

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

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

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	Living in Urban / Rural / Town and Fringe			Rural England / Wales / Scotland			Rural Target Seat
Total	Urban	Town and Fringe	Rural	Rural England	Rural Wales	Rural Scotland	
Weighted Sample 3333	2562	371	391	288	41	61	258
Unweighted Sample 3333	2525	384	413	306	42	65	276
	%	%	%	%	%	%	%

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

Conservative	17	16	17	21	23	12	18	16
Labour	32	33	32	21	22	18	17	28
Liberal Democrat	5	5	5	7	8	5	5	5
Scottish National Party (SNP)	3	2	5	6	0	0	34	5
Plaid Cymru	1	1	1	2	0	17	0	4
Reform UK	4	4	3	5	5	8	3	4
Green	5	5	4	5	5	7	1	4
Some other party	2	1	2	2	2	2	2	2
Would not vote	12	13	13	9	10	13	2	9
Don't know	17	17	18	19	21	16	14	22
Refused	3	3	1	3	3	2	4	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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
1	6	8	4	6	4	6	6	8	5	4	8	5
2	5	8	2	4	6	5	5	6	6	6	6	6
3	4	6	4	4	3	4	5	5	5	4	9	2
4	3	1	2	4	2	5	4	2	2	3	1	3
5	6	4	6	5	8	8	7	7	7	7	4	3
6	4	3	3	5	5	4	4	3	5	3	3	3
7	4	5	4	4	5	5	6	3	2	5	2	3
8	4	4	4	2	2	3	3	4	6	7	3	4
9	2	4	1	3	3	3	1	2	3	4	1	1
10 - Would definitely consider voting for them	13	9	10	19	19	11	14	9	15	16	9	7
Don't know	6	6	5	5	7	10	8	6	5	4	9	3
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
Refused	3	1	4	2	1	4	2	5	3	4	4	3

Labour

0 - Would never consider voting for them	22	23	20	28	28	22	26	15	24	26	17	16
1	4	4	5	3	4	6	3	3	4	4	4	4
2	4	2	4	5	5	5	4	5	4	4	4	5
3	4	2	4	3	4	4	5	3	5	4	6	7
4	3	3	3	2	5	2	3	4	4	4	3	4
5	9	8	8	8	8	7	10	9	10	10	7	14
6	5	4	4	3	7	4	5	3	7	5	3	10
7	7	6	6	6	5	7	6	5	6	9	7	9
8	7	9	6	8	6	5	7	11	7	5	9	7
9	4	4	3	3	2	4	6	4	3	5	5	4
10 - Would definitely consider voting for them	21	29	28	23	17	20	16	29	18	16	22	15
Don't know	6	7	5	5	7	10	7	5	5	5	8	3
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
Refused	3	1	4	3	1	4	3	3	2	4	4	3

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Unweighted Sample 3333	2525	384	413	306	42	65	276
	%	%	%	%	%	%	%

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	32	28	40	45	41
1	6	6	5	4	5	5	0	4
2	5	5	7	6	5	5	13	5
3	4	4	2	5	4	18	0	7
4	3	3	4	3	2	2	7	2
5	6	6	5	10	12	4	1	7
6	4	4	4	5	4	7	3	5
7	4	4	3	5	7	0	1	4
8	4	4	4	3	3	1	6	3
9	2	3	2	3	3	2	1	2
10 - Would definitely consider voting for them	13	12	14	17	19	9	15	13
Don't know	6	6	8	4	4	3	6	5
AVERAGE	3.3	3.3	3.3	4.1	4.4	2.7	3.2	3.3
Refused	3	3	2	4	4	4	1	3

Labour

0 - Would never consider voting for them	22	21	26	25	29	21	12	22
1	4	4	3	5	7	0	4	3
2	4	4	3	5	5	5	10	4
3	4	4	4	5	3	9	10	5
4	3	3	2	4	3	8	5	3
5	9	9	8	9	9	10	9	8
6	5	5	6	6	5	6	11	4
7	7	7	6	7	6	11	7	7
8	7	7	7	7	8	7	6	10
9	4	4	4	2	3	0	3	3
10 - Would definitely consider voting for them	21	22	20	14	14	16	15	21
Don't know	6	6	9	4	4	3	6	6
AVERAGE	5.1	5.2	4.9	4.4	4.2	4.8	5.0	5.2
Refused	3	3	2	4	5	4	1	3

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	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

