

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|------------------|----|----|----|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D |

Do you approve or disapprove of the Government's record to date?

| | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base: All GB adults | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Approve | 15% | 25% | 7% | 11% | 10% | 18% | 18% | 13% | 19% | 13% | 12% | 21% | 27% | 15% | 14% | 14% | 11% | 8% | 16% | 16% | 15% | 15% | 13% |
| Disapprove | 65% | 54% | 82% | 74% | 76% | 63% | 69% | 62% | 55% | 68% | 71% | 61% | 55% | 67% | 62% | 65% | 79% | 70% | 69% | 66% | 61% | 63% | 66% |
| Don't know | 19% | 21% | 11% | 15% | 14% | 19% | 13% | 25% | 26% | 19% | 17% | 18% | 18% | 18% | 24% | 21% | 10% | 23% | 15% | 18% | 23% | 23% | 20% |

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

| | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| 0 - Would never consider voting for them | 39% | 11% | 67% | 42% | 50% | 26% | 40% | 39% | 38% | 47% | 40% | 26% | 31% | 37% | 39% | 43% | 50% | 43% | 37% | 37% | 39% | 46% | 45% |
| 1 | 6% | 4% | 8% | 11% | 10% | 4% | 6% | 6% | 6% | 6% | 7% | 6% | 6% | 7% | 5% | 5% | 10% | 2% | 8% | 8% | 5% | 2% | 5% |
| 2 | 6% | 4% | 6% | 9% | 7% | 5% | 7% | 5% | 6% | 7% | 5% | 4% | 9% | 5% | 6% | 7% | 4% | 3% | 6% | 7% | 5% | 4% | 4% |
| 3 | 5% | 6% | 4% | 10% | 4% | 6% | 5% | 5% | 4% | 6% | 6% | 4% | 6% | 4% | 5% | 5% | 7% | 8% | 6% | 5% | 7% | 3% | 2% |
| 4 | 3% | 3% | 2% | 4% | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 2% | 4% | 3% | 2% | 1% | 3% | 4% | 2% | 1% | 3% | 3% |
| 5 | 10% | 16% | 2% | 9% | 7% | 14% | 9% | 11% | 6% | 9% | 10% | 13% | 6% | 12% | 11% | 11% | 4% | 12% | 10% | 9% | 11% | 13% | 10% |
| 6 | 5% | 8% | 2% | 6% | 4% | 6% | 5% | 5% | 6% | 4% | 4% | 6% | 5% | 6% | 5% | 4% | 3% | 4% | 5% | 5% | 5% | 4% | 5% |
| 7 | 5% | 12% | 2% | 1% | 3% | 9% | 6% | 5% | 3% | 4% | 7% | 8% | 5% | 6% | 6% | 6% | 3% | 8% | 5% | 5% | 9% | 2% | 4% |
| 8 | 5% | 11% | 2% | 2% | 3% | 7% | 5% | 4% | 3% | 2% | 6% | 8% | 6% | 6% | 3% | 4% | 3% | 2% | 7% | 4% | 3% | 3% | 5% |
| 9 | 2% | 5% | 0% | 2% | 1% | 4% | 2% | 2% | 1% | 1% | 2% | 4% | 2% | 3% | 3% | 2% | 1% | 3% | 2% | 2% | 1% | 3% | 3% |
| 10 - Would definitely consider voting for them | 7% | 17% | 1% | 1% | 5% | 11% | 8% | 6% | 2% | 3% | 7% | 16% | 7% | 7% | 8% | 6% | 6% | 3% | 6% | 8% | 6% | 5% | 8% |
| prefer not to answer | 7% | 3% | 5% | 4% | 3% | 4% | 5% | 9% | 22% | 8% | 2% | 3% | 15% | 4% | 6% | 7% | 8% | 10% | 3% | 8% | 7% | 12% | 8% |

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| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|------------------|----|----|----|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D |

Labour

| | Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| 0 - Would never consider voting for them | | 23% | 40% | 3% | 5% | 9% | 37% | 24% | 22% | 7% | 16% | 28% | 39% | 14% | 27% | 28% | 23% | 14% | 15% | 19% | 22% | 26% | 22% | 31% |
| 1 | | 4% | 7% | 1% | 2% | 4% | 5% | 4% | 5% | 2% | 4% | 5% | 6% | 2% | 6% | 5% | 3% | 7% | 4% | 4% | 4% | 3% | 2% | 9% |
| 2 | | 5% | 8% | 2% | 4% | 3% | 7% | 5% | 5% | 3% | 3% | 7% | 6% | 5% | 5% | 5% | 5% | 7% | 3% | 4% | 5% | 7% | 2% | 5% |
| 3 | | 5% | 7% | 1% | 6% | 5% | 6% | 5% | 5% | 5% | 4% | 5% | 6% | 3% | 5% | 6% | 4% | 9% | 9% | 6% | 5% | 5% | 5% | 2% |
| 4 | | 5% | 9% | 3% | 5% | 5% | 7% | 6% | 5% | 4% | 5% | 6% | 6% | 6% | 6% | 5% | 4% | 3% | 10% | 7% | 6% | 5% | 3% | 3% |
| 5 | | 11% | 9% | 8% | 18% | 12% | 9% | 9% | 12% | 11% | 12% | 9% | 10% | 6% | 11% | 13% | 12% | 8% | 9% | 11% | 10% | 11% | 11% | 12% |
| 6 | | 6% | 4% | 6% | 12% | 9% | 4% | 5% | 7% | 5% | 7% | 5% | 5% | 6% | 6% | 7% | 4% | 10% | 9% | 6% | 7% | 5% | 8% | 4% |
| 7 | | 8% | 5% | 12% | 12% | 11% | 7% | 10% | 6% | 8% | 10% | 7% | 5% | 6% | 8% | 9% | 7% | 9% | 10% | 9% | 6% | 9% | 10% | 4% |
| 8 | | 8% | 3% | 12% | 18% | 13% | 5% | 9% | 8% | 10% | 11% | 8% | 4% | 13% | 8% | 5% | 9% | 10% | 4% | 10% | 9% | 7% | 8% | 6% |
| 9 | | 3% | 1% | 8% | 4% | 5% | 2% | 4% | 3% | 4% | 4% | 2% | 3% | 9% | 2% | 3% | 3% | 3% | 2% | 4% | 3% | 3% | 3% | 3% |
| 10 - Would definitely consider voting for them | | 14% | 3% | 40% | 11% | 21% | 8% | 14% | 15% | 17% | 16% | 16% | 10% | 15% | 13% | 9% | 20% | 12% | 15% | 17% | 14% | 12% | 13% | 14% |
| prefer not to answer | | 7% | 3% | 5% | 4% | 3% | 4% | 5% | 9% | 22% | 8% | 2% | 3% | 15% | 4% | 6% | 7% | 8% | 10% | 3% | 8% | 7% | 12% | 8% |

Liberal Democrats

| | Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| 0 - Would never consider voting for them | | 28% | 41% | 16% | 4% | 13% | 42% | 30% | 26% | 15% | 21% | 30% | 43% | 18% | 28% | 31% | 34% | 18% | 26% | 22% | 27% | 32% | 25% | 41% |
| 1 | | 6% | 9% | 3% | 3% | 5% | 8% | 6% | 5% | 3% | 5% | 6% | 9% | 4% | 6% | 7% | 4% | 9% | 7% | 8% | 5% | 6% | 4% | 5% |
| 2 | | 6% | 8% | 6% | 2% | 6% | 6% | 7% | 5% | 4% | 6% | 7% | 5% | 6% | 5% | 6% | 5% | 9% | 6% | 7% | 6% | 5% | 5% | 5% |
| 3 | | 7% | 8% | 6% | 4% | 7% | 7% | 7% | 6% | 6% | 7% | 7% | 6% | 9% | 7% | 5% | 6% | 9% | 3% | 7% | 7% | 7% | 7% | 3% |
| 4 | | 6% | 7% | 6% | 3% | 8% | 5% | 5% | 7% | 3% | 7% | 7% | 4% | 6% | 7% | 5% | 5% | 5% | 6% | 7% | 5% | 5% | 9% | 5% |
| 5 | | 16% | 13% | 24% | 10% | 21% | 12% | 15% | 17% | 14% | 19% | 17% | 12% | 16% | 17% | 16% | 16% | 15% | 16% | 17% | 16% | 15% | 17% | 16% |
| 6 | | 8% | 4% | 11% | 14% | 11% | 5% | 8% | 8% | 13% | 9% | 7% | 6% | 9% | 7% | 9% | 8% | 11% | 7% | 9% | 9% | 8% | 8% | 5% |
| 7 | | 6% | 4% | 8% | 15% | 8% | 4% | 6% | 6% | 8% | 6% | 6% | 4% | 7% | 7% | 6% | 6% | 7% | 2% | 7% | 6% | 7% | 6% | 3% |
| 8 | | 5% | 3% | 8% | 15% | 9% | 3% | 6% | 4% | 7% | 5% | 5% | 5% | 5% | 6% | 5% | 4% | 4% | 10% | 7% | 5% | 3% | 6% | 6% |
| 9 | | 1% | 1% | 1% | 6% | 1% | 1% | 2% | 1% | - | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | - | 2% | 1% | 1% | 1% | 1% |
| 10 - Would definitely consider voting for them | | 4% | 0% | 7% | 21% | 9% | 1% | 3% | 5% | 4% | 6% | 4% | 2% | 5% | 4% | 3% | 4% | 4% | 6% | 6% | 5% | 4% | 1% | 2% |
| prefer not to answer | | 7% | 3% | 5% | 4% | 3% | 4% | 5% | 9% | 22% | 8% | 2% | 3% | 15% | 4% | 6% | 7% | 8% | 10% | 3% | 8% | 7% | 12% | 8% |

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| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|------------------|----|----|----|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D |

