

Fieldwork Dates: 7th - 9th October 2023

Sample size: 1761 GB Adults



Total	Vote in 2019 GE			2016 EU Ref		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	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base: All GB adults</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Approve	12%	24%	4%	6%	8%	17%	15%	10%	15%	7%	12%	21%	20%	12%	12%	10%	7%	18%	14%	13%	13%	10%	9%
Disapprove	69%	53%	90%	85%	81%	62%	72%	67%	60%	75%	72%	60%	65%	67%	68%	72%	82%	67%	73%	71%	65%	67%	67%
Don't know	18%	23%	6%	10%	11%	21%	13%	23%	24%	18%	16%	19%	15%	21%	20%	18%	11%	15%	13%	16%	23%	23%	24%

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	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
0 - Would never consider voting for them	43%	10%	72%	53%	56%	27%	40%	45%	45%	52%	41%	27%	39%	38%	41%	47%	55%	47%	43%	45%	37%	45%	44%
1	7%	4%	9%	13%	8%	7%	8%	7%	6%	7%	10%	7%	7%	8%	6%	7%	11%	10%	7%	7%	8%	7%	9%
2	5%	5%	5%	5%	5%	4%	4%	5%	4%	4%	4%	5%	5%	4%	5%	5%	3%	4%	5%	4%	4%	5%	6%
3	4%	6%	2%	6%	4%	5%	4%	5%	5%	4%	4%	5%	5%	4%	6%	4%	2%	3%	5%	4%	4%	4%	2%
4	3%	4%	2%	4%	3%	3%	3%	2%	3%	3%	2%	3%	1%	3%	3%	3%	5%	2%	3%	3%	2%	3%	2%
5	10%	15%	3%	9%	7%	12%	9%	10%	9%	10%	9%	10%	12%	11%	11%	8%	7%	5%	9%	7%	16%	10%	5%
6	4%	8%	1%	1%	3%	5%	4%	3%	3%	3%	5%	6%	3%	6%	3%	4%	0%	4%	4%	4%	4%	3%	4%
7	4%	7%	1%	4%	2%	6%	3%	4%	1%	3%	4%	5%	3%	4%	4%	3%	6%	2%	4%	4%	4%	2%	1%
8	5%	11%	1%	2%	3%	8%	5%	5%	5%	3%	5%	8%	7%	5%	4%	5%	1%	9%	5%	5%	5%	5%	6%
9	3%	7%	-	1%	2%	4%	3%	2%	-	2%	3%	4%	1%	4%	4%	2%	1%	1%	2%	2%	3%	3%	3%
10 - Would definitely consider voting for them	8%	20%	1%	2%	5%	14%	9%	7%	3%	3%	9%	18%	7%	9%	9%	7%	4%	13%	9%	8%	7%	6%	9%
prefer not to answer	6%	5%	3%	1%	3%	5%	7%	5%	17%	7%	3%	2%	9%	6%	5%	7%	5%	2%	3%	6%	7%	7%	10%

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Labour

	Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
	Base	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
0 - Would never consider voting for them		22%	36%	2%	9%	10%	35%	24%	20%	4%	17%	22%	40%	18%	24%	24%	22%	14%	30%	19%	21%	21%	24%	33%
1		4%	5%	1%	1%	3%	5%	4%	4%	1%	4%	4%	6%	4%	4%	4%	3%	8%	2%	3%	4%	4%	3%	6%
2		5%	10%	1%	3%	4%	8%	5%	5%	1%	4%	6%	9%	4%	6%	5%	3%	6%	11%	5%	4%	6%	5%	6%
3		5%	8%	1%	7%	4%	6%	5%	5%	3%	4%	8%	5%	4%	5%	7%	6%	3%	4%	6%	5%	6%	6%	2%
4		5%	7%	3%	4%	4%	6%	5%	5%	3%	5%	5%	6%	5%	5%	4%	5%	6%	2%	4%	4%	5%	9%	6%
5		13%	14%	7%	16%	12%	13%	11%	14%	14%	14%	12%	9%	10%	13%	17%	9%	20%	4%	11%	13%	17%	11%	7%
6		6%	4%	7%	9%	7%	4%	6%	5%	9%	7%	5%	4%	5%	7%	4%	6%	7%	5%	7%	6%	5%	6%	2%
7		8%	3%	15%	12%	12%	5%	8%	8%	12%	9%	7%	5%	11%	9%	6%	8%	5%	6%	12%	7%	6%	8%	5%
8		8%	3%	14%	13%	12%	5%	8%	8%	10%	10%	7%	5%	12%	7%	10%	6%	7%	6%	10%	9%	6%	7%	6%
9		3%	1%	8%	4%	4%	2%	3%	4%	6%	2%	5%	3%	6%	2%	2%	3%	5%	9%	4%	5%	1%	1%	5%
10 - Would definitely consider voting for them		15%	3%	40%	21%	26%	8%	13%	17%	19%	18%	16%	7%	12%	14%	11%	22%	14%	20%	17%	16%	16%	13%	12%
prefer not to answer		6%	5%	3%	1%	3%	5%	7%	5%	17%	7%	3%	2%	9%	6%	5%	7%	5%	2%	3%	6%	7%	7%	10%

Liberal Democrats

	Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
	Base	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
0 - Would never consider voting for them		28%	39%	16%	6%	13%	42%	32%	25%	16%	24%	29%	41%	22%	26%	32%	30%	25%	43%	23%	28%	28%	33%	39%
1		5%	6%	4%	2%	4%	6%	5%	5%	5%	5%	5%	5%	4%	5%	4%	5%	8%	5%	3%	6%	6%	7%	4%
2		6%	8%	4%	2%	5%	7%	6%	6%	7%	5%	6%	7%	4%	6%	7%	6%	5%	7%	7%	5%	5%	7%	3%
3		6%	6%	6%	2%	5%	6%	5%	6%	5%	6%	7%	5%	7%	5%	7%	4%	5%	5%	6%	5%	6%	6%	4%
4		6%	7%	6%	4%	7%	6%	6%	7%	7%	6%	7%	6%	6%	6%	6%	7%	7%	5%	7%	5%	6%	6%	7%
5		17%	15%	22%	12%	21%	15%	15%	19%	18%	20%	16%	12%	16%	16%	18%	16%	23%	15%	18%	16%	17%	18%	15%
6		8%	5%	13%	14%	12%	5%	7%	9%	9%	9%	8%	7%	10%	9%	8%	7%	9%	4%	10%	9%	7%	5%	7%
7		7%	3%	12%	13%	10%	4%	7%	7%	7%	6%	7%	6%	9%	6%	4%	8%	6%	6%	9%	6%	7%	4%	3%
8		5%	3%	6%	19%	8%	2%	5%	5%	3%	6%	4%	5%	7%	6%	5%	4%	4%	2%	6%	7%	4%	4%	3%
9		1%	0%	2%	3%	2%	0%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	3%	3%	1%	-	0%	2%
10 - Would definitely consider voting for them		5%	2%	7%	21%	9%	3%	4%	6%	5%	6%	6%	2%	7%	6%	3%	5%	2%	4%	6%	4%	6%	2%	3%
prefer not to answer		6%	5%	3%	1%	3%	5%	7%	5%	17%	7%	3%	2%	9%	6%	5%	7%	5%	2%	3%	6%	7%	7%	10%

