35	35
Don't know	32	36	38	35	27	27	30	35	35	34	28	28	31

Green Party

...understand people in my area very well	4	3	3	3	6	8	6	3	3	4	3	4	3
...understand people in my area fairly well	21	17	15	15	32	33	34	17	14	12	21	20	18
TOTAL UNDERSTAND	25	20	18	18	38	41	40	20	17	16	24	24	21
...do not understand people in my area very well	17	17	13	14	18	17	16	17	14	16	17	16	18
...do not understand people in my area at all	21	24	25	26	15	11	13	24	27	27	24	25	24
TOTAL DO NOT UNDERSTAND	38	41	38	40	33	28	29	41	41	43	41	41	42
Don't know	37	39	43	41	29	31	31	40	41	41	34	35	36

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE	
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how well, if at all, do you think each of these political parties share your values?

Labour

...share all of my values	6	0	16	1	1	15	3	9	3	6	5	9	5	7	5	7	5	4	6
...share many of my values	37	10	70	54	19	64	63	57	22	37	36	41	43	35	24	47	38	30	28
TOTAL SHARE MY VALUES	43	10	86	55	20	79	66	66	25	43	41	50	48	42	29	54	43	34	34
...don't share many of my values	21	37	8	31	31	12	22	18	27	22	20	16	19	26	24	23	21	23	17
...don't share any of my values	18	42	1	10	35	2	4	8	33	22	16	7	12	20	33	14	16	22	23
TOTAL DON'T SHARE MY VALUES	39	79	9	41	66	14	26	26	60	44	36	23	31	46	57	37	37	45	40
Don't know	18	11	5	4	14	7	8	9	15	13	23	28	21	13	14	9	19	21	25

Conservative

...share all of my values	3	13	0	0	6	1	0	2	5	3	3	3	1	3	5	3	2	2	3
...share many of my values	22	73	7	15	50	4	15	18	33	23	21	12	16	25	35	26	22	24	16
TOTAL SHARE MY VALUES	25	86	7	15	56	5	15	20	38	26	24	15	17	28	40	29	24	26	19
...don't share many of my values	24	4	33	41	19	28	37	29	22	24	23	23	25	27	18	28	26	21	18
...don't share any of my values	35	2	54	39	12	60	43	45	26	37	32	36	38	34	29	36	33	33	38
TOTAL DON'T SHARE MY VALUES	59	6	87	80	31	88	80	74	48	61	55	59	63	61	47	64	59	54	56
Don't know	17	8	6	5	13	7	5	7	14	12	21	26	19	12	13	7	17	20	25

Liberal Democrats

...share all of my values	2	1	2	13	1	2	7	3	1	2	2	2	2	2	2	3	1	1	2
...share many of my values	30	21	50	77	19	47	73	51	17	32	29	29	33	35	23	44	31	24	19
TOTAL SHARE MY VALUES	32	22	52	90	20	49	80	54	18	34	31	31	35	37	25	47	32	25	21
...don't share many of my values	22	36	22	5	30	24	9	21	27	23	22	18	21	24	25	23	24	22	20
...don't share any of my values	19	24	9	1	28	9	2	8	31	23	14	14	15	18	27	13	16	23	25
TOTAL DON'T SHARE MY VALUES	41	60	31	6	58	33	11	29	58	46	36	32	36	42	52	36	40	45	45
Don't know	27	18	17	3	22	18	10	17	24	20	33	37	29	22	22	17	27	30	35

Green party

...share all of my values	4	0	6	5	1	8	5	6	1	4	4	7	4	3	2	6	3	3	3
...share many of my values	33	19	52	55	18	55	56	52	19	31	34	36	36	36	22	45	34	25	24
TOTAL SHARE MY VALUES	37	19	58	60	19	63	61	58	20	35	38	43	40	39	24	51	37	28	27
...don't share many of my values	19	32	18	20	27	15	19	18	24	21	18	12	17	23	22	19	22	21	14
...don't share any of my values	18	30	8	4	30	6	5	9	29	24	12	13	14	17	28	14	15	22	23
TOTAL DON'T SHARE MY VALUES	37	62	26	24	57	21	24	27	53	45	30	25	31	40	50	33	37	43	37
Don't know	26	19	16	15	24	16	15	15	26	20	32	32	28	21	27	16	26	29	37

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Region											PoliticalWalls		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how well, if at all, do you think each of these political parties share your values?

Labour

...share all of my values	6	9	8	8	5	6	4	7	4	3	5	4	4	7
...share many of my values	37	39	35	30	30	32	33	46	39	38	38	38	43	30
TOTAL SHARE MY VALUES	43	48	43	38	35	38	37	53	43	41	43	42	47	37
...don't share many of my values	21	19	17	22	24	21	22	21	20	21	21	26	22	24
...don't share any of my values	18	13	19	21	20	22	21	14	21	20	18	11	17	19
TOTAL DON'T SHARE MY VALUES	39	32	36	43	44	43	43	35	41	41	39	37	39	43
Don't know	18	20	21	19	21	19	20	11	16	17	19	20	14	20

Conservative

...share all of my values	3	4	2	4	4	3	3	2	3	2	2	2	4	3
...share many of my values	22	16	18	23	26	23	24	19	26	29	16	15	27	23
TOTAL SHARE MY VALUES	25	20	20	27	30	26	27	21	29	31	18	17	31	26
...don't share many of my values	24	16	20	20	23	26	25	28	28	21	26	21	26	22
...don't share any of my values	35	42	42	36	28	31	29	37	28	33	38	46	31	34
TOTAL DON'T SHARE MY VALUES	59	58	62	56	51	57	54	65	56	54	64	67	57	56
Don't know	17	22	18	18	19	17	19	13	15	15	18	17	13	18

Liberal Democrats

...share all of my values	2	2	2	1	0	2	3	3	2	3	3	1	2	2
...share many of my values	30	28	26	26	31	25	31	36	35	37	27	25	42	25
TOTAL SHARE MY VALUES	32	30	28	27	31	27	34	39	37	40	30	26	44	27
...don't share many of my values	22	19	22	24	26	20	22	23	21	21	21	26	24	25
...don't share any of my values	19	21	22	17	15	24	18	16	19	17	18	19	13	19
TOTAL DON'T SHARE MY VALUES	41	40	44	41	41	44	40	39	40	38	39	45	37	44
Don't know	27	30	28	32	28	29	27	22	23	22	31	29	19	29

Green party

...share all of my values	4	5	3	3	4	3	4	4	4	6	5	3	4	1
...share many of my values	33	31	31	28	29	27	30	43	35	33	32	35	41	27
TOTAL SHARE MY VALUES	37	36	34	31	33	30	34	47	39	39	37	38	45	28
...don't share many of my values	19	14	18	21	24	21	20	17	19	20	19	17	19	23
...don't share any of my values	18	18	23	16	16	20	17	14	17	18	16	22	14	19
TOTAL DON'T SHARE MY VALUES	37	32	41	37	40	41	37	31	36	38	35	39	33	42
Don't know	26	32	25	31	27	29	30	23	24	22	28	23	22	30

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
	Urban	Town and Fringe			Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target	
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how well, if at all, do you think each of these political parties share you values?

Labour

...share all of my values	6	7	2	4	5	6	3	2	7	5	8	7	4	5
...share many of my values	37	37	35	31	32	42	37	41	29	24	22	43	36	43
TOTAL SHARE MY VALUES	43	44	37	35	37	48	40	43	36	29	30	50	40	48
...don't share many of my values	21	21	21	22	24	19	21	23	24	23	24	21	23	17
...don't share any of my values	18	18	20	21	18	12	10	8	27	33	29	14	23	19
TOTAL DON'T SHARE MY VALUES	39	39	41	43	42	31	31	31	51	56	53	35	46	36
Don't know	18	18	22	22	22	20	28	25	13	15	17	15	14	17

Conservative

...share all of my values	3	3	2	3	2	2	2	2	4	4	3	3	3	1
...share many of my values	22	21	22	25	19	16	18	14	30	32	24	22	31	24
TOTAL SHARE MY VALUES	25	24	24	28	21	18	20	16	34	36	27	25	34	25
...don't share many of my values	24	23	23	21	23	24	24	27	22	18	19	26	23	24
...don't share any of my values	35	36	33	31	34	39	31	33	32	31	37	36	30	35
TOTAL DON'T SHARE MY VALUES	59	59	56	52	57	63	55	60	54	49	56	62	53	59
Don't know	17	16	20	20	21	19	25	24	12	15	18	13	13	16

Liberal Democrats

...share all of my values	2	2	0	2	2	2	2	1	2	3	3	2	3	4
...share many of my values	30	31	31	28	26	33	32	33	27	23	18	38	35	33
TOTAL SHARE MY VALUES	32	33	31	30	28	35	34	34	29	26	21	40	38	37
...don't share many of my values	22	22	23	19	18	21	16	16	25	23	21	23	21	17
...don't share any of my values	19	19	16	21	22	16	14	14	24	28	31	14	20	20
TOTAL DON'T SHARE MY VALUES	41	41	39	40	40	37	30	30	49	51	52	37	41	37
Don't know	27	26	30	30	32	29	36	36	21	23	26	23	21	25

Green party

...share all of my values	4	4	3	4	3	5	5	4	3	4	3	5	6	5
...share many of my values	33	33	31	28	27	36	30	31	27	25	22	39	35	37
TOTAL SHARE MY VALUES	37	37	34	32	30	41	35	35	30	29	25	44	41	42
...don't share many of my values	19	19	21	19	20	17	17	19	22	22	20	20	20	21
...don't share any of my values	18	18	18	19	20	15	13	14	23	26	26	14	17	14
TOTAL DON'T SHARE MY VALUES	37	37	39	38	40	32	30	33	45	48	46	34	37	35
Don't know	26	26	27	30	30	27	35	32	25	24	29	21	22	22

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	C2DE			Degrees			No degree			Home owner			
Total	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target	
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%

And how well, if at all, do you think each of these political parties share you values?

Labour

...share all of my values	6	6	4	5	8	5	7	6	4	4	7	4	5
...share many of my values	37	30	26	23	52	48	44	30	26	28	36	30	33
TOTAL SHARE MY VALUES	43	36	30	28	60	53	51	36	30	32	43	34	38
...don't share many of my values	21	20	21	30	18	24	25	22	21	23	23	22	24
...don't share any of my values	18	23	20	16	11	8	7	21	26	22	21	27	20
TOTAL DON'T SHARE MY VALUES	39	43	41	46	29	32	32	43	47	45	44	49	44
Don't know	18	21	29	26	10	15	17	21	24	24	13	16	18

Conservative

...share all of my values	3	3	3	3	2	1	1	3	3	3	4	4	2
...share many of my values	22	20	19	15	18	20	12	23	26	22	26	30	26
TOTAL SHARE MY VALUES	25	23	22	18	20	21	13	26	29	25	30	34	28
...don't share many of my values	24	19	20	23	28	28	26	21	19	22	23	22	23
...don't share any of my values	35	37	32	33	42	38	46	33	29	30	34	28	31
TOTAL DON'T SHARE MY VALUES	59	56	52	56	70	66	72	54	48	52	57	50	54
Don't know	17	21	27	26	9	12	16	20	23	24	13	16	18

Liberal Democrats

...share all of my values	2	2	2	1	2	2	3	2	2	2	3	3	2
...share many of my values	30	21	20	20	45	46	43	24	22	19	34	30	29
TOTAL SHARE MY VALUES	32	23	22	21	47	48	46	26	24	21	37	33	31
...don't share many of my values	22	22	17	19	23	18	17	22	19	19	22	21	19
...don't share any of my values	19	25	22	23	11	9	10	23	25	27	19	20	18
TOTAL DON'T SHARE MY VALUES	41	47	39	42	34	27	27	45	44	46	41	41	37
Don't know	27	30	39	37	20	24	27	29	32	33	22	26	31

Green party

...share all of my values	4	3	3	2	6	8	6	3	3	3	4	5	4
...share many of my values	33	25	20	18	50	48	47	25	21	19	32	26	28
TOTAL SHARE MY VALUES	37	28	23	20	56	56	53	28	24	22	36	31	32
...don't share many of my values	19	18	18	19	18	16	16	19	20	21	21	22	21
...don't share any of my values	18	22	21	24	10	7	8	22	23	24	21	21	19
TOTAL DON'T SHARE MY VALUES	37	40	39	43	28	23	24	41	43	45	42	43	40
Don't know	26	32	38	38	15	21	24	31	32	33	23	26	29

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE	
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

The economy	65	72	68	73	71	63	71	69	66	66	64	54	67	68	63	68	67	67	56
Health	42	40	50	52	42	50	56	52	40	36	49	29	42	46	46	48	42	42	37
Immigration & Asylum	32	60	16	18	58	14	13	15	57	32	33	13	21	37	55	25	29	41	38
The environment	26	15	37	36	16	41	39	39	15	28	25	36	30	26	17	33	29	19	21
Britain leaving the EU	19	12	24	33	13	26	35	31	12	23	16	13	20	24	17	25	20	17	15
Housing	18	10	22	17	12	21	18	17	14	17	19	27	19	14	14	16	17	17	21
Tax	13	13	14	10	13	14	11	11	15	14	12	13	17	13	8	13	13	14	12
Crime	12	20	8	7	19	8	4	7	19	14	11	10	10	14	16	10	12	15	14
Education	10	6	15	11	7	15	15	15	5	9	11	12	11	10	7	16	8	8	6
Welfare benefits	10	9	11	5	7	11	6	8	10	9	11	10	10	11	9	7	8	10	16
Defence and security	9	17	4	11	15	4	9	6	14	11	7	3	6	9	15	8	8	9	9
Pensions	6	9	5	5	8	4	4	4	9	7	6	3	3	6	14	4	5	9	8
Family life & childcare	5	2	7	4	4	7	5	6	4	4	7	3	8	4	3	7	4	6	4
Transport	2	1	3	1	2	2	3	2	2	3	1	3	2	2	2	2	2	1	3
Animal welfare	2	1	1	3	1	1	1	1	2	1	3	3	2	2	2	1	2	1	3
None of these	1	0	0	0	0	1	0	1	1	1	1	2	1	1	0	1	0	1	2
Don't know	4	0	1	1	1	2	1	1	1	4	4	14	4	2	1	1	5	5	6

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Region											PoliticalWalls		
Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall	
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

The economy	65	64	67	67	73	58	63	59	67	66	65	67	64	67
Health	42	42	40	39	44	37	43	37	46	45	49	49	40	40
Immigration & Asylum	32	38	35	42	41	31	36	24	32	32	29	21	28	34
The environment	26	20	27	20	29	21	20	32	29	31	30	27	32	22
Britain leaving the EU	19	19	16	18	12	16	17	24	21	19	19	29	24	15
Housing	18	13	15	15	11	16	19	28	17	19	13	19	17	12
Tax	13	15	15	14	11	12	15	11	14	13	15	14	12	18
Crime	12	14	15	17	11	15	11	16	11	9	9	6	13	16
Education	10	8	9	12	7	11	10	9	12	10	11	9	13	9
Welfare benefits	10	16	10	12	7	12	8	10	8	8	12	12	8	10
Defence and security	9	10	7	8	8	7	10	8	8	15	6	6	13	8
Pensions	6	5	7	7	9	8	9	6	4	5	5	6	4	9
Family life & childcare	5	6	4	6	5	3	6	5	5	5	6	7	6	4
Transport	2	2	3	2	3	0	3	4	1	1	1	2	2	2
Animal welfare	2	0	3	1	3	3	2	2	2	2	2	1	2	2
None of these	1	0	1	0	1	3	1	1	0	1	1	2	0	1
Don't know	4	5	2	3	5	8	4	4	4	2	3	2	2	6

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
	Urban	Town and Fringe			Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target	
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

The economy	65	65	61	67	70	66	69	75	64	65	64	67	70	75
Health	42	42	46	44	43	40	44	45	45	45	40	44	50	48
Immigration & Asylum	32	32	33	36	34	22	25	21	48	49	51	26	32	28
The environment	26	26	27	24	23	30	27	25	20	20	20	31	28	29
Britain leaving the EU	19	20	15	15	16	20	14	17	20	16	16	23	17	18
Housing	18	18	18	16	14	20	17	15	15	14	13	17	12	8
Tax	13	13	15	13	14	16	18	17	9	8	9	14	17	18
Crime	12	13	11	13	17	11	13	17	16	13	17	11	11	14
Education	10	10	7	9	10	11	11	11	9	8	8	13	11	13
Welfare benefits	10	10	10	12	14	10	11	9	11	14	19	8	8	8
Defence and security	9	8	7	11	8	6	5	6	13	16	11	8	12	10
Pensions	6	6	8	7	7	3	3	3	11	11	12	4	3	2
Family life & childcare	5	5	6	5	6	6	7	9	3	3	2	6	5	5
Transport	2	2	2	2	1	2	3	2	2	0	0	3	2	2
Animal welfare	2	2	1	1	1	2	1	1	2	1	2	1	2	1
None of these	1	1	1	1	1	2	1	1	0	1	1	1	1	1
Don't know	4	4	6	3	0	5	4	1	1	2	0	3	2	0

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

Total	C2DE			Degrees			No degree			Home owner			
	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target	
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

The economy	65	62	64	66	71	69	66	62	67	72	69	72	76
Health	42	38	38	38	45	50	48	40	42	41	46	49	46
Immigration & Asylum	32	40	41	41	20	20	21	38	42	40	36	41	40
The environment	26	20	20	18	40	36	32	19	20	19	25	22	23
Britain leaving the EU	19	16	13	15	26	27	32	17	11	10	22	16	18
Housing	18	19	20	19	19	16	12	17	16	15	11	13	14
Tax	13	13	10	10	13	15	13	13	13	14	15	13	12
Crime	12	15	16	20	8	7	8	15	15	20	13	11	12
Education	10	7	8	6	16	16	19	7	7	6	12	10	10
Welfare benefits	10	14	16	19	8	7	8	12	14	16	8	9	10
Defence and security	9	9	10	7	7	9	9	9	11	8	10	13	8
Pensions	6	8	11	12	2	2	3	8	9	9	6	7	8
Family life & childcare	5	5	6	7	5	8	9	6	4	4	5	6	6
Transport	2	2	2	1	3	4	3	2	1	0	2	1	1
Animal welfare	2	2	1	1	1	2	0	2	1	2	2	1	1
None of these	1	2	1	1	1	0	0	1	1	2	0	0	1
Don't know	4	4	4	1	1	1	2	5	4	0	2	2	0

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE	
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Taking into account all the various priorities which governments have, on a scale of 1 to 7, where 1 means 'strongly support' and 7 means 'strongly oppose', to what extent would you support or oppose stronger regulation to protect and restore nature, wildlife and the environment in Great Britain?

1 - Strongly support	36	26	43	40	28	47	45	43	32	35	37	29	39	37	32	42	33	34	34
2	15	16	18	18	17	17	20	19	15	15	16	13	14	16	17	17	18	11	14
3	15	20	16	17	18	14	16	16	16	16	14	13	14	17	17	15	15	18	13
TOTAL SUPPORT	66	62	77	75	63	78	81	78	63	66	67	55	67	70	66	74	66	63	61
4	13	19	10	10	17	9	9	9	17	14	12	11	11	14	16	11	14	12	14
5	6	10	5	10	9	6	6	4	8	6	7	6	7	6	7	7	6	8	5
6	2	2	2	0	2	2	1	2	2	2	2	3	2	1	2	2	2	2	1
7 - Strongly oppose	3	3	2	1	3	1	1	2	4	4	2	5	3	2	4	2	3	2	5
TOTAL OPPOSE	11	15	9	11	14	9	8	8	14	12	11	14	12	9	13	11	11	12	11
Don't know	9	4	5	3	6	5	2	5	7	8	11	20	11	6	5	5	8	12	15
AVERAGE	2.5	2.9	2.3	2.3	2.8	2.2	2.2	2.2	2.7	2.6	2.4	2.8	2.5	2.4	2.7	2.4	2.6	2.6	2.6

On a scale of 1 to 7, where 1 means 'always supported' and 7 means 'never supported', to what extent do you believe that your area is being supported by the government to reduce emissions and adapt to the effects of climate change?