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

| | Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
|----------------------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|-----|
| Base: All GB adults | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 | |
| Health | 45% | 43% | 52% | 57% | 56% | 43% | 38% | 52% | 33% | 41% | 52% | 51% | 32% | 47% | 47% | 45% | 51% | 45% | 47% | 47% | 44% | 39% | 44% | |
| Immigration & Asylum | 39% | 65% | 18% | 18% | 20% | 63% | 43% | 35% | 23% | 27% | 47% | 59% | 26% | 43% | 39% | 42% | 35% | 35% | 36% | 37% | 44% | 37% | 47% | |
| Crime | 17% | 23% | 11% | 14% | 11% | 24% | 18% | 16% | 10% | 16% | 21% | 20% | 23% | 18% | 16% | 17% | 10% | 11% | 18% | 17% | 19% | 14% | 18% | |
| The economy | 53% | 55% | 55% | 52% | 58% | 51% | 54% | 53% | 51% | 55% | 55% | 50% | 50% | 54% | 50% | 53% | 56% | 63% | 58% | 52% | 53% | 56% | 41% | |
| Tax | 10% | 9% | 8% | 9% | 10% | 9% | 13% | 8% | 19% | 14% | 6% | 5% | 15% | 9% | 9% | 11% | 12% | 8% | 9% | 12% | 13% | 11% | 3% | |
| Pensions | 6% | 9% | 5% | 2% | 4% | 9% | 8% | 5% | 1% | 4% | 8% | 13% | 3% | 6% | 9% | 7% | 5% | 6% | 5% | 7% | 7% | 7% | 8% | |
| Education | 11% | 6% | 17% | 16% | 17% | 7% | 10% | 13% | 10% | 14% | 10% | 8% | 10% | 12% | 12% | 11% | 10% | 12% | 17% | 9% | 10% | 6% | 10% | |
| Family life & childcare | 7% | 4% | 9% | 10% | 9% | 5% | 5% | 9% | 3% | 11% | 4% | 4% | 6% | 6% | 7% | 9% | 8% | 8% | 7% | 6% | 9% | 8% | 7% | |
| Housing | 25% | 19% | 30% | 27% | 25% | 22% | 23% | 26% | 30% | 25% | 21% | 24% | 35% | 26% | 22% | 19% | 25% | 27% | 21% | 22% | 23% | 36% | 30% | |
| The environment | 22% | 15% | 34% | 30% | 34% | 13% | 21% | 23% | 25% | 27% | 18% | 17% | 22% | 23% | 21% | 20% | 22% | 32% | 27% | 24% | 19% | 19% | 16% | |
| Britain leaving the EU | 14% | 8% | 19% | 20% | 20% | 7% | 16% | 12% | 19% | 13% | 15% | 13% | 15% | 12% | 15% | 14% | 19% | 16% | 18% | 15% | 11% | 12% | 8% | |
| Transport | 5% | 4% | 5% | 9% | 5% | 4% | 6% | 4% | 9% | 6% | 4% | 3% | 8% | 5% | 3% | 6% | 3% | 7% | 6% | 4% | 6% | 5% | 3% | |
| Welfare benefits | 8% | 7% | 12% | 4% | 8% | 10% | 8% | 9% | 2% | 9% | 12% | 6% | 10% | 8% | 9% | 8% | 7% | 7% | 6% | 6% | 7% | 11% | 21% | |
| Defence and security | 9% | 18% | 2% | 13% | 7% | 15% | 12% | 7% | 3% | 6% | 12% | 17% | 9% | 11% | 12% | 8% | 9% | 3% | 10% | 11% | 8% | 6% | 11% | |
| None of these | 1% | - | 0% | - | 0% | 0% | 1% | 1% | 2% | 1% | - | - | 0% | 1% | 1% | 1% | 0% | - | 0% | 1% | 1% | 1% | 1% | |
| Don't know | 3% | 1% | 4% | 1% | 2% | 2% | 3% | 4% | 8% | 4% | 2% | 1% | 2% | 1% | 5% | 5% | 6% | 3% | 1% | 3% | 4% | 6% | 8% | |

How well or badly do you think the government is handling the following issues?

National Health Service

| | Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
|--------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|-----|
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 | |
| Very well | 3% | 3% | 2% | 1% | 1% | 2% | 4% | 2% | 9% | 4% | 1% | 2% | 12% | 2% | 1% | 3% | 1% | - | 3% | 3% | 2% | 7% | 2% | |
| Fairly well | 11% | 18% | 3% | 10% | 7% | 15% | 15% | 8% | 13% | 9% | 10% | 16% | 12% | 11% | 13% | 10% | 11% | 7% | 9% | 12% | 13% | 11% | 11% | |
| Fairly badly | 25% | 35% | 14% | 29% | 23% | 29% | 22% | 27% | 23% | 21% | 28% | 31% | 17% | 27% | 27% | 24% | 21% | 29% | 27% | 27% | 26% | 19% | 19% | |
| Very badly | 55% | 40% | 76% | 60% | 67% | 49% | 54% | 56% | 41% | 61% | 58% | 48% | 50% | 55% | 52% | 56% | 63% | 60% | 56% | 54% | 54% | 55% | 59% | |
| Don't know | 6% | 4% | 3% | 1% | 2% | 5% | 4% | 7% | 13% | 6% | 4% | 4% | 8% | 4% | 8% | 7% | 5% | 4% | 4% | 5% | 6% | 8% | 10% | |

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Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|-------|------------------|----|----|---|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

Immigration

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 1% | 0% | 1% | - | 0% | 0% | 1% | 1% | 4% | 1% | 0% | 0% | 6% | 0% | 0% | 1% | - | - | 1% | 1% | 0% | 3% | 1% |
| Fairly well | 8% | 8% | 7% | 9% | 7% | 6% | 9% | 7% | 20% | 8% | 5% | 6% | 17% | 7% | 7% | 6% | 6% | 11% | 9% | 9% | 8% | 8% | 7% |
| Fairly badly | 25% | 31% | 17% | 30% | 26% | 26% | 25% | 25% | 26% | 24% | 21% | 31% | 28% | 26% | 28% | 21% | 20% | 34% | 27% | 26% | 24% | 24% | 19% |
| Very badly | 58% | 56% | 67% | 57% | 62% | 63% | 61% | 56% | 34% | 58% | 68% | 59% | 44% | 60% | 56% | 63% | 69% | 44% | 59% | 57% | 59% | 55% | 62% |
| Don't know | 8% | 5% | 7% | 4% | 5% | 5% | 4% | 11% | 16% | 9% | 5% | 4% | 6% | 6% | 9% | 10% | 5% | 12% | 5% | 8% | 9% | 9% | 12% |

Crime

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 2% | 2% | 2% | 1% | 1% | 1% | 3% | 2% | 8% | 2% | 1% | 1% | 7% | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 4% | 1% |
| Fairly well | 19% | 25% | 14% | 16% | 17% | 20% | 19% | 19% | 22% | 18% | 17% | 20% | 21% | 19% | 18% | 18% | 18% | 19% | 17% | 19% | 22% | 15% | 18% |
| Fairly badly | 33% | 35% | 29% | 37% | 38% | 33% | 33% | 33% | 29% | 28% | 39% | 41% | 30% | 33% | 34% | 31% | 40% | 41% | 37% | 34% | 31% | 34% | 28% |
| Very badly | 33% | 31% | 41% | 36% | 34% | 38% | 36% | 31% | 16% | 37% | 37% | 32% | 29% | 35% | 35% | 36% | 31% | 21% | 34% | 33% | 30% | 34% | 38% |
| Don't know | 12% | 7% | 15% | 10% | 10% | 8% | 9% | 16% | 25% | 15% | 7% | 6% | 12% | 11% | 12% | 13% | 10% | 18% | 9% | 11% | 15% | 13% | 15% |

Education

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 4% | 3% | 3% | 3% | 2% | 4% | 5% | 3% | 11% | 5% | 1% | 2% | 11% | 3% | 3% | 3% | 1% | 4% | 3% | 5% | 1% | 9% | 2% |
| Fairly well | 24% | 38% | 12% | 20% | 17% | 31% | 25% | 22% | 21% | 18% | 25% | 34% | 29% | 24% | 22% | 20% | 22% | 30% | 23% | 24% | 28% | 18% | 23% |
| Fairly badly | 28% | 29% | 24% | 41% | 31% | 28% | 29% | 28% | 30% | 25% | 32% | 31% | 21% | 31% | 28% | 28% | 36% | 19% | 31% | 30% | 26% | 28% | 23% |
| Very badly | 29% | 14% | 50% | 28% | 39% | 22% | 29% | 28% | 19% | 36% | 29% | 21% | 25% | 29% | 29% | 29% | 32% | 30% | 33% | 26% | 28% | 24% | 33% |
| Don't know | 15% | 16% | 11% | 8% | 11% | 15% | 12% | 18% | 19% | 16% | 14% | 12% | 13% | 12% | 18% | 20% | 8% | 17% | 9% | 15% | 18% | 21% | 18% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|-------|------------------|----|----|---|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

Taxation

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 2% | 2% | 2% | 1% | 1% | 2% | 3% | 2% | 7% | 2% | 1% | 2% | 9% | 2% | 0% | 1% | 1% | - | 2% | 2% | 0% | 6% | 2% |
| Fairly well | 20% | 34% | 11% | 22% | 18% | 26% | 21% | 19% | 11% | 14% | 23% | 31% | 19% | 21% | 22% | 19% | 13% | 26% | 20% | 20% | 23% | 14% | 22% |
| Fairly badly | 31% | 33% | 24% | 39% | 32% | 32% | 30% | 32% | 28% | 30% | 32% | 33% | 23% | 31% | 33% | 31% | 40% | 31% | 34% | 33% | 30% | 29% | 22% |
| Very badly | 33% | 22% | 49% | 32% | 38% | 30% | 37% | 30% | 31% | 39% | 33% | 24% | 34% | 35% | 30% | 34% | 34% | 26% | 34% | 33% | 32% | 35% | 33% |
| Don't know | 13% | 10% | 14% | 7% | 11% | 11% | 9% | 17% | 23% | 14% | 11% | 10% | 15% | 11% | 15% | 15% | 13% | 17% | 9% | 12% | 15% | 17% | 21% |

Unemployment

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 4% | 5% | 2% | 2% | 2% | 4% | 5% | 2% | 9% | 3% | 2% | 5% | 8% | 4% | 2% | 2% | 3% | 3% | 6% | 4% | 1% | 5% | 2% |
| Fairly well | 27% | 40% | 16% | 29% | 25% | 32% | 28% | 25% | 18% | 20% | 32% | 36% | 27% | 30% | 27% | 23% | 24% | 25% | 30% | 27% | 28% | 18% | 23% |
| Fairly badly | 29% | 25% | 28% | 33% | 29% | 31% | 30% | 29% | 28% | 29% | 31% | 27% | 27% | 30% | 27% | 27% | 38% | 32% | 28% | 27% | 30% | 36% | 31% |
| Very badly | 22% | 12% | 35% | 20% | 27% | 18% | 22% | 22% | 18% | 28% | 20% | 15% | 20% | 20% | 23% | 24% | 26% | 16% | 19% | 23% | 21% | 23% | 28% |
| Don't know | 18% | 17% | 19% | 16% | 17% | 16% | 15% | 22% | 26% | 20% | 15% | 17% | 18% | 16% | 20% | 23% | 9% | 24% | 17% | 20% | 20% | 18% | 17% |