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	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	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base: All GB adults</b>	<b>1761</b>	<b>611</b>	<b>450</b>	<b>161</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>225</b>	<b>162</b>	
Health	47%	44%	55%	52%	55%	42%	39%	54%	41%	47%	48%	47%	42%	46%	46%	48%	49%	51%	51%	43%	49%	45%	42%	
Immigration & Asylum	36%	59%	16%	25%	18%	61%	37%	35%	10%	26%	43%	58%	23%	39%	38%	39%	23%	41%	28%	34%	45%	39%	39%	
Crime	19%	27%	11%	15%	12%	27%	20%	18%	13%	18%	20%	23%	24%	17%	23%	19%	16%	16%	17%	17%	24%	21%	21%	
The economy	57%	58%	62%	58%	62%	54%	58%	57%	56%	60%	58%	53%	52%	58%	56%	58%	61%	57%	58%	64%	55%	50%	51%	
Tax	11%	12%	11%	8%	8%	11%	14%	9%	26%	12%	10%	6%	11%	11%	13%	11%	13%	10%	9%	13%	14%	11%	7%	
Pensions	7%	9%	5%	8%	5%	11%	8%	6%	3%	3%	6%	15%	4%	6%	7%	9%	7%	9%	4%	7%	10%	6%	7%	
Education	14%	11%	18%	18%	19%	9%	12%	16%	16%	16%	14%	10%	11%	15%	16%	14%	11%	7%	20%	11%	13%	12%	8%	
Family life & childcare	6%	4%	7%	6%	7%	4%	4%	7%	3%	10%	5%	1%	3%	8%	8%	5%	6%	1%	6%	6%	8%	3%	4%	
Housing	20%	14%	24%	21%	21%	16%	18%	23%	32%	22%	17%	16%	31%	24%	14%	17%	23%	11%	22%	19%	17%	22%	25%	
The environment	27%	16%	39%	39%	38%	17%	27%	27%	30%	29%	28%	21%	27%	26%	30%	24%	27%	34%	33%	29%	24%	16%	23%	
Britain leaving the EU	16%	9%	20%	27%	24%	8%	20%	12%	12%	16%	19%	14%	16%	16%	13%	12%	22%	21%	18%	18%	10%	18%	11%	
Transport	4%	4%	5%	3%	5%	3%	4%	4%	7%	4%	5%	3%	5%	3%	5%	5%	3%	8%	5%	4%	3%	5%	5%	
Welfare benefits	7%	5%	9%	5%	7%	7%	5%	8%	6%	8%	6%	5%	6%	6%	4%	9%	7%	10%	7%	5%	5%	9%	14%	
Defence and security	8%	16%	2%	8%	6%	13%	10%	6%	2%	4%	9%	17%	7%	10%	9%	7%	5%	10%	9%	7%	6%	9%	12%	
None of these	0%	-	1%	-	1%	0%	0%	0%	-	1%	-	0%	-	0%	-	1%	-	-	-	0%	0%	-	1%	
Don't know	3%	1%	1%	-	1%	2%	3%	2%	9%	3%	1%	1%	7%	1%	2%	3%	4%	1%	1%	3%	2%	7%	4%	

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

National Health Service

	Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	<b>1761</b>	<b>611</b>	<b>450</b>	<b>161</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>225</b>	<b>162</b>	
Very well	2%	2%	0%	-	1%	2%	2%	1%	4%	2%	0%	1%	3%	1%	1%	1%	1%	3%	2%	1%	2%	1%	1%	
Fairly well	10%	17%	2%	6%	5%	15%	12%	9%	13%	7%	10%	14%	15%	11%	10%	8%	6%	10%	11%	10%	9%	13%	7%	
Fairly badly	25%	39%	14%	18%	20%	33%	26%	25%	16%	22%	30%	32%	21%	28%	34%	23%	19%	15%	23%	24%	30%	28%	23%	
Very badly	58%	39%	80%	75%	71%	47%	55%	60%	55%	63%	57%	50%	55%	55%	51%	61%	69%	65%	61%	60%	55%	51%	59%	
Don't know	5%	3%	3%	2%	3%	3%	5%	6%	12%	6%	3%	3%	7%	4%	4%	6%	5%	7%	3%	5%	4%	7%	10%	

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**Immigration**

<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	1%	2%	1%	2%	1%	0%	2%	0%	4%	1%	1%	-	4%	1%	1%	0%	-	-	2%	1%	1%	0%	1%
Fairly well	7%	10%	3%	4%	6%	6%	7%	8%	17%	5%	7%	6%	9%	7%	9%	6%	4%	5%	8%	7%	8%	8%	3%
Fairly badly	23%	29%	18%	25%	24%	23%	23%	23%	25%	23%	20%	26%	23%	25%	27%	21%	17%	19%	24%	22%	23%	24%	22%
Very badly	61%	55%	72%	64%	63%	66%	61%	60%	35%	61%	68%	64%	54%	60%	58%	64%	67%	66%	61%	60%	62%	59%	61%
Don't know	8%	4%	6%	5%	6%	5%	7%	9%	19%	9%	4%	4%	10%	6%	5%	9%	12%	10%	5%	9%	7%	8%	13%

**Crime**

<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	0%	2%	1%	0%	1%	-	1%	1%	1%	0%	-	1%
Fairly well	15%	22%	8%	14%	13%	17%	16%	15%	27%	11%	15%	18%	15%	16%	17%	15%	9%	14%	17%	14%	16%	17%	8%
Fairly badly	37%	42%	33%	42%	38%	40%	36%	38%	35%	35%	36%	42%	36%	36%	41%	36%	35%	42%	40%	38%	36%	31%	34%
Very badly	37%	28%	48%	39%	39%	35%	39%	35%	24%	40%	43%	31%	39%	38%	32%	36%	46%	27%	34%	36%	37%	38%	44%
Don't know	10%	6%	11%	5%	9%	8%	8%	12%	13%	12%	6%	8%	8%	9%	9%	12%	10%	15%	7%	11%	9%	14%	12%

**Education**

<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	1%	2%	1%	1%	1%	2%	2%	1%	3%	2%	0%	1%	3%	1%	2%	1%	-	1%	3%	1%	1%	1%	1%
Fairly well	22%	34%	10%	15%	15%	28%	24%	20%	22%	18%	25%	26%	27%	23%	21%	21%	13%	26%	20%	21%	25%	25%	20%
Fairly badly	30%	34%	26%	31%	30%	32%	31%	30%	29%	27%	32%	33%	22%	30%	33%	30%	32%	32%	32%	30%	29%	30%	27%
Very badly	33%	17%	53%	46%	44%	24%	31%	35%	30%	39%	33%	25%	34%	32%	31%	35%	43%	23%	39%	33%	29%	28%	35%
Don't know	13%	13%	10%	8%	9%	15%	12%	14%	16%	15%	9%	14%	14%	13%	13%	13%	11%	18%	7%	15%	16%	16%	18%

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**Taxation**

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%	0%	-	1%	2%	1%	0%	-	1%
Fairly well	17%	30%	6%	12%	13%	25%	19%	16%	8%	12%	22%	27%	16%	17%	21%	15%	15%	23%	18%	18%	18%	15%	16%
Fairly badly	33%	34%	31%	37%	35%	30%	32%	33%	39%	31%	33%	33%	31%	35%	33%	34%	24%	30%	35%	32%	35%	31%	26%
Very badly	38%	25%	55%	44%	42%	34%	41%	36%	37%	44%	39%	28%	38%	38%	35%	38%	50%	30%	39%	39%	36%	42%	35%
Don't know	11%	9%	8%	6%	9%	10%	7%	14%	15%	13%	6%	11%	13%	9%	9%	12%	11%	17%	6%	11%	11%	13%	21%

**Unemployment**

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	4%	8%	1%	4%	4%	5%	5%	2%	2%	4%	4%	5%	4%	5%	4%	3%	1%	7%	7%	3%	2%	3%	2%
Fairly well	28%	44%	16%	27%	24%	37%	32%	24%	19%	23%	33%	36%	20%	33%	32%	26%	20%	27%	27%	31%	31%	26%	19%
Fairly badly	28%	24%	32%	25%	28%	27%	27%	28%	30%	28%	27%	26%	28%	24%	27%	31%	28%	33%	31%	25%	25%	29%	30%
Very badly	23%	10%	36%	27%	28%	16%	24%	23%	31%	26%	24%	15%	30%	21%	23%	23%	33%	17%	22%	24%	22%	25%	27%
Don't know	17%	14%	16%	17%	16%	14%	12%	22%	18%	19%	12%	18%	17%	18%	14%	17%	18%	16%	12%	17%	20%	18%	22%

**Inflation**

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	1%	3%	0%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%	-	4%	3%	1%	1%	1%	1%
Fairly well	17%	32%	5%	8%	12%	25%	19%	15%	10%	9%	20%	32%	11%	18%	20%	17%	14%	22%	20%	16%	14%	15%	18%
Fairly badly	28%	32%	24%	36%	29%	29%	29%	27%	24%	26%	30%	31%	27%	30%	30%	27%	20%	26%	30%	26%	30%	31%	21%
Very badly	45%	26%	65%	50%	52%	36%	45%	46%	54%	54%	43%	28%	50%	44%	42%	45%	57%	40%	42%	48%	47%	43%	49%
Don't know	8%	7%	5%	6%	6%	8%	6%	11%	11%	10%	6%	8%	9%	7%	7%	10%	9%	8%	6%	9%	8%	11%	12%