1 - Always supported	6	6	8	3	5	8	5	6	7	7	6	6	8	5	5	7	5	6	7
2	5	7	6	4	5	5	4	5	5	5	5	7	4	5	5	6	5	4	3
3	12	18	11	10	16	10	11	12	12	13	12	13	12	11	13	11	14	14	11
TOTAL SUPPORTED	23	31	25	17	26	23	20	23	24	25	23	26	24	21	23	24	24	24	21
4	18	23	17	20	22	17	15	18	19	17	18	12	18	20	18	18	18	18	17
5	14	13	17	17	13	17	18	16	14	16	13	16	15	14	14	16	15	14	12
6	10	6	14	14	8	15	16	14	8	11	10	8	11	12	9	15	10	8	8
7 - Never supported	11	4	12	17	8	14	14	12	12	13	9	12	9	14	11	11	9	12	13
TOTAL NOT SUPPORTED	35	23	43	48	29	46	48	42	34	40	32	36	35	40	34	42	34	34	33
Don't know	23	23	14	16	22	14	18	16	24	18	27	25	24	20	25	17	24	24	29
AVERAGE	4.4	3.8	4.4	4.8	4.2	4.5	4.7	4.5	4.3	4.4	4.3	4.3	4.3	4.5	4.4	4.4	4.3	4.3	4.4

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Region											PoliticalWalls		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Taking into account all the various priorities which governments have, on a scale of 1 to 7, where 1 means 'strongly support' and 7 means 'strongly oppose', to what extent would you support or oppose stronger regulation to protect and restore nature, wildlife and the environment in Great Britain?

1 - Strongly support	36	37	37	35	35	33	32	37	37	40	35	36	38	35
2	15	12	12	14	16	15	16	17	18	14	14	17	19	12
3	15	16	14	14	16	13	18	15	16	17	12	15	17	15
TOTAL SUPPORT	66	65	63	63	67	61	66	69	71	71	61	68	74	62
4	13	12	17	16	11	12	13	13	12	12	12	12	11	12
5	6	5	5	7	10	9	5	7	6	5	8	5	7	10
6	2	5	2	2	1	1	1	1	2	1	2	3	1	1
7 - Strongly oppose	3	1	3	2	2	4	4	3	2	3	3	5	2	4
TOTAL OPPOSE	11	11	10	11	13	14	10	11	10	9	13	13	10	15
Don't know	9	13	11	11	9	15	10	7	7	7	13	8	6	12
AVERAGE	2.5	2.5	2.5	2.6	2.5	2.6	2.6	2.5	2.4	2.4	2.6	2.6	2.4	2.7

On a scale of 1 to 7, where 1 means 'always supported' and 7 means 'never supported', to what extent do you believe that your area is being supported by the government to reduce emissions and adapt to the effects of climate change?

1 - Always supported	6	3	6	5	6	7	5	8	6	7	5	8	7	6
2	5	4	4	5	3	5	6	4	5	6	3	5	7	5
3	12	12	8	15	15	11	13	16	13	12	10	9	11	11
TOTAL SUPPORTED	23	19	18	25	24	23	24	28	24	25	18	22	25	22
4	18	20	17	17	14	18	19	20	18	21	13	20	20	15
5	14	14	17	16	13	11	13	11	17	14	18	15	16	13
6	10	10	8	11	14	9	9	12	12	11	7	7	8	14
7 - Never supported	11	12	14	7	11	12	10	11	11	10	15	12	12	9
TOTAL NOT SUPPORTED	35	36	39	34	38	32	32	34	40	35	40	34	36	36
Don't know	23	24	26	23	24	27	25	18	20	20	29	23	20	27
AVERAGE	4.4	4.5	4.6	4.3	4.5	4.3	4.3	4.2	4.4	4.3	4.6	4.3	4.3	4.4

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
	Urban	Town and Fringe			Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target	
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Taking into account all the various priorities which governments have, on a scale of 1 to 7, where 1 means 'strongly support' and 7 means 'strongly oppose', to what extent would you support or oppose stronger regulation to protect and restore nature, wildlife and the environment in Great Britain?

1 - Strongly support	36	36	36	36	32	36	38	31	35	34	33	37	35	34
2	15	14	17	13	12	14	12	15	15	13	10	17	16	17
3	15	16	13	17	18	15	16	17	17	18	18	16	17	18
TOTAL SUPPORT	66	66	66	66	62	65	66	63	67	65	61	70	68	69
4	13	13	10	12	12	12	9	11	17	15	13	13	13	13
5	6	7	4	6	8	7	5	6	6	7	10	7	7	6
6	2	2	2	3	5	2	4	8	1	2	2	1	3	5
7 - Strongly oppose	3	3	3	2	3	3	1	1	3	3	5	2	2	3
TOTAL OPPOSE	11	12	9	11	16	12	10	15	10	12	17	10	12	14
Don't know	9	9	15	11	10	11	14	11	5	8	9	7	7	5
AVERAGE	2.5	2.5	2.4	2.5	2.8	2.5	2.4	2.7	2.6	2.6	2.8	2.4	2.5	2.7

On a scale of 1 to 7, where 1 means 'always supported' and 7 means 'never supported', to what extent do you believe that your area is being supported by the government to reduce emissions and adapt to the effects of climate change?

1 - Always supported	6	6	6	5	5	7	8	9	5	3	1	6	6	7
2	5	5	5	5	4	5	6	4	5	4	5	5	5	4
3	12	12	11	12	11	13	13	11	11	11	12	13	12	12
TOTAL SUPPORTED	23	23	22	22	20	25	27	24	21	18	18	24	23	23
4	18	19	15	17	16	18	15	14	20	19	18	18	16	15
5	14	14	17	15	16	15	16	21	13	13	10	15	16	17
6	10	10	9	11	10	10	10	9	11	11	11	12	13	10
7 - Never supported	11	11	9	10	11	10	8	8	12	12	14	10	10	14
TOTAL NOT SUPPORTED	35	35	35	36	37	35	34	38	36	36	35	37	39	41
Don't know	23	22	28	26	27	22	24	26	22	28	29	21	22	22
AVERAGE	4.4	4.4	4.3	4.4	4.5	4.3	4.1	4.2	4.5	4.6	4.7	4.4	4.4	4.5

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	C2DE			Degrees			No degree			Home owner			
Total	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target	
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%

Taking into account all the various priorities which governments have, on a scale of 1 to 7, where 1 means 'strongly support' and 7 means 'strongly oppose', to what extent would you support or oppose stronger regulation to protect and restore nature, wildlife and the environment in Great Britain?

1 - Strongly support	36	34	37	31	45	47	44	31	33	27	35	34	32
2	15	12	9	8	17	18	19	13	11	10	14	16	16
3	15	16	16	17	14	12	8	17	18	22	18	18	16
TOTAL SUPPORT	66	62	62	56	76	77	71	61	62	59	67	68	64
4	13	14	11	11	11	9	10	15	13	12	15	14	15
5	6	6	6	11	5	4	5	7	7	9	7	7	8
6	2	2	3	6	1	2	4	2	3	6	2	2	3
7 - Strongly oppose	3	4	2	3	3	3	4	3	2	2	2	1	2
TOTAL OPPOSE	11	12	11	20	9	9	13	12	12	17	11	10	13
Don't know	9	12	15	15	4	5	5	11	13	12	6	8	8
AVERAGE	2.5	2.6	2.5	2.9	2.3	2.2	2.4	2.7	2.6	2.9	2.6	2.5	2.7

On a scale of 1 to 7, where 1 means 'always supported' and 7 means 'never supported', to what extent do you believe that your area is being supported by the government to reduce emissions and adapt to the effects of climate change?

1 - Always supported	6	6	4	4	7	5	7	6	5	5	5	4	5
2	5	4	5	5	4	2	3	5	6	5	5	4	2
3	12	12	13	11	13	10	7	12	13	14	12	12	11
TOTAL SUPPORTED	23	22	22	20	24	17	17	23	24	24	22	20	18
4	18	19	17	17	18	17	16	19	17	16	20	20	16
5	14	14	13	15	14	14	13	14	15	17	14	14	15
6	10	8	9	9	15	19	12	8	8	8	12	13	12
7 - Never supported	11	13	9	8	11	13	17	11	8	8	12	10	13
TOTAL NOT SUPPORTED	35	35	31	32	40	46	42	33	31	33	38	37	40
Don't know	23	25	30	32	17	20	26	25	28	28	21	24	26
AVERAGE	4.4	4.4	4.3	4.3	4.4	4.8	4.7	4.3	4.2	4.2	4.5	4.5	4.6

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE	
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 1 to 7, where 1 means 'always prioritised' and 7 means 'never prioritised', to what extent do you believe that your local area ****is**** or ****is not**** prioritised by politicians in Westminster when decisions are made about the future of the country?

1 - Always prioritised	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	
2	1	2	1	1	1	1	2	1	1	1	1	2	0	1	2	1	1	0	
3	5	10	5	6	7	5	5	5	4	5	5	7	6	3	5	6	6	4	3
TOTAL PRIORITISED	6	13	6	7	8	6	7	6	5	6	6	9	8	4	6	9	7	5	3
4	13	20	12	15	15	11	15	12	13	15	11	17	13	11	12	14	14	11	11
5	16	20	19	21	19	16	24	17	16	17	15	19	14	18	16	18	16	15	14
6	18	16	21	22	18	22	22	23	18	17	20	11	18	20	21	21	19	17	15
7 - Never prioritised	28	15	31	29	25	35	25	30	32	29	26	16	28	32	29	28	26	30	29
TOTAL NOT PRIORITISED	62	51	71	72	62	73	71	70	66	63	61	46	60	70	66	67	61	62	58
Don't know	18	17	11	6	15	11	6	11	16	15	22	30	19	14	17	11	17	21	28
AVERAGE	5.6	5.0	5.7	5.5	5.4	5.8	5.4	5.7	5.7	5.6	5.6	5.1	5.5	5.7	5.6	5.5	5.5	5.7	5.8

On a scale of 1 to 7, where 1 means 'my area is better off than most other areas' and 7 means 'my area is worse off than most other areas', how would you say the area where you live compares to most other areas on the following measures?

Access to good schools

1 - My area is better off than most other areas	7	8	7	9	8	5	9	8	6	6	8	7	6	9	6	11	5	5	5
2	12	17	12	17	15	11	17	15	12	12	13	12	11	14	14	16	12	11	10
3	18	23	19	18	21	18	21	19	19	18	18	14	18	16	21	19	20	17	15
TOTAL BETTER OFF	37	48	38	44	44	34	47	42	37	36	39	33	35	39	41	46	37	33	30
4	22	19	22	22	22	22	18	23	23	22	21	16	23	20	22	21	22	22	21
5	12	10	13	15	12	12	10	9	13	12	12	15	11	14	10	10	13	14	11
6	5	6	5	6	5	6	5	5	5	6	5	9	5	5	5	6	4	6	5
7 - My area is worse off than most other areas	5	3	5	3	4	6	4	5	6	5	5	4	5	5	6	5	4	6	5
TOTAL WORSE OFF	22	19	23	24	21	24	19	19	24	23	22	28	21	24	21	21	21	26	21
Don't know	19	13	16	10	13	19	15	16	16	20	19	23	21	18	16	13	19	19	28
AVERAGE	3.7	3.4	3.7	3.5	3.5	3.8	3.4	3.5	3.8	3.7	3.6	3.8	3.7	3.6	3.7	3.5	3.7	3.9	3.8

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Region											PoliticalWalls		
Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall	
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 1 to 7, where 1 means 'always prioritised' and 7 means 'never prioritised', to what extent do you believe that your local area ****is**** or ****is not**** prioritised by politicians in Westminster when decisions are made about the future of the country?

1 - Always prioritised	0	1	0	1	1	0	0	0	0	1	0	0	0	1
2	1	1	0	0	1	1	1	2	2	1	0	1	2	0
3	5	2	3	3	9	5	4	7	8	5	1	4	10	2
TOTAL PRIORITISED	6	4	3	4	11	6	5	9	10	7	1	5	12	3
4	13	5	8	8	11	14	16	22	14	19	5	9	23	7
5	16	14	12	13	13	15	20	17	19	16	20	14	18	15
6	18	25	19	23	21	17	18	14	15	20	16	18	12	25
7 - Never prioritised	28	40	40	36	27	29	20	16	20	23	37	37	16	30
TOTAL NOT PRIORITISED	62	79	71	72	61	61	58	47	54	59	73	69	46	70
Don't know	18	13	17	16	17	20	20	21	21	16	20	16	19	19
AVERAGE	5.6	6.0	6.0	5.9	5.5	5.6	5.4	5.1	5.2	5.4	6.1	5.9	4.9	5.9

On a scale of 1 to 7, where 1 means 'my area is better off than most other areas' and 7 means 'my area is worse off than most other areas', how would you say the area where you live compares to most other areas on the following measures?

Access to good schools

1 - My area is better off than most other areas	7	3	7	7	5	5	10	7	9	4	3	8	15	4
2	12	8	7	12	10	12	15	17	16	12	7	13	24	9
3	18	13	17	17	20	10	19	17	21	20	22	16	19	19
TOTAL BETTER OFF	37	24	31	36	35	27	44	41	46	36	32	37	58	32
4	22	29	19	23	23	26	21	16	17	25	22	24	13	24
5	12	17	17	14	11	12	7	7	12	11	17	11	7	12
6	5	8	8	4	5	6	6	5	4	4	6	5	1	6
7 - My area is worse off than most other areas	5	8	6	5	4	6	3	5	3	4	7	7	3	7
TOTAL WORSE OFF	22	33	31	23	20	24	16	17	19	19	30	23	11	25
Don't know	19	14	20	16	21	22	19	27	16	20	16	16	17	20
AVERAGE	3.7	4.2	4.0	3.7	3.7	3.9	3.4	3.5	3.4	3.7	4.1	3.7	2.9	4.0

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
Total	Urban	Town and Fringe			Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target	
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 1 to 7, where 1 means 'always prioritised' and 7 means 'never prioritised', to what extent do you believe that your local area ****is**** or ****is not**** prioritised by politicians in Westminster when decisions are made about the future of the country?

1 - Always prioritised	0	0	0	0	1	0	0	1	0	1	1	0	0	1
2	1	1	1	1	0	1	0	0	1	1	0	2	1	0
3	5	5	6	4	3	6	4	3	4	4	3	7	4	4
TOTAL PRIORITISED	6	6	7	5	4	7	4	4	5	6	4	9	5	5
4	13	14	9	11	7	15	11	6	12	11	7	15	12	8
5	16	16	14	15	16	16	15	18	16	15	13	17	17	15
6	18	18	18	18	17	16	19	20	21	18	14	19	19	21
7 - Never prioritised	28	27	30	30	36	25	26	29	30	35	45	26	32	40
TOTAL NOT PRIORITISED	62	61	62	63	69	57	60	67	67	68	72	62	68	76
Don't know	18	18	22	21	20	20	25	23	15	17	17	14	15	11
AVERAGE	5.6	5.6	5.7	5.7	5.9	5.5	5.7	5.8	5.7	5.7	6.0	5.4	5.7	5.9

On a scale of 1 to 7, where 1 means 'my area is better off than most other areas' and 7 means 'my area is worse off than most other areas', how would you say the area where you live compares to most other areas on the following measures?

Access to good schools

1 - My area is better off than most other areas	7	7	7	4	4	6	5	3	8	3	5	8	6	7
2	12	12	11	10	9	11	11	12	14	8	5	14	11	11
3	18	18	17	18	18	18	19	17	18	18	18	19	19	19
TOTAL BETTER OFF	37	37	35	32	31	35	35	32	40	29	28	41	36	37
4	22	22	18	23	25	22	21	23	21	25	27	22	23	24
5	12	11	15	14	16	11	14	21	13	14	11	11	12	12
6	5	5	4	5	6	6	6	8	5	5	4	5	5	6
7 - My area is worse off than most other areas	5	5	6	6	8	5	5	6	5	7	11	4	8	10
TOTAL WORSE OFF	22	21	25	25	30	22	25	35	23	26	26	20	25	28
Don't know	19	19	21	19	14	21	18	11	16	20	19	16	15	11
AVERAGE	3.7	3.7	3.8	3.9	4.0	3.7	3.8	4.1	3.6	4.0	4.1	3.5	3.8	3.9

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	C2DE			Degrees			No degree			Home owner			
Total	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target	
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 1 to 7, where 1 means 'always prioritised' and 7 means 'never prioritised', to what extent do you believe that your local area ****is**** or ****is not**** prioritised by politicians in Westminster when decisions are made about the future of the country?

1 - Always prioritised	0	1	1	1	1	0	0	0	1	1	0	0	1
2	1	0	0	0	1	1	0	1	1	0	1	1	0
3	5	4	3	3	7	4	4	5	4	3	5	3	4
TOTAL PRIORITISED	6	5	4	4	9	5	4	6	6	4	6	4	5
4	13	12	10	6	14	8	7	14	12	7	13	11	6
5	16	15	13	16	17	18	18	16	14	15	16	17	15
6	18	16	18	14	21	26	19	16	16	17	19	21	19
7 - Never prioritised	28	28	28	33	28	32	42	26	30	34	30	32	41
TOTAL NOT PRIORITISED	62	59	59	63	66	76	79	58	60	66	65	70	75
Don't know	18	23	27	29	12	12	10	21	24	24	15	15	15
AVERAGE	5.6	5.6	5.7	5.9	5.5	5.8	6.0	5.5	5.6	5.9	5.6	5.8	6.0

On a scale of 1 to 7, where 1 means 'my area is better off than most other areas' and 7 means 'my area is worse off than most other areas', how would you say the area where you live compares to most other areas on the following measures?

