

YouGov / Fabian Survey Results

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

021

	Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3380	686	855	184	1146	838	304	1254	1338	1643	1737	368	1409	815	787	406	1136	733	815	291
Unweighted Sample	3380	718	873	183	1151	845	315	1378	1377	1436	1944	237	1359	856	926	314	1187	762	833	284
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Weighted by likelihood to vote, excluding those who would not vote, don't know, or refused]

Con	31	100	0	0	74	1	6	15	55	30	32	6	20	36	51	21	37	33	30	21
Lab	38	0	100	0	9	80	33	51	21	35	42	60	46	34	25	50	35	38	46	16
Lib Dem	8	0	0	100	2	3	47	14	2	9	7	10	9	8	6	12	11	7	5	6
SNP	5	0	0	0	1	1	0	8	3	7	4	5	7	5	4	1	0	0	1	51
Plaid Cymru	1	0	0	0	0	1	0	1	1	1	1	1	1	1	1	0	0	4	0	0
Reform UK	6	0	0	0	10	1	1	1	11	8	4	5	6	6	7	4	7	6	8	1
Green	8	0	0	0	2	11	12	10	3	7	8	13	10	6	5	8	9	7	7	5
Other	2	0	0	0	2	1	0	1	4	3	1	1	2	3	2	3	1	3	2	0

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

Conservative	20	100	0	0	53	1	5	12	36	21	19	4	13	25	37	14	24	21	20	15
Labour	25	0	100	0	6	67	26	40	14	24	26	36	27	24	18	34	22	24	31	12
Liberal Democrat	5	0	0	100	2	3	37	11	2	6	5	6	6	6	5	8	7	5	3	4
Scottish National Party (SNP)	4	0	0	0	1	1	0	6	2	5	2	4	4	4	3	1	0	0	1	38
Plaid Cymru	1	0	0	0	0	1	0	1	1	1	0	1	0	1	1	0	0	3	0	0
Reform UK	4	0	0	0	7	1	1	1	7	6	3	3	4	4	5	3	4	4	5	1
Green	5	0	0	0	1	9	10	8	2	5	5	9	6	4	3	7	6	5	5	4
Some other party	2	0	0	0	2	1	0	1	3	2	1	1	1	3	1	3	1	2	2	0
Would not vote	13	0	0	0	5	2	3	3	11	13	13	15	17	10	7	7	13	13	15	11
Don't know	18	0	0	0	22	11	17	16	22	13	23	10	20	19	19	19	21	19	16	13
Refused	3	0	0	0	1	2	1	1	2	3	3	12	3	1	1	3	2	4	3	2

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	Social Grade (1)			Social Grade (2)				Social Grade (3)						Education Level			Consider Labour		Target Seats	
	Total	ABC1	C2DE	AB	C1	C2	DE	A	B	C1	C2	D	E	Low	Medium	High	Labour Considerers	Not Labour Considerers	125 to win	Other seats
Weighted Sample	3380	1927	1453	946	980	710	744	384	563	980	710	349	395	990	1387	1003	1124	1867	659	2721
Unweighted Sample	3380	2027	1353	1070	957	550	803	437	633	957	550	375	428	936	1410	1034	1137	1871	668	2712
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Weighted by likelihood to vote, excluding those who would not vote, don't know, or refused]

Con	31	30	33	30	29	30	37	33	29	29	30	38	35	43	33	21	2	56	34	30
Lab	38	39	37	39	39	38	37	39	39	39	38	36	38	32	37	45	81	2	43	37
Lib Dem	8	11	4	11	10	4	4	12	11	10	4	4	5	5	8	11	7	10	5	9
SNP	5	4	7	4	5	9	5	3	4	5	9	6	5	6	5	5	3	8	1	7
Plaid Cymru	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1
Reform UK	6	5	7	5	6	9	5	4	5	6	9	6	5	8	6	4	0	11	7	6
Green	8	8	8	8	7	9	7	7	8	7	9	7	6	4	8	10	6	9	5	8
Other	2	2	2	2	2	1	3	1	2	2	1	2	5	2	2	2	0	4	3	2

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

Conservative	20	21	19	23	19	17	21	25	21	19	17	22	21	25	21	15	2	34	23	20
Labour	25	27	22	30	25	22	23	30	29	25	22	22	24	19	24	34	73	1	29	24
Liberal Democrat	5	8	3	9	7	3	3	9	8	7	3	2	3	3	5	8	6	6	4	6
Scottish National Party (SNP)	4	3	4	3	3	5	3	2	4	3	5	4	3	4	3	4	3	5	1	4
Plaid Cymru	1	1	1	1	1	0	1	0	1	1	0	1	0	1	1	1	1	1	1	1
Reform UK	4	4	4	4	4	5	3	4	4	5	4	3	3	5	4	3	0	7	5	4
Green	5	5	5	6	5	5	5	5	7	5	5	4	5	3	5	7	5	6	3	6
Some other party	2	1	2	1	1	1	2	1	2	1	1	2	3	2	1	2	0	3	2	1
Would not vote	13	10	17	5	14	15	19	4	6	14	15	20	18	19	13	7	2	18	10	13
Don't know	18	17	20	16	18	23	17	17	16	18	23	18	15	19	19	16	8	19	18	18
Refused	3	3	3	2	3	2	4	2	2	3	2	2	6	2	4	2	1	1	3	3

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		Target Seat x History		Consider Labour x Past Vote				Age Breaks (1)		Age Breaks (2)			
	Consider Labour in 125 Target Seats	125 to win, Lab recent	125 to win, not Lab recent	Lab Consid, Lab 2019	Lab Consid, Not Lab 2019	Not Lab Consid, Lab 2019	Not Lab Consid, Not Lab 2019	Aged 55-64	Aged over 65	Aged 55-64	Aged 64-75	Aged over 75	
Weighted Sample	3380	246	298	361	635	331	140	1303	588	788	588	607	181
Unweighted Sample	3380	255	304	364	641	336	142	1340	615	928	615	711	217
	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Weighted by likelihood to vote, excluding those who would not vote, don't know, or refused]

Con	31	3	34	34	0	7	8	62	37	51	37	49	56
Lab	38	84	44	43	90	62	14	1	34	25	34	26	19
Lib Dem	8	5	4	7	2	16	12	9	8	6	8	6	6
SNP	5	0	2	0	1	8	4	7	5	4	5	5	2
Plaid Cymru	1	2	1	2	1	1	5	1	1	1	1	1	1
Reform UK	6	1	8	6	0	1	6	10	6	7	6	6	10
Green	8	4	3	6	6	5	43	6	7	5	7	5	4
Other	2	0	4	2	0	0	8	3	3	2	3	2	3

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

Conservative	20	3	21	24	0	6	5	45	26	37	26	35	42
Labour	25	76	28	31	85	54	10	0	24	18	24	19	14
Liberal Democrat	5	5	2	5	2	13	7	7	6	5	6	4	5
Scottish National Party (SNP)	4	0	2	0	1	7	2	5	3	3	3	4	2
Plaid Cymru	1	1	1	1	1	1	3	1	1	1	1	1	1
Reform UK	4	1	6	4	0	1	4	8	4	5	4	4	8
Green	5	4	2	4	6	5	26	4	5	3	5	4	3
Some other party	2	0	3	2	0	0	5	3	2	1	2	1	2
Would not vote	13	1	13	8	1	1	8	7	8	7	8	8	5
Don't know	18	7	19	17	5	13	30	19	20	19	20	20	17
Refused	3	1	4	3	1	0	1	0	1	1	1	1	2

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2021

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Region					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3380	686	855	184	1146	838	304	1254	1338	1643	1737	368	1409	815	787	406	1136	733	815	291
Unweighted Sample	3380	718	873	183	1151	845	315	1378	1377	1436	1944	237	1359	856	926	314	1187	762	833	284
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked only to those who answered 'some other party';
n=54]

UK Independence Party (UKIP)	32	0	0	0	26	15	0	8	36	38	17	0	56	13	36	28	15	43	30	100
Women's Equality Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	67	0	0	0	74	85	100	92	63	61	83	100	40	87	64	72	79	57	70	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	1	0	0	0	0	0	0	0	2	2	0	0	4	0	0	0	6	0	0	0

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote for Conservative in a general election tomorrow?

[Skipped; n=117]

0 - Will definitely NOT vote for them	51	0	83	68	14	81	71	65	33	52	50	59	57	48	38	52	48	46	52	67
1	3	0	4	6	2	3	4	4	2	3	3	2	4	2	2	4	2	3	3	2
2	3	0	3	4	3	2	3	2	3	4	2	6	3	1	2	4	3	4	2	2
3	3	0	2	5	3	2	2	3	3	4	2	5	3	3	2	3	3	4	3	3
4	3	0	3	5	3	2	4	2	3	2	3	4	3	2	3	5	3	2	3	0
5	5	2	2	6	6	3	3	4	5	5	5	3	5	5	4	4	5	7	4	4
6	3	3	1	3	5	1	2	2	4	3	2	2	3	3	3	2	2	4	3	1
7	4	11	0	2	9	1	3	4	7	4	4	2	4	5	5	4	6	3	4	4
8	4	15	1	2	9	1	2	3	6	4	4	1	3	6	5	3	5	5	4	2
9	3	12	0	0	7	0	1	1	5	3	3	0	2	3	5	2	3	3	3	1
10 - Definitely WILL vote for them	12	55	0	0	32	1	2	6	22	12	12	3	4	16	25	8	14	12	13	11
Don't know	7	0	0	0	6	3	4	3	7	5	9	13	7	6	6	8	7	9	7	3

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2021

	Social Grade (1)		Social Grade (2)				Social Grade (3)						Education Level			Consider Labour		Target Seats		
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Weighted Sample	3380	1927	1453	946	980	714	744	384	563	980	710	349	395	990	1387	1003	1124	1867	659	2721
Unweighted Sample	3380	2027	1353	1070	957	550	803	437	633	957	550	375	428	936	1410	1034	1137	1871	668	2712
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked only to those who answered 'some other party';
n=54]

UK Independence Party (UKIP)	32	18	45	20	16	36	50	55	11	16	36	59	46	54	28	17	0	29	41	28
Women's Equality Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	67	82	52	80	84	64	46	45	89	84	64	41	48	46	69	83	100	69	55	72
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	1	0	2	0	0	0	4	0	0	0	0	0	5	0	3	0	0	1	4	0

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote for Conservative in a general election tomorrow?

[Skipped; n=117]

0 - Will definitely NOT vote for them	51	51	50	49	53	49	52	48	49	53	49	49	54	46	50	56	77	40	49	51
1	3	3	3	3	2	3	3	2	4	2	3	4	2	3	3	3	4	3	1	3
2	3	3	2	3	4	1	3	3	3	4	1	3	3	3	2	3	4	3	3	3
3	3	3	3	3	3	2	4	4	3	3	2	5	3	2	3	3	3	3	3	3
4	3	3	2	3	3	2	2	3	3	3	2	1	2	2	2	4	3	3	2	3
5	5	5	5	5	5	6	3	5	6	5	6	3	3	5	5	5	3	7	5	5
6	3	3	3	3	3	4	2	3	3	3	4	1	2	3	2	3	2	4	3	3
7	4	5	4	4	5	5	3	5	4	5	5	3	3	5	5	4	1	7	4	4
8	4	4	5	4	3	4	5	4	4	3	4	6	5	4	4	4	2	6	4	4
9	3	3	3	3	3	3	2	3	3	3	3	3	2	3	3	3	0	4	3	3
10 - Definitely WILL vote for them	12	12	12	14	11	10	14	16	12	11	10	13	14	16	13	7	1	19	14	12
Don't know	7	6	8	5	7	10	7	5	5	7	10	8	6	8	8	5	0	2	9	7

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		Target Seat x History		Consider Labour x Past Vote				Age Breaks (1)		Age Breaks (2)			
	Consider Labour in 125 Target Seats	125 to win, Lab recent	125 to win, not Lab recent	Lab Consid, Lab 2019	Lab Consid, Not Lab 2019	Not Lab Consid, Lab 2019	Not Lab Consid, Not Lab 2019	Aged 55-64	Aged over 65	Aged 55-64	Aged 64-75	Aged over 75	
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Unweighted Sample	3380	255	304	364	641	336	142	1340	615	928	615	711	217
	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked only to those who answered 'some other party';
n=54]

UK Independence Party (UKIP)	32	0	25	57	0	0	0	28	17	36	17	27	51
Women's Equality Party	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	67	100	75	34	100	0	100	72	83	64	83	73	49
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	1	0	0	9	0	0	0	0	0	0	0	0	0

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote for Conservative in a general election tomorrow?

[Skipped; n=117]

0 - Will definitely NOT vote for them	51	77	47	50	86	65	73	27	47	38	47	41	30
1	3	1	2	1	3	5	3	2	2	2	2	3	2
2	3	5	3	3	2	5	3	2	2	2	2	2	1
3	3	5	4	2	2	5	1	3	3	2	3	2	3
4	3	3	1	3	2	3	3	3	2	3	2	3	2
5	5	2	5	6	1	4	8	7	6	4	6	4	6
6	3	2	4	3	2	2	0	5	3	3	3	3	4
7	4	1	3	4	0	4	4	8	5	5	5	5	6
8	4	0	3	5	1	4	2	8	7	5	7	4	6
9	3	0	2	3	0	0	1	6	3	5	3	4	6
10 - Definitely WILL vote for them	12	2	13	14	0	3	2	27	16	25	16	24	31
Don't know	7	0	12	7	0	1	0	3	5	6	5	6	5

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Unweighted Sample	3380	718	873	183	1151	845	315	1378	1377	1436	1944	237	1359	856	926	314	1187	762	833	284
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote for Labour in a general election tomorrow?