Fieldwork Dates: 7th - 9th October 2023

Sample size: 1761 GB Adults



Total	Vote in 2019 GE			2016 EU Ref		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

**Britain's exit from the EU**

<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	3%	6%	0%	1%	1%	5%	3%	2%	2%	1%	2%	5%	5%	3%	2%	2%	2%	5%	3%	1%	4%	2%	2%
Fairly well	18%	35%	4%	5%	9%	30%	20%	17%	12%	12%	22%	28%	12%	21%	20%	19%	11%	19%	17%	20%	21%	15%	15%
Fairly badly	23%	26%	18%	25%	17%	29%	22%	24%	24%	24%	21%	23%	20%	23%	24%	26%	19%	24%	22%	20%	25%	36%	17%
Very badly	45%	22%	71%	63%	66%	26%	47%	42%	44%	51%	45%	34%	50%	43%	42%	41%	61%	41%	51%	47%	38%	37%	44%
Don't know	11%	10%	6%	7%	7%	11%	8%	14%	19%	11%	9%	10%	13%	10%	13%	12%	8%	11%	7%	12%	12%	10%	21%

**Defence**

<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	5%	7%	3%	3%	5%	4%	7%	3%	9%	4%	5%	3%	9%	5%	4%	3%	2%	7%	5%	5%	6%	2%	2%
Fairly well	34%	45%	24%	35%	31%	36%	37%	30%	38%	31%	34%	36%	31%	35%	36%	32%	31%	35%	37%	36%	30%	35%	23%
Fairly badly	20%	22%	19%	21%	19%	24%	22%	18%	12%	18%	23%	25%	20%	21%	18%	21%	21%	17%	20%	20%	17%	25%	20%
Very badly	17%	9%	25%	19%	19%	15%	19%	15%	13%	19%	18%	13%	19%	15%	15%	16%	27%	14%	14%	15%	19%	18%	23%
Don't know	25%	18%	28%	22%	26%	21%	15%	34%	28%	27%	20%	23%	21%	24%	27%	26%	20%	26%	24%	23%	28%	20%	32%

**The economy**

<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	2%	4%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	4%	2%	1%	1%	-	2%	3%	1%	1%	1%	2%
Fairly well	17%	33%	4%	9%	11%	27%	18%	16%	10%	9%	21%	30%	14%	18%	18%	15%	13%	24%	18%	17%	18%	12%	15%
Fairly badly	29%	34%	21%	30%	26%	31%	30%	28%	30%	28%	29%	29%	26%	31%	33%	28%	24%	24%	30%	27%	29%	33%	27%
Very badly	46%	24%	71%	57%	59%	33%	45%	47%	46%	54%	45%	32%	50%	44%	42%	47%	55%	42%	46%	48%	45%	41%	45%
Don't know	7%	5%	3%	4%	3%	7%	6%	8%	11%	7%	4%	7%	7%	6%	5%	9%	8%	8%	3%	6%	8%	13%	10%

Fieldwork Dates: 7th - 9th October 2023

Sample size: 1761 GB Adults



Total	Vote in 2019 GE			2016 EU Ref		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	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	9%	14%	6%	4%	9%	10%	12%	6%	7%	7%	11%	10%	11%	10%	9%	7%	5%	10%	11%	6%	11%	5%	7%
Fairly well	42%	52%	33%	43%	38%	45%	44%	40%	45%	38%	44%	45%	35%	44%	43%	44%	39%	39%	44%	46%	35%	41%	37%
Fairly badly	15%	13%	15%	22%	16%	15%	15%	15%	14%	16%	13%	16%	15%	16%	12%	15%	16%	13%	14%	14%	15%	20%	14%
Very badly	13%	6%	21%	7%	14%	12%	14%	12%	11%	15%	15%	10%	16%	10%	15%	12%	18%	14%	10%	13%	15%	13%	18%
Don't know	22%	15%	25%	24%	23%	18%	15%	28%	23%	24%	18%	20%	22%	20%	22%	22%	22%	25%	21%	20%	24%	21%	24%

**Transport**

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	2%	2%	0%	2%	1%	1%	2%	1%	6%	1%	1%	1%	3%	2%	1%	1%	-	2%	2%	1%	2%	1%	2%
Fairly well	16%	26%	5%	10%	10%	20%	17%	15%	16%	13%	16%	22%	20%	17%	15%	13%	15%	23%	15%	17%	17%	18%	12%
Fairly badly	31%	41%	26%	23%	28%	35%	29%	33%	31%	29%	31%	35%	25%	33%	31%	31%	33%	31%	32%	28%	30%	36%	34%
Very badly	40%	22%	61%	61%	54%	31%	43%	37%	34%	44%	44%	31%	41%	39%	40%	42%	41%	33%	45%	42%	37%	32%	36%
Don't know	11%	9%	7%	4%	7%	12%	8%	14%	12%	13%	7%	12%	11%	10%	13%	12%	11%	11%	6%	11%	14%	14%	17%

**Housing**

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	0%	3%	1%	0%	1%	-	2%	2%	1%	1%	-	1%
Fairly well	13%	25%	3%	7%	9%	19%	15%	11%	10%	11%	14%	17%	11%	14%	17%	13%	7%	17%	13%	13%	16%	14%	7%
Fairly badly	32%	37%	28%	36%	31%	33%	31%	33%	35%	28%	32%	37%	28%	35%	33%	31%	28%	29%	33%	32%	32%	33%	28%
Very badly	41%	24%	60%	50%	50%	33%	43%	40%	43%	45%	43%	33%	47%	40%	36%	41%	53%	39%	44%	41%	38%	40%	44%
Don't know	13%	13%	8%	6%	9%	15%	10%	15%	11%	14%	11%	12%	10%	11%	14%	14%	12%	13%	9%	13%	14%	13%	20%

Fieldwork Dates: 7th - 9th October 2023

Sample size: 1761 GB Adults



Total	Vote in 2019 GE			2016 EU Ref		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

Environment

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	3%	6%	1%	1%	1%	6%	5%	1%	3%	3%	2%	4%	3%	3%	1%	4%	1%	11%	6%	2%	2%	2%	4%
Fairly well	23%	41%	8%	11%	15%	33%	23%	22%	22%	17%	25%	32%	24%	24%	26%	21%	14%	25%	20%	21%	28%	22%	29%
Fairly badly	28%	30%	27%	27%	27%	28%	27%	28%	28%	27%	27%	28%	23%	28%	28%	31%	27%	19%	27%	29%	24%	35%	26%
Very badly	35%	14%	56%	52%	50%	21%	35%	35%	37%	40%	36%	24%	39%	35%	30%	32%	46%	38%	40%	37%	32%	27%	28%
Don't know	11%	10%	8%	8%	7%	13%	9%	14%	9%	13%	10%	12%	11%	10%	13%	13%	11%	6%	8%	11%	14%	14%	14%

Welfare benefits

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	2%	4%	1%	1%	2%	3%	3%	1%	2%	2%	2%	3%	2%	1%	2%	3%	2%	7%	3%	2%	2%	1%	3%
Fairly well	20%	34%	8%	17%	13%	28%	21%	19%	16%	14%	22%	29%	21%	22%	21%	19%	10%	19%	19%	21%	22%	19%	14%
Fairly badly	29%	32%	26%	28%	27%	33%	30%	29%	31%	28%	26%	35%	23%	30%	31%	30%	30%	32%	31%	27%	29%	32%	31%
Very badly	32%	16%	52%	36%	43%	23%	32%	33%	28%	40%	36%	17%	37%	30%	30%	32%	46%	21%	33%	31%	30%	34%	37%
Don't know	16%	15%	13%	18%	15%	14%	14%	18%	23%	16%	14%	15%	17%	17%	16%	16%	12%	21%	14%	19%	17%	14%	15%

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

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base: All GB adults</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	3%	6%	1%	1%	3%	3%	3%	2%	3%	1%	2%	5%	4%	2%	2%	3%	1%	6%	4%	2%	2%	2%	3%
Fairly well	23%	41%	5%	18%	17%	30%	23%	22%	17%	16%	24%	35%	22%	25%	23%	21%	16%	22%	22%	22%	29%	18%	20%
Fairly badly	28%	30%	26%	30%	27%	29%	27%	28%	26%	28%	28%	28%	25%	28%	31%	27%	26%	25%	29%	30%	26%	28%	20%
Very badly	38%	16%	64%	43%	48%	29%	39%	37%	44%	42%	40%	25%	36%	36%	35%	40%	49%	37%	41%	38%	35%	36%	39%
Don't know	9%	6%	5%	6%	5%	8%	7%	11%	10%	13%	5%	8%	13%	8%	9%	9%	8%	9%	4%	9%	9%	15%	17%

Fieldwork Dates: 7th - 9th October 2023

Sample size: 1761 GB Adults



Total	Vote in 2019 GE			2016 EU Ref		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?