Access to good schools

1 - My area is better off than most other areas	7	5	3	1	7	3	2	7	5	4	7	4	3
2	12	10	8	7	14	10	7	11	9	10	13	9	11
3	18	18	17	17	19	19	19	18	18	17	20	19	16
TOTAL BETTER OFF	37	33	28	25	40	32	28	36	32	31	40	32	30
4	22	21	23	25	21	30	32	22	21	21	23	27	27
5	12	12	16	20	10	11	13	12	15	18	11	14	16
6	5	6	6	6	5	3	4	5	6	7	6	5	7
7 - My area is worse off than most other areas	5	6	4	6	5	9	12	5	5	7	5	5	9
TOTAL WORSE OFF	22	24	26	32	20	23	29	22	26	32	22	24	32
Don't know	19	23	23	18	18	14	11	20	21	16	14	16	12
AVERAGE	3.7	3.9	4.0	4.2	3.6	4.0	4.2	3.7	3.9	4.0	3.7	3.9	4.1

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The affordability of housing

1 - My area is better off than most other areas	2	3	2	1	3	2	1	1	3	2	1	1	2	2	2	2	2	2	1	2
2	5	7	5	4	5	4	4	4	5	5	5	4	5	5	5	5	5	5	5	4
3	10	13	10	9	12	10	10	12	10	10	11	11	11	10	11	12	12	9	7	
TOTAL BETTER OFF	17	23	17	14	20	16	15	17	18	17	17	16	18	17	18	19	19	15	13	
4	19	23	19	13	22	19	12	18	21	19	18	19	18	18	21	19	20	19	18	
5	19	20	19	20	19	18	17	19	18	18	19	19	18	20	18	20	18	20	17	
6	17	13	20	23	16	17	25	19	16	17	17	16	17	18	15	18	18	16	15	
7 - My area is worse off than most other areas	17	12	20	25	14	22	23	20	16	16	17	12	18	17	15	19	14	17	18	
TOTAL WORSE OFF	53	45	59	68	49	57	65	58	50	51	53	47	53	55	48	57	50	53	50	
Don't know	12	8	6	4	9	7	7	6	11	12	12	18	12	10	12	6	11	13	20	
AVERAGE	4.9	4.5	5.0	5.3	4.7	5.0	5.3	5.0	4.8	4.9	4.9	4.8	4.9	4.9	4.8	4.9	4.8	4.9	5.0	

The quality of housing

1 - My area is better off than most other areas	4	9	4	3	6	3	4	4	5	5	4	7	3	5	5	6	4	4	3
2	10	16	8	15	15	7	15	10	12	10	10	5	8	10	15	14	8	10	7
3	19	24	19	21	22	16	27	23	18	18	20	13	21	19	19	23	22	16	13
TOTAL BETTER OFF	33	49	31	39	43	26	46	37	35	33	34	25	32	34	39	43	34	30	23
4	25	25	26	27	25	27	21	25	25	25	25	21	25	24	26	24	25	25	24
5	15	12	19	14	12	20	10	16	15	16	14	17	17	14	12	12	19	14	15
6	8	4	9	9	6	8	9	8	6	7	8	9	7	9	6	7	7	8	8
7 - My area is worse off than most other areas	7	4	7	7	7	9	5	5	9	7	7	8	6	8	7	5	5	9	10
TOTAL WORSE OFF	30	20	35	30	25	37	24	29	30	30	29	34	30	31	25	24	31	31	33
Don't know	12	6	8	4	7	10	8	9	9	11	13	20	13	11	9	7	11	14	19
AVERAGE	4.0	3.5	4.1	3.9	3.7	4.3	3.7	3.9	4.0	4.0	4.0	4.2	4.0	4.0	3.8	3.7	4.0	4.1	4.3

Levels of crime

1 - My area is better off than most other areas	5	8	5	4	6	5	7	5	5	5	6	6	5	5	5	8	5	4	3
2	12	14	10	21	13	10	20	14	10	12	11	12	12	12	11	16	12	8	8
3	18	23	18	22	21	17	26	20	18	17	18	13	17	18	20	19	19	18	15
TOTAL BETTER OFF	35	45	33	47	40	32	53	39	33	34	35	31	34	35	36	43	36	30	26
4	22	24	23	20	25	22	19	23	23	22	22	18	22	22	24	21	24	20	22
5	16	14	18	13	15	17	12	16	16	16	16	16	17	16	16	16	14	20	15
6	9	7	10	9	8	12	5	7	9	8	9	10	8	9	9	8	10	9	8
7 - My area is worse off than most other areas	7	3	8	7	5	8	4	6	8	8	6	7	7	8	7	5	5	9	10
TOTAL WORSE OFF	32	24	36	29	28	37	21	29	33	32	31	33	32	33	32	29	29	38	33
Don't know	12	6	7	4	7	9	8	9	9	11	12	18	12	11	9	7	11	12	19
AVERAGE	4.0	3.6	4.1	3.8	3.8	4.1	3.4	3.8	4.1	4.0	3.9	4.0	4.0	4.0	4.0	3.7	3.9	4.2	4.3

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Region											PoliticalWalls		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The affordability of housing														
1 - My area is better off than most other areas	2	4	2	2	4	1	1	1	1	1	2	2	1	4
2	5	7	8	6	5	4	2	3	3	4	5	6	4	8
3	10	14	12	13	16	10	10	5	6	8	19	14	6	13
TOTAL BETTER OFF	17	25	22	21	25	15	13	9	10	13	26	22	11	25
4	19	25	23	21	25	25	18	14	12	16	18	20	12	23
5	19	18	16	18	23	19	21	14	21	19	16	19	21	21
6	17	13	13	15	5	13	20	26	24	17	10	18	18	9
7 - My area is worse off than most other areas	17	8	12	11	8	10	15	26	26	26	17	12	31	9
TOTAL WORSE OFF	53	39	41	44	36	42	56	66	71	62	43	49	70	39
Don't know	12	11	13	14	15	18	12	12	8	9	14	10	8	14
AVERAGE	4.9	4.3	4.5	4.6	4.2	4.7	5.0	5.5	5.4	5.2	4.6	4.6	5.4	4.3
The quality of housing														
1 - My area is better off than most other areas	4	2	3	4	3	4	5	5	5	4	4	8	8	2
2	10	10	4	9	10	9	12	10	14	12	8	9	19	7
3	19	12	18	18	19	14	23	19	23	15	17	23	22	19
TOTAL BETTER OFF	33	24	25	31	32	27	40	34	42	31	29	40	49	28
4	25	27	24	24	26	26	24	23	24	31	17	23	25	21
5	15	23	17	16	19	12	10	14	15	14	20	14	9	20
6	8	9	10	8	6	6	9	7	4	8	10	8	4	9
7 - My area is worse off than most other areas	7	9	10	7	4	10	5	8	4	6	10	6	5	8
TOTAL WORSE OFF	30	41	37	31	29	28	24	29	23	28	40	28	18	37
Don't know	12	8	12	15	12	19	12	13	10	12	15	9	8	15
AVERAGE	4.0	4.3	4.4	4.1	3.9	4.1	3.8	4.0	3.7	4.0	4.3	3.8	3.4	4.3
Levels of crime														
1 - My area is better off than most other areas	5	2	4	4	4	3	5	5	6	6	9	8	8	2
2	12	11	6	9	13	10	12	9	14	18	11	16	21	7
3	18	14	13	13	17	12	26	13	22	26	15	18	25	13
TOTAL BETTER OFF	35	27	23	26	34	25	43	27	42	50	35	42	54	22
4	22	20	21	20	25	23	21	21	22	26	27	18	22	24
5	16	18	20	20	17	19	13	20	13	9	12	16	10	20
6	9	14	11	10	9	8	6	14	7	3	6	7	3	11
7 - My area is worse off than most other areas	7	11	12	10	5	9	4	10	3	2	5	8	2	8
TOTAL WORSE OFF	32	43	43	40	31	36	23	44	23	14	23	31	15	39
Don't know	12	11	13	14	11	15	13	8	12	10	15	9	9	15
AVERAGE	4.0	4.4	4.5	4.3	3.9	4.3	3.7	4.3	3.6	3.3	3.7	3.8	3.2	4.4

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
	Total	Urban			Town and Fringe	Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The affordability of housing														
1 - My area is better off than most other areas	2	2	1	2	3	2	2	2	2	2	3	2	3	4
2	5	5	4	5	8	5	7	11	5	2	3	5	6	9
3	10	10	11	10	12	10	10	15	11	10	9	11	12	15
TOTAL BETTER OFF	17	17	16	17	23	17	19	28	18	14	15	18	21	28
4	19	19	19	17	20	18	15	17	21	20	24	20	17	22
5	19	19	18	18	18	19	18	19	19	18	16	18	19	15
6	17	18	14	18	16	18	16	13	17	19	20	19	18	15
7 - My area is worse off than most other areas	17	16	19	19	15	17	19	15	15	18	14	16	19	15
TOTAL WORSE OFF	53	53	51	55	49	54	53	47	51	55	50	53	56	45
Don't know	12	12	14	11	9	13	12	8	10	10	11	9	6	4
AVERAGE	4.9	4.9	4.9	5.0	4.6	4.9	4.9	4.5	4.8	5.0	4.8	4.8	4.8	4.5
The quality of housing														
1 - My area is better off than most other areas	4	5	3	4	4	4	3	2	5	4	6	6	4	5
2	10	9	10	8	5	7	5	5	13	11	4	10	10	7
3	19	18	20	19	16	18	20	16	19	17	16	22	24	20
TOTAL BETTER OFF	33	32	33	31	25	29	28	23	37	32	26	38	38	32
4	25	25	22	25	26	25	24	21	25	26	33	25	24	25
5	15	16	15	14	17	17	16	25	13	13	8	16	14	20
6	8	8	7	9	11	8	12	15	7	6	7	7	8	8
7 - My area is worse off than most other areas	7	7	7	8	10	7	7	7	8	10	14	5	7	10
TOTAL WORSE OFF	30	31	29	31	38	32	35	47	28	29	29	28	29	38
Don't know	12	12	16	13	10	14	14	9	9	13	12	9	9	5
AVERAGE	4.0	4.0	4.0	4.1	4.3	4.1	4.3	4.5	3.9	4.0	4.3	3.8	3.9	4.2
Levels of crime														
1 - My area is better off than most other areas	5	4	7	7	6	4	7	5	3	6	7	5	9	9
2	12	10	16	13	11	10	14	13	9	12	10	12	18	17
3	18	16	23	21	14	15	19	16	18	23	11	17	22	15
TOTAL BETTER OFF	35	30	46	41	31	29	40	34	30	41	28	34	49	41
4	22	23	20	21	23	23	19	19	24	23	27	24	20	20
5	16	17	13	13	15	17	14	16	17	12	14	16	10	10
6	9	10	4	7	10	9	7	9	11	7	10	10	7	10
7 - My area is worse off than most other areas	7	8	3	5	9	9	6	10	8	5	8	6	5	9
TOTAL WORSE OFF	32	35	20	25	34	35	27	35	36	24	32	32	22	29
Don't know	12	11	15	14	12	13	15	11	9	12	14	9	9	9
AVERAGE	4.0	4.1	3.5	3.7	4.1	4.2	3.7	4.1	4.2	3.7	4.1	4.0	3.5	3.8

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	C2DE			Degrees			No degree			Home owner			
Total	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target	
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%

The affordability of housing

1 - My area is better off than most other areas	2	1	1	1	2	4	5	2	1	2	2	2	3
2	5	4	4	6	5	6	9	5	4	7	5	5	8
3	10	9	8	9	12	15	19	9	9	9	12	10	9
TOTAL BETTER OFF	17	14	13	16	19	25	33	16	14	18	19	17	20
4	19	18	17	17	17	16	18	20	17	21	20	18	23
5	19	19	17	20	19	18	12	19	18	20	20	21	18
6	17	16	17	17	19	18	13	17	18	18	17	18	16
7 - My area is worse off than most other areas	17	17	19	15	20	17	19	15	19	13	15	17	15
TOTAL WORSE OFF	53	52	53	52	58	53	44	51	55	51	52	56	49
Don't know	12	16	16	14	7	6	4	14	13	11	9	9	8
AVERAGE	4.9	5.0	5.1	4.9	4.9	4.7	4.5	4.8	5.1	4.7	4.8	4.9	4.7

The quality of housing

1 - My area is better off than most other areas	4	3	3	3	4	4	3	5	4	4	5	4	4
2	10	7	6	3	10	11	8	9	7	4	11	10	5
3	19	14	13	13	20	19	17	17	19	16	21	20	19
TOTAL BETTER OFF	33	24	22	19	34	34	28	31	30	24	37	34	28
4	25	25	26	28	26	27	24	25	24	27	27	28	32
5	15	15	15	15	17	13	16	15	15	17	14	11	13
6	8	8	10	14	7	10	14	8	9	10	8	8	10
7 - My area is worse off than most other areas	7	11	9	10	6	5	7	8	9	11	6	6	10
TOTAL WORSE OFF	30	34	34	39	30	28	37	31	33	38	28	25	33
Don't know	12	16	18	15	9	12	10	14	14	10	9	11	8
AVERAGE	4.0	4.3	4.3	4.5	4.0	3.9	4.3	4.1	4.2	4.4	3.9	3.9	4.2

Levels of crime

1 - My area is better off than most other areas	5	2	4	3	5	11	12	3	5	4	4	7	7
2	12	6	8	6	11	17	15	9	11	10	10	12	12
3	18	16	19	13	17	21	13	16	21	14	18	23	12
TOTAL BETTER OFF	35	24	31	22	33	49	40	28	37	28	32	42	31
4	22	22	21	25	25	21	18	22	21	25	25	24	24
5	16	19	17	19	16	10	12	18	14	16	17	11	15
6	9	9	6	10	9	4	6	10	8	11	10	7	11
7 - My area is worse off than most other areas	7	12	6	8	8	7	11	9	5	8	7	5	8
TOTAL WORSE OFF	32	40	29	37	33	21	29	37	27	35	34	23	34
Don't know	12	14	19	15	8	9	12	13	15	12	9	12	11
AVERAGE	4.0	4.5	4.0	4.3	4.0	3.5	3.7	4.3	3.8	4.2	4.1	3.7	4.0

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE	
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Internet availability and speeds

1 - My area is better off than most other areas	6	9	7	7	7	8	8	8	6	6	7	6	7	7	5	9	5	5	6
2	16	19	16	15	18	14	20	17	16	17	14	13	17	14	17	18	16	15	13
3	19	20	20	23	20	22	22	22	19	20	18	17	20	17	21	21	19	20	16
TOTAL BETTER OFF	41	48	43	45	45	44	50	47	41	43	39	36	44	38	43	48	40	40	35
4	22	23	22	24	21	22	21	22	22	22	22	20	22	20	24	20	24	21	22
5	12	12	14	12	13	13	10	10	14	12	12	16	11	14	11	12	14	13	10
6	6	5	8	8	5	8	9	7	5	5	7	5	6	8	6	6	6	7	6
7 - My area is worse off than most other areas	6	5	6	5	7	6	4	6	8	6	7	5	6	8	6	7	6	8	6
TOTAL WORSE OFF	24	22	28	25	25	27	23	23	27	23	26	26	23	30	23	25	26	28	22
Don't know	12	8	7	6	8	9	6	8	10	11	12	19	11	12	10	7	10	12	20
AVERAGE	3.7	3.5	3.7	3.7	3.6	3.7	3.5	3.6	3.8	3.6	3.8	3.8	3.6	3.9	3.7	3.6	3.8	3.8	3.7

Access to good healthcare

1 - My area is better off than most other areas	4	6	4	6	5	3	5	4	4	3	4	5	3	4	4	5	3	4	3
2	9	14	9	8	11	9	9	10	10	9	9	8	9	8	12	11	10	9	7
3	18	22	18	23	21	17	26	20	16	17	18	20	18	16	19	20	20	14	14
TOTAL BETTER OFF	31	42	31	37	37	29	40	34	30	29	31	33	30	28	35	36	33	27	24
4	26	27	27	26	25	27	23	27	25	25	26	22	27	28	24	27	26	25	24
5	16	14	17	19	15	17	18	17	16	17	15	12	16	17	15	15	15	18	16
6	8	7	9	8	9	9	6	8	10	8	9	7	7	9	10	8	8	8	9
7 - My area is worse off than most other areas	10	6	10	7	10	9	6	8	12	10	10	7	9	10	11	9	7	12	11
TOTAL WORSE OFF	34	27	36	34	34	35	30	33	38	35	34	26	32	36	36	32	30	38	36
Don't know	10	4	6	3	4	8	7	7	7	11	9	20	12	8	5	5	11	11	15
AVERAGE	4.2	3.8	4.2	4.0	4.1	4.2	3.9	4.1	4.3	4.2	4.2	4.0	4.1	4.2	4.1	4.0	4.0	4.3	4.4

Access to good shops and a thriving high street

1 - My area is better off than most other areas	5	7	5	4	4	6	5	5	3	4	5	8	5	3	4	7	4	2	4
2	10	12	11	14	10	12	14	11	9	10	10	10	10	8	11	14	9	9	7
3	15	17	17	15	16	15	19	17	14	15	14	11	16	15	13	18	15	14	11
TOTAL BETTER OFF	30	36	33	33	30	33	38	33	26	29	29	29	31	26	28	39	28	25	22
4	20	21	17	25	21	17	20	20	20	21	20	20	20	21	21	22	21	19	20
5	18	20	19	18	18	19	16	18	18	18	17	17	17	19	17	16	19	19	16
6	11	11	13	9	13	11	12	11	13	11	12	9	10	12	13	9	12	15	11
7 - My area is worse off than most other areas	14	9	15	13	15	15	10	13	17	12	16	9	12	17	17	12	14	15	16
TOTAL WORSE OFF	43	40	47	40	46	45	38	42	48	41	45	35	39	48	47	37	45	49	43
Don't know	8	3	4	1	3	5	3	5	5	8	7	16	9	6	4	3	7	8	15
AVERAGE	4.3	4.1	4.4	4.2	4.4	4.3	4.1	4.3	4.6	4.3	4.4	4.1	4.2	4.6	4.5	4.0	4.4	4.6	4.6

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Region											PoliticalWalls		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Internet availability and speeds														
1 - My area is better off than most other areas	6	4	4	4	6	6	6	13	8	4	5	6	10	4
2	16	9	16	14	14	13	17	26	16	12	12	15	22	13
3	19	11	20	21	21	17	23	15	21	19	17	19	18	18
TOTAL BETTER OFF	41	24	40	39	41	36	46	54	45	35	34	40	50	35
4	22	28	17	22	22	23	23	21	21	25	25	21	20	21
5	12	23	14	10	14	15	8	6	12	14	16	12	11	15
6	6	7	6	8	5	5	5	3	6	9	6	10	6	6
7 - My area is worse off than most other areas	6	8	8	5	6	4	7	5	3	10	10	9	5	7
TOTAL WORSE OFF	24	38	28	23	25	24	20	14	21	33	32	31	22	28
Don't know	12	13	15	15	12	18	11	10	12	7	11	9	7	16
AVERAGE	3.7	4.2	3.8	3.8	3.7	3.7	3.6	3.1	3.5	4.1	4.0	3.9	3.4	3.9
Access to good healthcare														
1 - My area is better off than most other areas	4	6	2	3	4	2	4	6	5	3	4	4	5	3
2	9	8	6	12	8	7	8	15	10	6	4	12	16	7
3	18	14	14	14	16	14	22	22	22	20	11	18	25	12
TOTAL BETTER OFF	31	28	22	29	28	23	34	43	37	29	19	34	46	22
4	26	26	30	26	31	27	25	21	23	28	20	26	23	26
5	16	16	17	16	13	18	14	13	15	18	22	15	15	19
6	8	12	9	8	8	9	12	6	6	9	10	6	6	10
7 - My area is worse off than most other areas	10	8	12	11	9	8	6	8	9	9	16	11	5	8
TOTAL WORSE OFF	34	36	38	35	30	35	32	27	30	36	48	32	26	37
Don't know	10	10	10	11	11	14	10	9	10	8	14	8	6	14
AVERAGE	4.2	4.2	4.4	4.2	4.1	4.3	4.1	3.8	4.0	4.2	4.7	4.1	3.7	4.3
Access to good shops and a thriving high street														
1 - My area is better off than most other areas	5	2	4	4	6	4	3	11	4	4	3	5	6	4
2	10	6	6	11	6	7	10	18	13	8	6	9	17	4
3	15	12	15	13	14	13	18	18	16	11	9	14	18	13
TOTAL BETTER OFF	30	20	25	28	26	24	31	47	33	23	18	28	41	21
4	20	16	19	17	21	19	18	20	25	25	21	19	21	21
5	18	20	17	17	16	21	22	13	15	20	14	21	18	16
6	11	16	13	11	12	8	8	7	12	15	19	11	9	13
7 - My area is worse off than most other areas	14	24	18	17	15	16	12	6	9	14	20	16	7	19
TOTAL WORSE OFF	43	60	48	45	43	45	42	26	36	49	53	48	34	48
Don't know	8	4	8	11	9	13	9	7	5	4	9	5	4	10
AVERAGE	4.3	5.0	4.6	4.5	4.5	4.5	4.3	3.5	4.1	4.5	4.9	4.5	3.9	4.7