[Skipped; n=143]

0 - Will definitely NOT vote for them	35	72	0	14	58	3	16	19	51	38	32	16	29	40	49	24	38	34	34	43
1	4	7	0	6	5	2	5	3	4	5	3	2	4	3	4	3	4	4	4	3
2	4	6	0	6	6	1	3	3	5	4	3	4	4	4	4	5	4	4	3	3
3	4	5	0	9	4	2	9	5	3	4	4	4	4	5	4	3	4	4	3	5
4	3	2	0	5	4	2	5	4	3	3	4	3	4	3	3	4	4	2	4	5
5	8	4	2	19	6	7	14	10	6	7	8	4	10	8	6	8	9	7	6	10
6	5	2	5	15	4	7	9	7	4	5	5	5	5	5	4	7	6	5	3	4
7	6	0	12	16	2	12	10	9	3	7	5	11	8	3	3	9	5	6	6	6
8	7	1	21	6	3	15	10	12	4	7	7	11	9	5	4	9	6	6	8	5
9	3	0	11	0	1	8	3	5	1	2	4	3	4	3	2	4	3	3	4	2
10 - Definitely WILL vote for them	14	0	49	1	3	36	10	19	8	13	15	22	13	14	12	15	12	14	17	8
Don't know	7	1	0	3	5	5	6	4	7	4	10	14	8	6	5	9	6	11	7	6

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote for Liberal Democrats in a general election tomorrow?

[Skipped; n=158]

0 - Will definitely NOT vote for them	42	62	28	0	56	27	7	25	56	46	38	28	36	49	51	31	40	41	46	50
1	4	6	5	0	5	4	3	4	5	4	4	3	3	5	5	2	4	5	4	3
2	6	7	7	0	7	6	3	6	6	6	5	3	6	5	6	6	5	7	6	4
3	5	7	7	0	6	7	5	6	5	6	5	7	6	4	5	7	5	5	5	7
4	5	3	9	2	4	9	5	7	4	5	5	6	6	5	3	5	5	5	6	6
5	12	8	17	4	8	18	12	16	8	11	13	12	13	11	10	12	13	10	12	11
6	5	2	9	11	3	7	11	8	3	6	5	10	6	4	4	7	6	5	4	7
7	4	1	5	13	2	6	10	7	2	3	5	4	5	4	2	6	5	4	3	3
8	3	1	5	20	1	5	12	6	1	4	3	3	4	2	2	7	3	3	2	2
9	2	0	1	23	0	1	11	3	0	2	1	3	1	2	1	2	2	1	1	1
10 - Definitely WILL vote for them	3	0	1	26	2	1	13	4	2	3	2	2	2	2	4	3	4	2	2	2
Don't know	9	3	6	1	6	8	7	6	8	5	13	18	10	8	6	12	8	12	9	5

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2021

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Weighted Sample	3380	1927	1453	946	980	710	744	384	563	980	710	349	395	990	1387	1003	1124	1867	659	2721
Unweighted Sample	3380	2027	1353	1070	957	550	803	437	633	957	550	375	428	936	1410	1034	1137	1871	668	2712
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote for Labour in a general election tomorrow?

[Skipped; n=143]

0 - Will definitely NOT vote for them	35	32	39	31	34	36	41	32	30	34	36	42	41	44	37	23	0	61	34	35
1	4	4	4	3	4	4	4	3	3	4	4	4	3	4	4	3	0	6	4	4
2	4	4	4	4	3	3	5	4	4	3	3	4	5	4	3	4	0	7	2	4
3	4	4	3	4	5	3	4	5	3	5	3	3	4	3	4	5	0	7	4	4
4	3	4	3	4	4	4	2	4	4	4	4	3	1	3	3	4	0	6	3	4
5	8	8	7	10	7	8	6	9	10	7	8	7	6	7	8	9	0	13	6	8
6	5	5	4	6	5	4	4	5	6	5	4	5	4	4	5	6	14	0	4	5
7	6	7	5	6	8	6	5	7	5	8	6	5	4	5	5	8	18	0	6	6
8	7	8	5	10	7	6	5	10	9	7	6	4	5	4	6	11	20	0	9	7
9	3	3	3	4	2	3	3	3	5	2	3	2	3	2	3	4	9	0	4	3
10 - Definitely WILL vote for them	14	14	13	14	14	12	15	14	14	14	12	14	16	12	13	15	39	0	16	13
Don't know	7	6	9	5	8	10	8	4	5	8	10	8	8	8	8	6	0	0	9	7

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote for Liberal Democrats in a general election tomorrow?

[Skipped; n=158]

0 - Will definitely NOT vote for them	42	37	47	37	38	45	50	38	36	38	45	51	48	52	43	30	24	57	42	41
1	4	4	4	4	4	5	4	3	4	4	5	4	4	5	4	4	5	4	4	4
2	6	6	5	7	5	7	4	6	7	5	7	5	3	5	5	6	7	6	6	5
3	5	5	5	5	6	6	5	8	3	6	6	5	5	4	6	6	6	5	5	6
4	5	6	5	5	6	5	4	5	5	6	5	5	4	4	4	8	9	4	5	5
5	12	12	11	12	13	12	10	10	13	13	12	11	10	9	12	14	16	11	13	12
6	5	7	4	7	7	3	4	7	6	7	3	4	5	4	5	8	10	4	4	6
7	4	5	3	6	4	2	3	7	6	4	2	2	4	2	4	6	7	2	3	4
8	3	4	2	5	3	2	2	4	5	3	2	2	2	1	3	5	6	2	3	3
9	2	2	1	3	2	1	1	2	3	2	1	0	1	1	1	3	3	1	2	2
10 - Definitely WILL vote for them	3	3	2	3	3	2	2	3	3	3	2	1	3	2	2	3	4	2	2	3
Don't know	9	8	11	7	10	11	10	6	7	10	11	10	11	10	11	7	5	2	11	9

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

021

		Target Seat x History		Consider Labour x Past Vote				Age Breaks (1)		Age Breaks (2)			
	Consider Labour in 125 Target Seats	125 to win, Lab recent	125 to win, not Lab recent	Lab Consid, Lab 2019	Lab Consid, Not Lab 2019	Not Lab Consid, Lab 2019	Not Lab Consid, Not Lab 2019	Aged 55-64	Aged over 65	Aged 55-64	Aged 64-75	Aged over 75	
Weighted Sample	3380	246	298	361	635	331	140	1303	588	788	588	607	181
Unweighted Sample	3380	255	304	364	641	336	142	1340	615	928	615	711	217
	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote for Labour in a general election tomorrow?

[Skipped; n=143]

0 - Will definitely NOT vote for them	35	0	35	33	0	0	18	63	39	49	39	47	55
1	4	0	4	3	0	0	11	6	3	4	3	4	4
2	4	0	2	1	0	0	6	6	4	4	4	3	5
3	4	0	4	4	0	0	11	7	5	4	5	4	3
4	3	0	3	2	0	0	14	6	3	3	3	3	3
5	8	0	5	8	0	0	41	11	7	6	7	6	6
6	5	10	4	4	8	25	0	0	5	4	5	4	2
7	6	16	4	8	16	20	0	0	4	3	4	3	3
8	7	22	8	9	19	23	0	0	5	4	5	4	2
9	3	10	3	5	11	7	0	0	4	2	4	2	3
10 - Definitely WILL vote for them	14	42	16	17	46	25	0	0	14	12	14	13	10
Don't know	7	0	12	7	0	0	0	0	6	5	6	5	3

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote for Liberal Democrats in a general election tomorrow?

[Skipped; n=158]

0 - Will definitely NOT vote for them	42	23	44	41	27	17	33	55	49	51	49	49	58
1	4	7	5	4	4	6	4	4	5	5	5	5	5
2	6	9	5	7	6	10	9	6	5	6	5	7	5
3	5	6	4	5	7	6	7	6	4	5	4	6	3
4	5	8	5	5	11	6	6	4	5	3	5	4	3
5	12	18	16	10	18	10	24	10	12	10	12	10	8
6	5	8	2	6	8	12	6	4	4	4	4	4	4
7	4	6	2	4	6	10	4	3	4	2	4	2	3
8	3	5	3	3	6	8	1	2	2	2	2	2	2
9	2	3	1	2	1	4	1	2	2	1	2	1	0
10 - Definitely WILL vote for them	3	4	1	3	1	8	1	2	2	4	2	4	5
Don't know	9	3	13	10	5	3	2	2	7	6	7	7	5

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

2021

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Region					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3380	686	855	184	1146	838	304	1254	1338	1643	1737	368	1409	815	787	406	1136	733	815	291
Unweighted Sample	3380	718	873	183	1151	845	315	1378	1377	1436	1944	237	1359	856	926	314	1187	762	833	284
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Since Keir Starmer became Labour leader, do you think the Labour Party has been moving in the right direction or the wrong direction?

Right direction	27	22	46	46	25	35	47	39	24	30	24	14	26	29	33	29	28	27	23	30
Wrong direction	28	42	18	20	37	28	16	24	34	31	25	26	28	29	29	26	27	28	32	21
Not sure	45	36	36	34	38	38	36	37	42	39	50	60	47	41	38	44	44	44	45	49

Here is a list of issues facing the country.
Out of Labour and the Conservatives, which political party do you think would handle the following issue best, or would they be much the same?

National Health Service

The Conservatives would be much better than Labour	8	33	0	2	20	0	1	3	14	9	7	2	6	9	13	6	9	9	7	5
The Conservatives would be slightly better than Labour	8	24	1	5	17	1	3	5	12	8	8	4	5	10	13	7	8	9	8	6
TOTAL CONSERVATIVES WOULD BE BETTER	16	57	1	7	37	1	4	8	26	17	15	6	11	19	26	13	17	18	15	11
They would be much be the same	23	29	7	15	33	8	20	17	31	24	21	9	21	27	28	18	25	21	24	21
Labour would be slightly better than the Conservatives	16	6	21	32	12	19	25	21	13	17	15	13	18	15	14	15	15	17	15	19
Labour would be much better than the Conservatives.	27	1	67	41	6	62	41	45	13	28	25	36	27	26	21	34	25	24	26	28
TOTAL LABOUR WOULD BE BETTER	43	7	88	73	18	81	66	66	26	45	40	49	45	41	35	49	40	41	41	47
Not sure	19	6	4	5	13	9	8	9	16	14	24	36	23	13	11	20	18	20	20	21

Immigration

The Conservatives would be much better than Labour	13	43	2	3	31	3	4	5	24	15	11	6	10	16	18	11	14	15	13	7
The Conservatives would be slightly better than Labour	12	24	6	12	22	5	6	9	18	14	10	5	9	14	16	9	12	12	12	9
TOTAL CONSERVATIVES WOULD BE BETTER	25	67	8	15	53	8	10	14	42	29	21	11	19	30	34	20	26	27	25	16
They would be much be the same	26	22	22	26	29	21	29	26	29	29	24	13	25	29	33	25	26	26	27	28
Labour would be slightly better than the Conservatives	11	2	21	21	3	21	21	19	5	11	12	12	12	10	10	13	12	9	10	14
Labour would be much better than the Conservatives.	15	0	39	27	2	35	25	26	5	15	16	28	16	13	10	18	15	13	15	18
TOTAL LABOUR WOULD BE BETTER	26	2	60	48	5	56	46	45	10	26	28	40	28	23	20	31	27	22	25	32
Not sure	23	8	11	10	14	16	15	15	18	17	29	37	27	18	13	25	21	24	23	24

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

2021

	Social Grade (1)		Social Grade (2)				Social Grade (3)						Education Level			Consider Labour		Target Seats		
Total	ABC1	C2DE	AB	C1	C2	DE	A	B	C1	C2	D	E	Low	Medium	High	Labour Considerers	Not Labour Considerers	125 to win	Other seats	
Weighted Sample	3380	1927	1453	946	980	710	744	384	563	980	710	349	395	990	1387	1003	1124	1867	659	2721
Unweighted Sample	3380	2027	1353	1070	957	550	803	437	633	957	550	375	428	936	1410	1034	1137	1871	668	2712
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Since Keir Starmer became Labour leader, do you think the Labour Party has been moving in the right direction or the wrong direction?

Right direction	27	31	22	36	27	24	19	39	34	27	24	18	20	22	24	36	46	19	30	26
Wrong direction	28	26	30	26	27	31	30	24	27	27	31	30	31	30	28	26	19	37	29	28
Not sure	45	42	48	38	46	45	51	37	39	46	45	52	50	48	47	38	36	44	41	46

Here is a list of issues facing the country.
Out of Labour and the Conservatives, which political party do you think would handle the following issue best, or would they be much the same?