	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base: All GB adults</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very well	5%	1%	12%	10%	8%	4%	6%	4%	7%	5%	5%	3%	5%	5%	3%	6%	3%	11%	7%	4%	4%	4%	6%
Fairly well	30%	19%	48%	46%	42%	21%	33%	27%	25%	31%	33%	27%	32%	31%	28%	30%	29%	27%	36%	29%	30%	24%	21%
Fairly badly	25%	28%	22%	23%	26%	24%	24%	26%	25%	24%	26%	25%	16%	27%	29%	21%	34%	21%	29%	27%	22%	22%	17%
Very badly	22%	35%	8%	12%	12%	35%	25%	19%	12%	18%	23%	34%	24%	21%	18%	24%	20%	29%	19%	22%	22%	23%	31%
Don't know	18%	17%	10%	9%	12%	17%	13%	23%	32%	22%	13%	12%	22%	17%	21%	19%	13%	12%	10%	18%	22%	27%	24%

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

	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base: All GB adults</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
He does look like a Prime Minister in waiting	33%	15%	58%	50%	47%	21%	36%	31%	41%	37%	32%	23%	39%	31%	30%	32%	37%	40%	41%	32%	29%	28%	29%
He does not look like a Prime Minister in waiting	47%	71%	25%	33%	36%	62%	48%	45%	27%	41%	51%	62%	39%	50%	50%	45%	43%	46%	45%	49%	48%	48%	40%
Not sure	20%	14%	17%	17%	17%	17%	16%	24%	32%	22%	17%	15%	22%	19%	19%	23%	20%	14%	14%	18%	23%	24%	31%

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

	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base: All GB adults</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
They are ready for Government	34%	11%	67%	48%	50%	19%	35%	33%	48%	41%	32%	18%	37%	32%	32%	35%	38%	37%	40%	35%	29%	32%	28%
They are not ready for Government	45%	76%	17%	29%	33%	65%	48%	42%	20%	36%	53%	66%	36%	49%	46%	44%	43%	44%	44%	44%	49%	46%	44%
Not sure	21%	13%	16%	23%	17%	16%	17%	25%	32%	24%	16%	16%	27%	19%	22%	21%	19%	19%	17%	21%	23%	22%	28%

Fieldwork Dates: 7th - 9th October 2023

Sample size: 1761 GB Adults



Total	Vote in 2019 GE			2016 EU Ref		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

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

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base: All GB adults</b>	<b>1761</b>	<b>611</b>	<b>450</b>	<b>161</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>225</b>	<b>162</b>
Strongly support	20%	15%	25%	21%	23%	17%	26%	13%	28%	19%	19%	18%	24%	18%	12%	21%	30%	22%	21%	22%	16%	15%	22%
Tend to support	38%	38%	43%	46%	43%	35%	40%	37%	30%	38%	39%	42%	41%	34%	43%	40%	40%	33%	40%	37%	40%	36%	35%
Tend to oppose	21%	27%	17%	17%	18%	26%	17%	25%	17%	19%	24%	25%	14%	24%	24%	21%	14%	25%	24%	19%	21%	19%	24%
Strongly oppose	10%	15%	5%	8%	7%	15%	8%	11%	3%	10%	11%	11%	6%	14%	10%	8%	3%	7%	8%	10%	13%	10%	7%
Don't know	11%	5%	10%	7%	10%	7%	9%	14%	22%	14%	7%	4%	15%	10%	12%	10%	12%	13%	8%	11%	10%	20%	12%

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

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base: All GB adults</b>	<b>1761</b>	<b>611</b>	<b>450</b>	<b>161</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>225</b>	<b>162</b>
Strongly support	14%	10%	20%	15%	17%	10%	18%	10%	19%	15%	12%	12%	18%	13%	7%	15%	20%	16%	15%	15%	13%	11%	15%
Tend to support	33%	31%	38%	36%	37%	31%	34%	32%	27%	33%	36%	34%	30%	27%	37%	38%	41%	29%	35%	33%	30%	36%	32%
Tend to oppose	23%	24%	22%	28%	22%	24%	23%	24%	21%	23%	20%	28%	24%	24%	26%	21%	16%	31%	27%	24%	22%	18%	19%
Strongly oppose	20%	30%	13%	15%	17%	28%	16%	24%	12%	19%	24%	22%	14%	26%	20%	17%	14%	20%	16%	20%	24%	19%	24%
Don't know	10%	6%	7%	6%	7%	7%	9%	10%	21%	11%	7%	4%	15%	9%	10%	9%	10%	4%	8%	8%	10%	15%	10%

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	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	<b>1761</b>	<b>611</b>	<b>450</b>	<b>161</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>225</b>	<b>162</b>
Strongly support	21%	12%	31%	22%	24%	12%	24%	18%	43%	24%	14%	13%	27%	21%	17%	20%	24%	18%	19%	24%	19%	23%	21%
Tend to support	36%	34%	39%	39%	37%	36%	36%	35%	34%	34%	34%	41%	38%	34%	33%	35%	39%	44%	40%	33%	37%	33%	34%
Tend to oppose	19%	25%	14%	18%	18%	24%	20%	18%	8%	17%	26%	20%	14%	19%	22%	21%	15%	17%	21%	19%	19%	16%	17%
Strongly oppose	11%	18%	5%	11%	9%	16%	9%	14%	3%	11%	14%	13%	6%	15%	10%	10%	9%	12%	11%	11%	12%	12%	13%
Don't know	13%	11%	11%	10%	12%	13%	11%	15%	13%	14%	12%	12%	14%	11%	17%	13%	13%	9%	9%	13%	14%	17%	16%

Fieldwork Dates: 7th - 9th October 2023

Sample size: 1761 GB Adults



Total	Vote in 2019 GE			2016 EU Ref		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 the government borrowing a large amount of money to fund house building?

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Strongly support	7%	3%	11%	5%	10%	4%	9%	4%	8%	7%	7%	5%	9%	7%	5%	6%	8%	3%	8%	7%	4%	6%	6%
Tend to support	21%	15%	30%	25%	25%	16%	23%	20%	24%	20%	21%	21%	26%	18%	20%	20%	29%	25%	21%	21%	20%	16%	26%
Tend to oppose	31%	33%	28%	38%	29%	34%	32%	31%	38%	29%	31%	32%	32%	30%	34%	33%	25%	33%	32%	34%	31%	35%	18%
Strongly oppose	28%	41%	20%	25%	25%	37%	27%	30%	13%	28%	33%	32%	21%	36%	27%	26%	19%	31%	29%	27%	31%	25%	30%
Don't know	13%	8%	11%	7%	11%	10%	9%	16%	17%	15%	8%	10%	12%	10%	15%	15%	18%	8%	10%	10%	14%	17%	20%

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

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Strongly support	6%	4%	8%	6%	8%	4%	8%	4%	7%	7%	5%	5%	10%	5%	5%	7%	8%	2%	7%	7%	3%	3%	10%
Tend to support	26%	25%	31%	32%	29%	23%	29%	24%	34%	24%	27%	26%	31%	25%	26%	26%	29%	23%	30%	27%	25%	23%	22%
Tend to oppose	30%	32%	28%	27%	29%	31%	30%	29%	28%	29%	32%	31%	29%	30%	33%	30%	24%	32%	31%	26%	32%	32%	31%
Strongly oppose	25%	31%	21%	24%	22%	31%	21%	28%	13%	24%	28%	28%	17%	30%	22%	23%	20%	32%	23%	27%	26%	25%	21%
Don't know	13%	8%	12%	11%	12%	12%	12%	15%	17%	16%	9%	10%	14%	10%	14%	15%	20%	12%	9%	14%	14%	18%	16%