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
	Total	Urban			Town and Fringe	Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Internet availability and speeds														
1 - My area is better off than most other areas	6	7	3	4	3	8	4	4	7	3	2	9	5	5
2	16	17	12	11	10	17	12	13	18	9	6	19	12	12
3	19	20	15	19	16	20	18	15	20	19	18	21	18	15
TOTAL BETTER OFF	41	44	30	34	29	45	34	32	45	31	26	49	35	32
4	22	22	22	23	27	22	22	26	22	24	27	21	23	24
5	12	11	13	16	18	10	17	19	13	15	16	11	18	22
6	6	5	12	7	7	4	7	9	5	8	4	5	7	6
7 - My area is worse off than most other areas	6	5	9	9	9	5	8	6	4	10	13	5	10	11
TOTAL WORSE OFF	24	21	34	32	34	19	32	34	22	33	33	21	35	39
Don't know	12	12	14	12	11	13	12	8	11	11	14	9	6	5
AVERAGE	3.7	3.6	4.2	4.0	4.2	3.5	4.0	4.0	3.5	4.2	4.3	3.5	4.1	4.1
Access to good healthcare														
1 - My area is better off than most other areas	4	4	3	3	4	3	2	2	4	4	6	4	3	4
2	9	10	7	6	6	9	6	5	12	7	7	10	8	6
3	18	18	15	16	13	18	18	14	18	15	12	21	19	15
TOTAL BETTER OFF	31	32	25	25	23	30	26	21	34	26	25	35	30	25
4	26	26	22	27	27	27	28	30	26	25	23	28	26	29
5	16	15	18	17	22	15	17	23	15	18	20	14	17	22
6	8	8	8	8	8	7	7	8	10	10	7	8	8	9
7 - My area is worse off than most other areas	10	9	14	12	12	8	10	10	10	15	16	7	13	11
TOTAL WORSE OFF	34	32	40	37	42	30	34	41	35	43	43	29	38	42
Don't know	10	10	13	10	9	12	13	9	5	6	9	8	6	5
AVERAGE	4.2	4.1	4.4	4.4	4.4	4.1	4.3	4.4	4.1	4.4	4.4	4.0	4.3	4.4
Access to good shops and a thriving high street														
1 - My area is better off than most other areas	5	5	2	3	2	6	3	2	5	3	3	7	5	4
2	10	10	8	8	4	11	8	4	10	7	5	12	9	6
3	15	15	12	14	14	16	14	15	15	14	11	18	17	16
TOTAL BETTER OFF	30	30	22	25	20	33	25	21	30	24	19	37	31	26
4	20	21	17	19	19	21	21	22	21	17	17	22	19	23
5	18	17	19	16	16	17	15	15	16	18	16	17	16	14
6	11	10	16	15	18	9	16	19	12	14	17	9	13	17
7 - My area is worse off than most other areas	14	13	16	18	21	11	15	16	16	22	26	12	18	19
TOTAL WORSE OFF	43	40	51	49	55	37	46	50	44	54	59	38	47	50
Don't know	8	7	11	6	5	9	8	6	4	5	5	5	3	2
AVERAGE	4.3	4.3	4.7	4.7	4.9	4.1	4.6	4.8	4.4	4.8	5.0	4.1	4.5	4.7

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	C2DE			Degrees			No degree			Home owner			
Total	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target	
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%

Internet availability and speeds

1 - My area is better off than most other areas	6	6	2	1	9	4	7	7	3	2	8	3	2
2	16	15	9	7	20	8	10	16	12	10	18	10	9
3	19	19	19	17	22	22	14	19	17	17	22	20	17
TOTAL BETTER OFF	41	40	30	25	51	34	31	42	32	29	48	33	28
4	22	23	23	29	20	25	28	23	23	26	22	25	29
5	12	11	14	13	10	14	15	12	17	19	12	17	20
6	6	4	8	8	5	9	7	4	7	7	5	8	5
7 - My area is worse off than most other areas	6	5	8	7	4	10	11	5	9	8	5	9	10
TOTAL WORSE OFF	24	20	30	28	19	33	33	21	33	34	22	34	35
Don't know	12	16	17	16	9	8	8	14	13	12	9	8	8
AVERAGE	3.7	3.6	4.1	4.2	3.4	4.1	4.1	3.6	4.1	4.2	3.5	4.1	4.2

Access to good healthcare

1 - My area is better off than most other areas	4	3	3	3	4	2	4	4	3	4	4	3	3
2	9	9	4	6	10	7	7	10	6	6	10	7	6
3	18	15	14	11	20	15	9	17	16	15	19	16	11
TOTAL BETTER OFF	31	27	21	20	34	24	20	31	25	25	33	26	20
4	26	24	27	25	27	28	21	26	26	29	28	26	24
5	16	17	18	22	15	23	30	15	16	18	16	20	27
6	8	9	9	6	8	7	9	9	9	7	8	9	9
7 - My area is worse off than most other areas	10	11	11	13	9	10	13	9	13	12	9	12	13
TOTAL WORSE OFF	34	37	38	41	32	40	52	33	38	37	33	41	49
Don't know	10	12	14	13	8	8	9	10	11	9	6	7	7
AVERAGE	4.2	4.3	4.4	4.5	4.1	4.3	4.6	4.1	4.4	4.3	4.1	4.4	4.6

Access to good shops and a thriving high street

1 - My area is better off than most other areas	5	4	1	0	7	4	2	5	3	2	4	3	2
2	10	9	6	3	13	8	4	9	8	5	10	8	6
3	15	13	12	11	19	16	15	14	13	13	16	16	12
TOTAL BETTER OFF	30	26	19	14	39	28	21	28	24	20	30	27	20
4	20	21	20	16	20	21	23	22	19	18	22	19	18
5	18	17	17	18	17	21	19	16	15	14	17	17	15
6	11	12	17	19	10	14	16	10	15	19	12	15	19
7 - My area is worse off than most other areas	14	15	18	23	10	14	18	14	20	22	14	19	22
TOTAL WORSE OFF	43	44	52	60	37	49	53	40	50	55	43	51	56
Don't know	8	10	10	9	4	3	3	9	8	6	4	4	4
AVERAGE	4.3	4.5	4.9	5.2	4.0	4.5	4.8	4.3	4.7	5.0	4.4	4.6	4.9

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE	
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Things to do and leisure activities

1 - My area is better off than most other areas	5	7	6	8	6	6	7	7	4	4	6	6	6	5	4	8	5	3	4
2	10	11	10	12	10	10	15	12	9	10	9	8	10	10	10	14	8	9	6
3	19	21	20	27	20	19	26	22	16	20	18	15	21	19	17	23	22	16	13
TOTAL BETTER OFF	34	39	36	47	36	35	48	41	29	34	33	29	37	34	31	45	35	28	23
4	21	25	22	20	24	22	16	21	24	21	22	17	20	21	25	22	21	24	18
5	17	16	18	14	16	18	16	17	17	17	17	18	17	17	16	14	17	18	20
6	10	6	11	11	9	9	9	9	11	9	10	12	9	10	10	8	11	10	9
7 - My area is worse off than most other areas	9	7	8	5	9	8	5	7	12	9	9	6	7	11	12	7	8	10	12
TOTAL WORSE OFF	36	29	37	30	34	35	30	33	40	35	36	36	33	38	38	29	36	38	41
Don't know	10	6	5	3	6	6	6	6	8	10	9	16	10	9	7	4	8	10	18
AVERAGE	4.1	3.8	4.1	3.8	4.0	4.0	3.7	3.9	4.3	4.1	4.1	4.1	4.0	4.2	4.2	3.8	4.1	4.3	4.5

The availability of public transport

1 - My area is better off than most other areas	8	8	12	7	7	11	10	10	6	7	9	12	10	7	6	10	9	6	8
2	11	15	12	14	12	11	13	12	11	12	11	15	11	10	12	13	11	9	11
3	16	19	15	19	17	16	19	16	16	18	16	15	18	15	17	17	16	16	17
TOTAL BETTER OFF	35	42	39	40	36	38	42	38	33	37	36	42	39	32	35	40	36	31	36
4	18	18	19	13	19	18	14	19	19	18	18	9	18	19	18	16	19	17	19
5	13	14	14	15	14	14	11	12	14	14	12	14	13	13	13	13	13	16	11
6	10	11	10	12	11	10	13	12	11	10	10	8	9	12	11	12	10	10	8
7 - My area is worse off than most other areas	13	10	13	18	14	13	14	13	16	11	14	7	10	15	17	13	12	14	12
TOTAL WORSE OFF	36	35	37	45	39	37	38	37	41	35	36	29	32	40	41	38	35	40	31
Don't know	10	6	5	3	6	7	5	6	7	10	10	19	11	9	6	5	10	11	15
AVERAGE	4.1	3.9	4.0	4.3	4.2	4.0	4.0	4.1	4.3	4.0	4.1	3.6	3.9	4.3	4.3	4.0	4.0	4.3	4.0

The affordability of public transport

1 - My area is better off than most other areas	3	4	5	3	3	5	4	5	2	2	4	5	3	2	3	4	2	2	4
2	7	10	9	4	9	7	7	7	8	8	7	9	6	5	10	9	7	6	5
3	14	18	15	15	15	15	14	16	13	14	15	15	15	13	15	17	14	13	12
TOTAL BETTER OFF	24	32	29	22	27	27	25	28	23	24	26	29	24	20	28	30	23	21	21
4	23	24	23	26	25	22	23	23	24	23	23	21	23	24	22	23	23	23	22
5	15	14	15	20	15	16	16	16	15	16	14	14	15	15	15	14	17	18	12
6	10	8	11	14	10	13	13	12	10	10	11	11	10	12	10	11	11	10	9
7 - My area is worse off than most other areas	9	8	11	7	10	10	8	9	11	9	10	6	8	12	11	10	8	9	11
TOTAL WORSE OFF	34	30	37	41	35	39	37	37	36	35	35	31	33	39	36	35	36	37	32
Don't know	18	14	11	10	15	12	14	13	16	18	17	19	19	16	15	11	17	20	24
AVERAGE	4.3	4.0	4.2	4.4	4.3	4.3	4.3	4.3	4.4	4.3	4.3	4.1	4.3	4.6	4.3	4.2	4.4	4.4	4.4

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Region											PoliticalWalls		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Things to do and leisure activities														
1 - My area is better off than most other areas	5	3	4	4	2	2	6	13	4	6	4	5	8	3
2	10	3	8	8	8	6	10	12	13	10	9	11	15	6
3	19	14	17	15	16	16	23	22	25	19	18	16	27	11
TOTAL BETTER OFF	34	20	29	27	26	24	39	47	42	35	31	32	50	20
4	21	27	20	26	23	19	20	18	21	26	16	19	20	20
5	17	17	17	13	20	20	16	16	15	14	20	22	13	21
6	10	15	13	12	10	10	10	5	9	10	9	9	6	10
7 - My area is worse off than most other areas	9	14	12	13	9	11	6	6	5	7	14	11	5	16
TOTAL WORSE OFF	36	46	42	38	39	41	32	27	29	31	43	42	24	47
Don't know	10	8	10	11	12	14	10	8	8	7	10	7	6	13
AVERAGE	4.1	4.6	4.4	4.4	4.3	4.5	3.9	3.6	3.8	4.0	4.4	4.2	3.6	4.7
The availability of public transport														
1 - My area is better off than most other areas	8	4	5	4	6	5	6	33	4	3	3	9	12	4
2	11	8	8	10	12	8	7	25	11	7	7	14	13	9
3	16	13	20	17	17	16	17	13	23	12	11	16	20	18
TOTAL BETTER OFF	35	25	33	31	35	29	30	71	38	22	21	39	45	31
4	18	24	21	19	18	18	21	11	18	16	16	16	16	19
5	13	14	13	16	10	13	17	7	13	16	19	12	8	14
6	10	14	9	11	10	12	10	3	10	17	10	11	12	11
7 - My area is worse off than most other areas	13	14	14	13	15	11	11	2	11	21	24	13	11	13
TOTAL WORSE OFF	36	42	36	40	35	36	38	12	34	54	53	36	31	38
Don't know	10	9	10	10	12	17	10	7	10	7	9	8	7	13
AVERAGE	4.1	4.5	4.2	4.3	4.2	4.3	4.2	2.5	4.1	4.8	4.9	4.0	3.8	4.3
The affordability of public transport														
1 - My area is better off than most other areas	3	3	2	1	4	1	1	10	1	2	1	4	4	2
2	7	6	10	8	4	6	6	12	5	3	7	9	9	6
3	14	11	12	14	15	15	12	19	13	14	14	18	16	18
TOTAL BETTER OFF	24	20	24	23	23	22	19	41	19	19	22	31	29	26
4	23	23	22	22	25	25	27	22	24	20	19	22	23	19
5	15	15	15	18	12	15	16	11	17	19	13	14	16	13
6	10	12	9	11	10	7	11	9	13	14	13	8	10	11
7 - My area is worse off than most other areas	9	11	12	9	11	6	6	7	10	13	13	9	8	9
TOTAL WORSE OFF	34	38	36	38	33	28	33	27	40	46	39	31	34	33
Don't know	18	18	18	18	19	25	21	9	17	16	20	17	14	22
AVERAGE	4.3	4.5	4.4	4.4	4.4	4.2	4.4	3.7	4.6	4.7	4.6	4.1	4.2	4.3

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
	Total	Urban			Town and Fringe	Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Things to do and leisure activities														
1 - My area is better off than most other areas	5	6	3	6	5	6	6	5	5	6	5	7	7	8
2	10	10	7	9	8	10	9	8	10	10	8	12	12	8
3	19	19	17	19	16	20	21	16	19	18	15	24	23	19
TOTAL BETTER OFF	34	35	27	34	29	36	36	29	34	34	28	43	42	35
4	21	21	19	22	23	21	20	21	22	24	25	21	22	25
5	17	17	16	14	16	17	12	14	18	15	18	15	12	13
6	10	9	14	12	17	9	13	21	10	11	12	9	12	16
7 - My area is worse off than most other areas	9	8	11	9	9	7	8	9	10	10	8	7	9	9
TOTAL WORSE OFF	36	34	41	35	42	33	33	44	38	36	38	31	33	38
Don't know	10	9	13	9	7	11	11	6	7	6	7	6	4	3
AVERAGE	4.1	4.0	4.4	4.1	4.3	4.0	4.1	4.4	4.1	4.1	4.2	3.8	3.9	4.1
The availability of public transport														
1 - My area is better off than most other areas	8	10	2	3	4	12	3	3	8	4	5	12	4	5
2	11	13	5	8	8	13	7	8	14	9	9	15	9	9
3	16	18	12	17	17	18	19	20	18	14	13	18	17	17
TOTAL BETTER OFF	35	41	19	28	29	43	29	31	40	27	27	45	30	31
4	18	19	13	17	17	17	16	14	21	18	21	19	16	19
5	13	13	15	16	17	13	17	19	14	15	14	13	17	14
6	10	8	16	13	12	8	13	13	8	13	12	8	13	10
7 - My area is worse off than most other areas	13	9	25	18	16	7	16	16	11	20	16	8	18	18
TOTAL WORSE OFF	36	30	56	47	45	28	46	48	33	48	42	29	48	42
Don't know	10	10	12	9	9	12	9	8	6	8	9	8	6	6
AVERAGE	4.1	3.8	5.1	4.6	4.5	3.7	4.5	4.5	3.9	4.6	4.4	3.7	4.5	4.4
The affordability of public transport														
1 - My area is better off than most other areas	3	4	1	1	2	4	1	1	3	2	4	4	1	2
2	7	8	3	5	5	7	6	5	9	4	4	9	6	6
3	14	15	13	12	13	16	13	16	15	10	10	17	15	19
TOTAL BETTER OFF	24	27	17	18	20	27	20	22	27	16	18	30	22	27
4	23	24	17	23	23	24	21	26	24	25	21	24	25	28
5	15	14	18	17	16	14	19	17	15	14	14	15	16	13
6	10	10	10	10	10	10	10	10	10	11	10	10	11	10
7 - My area is worse off than most other areas	9	8	16	12	13	7	11	13	8	14	14	7	12	11
TOTAL WORSE OFF	34	32	44	39	39	31	40	40	33	39	38	32	39	34
Don't know	18	17	22	20	18	17	20	13	15	19	24	14	15	11
AVERAGE	4.3	4.2	4.8	4.6	4.6	4.2	4.5	4.5	4.2	4.7	4.6	4.1	4.5	4.3

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	C2DE			Degrees			No degree			Home owner			
Total	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target	
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%

Things to do and leisure activities

1 - My area is better off than most other areas	5	4	4	3	7	5	7	5	6	4	5	6	6
2	10	8	7	8	14	13	9	9	8	8	11	10	7
3	19	14	15	13	23	20	17	18	19	16	22	22	21
TOTAL BETTER OFF	34	26	26	24	44	38	33	32	33	28	38	38	34
4	21	21	22	22	20	25	24	21	21	23	22	24	23
5	17	20	15	18	16	14	15	17	13	16	17	14	18
6	10	9	13	18	8	11	15	10	13	18	8	10	13
7 - My area is worse off than most other areas	9	10	9	9	7	5	6	9	10	10	8	8	6
TOTAL WORSE OFF	36	39	37	45	31	30	36	36	36	44	33	32	37
Don't know	10	14	14	10	5	7	7	11	9	6	6	6	6
AVERAGE	4.1	4.3	4.3	4.5	3.8	3.9	4.1	4.1	4.2	4.4	4.0	4.0	4.1

The availability of public transport

1 - My area is better off than most other areas	8	8	3	3	14	3	4	9	4	4	8	3	2
2	11	12	7	8	14	6	6	13	9	9	13	8	10
3	16	18	16	16	19	17	17	18	16	17	18	15	13
TOTAL BETTER OFF	35	38	26	27	47	26	27	40	29	30	39	26	25
4	18	19	17	15	19	21	18	19	15	16	20	16	17
5	13	14	15	19	12	15	12	14	16	19	13	17	17
6	10	7	13	14	8	14	15	8	13	11	10	16	18
7 - My area is worse off than most other areas	13	9	17	14	9	18	20	9	18	14	10	19	16
TOTAL WORSE OFF	36	30	45	47	29	47	47	31	47	44	33	52	51
Don't know	10	12	12	11	6	6	7	12	10	9	7	7	8
AVERAGE	4.1	3.9	4.6	4.5	3.6	4.6	4.7	3.8	4.5	4.4	3.9	4.7	4.7

The affordability of public transport

1 - My area is better off than most other areas	3	3	2	2	5	1	2	3	2	2	3	1	2
2	7	6	5	4	8	6	5	8	5	4	8	4	3
3	14	14	8	8	18	13	17	14	11	12	14	11	12
TOTAL BETTER OFF	24	23	15	14	31	20	24	25	18	18	25	16	17
4	23	24	20	20	24	26	24	24	22	23	26	24	25
5	15	14	18	18	15	16	12	14	17	17	15	17	15
6	10	10	10	9	11	11	13	10	10	8	11	11	12
7 - My area is worse off than most other areas	9	9	13	15	8	12	13	8	13	13	8	12	12
TOTAL WORSE OFF	34	33	41	42	34	39	38	32	40	38	34	40	39
Don't know	18	20	24	24	12	15	14	19	21	20	15	19	20
AVERAGE	4.3	4.3	4.7	4.8	4.1	4.5	4.5	4.2	4.6	4.6	4.3	4.7	4.6