National Health Service

The Conservatives would be much better than Labour	8	7	9	7	7	7	10	10	6	7	7	11	10	10	8	5	1	13	8	8
The Conservatives would be slightly better than Labour	8	8	8	9	6	8	9	9	9	6	8	7	10	10	7	6	2	12	8	8
TOTAL CONSERVATIVES WOULD BE BETTER	16	15	17	16	13	15	19	19	15	13	15	18	20	20	15	11	3	25	16	16
They would be much be the same	23	22	23	22	22	25	21	21	23	22	25	23	20	26	22	20	9	33	22	23
Labour would be slightly better than the Conservatives	16	16	15	16	17	15	14	16	16	17	15	17	13	13	14	21	21	14	16	16
Labour would be much better than the Conservatives.	27	30	22	33	28	22	22	33	32	28	22	19	25	18	25	37	61	9	27	26
TOTAL LABOUR WOULD BE BETTER	43	46	37	49	45	37	36	49	48	45	37	36	38	31	39	58	82	23	43	42
Not sure	19	16	23	13	20	23	23	11	13	20	23	24	23	23	22	11	6	18	20	19

Immigration

The Conservatives would be much better than Labour	13	13	13	13	12	13	14	13	13	12	13	15	13	16	13	10	3	21	14	13
The Conservatives would be slightly better than Labour	12	12	11	13	12	10	11	12	13	12	10	11	12	13	11	11	7	15	11	12
TOTAL CONSERVATIVES WOULD BE BETTER	25	25	24	26	24	23	25	25	26	24	23	26	25	29	24	21	10	36	25	25
They would be much be the same	26	25	28	26	24	29	27	28	25	24	29	28	26	30	25	25	22	32	26	26
Labour would be slightly better than the Conservatives	11	12	10	13	11	11	10	13	14	11	11	8	12	6	11	16	20	7	11	11
Labour would be much better than the Conservatives.	15	18	12	18	17	12	12	20	17	17	12	9	14	9	15	22	36	4	14	15
TOTAL LABOUR WOULD BE BETTER	26	30	22	31	28	23	22	33	31	28	23	17	26	15	26	38	56	11	25	26
Not sure	23	20	26	17	24	26	26	14	18	24	26	29	24	27	25	16	12	21	23	23

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

2021

		Target Seat x History		Consider Labour x Past Vote				Age Breaks (1)		Age Breaks (2)			
	Consider Labour in 125 Target Seats	125 to win, Lab recent	125 to win, not Lab recent	Lab Consid, Lab 2019	Lab Consid, Not Lab 2019	Not Lab Consid, Lab 2019	Not Lab Consid, Not Lab 2019	Aged 55-64	Aged over 65	Aged 55-64	Aged 64-75	Aged over 75	
Weighted Sample	3380	246	298	361	635	331	140	1303	588	788	588	607	181
Unweighted Sample	3380	255	304	364	641	336	142	1340	615	928	615	711	217
	%	%	%	%	%	%	%	%	%	%	%	%	%

Since Keir Starmer became Labour leader, do you think the Labour Party has been moving in the right direction or the wrong direction?

Right direction	27	53	27	33	40	61	14	22	32	33	32	33	34
Wrong direction	28	16	29	29	23	8	51	38	28	29	28	30	25
Not sure	45	31	44	38	36	31	34	40	41	38	41	37	41

Here is a list of issues facing the country.
Out of Labour and the Conservatives, which political party do you think would handle the following issue best, or would they be much the same?

National Health Service

The Conservatives would be much better than Labour	8	1	7	8	0	2	2	17	8	13	8	12	16
The Conservatives would be slightly better than Labour	8	3	10	7	0	4	2	15	10	13	10	11	18
TOTAL CONSERVATIVES WOULD BE BETTER	16	4	17	15	0	6	4	32	18	26	18	23	34
They would be much be the same	23	9	24	20	5	13	21	34	28	28	28	28	26
Labour would be slightly better than the Conservatives	16	20	16	15	17	27	33	14	15	14	15	14	14
Labour would be much better than the Conservatives.	27	62	24	30	72	48	32	8	27	21	27	24	13
TOTAL LABOUR WOULD BE BETTER	43	82	40	45	89	75	65	22	42	35	42	38	27
Not sure	19	6	19	20	6	7	10	11	12	11	12	11	12

Immigration

The Conservatives would be much better than Labour	13	2	15	14	2	4	5	27	16	18	16	17	22
The Conservatives would be slightly better than Labour	12	8	9	13	4	12	8	19	14	16	14	15	18
TOTAL CONSERVATIVES WOULD BE BETTER	25	10	24	27	6	16	13	46	30	34	30	32	40
They would be much be the same	26	23	30	23	18	29	35	30	29	33	29	33	33
Labour would be slightly better than the Conservatives	11	23	12	11	21	17	24	6	10	10	10	11	8
Labour would be much better than the Conservatives.	15	32	11	16	41	28	15	4	12	10	12	11	6
TOTAL LABOUR WOULD BE BETTER	26	55	23	27	62	45	39	10	22	20	22	22	14
Not sure	23	12	23	23	14	10	13	14	18	13	18	13	13

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

	Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3380	686	855	184	1146	838	304	1254	1338	1643	1737	368	1409	815	787	406	1136	733	815	291
Unweighted Sample	3380	718	873	183	1151	845	315	1378	1377	1436	1944	237	1359	856	926	314	1187	762	833	284
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Crime																				
much better than Labour	11	40	1	4	27	1	3	5	20	13	9	4	8	14	16	7	12	13	11	7
ghtly better than Labour	13	28	5	14	24	4	12	10	18	15	10	9	8	16	18	10	14	13	12	10
S WOULD BE BETTER	24	68	6	18	51	5	15	15	38	28	19	13	16	30	34	17	26	26	23	17
d be much be the same	33	24	32	44	33	33	41	37	34	36	30	16	34	36	37	33	34	29	33	38
than the Conservatives	10	1	23	17	2	21	16	17	6	10	11	11	11	9	10	13	10	11	9	10
han the Conservatives.	11	0	31	13	1	26	15	18	5	10	12	21	12	9	8	14	10	10	12	12
Not sure	22	6	9	9	13	15	14	14	17	17	28	40	27	15	12	22	20	24	23	24
Education																				
much better than Labour	8	34	0	1	21	1	1	4	16	10	7	3	6	9	14	6	10	10	7	6
ghtly better than Labour	10	28	1	8	20	2	6	6	15	11	9	4	7	11	17	7	11	11	10	8
S WOULD BE BETTER	18	62	1	9	41	3	7	10	31	21	16	7	13	20	31	13	21	21	17	14
d be much be the same	27	28	16	25	35	17	25	23	33	28	25	11	26	31	30	21	28	25	30	24
than the Conservatives	15	3	26	29	7	24	30	23	10	16	15	13	16	18	14	18	15	16	13	20
han the Conservatives.	19	0	49	27	3	43	25	32	8	19	18	35	19	16	13	25	17	17	19	19
R WOULD BE BETTER	34	3	75	56	10	67	55	55	18	35	33	48	35	34	27	43	32	33	32	39
Not sure	21	7	7	9	13	12	13	13	17	15	26	34	26	15	13	23	20	21	22	23
Taxation																				
much better than Labour	11	41	1	3	27	1	2	5	20	13	8	3	8	13	17	7	12	13	10	8
ghtly better than Labour	13	28	7	11	25	5	14	11	19	15	11	6	9	17	20	12	15	12	12	10
S WOULD BE BETTER	24	69	8	14	52	6	16	16	39	28	19	9	17	30	37	19	27	25	22	18
d be much be the same	24	19	19	30	25	20	30	25	26	25	23	8	24	28	28	22	23	24	27	25
than the Conservatives	16	5	28	27	8	26	22	23	11	16	16	21	17	15	13	18	17	15	15	17
han the Conservatives.	14	1	36	20	3	33	20	23	7	14	14	26	15	12	10	20	12	13	14	17
R WOULD BE BETTER	30	6	64	47	11	59	42	46	18	30	30	47	32	27	23	38	29	28	29	34
Not sure	22	6	10	9	13	15	12	13	18	16	28	37	27	16	12	21	20	24	23	23

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

	Social Grade (1)			Social Grade (2)				Social Grade (3)						Education Level			Consider Labour		Target Seats	
	Total	ABC1	C2DE	AB	C1	C2	DE	A	B	C1	C2	D	E	Low	Medium	High	Labour Considerers	Not Labour Considerers	125 to win	Other seats
Weighted Sample	3380	1927	1453	946	980	710	744	384	563	980	710	349	395	990	1387	1003	1124	1867	659	2721
Unweighted Sample	3380	2027	1353	1070	957	550	803	437	633	957	550	375	428	936	1410	1034	1137	1871	668	2712
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Crime																				
The Conservatives would be much better than Labour	11	10	11	12	9	10	12	13	11	9	10	13	11	14	10	9	1	18	12	10
The Conservatives would be slightly better than Labour	13	13	12	15	11	12	12	14	15	11	12	13	12	12	14	11	6	18	13	13
TOTAL CONSERVATIVES WOULD BE BETTER	24	23	23	27	20	22	24	27	26	20	22	26	23	26	24	20	7	36	25	23
They would be much be the same	33	34	32	35	33	34	29	35	35	33	34	28	31	32	30	37	32	37	33	33
Labour would be slightly better than the Conservatives	10	11	9	12	10	10	9	13	12	10	10	8	9	7	10	14	21	5	11	10
Labour would be much better than the Conservatives.	11	12	9	13	12	8	10	14	12	12	8	8	12	8	12	13	27	2	9	12
Not sure	22	19	27	14	24	26	28	11	16	24	26	30	25	26	25	15	12	20	22	22
Education																				
The Conservatives would be much better than Labour	8	8	9	9	7	8	10	10	8	7	8	11	10	10	9	7	1	14	9	8
The Conservatives would be slightly better than Labour	10	11	8	12	10	9	8	12	12	10	9	9	8	11	10	9	3	15	10	10
TOTAL CONSERVATIVES WOULD BE BETTER	18	19	17	21	17	17	18	22	20	17	17	20	18	21	19	16	4	29	19	18
They would be much be the same	27	25	28	25	26	31	25	23	26	26	31	26	25	31	25	25	16	35	27	27
Labour would be slightly better than the Conservatives	15	17	14	18	16	13	14	18	17	16	13	16	13	12	14	21	26	10	14	16
Labour would be much better than the Conservatives.	19	21	15	23	19	15	16	24	22	19	15	13	19	11	18	26	44	5	18	19
TOTAL LABOUR WOULD BE BETTER	34	38	29	41	35	28	30	42	39	35	28	29	32	23	32	47	70	15	32	35
Not sure	21	19	25	14	23	24	25	13	15	23	24	27	24	26	24	13	10	20	22	21
Taxation																				
The Conservatives would be much better than Labour	11	11	10	13	9	9	11	16	11	9	9	12	10	12	11	9	1	18	11	11
The Conservatives would be slightly better than Labour	13	14	12	15	13	14	9	16	14	13	14	9	10	14	13	12	7	18	15	13
TOTAL CONSERVATIVES WOULD BE BETTER	24	25	22	28	22	23	20	32	25	22	23	21	20	26	24	21	8	36	26	24
They would be much be the same	24	23	26	23	23	27	24	22	24	23	27	23	25	27	22	25	19	29	24	24
Labour would be slightly better than the Conservatives	16	18	14	20	16	13	15	18	21	16	13	17	13	12	15	21	28	10	16	16
Labour would be much better than the Conservatives.	14	15	13	16	15	11	14	16	16	15	11	9	20	10	13	19	32	5	11	15
TOTAL LABOUR WOULD BE BETTER	30	33	27	36	31	24	29	34	37	31	24	26	33	22	28	40	60	15	27	31
Not sure	22	19	26	13	24	25	26	11	15	24	25	31	23	26	25	13	12	20	23	22

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

		Consider Labour in 125 Target Seats	Target Seat x History		Consider Labour x Past Vote				Age Breaks (1)		Age Breaks (2)		
	Total		125 to win, Lab recent	125 to win, not Lab recent	Lab Consid, Lab 2019	Lab Consid, Not Lab 2019	Not Lab Consid, Lab 2019	Not Lab Consid, Not Lab 2019	Aged 55-64	Aged over 65	Aged 55-64	Aged 64-75	Aged over 75
Weighted Sample	3380	246	298	361	635	331	140	1303	588	788	588	607	181
Unweighted Sample	3380	255	304	364	641	336	142	1340	615	928	615	711	217
	%	%	%	%	%	%	%	%	%	%	%	%	%
Crime													
The Conservatives would be much better than Labour	11	1	13	11	0	3	3	24	14	16	14	15	17
The Conservatives would be slightly better than Labour	13	7	10	15	3	13	11	21	17	18	17	18	20
TOTAL CONSERVATIVES WOULD BE BETTER	24	8	23	26	3	16	14	45	31	34	31	33	37
They would be much be the same	33	34	36	31	30	37	52	35	37	37	37	36	40
Labour would be slightly better than the Conservatives	10	23	10	12	23	18	15	4	9	10	9	10	7
Labour would be much better than the Conservatives.	11	23	8	10	31	18	6	2	9	8	9	8	5
Not sure	22	12	23	21	12	10	13	13	15	12	15	12	11
Education													
The Conservatives would be much better than Labour	8	0	9	9	1	1	2	18	8	14	8	13	19
The Conservatives would be slightly better than Labour	10	5	8	11	1	6	8	18	12	17	12	16	19
TOTAL CONSERVATIVES WOULD BE BETTER	18	5	17	20	2	7	10	36	20	31	20	29	38
They would be much be the same	27	19	31	24	13	21	34	36	31	30	31	30	31
Labour would be slightly better than the Conservatives	15	26	14	15	25	32	26	10	19	14	19	14	12
Labour would be much better than the Conservatives.	19	40	18	18	52	31	16	4	15	13	15	14	8
TOTAL LABOUR WOULD BE BETTER	34	66	32	33	77	63	42	14	34	27	34	28	20
Not sure	21	11	21	22	9	9	14	14	14	13	14	13	10
Taxation													
The Conservatives would be much better than Labour	11	1	12	11	0	3	5	24	12	17	12	16	23
The Conservatives would be slightly better than Labour	13	8	14	16	5	13	7	23	18	20	18	19	23
TOTAL CONSERVATIVES WOULD BE BETTER	24	9	26	27	5	16	12	47	30	37	30	35	46
They would be much be the same	24	22	27	21	17	23	33	28	28	28	28	29	27
Labour would be slightly better than the Conservatives	16	29	14	17	27	28	30	9	15	13	15	14	12
Labour would be much better than the Conservatives.	14	23	9	12	39	24	12	4	11	10	11	11	6
TOTAL LABOUR WOULD BE BETTER	30	52	23	29	66	52	42	13	26	23	26	25	18
Not sure	22	17	24	23	12	9	14	12	15	12	15	12	10