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

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Strongly support	4%	3%	5%	6%	6%	3%	6%	3%	5%	5%	5%	3%	6%	4%	3%	5%	6%	4%	4%	6%	3%	3%	5%
Tend to support	20%	18%	24%	22%	21%	19%	26%	14%	21%	23%	17%	18%	25%	18%	15%	22%	25%	23%	23%	20%	18%	19%	20%
Tend to oppose	26%	25%	29%	27%	30%	22%	25%	27%	31%	23%	27%	29%	21%	26%	31%	27%	24%	25%	30%	26%	22%	27%	23%
Strongly oppose	39%	48%	33%	38%	36%	46%	33%	43%	25%	37%	43%	44%	31%	45%	38%	36%	29%	42%	36%	39%	42%	37%	40%
Don't know	11%	6%	9%	6%	8%	10%	9%	13%	18%	12%	8%	7%	17%	7%	14%	11%	15%	6%	7%	9%	15%	14%	12%

Fieldwork Dates: 7th - 9th October 2023

Sample size: 1761 GB Adults



Total	Vote in 2019 GE			2016 EU Ref		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

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

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base: All GB adults</b>	<b>1761</b>	<b>611</b>	<b>450</b>	<b>161</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>225</b>	<b>162</b>
Go up a lot	8%	4%	9%	4%	5%	6%	8%	9%	23%	9%	5%	5%	12%	7%	8%	7%	10%	16%	6%	8%	8%	9%	16%
Go up a little	23%	21%	24%	21%	20%	22%	24%	22%	32%	23%	19%	22%	24%	23%	19%	25%	21%	23%	22%	26%	21%	21%	20%
Stay about the same	29%	37%	27%	31%	30%	35%	25%	33%	14%	27%	36%	35%	26%	30%	32%	32%	24%	22%	33%	26%	33%	28%	21%
Go down a little	23%	27%	24%	31%	30%	22%	26%	21%	12%	24%	26%	24%	22%	26%	25%	20%	24%	20%	27%	25%	23%	16%	17%
Go down a lot	4%	3%	5%	4%	5%	3%	5%	3%	6%	4%	4%	3%	4%	4%	4%	4%	2%	5%	6%	3%	3%	5%	4%
Don't know	12%	8%	11%	9%	10%	12%	12%	12%	13%	14%	11%	11%	12%	10%	12%	12%	19%	13%	6%	12%	12%	21%	21%

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	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base: All GB adults</b>	<b>1761</b>	<b>611</b>	<b>450</b>	<b>161</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>225</b>	<b>162</b>
It would be better for Britain if house prices rose	6%	8%	3%	4%	5%	7%	7%	4%	4%	5%	6%	6%	5%	6%	5%	4%	9%	4%	6%	5%	5%	6%	5%
It would be better for Britain if house prices went down	53%	41%	64%	59%	54%	44%	53%	52%	72%	58%	48%	39%	55%	53%	51%	50%	56%	57%	55%	53%	56%	51%	42%
It would be better for Britain if house prices stayed about the same	24%	35%	18%	21%	23%	31%	25%	24%	11%	18%	29%	37%	21%	24%	26%	27%	19%	22%	29%	23%	23%	19%	23%
Don't know	17%	16%	14%	16%	17%	18%	15%	20%	13%	18%	17%	18%	19%	17%	17%	19%	16%	18%	10%	19%	15%	24%	30%

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	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base: All GB adults</b>	<b>1761</b>	<b>611</b>	<b>450</b>	<b>161</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>225</b>	<b>162</b>
I would be better off if house prices rose	20%	23%	20%	29%	25%	20%	21%	18%	5%	21%	23%	20%	20%	20%	19%	19%	19%	19%	27%	21%	15%	13%	12%
I would be better off if house prices fell	22%	13%	28%	14%	18%	13%	21%	24%	64%	29%	9%	5%	28%	22%	21%	20%	21%	26%	22%	22%	25%	25%	14%
It will make little difference to me personally if house prices rise or fall	49%	58%	46%	53%	50%	60%	50%	49%	14%	40%	61%	71%	36%	51%	50%	54%	50%	50%	46%	48%	52%	48%	60%
Don't know	9%	6%	7%	4%	7%	7%	8%	9%	17%	10%	7%	4%	16%	7%	9%	7%	9%	5%	6%	8%	8%	14%	14%

Fieldwork Dates: 7th - 9th October 2023

Sample size: 1761 GB Adults



Total	Vote in 2019 GE			2016 EU Ref		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 united or divided at the present time?

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
United	33%	19%	57%	48%	47%	23%	36%	30%	32%	37%	35%	25%	39%	31%	31%	34%	34%	32%	41%	32%	29%	29%	26%
Divided	29%	41%	18%	23%	23%	36%	34%	23%	24%	25%	27%	39%	29%	28%	27%	28%	33%	34%	28%	28%	29%	26%	33%
Don't know	38%	40%	25%	29%	30%	41%	30%	47%	44%	38%	38%	36%	32%	41%	43%	38%	33%	33%	30%	40%	41%	46%	41%

Do you think the Conservative Party is united or divided at the present time?

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
United	10%	15%	6%	6%	9%	11%	11%	9%	16%	9%	10%	10%	19%	8%	8%	9%	10%	9%	10%	10%	8%	11%	13%
Divided	68%	66%	81%	79%	76%	69%	73%	64%	53%	66%	74%	74%	58%	68%	70%	70%	73%	74%	77%	69%	64%	58%	65%
Don't know	22%	19%	13%	15%	15%	20%	15%	27%	31%	25%	15%	17%	23%	24%	22%	20%	17%	17%	13%	21%	27%	32%	22%

Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With this in mind, where would you place each of the following?

Labour Party

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very left-wing	12%	20%	7%	9%	7%	19%	14%	11%	9%	12%	13%	14%	14%	13%	12%	11%	4%	22%	8%	11%	16%	16%	14%
Fairly left-wing	22%	29%	19%	28%	21%	25%	22%	22%	26%	17%	25%	25%	17%	23%	22%	24%	19%	22%	28%	22%	20%	16%	15%
Slightly left-of-centre	25%	18%	36%	37%	35%	19%	29%	21%	16%	25%	28%	26%	24%	26%	23%	24%	25%	29%	35%	26%	18%	19%	15%
Centre	10%	5%	16%	6%	13%	6%	11%	10%	15%	12%	10%	5%	17%	8%	10%	9%	15%	8%	11%	11%	10%	9%	10%
Slightly right-of-centre	4%	3%	5%	5%	4%	3%	5%	3%	6%	3%	5%	4%	4%	4%	3%	4%	9%	1%	4%	5%	3%	3%	7%
Fairly right-wing	2%	2%	2%	1%	3%	1%	3%	2%	1%	3%	2%	2%	4%	1%	2%	1%	6%	-	2%	3%	1%	2%	1%
Very right-wing	1%	0%	1%	2%	1%	1%	1%	1%	2%	1%	0%	0%	2%	0%	1%	1%	1%	-	1%	1%	1%	1%	-
Don't know	24%	23%	15%	12%	15%	27%	16%	31%	26%	27%	18%	23%	18%	24%	27%	25%	22%	19%	12%	21%	30%	34%	38%

Fieldwork Dates: 7th - 9th October 2023

Sample size: 1761 GB Adults



Total	Vote in 2019 GE			2016 EU Ref		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

**Conservative Party**

<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very left-wing	1%	1%	1%	3%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	3%	0%	1%	2%	1%	1%	1%	3%	3%
Fairly left-wing	2%	3%	1%	1%	1%	3%	3%	2%	4%	2%	2%	2%	4%	2%	1%	2%	2%	3%	2%	2%	3%	2%	3%
Slightly left-of-centre	4%	6%	2%	3%	2%	6%	5%	2%	4%	3%	3%	6%	6%	3%	2%	4%	4%	7%	4%	3%	5%	1%	7%
Centre	6%	10%	2%	2%	3%	9%	7%	5%	8%	4%	6%	8%	7%	7%	6%	4%	5%	10%	7%	5%	7%	5%	6%
Slightly right-of-centre	14%	24%	5%	15%	12%	19%	17%	11%	6%	12%	15%	20%	11%	15%	17%	13%	11%	11%	14%	15%	13%	14%	12%
Fairly right-wing	23%	23%	27%	27%	29%	20%	25%	21%	22%	24%	22%	24%	26%	22%	19%	26%	23%	22%	29%	23%	21%	17%	17%
Very right-wing	25%	10%	44%	36%	37%	13%	23%	26%	33%	25%	30%	17%	27%	25%	22%	24%	33%	22%	32%	28%	18%	22%	14%
Don't know	24%	24%	17%	12%	15%	27%	17%	31%	24%	29%	20%	21%	18%	24%	29%	26%	21%	22%	11%	22%	32%	36%	37%