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The number of good jobs

1 - My area is better off than most other areas	3	4	3	3	3	3	5	3	2	3	3	3	3	3	2	5	2	2	2
2	6	10	6	10	8	7	8	7	6	7	5	7	7	5	7	9	6	5	4
3	14	19	16	16	16	14	19	16	12	14	13	17	15	12	12	17	15	13	9
TOTAL BETTER OFF	23	33	25	29	27	24	32	26	20	24	21	27	25	20	21	31	23	20	15
4	22	23	21	22	24	23	22	24	23	22	22	16	23	23	21	24	23	21	19
5	17	17	18	16	17	16	14	15	17	16	17	19	17	16	16	16	17	17	16
6	11	8	12	11	10	12	11	11	12	12	11	10	11	14	10	9	14	12	11
7 - My area is worse off than most other areas	9	4	10	12	8	11	6	9	12	10	9	7	8	12	11	8	7	13	11
TOTAL WORSE OFF	37	29	40	39	35	39	31	35	41	38	37	36	36	42	37	33	38	42	38
Don't know	18	15	12	11	15	14	15	14	16	17	19	21	17	16	22	12	17	17	28
AVERAGE	4.4	3.9	4.4	4.3	4.2	4.4	4.0	4.3	4.6	4.4	4.4	4.3	4.3	4.6	4.5	4.1	4.4	4.6	4.7

Opportunities for young people

1 - My area is better off than most other areas	2	2	3	1	2	2	3	2	2	2	2	6	2	2	1	3	2	1	1
2	5	7	5	4	6	5	6	5	5	5	5	6	5	3	6	7	5	4	3
3	12	16	13	20	14	13	18	15	10	13	11	14	13	12	12	15	13	11	8
TOTAL BETTER OFF	19	25	21	25	22	20	27	22	17	20	18	26	20	17	19	25	20	16	12
4	21	25	19	24	24	19	22	23	21	22	20	21	21	21	20	24	20	19	20
5	18	15	20	19	16	18	17	16	17	17	18	19	18	18	15	17	19	19	15
6	12	9	15	13	10	16	14	14	11	11	12	8	12	13	12	12	12	11	11
7 - My area is worse off than most other areas	11	7	12	9	10	12	7	9	13	10	11	7	9	13	13	9	9	15	12
TOTAL WORSE OFF	41	31	47	41	36	46	38	39	41	38	41	34	39	44	40	38	40	45	38
Don't know	20	19	14	10	19	16	15	15	21	20	20	20	20	18	22	14	20	19	28
AVERAGE	4.6	4.2	4.6	4.5	4.4	4.7	4.3	4.5	4.7	4.5	4.6	4.1	4.5	4.7	4.6	4.3	4.5	4.8	4.8

Amount of public funding spent

1 - My area is better off than most other areas	1	2	1	0	1	2	1	2	1	1	1	2	1	1	1	2	1	1	1
2	3	4	2	2	3	3	3	3	3	3	3	2	3	2	3	4	3	2	2
3	8	12	8	9	9	7	8	9	7	8	8	10	8	7	7	10	9	6	5
TOTAL BETTER OFF	12	18	11	11	13	12	12	14	11	12	12	14	12	10	11	16	13	9	8
4	19	24	18	27	22	19	21	21	20	21	18	19	18	21	20	21	20	19	17
5	16	14	20	18	15	17	22	18	15	17	16	15	18	16	13	16	18	17	13
6	13	9	15	12	12	14	13	13	13	14	11	12	11	14	14	12	14	12	13
7 - My area is worse off than most other areas	11	8	13	12	11	15	7	11	15	12	11	5	10	15	13	12	8	13	14
TOTAL WORSE OFF	40	31	48	42	38	46	42	42	43	43	38	32	39	45	40	40	40	42	40
Don't know	29	26	22	20	26	24	24	24	27	25	32	34	30	23	29	23	28	30	36
AVERAGE	4.8	4.4	5.0	4.8	4.7	4.9	4.7	4.7	4.9	4.8	4.8	4.5	4.8	5.0	4.9	4.7	4.7	5.0	5.1

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Fieldwork: 21st - 23rd November 2022

	Region											PoliticalWalls		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The number of good jobs														
1 - My area is better off than most other areas	3	1	2	2	1	2	3	5	4	2	3	2	5	2
2	6	2	6	5	3	5	8	11	11	4	3	5	15	4
3	14	8	9	7	15	12	15	17	19	17	11	16	23	8
TOTAL BETTER OFF	23	11	17	14	19	19	26	33	34	23	17	23	43	14
4	22	20	21	22	22	30	27	20	20	20	15	21	20	24
5	17	18	20	21	19	10	17	12	14	19	19	16	13	20
6	11	19	12	14	11	10	6	7	10	14	20	11	5	14
7 - My area is worse off than most other areas	9	18	14	11	8	11	4	4	5	11	16	13	3	10
TOTAL WORSE OFF	37	55	46	46	38	31	27	23	29	44	55	40	21	44
Don't know	18	14	16	17	20	21	21	25	17	13	13	16	16	18
AVERAGE	4.4	5.1	4.7	4.7	4.5	4.4	4.0	3.8	4.0	4.6	4.9	4.5	3.6	4.7
Opportunities for young people														
1 - My area is better off than most other areas	2	1	1	0	1	1	2	4	4	2	1	1	3	2
2	5	2	5	3	0	5	3	9	8	3	4	6	6	2
3	12	6	11	8	13	8	15	14	17	12	13	10	23	9
TOTAL BETTER OFF	19	9	17	11	14	14	20	27	29	17	18	17	32	13
4	21	15	16	21	25	23	22	24	21	26	13	19	23	18
5	18	15	18	22	21	21	17	11	16	16	16	22	13	21
6	12	29	16	10	8	10	12	6	9	11	19	12	8	14
7 - My area is worse off than most other areas	11	20	16	14	11	10	6	5	6	13	20	13	4	15
TOTAL WORSE OFF	41	64	50	46	40	41	35	22	31	40	55	47	25	50
Don't know	20	13	18	22	21	23	23	27	18	16	15	16	20	19
AVERAGE	4.6	5.4	4.9	4.9	4.7	4.6	4.4	3.9	4.1	4.6	5.0	4.7	4.0	4.9
Amount of public funding spent														
1 - My area is better off than most other areas	1	1	1	1	0	2	1	2	2	0	1	1	1	0
2	3	1	3	3	2	2	3	5	4	2	3	2	5	1
3	8	1	4	5	7	6	9	14	9	9	7	9	15	4
TOTAL BETTER OFF	12	3	8	9	9	10	13	21	15	11	11	12	21	5
4	19	15	16	14	20	20	23	22	21	23	16	19	19	20
5	16	15	20	20	15	16	13	11	14	15	15	24	15	18
6	13	27	15	16	12	13	12	10	11	12	12	8	8	14
7 - My area is worse off than most other areas	11	23	16	15	13	11	5	7	7	12	19	12	6	15
TOTAL WORSE OFF	40	65	51	51	40	40	30	28	32	39	46	44	29	47
Don't know	29	17	24	26	30	31	34	29	33	28	28	27	31	27
AVERAGE	4.8	5.6	5.1	5.1	5.0	4.8	4.5	4.3	4.5	4.8	5.1	4.8	4.3	5.2

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
	Urban	Town and Fringe			Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target	
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The number of good jobs														
1 - My area is better off than most other areas	3	3	1	2	2	3	2	1	3	1	2	4	2	2
2	6	7	4	4	4	7	3	4	7	4	4	8	4	2
3	14	14	12	12	9	15	11	8	13	12	10	16	14	8
TOTAL BETTER OFF	23	24	17	18	15	25	16	13	23	17	16	28	20	12
4	22	22	18	19	18	24	17	16	20	20	21	24	22	23
5	17	16	18	19	23	17	23	29	15	15	16	16	20	25
6	11	10	15	16	17	11	17	19	10	15	15	11	16	19
7 - My area is worse off than most other areas	9	9	13	14	14	8	12	14	10	16	15	6	13	11
TOTAL WORSE OFF	37	35	46	49	54	36	52	62	35	46	46	33	49	55
Don't know	18	18	18	15	13	17	14	9	21	17	18	15	10	10
AVERAGE	4.4	4.3	4.8	4.8	4.9	4.3	4.8	5.0	4.4	4.8	4.8	4.1	4.7	4.9
Opportunities for young people														
1 - My area is better off than most other areas	2	2	1	1	1	3	2	1	2	1	1	3	2	1
2	5	6	1	4	4	6	4	4	5	3	3	7	4	3
3	12	13	8	12	11	14	14	12	12	9	9	15	14	17
TOTAL BETTER OFF	19	21	10	17	16	23	20	17	19	13	13	25	20	21
4	21	22	17	17	12	22	14	11	22	19	13	22	18	13
5	18	16	20	20	21	17	23	25	15	17	17	17	19	20
6	12	11	14	16	19	11	15	17	12	17	22	11	19	22
7 - My area is worse off than most other areas	11	9	18	16	19	8	14	19	11	17	19	7	13	14
TOTAL WORSE OFF	41	36	52	52	59	36	52	61	38	51	58	35	51	56
Don't know	20	21	20	16	14	20	14	12	22	17	17	18	10	10
AVERAGE	4.6	4.4	5.1	4.9	5.1	4.3	4.8	5.0	4.6	5.0	5.2	4.3	4.8	4.9
Amount of public funding spent														
1 - My area is better off than most other areas	1	1	0	2	2	2	1	1	1	2	2	2	2	2
2	3	3	1	3	4	3	4	5	3	2	3	4	3	3
3	8	9	6	6	5	9	6	5	8	6	6	10	9	8
TOTAL BETTER OFF	12	13	7	11	11	14	11	11	12	10	11	16	14	13
4	19	20	17	16	14	20	16	13	21	16	16	21	18	17
5	16	15	18	14	17	16	17	22	13	11	11	16	14	17
6	13	12	13	15	16	11	14	16	14	16	15	12	16	21
7 - My area is worse off than most other areas	11	11	13	14	17	9	10	14	13	17	20	9	14	17
TOTAL WORSE OFF	40	38	44	43	50	36	41	52	40	44	46	37	44	55
Don't know	29	28	32	30	25	29	31	24	26	30	26	26	25	16
AVERAGE	4.8	4.8	5.1	5.0	5.1	4.6	4.9	5.0	4.9	5.1	5.1	4.6	4.9	5.1

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	C2DE			Degrees			No degree			Home owner			
Total	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target	
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%

The number of good jobs

1 - My area is better off than most other areas	3	2	2	1	5	2	2	2	2	1	3	2	1
2	6	5	4	5	8	4	3	6	4	4	8	4	4
3	14	12	10	10	17	12	7	13	11	10	14	10	9
TOTAL BETTER OFF	23	19	16	16	30	18	12	21	17	15	25	16	14
4	22	21	15	13	23	19	17	22	18	19	24	21	21
5	17	16	18	21	15	25	30	16	17	20	16	18	20
6	11	10	17	16	10	19	21	10	16	16	11	18	20
7 - My area is worse off than most other areas	9	11	15	18	8	14	17	9	14	13	9	14	15
TOTAL WORSE OFF	37	37	50	55	33	58	68	35	47	49	36	50	55
Don't know	18	22	20	16	12	5	3	21	19	17	16	14	11
AVERAGE	4.4	4.5	4.9	5.0	4.1	4.8	5.1	4.4	4.8	4.8	4.3	4.8	4.9

Opportunities for young people

1 - My area is better off than most other areas	2	1	1	1	3	1	0	2	2	1	2	1	0
2	5	4	3	4	7	4	5	5	3	3	6	3	5
3	12	11	9	6	16	13	12	12	11	11	14	10	9
TOTAL BETTER OFF	19	16	13	11	26	18	17	19	16	15	22	14	14
4	21	21	15	10	22	13	8	22	18	13	22	19	15
5	18	16	20	23	17	24	22	16	18	21	18	22	22
6	12	11	13	16	11	18	21	11	15	18	12	15	18
7 - My area is worse off than most other areas	11	12	18	23	9	17	24	10	15	16	9	15	17
TOTAL WORSE OFF	41	39	51	62	37	59	67	37	48	55	39	52	57
Don't know	20	24	21	18	16	10	8	23	18	17	18	15	14
AVERAGE	4.6	4.7	5.0	5.3	4.3	5.0	5.2	4.5	4.9	5.0	4.4	4.9	5.0

Amount of public funding spent

1 - My area is better off than most other areas	1	1	1	2	2	0	0	1	2	2	1	1	1
2	3	2	3	6	3	4	5	3	3	4	3	2	3
3	8	7	4	2	11	10	8	8	5	4	8	6	5
TOTAL BETTER OFF	12	10	8	10	16	14	13	12	10	10	12	9	9
4	19	18	14	12	21	20	17	20	15	13	21	16	15
5	16	14	14	17	18	18	17	14	13	17	15	14	18
6	13	13	14	11	11	9	11	13	16	18	13	16	18
7 - My area is worse off than most other areas	11	14	13	17	11	18	24	11	12	14	12	15	20
TOTAL WORSE OFF	40	41	41	45	40	45	52	38	41	49	40	45	56
Don't know	29	31	36	33	24	20	17	30	34	28	27	28	20
AVERAGE	4.8	5.0	5.1	5.0	4.6	4.9	5.1	4.8	5.0	5.1	4.8	5.1	5.3

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that the Labour Party won the next election and came to power. Which, if any, of the following would you MOST like to see the Labour government promise to improve your local area? Please tick up to three.

Improve NHS services	56	50	67	68	52	69	71	68	52	52	60	41	58	58	57	62	54	54	51
Invest in renewable energy such as wind and solar	26	19	36	35	20	36	38	37	19	29	23	22	30	26	20	33	25	22	21
Reduce crime and increase police numbers	23	29	20	16	31	17	17	18	31	23	22	10	20	28	29	22	21	26	23
Improve social care services	21	19	27	29	20	29	30	27	21	18	24	9	16	25	30	22	20	21	20
Build more affordable homes	20	14	28	16	14	29	19	23	17	21	19	24	22	18	18	19	21	19	21
Invest in schools and youth services	15	10	22	22	11	21	23	21	10	13	16	13	19	13	10	20	15	12	10
Support high streets and town centres	13	17	13	16	16	12	10	12	15	12	15	8	13	14	15	13	15	15	11
Protect and improve nature and wildlife	13	9	14	17	10	13	15	15	10	12	13	16	14	13	9	14	12	13	14
Support local businesses to create new jobs	12	14	12	11	13	11	9	12	12	13	10	9	10	14	12	12	12	11	10
Protect British values	11	24	3	7	22	3	4	3	21	13	9	4	8	13	18	8	11	17	10
Guarantee access to affordable public transport	10	8	12	12	8	13	12	11	9	10	10	13	9	10	11	11	12	8	9
Ensure fair immigration rules	10	13	7	9	13	7	8	7	14	11	10	9	7	12	13	10	9	12	11
Support sustainable British farming	9	13	5	10	13	5	8	8	12	8	9	7	7	11	10	9	9	10	7
Guarantee access to affordable local childcare	6	4	9	5	3	8	8	9	4	5	7	5	10	3	3	10	5	5	4
Protect free speech	6	8	3	6	9	3	5	4	10	9	4	4	5	8	8	5	8	6	6
None of these	2	3	0	0	2	1	0	1	3	3	2	5	2	2	3	2	2	2	4
Don't know	8	6	2	2	6	3	3	3	6	7	9	23	8	5	6	3	10	8	12

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Region											PoliticalWalls		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that the Labour Party won the next election and came to power. Which, if any, of the following would you MOST like to see the Labour government promise to improve your local area? Please tick up to three.

Improve NHS services	56	49	56	55	54	48	58	56	58	56	59	60	52	51
Invest in renewable energy such as wind and solar	26	29	23	20	26	25	25	25	30	30	26	26	32	23
Reduce crime and increase police numbers	23	27	25	31	20	24	23	31	22	16	14	15	21	22
Improve social care services	21	21	26	21	24	17	20	21	19	24	18	17	20	25
Build more affordable homes	20	23	19	18	15	17	18	29	20	18	19	22	24	25
Invest in schools and youth services	15	11	12	15	12	20	16	13	18	14	12	17	17	15
Support high streets and town centres	13	15	15	16	13	13	15	12	12	11	10	15	12	13
Protect and improve nature and wildlife	13	8	17	9	11	12	14	13	14	16	14	10	21	14
Support local businesses to create new jobs	12	11	14	13	11	11	6	11	10	12	14	15	9	13
Protect British values	11	8	13	15	18	13	12	7	10	13	9	5	9	13
Guarantee access to affordable public transport	10	11	11	12	8	8	8	12	9	13	8	12	10	7
Ensure fair immigration rules	10	12	7	12	10	8	11	11	12	12	6	7	13	8
Support sustainable British farming	9	8	5	10	12	9	8	3	11	11	12	10	11	8
Guarantee access to affordable local childcare	6	6	5	6	6	4	7	8	6	3	6	10	4	4
Protect free speech	6	7	9	6	5	7	5	5	6	5	10	8	5	6
None of these	2	0	2	3	2	5	2	2	3	1	2	3	2	4
Don't know	8	13	8	7	11	10	8	7	6	8	11	8	5	8

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
	Urban	Town and Fringe			Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target	
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that the Labour Party won the next election and came to power. Which, if any, of the following would you MOST like to see the Labour government promise to improve your local area? Please tick up to three.

Improve NHS services	56	56	56	57	58	54	57	57	58	56	59	58	58	60
Invest in renewable energy such as wind and solar	26	26	27	26	23	27	28	26	22	24	20	29	28	29
Reduce crime and increase police numbers	23	25	16	20	24	21	17	21	32	22	28	23	18	22
Improve social care services	21	21	19	20	18	16	15	13	29	27	23	21	18	16
Build more affordable homes	20	21	19	18	18	22	17	18	19	18	19	21	17	16
Invest in schools and youth services	15	15	13	12	12	17	15	14	12	9	10	18	16	16
Support high streets and town centres	13	14	10	14	13	14	14	16	14	14	10	14	14	14
Protect and improve nature and wildlife	13	12	15	12	12	13	14	13	10	10	10	12	11	10
Support local businesses to create new jobs	12	12	9	13	12	11	14	16	13	12	8	12	16	14
Protect British values	11	11	12	13	12	8	7	7	16	20	19	9	13	14
Guarantee access to affordable public transport	10	10	13	8	6	10	8	9	9	7	3	11	9	7
Ensure fair immigration rules	10	10	9	10	10	8	9	8	14	12	13	9	9	11
Support sustainable British farming	9	7	12	12	11	6	9	8	9	15	14	7	11	9
Guarantee access to affordable local childcare	6	6	5	5	4	8	7	7	3	2	2	7	5	5
Protect free speech	6	6	6	7	8	5	6	6	8	8	11	6	8	11
None of these	2	2	2	2	2	3	1	2	2	2	2	1	1	0
Don't know	8	8	10	10	10	10	11	9	5	8	10	7	9	8

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	C2DE			Degrees			No degree			Home owner			
Total	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target	
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that the Labour Party won the next election and came to power. Which, if any, of the following would you MOST like to see the Labour government promise to improve your local area?
Please tick up to three.