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

2021

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Region					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3380	686	855	184	1146	838	304	1254	1338	1643	1737	368	1409	815	787	406	1136	733	815	291
Unweighted Sample	3380	718	873	183	1151	845	315	1378	1377	1436	1944	237	1359	856	926	314	1187	762	833	284
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Unemployment

The Conservatives would be much better than Labour	9	35	1	1	23	1	2	4	17	11	7	5	6	11	15	6	10	12	8	5
The Conservatives would be slightly better than Labour	11	28	2	11	23	3	6	8	17	12	9	7	8	13	14	11	12	11	10	8
TOTAL CONSERVATIVES WOULD BE BETTER	20	63	3	12	46	4	8	12	34	23	16	12	14	24	29	17	22	23	18	13
They would be much be the same	25	25	17	25	29	19	26	24	29	28	22	9	25	29	28	20	26	24	27	24
Labour would be slightly better than the Conservatives	17	5	29	32	10	26	29	24	13	17	17	15	17	16	19	19	16	16	16	23
Labour would be much better than the Conservatives.	16	1	44	21	3	38	24	27	8	16	17	25	17	15	13	21	15	15	18	18
TOTAL LABOUR WOULD BE BETTER	33	6	73	53	13	64	53	51	21	33	34	40	34	31	32	40	31	31	34	41
Not sure	22	6	8	10	13	14	13	13	17	16	27	39	27	15	11	23	21	22	22	22

Inflation

The Conservatives would be much better than Labour	11	43	1	2	28	1	2	5	20	13	9	3	7	15	19	10	13	13	10	8
The Conservatives would be slightly better than Labour	16	31	9	22	29	8	14	13	22	18	13	11	11	18	23	14	16	17	16	12
TOTAL CONSERVATIVES WOULD BE BETTER	27	74	10	24	57	9	16	18	42	31	22	14	18	33	42	24	29	30	26	20
They would be much be the same	30	19	32	33	26	32	41	35	29	32	27	15	31	32	32	27	32	29	29	28
Labour would be slightly better than the Conservatives	8	1	16	17	3	15	14	14	4	8	9	10	9	8	7	9	7	8	8	13
Labour would be much better than the Conservatives.	9	0	26	12	1	21	12	15	5	9	10	17	10	8	6	11	8	8	11	11
TOTAL LABOUR WOULD BE BETTER	17	1	42	29	4	36	26	29	9	17	19	27	19	16	13	20	15	16	19	24
Not sure	26	6	17	15	14	23	16	18	20	20	32	45	33	18	13	29	24	26	26	27

Britain's exit from the EU

The Conservatives would be much better than Labour	19	62	3	4	46	2	4	6	37	23	15	6	12	24	31	11	23	21	18	12
The Conservatives would be slightly better than Labour	11	19	4	10	20	4	5	7	17	11	10	5	8	13	16	9	11	12	10	9
TOTAL CONSERVATIVES WOULD BE BETTER	30	81	7	14	66	6	9	13	54	34	25	11	20	37	47	20	34	33	28	21
They would be much be the same	22	12	21	27	17	23	26	24	20	24	20	12	23	24	21	22	20	20	25	20
Labour would be slightly better than the Conservatives	10	1	19	19	3	16	20	17	4	10	10	15	10	9	7	13	9	9	9	13
Labour would be much better than the Conservatives.	15	0	41	24	2	37	25	28	5	15	15	22	18	13	11	20	14	14	15	20
TOTAL LABOUR WOULD BE BETTER	25	1	60	43	5	53	45	45	9	25	25	37	28	22	18	33	23	23	24	33
Not sure	24	6	13	17	12	18	20	18	17	17	30	40	29	17	14	24	23	25	24	26

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

	Social Grade (1)			Social Grade (2)				Social Grade (3)						Education Level			Consider Labour		Target Seats	
	Total	ABC1	C2DE	AB	C1	C2	DE	A	B	C1	C2	D	E	Low	Medium	High	Labour Considerers	Not Labour Considerers	125 to win	Other seats
Weighted Sample	3380	1927	1453	946	980	710	744	384	563	980	710	349	395	990	1387	1003	1124	1867	659	2721
Unweighted Sample	3380	2027	1353	1070	957	550	803	437	633	957	550	375	428	936	1410	1034	1137	1871	668	2712
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unemployment																				
The Conservatives would be much better than Labour	9	9	10	10	7	9	12	11	8	7	9	13	10	11	10	7	1	15	10	9
The Conservatives would be slightly better than Labour	11	12	9	13	11	10	8	12	13	11	10	9	8	12	10	11	4	17	11	11
TOTAL CONSERVATIVES WOULD BE BETTER	20	21	19	23	18	19	20	23	21	18	19	22	18	23	20	18	5	32	21	20
They would be much be the same	25	24	27	25	23	27	26	26	24	23	27	25	27	28	23	25	17	32	22	26
Labour would be slightly better than the Conservatives	17	19	15	20	17	15	14	19	21	17	15	16	12	12	16	22	29	12	18	17
Labour would be much better than the Conservatives.	16	18	14	19	18	13	14	20	18	18	13	11	17	12	15	22	40	4	16	16
TOTAL LABOUR WOULD BE BETTER	33	37	29	39	35	28	28	39	39	35	28	27	29	24	31	44	69	16	34	33
Not sure	22	19	26	14	23	26	26	12	16	23	26	26	25	24	26	13	10	20	23	21
Inflation																				
The Conservatives would be much better than Labour	11	11	11	13	10	10	12	15	11	10	10	13	11	13	11	9	1	18	12	11
The Conservatives would be slightly better than Labour	16	17	13	19	16	15	12	21	17	16	15	14	11	16	15	16	10	21	18	15
TOTAL CONSERVATIVES WOULD BE BETTER	27	28	24	32	26	25	24	36	28	26	25	27	22	29	26	25	11	39	30	26
They would be much be the same	30	28	31	30	27	35	28	30	30	27	35	27	29	29	27	34	31	32	28	30
Labour would be slightly better than the Conservatives	8	10	6	10	10	5	7	9	11	10	5	7	8	6	8	12	17	4	9	8
Labour would be much better than the Conservatives.	9	10	9	10	10	7	11	10	9	10	7	8	13	8	9	11	22	3	7	10
TOTAL LABOUR WOULD BE BETTER	17	20	15	20	20	12	18	19	20	20	12	15	21	14	17	23	39	7	16	18
Not sure	26	24	29	19	28	28	30	16	21	28	28	31	28	28	29	19	18	22	26	26
Britain's exit from the EU																				
The Conservatives would be much better than Labour	19	18	20	20	16	19	21	20	19	16	19	23	20	24	19	14	4	30	20	19
The Conservatives would be slightly better than Labour	11	11	11	11	10	11	10	11	12	10	11	10	10	11	11	9	6	14	12	10
TOTAL CONSERVATIVES WOULD BE BETTER	30	29	31	31	26	30	31	31	31	26	30	33	30	35	30	23	10	44	32	29
They would be much be the same	22	21	22	21	21	25	20	20	22	21	25	20	20	22	20	24	20	24	21	22
Labour would be slightly better than the Conservatives	10	11	8	11	11	8	9	14	10	11	8	8	9	6	9	14	18	6	10	10
Labour would be much better than the Conservatives.	15	18	12	19	17	11	13	19	19	17	11	10	15	10	15	22	38	4	15	15
TOTAL LABOUR WOULD BE BETTER	25	29	20	30	28	19	22	33	29	28	19	18	24	16	24	36	56	10	25	25
Not sure	24	21	27	18	25	27	27	16	18	25	27	28	26	26	26	18	14	21	23	24

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

		Consider Labour in 125 Target Seats	Target Seat x History		Consider Labour x Past Vote				Age Breaks (1)		Age Breaks (2)		
	Total		125 to win, Lab recent	125 to win, not Lab recent	Lab Consid, Lab 2019	Lab Consid, Not Lab 2019	Not Lab Consid, Lab 2019	Not Lab Consid, Not Lab 2019	Aged 55-64	Aged over 65	Aged 55-64	Aged 64-75	Aged over 75
Weighted Sample	3380	246	298	361	635	331	140	1303	588	788	588	607	181
Unweighted Sample	3380	255	304	364	641	336	142	1340	615	928	615	711	217
	%	%	%	%	%	%	%	%	%	%	%	%	%
Unemployment													
The Conservatives would be much better than Labour	9	1	9	10	1	2	2	20	11	15	11	13	21
The Conservatives would be slightly better than Labour	11	4	10	13	2	5	7	21	13	14	13	13	19
TOTAL CONSERVATIVES WOULD BE BETTER	20	5	19	23	3	7	9	41	24	29	24	26	40
They would be much be the same	25	12	26	19	16	20	35	31	30	28	30	29	25
Labour would be slightly better than the Conservatives	17	35	17	20	26	34	29	11	17	19	17	20	18
Labour would be much better than the Conservatives.	16	37	14	18	45	30	13	4	15	13	15	14	8
TOTAL LABOUR WOULD BE BETTER	33	72	31	38	71	64	42	15	32	32	32	34	26
Not sure	22	12	24	21	10	9	14	13	14	11	14	11	9
Inflation													
The Conservatives would be much better than Labour	11	1	10	13	0	4	3	24	15	19	15	17	26
The Conservatives would be slightly better than Labour	16	13	17	18	8	14	10	26	19	23	19	22	26
TOTAL CONSERVATIVES WOULD BE BETTER	27	14	27	31	8	18	13	50	34	42	34	39	52
They would be much be the same	30	31	30	27	30	36	47	30	34	32	34	33	27
Labour would be slightly better than the Conservatives	8	19	8	10	16	17	14	4	8	7	8	7	6
Labour would be much better than the Conservatives.	9	15	7	7	26	15	5	2	7	6	7	7	3
TOTAL LABOUR WOULD BE BETTER	17	34	15	17	42	32	19	6	15	13	15	14	9
Not sure	26	21	28	25	20	14	21	15	17	13	17	13	12
Britain's exit from the EU													
The Conservatives would be much better than Labour	19	3	20	20	2	8	4	40	25	31	25	28	41
The Conservatives would be slightly better than Labour	11	6	13	11	3	11	6	17	13	16	13	16	16
TOTAL CONSERVATIVES WOULD BE BETTER	30	9	33	31	5	19	10	57	38	47	38	44	57
They would be much be the same	22	22	24	18	21	19	39	21	24	21	24	22	16
Labour would be slightly better than the Conservatives	10	19	9	10	17	20	17	5	9	7	9	8	6
Labour would be much better than the Conservatives.	15	36	11	18	43	30	17	3	13	11	13	11	8
TOTAL LABOUR WOULD BE BETTER	25	55	20	28	60	50	34	8	22	18	22	19	14
Not sure	24	15	23	23	15	12	17	14	16	14	16	14	13

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

		Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3380	686	855	184	1146	838	304	1254	1338	1643	1737	368	1409	815	787	406	1136	733	815	291
Unweighted Sample	3380	718	873	183	1151	845	315	1378	1377	1436	1944	237	1359	856	926	314	1187	762	833	284
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
much better than Labour	15	51	1	3	36	2	4	7	27	18	12	4	10	19	23	10	16	17	14	10
ghtly better than Labour	15	26	9	25	25	10	16	15	20	19	12	11	12	17	21	14	18	13	16	12
S WOULD BE BETTER	30	77	10	28	61	12	20	22	47	37	24	15	22	36	44	24	34	30	30	22
d be much be the same	29	15	33	40	23	32	41	35	26	31	27	19	29	31	29	26	29	28	28	35
than the Conservatives	8	0	19	11	2	16	10	13	4	7	9	8	8	9	7	11	6	7	8	10
han the Conservatives.	9	0	23	12	1	20	13	13	4	8	9	14	9	7	6	9	8	8	10	9
R WOULD BE BETTER	17	0	42	23	3	36	23	26	8	15	18	22	17	16	13	20	14	15	18	19
Not sure	25	7	14	9	14	21	16	17	18	18	31	44	31	16	14	30	22	26	25	25
much better than Labour	15	56	1	3	39	1	5	8	28	19	12	2	11	19	25	11	18	17	14	10
ghtly better than Labour	16	28	9	22	27	7	16	14	22	18	14	11	12	18	22	17	17	16	16	12
S WOULD BE BETTER	31	84	10	25	66	8	21	22	50	37	26	13	23	37	47	28	35	33	30	22
d be much be the same	24	10	24	30	19	24	31	26	24	26	21	14	26	25	23	20	25	24	24	23
than the Conservatives	12	0	26	21	2	24	19	20	5	11	12	14	12	11	10	13	11	10	12	16
han the Conservatives.	11	0	31	17	1	27	17	18	5	10	12	19	12	10	8	16	9	10	12	13
R WOULD BE BETTER	23	0	57	38	3	51	36	38	10	21	24	33	24	21	18	29	20	20	24	29
Not sure	22	5	9	7	12	16	12	14	16	16	28	39	27	16	11	23	20	23	22	25
much better than Labour	14	47	1	6	34	2	5	7	27	18	11	5	11	18	22	12	16	17	12	9
ghtly better than Labour	13	27	6	12	24	5	10	11	18	14	11	9	9	14	19	9	15	13	12	10
S WOULD BE BETTER	27	74	7	18	58	7	15	18	45	32	22	14	20	32	41	21	31	30	24	19
d be much be the same	34	20	41	49	27	40	46	41	32	37	31	20	35	38	35	34	33	31	35	37
than the Conservatives	6	0	15	10	1	13	8	10	3	6	7	11	6	6	5	8	5	6	6	9
han the Conservatives.	9	0	25	11	1	21	14	14	4	8	10	16	10	8	6	10	8	8	10	10
R WOULD BE BETTER	15	0	40	21	2	34	22	24	7	14	17	27	16	14	11	18	13	14	16	19
Not sure	24	7	13	12	13	19	17	17	17	16	31	39	29	17	14	27	22	24	24	25