Inflation

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 2% | 4% | 1% | 2% | 1% | 3% | 3% | 2% | 4% | 2% | 1% | 4% | 7% | 3% | 1% | 1% | - | 1% | 2% | 2% | 2% | 5% | 0% |
| Fairly well | 25% | 45% | 11% | 22% | 20% | 35% | 27% | 23% | 17% | 14% | 29% | 45% | 26% | 27% | 28% | 22% | 21% | 21% | 29% | 25% | 25% | 19% | 24% |
| Fairly badly | 30% | 26% | 30% | 42% | 34% | 27% | 31% | 29% | 31% | 30% | 31% | 27% | 27% | 31% | 25% | 32% | 30% | 34% | 33% | 29% | 32% | 28% | 22% |
| Very badly | 33% | 18% | 49% | 30% | 39% | 27% | 32% | 35% | 32% | 44% | 31% | 18% | 32% | 30% | 36% | 34% | 43% | 30% | 31% | 35% | 29% | 38% | 36% |
| Don't know | 9% | 7% | 9% | 5% | 7% | 7% | 7% | 12% | 16% | 10% | 8% | 6% | 8% | 8% | 10% | 11% | 6% | 13% | 5% | 8% | 12% | 10% | 18% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|-------|------------------|----|----|---|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

Britain's exit from the EU

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 3% | 6% | 2% | 2% | 1% | 5% | 4% | 3% | 4% | 2% | 3% | 6% | 9% | 3% | 3% | 2% | 2% | - | 3% | 2% | 4% | 5% | 5% |
| Fairly well | 20% | 38% | 7% | 8% | 10% | 31% | 21% | 19% | 17% | 13% | 23% | 31% | 16% | 22% | 21% | 20% | 16% | 24% | 19% | 21% | 23% | 17% | 16% |
| Fairly badly | 23% | 27% | 17% | 20% | 19% | 26% | 23% | 23% | 25% | 21% | 23% | 24% | 20% | 25% | 20% | 24% | 19% | 22% | 25% | 22% | 23% | 22% | 18% |
| Very badly | 43% | 21% | 67% | 63% | 62% | 28% | 45% | 40% | 34% | 51% | 43% | 31% | 45% | 40% | 44% | 40% | 56% | 40% | 46% | 43% | 36% | 43% | 45% |
| Don't know | 11% | 9% | 8% | 8% | 7% | 10% | 8% | 15% | 20% | 12% | 9% | 8% | 10% | 10% | 13% | 14% | 8% | 14% | 8% | 11% | 14% | 13% | 16% |

Defence

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 6% | 6% | 6% | 2% | 4% | 5% | 7% | 5% | 14% | 6% | 3% | 6% | 16% | 6% | 3% | 4% | 5% | 6% | 5% | 7% | 5% | 11% | 2% |
| Fairly well | 32% | 42% | 24% | 34% | 32% | 36% | 35% | 30% | 29% | 31% | 32% | 37% | 35% | 33% | 31% | 32% | 32% | 31% | 36% | 32% | 34% | 27% | 28% |
| Fairly badly | 20% | 22% | 17% | 27% | 20% | 24% | 21% | 19% | 13% | 15% | 25% | 27% | 15% | 21% | 22% | 21% | 19% | 18% | 23% | 19% | 20% | 19% | 18% |
| Very badly | 17% | 13% | 23% | 15% | 18% | 18% | 19% | 14% | 7% | 20% | 16% | 15% | 18% | 16% | 17% | 15% | 22% | 13% | 15% | 16% | 15% | 18% | 24% |
| Don't know | 25% | 17% | 29% | 21% | 26% | 18% | 18% | 32% | 37% | 27% | 24% | 16% | 17% | 24% | 27% | 29% | 22% | 31% | 22% | 27% | 26% | 25% | 28% |

The economy

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 2% | 3% | 1% | 2% | 1% | 2% | 3% | 2% | 5% | 2% | 1% | 3% | 8% | 2% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | 5% | 1% |
| Fairly well | 21% | 41% | 8% | 12% | 15% | 31% | 24% | 18% | 13% | 14% | 23% | 35% | 20% | 21% | 26% | 20% | 16% | 23% | 22% | 23% | 20% | 16% | 19% |
| Fairly badly | 30% | 28% | 27% | 38% | 30% | 32% | 30% | 30% | 33% | 27% | 31% | 33% | 25% | 32% | 25% | 31% | 28% | 40% | 35% | 27% | 33% | 27% | 23% |
| Very badly | 38% | 22% | 55% | 42% | 48% | 29% | 39% | 38% | 33% | 48% | 37% | 24% | 38% | 38% | 37% | 38% | 50% | 25% | 36% | 39% | 35% | 42% | 41% |
| Don't know | 9% | 6% | 9% | 7% | 6% | 7% | 6% | 12% | 17% | 9% | 8% | 5% | 9% | 8% | 12% | 10% | 4% | 10% | 5% | 9% | 10% | 9% | 16% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|------------------|----|----|----|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D |

Terrorism

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 8% | 12% | 6% | 6% | 8% | 8% | 10% | 7% | 11% | 8% | 7% | 9% | 15% | 9% | 7% | 6% | 7% | 8% | 10% | 9% | 6% | 8% | 5% |
| Fairly well | 40% | 52% | 32% | 43% | 38% | 46% | 43% | 38% | 39% | 34% | 45% | 47% | 37% | 44% | 36% | 42% | 37% | 36% | 44% | 37% | 43% | 37% | 37% |
| Fairly badly | 15% | 14% | 14% | 17% | 15% | 16% | 16% | 14% | 14% | 14% | 16% | 17% | 17% | 14% | 15% | 13% | 24% | 12% | 16% | 15% | 17% | 14% | 11% |
| Very badly | 14% | 9% | 19% | 10% | 14% | 15% | 15% | 14% | 9% | 18% | 13% | 11% | 15% | 13% | 16% | 15% | 15% | 14% | 11% | 14% | 13% | 16% | 24% |
| Don't know | 22% | 12% | 28% | 25% | 25% | 15% | 16% | 27% | 27% | 26% | 19% | 15% | 16% | 20% | 26% | 24% | 18% | 30% | 18% | 24% | 21% | 25% | 23% |

Transport

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 6% | 3% | 1% | 2% | 9% | 1% | 2% | 1% | 2% | 2% | 2% | 3% | 0% | 5% | 1% |
| Fairly well | 20% | 29% | 11% | 13% | 14% | 25% | 22% | 18% | 24% | 17% | 17% | 26% | 26% | 19% | 22% | 18% | 17% | 19% | 18% | 20% | 25% | 18% | 20% |
| Fairly badly | 33% | 35% | 30% | 41% | 37% | 32% | 32% | 33% | 30% | 31% | 35% | 34% | 30% | 34% | 28% | 31% | 38% | 44% | 36% | 32% | 32% | 32% | 25% |
| Very badly | 33% | 23% | 46% | 38% | 39% | 30% | 37% | 29% | 25% | 36% | 37% | 26% | 26% | 35% | 31% | 36% | 36% | 22% | 35% | 35% | 28% | 29% | 35% |
| Don't know | 12% | 11% | 10% | 8% | 10% | 12% | 8% | 17% | 15% | 13% | 10% | 11% | 9% | 11% | 18% | 14% | 6% | 13% | 9% | 11% | 14% | 15% | 19% |

Housing

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 2% | 2% | 1% | 1% | 1% | 2% | 2% | 1% | 5% | 2% | 0% | 2% | 8% | 1% | 1% | 1% | 1% | - | 2% | 1% | 1% | 5% | 1% |
| Fairly well | 15% | 23% | 9% | 10% | 10% | 18% | 17% | 13% | 17% | 11% | 14% | 21% | 15% | 15% | 15% | 14% | 9% | 23% | 14% | 15% | 17% | 10% | 18% |
| Fairly badly | 30% | 37% | 21% | 36% | 29% | 34% | 29% | 31% | 29% | 27% | 32% | 35% | 22% | 32% | 32% | 30% | 34% | 27% | 36% | 30% | 30% | 28% | 18% |
| Very badly | 42% | 24% | 62% | 49% | 53% | 34% | 45% | 39% | 35% | 48% | 42% | 33% | 46% | 42% | 38% | 38% | 48% | 41% | 40% | 42% | 38% | 44% | 52% |
| Don't know | 12% | 14% | 7% | 4% | 8% | 12% | 8% | 16% | 15% | 12% | 12% | 9% | 9% | 9% | 14% | 17% | 8% | 9% | 9% | 12% | 14% | 13% | 11% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|-------|------------------|----|----|---|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

Environment

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 3% | 4% | 2% | 2% | 1% | 3% | 4% | 2% | 10% | 2% | 2% | 3% | 11% | 2% | 2% | 3% | 1% | 4% | 2% | 4% | 2% | 6% | 4% |
| Fairly well | 25% | 40% | 13% | 15% | 18% | 34% | 26% | 25% | 23% | 20% | 26% | 36% | 27% | 25% | 26% | 24% | 25% | 26% | 24% | 27% | 28% | 21% | 25% |
| Fairly badly | 29% | 28% | 27% | 39% | 33% | 27% | 28% | 30% | 24% | 29% | 32% | 28% | 28% | 31% | 28% | 26% | 34% | 24% | 34% | 29% | 28% | 28% | 18% |
| Very badly | 29% | 14% | 49% | 37% | 41% | 20% | 31% | 27% | 23% | 35% | 28% | 21% | 27% | 29% | 29% | 28% | 32% | 29% | 33% | 28% | 23% | 26% | 35% |
| Don't know | 14% | 14% | 9% | 7% | 7% | 16% | 11% | 16% | 20% | 15% | 11% | 11% | 7% | 12% | 16% | 20% | 8% | 17% | 7% | 13% | 19% | 18% | 17% |