Improve NHS services	56	52	56	55	61	65	66	53	54	54	58	60	62
Invest in renewable energy such as wind and solar	26	21	25	18	37	43	39	20	21	16	27	28	28
Reduce crime and increase police numbers	23	28	22	27	19	12	16	28	22	28	29	20	23
Improve social care services	21	20	23	19	22	24	17	20	19	18	24	24	19
Build more affordable homes	20	21	19	20	23	18	20	20	17	18	15	14	14
Invest in schools and youth services	15	11	8	9	21	19	16	12	9	11	17	13	13
Support high streets and town centres	13	13	13	13	12	7	8	15	16	16	15	15	14
Protect and improve nature and wildlife	13	13	13	13	15	15	11	11	11	12	11	9	8
Support local businesses to create new jobs	12	11	11	11	11	13	13	12	13	12	12	14	12
Protect British values	11	13	14	11	5	5	7	14	16	14	13	15	14
Guarantee access to affordable public transport	10	8	7	6	12	13	15	8	6	3	10	7	7
Ensure fair immigration rules	10	12	11	10	10	7	11	11	11	10	11	10	11
Support sustainable British farming	9	8	13	13	6	12	13	8	12	10	8	14	14
Guarantee access to affordable local childcare	6	5	5	3	9	7	7	5	4	3	6	5	5
Protect free speech	6	6	6	6	6	7	9	6	7	8	6	6	7
None of these	2	4	2	3	1	2	1	3	2	2	1	2	1
Don't know	8	9	11	12	4	4	5	10	12	12	6	8	9

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 1 to 7, where 1 is "completely unimportant" and 7 is "extremely important", thinking about your life in general, how important or unimportant are each of the following things to you?

Work

1 - Completely unimportant	12	18	8	12	18	8	9	10	18	13	11	4	4	10	33	11	9	15	15
2	5	7	3	7	6	4	5	5	6	5	5	2	2	5	9	5	6	3	5
3	7	5	7	11	6	6	9	7	6	7	6	9	7	6	6	6	7	5	8
TOTAL UNIMPORTANT	24	30	18	30	30	18	23	22	30	25	22	15	13	21	48	22	22	23	28
4	16	15	18	17	16	16	13	16	16	17	15	19	17	15	14	16	17	14	16
5	20	16	24	22	18	22	23	21	16	20	20	27	24	20	10	22	22	20	14
6	16	16	19	16	14	18	23	19	14	15	17	13	21	18	6	19	17	16	11
7 - Extremely important	16	14	17	12	14	19	12	17	15	16	15	14	19	19	8	17	15	18	14
TOTAL IMPORTANT	52	46	60	50	46	59	58	57	45	51	52	54	64	57	24	58	54	54	39
Don't know	9	8	5	4	8	5	7	5	9	8	10	13	6	6	14	3	7	10	16
AVERAGE	4.5	4.2	4.8	4.3	4.2	4.8	4.6	4.7	4.2	4.5	4.6	4.8	5.1	4.7	3.1	4.6	4.6	4.5	4.2

Family

1 - Completely unimportant	2	2	1	1	2	1	2	1	2	2	1	1	2	2	2	1	2	1	3
2	1	2	1	1	1	1	0	1	1	2	1	1	1	2	1	1	1	3	1
3	2	2	2	5	2	3	3	2	2	3	1	4	2	2	2	3	2	2	3
TOTAL UNIMPORTANT	5	6	4	7	5	5	5	4	5	7	3	6	5	6	5	5	5	6	7
4	6	5	4	5	5	5	4	5	5	7	4	8	6	5	5	5	7	4	7
5	9	7	10	12	8	10	11	9	8	12	7	13	10	9	6	9	10	8	8
6	14	15	15	17	14	15	15	15	14	16	12	14	14	13	14	14	16	12	13
7 - Extremely important	62	66	64	58	67	64	63	65	66	53	70	48	60	64	70	67	60	64	56
TOTAL IMPORTANT	85	88	89	87	89	89	89	89	88	81	89	75	84	86	90	90	86	84	77
Don't know	4	1	2	1	2	2	2	2	3	5	4	11	5	2	2	1	3	5	8
AVERAGE	6.2	6.3	6.3	6.1	6.3	6.3	6.3	6.3	6.3	6.0	6.4	6.0	6.2	6.2	6.3	6.3	6.2	6.3	6.1

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Region											PoliticalWalls		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 1 to 7, where 1 is "completely unimportant" and 7 is "extremely important", thinking about your life in general, how important or unimportant are each of the following things to you?

Work

1 - Completely unimportant	12	15	14	18	11	12	13	8	9	10	13	14	8	13
2	5	4	5	6	7	4	3	2	6	5	3	6	6	5
3	7	2	5	8	6	8	4	9	5	6	9	10	6	8
TOTAL UNIMPORTANT	24	21	24	32	24	24	20	19	20	21	25	30	20	26
4	16	16	18	12	16	18	17	14	18	15	15	14	17	16
5	20	21	19	20	19	18	21	20	18	21	18	23	21	16
6	16	12	15	13	15	14	16	19	22	17	13	14	20	12
7 - Extremely important	16	21	16	15	16	13	15	18	15	17	21	13	15	19
TOTAL IMPORTANT	52	54	50	48	50	45	52	57	55	55	52	50	56	47
Don't know	9	9	9	7	11	13	11	10	6	9	8	5	7	10
AVERAGE	4.5	4.6	4.4	4.2	4.5	4.4	4.6	4.8	4.7	4.7	4.6	4.3	4.7	4.4

Family

1 - Completely unimportant	2	2	2	4	0	1	1	3	2	0	1	1	3	1
2	1	2	0	4	3	1	1	1	1	0	0	1	1	0
3	2	2	2	4	4	2	2	3	1	2	1	2	2	2
TOTAL UNIMPORTANT	5	6	4	12	7	4	4	7	4	2	2	4	6	3
4	6	4	7	3	5	10	3	6	5	7	5	5	5	5
5	9	11	10	7	7	10	7	11	8	7	16	8	8	9
6	14	18	11	11	12	12	18	15	16	15	8	13	19	12
7 - Extremely important	62	55	64	62	63	55	65	56	64	64	64	66	60	64
TOTAL IMPORTANT	85	84	85	80	82	77	90	82	88	86	88	87	87	85
Don't know	4	6	4	4	6	8	3	5	2	3	4	4	2	7
AVERAGE	6.2	6.1	6.3	6.0	6.2	6.1	6.4	6.1	6.3	6.4	6.3	6.3	6.2	6.4

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
	Urban	Town and Fringe			Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target	
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 1 to 7, where 1 is "completely unimportant" and 7 is "extremely important", thinking about your life in general, how important or unimportant are each of the following things to you?

Work

1 - Completely unimportant	12	12	11	14	14	4	3	3	25	25	26	9	14	16
2	5	5	3	5	4	3	4	4	8	6	4	5	5	3
3	7	7	6	6	7	7	6	9	6	6	4	7	7	8
TOTAL UNIMPORTANT	24	24	20	25	25	14	13	16	39	37	34	21	26	27
4	16	15	17	16	15	16	18	16	14	14	14	17	15	15
5	20	20	20	21	22	24	26	26	13	15	17	22	24	25
6	16	17	13	14	13	21	17	14	11	11	12	19	15	12
7 - Extremely important	16	16	19	15	17	18	19	21	12	10	13	16	13	14
TOTAL IMPORTANT	52	53	52	50	52	63	62	61	36	36	42	57	52	51
Don't know	9	8	12	10	8	7	8	5	11	13	11	5	7	6
AVERAGE	4.5	4.5	4.7	4.4	4.5	5.0	5.0	5.0	3.7	3.7	3.9	4.7	4.4	4.3

Family

1 - Completely unimportant	2	2	0	2	2	2	1	2	2	2	2	1	1	1
2	1	1	1	2	2	1	2	2	1	2	1	1	1	1
3	2	2	2	2	2	3	3	2	2	2	2	2	2	2
TOTAL UNIMPORTANT	5	5	3	6	6	6	6	6	5	6	5	4	4	4
4	6	6	5	5	6	6	5	6	5	5	7	6	4	5
5	9	10	7	10	13	11	10	12	7	9	13	11	11	16
6	14	14	12	13	11	15	13	10	13	14	13	15	14	8
7 - Extremely important	62	61	66	62	62	56	62	64	68	63	59	61	65	64
TOTAL IMPORTANT	85	85	85	85	86	82	85	86	88	86	85	87	90	88
Don't know	4	4	7	4	3	6	5	2	2	3	3	3	2	2
AVERAGE	6.2	6.2	6.4	6.2	6.1	6.1	6.2	6.2	6.3	6.2	6.1	6.2	6.3	6.2

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	C2DE			Degrees			No degree			Home owner			
Total	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target	
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 1 to 7, where 1 is "completely unimportant" and 7 is "extremely important", thinking about your life in general, how important or unimportant are each of the following things to you?

Work

1 - Completely unimportant	12	16	13	12	9	11	13	14	14	15	14	17	16
2	5	4	5	4	5	6	3	5	5	4	5	6	4
3	7	7	6	5	7	8	6	7	6	7	6	5	5
TOTAL UNIMPORTANT	24	27	24	21	21	25	22	26	25	26	25	28	25
4	16	14	16	15	16	17	22	15	15	12	16	15	14
5	20	17	18	20	23	22	23	18	20	22	20	22	26
6	16	15	12	14	21	14	9	15	14	15	17	15	15
7 - Extremely important	16	16	17	20	17	18	19	15	14	16	15	13	16
TOTAL IMPORTANT	52	48	47	54	61	54	51	48	48	53	52	50	57
Don't know	9	13	13	9	3	5	6	11	12	8	6	7	4
AVERAGE	4.5	4.4	4.4	4.7	4.7	4.5	4.5	4.4	4.4	4.4	4.4	4.2	4.4

Family

1 - Completely unimportant	2	2	2	3	2	2	2	2	1	2	1	2	1
2	1	2	3	3	1	2	2	1	2	2	1	3	2
3	2	3	3	2	3	3	2	2	2	2	2	2	1
TOTAL UNIMPORTANT	5	7	8	8	6	7	6	5	5	6	4	7	4
4	6	6	6	7	6	6	6	5	5	6	5	4	3
5	9	8	8	9	10	11	14	9	9	12	9	9	11
6	14	13	13	14	16	12	8	14	14	12	14	13	11
7 - Extremely important	62	60	59	59	60	61	62	61	62	61	66	67	67
TOTAL IMPORTANT	85	81	80	82	86	84	84	84	85	85	89	89	89
Don't know	4	6	6	4	2	3	3	5	4	2	2	2	2
AVERAGE	6.2	6.1	6.1	6.0	6.2	6.1	6.1	6.2	6.3	6.1	6.3	6.2	6.4

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Friends																			
1 - Completely unimportant	3	3	1	1	3	2	0	1	3	4	2	4	2	3	2	2	2	4	5
2	3	3	2	3	3	2	3	1	3	3	2	3	3	2	2	1	2	2	5
3	5	5	5	6	5	4	3	4	5	7	3	4	6	5	4	5	5	4	6
TOTAL UNIMPORTANT	11	11	8	10	11	8	6	6	11	14	7	11	11	10	8	8	9	10	16
4	12	12	12	10	12	11	10	11	14	13	11	12	13	13	11	12	14	12	12
5	18	19	19	22	18	19	18	18	18	19	18	18	18	20	16	18	21	19	15
6	21	23	23	24	21	24	28	25	21	22	20	15	22	21	22	23	22	19	19
7 - Extremely important	34	34	36	33	37	36	35	37	34	27	40	32	31	32	42	38	31	36	30
TOTAL IMPORTANT	73	76	78	79	76	79	81	80	73	68	78	65	71	73	80	79	74	74	64
Don't know	4	1	2	1	1	2	2	2	3	4	4	12	5	2	2	2	3	5	9
AVERAGE	5.5	5.5	5.6	5.6	5.5	5.6	5.8	5.8	5.4	5.3	5.7	5.4	5.4	5.5	5.7	5.7	5.5	5.5	5.2
My home																			
1 - Completely unimportant	0	1	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	1	1
2	1	0	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1
3	2	1	2	2	1	2	2	2	1	3	1	5	3	2	1	1	3	2	3
TOTAL UNIMPORTANT	3	2	3	3	2	3	3	3	2	5	1	7	4	3	2	2	4	4	5
4	6	4	5	6	5	6	3	5	5	8	4	8	7	4	5	4	6	5	8
5	13	11	15	17	10	15	17	14	11	16	11	20	16	11	8	13	14	14	12
6	22	22	25	20	20	25	26	24	21	22	22	20	22	23	21	24	24	20	18
7 - Extremely important	51	59	49	53	62	49	49	52	58	45	56	33	46	56	62	55	48	51	49
TOTAL IMPORTANT	86	92	89	90	92	89	92	90	90	83	89	73	84	90	91	92	86	85	79
Don't know	4	2	2	1	2	2	2	2	3	5	4	13	5	2	2	1	4	6	8
AVERAGE	6.2	6.3	6.1	6.1	6.4	6.1	6.2	6.2	6.3	5.9	6.4	5.7	6.0	6.3	6.4	6.3	6.1	6.1	6.0
The area where I live																			
1 - Completely unimportant	1	2	1	0	2	1	0	1	2	2	1	3	1	2	1	1	1	2	2
2	2	1	1	0	1	2	1	1	1	3	1	5	2	1	0	1	2	1	3
3	4	3	4	3	4	4	3	4	4	5	4	4	6	3	3	3	5	4	5
TOTAL UNIMPORTANT	7	6	6	3	7	7	4	6	7	10	6	12	9	6	4	5	8	7	10
4	14	11	15	12	12	16	11	14	12	17	12	19	16	13	10	16	15	12	14
5	23	21	25	32	21	25	28	27	22	23	22	21	26	25	17	22	25	24	20
6	25	29	27	32	28	28	33	27	26	24	27	21	23	25	32	27	27	25	22
7 - Extremely important	26	33	24	21	32	23	23	25	30	21	30	16	21	30	35	28	23	27	25
TOTAL IMPORTANT	74	83	76	85	81	76	84	79	78	68	79	58	70	80	84	77	75	76	67
Don't know	5	1	2	1	1	2	1	2	3	5	5	11	5	3	2	1	3	5	10
AVERAGE	5.5	5.7	5.5	5.6	5.6	5.4	5.6	5.5	5.6	5.2	5.6	5.0	5.3	5.6	5.8	5.6	5.4	5.5	5.3

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Total	Region										PoliticalWalls		
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Friends														
1 - Completely unimportant	3	2	2	2	4	4	3	2	2	2	2	5	3	3
2	3	2	1	2	5	4	2	3	2	2	3	2	2	2
3	5	7	8	5	9	5	3	2	4	6	4	5	2	6
TOTAL UNIMPORTANT	11	11	11	9	18	13	8	7	8	10	9	12	7	11
4	12	12	16	13	7	17	13	12	12	10	14	9	13	11
5	18	23	17	17	17	16	23	14	16	21	18	21	18	16
6	21	18	17	23	23	17	20	22	24	20	20	24	26	20
7 - Extremely important	34	30	34	34	31	28	32	39	38	37	33	31	34	34
TOTAL IMPORTANT	73	71	68	74	71	61	75	75	78	78	71	76	78	70
Don't know	4	7	4	4	5	10	4	4	3	2	6	3	3	8
AVERAGE	5.5	5.4	5.4	5.6	5.3	5.2	5.5	5.7	5.7	5.6	5.5	5.4	5.6	5.5
My home														
1 - Completely unimportant	0	1	1	1	0	0	0	0	0	0	0	2	0	0
2	1	1	1	1	1	1	0	1	0	0	1	1	0	0
3	2	2	2	2	3	5	1	4	2	1	0	3	3	3
TOTAL UNIMPORTANT	3	4	4	4	4	6	1	5	2	1	1	6	3	3
4	6	8	6	5	5	9	5	5	6	5	5	7	5	5
5	13	13	15	12	12	9	14	16	11	16	16	14	12	13
6	22	23	23	20	19	21	22	18	25	24	25	22	27	23
7 - Extremely important	51	46	49	56	55	45	53	51	53	51	48	48	50	48
TOTAL IMPORTANT	86	82	87	88	86	75	89	85	89	91	89	84	89	84
Don't know	4	6	4	4	6	10	5	4	3	2	5	3	3	8
AVERAGE	6.2	6.0	6.1	6.2	6.2	6.0	6.3	6.1	6.2	6.2	6.2	6.0	6.2	6.2
The area where I live														
1 - Completely unimportant	1	0	1	1	2	3	1	0	1	0	3	4	0	2
2	2	3	2	2	0	2	0	2	2	2	2	1	1	2
3	4	6	3	3	5	5	5	5	4	2	2	6	3	4
TOTAL UNIMPORTANT	7	9	6	6	7	10	6	7	7	4	7	11	4	8
4	14	18	12	13	13	14	13	17	14	12	19	17	17	12
5	23	16	23	21	27	21	21	23	25	20	25	26	22	25
6	25	23	26	27	24	23	30	24	29	28	19	18	30	23
7 - Extremely important	26	27	29	28	24	22	25	23	23	33	25	26	25	24
TOTAL IMPORTANT	74	66	78	76	75	66	76	70	77	81	69	70	77	72
Don't know	5	7	4	5	6	11	4	5	3	3	5	2	2	8
AVERAGE	5.5	5.4	5.6	5.6	5.4	5.3	5.6	5.4	5.4	5.7	5.3	5.2	5.6	5.4

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe			Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
	Total	Urban	Town and Fringe			Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target	
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137	
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Friends															
1 - Completely unimportant	3	3	3	2	2	2	2	3	3	3	1	1	2	2	
2	3	3	2	3	3	3	3	4	2	3	2	2	2	1	
3	5	5	4	5	6	5	6	6	4	4	6	5	5	8	
TOTAL UNIMPORTANT	11	11	9	10	11	10	11	13	9	10	9	8	9	11	
4	12	13	11	13	17	13	13	16	12	13	18	13	11	16	
5	18	18	19	18	16	20	19	17	16	18	16	20	20	18	
6	21	21	19	19	18	20	20	19	22	17	17	23	20	17	
7 - Extremely important	34	34	35	36	35	31	32	34	38	40	36	34	39	38	
TOTAL IMPORTANT	73	73	73	73	69	71	71	70	76	75	69	77	79	73	
Don't know	4	4	8	4	3	6	6	3	2	3	3	3	2	1	
AVERAGE	5.5	5.5	5.6	5.5	5.4	5.4	5.4	5.4	5.6	5.6	5.5	5.6	5.6	5.5	
My home															
1 - Completely unimportant	0	1	0	1	1	1	0	1	0	1	1	0	1	1	
2	1	1	1	1	1	1	0	1	1	1	2	1	0	0	
3	2	2	1	2	1	3	3	2	1	1	0	2	2	0	
TOTAL UNIMPORTANT	3	4	2	4	3	5	3	4	2	3	3	3	3	1	
4	6	6	5	6	6	7	5	5	5	7	7	5	4	6	
5	13	14	11	14	13	17	19	17	9	8	9	15	13	15	
6	22	22	22	24	27	22	25	28	21	23	26	24	27	25	
7 - Extremely important	51	50	52	49	48	43	41	44	61	57	52	49	51	51	
TOTAL IMPORTANT	86	86	85	87	88	82	85	89	91	88	87	88	91	91	
Don't know	4	4	7	4	3	6	6	3	2	2	2	3	2	1	
AVERAGE	6.2	6.1	6.3	6.1	6.1	5.9	6.0	6.0	6.4	6.2	6.2	6.1	6.2	6.2	
The area where I live															
1 - Completely unimportant	1	2	1	2	4	2	2	3	1	2	4	1	1	2	
2	2	2	1	2	3	2	3	4	1	2	2	1	2	1	
3	4	5	2	4	4	5	5	5	4	2	2	4	4	5	
TOTAL UNIMPORTANT	7	9	4	8	11	9	10	12	6	6	8	6	7	8	
4	14	15	12	12	15	17	13	13	12	12	16	16	14	17	
5	23	23	23	20	21	25	23	25	20	16	17	24	21	20	
6	25	25	25	27	24	23	27	25	28	27	22	27	27	28	
7 - Extremely important	26	24	29	28	27	20	21	22	32	36	34	24	29	26	
TOTAL IMPORTANT	74	72	77	75	72	68	71	72	80	79	73	75	77	74	
Don't know	5	5	7	5	3	6	6	3	2	3	3	3	3	1	
AVERAGE	5.5	5.4	5.6	5.5	5.3	5.2	5.3	5.2	5.7	5.7	5.5	5.5	5.5	5.4	