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

	Social Grade (1)			Social Grade (2)				Social Grade (3)						Education Level			Consider Labour		Target Seats	
	Total	ABC1	C2DE	AB	C1	C2	DE	A	B	C1	C2	D	E	Low	Medium	High	Labour Considerers	Not Labour Considerers	125 to win	Other seats
Weighted Sample	3380	1927	1453	946	980	710	744	384	563	980	710	349	395	990	1387	1003	1124	1867	659	2721
Unweighted Sample	3380	2027	1353	1070	957	550	803	437	633	957	550	375	428	936	1410	1034	1137	1871	668	2712
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Defence																				
The Conservatives would be much better than Labour	15	15	14	16	14	13	15	18	15	14	13	16	14	18	15	11	2	24	17	14
The Conservatives would be slightly better than Labour	15	17	14	19	14	14	13	18	20	14	14	15	12	14	16	16	11	20	15	16
TOTAL CONSERVATIVES WOULD BE BETTER	30	32	28	35	28	27	28	36	35	28	27	31	26	32	31	27	13	44	32	30
They would be much be the same	29	29	29	29	28	32	26	31	27	28	32	26	25	28	27	32	32	29	26	29
Labour would be slightly better than the Conservatives	8	8	7	9	7	7	7	8	11	7	7	5	9	5	8	11	18	3	10	7
Labour would be much better than the Conservatives.	9	9	8	9	9	7	9	10	9	9	7	6	10	7	8	10	21	2	7	9
TOTAL LABOUR WOULD BE BETTER	17	17	15	18	16	14	16	18	20	16	14	11	19	12	16	21	39	5	17	16
Not sure	25	22	29	17	27	27	30	15	18	27	27	31	29	29	27	19	16	22	25	25
The economy																				
The Conservatives would be much better than Labour	15	16	15	18	14	14	16	20	17	14	14	17	15	18	15	13	1	26	17	15
The Conservatives would be slightly better than Labour	16	17	14	18	16	16	13	20	17	16	16	15	12	15	16	16	11	21	16	16
TOTAL CONSERVATIVES WOULD BE BETTER	31	33	29	36	30	30	29	40	34	30	30	32	27	33	31	29	12	47	33	31
They would be much be the same	24	23	24	22	24	27	22	22	23	24	27	21	23	25	21	25	24	25	23	24
Labour would be slightly better than the Conservatives	12	13	10	16	10	9	12	14	17	10	9	10	13	8	10	17	24	6	11	12
Labour would be much better than the Conservatives.	11	12	10	11	13	9	12	12	11	13	9	9	14	8	12	14	28	3	10	12
TOTAL LABOUR WOULD BE BETTER	23	25	20	27	23	18	24	26	28	23	18	19	27	16	22	31	52	9	21	24
Not sure	22	19	26	15	23	26	26	13	16	23	26	28	25	26	25	14	12	20	22	22
Terrorism																				
The Conservatives would be much better than Labour	14	14	14	14	14	13	15	16	13	14	13	15	15	16	14	12	2	24	16	14
The Conservatives would be slightly better than Labour	13	14	11	16	11	10	12	16	17	11	10	14	10	14	13	11	7	17	13	13
TOTAL CONSERVATIVES WOULD BE BETTER	27	28	25	30	25	23	27	32	30	25	23	29	25	30	27	23	9	41	29	27
They would be much be the same	34	33	34	34	33	39	29	36	32	33	39	30	28	32	30	40	40	33	33	34
Labour would be slightly better than the Conservatives	6	8	5	7	9	4	5	7	7	9	4	5	5	4	7	9	14	3	8	6
Labour would be much better than the Conservatives.	9	9	9	10	8	8	10	11	10	8	8	7	12	8	9	11	22	3	6	10
TOTAL LABOUR WOULD BE BETTER	15	17	14	17	17	12	15	18	17	17	12	12	17	12	16	20	36	6	14	16
Not sure	24	21	27	18	25	25	29	15	20	25	25	29	29	27	27	17	15	21	24	24

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

Fieldwork: 8th - 13th December 2021													
		Target Seat x History		Consider Labour x Past Vote				Age Breaks (1)		Age Breaks (2)			
	Total	Consider Labour in 125 Target Seats	125 to win, Lab recent	125 to win, not Lab recent	Lab Consid, Lab 2019	Lab Consid, Not Lab 2019	Not Lab Consid, Lab 2019	Not Lab Consid, Not Lab 2019	Aged 55-64	Aged over 65	Aged 55-64	Aged 64-75	Aged over 75
Weighted Sample	3380	246	298	361	635	331	140	1303	588	788	588	607	181
Unweighted Sample	3380	255	304	364	641	336	142	1340	615	928	615	711	217
	%	%	%	%	%	%	%	%	%	%	%	%	%
Defence													
The Conservatives would be much better than Labour	15	4	16	19	1	5	5	32	19	23	19	21	32
The Conservatives would be slightly better than Labour	15	9	14	16	9	15	16	24	18	21	18	21	23
TOTAL CONSERVATIVES WOULD BE BETTER	30	13	30	35	10	20	21	56	37	44	37	42	55
They would be much be the same	29	31	29	23	31	37	43	27	31	29	31	31	25
Labour would be slightly better than the Conservatives	8	21	11	9	19	16	7	3	9	7	9	7	5
Labour would be much better than the Conservatives.	9	17	5	8	23	15	8	2	7	6	7	7	4
TOTAL LABOUR WOULD BE BETTER	17	38	16	17	42	31	15	5	16	13	16	14	9
Not sure	25	19	25	26	17	13	22	14	16	14	16	14	12
The economy													
The Conservatives would be much better than Labour	15	1	17	17	0	3	3	35	19	25	19	23	33
The Conservatives would be slightly better than Labour	16	9	14	18	7	18	13	25	19	22	19	21	27
TOTAL CONSERVATIVES WOULD BE BETTER	31	10	31	35	7	21	16	60	38	47	38	44	60
They would be much be the same	24	27	27	20	22	27	33	22	25	23	25	24	18
Labour would be slightly better than the Conservatives	12	24	10	13	26	22	21	4	11	10	11	10	10
Labour would be much better than the Conservatives.	11	24	10	11	33	20	9	2	11	8	11	9	5
TOTAL LABOUR WOULD BE BETTER	23	48	20	24	59	42	30	6	22	18	22	19	15
Not sure	22	15	22	22	12	10	20	12	15	11	15	12	8
Terrorism													
The Conservatives would be much better than Labour	14	3	16	17	1	4	4	31	18	22	18	20	26
The Conservatives would be slightly better than Labour	13	7	12	13	4	12	11	21	14	19	14	17	24
TOTAL CONSERVATIVES WOULD BE BETTER	27	10	28	30	5	16	15	52	32	41	32	37	50
They would be much be the same	34	41	35	30	40	44	48	30	39	35	39	36	30
Labour would be slightly better than the Conservatives	6	18	8	8	14	11	9	3	5	5	5	5	4
Labour would be much better than the Conservatives.	9	14	6	6	25	16	8	2	7	6	7	7	4
TOTAL LABOUR WOULD BE BETTER	15	32	14	14	39	27	17	5	12	11	12	12	8
Not sure	24	17	23	25	16	13	19	13	17	14	17	14	13

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

		Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	3380	686	855	184	1146	838	304	1254	1338	1643	1737	368	1409	815	787	406	1136	733	815	291	
Unweighted Sample	3380	718	873	183	1151	845	315	1378	1377	1436	1944	237	1359	856	926	314	1187	762	833	284	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Transport																					
Much better than Labour	7	31	0	0	19	0	1	3	14	9	6	3	5	9	12	5	8	9	7	5	
Slightly better than Labour	8	21	1	5	17	1	4	6	11	9	7	4	6	10	10	7	9	8	7	7	
CONSERVATIVES WOULD BE BETTER	15	52	1	5	36	1	5	9	25	18	13	7	11	19	22	12	17	17	14	12	
It'd be much be the same	31	33	20	35	38	22	32	28	38	33	29	18	29	34	37	26	32	33	31	29	
Better than the Conservatives	16	6	30	30	9	27	29	24	12	18	15	17	16	17	15	21	16	14	17	17	
Better than the Conservatives.	14	0	39	22	2	35	20	25	7	15	14	21	15	13	13	20	13	12	15	16	
LABOUR WOULD BE BETTER	30	6	69	52	11	62	49	49	19	33	29	38	31	30	28	41	29	26	32	33	
Not sure	23	8	10	8	15	14	14	15	18	17	29	38	28	17	13	20	22	25	23	25	
Housing																					
Much better than Labour	7	27	0	0	17	0	1	2	12	7	6	4	5	7	10	6	7	8	6	4	
Slightly better than Labour	6	21	1	5	14	2	3	4	10	7	6	2	5	7	11	7	7	7	5	4	
CONSERVATIVES WOULD BE BETTER	13	48	1	5	31	2	4	6	22	14	12	6	10	14	21	13	14	15	11	8	
It'd be much be the same	27	35	11	23	38	14	23	21	36	30	24	11	26	31	32	21	29	26	29	24	
Better than the Conservatives	20	8	34	34	14	30	35	28	16	22	18	21	20	22	20	22	20	21	18	24	
Better than the Conservatives.	18	2	47	29	3	42	26	30	10	18	19	25	18	19	15	21	18	16	19	21	
LABOUR WOULD BE BETTER	38	10	81	63	17	72	61	58	26	40	37	46	38	41	35	43	38	37	37	45	
Not sure	22	7	7	8	14	13	13	13	17	16	27	37	27	14	12	23	19	23	22	23	
Environment																					
Much better than Labour	7	28	0	1	18	0	1	3	12	8	6	2	5	7	11	4	8	8	6	3	
Slightly better than Labour	7	20	1	3	15	1	3	5	11	7	7	2	4	8	12	5	8	6	6	7	
CONSERVATIVES WOULD BE BETTER	14	48	1	4	33	1	4	8	23	15	13	4	9	15	23	9	16	14	12	10	
It'd be much be the same	33	40	21	35	44	21	31	27	43	37	30	17	30	38	41	30	34	32	36	26	
Better than the Conservatives	14	3	24	27	7	23	25	21	9	15	13	16	15	14	12	16	12	14	13	19	
Better than the Conservatives.	16	0	45	25	2	41	27	30	6	17	16	26	17	15	11	22	16	13	16	20	
LABOUR WOULD BE BETTER	30	3	69	52	9	64	52	51	15	32	29	42	32	29	23	38	28	27	29	39	
Not sure	23	8	9	9	15	15	14	14	19	17	29	37	28	17	13	22	21	26	23	25	

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

	Social Grade (1)			Social Grade (2)				Social Grade (3)						Education Level			Consider Labour		Target Seats	
	Total	ABC1	C2DE	AB	C1	C2	DE	A	B	C1	C2	D	E	Low	Medium	High	Labour Considerers	Not Labour Considerers	125 to win	Other seats
Weighted Sample	3380	1927	1453	946	980	710	744	384	563	980	710	349	395	990	1387	1003	1124	1867	659	2721
Unweighted Sample	3380	2027	1353	1070	957	550	803	437	633	957	550	375	428	936	1410	1034	1137	1871	668	2712
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Transport																				
The Conservatives would be much better than Labour	7	7	8	8	7	7	8	9	7	7	7	9	8	10	8	5	1	13	8	7
The Conservatives would be slightly better than Labour	8	8	7	10	7	6	8	10	10	7	6	7	9	9	8	7	3	12	8	8
TOTAL CONSERVATIVES WOULD BE BETTER	15	15	15	18	14	13	16	19	17	14	13	16	17	19	16	12	4	25	16	15
They would be much be the same	31	30	32	29	31	35	29	27	31	31	35	33	26	33	31	29	21	39	30	31
Labour would be slightly better than the Conservatives	16	18	14	20	16	16	13	21	20	16	16	12	14	12	14	23	29	11	17	16
Labour would be much better than the Conservatives.	14	17	12	18	15	11	12	20	17	15	11	8	16	9	15	20	35	4	15	14
TOTAL LABOUR WOULD BE BETTER	30	35	26	38	31	27	25	41	37	31	27	20	30	21	29	43	64	15	32	30
Not sure	23	20	27	15	24	25	29	14	15	24	25	32	28	27	25	15	12	21	22	23
Housing																				
The Conservatives would be much better than Labour	7	6	7	7	5	5	9	9	6	5	5	9	9	9	6	4	0	11	7	6
The Conservatives would be slightly better than Labour	6	7	6	7	6	6	6	6	7	6	6	5	8	6	7	5	2	10	7	6
TOTAL CONSERVATIVES WOULD BE BETTER	13	13	13	14	11	11	15	15	13	11	11	14	17	15	13	9	2	21	14	12
They would be much be the same	27	27	27	27	27	29	26	25	27	27	29	27	24	30	26	25	12	38	27	27
Labour would be slightly better than the Conservatives	20	21	19	23	19	20	18	22	24	19	20	19	17	17	18	26	33	15	20	20
Labour would be much better than the Conservatives.	18	20	16	22	19	15	16	25	20	19	15	14	18	12	18	26	44	6	17	19
TOTAL LABOUR WOULD BE BETTER	38	41	35	45	38	35	34	47	44	38	35	33	35	29	36	52	77	21	37	39
Not sure	22	19	25	14	23	26	24	12	16	23	26	26	23	25	24	14	9	21	22	21
Environment																				
The Conservatives would be much better than Labour	7	6	7	7	6	6	8	9	6	6	6	9	7	9	6	5	0	11	7	7
The Conservatives would be slightly better than Labour	7	7	6	7	6	6	7	8	7	6	6	7	7	8	7	5	2	10	6	7
TOTAL CONSERVATIVES WOULD BE BETTER	14	13	13	14	12	12	15	17	13	12	12	16	14	17	13	10	2	21	13	14
They would be much be the same	33	32	34	33	32	36	32	31	34	32	36	30	33	38	31	30	22	42	33	33
Labour would be slightly better than the Conservatives	14	14	14	14	15	15	12	15	14	15	15	13	12	9	14	20	22	11	15	14
Labour would be much better than the Conservatives.	16	19	12	23	16	11	13	23	23	16	11	9	17	9	16	24	41	4	15	17
TOTAL LABOUR WOULD BE BETTER	30	33	26	37	31	26	25	38	37	31	26	22	29	18	30	44	63	15	30	31
Not sure	23	20	27	15	25	26	27	14	16	25	26	31	24	28	26	15	12	22	24	23