Welfare benefits

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 3% | 5% | 2% | - | 1% | 4% | 4% | 3% | 6% | 3% | 1% | 4% | 8% | 3% | 3% | 2% | 1% | - | 3% | 4% | 2% | 6% | 1% |
| Fairly well | 23% | 36% | 12% | 20% | 17% | 30% | 24% | 22% | 20% | 17% | 24% | 34% | 28% | 25% | 24% | 19% | 16% | 25% | 25% | 21% | 29% | 18% | 18% |
| Fairly badly | 26% | 24% | 25% | 33% | 27% | 25% | 26% | 25% | 26% | 23% | 27% | 28% | 18% | 26% | 24% | 29% | 31% | 22% | 26% | 26% | 23% | 28% | 24% |
| Very badly | 32% | 20% | 48% | 33% | 41% | 27% | 33% | 32% | 24% | 39% | 35% | 21% | 29% | 31% | 31% | 32% | 41% | 34% | 31% | 32% | 30% | 32% | 43% |
| Don't know | 16% | 15% | 14% | 14% | 13% | 14% | 13% | 19% | 24% | 18% | 13% | 13% | 16% | 15% | 18% | 17% | 11% | 19% | 15% | 18% | 16% | 15% | 15% |

Do you think that Rishi Sunak is doing well or badly as Prime Minister?

| | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base: All GB adults | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 3% | 5% | 3% | 1% | 2% | 3% | 4% | 2% | 6% | 3% | 2% | 4% | 12% | 2% | 1% | 2% | 2% | 3% | 4% | 3% | 2% | 5% | 1% |
| Fairly well | 22% | 38% | 8% | 17% | 17% | 28% | 22% | 22% | 20% | 17% | 22% | 33% | 21% | 24% | 25% | 21% | 16% | 22% | 23% | 22% | 24% | 18% | 21% |
| Fairly badly | 29% | 30% | 25% | 32% | 30% | 30% | 29% | 29% | 30% | 26% | 28% | 34% | 26% | 29% | 25% | 32% | 35% | 26% | 32% | 29% | 25% | 25% | 25% |
| Very badly | 35% | 20% | 58% | 41% | 44% | 31% | 39% | 32% | 29% | 40% | 42% | 24% | 32% | 36% | 36% | 34% | 42% | 33% | 34% | 35% | 33% | 37% | 42% |
| Don't know | 10% | 8% | 6% | 8% | 7% | 8% | 6% | 15% | 16% | 14% | 7% | 5% | 10% | 9% | 13% | 12% | 5% | 17% | 7% | 11% | 12% | 14% | 12% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|------------------|----|----|----|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D |

Do you think Keir Starmer is doing well or badly as leader of the Labour party?

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base: All GB adults | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very well | 6% | 2% | 13% | 9% | 6% | 5% | 8% | 4% | 9% | 8% | 6% | 3% | 18% | 5% | 4% | 6% | 3% | 4% | 9% | 6% | 4% | 7% | 5% |
| Fairly well | 30% | 22% | 44% | 48% | 42% | 23% | 32% | 28% | 26% | 30% | 31% | 30% | 35% | 31% | 24% | 28% | 38% | 23% | 36% | 27% | 28% | 31% | 20% |
| Fairly badly | 24% | 28% | 20% | 20% | 24% | 26% | 25% | 23% | 25% | 22% | 26% | 26% | 15% | 25% | 24% | 25% | 26% | 28% | 26% | 23% | 26% | 21% | 22% |
| Very badly | 22% | 35% | 9% | 11% | 13% | 34% | 23% | 21% | 10% | 18% | 26% | 30% | 18% | 23% | 24% | 21% | 18% | 19% | 16% | 25% | 21% | 18% | 35% |
| Don't know | 18% | 14% | 13% | 12% | 15% | 13% | 12% | 24% | 30% | 23% | 11% | 12% | 14% | 16% | 23% | 20% | 16% | 26% | 13% | 19% | 22% | 23% | 18% |

Do you believe that at the moment Keir Starmer does or does not look like a Prime Minister in waiting?

| | | | | | | | | | | | | | | | | | | | | | | | |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base: All GB adults | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| He does look like a Prime Minister in waiting | 35% | 18% | 57% | 57% | 47% | 23% | 39% | 30% | 42% | 40% | 34% | 22% | 48% | 35% | 31% | 31% | 38% | 28% | 41% | 32% | 29% | 38% | 32% |
| He does not look like a Prime Minister in waiting | 45% | 69% | 26% | 33% | 35% | 61% | 45% | 44% | 28% | 35% | 50% | 63% | 34% | 48% | 45% | 45% | 44% | 48% | 46% | 45% | 44% | 40% | 48% |
| Not sure | 21% | 13% | 17% | 10% | 18% | 16% | 16% | 26% | 30% | 25% | 15% | 15% | 18% | 17% | 24% | 24% | 18% | 24% | 13% | 23% | 27% | 22% | 20% |

Do you believe the Labour party today are or are not ready for government?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base: All GB adults | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| They are ready for Government | 34% | 14% | 60% | 53% | 49% | 19% | 37% | 30% | 42% | 40% | 32% | 20% | 50% | 31% | 29% | 33% | 37% | 31% | 39% | 34% | 29% | 37% | 26% |
| They are not ready for Government | 44% | 74% | 19% | 30% | 32% | 65% | 45% | 43% | 23% | 34% | 53% | 63% | 32% | 48% | 48% | 43% | 43% | 44% | 45% | 44% | 46% | 38% | 48% |
| Not sure | 22% | 12% | 21% | 17% | 19% | 16% | 17% | 26% | 35% | 26% | 15% | 16% | 19% | 21% | 23% | 24% | 20% | 26% | 16% | 23% | 25% | 25% | 26% |

In principle, would you support or oppose a large increase in the amount of new housing built in Britain?

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base: All GB adults | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Strongly support | 19% | 13% | 27% | 21% | 23% | 16% | 25% | 13% | 16% | 20% | 18% | 18% | 30% | 15% | 19% | 17% | 24% | 20% | 18% | 20% | 16% | 18% | 22% |
| Tend to support | 39% | 36% | 42% | 45% | 43% | 35% | 40% | 38% | 41% | 38% | 36% | 43% | 41% | 40% | 34% | 39% | 47% | 36% | 41% | 37% | 37% | 46% | 35% |
| Tend to oppose | 20% | 26% | 16% | 17% | 19% | 22% | 16% | 23% | 18% | 18% | 21% | 21% | 13% | 21% | 18% | 23% | 17% | 21% | 22% | 23% | 19% | 13% | 13% |
| Strongly oppose | 11% | 17% | 4% | 8% | 5% | 18% | 9% | 12% | 5% | 9% | 15% | 11% | 4% | 16% | 13% | 9% | 1% | 12% | 10% | 11% | 12% | 8% | 11% |
| Don't know | 12% | 9% | 12% | 10% | 10% | 10% | 9% | 15% | 19% | 15% | 10% | 6% | 13% | 9% | 16% | 14% | 11% | 12% | 8% | 10% | 16% | 15% | 19% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|-------|------------------|----|----|---|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

And would you support or oppose a large increase in the amount of new housing built IN YOUR OWN LOCAL AREA?

| | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base: All GB adults | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Strongly support | 15% | 9% | 21% | 19% | 18% | 13% | 20% | 11% | 16% | 17% | 13% | 14% | 27% | 11% | 14% | 14% | 23% | 13% | 15% | 15% | 14% | 15% | 19% |
| Tend to support | 34% | 30% | 40% | 38% | 39% | 31% | 36% | 33% | 35% | 34% | 32% | 38% | 34% | 34% | 31% | 35% | 42% | 34% | 35% | 32% | 36% | 38% | 32% |
| Tend to oppose | 20% | 25% | 15% | 19% | 21% | 20% | 19% | 21% | 21% | 18% | 22% | 22% | 17% | 23% | 21% | 16% | 22% | 22% | 23% | 21% | 18% | 20% | 15% |
| Strongly oppose | 21% | 30% | 14% | 19% | 16% | 29% | 17% | 24% | 10% | 21% | 26% | 21% | 12% | 26% | 20% | 23% | 6% | 25% | 21% | 23% | 21% | 16% | 18% |
| Don't know | 9% | 5% | 11% | 5% | 7% | 7% | 9% | 10% | 19% | 10% | 8% | 6% | 11% | 6% | 13% | 12% | 7% | 6% | 6% | 10% | 10% | 11% | 16% |

Would you support or oppose a large increase in the amount of housing being built in Britain...

...if it meant a substantial decrease in house prices?

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Strongly support | 21% | 12% | 29% | 19% | 22% | 16% | 26% | 17% | 42% | 22% | 15% | 15% | 39% | 19% | 17% | 16% | 25% | 22% | 20% | 21% | 18% | 27% | 23% |
| Tend to support | 34% | 32% | 35% | 36% | 39% | 33% | 34% | 34% | 27% | 33% | 34% | 38% | 32% | 34% | 32% | 33% | 44% | 32% | 32% | 34% | 37% | 37% | 29% |
| Tend to oppose | 21% | 27% | 16% | 28% | 20% | 25% | 21% | 21% | 10% | 21% | 24% | 23% | 12% | 23% | 22% | 21% | 18% | 29% | 26% | 21% | 20% | 14% | 16% |
| Strongly oppose | 11% | 18% | 6% | 7% | 8% | 15% | 11% | 11% | 4% | 10% | 15% | 11% | 5% | 14% | 11% | 12% | 3% | 7% | 13% | 11% | 10% | 8% | 10% |
| Don't know | 13% | 10% | 14% | 10% | 11% | 11% | 9% | 17% | 16% | 14% | 12% | 13% | 11% | 10% | 19% | 18% | 10% | 10% | 10% | 13% | 14% | 14% | 21% |

....if it meant the government borrowing a large amount of money to fund house building?

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Strongly support | 8% | 5% | 13% | 9% | 9% | 8% | 11% | 5% | 8% | 10% | 7% | 7% | 15% | 7% | 7% | 6% | 11% | 6% | 8% | 6% | 7% | 11% | 14% |
| Tend to support | 25% | 17% | 33% | 28% | 32% | 20% | 29% | 21% | 28% | 25% | 24% | 25% | 32% | 24% | 23% | 21% | 34% | 25% | 27% | 23% | 26% | 23% | 24% |
| Tend to oppose | 26% | 31% | 20% | 31% | 26% | 26% | 25% | 28% | 27% | 23% | 26% | 32% | 22% | 27% | 23% | 27% | 30% | 31% | 28% | 29% | 24% | 26% | 22% |
| Strongly oppose | 27% | 39% | 16% | 23% | 20% | 37% | 25% | 28% | 13% | 27% | 32% | 27% | 16% | 32% | 28% | 28% | 15% | 25% | 29% | 28% | 28% | 22% | 19% |
| Don't know | 14% | 7% | 17% | 9% | 13% | 9% | 10% | 17% | 24% | 16% | 11% | 9% | 14% | 10% | 18% | 17% | 10% | 13% | 8% | 14% | 16% | 19% | 21% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|------------------|----|----|----|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D |

....if it meant allowing smaller housing units or more high rise blocks?