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	C2DE			Degrees			No degree			Home owner			
Total	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target	
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%
Friends													
1 - Completely unimportant	3	5	3	3	2	1	0	3	3	3	2	2	2
2	3	4	4	4	2	3	3	3	3	3	2	2	3
3	5	5	5	5	4	8	7	5	4	6	4	3	3
TOTAL UNIMPORTANT	11	14	12	12	8	12	10	11	10	12	8	7	8
4	12	13	15	18	12	15	21	13	12	15	12	11	15
5	18	16	17	15	20	20	15	17	18	17	18	19	17
6	21	18	17	19	25	18	19	19	19	17	23	20	18
7 - Extremely important	34	33	33	32	34	32	33	33	37	36	36	40	40
TOTAL IMPORTANT	73	67	67	66	79	70	67	69	74	70	77	79	75
Don't know	4	6	6	4	1	3	3	6	5	3	2	2	2
AVERAGE	5.5	5.3	5.4	5.3	5.6	5.4	5.4	5.4	5.5	5.4	5.6	5.7	5.6
My home													
1 - Completely unimportant	0	1	1	1	0	0	0	1	1	1	0	0	0
2	1	1	1	3	1	1	1	1	1	1	0	0	1
3	2	3	2	2	3	2	0	2	2	1	1	1	0
TOTAL UNIMPORTANT	3	5	4	6	4	3	1	4	4	3	1	1	1
4	6	8	8	6	5	6	7	6	7	6	4	4	4
5	13	13	14	12	16	18	18	13	12	11	11	10	10
6	22	18	21	29	24	27	24	20	23	28	23	25	32
7 - Extremely important	51	50	47	45	48	44	47	51	50	48	58	57	52
TOTAL IMPORTANT	86	81	82	86	88	89	89	84	85	87	92	92	94
Don't know	4	6	6	4	2	3	3	6	5	2	2	2	1
AVERAGE	6.2	6.0	6.0	6.0	6.1	6.0	6.1	6.1	6.1	6.1	6.4	6.4	6.3
The area where I live													
1 - Completely unimportant	1	2	3	5	1	2	4	2	2	3	1	1	2
2	2	2	3	5	2	3	1	1	2	4	1	2	2
3	4	5	4	3	4	2	3	5	4	4	3	2	2
TOTAL UNIMPORTANT	7	9	10	13	7	7	8	8	8	11	5	5	6
4	14	14	11	13	16	13	17	14	12	14	13	11	13
5	23	22	19	22	27	27	20	21	17	22	24	19	22
6	25	23	27	20	25	27	21	25	27	25	28	30	25
7 - Extremely important	26	25	27	28	22	24	30	25	30	26	27	32	31
TOTAL IMPORTANT	74	70	73	70	74	78	71	71	74	73	79	81	78
Don't know	5	7	7	4	2	3	3	6	5	3	2	3	2
AVERAGE	5.5	5.4	5.4	5.2	5.4	5.4	5.4	5.4	5.6	5.3	5.6	5.7	5.6

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE	
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733	
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Financial security																				
1 - Completely unimportant	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	
2	0	0	0	0	1	0	0	0	1	0	0	1	1	0	0	0	0	0	1	
3	1	1	1	1	1	1	1	0	1	2	1	3	1	1	1	1	1	2	2	
TOTAL UNIMPORTANT	1	1	1	1	2	1	1	0	3	2	1	4	2	2	1	1	1	2	4	
4	5	5	4	3	5	4	3	4	5	7	4	7	5	5	5	5	5	4	7	
5	12	11	12	18	11	13	12	12	12	14	10	12	13	12	11	11	12	12	13	
6	24	27	26	27	23	24	29	26	22	26	23	25	23	25	25	25	25	24	21	
7 - Extremely important	52	54	55	49	57	55	52	56	55	46	58	40	51	54	57	57	52	52	46	
TOTAL IMPORTANT	88	92	93	94	91	92	93	94	89	86	91	77	87	91	93	93	89	88	80	
Don't know	5	1	2	1	1	2	2	2	3	5	4	13	6	3	2	1	4	5	10	
AVERAGE	6.3	6.3	6.3	6.2	6.3	6.3	6.3	6.4	6.2	6.1	6.4	6.0	6.2	6.2	6.3	6.3	6.3	6.3	6.0	
The things I own																				
1 - Completely unimportant	2	2	1	4	2	2	0	2	2	3	2	0	2	3	3	2	1	2	4	
2	4	3	5	3	3	6	5	5	4	5	3	1	5	5	4	4	5	2	4	
3	10	8	11	12	9	13	14	14	8	11	10	8	11	12	9	12	9	11	9	
TOTAL UNIMPORTANT	16	13	17	19	14	21	19	21	14	19	15	9	18	20	16	18	15	15	17	
4	21	19	23	24	21	24	26	23	21	21	21	19	22	20	20	26	20	20	17	
5	24	23	26	30	24	27	26	28	23	24	25	25	25	25	22	24	27	23	21	
6	16	20	15	11	18	12	14	13	18	15	16	19	14	16	17	15	17	16	14	
7 - Extremely important	18	23	16	15	22	16	14	14	21	17	19	17	16	18	24	16	16	21	21	
TOTAL IMPORTANT	58	66	57	56	64	55	54	55	62	56	60	61	55	59	63	55	60	60	56	
Don't know	5	2	2	1	1	2	2	2	3	5	4	11	6	2	2	2	4	5	9	
AVERAGE	4.9	5.1	4.8	4.7	5.1	4.7	4.7	4.7	5.0	4.8	5.0	5.2	4.8	4.8	5.0	4.8	4.9	5.0	4.9	
Holidays																				
1 - Completely unimportant	7	9	5	4	8	5	4	5	10	8	7	3	5	8	13	4	6	8	13	
2	7	7	7	8	8	7	8	6	8	7	7	5	7	7	8	5	6	7	9	
3	11	11	11	17	11	11	13	10	11	12	9	10	11	10	12	11	11	9	11	
TOTAL UNIMPORTANT	25	27	23	29	27	23	25	21	29	27	23	18	23	25	33	20	23	24	33	
4	18	17	19	18	17	18	18	19	18	19	16	16	18	17	19	19	18	16	17	
5	21	20	23	22	19	25	22	24	18	19	22	22	22	22	18	23	23	20	17	
6	14	17	16	14	16	15	17	16	14	14	15	14	15	14	14	17	16	15	9	
7 - Extremely important	17	18	17	17	18	15	17	17	17	15	19	18	17	19	14	19	16	19	13	
TOTAL IMPORTANT	52	55	56	53	53	55	56	57	49	48	56	54	54	55	46	59	55	54	39	
Don't know	5	2	2	1	2	3	1	2	3	5	5	12	5	3	3	1	4	6	10	
AVERAGE	4.6	4.6	4.7	4.6	4.6	4.6	4.7	4.7	4.4	4.4	4.7	4.9	4.7	4.6	4.2	4.8	4.6	4.6	4.1	

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Total	Region										PoliticalWalls		
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Financial security														
1 - Completely unimportant	0	1	0	0	1	1	0	0	0	0	1	0	0	0
2	0	0	0	0	0	1	0	1	0	0	0	0	0	0
3	1	3	1	1	1	3	1	1	0	2	0	2	1	1
TOTAL UNIMPORTANT	1	4	1	1	2	5	1	2	0	2	1	2	1	1
4	5	4	7	5	6	6	5	4	5	3	5	6	5	5
5	12	12	12	12	12	10	14	13	11	10	16	13	14	11
6	24	21	26	26	28	19	24	18	28	25	21	24	23	23
7 - Extremely important	52	53	50	51	46	50	51	58	52	58	50	51	55	52
TOTAL IMPORTANT	88	86	88	89	86	79	89	89	91	93	87	88	92	86
Don't know	5	6	4	5	5	10	5	5	3	2	6	3	3	7
AVERAGE	6.3	6.2	6.2	6.3	6.1	6.1	6.3	6.3	6.3	6.4	6.2	6.2	6.3	6.3
The things I own														
1 - Completely unimportant	2	1	2	4	2	1	3	1	2	2	3	3	1	2
2	4	2	5	5	6	5	3	5	3	5	1	4	4	5
3	10	13	10	7	10	11	11	9	9	9	14	13	12	10
TOTAL UNIMPORTANT	16	16	17	16	18	17	17	15	14	16	18	20	17	17
4	21	24	21	18	21	18	22	19	23	23	22	20	19	17
5	24	24	22	23	24	24	21	25	26	26	27	25	25	22
6	16	15	17	15	14	14	18	17	17	14	15	13	20	16
7 - Extremely important	18	14	18	23	17	16	19	20	17	20	13	18	18	20
TOTAL IMPORTANT	58	53	57	61	55	54	58	62	60	60	55	56	63	58
Don't know	5	7	4	5	6	11	3	5	3	2	5	3	2	8
AVERAGE	4.9	4.8	4.9	5.0	4.8	4.9	4.9	5.0	4.9	4.9	4.7	4.8	5.0	5.0
Holidays														
1 - Completely unimportant	7	14	6	7	10	7	6	4	8	8	10	8	5	11
2	7	7	8	8	6	7	5	7	9	5	5	7	8	4
3	11	12	9	12	7	11	12	9	10	13	11	13	12	10
TOTAL UNIMPORTANT	25	33	23	27	23	25	23	20	27	26	26	28	25	25
4	18	17	20	12	21	16	18	19	16	19	20	18	16	17
5	21	17	18	23	22	18	24	23	21	19	22	21	24	21
6	14	12	15	20	12	14	11	15	17	13	10	14	13	11
7 - Extremely important	17	15	20	14	16	16	20	17	15	19	15	16	19	16
TOTAL IMPORTANT	52	44	53	57	50	48	55	55	53	51	47	51	56	48
Don't know	5	6	5	5	6	11	4	5	4	3	6	2	3	9
AVERAGE	4.6	4.2	4.7	4.6	4.5	4.5	4.7	4.7	4.5	4.6	4.4	4.5	4.7	4.4

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
	Total	Urban			Town and Fringe	Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Financial security														
1 - Completely unimportant	0	0	1	1	0	0	0	1	1	1	0	0	0	0
2	0	0	0	1	0	0	1	0	0	0	0	0	0	0
3	1	1	0	2	3	1	1	3	1	2	3	1	1	1
TOTAL UNIMPORTANT	1	1	1	4	3	1	2	4	2	3	3	1	1	1
4	5	5	4	5	6	6	6	6	5	4	5	5	5	6
5	12	12	13	12	13	13	13	16	10	11	9	12	14	18
6	24	24	26	29	27	24	28	27	24	30	26	25	30	27
7 - Extremely important	52	52	49	47	48	49	45	44	57	50	54	54	47	46
TOTAL IMPORTANT	88	88	88	88	88	86	86	87	91	91	89	91	91	91
Don't know	5	5	7	4	3	6	6	3	2	3	3	3	3	2
AVERAGE	6.3	6.3	6.2	6.1	6.1	6.2	6.1	6.0	6.3	6.2	6.3	6.3	6.2	6.1
The things I own														
1 - Completely unimportant	2	2	2	3	3	2	2	3	3	4	3	2	2	2
2	4	4	2	4	2	4	3	3	4	4	0	4	4	1
3	10	11	7	9	12	11	10	14	11	7	9	11	10	14
TOTAL UNIMPORTANT	16	17	11	16	17	17	15	20	18	15	12	17	16	17
4	21	20	24	23	23	21	22	20	19	24	28	22	23	26
5	24	25	23	24	23	26	25	28	22	22	18	26	27	28
6	16	16	15	15	14	15	16	13	17	14	15	16	16	13
7 - Extremely important	18	18	20	18	20	16	16	17	23	21	24	16	15	14
TOTAL IMPORTANT	58	59	58	57	57	57	57	58	62	57	57	58	58	55
Don't know	5	5	7	5	3	6	6	3	2	3	3	3	3	2
AVERAGE	4.9	4.9	5.0	4.9	4.9	4.8	4.9	4.8	5.0	4.9	5.1	4.8	4.8	4.8
Holidays														
1 - Completely unimportant	7	7	7	10	10	4	7	8	11	14	13	4	7	7
2	7	7	6	7	7	7	5	4	8	9	10	6	8	5
3	11	11	8	12	9	11	10	10	11	13	9	11	12	8
TOTAL UNIMPORTANT	25	25	21	29	26	22	22	22	30	36	32	21	27	20
4	18	18	15	19	20	18	19	20	18	19	20	19	21	24
5	21	21	20	20	21	22	21	23	19	20	18	22	21	22
6	14	15	14	12	12	15	13	12	14	11	12	17	13	14
7 - Extremely important	17	17	21	14	17	17	17	20	17	11	14	18	16	16
TOTAL IMPORTANT	52	53	55	46	50	54	51	55	50	42	44	57	50	52
Don't know	5	5	8	5	3	6	6	3	3	4	4	3	4	2
AVERAGE	4.6	4.6	4.8	4.3	4.4	4.7	4.6	4.7	4.4	4.0	4.2	4.8	4.5	4.6

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	C2DE			Degrees			No degree			Home owner			
	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target	
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%
Financial security													
1 - Completely unimportant	0	1	1	1	0	1	0	0	1	1	0	1	0
2	0	0	1	0	0	1	0	0	1	0	0	1	0
3	1	2	3	5	1	0	0	2	2	4	1	1	2
TOTAL UNIMPORTANT	1	3	5	6	1	2	0	2	4	5	1	3	2
4	5	5	5	5	5	7	7	5	4	5	4	3	3
5	12	12	10	8	13	13	13	11	12	12	11	10	10
6	24	22	28	27	23	32	28	24	28	26	25	30	28
7 - Extremely important	52	49	47	51	55	44	48	51	48	48	57	53	56
TOTAL IMPORTANT	88	83	85	86	91	89	89	86	88	86	93	93	94
Don't know	5	7	6	4	2	3	3	6	5	3	2	2	2
AVERAGE	6.3	6.2	6.1	6.1	6.3	6.1	6.2	6.3	6.1	6.1	6.4	6.3	6.3
The things I own													
1 - Completely unimportant	2	3	4	3	3	2	2	2	3	3	2	4	4
2	4	4	3	2	5	7	5	3	3	0	4	5	2
3	10	10	8	10	13	14	18	9	7	10	11	8	11
TOTAL UNIMPORTANT	16	17	15	15	21	23	25	14	13	13	17	17	17
4	21	17	23	21	25	30	29	17	20	21	22	23	24
5	24	23	21	19	26	25	23	24	23	23	25	24	23
6	16	15	14	14	12	11	9	17	16	15	16	17	16
7 - Extremely important	18	22	22	26	13	8	11	21	22	24	18	17	17
TOTAL IMPORTANT	58	60	57	59	51	44	43	62	61	62	59	58	56
Don't know	5	7	7	4	2	3	3	6	5	3	2	3	2
AVERAGE	4.9	5.0	4.9	5.1	4.6	4.4	4.4	5.1	5.1	5.1	4.9	4.8	4.8
Holidays													
1 - Completely unimportant	7	10	14	13	4	10	9	8	10	11	6	10	11
2	7	8	7	8	7	5	5	7	8	8	6	8	9
3	11	11	12	10	12	11	10	10	12	9	11	10	7
TOTAL UNIMPORTANT	25	29	33	31	23	26	24	25	30	28	23	28	27
4	18	17	17	17	17	21	23	19	18	19	18	20	20
5	21	19	19	20	24	23	24	19	20	20	22	22	23
6	14	12	12	10	15	13	11	15	12	12	16	13	13
7 - Extremely important	17	15	13	18	19	13	15	16	15	18	18	12	15
TOTAL IMPORTANT	52	46	44	48	58	49	50	50	47	50	56	47	51
Don't know	5	7	7	4	2	3	3	6	6	3	3	3	1
AVERAGE	4.6	4.3	4.1	4.3	4.7	4.4	4.5	4.5	4.3	4.4	4.7	4.3	4.4

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Access to nature and green spaces

1 - Completely unimportant	1	2	1	0	1	1	0	0	2	2	1	0	1	1	1	1	1	1	1	2
	2	1	3	0	1	2	1	1	0	2	1	1	0	1	1	2	0	1	2	1
	3	4	2	3	1	3	4	1	3	3	4	3	6	4	3	3	3	3	5	5
TOTAL UNIMPORTANT	6	7	4	2	6	6	2	3	7	7	5	6	6	5	6	4	5	8	8	
	4	12	12	12	8	11	11	5	9	12	14	10	17	12	9	11	10	12	11	13
	5	21	24	21	24	22	22	22	22	22	24	18	20	23	20	18	21	25	18	19
	6	22	24	24	27	23	23	27	25	23	23	22	20	23	22	23	25	22	23	18
7 - Extremely important	35	32	35	38	36	37	42	39	35	28	41	25	31	40	39	39	32	35	32	
TOTAL IMPORTANT	78	80	80	89	81	82	91	86	80	75	81	65	77	82	80	85	79	76	69	
Don't know	5	2	2	1	2	2	1	2	3	5	5	11	6	2	2	1	3	6	10	
AVERAGE	5.7	5.6	5.8	5.9	5.7	5.7	6.0	5.9	5.6	5.5	5.8	5.5	5.6	5.8	5.8	5.8	5.6	5.7	5.5	

A vibrant and diverse area

1 - Completely unimportant	6	9	2	0	10	2	1	3	9	8	4	6	5	6	8	4	6	7	7
	2	6	9	3	3	8	3	4	3	9	7	5	2	5	7	7	4	5	7
	3	11	14	9	13	14	9	10	8	13	12	10	9	11	12	10	11	10	12
TOTAL UNIMPORTANT	23	32	14	16	32	14	15	14	31	27	19	17	21	25	25	19	21	26	25
	4	23	27	23	28	27	21	27	24	24	23	24	17	24	23	26	23	26	24
	5	22	19	27	29	19	28	29	26	20	20	24	22	22	23	21	26	22	19
	6	14	11	19	18	11	19	16	19	10	13	15	18	14	14	13	17	15	12
7 - Extremely important	11	8	14	8	8	15	10	13	9	10	12	13	12	11	10	13	10	11	11
TOTAL IMPORTANT	47	38	60	55	38	62	55	58	39	43	51	53	48	48	44	56	47	42	42
Don't know	7	3	3	1	4	3	3	3	6	7	6	14	7	4	5	2	5	9	12
AVERAGE	4.5	4.1	4.9	4.7	4.1	4.9	4.7	4.8	4.1	4.3	4.6	4.8	4.5	4.4	4.3	4.7	4.5	4.3	4.3

Stability and peace of mind

1 - Completely unimportant	1	1	0	0	1	0	0	0	1	1	0	0	1	1	1	1	0	0	1
	2	1	0	0	1	1	0	1	0	1	0	1	1	0	1	0	1	0	1
	3	2	1	2	2	1	3	0	1	1	3	1	5	2	1	0	1	2	3
TOTAL UNIMPORTANT	4	2	2	3	3	3	1	1	3	5	1	6	4	2	2	2	3	1	5
	4	7	6	6	7	6	5	6	5	8	5	4	8	7	6	6	7	8	5
	5	14	15	13	17	14	13	15	14	14	16	11	15	15	13	10	14	14	13
	6	24	27	25	27	24	25	30	25	23	26	22	27	23	23	26	27	24	23
7 - Extremely important	48	48	51	46	52	52	46	52	50	40	56	37	45	52	54	49	48	48	46
TOTAL IMPORTANT	86	90	89	90	90	90	91	91	87	82	89	79	83	88	90	90	86	84	81
Don't know	5	2	2	1	1	3	2	2	3	5	4	11	5	3	2	2	4	6	8
AVERAGE	6.1	6.1	6.2	6.1	6.1	6.2	6.2	6.3	6.1	5.9	6.3	5.9	6.0	6.2	6.2	6.2	6.1	6.2	6.1