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

Fieldwork: 8th - 15th December 2021

		Target Seat x History		Consider Labour x Past Vote				Age Breaks (1)		Age Breaks (2)			
	Total	Consider Labour in 125 Target Seats	125 to win, Lab recent	125 to win, not Lab recent	Lab Consid, Lab 2019	Lab Consid, Not Lab 2019	Not Lab Consid, Lab 2019	Not Lab Consid, Not Lab 2019	Aged 55-64	Aged over 65	Aged 55-64	Aged 64-75	Aged over 75
Weighted Sample	3380	246	298	361	635	331	140	1303	588	788	588	607	181
Unweighted Sample	3380	255	304	364	641	336	142	1340	615	928	615	711	217
	%	%	%	%	%	%	%	%	%	%	%	%	%
Transport													
The Conservatives would be much better than Labour	7	0	7	9	0	1	2	16	8	12	8	11	15
The Conservatives would be slightly better than Labour	8	3	8	9	1	6	2	15	9	10	9	10	12
TOTAL CONSERVATIVES WOULD BE BETTER	15	3	15	18	1	7	4	31	17	22	17	21	27
They would be much be the same	31	21	33	28	19	24	41	40	34	37	34	36	40
Labour would be slightly better than the Conservatives	16	29	16	17	29	32	23	11	19	15	19	15	14
Labour would be much better than the Conservatives.	14	35	13	16	41	27	16	3	14	13	14	14	8
TOTAL LABOUR WOULD BE BETTER	30	64	29	33	70	59	39	14	33	28	33	29	22
Not sure	23	11	23	21	11	11	17	15	16	13	16	13	12
Housing													
The Conservatives would be much better than Labour	7	0	7	7	0	1	2	14	6	10	6	9	13
The Conservatives would be slightly better than Labour	6	4	7	8	1	5	5	12	8	11	8	10	14
TOTAL CONSERVATIVES WOULD BE BETTER	13	4	14	15	1	6	7	26	14	21	14	19	27
They would be much be the same	27	16	30	23	10	16	32	40	31	32	31	32	33
Labour would be slightly better than the Conservatives	20	32	17	22	30	38	32	16	23	20	23	19	20
Labour would be much better than the Conservatives.	18	40	15	20	50	34	16	5	19	15	19	17	10
TOTAL LABOUR WOULD BE BETTER	38	72	32	42	80	72	48	21	42	35	42	36	30
Not sure	22	9	23	20	9	7	14	13	13	12	13	13	10
Environment													
The Conservatives would be much better than Labour	7	1	7	8	0	1	2	15	6	11	6	9	17
The Conservatives would be slightly better than Labour	7	2	6	6	0	5	1	13	8	12	8	11	14
TOTAL CONSERVATIVES WOULD BE BETTER	14	3	13	14	0	6	3	28	14	23	14	20	31
They would be much be the same	33	20	38	29	18	28	35	43	38	41	38	41	40
Labour would be slightly better than the Conservatives	14	26	15	15	21	24	35	9	15	12	15	13	9
Labour would be much better than the Conservatives.	16	36	12	18	49	29	14	4	16	11	16	12	8
TOTAL LABOUR WOULD BE BETTER	30	62	27	33	70	53	49	13	31	23	31	25	17
Not sure	23	14	23	25	12	12	13	15	16	13	16	14	12

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

	Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3380	686	855	184	1146	838	304	1254	1338	1643	1737	368	1409	815	787	406	1136	733	815	291
Unweighted Sample	3380	718	873	183	1151	845	315	1378	1377	1436	1944	237	1359	856	926	314	1187	762	833	284
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Much better than Labour	6	24	0	2	15	1	3	2	12	7	6	3	6	7	9	5	6	8	7	3
Slightly better than Labour	6	18	1	4	13	2	2	4	10	6	7	3	5	7	10	7	6	7	6	5
CON WOULD BE BETTER	12	42	1	6	28	3	5	6	22	13	13	6	11	14	19	12	12	15	13	8
It'd be much be the same	19	26	7	17	28	8	14	15	25	21	17	7	18	22	24	14	21	20	20	17
better than the Conservatives	23	19	28	37	23	27	38	30	23	25	21	14	21	26	28	25	23	21	22	28
better than the Conservatives.	25	5	59	34	9	51	34	38	14	25	25	38	26	24	19	30	24	24	24	25
LAB WOULD BE BETTER	48	24	87	71	32	78	72	68	37	50	46	52	47	50	47	55	47	45	46	53
Not sure	20	7	5	5	12	11	9	10	16	15	24	35	25	14	9	20	19	20	20	22
Improving the lives of older people																				
Much better than Labour	7	27	0	1	16	1	1	3	11	8	6	4	6	7	10	4	8	7	6	4
Slightly better than Labour	6	20	1	7	14	1	4	5	10	7	6	3	4	8	11	4	8	6	6	5
CON WOULD BE BETTER	13	47	1	8	30	2	5	8	21	15	12	7	10	15	21	8	16	13	12	9
It'd be much be the same	28	37	13	27	38	17	26	24	35	32	24	18	25	32	32	26	29	27	28	26
better than the Conservatives	19	8	31	32	13	27	31	26	15	20	17	15	19	20	19	25	17	18	19	19
better than the Conservatives.	18	1	48	26	5	41	26	30	10	17	20	24	19	17	16	18	18	18	19	19
LAB WOULD BE BETTER	37	9	79	58	18	68	57	56	25	37	37	39	38	37	35	43	35	36	38	38
Not sure	22	8	6	8	14	13	12	12	18	17	27	37	28	16	12	22	21	23	22	26
Improving the lives of families with children																				
Much better than Labour	6	25	1	1	15	1	1	2	11	7	5	4	5	7	9	5	6	8	6	3
Slightly better than Labour	6	20	1	5	13	1	2	3	9	6	5	3	4	6	10	4	7	6	4	5
CON WOULD BE BETTER	12	45	2	6	28	2	3	5	20	13	10	7	9	13	19	9	13	14	10	8
It'd be much be the same	24	33	8	19	35	10	21	19	32	26	22	9	22	29	30	18	25	23	26	23
better than the Conservatives	21	11	28	35	17	29	29	28	18	23	20	20	20	21	24	26	20	20	21	24
better than the Conservatives.	22	1	56	30	6	48	34	35	12	21	22	27	24	22	16	26	21	21	21	21
LAB WOULD BE BETTER	43	12	84	65	23	77	63	63	30	44	42	47	44	43	40	52	41	41	42	45
Not sure	21	9	6	8	14	11	13	12	17	17	26	37	26	15	12	21	21	22	21	24

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

	Social Grade (1)			Social Grade (2)				Social Grade (3)						Education Level			Consider Labour		Target Seats	
	Total	ABC1	C2DE	AB	C1	C2	DE	A	B	C1	C2	D	E	Low	Medium	High	Labour Considerers	Not Labour Considerers	125 to win	Other seats
Weighted Sample	3380	1927	1453	946	980	710	744	384	563	980	710	349	395	990	1387	1003	1124	1867	659	2721
Unweighted Sample	3380	2027	1353	1070	957	550	803	437	633	957	550	375	428	936	1410	1034	1137	1871	668	2712
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Welfare benefits																				
The Conservatives would be much better than Labour	6	6	7	7	5	6	8	7	6	5	6	10	6	9	6	4	1	11	8	6
The Conservatives would be slightly better than Labour	6	6	6	7	6	6	7	5	8	6	6	6	7	7	7	6	2	9	6	7
TOTAL CONSERVATIVES WOULD BE BETTER	12	12	13	14	11	12	15	12	14	11	12	16	13	16	13	10	3	20	14	13
They would be much be the same	19	19	20	19	19	21	19	18	19	19	21	19	18	23	19	16	9	27	19	19
Labour would be slightly better than the Conservatives	23	24	22	26	22	24	20	26	26	22	24	20	20	21	21	28	28	22	22	23
Labour would be much better than the Conservatives.	25	28	21	29	27	19	23	32	27	27	19	19	26	18	24	34	53	11	25	25
TOTAL LABOUR WOULD BE BETTER	48	52	43	55	49	43	43	58	53	49	43	39	46	39	45	62	81	33	47	48
Not sure	20	17	24	12	21	24	24	11	13	21	24	26	22	23	23	12	8	19	20	20
Improving the lives of older people																				
The Conservatives would be much better than Labour	7	6	7	7	6	5	9	8	6	6	5	9	8	9	6	5	1	11	7	7
The Conservatives would be slightly better than Labour	6	7	6	8	6	6	6	8	7	6	6	6	7	6	7	5	2	10	8	6
TOTAL CONSERVATIVES WOULD BE BETTER	13	13	13	15	12	11	15	16	13	12	11	15	15	15	13	10	3	21	15	13
They would be much be the same	28	27	29	26	27	30	28	26	27	27	30	28	28	29	27	27	16	38	26	28
Labour would be slightly better than the Conservatives	19	21	16	23	19	18	14	21	25	19	18	16	14	16	16	25	30	14	19	19
Labour would be much better than the Conservatives.	18	20	16	21	18	15	17	24	20	18	15	15	20	13	18	24	43	6	17	18
TOTAL LABOUR WOULD BE BETTER	37	41	32	44	37	33	31	45	45	37	33	31	34	29	34	49	73	20	36	37
Not sure	22	20	26	14	24	26	25	13	16	24	26	27	24	26	25	14	8	22	23	22
Improving the lives of families with children																				
The Conservatives would be much better than Labour	6	6	7	6	5	5	8	7	6	5	5	10	6	8	6	4	1	10	6	6
The Conservatives would be slightly better than Labour	6	6	6	6	5	5	6	6	6	5	5	5	7	6	6	4	2	8	6	6
TOTAL CONSERVATIVES WOULD BE BETTER	12	12	13	12	10	10	14	13	12	10	10	15	13	14	12	8	3	18	12	12
They would be much be the same	24	23	25	24	23	27	22	23	24	23	27	22	23	28	24	21	9	34	23	24
Labour would be slightly better than the Conservatives	21	22	20	24	21	20	20	25	23	21	20	21	19	18	20	27	29	19	21	21
Labour would be much better than the Conservatives.	22	24	18	26	23	18	18	27	24	23	18	16	21	14	21	30	51	7	21	22
TOTAL LABOUR WOULD BE BETTER	43	46	38	50	44	38	38	52	47	44	38	37	40	32	41	57	80	26	42	43
Not sure	21	19	25	14	23	25	25	11	17	23	25	26	24	26	23	15	8	22	23	21