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Strongly support | 6% | 3% | 6% | 7% | 6% | 5% | 8% | 5% | 8% | 8% | 5% | 3% | 12% | 5% | 5% | 7% | 7% | 2% | 6% | 5% | 5% | 9% | 8% |
| Tend to support | 28% | 23% | 35% | 37% | 33% | 25% | 32% | 25% | 29% | 27% | 27% | 31% | 34% | 25% | 29% | 27% | 38% | 24% | 31% | 31% | 26% | 21% | 25% |
| Tend to oppose | 28% | 34% | 23% | 30% | 29% | 30% | 29% | 27% | 26% | 24% | 31% | 34% | 21% | 32% | 29% | 27% | 23% | 29% | 31% | 26% | 31% | 26% | 24% |
| Strongly oppose | 23% | 29% | 20% | 17% | 19% | 29% | 20% | 25% | 14% | 24% | 24% | 22% | 16% | 26% | 22% | 23% | 22% | 23% | 24% | 22% | 23% | 23% | 19% |
| Don't know | 15% | 10% | 16% | 9% | 13% | 11% | 11% | 18% | 23% | 16% | 13% | 9% | 17% | 12% | 16% | 17% | 10% | 22% | 9% | 15% | 15% | 21% | 23% |

....if it meant building more housing on green field sites?

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Strongly support | 5% | 3% | 7% | 6% | 5% | 4% | 8% | 3% | 10% | 7% | 4% | 3% | 15% | 4% | 5% | 5% | 3% | 2% | 7% | 3% | 4% | 10% | 5% |
| Tend to support | 20% | 17% | 23% | 21% | 21% | 20% | 24% | 16% | 22% | 21% | 17% | 20% | 26% | 16% | 18% | 19% | 24% | 30% | 19% | 20% | 24% | 18% | 18% |
| Tend to oppose | 27% | 25% | 29% | 33% | 33% | 22% | 28% | 26% | 24% | 25% | 31% | 28% | 23% | 30% | 26% | 23% | 35% | 24% | 29% | 26% | 23% | 30% | 27% |
| Strongly oppose | 37% | 50% | 29% | 31% | 33% | 46% | 32% | 41% | 26% | 34% | 40% | 42% | 26% | 42% | 38% | 39% | 22% | 32% | 39% | 40% | 37% | 28% | 31% |
| Don't know | 11% | 6% | 12% | 9% | 8% | 8% | 9% | 14% | 18% | 13% | 8% | 7% | 10% | 8% | 13% | 14% | 15% | 12% | 6% | 12% | 12% | 14% | 19% |

In the year ahead, do you expect house prices to go up or down, or stay about the same?

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base: All GB adults | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Go up a lot | 6% | 4% | 8% | 2% | 4% | 6% | 6% | 6% | 12% | 8% | 3% | 3% | 14% | 5% | 5% | 4% | 5% | 9% | 6% | 6% | 5% | 6% | 12% |
| Go up a little | 28% | 29% | 28% | 29% | 28% | 27% | 31% | 26% | 34% | 28% | 26% | 28% | 27% | 28% | 26% | 29% | 33% | 24% | 30% | 30% | 27% | 26% | 22% |
| Stay about the same | 33% | 37% | 31% | 38% | 36% | 37% | 32% | 34% | 18% | 31% | 36% | 40% | 22% | 34% | 36% | 34% | 31% | 44% | 34% | 34% | 36% | 25% | 29% |
| Go down a little | 17% | 19% | 17% | 19% | 19% | 17% | 16% | 19% | 12% | 16% | 21% | 18% | 16% | 20% | 13% | 18% | 19% | 11% | 20% | 16% | 16% | 19% | 14% |
| Go down a lot | 3% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 4% | 3% | 3% | 1% | 5% | 4% | 3% | 1% | 1% | 2% | 1% | 2% | 3% | 7% | 2% |
| Don't know | 13% | 9% | 13% | 10% | 11% | 11% | 12% | 14% | 19% | 14% | 11% | 10% | 15% | 9% | 18% | 14% | 12% | 10% | 8% | 13% | 13% | 17% | 20% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|-------|------------------|----|----|---|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

Do you think it would be better for Britain if house prices rose, if they went down, or if they stayed about the same?

| | | | | | | | | | | | | | | | | | | | | | | | |
|--|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base: All GB adults | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| It would be better for Britain if house prices rose | 7% | 9% | 5% | 5% | 6% | 9% | 7% | 6% | 4% | 6% | 7% | 9% | 9% | 8% | 5% | 7% | 2% | 4% | 8% | 6% | 8% | 6% | 5% |
| It would be better for Britain if house prices went down | 49% | 40% | 54% | 54% | 50% | 42% | 52% | 46% | 67% | 54% | 43% | 37% | 58% | 49% | 40% | 46% | 54% | 53% | 47% | 48% | 48% | 54% | 49% |
| It would be better for Britain if house prices stayed about the same | 25% | 35% | 23% | 25% | 27% | 31% | 27% | 24% | 10% | 19% | 33% | 37% | 19% | 26% | 29% | 26% | 25% | 27% | 31% | 24% | 25% | 20% | 20% |
| Don't know | 19% | 16% | 18% | 15% | 17% | 19% | 14% | 24% | 19% | 21% | 18% | 17% | 14% | 17% | 26% | 21% | 20% | 16% | 14% | 21% | 20% | 20% | 26% |

And thinking about your own personal finances, do you think you would be better off if house prices rose, if they went down, or does it make little difference to you?

| | | | | | | | | | | | | | | | | | | | | | | | |
|--|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base: All GB adults | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| I would be better off if house prices rose | 22% | 26% | 21% | 30% | 26% | 24% | 24% | 21% | 5% | 25% | 25% | 23% | 17% | 25% | 18% | 21% | 28% | 25% | 30% | 24% | 21% | 13% | 11% |
| I would be better off if house prices fell | 23% | 11% | 29% | 18% | 21% | 11% | 23% | 23% | 66% | 32% | 7% | 4% | 40% | 20% | 20% | 21% | 26% | 21% | 21% | 23% | 22% | 32% | 19% |
| It will make little difference to me personally if house prices rise or fall | 46% | 59% | 42% | 44% | 46% | 57% | 45% | 47% | 16% | 31% | 62% | 69% | 32% | 47% | 55% | 47% | 39% | 46% | 44% | 43% | 48% | 44% | 57% |
| Don't know | 9% | 4% | 8% | 8% | 7% | 7% | 8% | 9% | 13% | 12% | 7% | 5% | 11% | 7% | 8% | 12% | 7% | 8% | 5% | 10% | 10% | 11% | 13% |

Do you think the Conservative party is in touch or out of touch?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| In touch | 8% | 15% | 3% | 3% | 6% | 10% | 9% | 7% | 6% | 6% | 7% | 13% | 15% | 8% | 7% | 5% | 7% | 8% | 9% | 8% | 6% | 10% | 6% |
| Out of touch | 69% | 58% | 87% | 80% | 80% | 66% | 71% | 67% | 55% | 70% | 76% | 65% | 53% | 70% | 68% | 71% | 80% | 68% | 73% | 67% | 68% | 63% | 71% |
| Neither | 13% | 21% | 6% | 15% | 10% | 16% | 13% | 13% | 14% | 11% | 12% | 17% | 15% | 15% | 14% | 12% | 8% | 11% | 13% | 14% | 14% | 13% | 11% |
| Don't know | 10% | 7% | 4% | 2% | 4% | 8% | 7% | 13% | 25% | 13% | 4% | 5% | 16% | 7% | 11% | 13% | 5% | 12% | 6% | 11% | 12% | 14% | 12% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|-------|------------------|----|----|---|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

Do you think the Conservative party cares about ordinary people, or care about only a select few?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Cares about ordinary people | 10% | 19% | 4% | 3% | 7% | 13% | 12% | 8% | 7% | 7% | 9% | 17% | 17% | 9% | 10% | 8% | 8% | 8% | 11% | 11% | 7% | 9% | 10% |
| Cares about only a select few | 68% | 53% | 88% | 88% | 82% | 62% | 68% | 68% | 64% | 69% | 74% | 63% | 56% | 69% | 68% | 70% | 78% | 64% | 72% | 68% | 68% | 66% | 64% |
| Neither | 11% | 20% | 4% | 6% | 8% | 16% | 12% | 11% | 8% | 10% | 12% | 15% | 10% | 13% | 14% | 11% | 6% | 12% | 10% | 11% | 12% | 14% | 14% |
| Don't know | 11% | 9% | 4% | 3% | 4% | 9% | 8% | 13% | 21% | 14% | 5% | 6% | 17% | 8% | 9% | 12% | 7% | 15% | 7% | 10% | 14% | 11% | 12% |

Do you think the Conservative party is trustworthy or untrustworthy?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Trustworthy | 10% | 19% | 5% | 6% | 7% | 13% | 11% | 10% | 11% | 8% | 8% | 17% | 23% | 9% | 10% | 8% | 8% | 10% | 9% | 13% | 9% | 10% | 10% |
| Untrustworthy | 64% | 45% | 84% | 78% | 77% | 56% | 67% | 60% | 58% | 67% | 69% | 54% | 55% | 65% | 58% | 66% | 78% | 59% | 69% | 61% | 61% | 64% | 61% |
| Neither | 16% | 29% | 6% | 11% | 12% | 23% | 15% | 17% | 12% | 12% | 19% | 23% | 11% | 19% | 23% | 14% | 8% | 14% | 15% | 16% | 18% | 16% | 16% |
| Don't know | 10% | 7% | 5% | 5% | 5% | 8% | 7% | 13% | 20% | 13% | 4% | 5% | 11% | 8% | 10% | 12% | 6% | 18% | 7% | 10% | 12% | 10% | 13% |

Do you think the Conservative party is trying to do the right thing, or serving their own interests?