**Liberal Democrats**

<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very left-wing	7%	11%	3%	2%	2%	11%	8%	5%	2%	8%	6%	6%	6%	7%	7%	5%	2%	14%	7%	6%	8%	3%	9%
Fairly left-wing	9%	12%	9%	8%	9%	10%	11%	7%	7%	10%	8%	10%	8%	10%	10%	9%	9%	6%	12%	8%	7%	10%	5%
Slightly left-of-centre	14%	13%	19%	21%	19%	12%	14%	14%	11%	14%	15%	16%	18%	13%	13%	13%	17%	11%	20%	16%	9%	10%	7%
Centre	25%	22%	30%	39%	33%	20%	28%	22%	22%	22%	31%	25%	25%	26%	21%	24%	28%	30%	28%	24%	22%	24%	27%
Slightly right-of-centre	8%	4%	12%	11%	11%	4%	9%	7%	13%	7%	9%	7%	10%	7%	6%	9%	11%	4%	8%	8%	8%	7%	7%
Fairly right-wing	2%	1%	2%	1%	2%	1%	2%	2%	5%	2%	1%	2%	5%	1%	1%	2%	3%	4%	2%	2%	2%	2%	1%
Very right-wing	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%	1%	-	1%	1%	2%	1%	0%	1%	0%	1%
Don't know	35%	37%	24%	16%	23%	40%	27%	42%	39%	37%	29%	35%	27%	35%	43%	37%	29%	28%	22%	35%	43%	43%	43%

Fieldwork Dates: 7th - 9th October 2023

Sample size: 1761 GB Adults



Total	Vote in 2019 GE			2016 EU Ref		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

**Keir Starmer**

<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very left-wing	10%	16%	3%	5%	4%	16%	10%	9%	8%	8%	10%	13%	10%	11%	8%	8%	4%	19%	8%	7%	14%	11%	11%
Fairly left-wing	14%	20%	12%	13%	13%	16%	13%	15%	13%	11%	16%	19%	11%	15%	16%	15%	8%	19%	16%	14%	16%	11%	11%
Slightly left-of-centre	21%	18%	28%	37%	30%	17%	25%	17%	15%	20%	26%	21%	22%	21%	20%	21%	23%	20%	28%	22%	15%	17%	15%
Centre	16%	10%	25%	16%	21%	11%	18%	14%	18%	18%	14%	12%	17%	16%	13%	16%	20%	15%	19%	16%	14%	12%	14%
Slightly right-of-centre	7%	5%	8%	8%	8%	5%	9%	5%	10%	6%	9%	5%	8%	7%	6%	6%	12%	5%	8%	8%	4%	4%	8%
Fairly right-wing	3%	2%	3%	5%	3%	2%	3%	2%	4%	3%	2%	3%	5%	2%	2%	2%	7%	2%	4%	3%	2%	3%	0%
Very right-wing	1%	1%	1%	3%	1%	2%	2%	1%	1%	1%	1%	2%	2%	0%	2%	2%	4%	-	2%	1%	1%	3%	1%
Don't know	28%	28%	20%	14%	19%	30%	20%	36%	32%	32%	22%	25%	26%	27%	34%	30%	22%	20%	15%	29%	33%	38%	40%

**Rishi Sunak**

<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very left-wing	1%	2%	1%	2%	1%	2%	2%	1%	0%	2%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	3%	2%
Fairly left-wing	2%	2%	1%	2%	1%	3%	2%	2%	1%	2%	2%	2%	3%	1%	3%	2%	1%	5%	1%	2%	2%	4%	2%
Slightly left-of-centre	3%	4%	1%	1%	0%	5%	5%	1%	5%	2%	3%	4%	5%	3%	1%	3%	2%	4%	4%	1%	4%	2%	4%
Centre	9%	14%	4%	4%	4%	13%	11%	7%	7%	7%	9%	12%	11%	9%	9%	5%	8%	15%	9%	7%	11%	8%	10%
Slightly right-of-centre	15%	22%	10%	18%	17%	18%	19%	11%	4%	14%	17%	20%	12%	16%	16%	16%	10%	15%	17%	18%	11%	13%	11%
Fairly right-wing	22%	21%	28%	33%	30%	18%	23%	21%	17%	21%	24%	23%	21%	21%	23%	21%	28%	19%	28%	21%	19%	16%	20%
Very right-wing	22%	9%	36%	27%	29%	13%	20%	24%	37%	21%	24%	15%	23%	22%	17%	23%	28%	21%	26%	25%	20%	19%	12%
Don't know	26%	25%	19%	13%	17%	29%	19%	33%	29%	31%	20%	23%	23%	25%	30%	29%	21%	21%	13%	25%	33%	36%	38%

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	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

Ed Davey

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very left-wing	3%	7%	0%	1%	1%	7%	4%	2%	0%	2%	5%	5%	4%	4%	3%	2%	1%	6%	4%	3%	2%	3%	5%
Fairly left-wing	6%	8%	5%	7%	5%	8%	8%	4%	3%	6%	4%	9%	7%	6%	6%	4%	4%	14%	8%	5%	6%	4%	4%
Slightly left-of-centre	8%	9%	10%	14%	10%	9%	10%	6%	4%	7%	9%	11%	7%	8%	8%	9%	7%	7%	13%	7%	5%	6%	7%
Centre	17%	15%	19%	33%	24%	13%	22%	12%	12%	14%	23%	19%	18%	18%	13%	14%	25%	13%	22%	16%	12%	14%	19%
Slightly right-of-centre	4%	2%	6%	6%	5%	3%	5%	3%	3%	3%	6%	3%	6%	4%	3%	4%	2%	3%	5%	4%	3%	3%	3%
Fairly right-wing	1%	1%	1%	0%	1%	1%	2%	1%	4%	1%	1%	1%	5%	1%	1%	0%	2%	1%	1%	1%	1%	2%	2%
Very right-wing	1%	1%	1%	2%	1%	1%	2%	1%	3%	1%	1%	1%	2%	1%	0%	1%	4%	5%	1%	1%	2%	2%	1%
Don't know	60%	58%	57%	37%	52%	58%	48%	71%	72%	66%	51%	52%	52%	59%	65%	66%	55%	51%	47%	63%	68%	67%	59%

Yourself

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very left-wing	6%	1%	12%	3%	8%	2%	5%	6%	12%	7%	4%	2%	6%	4%	4%	6%	10%	7%	6%	6%	4%	5%	5%
Fairly left-wing	12%	0%	25%	14%	21%	3%	10%	14%	19%	15%	9%	6%	14%	10%	9%	12%	23%	11%	17%	13%	9%	9%	5%
Slightly left-of-centre	14%	4%	26%	25%	22%	8%	15%	13%	12%	15%	16%	11%	16%	12%	12%	15%	16%	17%	19%	14%	11%	10%	6%
Centre	24%	29%	15%	36%	23%	27%	25%	23%	17%	20%	29%	29%	23%	27%	25%	20%	24%	13%	23%	22%	23%	26%	29%
Slightly right-of-centre	12%	23%	3%	8%	8%	18%	15%	8%	3%	10%	14%	17%	11%	12%	12%	13%	7%	16%	12%	12%	12%	10%	10%
Fairly right-wing	7%	16%	1%	1%	2%	13%	8%	5%	3%	4%	7%	14%	5%	9%	8%	6%	3%	4%	7%	7%	9%	4%	5%
Very right-wing	2%	3%	1%	1%	1%	4%	3%	1%	4%	2%	3%	2%	4%	2%	2%	1%	1%	9%	4%	2%	2%	2%	4%
Don't know	24%	23%	16%	13%	16%	25%	18%	30%	30%	28%	19%	20%	22%	23%	27%	27%	17%	23%	12%	22%	31%	34%	36%

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How likely or unlikely do you think it is that Keir Starmer will ever become Prime Minister?