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

Fieldwork: 8th - 15th December 2021

		Target Seat x History		Consider Labour x Past Vote				Age Breaks (1)		Age Breaks (2)			
	Total	Consider Labour in 125 Target Seats	125 to win, Lab recent	125 to win, not Lab recent	Lab Consid, Lab 2019	Lab Consid, Not Lab 2019	Not Lab Consid, Lab 2019	Not Lab Consid, Not Lab 2019	Aged 55-64	Aged over 65	Aged 55-64	Aged 64-75	Aged over 75
Weighted Sample	3380	246	298	361	635	331	140	1303	588	788	588	607	181
Unweighted Sample	3380	255	304	364	641	336	142	1340	615	928	615	711	217
	%	%	%	%	%	%	%	%	%	%	%	%	%
Welfare benefits													
The Conservatives would be much better than Labour	6	0	8	8	0	2	5	14	6	9	6	8	11
The Conservatives would be slightly better than Labour	6	1	5	6	1	3	4	11	8	10	8	9	12
TOTAL CONSERVATIVES WOULD BE BETTER	12	1	13	14	1	5	9	25	14	19	14	17	23
They would be much be the same	19	8	24	14	5	12	21	28	23	24	23	25	23
Labour would be slightly better than the Conservatives	23	31	24	21	27	33	35	25	28	28	28	27	34
Labour would be much better than the Conservatives.	25	51	18	31	60	43	24	11	23	19	23	21	12
TOTAL LABOUR WOULD BE BETTER	48	82	42	52	87	76	59	36	51	47	51	48	46
Not sure	20	9	21	19	7	7	11	12	12	10	12	10	9
Improving the lives of older people													
The Conservatives would be much better than Labour	7	1	7	7	0	2	3	14	6	10	6	9	13
The Conservatives would be slightly better than Labour	6	3	7	8	1	3	2	13	8	11	8	11	11
TOTAL CONSERVATIVES WOULD BE BETTER	13	4	14	15	1	5	5	27	14	21	14	20	24
They would be much be the same	28	14	28	24	14	19	35	40	32	32	32	32	34
Labour would be slightly better than the Conservatives	19	33	17	21	29	35	26	14	22	19	22	19	20
Labour would be much better than the Conservatives.	18	40	15	19	48	35	19	5	17	16	17	18	10
TOTAL LABOUR WOULD BE BETTER	37	73	32	40	77	70	45	19	39	35	39	37	30
Not sure	22	10	26	21	8	7	16	15	14	12	14	12	12
Improving the lives of families with children													
The Conservatives would be much better than Labour	6	1	7	6	1	1	2	13	7	9	7	8	12
The Conservatives would be slightly better than Labour	6	1	4	7	1	2	2	11	6	10	6	9	12
TOTAL CONSERVATIVES WOULD BE BETTER	12	2	11	13	2	3	4	24	13	19	13	17	24
They would be much be the same	24	10	27	20	5	15	30	36	30	30	30	30	30
Labour would be slightly better than the Conservatives	21	30	21	21	29	31	34	19	22	24	22	23	26
Labour would be much better than the Conservatives.	22	47	17	24	57	44	20	6	22	16	22	17	10
TOTAL LABOUR WOULD BE BETTER	43	77	38	45	86	75	54	25	44	40	44	40	36
Not sure	21	12	24	23	8	7	12	15	14	12	14	12	10

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

	Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3380	686	855	184	1146	838	304	1254	1338	1643	1737	368	1409	815	787	406	1136	733	815	291
Unweighted Sample	3380	718	873	183	1151	845	315	1378	1377	1436	1944	237	1359	856	926	314	1187	762	833	284
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
much better than Labour																				
	8	30	0	1	20	1	1	4	14	9	7	4	6	9	13	7	8	10	7	7
ghtly better than Labour																				
	10	24	4	15	20	5	9	8	15	11	10	7	6	14	16	10	10	11	11	8
S WOULD BE BETTER																				
	18	54	4	16	40	6	10	12	29	20	17	11	12	23	29	17	18	21	18	15
d be much be the same																				
	29	28	21	34	31	25	32	29	33	33	24	11	28	35	31	26	30	28	29	27
than the Conservatives																				
	14	6	25	20	8	20	23	20	10	14	14	15	14	12	14	13	15	13	14	14
han the Conservatives.																				
	13	0	35	18	2	30	17	20	6	13	13	27	13	9	8	15	11	12	13	18
R WOULD BE BETTER																				
	27	6	60	38	10	50	40	40	16	27	27	42	27	21	22	28	26	25	27	32
Not sure																				
	26	11	15	13	19	20	18	19	22	20	32	36	32	21	17	29	25	27	26	28
people like you																				
much better than Labour																				
	8	34	0	0	21	0	1	4	15	10	7	4	6	10	13	5	10	9	7	7
ghtly better than Labour																				
	10	26	3	12	20	4	8	8	14	12	9	9	8	11	15	14	11	10	10	6
S WOULD BE BETTER																				
	18	60	3	12	41	4	9	12	29	22	16	13	14	21	28	19	21	19	17	13
d be much be the same																				
	27	27	15	35	33	16	33	26	32	31	24	9	25	33	34	26	29	27	27	27
than the Conservatives																				
	15	3	29	23	8	27	23	22	12	15	15	15	16	16	14	18	14	14	16	14
han the Conservatives.																				
	18	1	47	21	4	42	22	28	10	16	20	27	20	15	13	17	17	18	18	22
R WOULD BE BETTER																				
	33	4	76	44	12	69	45	50	22	31	35	42	36	31	27	35	31	32	34	36
Not sure																				
	21	8	6	9	13	11	14	12	17	16	26	37	25	15	11	21	20	21	21	23
debt																				
much better than Labour																				
	16	55	2	5	37	2	5	8	28	18	13	6	11	19	25	11	18	17	14	10
ghtly better than Labour																				
	15	24	8	23	26	6	14	13	20	17	13	8	12	17	21	15	15	17	13	11
S WOULD BE BETTER																				
	31	79	10	28	63	8	19	21	48	35	26	14	23	36	46	26	33	34	27	21
d be much be the same																				
	26	15	27	33	21	28	34	29	25	27	24	15	27	30	25	25	26	23	28	27
than the Conservatives																				
	10	0	21	17	3	20	18	17	6	10	10	13	10	9	10	13	9	10	9	13
han the Conservatives.																				
	12	0	32	17	2	27	17	19	5	12	12	20	12	10	8	13	10	11	13	14
R WOULD BE BETTER																				
	22	0	53	34	5	47	35	36	11	22	22	33	22	19	18	26	19	21	22	27
Not sure																				
	22	5	10	6	12	17	12	13	17	15	28	38	28	15	11	22	20	23	23	24

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

	Social Grade (1)			Social Grade (2)				Social Grade (3)						Education Level			Consider Labour		Target Seats	
	Total	ABC1	C2DE	AB	C1	C2	DE	A	B	C1	C2	D	E	Low	Medium	High	Labour Considerers	Not Labour Considerers	125 to win	Other seats
Weighted Sample	3380	1927	1453	946	980	710	744	384	563	980	710	349	395	990	1387	1003	1124	1867	659	2721
Unweighted Sample	3380	2027	1353	1070	957	550	803	437	633	957	550	375	428	936	1410	1034	1137	1871	668	2712
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Helping first time buyers																				
The Conservatives would be much better than Labour	8	8	9	8	7	7	11	10	7	7	7	11	10	11	8	6	1	13	9	8
The Conservatives would be slightly better than Labour	10	11	10	12	10	12	8	12	11	10	12	9	8	10	11	9	6	14	11	10
TOTAL CONSERVATIVES WOULD BE BETTER	18	19	19	20	17	19	19	22	18	17	19	20	18	21	19	15	7	27	20	18
They would be much be the same	29	28	29	29	27	30	28	29	28	27	30	29	28	28	28	30	22	35	29	29
Labour would be slightly better than the Conservatives	14	16	11	18	13	12	11	16	19	13	12	12	11	11	12	18	24	9	14	14
Labour would be much better than the Conservatives.	13	14	11	14	14	10	11	16	13	14	10	8	14	8	13	17	31	3	12	13
TOTAL LABOUR WOULD BE BETTER	27	30	22	32	27	22	22	32	32	27	22	20	25	19	25	35	55	12	26	27
Not sure	26	24	30	19	28	30	30	16	22	28	30	31	30	31	28	20	16	25	26	27
Increasing living standards for people like you																				
The Conservatives would be much better than Labour	8	9	8	10	7	6	10	13	9	7	6	10	10	10	8	7	1	14	9	8
The Conservatives would be slightly better than Labour	10	12	8	13	10	8	9	15	12	10	8	7	11	11	11	10	5	15	11	10
TOTAL CONSERVATIVES WOULD BE BETTER	18	21	16	23	17	14	19	28	21	17	14	17	21	21	19	17	6	29	20	18
They would be much be the same	27	27	28	28	26	31	24	27	29	26	31	26	24	29	25	28	15	37	27	27
Labour would be slightly better than the Conservatives	15	16	14	16	15	14	15	15	17	15	14	15	14	12	15	19	27	9	17	15
Labour would be much better than the Conservatives.	18	19	17	19	19	16	18	19	18	19	16	16	19	13	18	23	43	5	16	18
TOTAL LABOUR WOULD BE BETTER	33	35	31	35	34	30	33	34	35	34	30	31	33	25	33	42	70	14	33	33
Not sure	21	18	25	14	22	25	24	12	15	22	25	26	23	26	23	14	8	20	21	21
Public finances and government debt																				
The Conservatives would be much better than Labour	16	16	16	17	14	14	17	18	16	14	14	19	15	18	16	13	3	25	17	15
The Conservatives would be slightly better than Labour	15	15	14	17	14	16	13	18	16	14	16	13	13	15	15	15	10	19	16	15
TOTAL CONSERVATIVES WOULD BE BETTER	31	31	30	34	28	30	30	36	32	28	30	32	28	33	31	28	13	44	33	30
They would be much be the same	26	25	27	25	24	29	25	25	26	24	29	24	26	26	23	29	27	27	24	26
Labour would be slightly better than the Conservatives	10	12	8	14	11	7	8	13	14	11	7	8	8	7	10	14	20	5	9	11
Labour would be much better than the Conservatives.	12	13	10	13	13	9	11	13	12	13	9	8	14	8	12	14	28	3	12	12
TOTAL LABOUR WOULD BE BETTER	22	25	18	27	24	16	19	26	26	24	16	16	22	15	22	28	48	8	21	23
Not sure	22	19	25	14	24	25	26	12	16	24	25	29	24	26	24	14	12	20	22	22

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

		Consider Labour in 125 Target Seats	Target Seat x History		Consider Labour x Past Vote				Age Breaks (1)		Age Breaks (2)		
	Total		125 to win, Lab recent	125 to win, not Lab recent	Lab Consid, Lab 2019	Lab Consid, Not Lab 2019	Not Lab Consid, Lab 2019	Not Lab Consid, Not Lab 2019	Aged 55-64	Aged over 65	Aged 55-64	Aged 64-75	Aged over 75
Weighted Sample	3380	246	298	361	635	331	140	1303	588	788	588	607	181
Unweighted Sample	3380	255	304	364	641	336	142	1340	615	928	615	711	217
	%	%	%	%	%	%	%	%	%	%	%	%	%
Helping first time buyers													
The Conservatives would be much better than Labour	8	0	9	9	1	2	3	17	8	13	8	13	15
The Conservatives would be slightly better than Labour	10	5	10	11	4	8	8	18	15	16	15	16	19
TOTAL CONSERVATIVES WOULD BE BETTER	18	5	19	20	5	10	11	35	23	29	23	29	34
They would be much be the same	29	22	32	25	22	25	42	35	36	31	36	32	27
Labour would be slightly better than the Conservatives	14	27	14	14	22	27	14	9	13	14	13	12	19
Labour would be much better than the Conservatives.	13	29	10	15	35	21	11	3	8	8	8	10	4
TOTAL LABOUR WOULD BE BETTER	27	56	24	29	57	48	25	12	21	22	21	22	23
Not sure	26	16	26	25	16	17	22	19	19	17	19	17	16
Increasing living standards for people like you													
The Conservatives would be much better than Labour	8	2	9	9	0	2	2	18	10	13	10	12	18
The Conservatives would be slightly better than Labour	10	6	8	13	3	8	8	17	12	15	12	15	15
TOTAL CONSERVATIVES WOULD BE BETTER	18	8	17	22	3	10	10	35	22	28	22	27	33
They would be much be the same	27	19	30	25	12	21	35	37	33	34	33	33	37
Labour would be slightly better than the Conservatives	15	30	17	16	28	28	26	9	16	14	16	14	11
Labour would be much better than the Conservatives.	18	36	16	16	49	32	18	4	15	13	15	14	8
TOTAL LABOUR WOULD BE BETTER	33	66	33	32	77	60	44	13	31	27	31	28	19
Not sure	21	8	21	20	7	8	11	14	14	11	14	12	10
Public finances and government debt													
The Conservatives would be much better than Labour	16	1	17	17	2	5	5	33	18	25	18	23	29
The Conservatives would be slightly better than Labour	15	10	14	17	6	16	10	23	19	21	19	19	28
TOTAL CONSERVATIVES WOULD BE BETTER	31	11	31	34	8	21	15	56	37	46	37	42	57
They would be much be the same	26	27	28	21	27	30	39	24	30	25	30	26	24
Labour would be slightly better than the Conservatives	10	20	8	10	21	20	21	5	9	10	9	11	7
Labour would be much better than the Conservatives.	12	28	10	14	32	20	8	3	9	8	9	9	5
TOTAL LABOUR WOULD BE BETTER	22	48	18	24	53	40	29	8	18	18	18	20	12
Not sure	22	13	23	21	13	9	17	12	14	11	14	12	8