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Trying to do the right thing | 16% | 30% | 6% | 8% | 11% | 21% | 18% | 14% | 12% | 11% | 15% | 26% | 20% | 16% | 16% | 14% | 13% | 14% | 17% | 17% | 14% | 18% | 11% |
| Serving their own interests | 66% | 54% | 84% | 83% | 78% | 61% | 67% | 66% | 57% | 70% | 70% | 60% | 56% | 67% | 64% | 69% | 76% | 65% | 67% | 66% | 65% | 67% | 66% |
| Neither | 8% | 10% | 5% | 7% | 6% | 11% | 8% | 8% | 7% | 6% | 10% | 10% | 11% | 9% | 9% | 5% | 5% | 8% | 8% | 7% | 8% | 6% | 10% |
| Don't know | 10% | 6% | 5% | 2% | 4% | 7% | 8% | 12% | 24% | 13% | 4% | 4% | 14% | 7% | 11% | 12% | 6% | 13% | 8% | 9% | 13% | 9% | 12% |

Do you think the Conservative party is strong or weak?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Strong | 9% | 12% | 7% | 8% | 9% | 8% | 10% | 8% | 12% | 10% | 7% | 8% | 19% | 9% | 7% | 6% | 7% | 9% | 9% | 8% | 9% | 13% | 7% |
| Weak | 60% | 54% | 71% | 76% | 68% | 58% | 64% | 56% | 47% | 58% | 66% | 61% | 48% | 64% | 57% | 58% | 70% | 54% | 67% | 59% | 55% | 55% | 59% |
| Neither | 21% | 27% | 16% | 15% | 17% | 25% | 19% | 23% | 16% | 19% | 22% | 25% | 18% | 19% | 25% | 23% | 17% | 23% | 19% | 21% | 23% | 20% | 23% |
| Don't know | 11% | 6% | 6% | 2% | 5% | 8% | 7% | 14% | 24% | 14% | 4% | 6% | 15% | 8% | 11% | 14% | 6% | 14% | 6% | 12% | 14% | 12% | 11% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|------------------|----|----|----|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D |

Do you think the Conservative party is moderate or extreme?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Moderate | 30% | 50% | 16% | 25% | 25% | 39% | 32% | 28% | 23% | 25% | 32% | 40% | 30% | 33% | 29% | 27% | 26% | 32% | 36% | 28% | 29% | 28% | 23% |
| Extreme | 27% | 8% | 49% | 45% | 44% | 14% | 33% | 22% | 28% | 32% | 28% | 18% | 30% | 26% | 25% | 28% | 37% | 20% | 31% | 29% | 22% | 25% | 25% |
| Neither | 24% | 31% | 20% | 19% | 18% | 34% | 23% | 25% | 18% | 22% | 27% | 29% | 21% | 26% | 28% | 22% | 19% | 29% | 23% | 23% | 26% | 23% | 29% |
| Don't know | 18% | 11% | 16% | 11% | 13% | 14% | 12% | 24% | 30% | 22% | 13% | 12% | 19% | 15% | 17% | 23% | 19% | 18% | 9% | 20% | 23% | 24% | 23% |

Do you think the Conservative party is competent or incompetent?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Competent | 14% | 25% | 6% | 6% | 11% | 16% | 15% | 13% | 17% | 12% | 12% | 19% | 26% | 13% | 14% | 12% | 10% | 12% | 14% | 16% | 12% | 17% | 10% |
| Incompetent | 62% | 47% | 82% | 78% | 74% | 57% | 66% | 58% | 54% | 65% | 68% | 55% | 49% | 65% | 61% | 62% | 73% | 62% | 68% | 61% | 59% | 60% | 58% |
| Neither | 14% | 22% | 8% | 10% | 11% | 20% | 12% | 16% | 8% | 10% | 16% | 23% | 13% | 16% | 16% | 12% | 10% | 15% | 13% | 13% | 17% | 10% | 18% |
| Don't know | 10% | 5% | 5% | 6% | 4% | 7% | 6% | 12% | 21% | 13% | 4% | 3% | 12% | 6% | 9% | 14% | 7% | 11% | 5% | 10% | 12% | 13% | 13% |

Do you think the Conservative party has a clear sense of purpose, or are unclear about what they stand for?

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Have a clear sense of purpose | 20% | 23% | 20% | 19% | 23% | 18% | 21% | 19% | 24% | 20% | 18% | 19% | 24% | 19% | 17% | 20% | 25% | 19% | 21% | 20% | 20% | 23% | 14% |
| Are unclear what they stand for | 55% | 56% | 60% | 66% | 59% | 59% | 59% | 51% | 37% | 53% | 60% | 61% | 47% | 59% | 56% | 52% | 57% | 51% | 62% | 55% | 49% | 49% | 53% |
| Neither | 14% | 16% | 11% | 11% | 11% | 17% | 13% | 14% | 11% | 12% | 15% | 15% | 13% | 13% | 15% | 15% | 13% | 13% | 10% | 14% | 17% | 13% | 18% |
| Don't know | 12% | 5% | 9% | 5% | 7% | 7% | 8% | 15% | 28% | 14% | 7% | 5% | 16% | 10% | 13% | 12% | 6% | 16% | 7% | 12% | 14% | 15% | 15% |

Do you think the Conservative party is tolerant or prejudiced?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Tolerant | 18% | 35% | 6% | 7% | 11% | 28% | 22% | 15% | 14% | 13% | 20% | 28% | 21% | 19% | 17% | 18% | 15% | 21% | 19% | 20% | 17% | 18% | 16% |
| Prejudiced | 48% | 26% | 73% | 69% | 66% | 34% | 49% | 47% | 51% | 52% | 48% | 38% | 43% | 47% | 49% | 45% | 65% | 51% | 53% | 45% | 46% | 49% | 44% |
| Neither | 18% | 27% | 11% | 15% | 15% | 25% | 19% | 18% | 7% | 16% | 22% | 24% | 17% | 21% | 19% | 17% | 9% | 15% | 19% | 18% | 17% | 17% | 20% |
| Don't know | 16% | 12% | 10% | 9% | 8% | 14% | 11% | 21% | 27% | 19% | 10% | 11% | 19% | 13% | 16% | 20% | 10% | 13% | 9% | 17% | 21% | 17% | 20% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|------------------|----|----|----|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D |

Do you think the Labour party is in touch or out of touch?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| In touch | 28% | 14% | 50% | 39% | 38% | 18% | 29% | 28% | 32% | 30% | 29% | 21% | 41% | 26% | 26% | 27% | 30% | 18% | 33% | 28% | 22% | 31% | 21% |
| Out of touch | 42% | 63% | 24% | 29% | 31% | 58% | 45% | 40% | 27% | 35% | 49% | 54% | 32% | 44% | 45% | 43% | 40% | 46% | 42% | 42% | 43% | 37% | 47% |
| Neither | 16% | 14% | 16% | 22% | 21% | 13% | 17% | 15% | 15% | 17% | 13% | 16% | 15% | 18% | 15% | 12% | 18% | 21% | 16% | 15% | 17% | 14% | 16% |
| Don't know | 14% | 9% | 10% | 10% | 10% | 11% | 10% | 18% | 26% | 18% | 9% | 8% | 12% | 13% | 14% | 18% | 12% | 16% | 9% | 15% | 18% | 18% | 16% |

Do you think the Labour party cares about ordinary people, or care about only a select few?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Cares about ordinary people | 42% | 25% | 69% | 57% | 58% | 28% | 42% | 41% | 44% | 45% | 41% | 36% | 53% | 40% | 37% | 41% | 50% | 34% | 50% | 41% | 35% | 47% | 30% |
| Cares about only a select few | 31% | 47% | 13% | 18% | 20% | 45% | 31% | 30% | 20% | 24% | 39% | 38% | 21% | 34% | 32% | 30% | 29% | 34% | 27% | 29% | 37% | 25% | 39% |
| Neither | 14% | 19% | 10% | 13% | 13% | 16% | 16% | 13% | 11% | 14% | 11% | 19% | 12% | 15% | 17% | 14% | 11% | 11% | 14% | 16% | 12% | 13% | 16% |
| Don't know | 13% | 9% | 8% | 12% | 9% | 10% | 11% | 16% | 25% | 17% | 9% | 7% | 14% | 11% | 15% | 15% | 10% | 20% | 9% | 14% | 16% | 15% | 15% |

Do you think the Labour party is trustworthy or untrustworthy?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Trustworthy | 23% | 8% | 47% | 35% | 34% | 12% | 27% | 20% | 31% | 27% | 21% | 15% | 41% | 20% | 18% | 24% | 24% | 19% | 29% | 23% | 18% | 27% | 18% |
| Untrustworthy | 40% | 65% | 16% | 27% | 28% | 56% | 43% | 38% | 29% | 32% | 48% | 53% | 28% | 46% | 43% | 40% | 36% | 36% | 40% | 40% | 43% | 34% | 47% |
| Neither | 20% | 19% | 22% | 22% | 23% | 21% | 18% | 21% | 14% | 20% | 18% | 22% | 17% | 21% | 22% | 15% | 21% | 25% | 20% | 20% | 19% | 19% | 17% |
| Don't know | 17% | 8% | 16% | 16% | 16% | 10% | 12% | 21% | 26% | 20% | 12% | 10% | 13% | 13% | 17% | 20% | 19% | 21% | 12% | 17% | 20% | 20% | 18% |

Do you think the Labour party is trying to do the right thing, or serving their own interests?