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Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295	
		%	%	%	%	%	%	%	%	%	%	%	
Liberal Democrats													
	0 - Would never consider voting for them	27	33	30	27	33	29	28	21	24	24	26	24
	1	4	6	3	6	3	4	2	5	5	4	3	4
	2	6	4	8	9	7	5	5	4	5	5	5	8
	3	5	3	5	4	8	6	7	5	4	5	3	10
	4	5	3	3	5	4	6	4	4	5	6	8	8
	5	13	10	12	11	16	10	12	15	13	14	13	14
	6	7	8	8	8	6	8	6	8	6	5	9	5
	7	8	7	8	6	5	6	11	9	9	9	9	9
	8	5	8	4	3	5	3	5	6	7	6	3	5
	9	3	3	3	3	2	1	2	5	3	4	3	0
	10 - Would definitely consider voting for them	6	5	5	6	4	6	6	7	11	8	4	2
	Don't know	7	10	7	8	8	12	9	5	6	6	9	6
	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
	Refused	3	1	4	3	1	5	3	4	2	4	4	3
Green													
	0 - Would never consider voting for them	30	34	32	32	36	30	28	21	28	31	26	32
	1	4	7	4	5	5	5	4	4	4	4	5	3
	2	6	7	4	9	6	7	6	6	6	4	8	6
	3	6	4	6	7	6	5	5	3	6	6	7	9
	4	4	4	3	3	6	4	7	3	4	5	4	6
	5	10	10	12	7	9	9	11	14	8	12	9	9
	6	6	5	5	5	8	8	5	6	6	6	6	6
	7	6	4	8	4	4	7	6	8	8	5	7	3
	8	6	4	4	6	4	4	4	8	6	6	6	7
	9	3	3	1	3	2	1	4	6	4	4	3	1
	10 - Would definitely consider voting for them	8	7	7	7	6	4	6	12	10	8	6	8
	Don't know	8	11	9	9	8	11	9	6	6	6	8	8
	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
	Refused	3	1	4	3	1	5	3	4	3	4	4	3

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	Urban	Town and Fringe	Rural	Rural England	Rural Wales	Rural Scotland	Seat	
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Unweighted Sample	3333	2525	384	413	306	42	65	276
	%	%	%	%	%	%	%	%

Liberal Democrats

0 - Would never consider voting for them	27	27	28	26	28	19	19	26
1	4	4	3	4	5	4	3	3
2	6	6	5	7	6	10	13	7
3	5	5	6	5	4	4	7	5
4	5	5	5	6	3	17	11	6
5	13	13	12	14	13	19	11	16
6	7	7	7	4	5	6	1	7
7	8	8	8	8	8	6	9	7
8	5	5	6	7	7	5	8	5
9	3	3	2	3	3	3	0	3
10 - Would definitely consider voting for them	6	6	5	6	7	0	7	6
Don't know	7	7	11	7	7	3	9	7
AVERAGE	3.8	3.8	3.7	3.9	3.9	3.7	4.0	3.9
Refused	3	3	2	4	4	4	1	3

Green

0 - Would never consider voting for them	30	29	30	29	29	22	38	28
1	4	4	4	7	6	13	7	7
2	6	6	6	6	5	12	5	6
3	6	6	7	5	6	3	1	7
4	4	4	5	4	3	7	7	4
5	10	9	12	11	12	10	6	10
6	6	6	5	5	5	4	6	6
7	6	6	5	6	6	4	5	5
8	6	6	5	5	5	2	7	6
9	3	4	1	2	2	6	0	3
10 - Would definitely consider voting for them	8	8	7	9	9	9	7	7
Don't know	8	8	11	7	8	3	10	9
AVERAGE	3.7	3.8	3.5	3.7	3.7	3.7	3.1	3.6
Refused	3	3	3	4	5	4	1	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				
	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											
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	
Weighted Sample	3333	141	363	299	265	288	328	403	456	332	167	290
Unweighted Sample	3333	143	348	309	262	287	348	323	489	350	179	295
	%	%	%	%	%	%	%	%	%	%	%	%

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

Conservative

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

Liberal Democrats

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

Green Party

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

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

	Living in Urban / Rural / Town and Fringe			Rural England / Wales / Scotland			Rural Target	
	Urban	Town and Fringe	Rural	Rural England	Rural Wales	Rural Scotland	Seat	
Weighted Sample	3333	2562	371	391	288	41	61	258
Unweighted Sample	3333	2525	384	413	306	42	65	276
	%	%	%	%	%	%	%	%