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

	Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3380	686	855	184	1146	838	304	1254	1338	1643	1737	368	1409	815	787	406	1136	733	815	291
Unweighted Sample	3380	718	873	183	1151	845	315	1378	1377	1436	1944	237	1359	856	926	314	1187	762	833	284
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Pov																				
much better than Labour	6	23	0	1	14	0	1	2	11	6	5	1	5	6	9	4	6	7	5	4
ightly better than Labour	5	16	1	5	11	1	2	3	8	6	4	5	3	5	8	5	6	5	5	4
OULD BE BETTER	11	39	1	6	25	1	3	5	19	12	9	6	8	11	17	9	12	12	10	8
d be much be the same	22	33	6	14	32	9	15	17	30	24	20	7	21	26	27	16	23	23	23	21
than the Conservatives	24	18	27	36	25	26	34	28	24	25	22	18	22	25	27	27	23	23	22	24
han the Conservatives.	24	2	61	38	6	54	39	40	12	25	24	34	25	24	18	30	24	22	24	27
OULD BE BETTER	48	20	88	74	31	80	73	68	36	50	46	52	47	49	45	57	47	45	46	51
Not sure	20	8	5	6	13	10	10	10	16	14	25	34	24	13	11	19	18	20	21	20
The UK's reputation in the world																				
much better than Labour	12	44	0	3	28	1	4	5	21	14	9	5	8	14	19	9	14	12	11	8
ightly better than Labour	11	28	4	14	23	4	4	8	17	12	10	8	7	14	18	8	13	13	10	10
OULD BE BETTER	23	72	4	17	51	5	8	13	38	26	19	13	15	28	37	17	27	25	21	18
d be much be the same	26	21	18	26	28	21	28	24	30	27	25	14	26	28	28	22	26	25	29	24
than the Conservatives	11	1	22	19	4	18	24	17	6	11	11	13	12	11	9	15	11	11	10	13
han the Conservatives.	17	0	46	27	3	39	26	30	7	19	16	22	19	16	13	22	16	16	17	20
OULD BE BETTER	28	1	68	46	7	57	50	47	13	30	27	35	31	27	22	37	27	27	27	33
Not sure	23	7	11	11	14	17	13	15	18	17	29	38	27	17	14	24	21	23	24	24
Trust and honesty in politics																				
much better than Labour	5	21	0	0	12	0	0	2	9	6	4	4	4	5	8	5	5	7	5	3
ightly better than Labour	4	12	1	5	7	1	2	2	5	4	4	4	3	4	5	3	4	4	3	4
OULD BE BETTER	9	33	1	5	19	1	2	4	14	10	8	8	7	9	13	8	9	11	8	7
d be much be the same	35	53	15	33	52	18	30	28	48	38	32	15	30	43	44	26	39	35	36	29
than the Conservatives	13	3	21	23	6	21	20	19	8	13	12	16	15	11	9	14	12	12	12	16
han the Conservatives.	21	1	56	32	5	46	36	36	11	22	20	24	22	21	17	29	19	18	20	23
OULD BE BETTER	34	4	77	55	11	67	56	55	19	35	32	40	37	32	26	43	31	30	32	39
Not sure	23	11	8	6	17	14	12	13	19	17	28	37	26	16	16	23	21	24	24	24

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

	Social Grade (1)			Social Grade (2)				Social Grade (3)						Education Level			Consider Labour		Target Seats	
	Total	ABC1	C2DE	AB	C1	C2	DE	A	B	C1	C2	D	E	Low	Medium	High	Labour Considerers	Not Labour Considerers	125 to win	Other seats
Weighted Sample	3380	1927	1453	946	980	710	744	384	563	980	710	349	395	990	1387	1003	1124	1867	659	2721
Unweighted Sample	3380	2027	1353	1070	957	550	803	437	633	957	550	375	428	936	1410	1034	1137	1871	668	2712
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Poverty																				
The Conservatives would be much better than Labour	6	5	6	6	5	5	8	7	5	5	5	9	6	8	5	4	0	9	6	6
The Conservatives would be slightly better than Labour	5	5	5	5	5	3	6	5	5	5	3	5	8	7	5	3	2	8	4	5
TOTAL CONSERVATIVES WOULD BE BETTER	11	10	11	11	10	8	14	12	10	10	8	14	14	15	10	7	2	17	10	11
They would be much be the same	22	21	23	22	20	24	22	21	23	20	24	22	22	26	21	19	8	32	20	22
Labour would be slightly better than the Conservatives	24	25	22	25	25	26	19	26	23	25	26	21	18	19	24	28	29	23	24	23
Labour would be much better than the Conservatives.	24	28	20	31	25	19	21	31	30	25	19	17	24	16	23	34	55	9	24	24
TOTAL LABOUR WOULD BE BETTER	48	53	42	56	50	45	40	57	53	50	45	38	42	35	47	62	84	32	48	47
Not sure	20	17	23	12	21	23	24	10	14	21	23	25	22	24	23	11	6	19	21	19
The UK's reputation in the world																				
The Conservatives would be much better than Labour	12	11	12	12	11	10	14	14	10	11	10	14	13	14	13	8	1	19	13	11
The Conservatives would be slightly better than Labour	11	11	12	14	9	12	11	13	15	9	12	9	12	13	11	9	5	16	10	12
TOTAL CONSERVATIVES WOULD BE BETTER	23	22	24	26	20	22	25	27	25	20	22	23	25	27	24	17	6	35	23	23
They would be much be the same	26	25	27	24	26	28	25	21	26	26	28	27	24	28	23	27	19	31	26	26
Labour would be slightly better than the Conservatives	11	12	10	13	12	11	9	15	11	12	11	9	9	8	11	15	21	7	10	12
Labour would be much better than the Conservatives.	17	20	13	23	18	12	14	25	22	18	12	11	16	10	16	26	42	4	17	17
TOTAL LABOUR WOULD BE BETTER	28	32	23	36	30	23	23	40	33	30	23	20	25	18	27	41	63	11	27	29
Not sure	23	20	27	15	25	26	27	12	17	25	26	30	25	27	25	15	12	22	24	23
Trust and honesty in politics																				
The Conservatives would be much better than Labour	5	5	6	5	4	4	8	6	4	4	4	8	8	8	5	3	1	9	6	5
The Conservatives would be slightly better than Labour	4	3	4	3	4	4	4	3	3	4	4	3	5	5	4	2	2	5	3	4
TOTAL CONSERVATIVES WOULD BE BETTER	9	8	10	8	8	8	12	9	7	8	8	11	13	13	9	5	3	14	9	9
They would be much be the same	35	34	36	35	33	39	33	35	36	33	39	32	34	40	33	33	18	48	33	35
Labour would be slightly better than the Conservatives	13	14	11	14	13	11	11	15	14	13	11	14	8	8	13	18	21	9	14	12
Labour would be much better than the Conservatives.	21	24	16	27	21	16	17	29	26	21	16	13	20	14	19	30	49	6	21	21
TOTAL LABOUR WOULD BE BETTER	34	38	27	41	34	27	28	44	40	34	27	27	28	22	32	48	70	15	35	33
Not sure	23	20	27	16	24	26	27	13	18	24	26	30	25	27	26	14	10	22	24	23

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

Fieldwork: 8th - 13th December 2021

		Consider Labour in 125 Target Seats	Target Seat x History		Consider Labour x Past Vote				Age Breaks (1)		Age Breaks (2)		
	Total		125 to win, Lab recent	125 to win, not Lab recent	Lab Consid, Lab 2019	Lab Consid, Not Lab 2019	Not Lab Consid, Lab 2019	Not Lab Consid, Not Lab 2019	Aged 55-64	Aged over 65	Aged 55-64	Aged 64-75	Aged over 75
Weighted Sample	3380	246	298	361	635	331	140	1303	588	788	588	607	181
Unweighted Sample	3380	255	304	364	641	336	142	1340	615	928	615	711	217
	%	%	%	%	%	%	%	%	%	%	%	%	%
Poverty													
The Conservatives would be much better than Labour	6	0	6	6	0	1	2	12	6	9	6	7	13
The Conservatives would be slightly better than Labour	5	1	6	3	1	2	2	9	5	8	5	8	10
TOTAL CONSERVATIVES WOULD BE BETTER	11	1	12	9	1	3	4	21	11	17	11	15	23
They would be much be the same	22	7	24	17	5	11	25	33	26	27	26	26	30
Labour would be slightly better than the Conservatives	24	32	22	26	25	36	36	25	26	27	26	28	26
Labour would be much better than the Conservatives.	24	52	21	27	63	45	25	7	26	18	26	20	11
TOTAL LABOUR WOULD BE BETTER	48	84	43	53	88	81	61	32	52	45	52	48	37
Not sure	20	8	21	21	6	6	10	12	12	11	12	12	9
The UK's reputation in the world													
The Conservatives would be much better than Labour	12	1	13	13	0	3	3	25	13	19	13	17	25
The Conservatives would be slightly better than Labour	11	4	11	10	4	8	7	20	15	18	15	16	23
TOTAL CONSERVATIVES WOULD BE BETTER	23	5	24	23	4	11	10	45	28	37	28	33	48
They would be much be the same	26	22	27	25	18	21	36	30	28	28	28	29	25
Labour would be slightly better than the Conservatives	11	21	9	11	19	25	20	6	12	9	12	10	7
Labour would be much better than the Conservatives.	17	39	16	19	47	34	15	4	16	13	16	14	9
TOTAL LABOUR WOULD BE BETTER	28	60	25	30	66	59	35	10	28	22	28	24	16
Not sure	23	13	25	23	13	9	19	14	16	14	16	14	11
Trust and honesty in politics													
The Conservatives would be much better than Labour	5	0	6	6	0	1	2	11	5	8	5	8	9
The Conservatives would be slightly better than Labour	4	1	3	3	1	2	1	6	4	5	4	5	5
TOTAL CONSERVATIVES WOULD BE BETTER	9	1	9	9	1	3	3	17	9	13	9	13	14
They would be much be the same	35	15	37	31	14	21	35	53	44	44	44	43	49
Labour would be slightly better than the Conservatives	13	23	11	16	21	22	26	8	11	9	11	10	6
Labour would be much better than the Conservatives.	21	49	18	23	54	46	22	6	22	17	22	18	14
TOTAL LABOUR WOULD BE BETTER	34	72	29	39	75	68	48	14	33	26	33	28	20
Not sure	23	11	25	22	10	8	13	16	15	16	15	16	16

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

2021

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Region					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3380	686	855	184	1146	838	304	1254	1338	1643	1737	368	1409	815	787	406	1136	733	815	291
Unweighted Sample	3380	718	873	183	1151	845	315	1378	1377	1436	1944	237	1359	856	926	314	1187	762	833	284
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Inequality between different parts of the country

The Conservatives would be much better than Labour	6	25	0	0	15	0	1	2	11	7	5	2	4	7	9	3	7	7	5	4
The Conservatives would be slightly better than Labour	5	18	1	1	12	0	2	4	9	6	5	2	3	5	12	5	6	5	5	5
TOTAL CONSERVATIVES WOULD BE BETTER	11	43	1	1	27	0	3	6	20	13	10	4	7	12	21	8	13	12	10	9
They would be much be the same	26	37	10	26	39	13	21	21	35	29	24	11	24	32	33	18	29	26	29	25
Labour would be slightly better than the Conservatives	19	9	27	36	13	25	36	26	15	21	18	17	20	18	19	24	18	18	18	20
Labour would be much better than the Conservatives.	22	2	56	30	6	50	30	35	13	22	22	31	23	22	17	30	20	21	22	24
TOTAL LABOUR WOULD BE BETTER	41	11	83	66	19	75	66	61	28	43	40	48	43	40	36	54	38	39	40	44
Not sure	21	9	6	7	14	12	10	11	17	16	26	36	26	15	11	20	20	22	22	23

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

		Social Grade (1)			Social Grade (2)				Social Grade (3)					Education Level			Consider Labour		Target Seats	
	Total	ABC1	C2DE	AB	C1	C2	DE	A	B	C1	C2	D	E	Low	Medium	High	Labour Considerers	Not Labour Considerers	125 to win	Other seats
Weighted Sample	3380	1927	1453	946	980	710	744	384	563	980	710	349	395	990	1387	1003	1124	1867	659	2721
Unweighted Sample	3380	2027	1353	1070	957	550	803	437	633	957	550	375	428	936	1410	1034	1137	1871	668	2712
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Parts of the country																				
much better than Labour	6	5	6	6	5	6	7	8	5	5	6	9	5	7	6	4	0	10	6	6
ightly better than Labour	5	6	5	6	5	4	6	8	6	5	4	4	7	6	6	5	1	9	6	5
S WOULD BE BETTER	11	11	11	12	10	10	13	16	11	10	10	13	12	13	12	9	1	19	12	11
d be much be the same	26	26	28	25	26	30	25	24	27	26	30	26	25	30	26	24	12	37	26	27
than the Conservatives	19	20	17	21	20	18	17	19	22	20	18	15	19	16	18	23	28	16	16	20
han the Conservatives.	22	25	18	28	22	17	19	30	27	22	17	18	20	14	21	31	51	7	23	22
R WOULD BE BETTER	41	45	35	49	42	35	36	49	49	42	35	33	39	30	39	54	79	23	39	42
Not sure	21	18	26	13	22	26	25	12	14	22	26	28	24	26	24	12	8	21	22	21

Sample Size: 3380 adults in GB
Fieldwork: 8th - 13th December 2021

Fieldwork: 8th - 15th December 2021

		Consider Labour in 125 Target Seats	Target Seat x History		Consider Labour x Past Vote				Age Breaks (1)		Age Breaks (2)		
	Total		125 to win, Lab recent	125 to win, not Lab recent	Lab Consid, Lab 2019	Lab Consid, Not Lab 2019	Not Lab Consid, Lab 2019	Not Lab Consid, Not Lab 2019	Aged 55-64	Aged over 65	Aged 55-64	Aged 64-75	Aged over 75
Weighted Sample	3380	246	298	361	635	331	140	1303	588	788	588	607	181
Unweighted Sample	3380	255	304	364	641	336	142	1340	615	928	615	711	217
	%	%	%	%	%	%	%	%	%	%	%	%	%
Inequality between different parts of the country													
The Conservatives would be much better than Labour	6	0	6	7	0	1	2	13	7	9	7	8	13
The Conservatives would be slightly better than Labour	5	1	7	6	0	3	2	11	5	12	5	11	14
TOTAL CONSERVATIVES WOULD BE BETTER	11	1	13	13	0	4	4	24	12	21	12	19	27
They would be much be the same	26	12	31	23	9	15	31	39	32	33	32	33	31
Labour would be slightly better than the Conservatives	19	27	15	16	26	32	29	16	20	19	20	18	20
Labour would be much better than the Conservatives.	22	51	19	26	58	42	21	7	21	17	21	19	11
TOTAL LABOUR WOULD BE BETTER	41	78	34	42	84	74	50	23	41	36	41	37	31
Not sure	21	9	22	22	7	7	14	14	14	11	14	11	11