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Trying to do the right thing | 38% | 18% | 68% | 58% | 54% | 24% | 41% | 36% | 48% | 43% | 34% | 30% | 51% | 34% | 36% | 36% | 45% | 41% | 45% | 38% | 31% | 45% | 27% |
| Serving their own interests | 38% | 62% | 13% | 26% | 27% | 54% | 39% | 37% | 20% | 29% | 48% | 52% | 23% | 44% | 42% | 37% | 39% | 32% | 39% | 36% | 43% | 33% | 42% |
| Neither | 10% | 10% | 8% | 7% | 10% | 11% | 10% | 9% | 7% | 11% | 9% | 9% | 12% | 11% | 8% | 10% | 5% | 11% | 9% | 12% | 8% | 6% | 15% |
| Don't know | 14% | 9% | 11% | 9% | 9% | 11% | 10% | 18% | 25% | 17% | 9% | 9% | 14% | 11% | 14% | 17% | 11% | 16% | 8% | 15% | 18% | 16% | 16% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|-------|------------------|----|----|---|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

Do you think the Labour party is strong or weak?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Strong | 18% | 9% | 32% | 27% | 22% | 13% | 20% | 17% | 25% | 22% | 17% | 11% | 33% | 15% | 16% | 18% | 18% | 16% | 23% | 16% | 15% | 21% | 13% |
| Weak | 43% | 63% | 25% | 39% | 36% | 57% | 47% | 40% | 33% | 36% | 48% | 57% | 29% | 48% | 45% | 42% | 45% | 49% | 44% | 44% | 42% | 39% | 47% |
| Neither | 23% | 20% | 31% | 23% | 29% | 19% | 23% | 23% | 17% | 24% | 24% | 21% | 22% | 26% | 22% | 21% | 20% | 18% | 23% | 21% | 24% | 20% | 25% |
| Don't know | 16% | 9% | 13% | 11% | 13% | 11% | 11% | 21% | 26% | 19% | 11% | 10% | 16% | 12% | 18% | 18% | 17% | 17% | 10% | 18% | 18% | 20% | 15% |

Do you think the Labour party is moderate or extreme?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Moderate | 41% | 23% | 65% | 61% | 57% | 28% | 45% | 37% | 43% | 46% | 40% | 30% | 46% | 39% | 34% | 40% | 51% | 48% | 51% | 40% | 35% | 40% | 27% |
| Extreme | 19% | 36% | 4% | 10% | 10% | 32% | 23% | 16% | 11% | 13% | 20% | 32% | 20% | 21% | 20% | 19% | 13% | 14% | 19% | 19% | 22% | 13% | 23% |
| Neither | 22% | 27% | 18% | 15% | 20% | 26% | 19% | 24% | 17% | 19% | 27% | 24% | 18% | 23% | 25% | 19% | 22% | 23% | 19% | 23% | 22% | 23% | 27% |
| Don't know | 18% | 14% | 13% | 14% | 13% | 15% | 13% | 23% | 29% | 22% | 13% | 13% | 17% | 17% | 21% | 22% | 14% | 16% | 12% | 18% | 22% | 25% | 23% |

Do you think the Labour party is competent or incompetent?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Competent | 28% | 11% | 54% | 40% | 39% | 16% | 31% | 25% | 35% | 33% | 26% | 17% | 46% | 25% | 21% | 27% | 36% | 19% | 33% | 28% | 23% | 31% | 18% |
| Incompetent | 38% | 62% | 13% | 20% | 26% | 55% | 41% | 35% | 26% | 30% | 43% | 53% | 26% | 43% | 40% | 38% | 33% | 38% | 39% | 38% | 38% | 31% | 45% |
| Neither | 17% | 17% | 18% | 21% | 19% | 17% | 15% | 19% | 12% | 17% | 19% | 17% | 17% | 17% | 22% | 15% | 12% | 22% | 17% | 15% | 17% | 16% | 22% |
| Don't know | 17% | 10% | 15% | 19% | 16% | 12% | 13% | 21% | 26% | 20% | 13% | 12% | 12% | 16% | 18% | 21% | 19% | 21% | 12% | 19% | 22% | 21% | 14% |

Do you think the Labour party has a clear sense of purpose, or are unclear about what they stand for?

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Have a clear sense of purpose | 26% | 14% | 44% | 33% | 33% | 18% | 27% | 25% | 36% | 29% | 25% | 18% | 37% | 23% | 22% | 28% | 31% | 20% | 30% | 24% | 23% | 31% | 20% |
| Are unclear what they stand for | 47% | 68% | 31% | 45% | 41% | 62% | 51% | 44% | 30% | 38% | 55% | 62% | 35% | 51% | 52% | 46% | 45% | 43% | 49% | 49% | 46% | 40% | 48% |
| Neither | 12% | 10% | 14% | 13% | 15% | 10% | 11% | 13% | 11% | 14% | 11% | 11% | 16% | 12% | 13% | 9% | 12% | 17% | 12% | 12% | 13% | 10% | 16% |
| Don't know | 14% | 8% | 11% | 10% | 11% | 10% | 10% | 18% | 23% | 19% | 9% | 8% | 12% | 13% | 14% | 18% | 12% | 20% | 9% | 15% | 18% | 19% | 16% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|-------|------------------|----|----|---|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

Do you think the Labour party is tolerant or prejudiced?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Tolerant | 34% | 18% | 59% | 49% | 46% | 23% | 36% | 32% | 39% | 39% | 31% | 25% | 43% | 32% | 29% | 35% | 36% | 27% | 39% | 33% | 28% | 42% | 26% |
| Prejudiced | 28% | 50% | 9% | 15% | 17% | 44% | 32% | 25% | 19% | 20% | 32% | 43% | 20% | 31% | 30% | 28% | 27% | 24% | 28% | 30% | 30% | 20% | 30% |
| Neither | 18% | 18% | 16% | 18% | 20% | 19% | 18% | 18% | 14% | 17% | 21% | 19% | 18% | 19% | 20% | 15% | 19% | 21% | 18% | 17% | 20% | 15% | 22% |
| Don't know | 20% | 14% | 16% | 18% | 17% | 15% | 15% | 25% | 29% | 24% | 15% | 13% | 19% | 17% | 21% | 22% | 18% | 28% | 15% | 20% | 23% | 23% | 22% |

Generally speaking, how much confidence do you have in the courts and judicial system in Britain?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| A lot of confidence | 6% | 5% | 8% | 7% | 7% | 3% | 8% | 4% | 7% | 5% | 6% | 6% | 15% | 5% | 6% | 2% | 5% | 2% | 8% | 5% | 3% | 8% | 4% |
| A fair amount of confidence | 42% | 41% | 44% | 61% | 54% | 35% | 43% | 41% | 35% | 43% | 43% | 44% | 40% | 43% | 42% | 41% | 45% | 39% | 48% | 42% | 40% | 34% | 37% |
| Not very much confidence | 32% | 38% | 30% | 24% | 28% | 38% | 31% | 32% | 28% | 28% | 36% | 37% | 25% | 34% | 28% | 33% | 33% | 38% | 30% | 35% | 32% | 30% | 30% |
| No confidence at all | 13% | 13% | 10% | 5% | 6% | 20% | 12% | 14% | 9% | 15% | 13% | 12% | 13% | 12% | 16% | 13% | 11% | 16% | 9% | 11% | 17% | 16% | 20% |
| Don't know | 8% | 3% | 8% | 3% | 5% | 4% | 7% | 9% | 21% | 10% | 2% | 2% | 7% | 6% | 8% | 11% | 5% | 6% | 5% | 7% | 8% | 12% | 9% |

When courts are deciding what punishment to give to someone who has committed a crime, what do you think should be the main purpose of the sentence?

| | | | | | | | | | | | | | | | | | | | | | | | |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| To punish criminals | 23% | 30% | 15% | 21% | 18% | 31% | 23% | 24% | 13% | 19% | 29% | 29% | 15% | 24% | 22% | 26% | 25% | 23% | 20% | 23% | 27% | 22% | 28% |
| To get criminals off the streets and away from the law-abiding public | 25% | 34% | 19% | 28% | 18% | 34% | 26% | 25% | 19% | 23% | 28% | 30% | 25% | 26% | 28% | 25% | 19% | 29% | 26% | 24% | 27% | 23% | 26% |
| To rehabilitate criminals so that they do not commit further crimes | 36% | 22% | 53% | 41% | 52% | 20% | 36% | 36% | 49% | 40% | 29% | 31% | 46% | 35% | 34% | 33% | 42% | 31% | 44% | 36% | 30% | 37% | 25% |
| To serve as a warning to other potential criminals | 8% | 11% | 5% | 5% | 7% | 11% | 9% | 7% | 4% | 8% | 9% | 9% | 9% | 9% | 7% | 7% | 9% | 8% | 6% | 10% | 8% | 9% | 7% |
| Don't know | 7% | 3% | 7% | 5% | 5% | 5% | 6% | 8% | 15% | 10% | 5% | 1% | 6% | 5% | 9% | 10% | 5% | 8% | 3% | 8% | 7% | 9% | 14% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|-------|------------------|----|----|---|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

How effective, if at all, do you think the following sentences are at reducing crime in the future?

Prison sentences

| | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very effective | 10% | 12% | 7% | 6% | 4% | 11% | 13% | 6% | 16% | 9% | 9% | 8% | 19% | 9% | 11% | 6% | 5% | 10% | 11% | 8% | 8% | 15% | 7% |
| Fairly effective | 36% | 41% | 32% | 41% | 39% | 35% | 38% | 34% | 37% | 34% | 38% | 37% | 35% | 37% | 35% | 35% | 40% | 31% | 36% | 38% | 37% | 29% | 33% |
| Not very effective | 35% | 31% | 37% | 40% | 40% | 35% | 31% | 39% | 26% | 33% | 38% | 40% | 26% | 38% | 34% | 33% | 41% | 41% | 36% | 36% | 34% | 36% | 32% |
| Not effective at all | 11% | 11% | 13% | 8% | 9% | 14% | 10% | 12% | 8% | 13% | 10% | 11% | 12% | 9% | 12% | 15% | 6% | 8% | 9% | 10% | 12% | 11% | 16% |
| Don't know | 8% | 5% | 11% | 5% | 8% | 5% | 8% | 9% | 13% | 11% | 5% | 4% | 8% | 6% | 8% | 11% | 7% | 10% | 7% | 8% | 8% | 8% | 13% |

Community service

| | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very effective | 5% | 2% | 7% | 4% | 5% | 2% | 6% | 3% | 12% | 5% | 3% | 2% | 16% | 3% | 2% | 3% | 4% | 5% | 6% | 4% | 3% | 8% | 5% |
| Fairly effective | 22% | 17% | 26% | 32% | 28% | 17% | 23% | 21% | 25% | 25% | 20% | 19% | 29% | 23% | 22% | 19% | 19% | 26% | 27% | 20% | 20% | 24% | 18% |
| Not very effective | 37% | 39% | 34% | 42% | 40% | 37% | 34% | 39% | 32% | 35% | 41% | 38% | 27% | 39% | 35% | 38% | 44% | 29% | 37% | 41% | 37% | 31% | 30% |
| Not effective at all | 25% | 33% | 17% | 12% | 14% | 38% | 26% | 24% | 14% | 21% | 27% | 33% | 17% | 23% | 28% | 26% | 27% | 28% | 21% | 24% | 28% | 27% | 30% |
| Don't know | 12% | 9% | 15% | 10% | 13% | 7% | 11% | 13% | 17% | 14% | 8% | 8% | 11% | 12% | 13% | 13% | 7% | 12% | 10% | 12% | 12% | 11% | 17% |