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	6	4	11	9	11
...understand people in my area fairly well	30	31	25	25	22	36	31	29
TOTAL UNDERSTAND	41	43	32	31	26	47	40	40
...do not understand people in my area very well	18	17	22	24	25	25	22	17
...do not understand people in my area at all	19	18	22	20	21	16	16	19
TOTAL DO NOT UNDERSTAND	37	35	44	44	46	41	38	36
Don't know	22	22	24	25	28	12	22	24

Conservative

...understand people in my area very well	5	5	5	6	8	0	2	1
...understand people in my area fairly well	17	16	18	22	23	11	25	17
TOTAL UNDERSTAND	22	21	23	28	31	11	27	18
...do not understand people in my area very well	21	20	21	24	23	37	20	19
...do not understand people in my area at all	38	40	35	25	21	40	33	41
TOTAL DO NOT UNDERSTAND	59	60	56	49	44	77	53	60
Don't know	20	19	21	22	24	12	20	22

Liberal Democrats

...understand people in my area very well	5	5	4	3	3	0	4	3
...understand people in my area fairly well	26	26	23	26	26	26	28	24
TOTAL UNDERSTAND	31	31	27	29	29	26	32	27
...do not understand people in my area very well	17	16	20	21	17	35	27	18
...do not understand people in my area at all	19	20	22	17	17	21	13	19
TOTAL DO NOT UNDERSTAND	36	36	42	38	34	56	40	37
Don't know	32	32	31	33	36	18	28	37

Green Party

...understand people in my area very well	4	4	3	4	4	2	4	2
...understand people in my area fairly well	21	22	18	20	19	28	17	24
TOTAL UNDERSTAND	25	26	21	24	23	30	21	26
...do not understand people in my area very well	17	17	17	16	16	19	15	17
...do not understand people in my area at all	21	21	26	21	20	16	29	19
TOTAL DO NOT UNDERSTAND	38	38	43	37	36	35	44	36
Don't know	37	36	36	40	41	35	35	37

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

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

Conservative

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

Liberal Democrats

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

Green party

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

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

	Living in Urban / Rural / Town and Fringe			Rural England / Wales / Scotland			Rural Target	
	Urban	Town and Fringe	Rural	Rural England	Rural Wales	Rural Scotland	Seat	
Weighted Sample	3333	2562	371	391	288	41	61	258
Unweighted Sample	3333	2525	384	413	306	42	65	276
	%	%	%	%	%	%	%	%

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

Labour

...share all of my values	6	7	2	3	3	5	2	5
...share many of my values	37	37	35	32	33	28	29	37
TOTAL SHARE MY VALUES	43	44	37	35	36	33	31	42
...don't share many of my values	21	21	21	26	23	30	37	20
...don't share any of my values	18	18	20	22	24	22	13	17
TOTAL DON'T SHARE MY VALUES	39	39	41	48	47	52	50	37
Don't know	18	18	22	17	17	14	19	22

Conservative

...share all of my values	3	3	2	2	2	5	2	1
...share many of my values	22	21	22	28	31	17	22	20
TOTAL SHARE MY VALUES	25	24	24	30	33	22	24	21
...don't share many of my values	24	23	23	27	28	29	21	22
...don't share any of my values	35	36	33	26	22	37	38	38
TOTAL DON'T SHARE MY VALUES	59	59	56	53	50	66	59	60
Don't know	17	16	20	17	17	12	17	18

Liberal Democrats

...share all of my values	2	2	0	2	2	6	2	1
...share many of my values	30	31	31	29	31	27	19	28
TOTAL SHARE MY VALUES	32	33	31	31	33	33	21	29
...don't share many of my values	22	22	23	22	19	24	35	22
...don't share any of my values	19	19	16	19	20	16	15	16
TOTAL DON'T SHARE MY VALUES	41	41	39	41	39	40	50	38
Don't know	27	26	30	27	27	27	29	32

Green party

...share all of my values	4	4	3	4	4	5	4	2
...share many of my values	33	33	31	33	33	40	24	33
TOTAL SHARE MY VALUES	37	37	34	37	37	45	28	35
...don't share many of my values	19	19	21	19	17	17	27	22
...don't share any of my values	18	18	18	19	18	16	24	16
TOTAL DON'T SHARE MY VALUES	37	37	39	38	35	33	51	38
Don't know	26	26	27	26	27	22	21	28