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Region											PoliticalWalls		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Access to nature and green spaces														
1 - Completely unimportant	1	0	2	1	1	3	1	1	0	1	2	1	0	3
2	1	6	1	2	1	2	0	1	1	0	0	1	1	1
3	4	4	2	4	4	3	5	5	2	4	3	5	2	2
TOTAL UNIMPORTANT	6	10	5	7	6	8	6	7	3	5	5	7	3	6
4	12	12	15	12	12	15	10	12	9	7	17	10	7	12
5	21	21	23	21	19	20	24	23	21	19	18	21	20	19
6	22	17	19	22	26	17	24	24	27	22	16	25	25	20
7 - Extremely important	35	33	34	33	32	29	34	30	37	44	38	34	43	34
TOTAL IMPORTANT	78	71	76	76	77	66	82	77	85	85	72	80	88	73
Don't know	5	7	4	5	6	10	3	4	2	3	7	3	2	9
AVERAGE	5.7	5.5	5.6	5.6	5.7	5.4	5.7	5.6	5.9	5.9	5.6	5.7	6.0	5.6
A vibrant and diverse area														
1 - Completely unimportant	6	5	5	7	7	7	6	5	3	7	10	5	1	6
2	6	8	8	7	4	6	6	5	6	3	4	5	4	5
3	11	8	12	13	13	12	14	6	11	8	11	13	10	12
TOTAL UNIMPORTANT	23	21	25	27	24	25	26	16	20	18	25	23	15	23
4	23	21	22	20	22	24	25	21	28	29	20	22	28	19
5	22	23	19	23	20	23	21	24	21	23	21	25	25	22
6	14	11	14	14	15	9	12	19	18	14	14	13	13	16
7 - Extremely important	11	14	12	7	11	8	11	15	10	11	12	12	13	11
TOTAL IMPORTANT	47	48	45	44	46	40	44	58	49	48	47	50	51	49
Don't know	7	10	8	7	8	11	6	5	3	5	8	5	4	10
AVERAGE	4.5	4.5	4.4	4.3	4.4	4.2	4.4	4.8	4.6	4.5	4.4	4.5	4.7	4.5
Stability and peace of mind														
1 - Completely unimportant	1	0	0	1	2	1	0	1	0	1	1	1	0	0
2	1	1	0	1	0	1	0	2	1	0	0	1	1	0
3	2	1	3	3	0	3	1	2	2	0	3	1	1	1
TOTAL UNIMPORTANT	4	2	3	5	2	5	1	5	3	1	4	3	2	1
4	7	6	8	6	7	8	8	5	5	4	9	9	5	8
5	14	11	13	10	16	13	15	13	11	15	19	16	12	14
6	24	26	21	24	22	22	22	26	27	25	22	26	28	20
7 - Extremely important	48	47	52	51	47	41	51	47	51	50	40	44	51	49
TOTAL IMPORTANT	86	84	86	85	85	76	88	86	89	90	81	86	91	83
Don't know	5	7	4	5	6	10	4	4	4	4	6	3	3	8
AVERAGE	6.1	6.2	6.1	6.1	6.1	5.9	6.2	6.1	6.2	6.2	5.9	6.0	6.2	6.2

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
	Total	Urban			Town and Fringe	Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Access to nature and green spaces														
1 - Completely unimportant	1	1	1	1	2	1	1	2	1	1	1	1	1	1
2	1	1	1	1	2	1	2	3	2	1	1	1	1	1
3	4	4	3	3	2	4	3	2	4	2	2	3	2	1
TOTAL UNIMPORTANT	6	6	5	5	6	6	6	7	7	4	4	5	4	3
4	12	12	10	12	17	13	13	16	11	12	17	12	10	12
5	21	22	17	20	21	24	23	26	20	17	16	25	25	34
6	22	22	21	22	18	22	22	16	23	22	21	24	21	14
7 - Extremely important	35	32	40	36	36	29	32	32	38	41	40	32	38	36
TOTAL IMPORTANT	78	76	78	78	75	75	77	74	81	80	77	81	84	84
Don't know	5	5	7	4	3	6	5	3	2	3	3	3	2	1
AVERAGE	5.7	5.6	5.8	5.7	5.6	5.6	5.6	5.4	5.7	5.8	5.7	5.6	5.8	5.7
A vibrant and diverse area														
1 - Completely unimportant	6	6	3	6	7	5	5	6	7	7	7	5	6	7
2	6	6	4	5	6	5	4	6	7	5	7	5	4	5
3	11	11	10	11	12	11	9	12	11	14	12	11	11	12
TOTAL UNIMPORTANT	23	23	17	22	25	21	18	24	25	26	26	21	21	24
4	23	22	29	27	25	22	30	28	23	23	22	23	28	25
5	22	23	18	21	22	23	19	21	23	23	23	25	22	25
6	14	15	14	13	12	15	13	12	14	13	13	16	15	13
7 - Extremely important	11	12	10	9	8	12	10	7	11	8	9	11	10	10
TOTAL IMPORTANT	47	50	42	43	42	50	42	40	48	44	45	52	47	48
Don't know	7	6	11	8	8	7	9	8	5	7	7	4	4	3
AVERAGE	4.5	4.5	4.6	4.4	4.3	4.6	4.5	4.3	4.4	4.3	4.3	4.6	4.5	4.4
Stability and peace of mind														
1 - Completely unimportant	1	1	0	1	1	1	1	1	0	1	0	0	0	0
2	1	1	0	1	1	1	0	1	1	1	1	1	1	0
3	2	2	1	2	3	2	3	6	1	1	0	1	2	4
TOTAL UNIMPORTANT	4	4	1	4	5	4	4	8	2	3	1	2	3	4
4	7	7	5	8	11	8	8	10	6	8	12	7	8	11
5	14	14	12	14	13	16	17	13	10	11	12	14	17	13
6	24	24	28	24	23	24	24	23	25	25	22	25	25	27
7 - Extremely important	48	48	46	44	46	43	40	43	55	50	49	48	44	44
TOTAL IMPORTANT	86	86	86	82	82	83	81	79	90	86	83	87	86	84
Don't know	5	5	8	6	3	6	7	2	3	4	4	3	3	0
AVERAGE	6.1	6.1	6.2	6.0	5.9	6.0	5.9	5.8	6.3	6.1	6.1	6.1	6.0	6.0

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	C2DE			Degrees			No degree			Home owner			
	Total	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%
Access to nature and green spaces													
1 - Completely unimportant	1	2	1	2	1	1	2	2	1	2	1	0	0
2	1	2	2	3	0	0	0	2	2	3	1	2	2
3	4	5	3	3	3	1	1	5	3	2	3	2	1
TOTAL UNIMPORTANT	6	9	6	8	4	2	3	9	6	7	5	4	3
4	12	12	15	21	10	9	10	13	14	19	10	11	16
5	21	19	15	10	26	22	24	21	20	20	23	17	16
6	22	21	22	21	24	26	21	22	20	17	25	25	20
7 - Extremely important	35	32	35	36	35	38	38	31	36	35	34	40	42
TOTAL IMPORTANT	78	72	72	67	85	86	83	74	76	72	82	82	78
Don't know	5	7	7	4	2	3	3	6	5	3	2	3	2
AVERAGE	5.7	5.5	5.7	5.5	5.7	5.9	5.8	5.5	5.6	5.5	5.7	5.9	5.8
A vibrant and diverse area													
1 - Completely unimportant	6	7	6	7	5	4	6	6	6	7	6	5	6
2	6	7	5	7	4	5	4	6	5	7	6	6	9
3	11	11	12	12	10	10	13	11	12	12	11	12	11
TOTAL UNIMPORTANT	23	25	23	26	19	19	23	23	23	26	23	23	26
4	23	21	25	25	21	26	28	23	27	24	24	28	25
5	22	19	21	19	26	26	23	21	20	21	24	22	23
6	14	12	11	12	18	17	13	13	12	12	13	12	11
7 - Extremely important	11	12	8	7	12	9	10	12	9	7	11	9	10
TOTAL IMPORTANT	47	43	40	38	56	52	46	46	41	40	48	43	44
Don't know	7	10	13	12	3	3	3	8	10	10	4	5	4
AVERAGE	4.5	4.4	4.3	4.2	4.7	4.6	4.4	4.5	4.3	4.2	4.4	4.4	4.3
Stability and peace of mind													
1 - Completely unimportant	1	1	2	2	1	1	0	0	1	1	0	1	1
2	1	1	1	2	0	0	0	1	1	1	1	1	1
3	2	2	2	3	1	2	3	2	2	4	1	1	2
TOTAL UNIMPORTANT	4	4	5	7	2	3	3	3	4	6	2	3	4
4	7	7	8	11	7	8	12	7	8	11	7	6	7
5	14	13	11	12	15	21	17	13	12	11	14	16	15
6	24	23	24	18	26	27	26	23	24	21	26	28	26
7 - Extremely important	48	47	44	48	49	39	40	47	46	48	49	44	46
TOTAL IMPORTANT	86	83	79	78	90	87	83	83	82	80	89	88	87
Don't know	5	7	8	6	1	2	2	6	7	4	3	4	3
AVERAGE	6.1	6.1	6.0	5.9	6.1	5.9	5.9	6.1	6.0	5.9	6.1	6.0	6.0

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social grade				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	AB	C1	C2	DE	
Weighted Sample	3333	550	1058	174	1090	807	283	1174	1241	1613	1720	350	1377	823	783	933	967	700	733
Unweighted Sample	3333	599	1081	190	1155	844	301	1350	1288	1433	1900	260	1336	834	903	1074	922	594	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

New opportunities and experiences

1 - Completely unimportant	3	5	2	1	4	1	0	2	5	4	2	2	1	2	7	2	2	5	4
2	5	6	3	2	6	4	3	3	7	6	4	4	4	5	7	5	4	4	7
3	8	9	8	13	9	9	9	8	10	8	9	5	7	9	12	8	8	7	9
TOTAL UNIMPORTANT	16	20	13	16	19	14	12	13	22	18	15	11	12	16	26	15	14	16	20
4	24	29	23	26	28	21	28	25	26	26	22	15	24	26	27	24	25	24	23
5	26	24	28	37	24	29	33	29	24	26	27	26	27	29	21	28	29	26	21
6	16	14	19	11	15	19	14	18	13	14	17	21	18	15	11	18	16	14	14
7 - Extremely important	12	10	15	9	9	14	12	12	11	11	14	16	14	10	9	14	11	14	11
TOTAL IMPORTANT	54	48	62	57	48	62	59	59	48	51	58	63	59	54	41	60	56	54	46
Don't know	6	4	3	2	3	3	2	3	5	6	6	11	5	4	6	2	5	6	11
AVERAGE	4.7	4.5	4.9	4.7	4.5	4.9	4.8	4.8	4.5	4.6	4.8	5.1	4.9	4.7	4.2	4.8	4.8	4.7	4.5

Freedom

1 - Completely unimportant	1	1	0	0	1	0	0	1	1	1	0	0	1	0	0	0	0	0	1
2	1	1	1	0	1	0	0	0	1	1	1	1	1	1	0	0	1	0	1
3	2	1	2	1	1	1	1	1	1	2	1	5	2	1	1	1	3	0	2
TOTAL UNIMPORTANT	4	3	3	1	3	1	1	2	3	4	2	6	4	2	1	1	4	0	4
4	6	4	6	6	5	7	6	6	5	6	5	5	7	4	5	6	6	5	5
5	11	11	12	14	9	13	10	12	9	12	10	9	14	9	8	11	11	13	10
6	22	21	24	26	22	24	30	23	21	24	21	29	22	23	19	23	24	22	20
7 - Extremely important	54	60	52	52	61	53	50	55	60	50	57	39	48	60	64	57	52	53	53
TOTAL IMPORTANT	87	92	88	92	92	90	90	90	90	86	88	77	84	92	91	91	87	88	83
Don't know	5	1	2	1	1	2	2	2	2	4	5	12	5	3	2	2	4	6	8
AVERAGE	6.2	6.3	6.2	6.2	6.3	6.2	6.3	6.2	6.3	6.1	6.3	6.0	6.1	6.4	6.4	6.3	6.2	6.3	6.2

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Region											PoliticalWalls		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Blue Wall	Red Wall
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290	280	244
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	280	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
New opportunities and experiences														
1 - Completely unimportant	3	6	2	5	2	3	3	1	2	3	5	5	0	2
2	5	4	7	6	5	7	5	4	5	4	4	4	4	5
3	8	6	9	10	8	8	7	6	9	6	9	10	8	10
TOTAL UNIMPORTANT	16	16	18	21	15	18	15	11	16	13	18	19	12	17
4	24	24	21	21	26	24	25	21	25	28	21	28	26	19
5	26	30	26	25	28	24	27	26	26	26	28	23	29	24
6	16	8	16	14	11	13	18	21	19	14	17	15	16	16
7 - Extremely important	12	12	13	14	10	11	11	15	11	14	11	12	13	13
TOTAL IMPORTANT	54	50	55	53	49	48	56	62	56	54	56	50	58	53
Don't know	6	10	6	5	8	10	4	6	4	5	5	4	4	11
AVERAGE	4.7	4.6	4.7	4.6	4.6	4.6	4.7	5.0	4.7	4.8	4.7	4.6	4.9	4.8
Freedom														
1 - Completely unimportant	1	0	0	0	1	0	0	0	1	1	2	0	0	0
2	1	0	0	1	0	3	0	1	0	0	0	1	1	1
3	2	1	2	2	1	2	1	2	2	1	3	2	1	2
TOTAL UNIMPORTANT	4	1	2	3	2	5	1	3	3	2	5	3	2	3
4	6	3	7	4	4	8	5	6	7	5	3	4	6	4
5	11	11	15	12	13	8	11	7	10	11	15	10	10	14
6	22	20	24	20	24	22	23	25	19	21	26	22	21	18
7 - Extremely important	54	58	47	58	50	47	56	53	59	59	46	57	59	52
TOTAL IMPORTANT	87	89	86	90	87	77	90	85	88	91	87	89	90	84
Don't know	5	7	4	4	6	9	4	5	3	2	6	3	3	9
AVERAGE	6.2	6.4	6.1	6.3	6.2	6.1	6.3	6.3	6.2	6.3	6.1	6.3	6.3	6.2

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	Urban /Town and Fringe		Coastal Constituency	Coastal Labour and Target Seat	Under 55			Over 55			ABC1			
	Total	Urban			Town and Fringe	Under 55, Urban	Under 55, Coastal	Under 55, Coastal Lab and Target	Over 55, Urban	Over 55, Coastal	Over 55, Coastal Lab and Target	ABC1, Urban	ABC1, Coastal	ABC1, Coastal Lab and Target
Weighted Sample	3333	2562	371	631	284	1600	329	154	962	302	130	1454	319	137
Unweighted Sample	3333	2525	384	645	281	1473	309	143	1052	336	138	1488	348	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
New opportunities and experiences														
1 - Completely unimportant	3	3	2	4	5	2	2	3	5	6	8	2	4	4
2	5	4	3	6	6	3	5	5	6	7	8	4	6	6
3	8	8	6	8	7	6	5	5	11	11	10	8	8	6
TOTAL UNIMPORTANT	16	15	11	18	18	11	12	13	22	24	26	14	18	16
4	24	24	22	25	23	22	23	21	26	28	27	24	24	22
5	26	26	28	24	27	28	27	33	24	21	21	28	29	37
6	16	16	15	14	15	19	17	16	13	12	13	18	14	13
7 - Extremely important	12	12	15	12	12	14	14	14	10	9	10	13	11	9
TOTAL IMPORTANT	54	54	58	50	54	61	58	63	47	42	44	59	54	59
Don't know	6	6	9	6	4	6	6	3	5	6	4	4	4	2
AVERAGE	4.7	4.7	4.9	4.6	4.6	5.0	4.9	4.9	4.4	4.3	4.3	4.8	4.6	4.6
Freedom														
1 - Completely unimportant	1	0	0	1	1	1	2	1	0	1	0	0	1	0
2	1	1	0	0	0	1	0	0	1	0	0	1	0	0
3	2	2	1	1	2	2	3	4	1	0	0	2	2	2
TOTAL UNIMPORTANT	4	3	1	2	3	4	5	5	2	1	0	3	3	2
4	6	6	4	6	5	6	5	3	5	6	8	6	6	3
5	11	11	13	11	10	13	14	13	8	8	7	11	11	6
6	22	23	19	23	23	24	25	27	21	20	18	24	23	25
7 - Extremely important	54	53	56	53	55	48	44	49	62	63	63	53	54	62
TOTAL IMPORTANT	87	87	88	87	88	85	83	89	91	91	88	88	88	93
Don't know	5	4	8	5	3	6	6	3	2	3	3	3	3	1
AVERAGE	6.2	6.2	6.3	6.2	6.3	6.1	6.0	6.1	6.4	6.4	6.4	6.2	6.2	6.4

Sample Size: 3333 adults in GB
Fieldwork: 21st - 23rd November 2022

	C2DE			Degrees			No degree			Home owner			
	Total	C2DE, Urban	C2DE, Coastal	C2DE, Coastal Lab and Target	Degrees, Urban	Degrees, Coastal	Degrees, Coastal Lab and Target	No Degree, Urban	No Degree, Coastal	No Degree, Coastal Lab and Target	Home Owner, Urban	Home Owner, Coastal	Home Owner, Coastal Lab and Target
Weighted Sample	3333	1108	313	148	844	158	85	1718	473	200	1420	371	161
Unweighted Sample	3333	1037	297	140	764	157	80	1761	488	201	1482	406	170
	%	%	%	%	%	%	%	%	%	%	%	%	%
New opportunities and experiences													
1 - Completely unimportant	3	5	5	6	1	4	4	4	4	6	3	4	4
2	5	6	6	6	3	6	4	5	6	7	5	6	6
3	8	8	8	8	8	7	7	8	8	7	9	7	7
TOTAL UNIMPORTANT	16	19	19	20	12	17	15	17	18	20	17	17	17
4	24	23	27	25	21	24	25	25	26	23	27	30	28
5	26	23	20	18	30	31	31	25	22	26	26	25	28
6	16	14	14	16	21	13	13	14	15	15	16	14	14
7 - Extremely important	12	12	13	14	15	12	13	11	11	11	11	10	10
TOTAL IMPORTANT	54	49	47	48	66	56	57	50	48	52	53	49	52
Don't know	6	8	8	5	2	3	3	7	7	4	3	4	3
AVERAGE	4.7	4.6	4.6	4.6	5.0	4.6	4.7	4.6	4.6	4.5	4.6	4.5	4.6
Freedom													
1 - Completely unimportant	1	1	1	2	0	2	0	0	1	1	0	1	1
2	1	1	0	0	1	0	0	1	0	0	1	0	0
3	2	1	1	2	1	2	3	2	1	2	1	0	0
TOTAL UNIMPORTANT	4	3	2	4	2	4	3	3	2	3	2	1	1
4	6	5	5	7	6	8	2	6	5	6	6	6	6
5	11	11	12	14	13	13	10	10	11	10	11	9	8
6	22	21	22	22	25	20	19	22	24	25	24	25	23
7 - Extremely important	54	53	52	49	53	52	62	53	54	53	55	57	60
TOTAL IMPORTANT	87	85	86	85	91	85	91	85	89	88	90	91	91
Don't know	5	7	6	4	2	4	3	6	5	3	2	3	2
AVERAGE	6.2	6.2	6.2	6.1	6.2	6.1	6.4	6.2	6.3	6.2	6.3	6.3	6.4