Fines

| | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very effective | 3% | 2% | 4% | 2% | 2% | 3% | 4% | 3% | 7% | 4% | 2% | 2% | 11% | 3% | 4% | 1% | 1% | 3% | 3% | 2% | 3% | 5% | 5% |
| Fairly effective | 15% | 12% | 12% | 24% | 16% | 12% | 19% | 11% | 22% | 14% | 15% | 14% | 17% | 17% | 14% | 12% | 13% | 13% | 18% | 13% | 15% | 16% | 9% |
| Not very effective | 39% | 39% | 41% | 45% | 46% | 37% | 37% | 41% | 33% | 36% | 42% | 44% | 35% | 39% | 40% | 37% | 44% | 43% | 39% | 42% | 36% | 36% | 39% |
| Not effective at all | 35% | 41% | 33% | 24% | 28% | 45% | 34% | 37% | 23% | 37% | 36% | 37% | 27% | 34% | 35% | 39% | 39% | 37% | 32% | 35% | 38% | 35% | 37% |
| Don't know | 8% | 5% | 10% | 5% | 8% | 4% | 7% | 9% | 15% | 10% | 5% | 4% | 11% | 8% | 7% | 9% | 4% | 5% | 7% | 7% | 9% | 7% | 10% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|------------------|----|----|----|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D |

Drug or alcohol treatment orders

| | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Very effective | 7% | 3% | 11% | 8% | 9% | 3% | 8% | 6% | 16% | 8% | 4% | 4% | 14% | 7% | 6% | 5% | 5% | 6% | 9% | 5% | 5% | 11% | 5% |
| Fairly effective | 28% | 23% | 34% | 35% | 37% | 20% | 28% | 28% | 37% | 31% | 24% | 22% | 33% | 29% | 28% | 25% | 29% | 23% | 35% | 27% | 25% | 26% | 21% |
| Not very effective | 25% | 30% | 20% | 26% | 24% | 31% | 27% | 24% | 16% | 23% | 28% | 31% | 20% | 25% | 25% | 28% | 27% | 31% | 21% | 29% | 29% | 24% | 25% |
| Not effective at all | 20% | 27% | 15% | 11% | 11% | 31% | 22% | 19% | 8% | 19% | 25% | 24% | 16% | 20% | 22% | 23% | 19% | 21% | 16% | 20% | 23% | 20% | 29% |
| Don't know | 19% | 17% | 20% | 19% | 20% | 15% | 15% | 22% | 23% | 18% | 18% | 18% | 16% | 19% | 20% | 19% | 20% | 20% | 19% | 18% | 18% | 20% | 20% |

In your opinion, are living conditions for people serving sentences in prisons too easy, about right, or too harsh?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Living conditions are too easy | 45% | 64% | 27% | 35% | 30% | 67% | 42% | 48% | 14% | 40% | 53% | 61% | 31% | 46% | 50% | 47% | 42% | 49% | 36% | 44% | 56% | 47% | 46% |
| Living conditions are about right | 20% | 16% | 24% | 25% | 23% | 14% | 22% | 17% | 30% | 21% | 18% | 15% | 24% | 20% | 17% | 18% | 24% | 14% | 27% | 17% | 15% | 22% | 14% |
| Living conditions are too harsh | 9% | 4% | 15% | 10% | 12% | 5% | 10% | 8% | 17% | 11% | 6% | 5% | 18% | 9% | 6% | 7% | 8% | 7% | 11% | 10% | 5% | 8% | 11% |
| Don't know | 27% | 17% | 35% | 31% | 35% | 14% | 26% | 27% | 39% | 29% | 23% | 20% | 27% | 25% | 26% | 27% | 26% | 30% | 26% | 30% | 24% | 22% | 29% |

Which of the following items do you think prisoners should have access to whilst in prison?

Video games console

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Should be allowed access to | 13% | 8% | 19% | 17% | 19% | 7% | 16% | 11% | 20% | 14% | 11% | 10% | 19% | 12% | 11% | 13% | 16% | 11% | 15% | 14% | 11% | 10% | 14% |
| Should not be allowed access to | 76% | 86% | 67% | 68% | 69% | 86% | 73% | 78% | 60% | 75% | 80% | 80% | 64% | 79% | 77% | 76% | 77% | 77% | 73% | 75% | 79% | 78% | 74% |
| Don't know | 11% | 6% | 14% | 16% | 12% | 7% | 11% | 11% | 20% | 10% | 9% | 10% | 16% | 10% | 12% | 11% | 7% | 12% | 12% | 11% | 10% | 12% | 12% |

TV

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Should be allowed access to | 57% | 55% | 67% | 63% | 67% | 51% | 58% | 55% | 51% | 53% | 61% | 62% | 61% | 60% | 52% | 53% | 60% | 51% | 61% | 56% | 58% | 48% | 55% |
| Should not be allowed access to | 37% | 41% | 26% | 27% | 27% | 44% | 35% | 39% | 34% | 41% | 35% | 33% | 32% | 33% | 42% | 40% | 37% | 39% | 33% | 37% | 38% | 44% | 36% |
| Don't know | 7% | 3% | 6% | 10% | 5% | 5% | 7% | 6% | 14% | 7% | 4% | 5% | 7% | 7% | 7% | 7% | 3% | 10% | 6% | 7% | 5% | 8% | 9% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|-------|------------------|----|----|---|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

Radio

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Should be allowed access to | 77% | 78% | 83% | 84% | 87% | 75% | 76% | 79% | 64% | 74% | 83% | 83% | 76% | 79% | 76% | 75% | 81% | 76% | 82% | 79% | 76% | 74% | 66% |
| Should not be allowed access to | 18% | 20% | 12% | 11% | 9% | 23% | 20% | 16% | 26% | 20% | 14% | 16% | 19% | 16% | 20% | 20% | 17% | 16% | 15% | 16% | 20% | 20% | 26% |
| Don't know | 4% | 2% | 5% | 5% | 4% | 2% | 5% | 4% | 10% | 5% | 3% | 2% | 5% | 4% | 5% | 5% | 2% | 8% | 3% | 4% | 4% | 6% | 8% |

Books

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Should be allowed access to | 92% | 95% | 92% | 93% | 96% | 91% | 91% | 92% | 86% | 90% | 94% | 95% | 88% | 94% | 90% | 89% | 95% | 93% | 93% | 91% | 93% | 93% | 83% |
| Should not be allowed access to | 5% | 4% | 5% | 5% | 3% | 7% | 6% | 5% | 7% | 6% | 5% | 5% | 7% | 5% | 6% | 7% | 3% | 2% | 5% | 5% | 4% | 3% | 13% |
| Don't know | 3% | 1% | 3% | 2% | 2% | 2% | 3% | 3% | 7% | 4% | 2% | 1% | 5% | 1% | 3% | 4% | 2% | 5% | 2% | 3% | 2% | 4% | 4% |

Newspapers

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Should be allowed access to | 74% | 74% | 79% | 79% | 81% | 69% | 75% | 73% | 76% | 74% | 73% | 74% | 81% | 75% | 71% | 70% | 75% | 75% | 81% | 71% | 73% | 71% | 67% |
| Should not be allowed access to | 21% | 24% | 15% | 15% | 14% | 27% | 20% | 21% | 14% | 20% | 24% | 21% | 15% | 21% | 23% | 23% | 21% | 16% | 16% | 23% | 24% | 21% | 22% |
| Don't know | 5% | 2% | 6% | 6% | 4% | 4% | 5% | 6% | 10% | 6% | 3% | 5% | 4% | 5% | 6% | 7% | 4% | 9% | 4% | 6% | 3% | 8% | 11% |

Computer with internet access

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Should be allowed access to | 16% | 9% | 23% | 18% | 21% | 8% | 19% | 14% | 28% | 20% | 12% | 8% | 27% | 15% | 10% | 17% | 17% | 12% | 18% | 16% | 14% | 18% | 12% |
| Should not be allowed access to | 73% | 85% | 61% | 67% | 65% | 86% | 70% | 75% | 51% | 69% | 79% | 84% | 60% | 75% | 78% | 72% | 75% | 70% | 71% | 71% | 77% | 71% | 77% |
| Don't know | 11% | 6% | 15% | 15% | 14% | 6% | 12% | 11% | 21% | 11% | 10% | 9% | 13% | 10% | 12% | 12% | 8% | 18% | 11% | 13% | 9% | 11% | 11% |

Mobile phone

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Should be allowed access to | 7% | 4% | 9% | 6% | 7% | 4% | 8% | 7% | 16% | 8% | 4% | 5% | 15% | 6% | 6% | 8% | 6% | 6% | 7% | 8% | 5% | 9% | 7% |
| Should not be allowed access to | 85% | 93% | 81% | 85% | 83% | 93% | 85% | 86% | 71% | 84% | 89% | 90% | 74% | 88% | 87% | 85% | 89% | 87% | 85% | 83% | 90% | 83% | 86% |
| Don't know | 7% | 3% | 11% | 9% | 10% | 3% | 8% | 7% | 13% | 8% | 7% | 5% | 12% | 6% | 7% | 7% | 5% | 8% | 8% | 8% | 4% | 8% | 8% |

Fieldwork Dates: 30th December 2023 - 1st January 2024

Sample size: 1761 adults in GB



| Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | New social grade | | | | |
|-------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------|---------------|----------|-------|----------|------------------|----|----|----|---|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D |

Stereo

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1761 | 598 | 433 | 162 | 699 | 629 | 832 | 929 | 183 | 708 | 428 | 442 | 185 | 602 | 295 | 429 | 153 | 97 | 540 | 507 | 333 | 215 | 166 |
| Base | 1761 | 610 | 452 | 164 | 653 | 697 | 856 | 905 | 192 | 734 | 424 | 410 | 211 | 592 | 292 | 424 | 151 | 90 | 493 | 511 | 370 | 220 | 168 |
| Should be allowed access to | 51% | 44% | 60% | 63% | 63% | 41% | 49% | 52% | 47% | 61% | 45% | 40% | 54% | 51% | 48% | 48% | 57% | 48% | 59% | 49% | 47% | 51% | 40% |
| Should not be allowed access to | 39% | 47% | 31% | 25% | 27% | 51% | 41% | 38% | 35% | 31% | 45% | 48% | 33% | 39% | 40% | 43% | 34% | 43% | 31% | 39% | 45% | 40% | 47% |
| Don't know | 10% | 8% | 10% | 12% | 10% | 8% | 10% | 11% | 18% | 8% | 9% | 12% | 12% | 10% | 12% | 10% | 8% | 9% | 10% | 11% | 8% | 10% | 13% |

Cell Contents (Column Percentages)