	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very likely	16%	8%	31%	24%	23%	12%	21%	12%	15%	17%	18%	13%	15%	15%	14%	17%	19%	22%	22%	14%	14%	13%	17%
Fairly likely	39%	40%	45%	47%	45%	35%	39%	39%	44%	38%	38%	40%	36%	40%	37%	41%	40%	35%	45%	40%	37%	33%	30%
Fairly unlikely	17%	22%	11%	10%	12%	20%	16%	18%	13%	15%	19%	21%	14%	15%	21%	17%	16%	25%	15%	20%	17%	13%	20%
Very unlikely	10%	16%	2%	8%	5%	16%	10%	9%	3%	9%	11%	13%	8%	13%	9%	8%	5%	11%	6%	10%	12%	12%	10%
Don't know	18%	15%	12%	11%	15%	17%	15%	22%	24%	22%	14%	14%	26%	17%	19%	17%	21%	7%	11%	17%	21%	30%	23%

Do you think Rishi Sunak should remain as leader of the Conservative Party, or stand down and let someone else take over?

	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Should remain Conservative leader	40%	55%	33%	44%	46%	42%	41%	39%	23%	37%	45%	48%	38%	40%	39%	42%	35%	41%	47%	39%	37%	34%	32%
Should stand down and let someone else take over	33%	28%	40%	30%	28%	36%	32%	34%	40%	33%	32%	31%	30%	33%	33%	34%	37%	33%	31%	34%	34%	33%	38%
Don't know	27%	18%	27%	26%	26%	22%	27%	27%	36%	30%	23%	22%	33%	27%	28%	24%	27%	25%	22%	27%	29%	33%	30%

Do you think Keir Starmer should remain as leader of the Labour Party, or stand down and let someone else take over?

	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Should remain Labour leader	42%	34%	60%	60%	55%	38%	47%	38%	32%	42%	48%	42%	40%	43%	41%	40%	49%	48%	53%	41%	39%	32%	38%
Should stand down and let someone else take over	30%	38%	24%	26%	25%	37%	31%	30%	28%	29%	30%	36%	33%	28%	30%	33%	30%	29%	27%	32%	31%	32%	31%
Don't know	27%	28%	16%	13%	20%	26%	23%	31%	41%	29%	23%	22%	27%	29%	28%	27%	21%	23%	21%	26%	29%	36%	31%

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	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 Labour win the next election and form a government, do you think the overall level of taxation will rise, fall or stay about the same?

	Unweighted base																						
	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
	Base																						
	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
The level of taxation will rise a lot	19%	37%	4%	16%	9%	35%	23%	16%	4%	13%	23%	34%	23%	21%	19%	16%	12%	32%	17%	19%	22%	19%	21%
The level of taxation will rise a little	25%	26%	27%	35%	31%	22%	28%	22%	18%	23%	29%	27%	25%	24%	25%	27%	24%	21%	29%	28%	20%	17%	24%
The level of taxation will stay about the same	23%	15%	35%	18%	29%	18%	23%	22%	22%	25%	22%	19%	23%	21%	21%	24%	23%	25%	29%	19%	20%	23%	19%
The level of taxation will fall a little	10%	6%	15%	10%	11%	7%	9%	10%	21%	12%	5%	5%	5%	11%	9%	10%	14%	8%	9%	10%	10%	9%	11%
The level of taxation will fall a lot	1%	1%	1%	2%	1%	1%	2%	1%	5%	1%	0%	-	1%	1%	1%	1%	-	2%	1%	2%	1%	1%	-
Don't know	22%	15%	17%	19%	19%	18%	16%	28%	31%	26%	20%	15%	23%	22%	25%	21%	27%	12%	15%	22%	27%	31%	25%

If the Conservatives win the next election and form a government, do you think the overall level of taxation will rise, fall or stay about the same?

	Unweighted base																						
	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
	Base																						
	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
The level of taxation will rise a lot	15%	11%	19%	17%	15%	16%	15%	15%	14%	16%	16%	13%	13%	16%	13%	13%	19%	20%	12%	14%	16%	17%	21%
The level of taxation will rise a little	26%	28%	30%	28%	29%	26%	27%	26%	20%	27%	26%	29%	22%	28%	23%	29%	24%	29%	28%	28%	25%	22%	27%
The level of taxation will stay about the same	29%	37%	26%	33%	29%	31%	32%	27%	28%	27%	30%	34%	32%	29%	33%	28%	24%	24%	34%	29%	28%	26%	21%
The level of taxation will fall a little	7%	10%	6%	3%	8%	8%	10%	5%	4%	5%	8%	10%	5%	7%	6%	7%	9%	11%	10%	6%	6%	5%	4%
The level of taxation will fall a lot	1%	1%	1%	2%	1%	1%	2%	0%	1%	1%	2%	1%	2%	0%	1%	1%	1%	3%	1%	0%	1%	1%	1%
Don't know	21%	13%	18%	17%	18%	17%	15%	27%	33%	24%	18%	14%	25%	19%	25%	22%	23%	13%	14%	22%	23%	28%	26%

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If taxes HAD to rise after the next general election, which of the following would you MOST like to see increased? Please tick up to three

	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Unweighted base</b>	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Basic rate of income tax	7%	7%	4%	6%	5%	7%	8%	5%	9%	4%	7%	8%	7%	6%	6%	4%	10%	16%	7%	6%	4%	10%	8%
Higher rate of income tax	22%	20%	27%	32%	25%	22%	22%	22%	16%	20%	25%	24%	20%	24%	23%	22%	16%	19%	21%	25%	20%	20%	19%
Top rate of income tax	46%	42%	57%	49%	54%	45%	49%	43%	29%	45%	52%	52%	36%	49%	44%	52%	41%	43%	49%	52%	44%	37%	39%
National Insurance	8%	10%	6%	6%	6%	10%	9%	7%	8%	5%	9%	12%	6%	7%	10%	9%	6%	11%	7%	8%	7%	10%	9%
Fuel duty	7%	6%	6%	9%	8%	6%	8%	6%	4%	7%	7%	7%	10%	8%	4%	5%	5%	13%	7%	7%	4%	7%	10%
Capital gains tax	29%	26%	36%	35%	34%	28%	31%	26%	13%	29%	30%	34%	26%	28%	32%	29%	32%	22%	32%	32%	24%	23%	27%
Corporation tax	41%	38%	49%	47%	49%	38%	43%	40%	26%	46%	44%	38%	40%	43%	40%	38%	52%	36%	43%	46%	37%	35%	37%
Inheritance tax	13%	9%	17%	17%	16%	9%	15%	11%	16%	13%	14%	10%	13%	12%	11%	13%	23%	9%	17%	15%	8%	8%	11%
Council tax	5%	5%	4%	3%	4%	5%	6%	5%	7%	5%	5%	5%	7%	5%	4%	5%	6%	5%	4%	4%	6%	8%	7%
VAT	4%	6%	3%	3%	4%	5%	5%	3%	6%	3%	4%	5%	4%	5%	4%	3%	2%	7%	5%	3%	5%	3%	5%
Stamp duty	5%	4%	6%	5%	5%	6%	7%	4%	4%	6%	5%	4%	8%	3%	4%	7%	7%	6%	5%	6%	3%	9%	4%
Not sure	23%	26%	14%	13%	14%	25%	18%	27%	37%	22%	20%	20%	24%	22%	23%	23%	20%	20%	17%	18%	28%	30%	31%

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	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 taxes HAD to rise after the next general election, which of the following would you LEAST like to see increased? Please tick up to three

	Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	<b>1761</b>	<b>611</b>	<b>450</b>	<b>161</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>225</b>	<b>162</b>	
Basic rate of income tax	46%	44%	56%	56%	56%	43%	50%	43%	29%	50%	48%	47%	46%	48%	46%	47%	45%	42%	52%	54%	44%	37%	27%	
Higher rate of income tax	8%	9%	7%	8%	7%	8%	10%	5%	9%	9%	6%	6%	11%	6%	8%	8%	8%	6%	11%	7%	6%	7%	4%	
Top rate of income tax	3%	3%	2%	4%	3%	2%	3%	3%	2%	4%	3%	2%	4%	3%	4%	3%	3%	-	4%	2%	2%	5%	2%	
National Insurance	33%	25%	44%	39%	40%	27%	32%	33%	29%	42%	34%	16%	29%	32%	36%	34%	38%	21%	35%	34%	31%	29%	30%	
Fuel duty	29%	39%	20%	23%	22%	40%	28%	29%	13%	20%	34%	45%	17%	31%	33%	29%	24%	35%	26%	28%	34%	25%	32%	
Capital gains tax	3%	4%	2%	6%	3%	4%	5%	2%	1%	4%	3%	4%	5%	4%	1%	4%	3%	3%	4%	3%	4%	3%	5%	
Corporation tax	4%	5%	2%	4%	2%	4%	5%	3%	4%	4%	3%	3%	4%	3%	3%	4%	5%	1%	5%	4%	1%	6%	1%	
Inheritance tax	10%	15%	6%	14%	10%	14%	11%	10%	4%	8%	9%	18%	12%	13%	7%	9%	9%	7%	11%	10%	10%	7%	13%	
Council tax	49%	49%	52%	57%	53%	51%	45%	52%	35%	48%	51%	54%	41%	49%	48%	50%	45%	63%	47%	50%	50%	50%	46%	
VAT	34%	33%	41%	38%	39%	32%	38%	29%	30%	29%	37%	41%	34%	36%	32%	32%	35%	30%	37%	38%	29%	27%	31%	
Stamp duty	7%	10%	5%	4%	7%	8%	9%	6%	10%	6%	6%	10%	10%	10%	4%	5%	8%	6%	11%	5%	7%	5%	10%	
Not sure	13%	11%	10%	5%	8%	11%	10%	16%	30%	13%	11%	7%	16%	12%	15%	11%	14%	14%	9%	11%	14%	18%	24%	

How fair or unfair do you think the following are?

VAT

	Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	<b>1761</b>	<b>611</b>	<b>450</b>	<b>161</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>225</b>	<b>162</b>	
Very fair	2%	4%	1%	2%	3%	2%	3%	2%	1%	3%	2%	3%	3%	3%	3%	3%	1%	1%	3%	4%	3%	2%	1%	-
Fair	29%	30%	32%	42%	35%	25%	30%	28%	36%	31%	29%	24%	26%	31%	32%	29%	23%	26%	35%	33%	27%	23%	16%	
Neither	26%	28%	25%	20%	27%	27%	25%	27%	17%	24%	29%	33%	28%	28%	29%	24%	18%	24%	26%	25%	30%	23%	26%	
Unfair	23%	22%	23%	30%	21%	27%	22%	24%	17%	23%	23%	25%	23%	20%	18%	27%	33%	19%	22%	22%	24%	24%	23%	
Very unfair	10%	10%	10%	2%	7%	12%	13%	7%	9%	8%	12%	11%	8%	10%	9%	9%	14%	17%	8%	8%	8%	14%	21%	
Not sure	9%	6%	9%	4%	7%	7%	6%	12%	21%	12%	5%	3%	12%	7%	8%	10%	9%	12%	6%	8%	9%	15%	14%	

Fieldwork Dates: 7th - 9th October 2023

Sample size: 1761 GB Adults



Total	Vote in 2019 GE			2016 EU Ref		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

**Inheritance tax**

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very fair	5%	3%	9%	7%	8%	3%	7%	4%	4%	6%	5%	3%	8%	4%	6%	5%	6%	3%	8%	4%	4%	2%	7%
Fair	15%	12%	17%	28%	20%	11%	17%	13%	14%	14%	17%	15%	13%	14%	13%	18%	17%	9%	18%	16%	13%	12%	8%
Neither	14%	10%	16%	12%	12%	12%	14%	14%	20%	12%	14%	14%	16%	12%	18%	11%	16%	15%	14%	16%	12%	14%	8%
Unfair	26%	29%	25%	26%	26%	30%	23%	29%	18%	27%	26%	29%	19%	29%	24%	28%	20%	32%	26%	27%	26%	28%	22%
Very unfair	28%	38%	20%	20%	23%	34%	31%	24%	20%	29%	27%	30%	29%	30%	24%	25%	26%	32%	26%	25%	32%	24%	35%
Not sure	13%	8%	13%	7%	11%	10%	9%	16%	23%	13%	10%	10%	16%	10%	14%	12%	15%	10%	8%	12%	13%	19%	20%

**Income tax**

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very fair	4%	4%	4%	4%	5%	3%	5%	2%	3%	3%	4%	3%	5%	4%	2%	3%	4%	1%	5%	4%	3%	2%	3%
Fair	36%	40%	39%	45%	46%	32%	37%	34%	25%	35%	40%	37%	31%	39%	37%	33%	35%	37%	44%	39%	29%	27%	30%
Neither	23%	26%	20%	19%	20%	27%	22%	23%	19%	19%	22%	31%	24%	23%	25%	21%	19%	21%	22%	23%	24%	19%	22%
Unfair	21%	19%	21%	24%	18%	23%	19%	23%	21%	23%	19%	19%	21%	18%	24%	25%	17%	22%	19%	20%	27%	22%	17%
Very unfair	9%	8%	8%	5%	7%	8%	10%	7%	15%	9%	8%	5%	7%	10%	6%	7%	15%	12%	5%	7%	9%	16%	12%
Not sure	8%	5%	7%	3%	5%	7%	7%	10%	17%	10%	6%	4%	11%	6%	6%	12%	10%	7%	5%	6%	9%	14%	17%

**Council tax**

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very fair	2%	3%	1%	4%	3%	1%	3%	1%	4%	3%	1%	1%	5%	3%	1%	1%	1%	-	3%	3%	1%	0%	-
Fair	26%	26%	32%	34%	34%	22%	25%	27%	30%	26%	26%	24%	29%	30%	23%	23%	24%	20%	31%	28%	23%	18%	24%
Neither	19%	21%	15%	20%	21%	19%	21%	18%	16%	17%	19%	25%	14%	21%	21%	18%	23%	14%	20%	21%	17%	18%	14%
Unfair	29%	28%	32%	31%	28%	31%	26%	32%	19%	31%	30%	29%	26%	26%	32%	32%	29%	39%	31%	28%	30%	26%	30%
Very unfair	17%	19%	15%	10%	11%	21%	18%	16%	14%	16%	20%	18%	15%	15%	18%	19%	18%	23%	10%	15%	21%	27%	23%
Not sure	7%	4%	5%	2%	3%	5%	7%	7%	17%	7%	4%	3%	12%	6%	4%	8%	6%	4%	4%	6%	8%	10%	9%

Fieldwork Dates: 7th - 9th October 2023

Sample size: 1761 GB Adults



Total	Vote in 2019 GE			2016 EU Ref		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

**Tax on petrol and deisel**

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very fair	4%	3%	6%	6%	7%	2%	6%	2%	4%	6%	4%	2%	10%	5%	3%	1%	5%	1%	8%	4%	2%	2%	2%
Fair	21%	19%	26%	30%	30%	14%	20%	22%	27%	22%	22%	17%	23%	24%	19%	18%	23%	14%	29%	23%	16%	11%	18%
Neither	15%	14%	15%	20%	17%	12%	16%	15%	16%	15%	15%	15%	21%	16%	12%	15%	13%	12%	16%	17%	14%	15%	10%
Unfair	30%	35%	28%	25%	27%	38%	28%	32%	23%	28%	31%	38%	15%	30%	34%	33%	29%	43%	28%	30%	31%	35%	30%
Very unfair	22%	26%	18%	16%	15%	30%	25%	20%	15%	21%	25%	26%	20%	20%	27%	24%	23%	23%	16%	20%	29%	25%	31%
Not sure	7%	3%	7%	2%	4%	5%	5%	8%	15%	9%	4%	2%	10%	6%	4%	9%	7%	6%	3%	6%	8%	12%	10%

**Tax on cigarettes and tobacco**

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very fair	42%	48%	42%	56%	51%	41%	42%	42%	33%	39%	48%	47%	31%	49%	41%	42%	43%	29%	51%	44%	39%	32%	31%
Fair	29%	27%	34%	24%	29%	27%	26%	31%	33%	29%	27%	29%	29%	28%	27%	29%	29%	37%	30%	30%	27%	29%	23%
Neither	9%	8%	8%	10%	8%	10%	9%	9%	6%	10%	9%	11%	13%	8%	14%	8%	8%	9%	7%	8%	12%	11%	14%
Unfair	7%	7%	5%	5%	5%	9%	8%	6%	8%	8%	6%	5%	9%	6%	8%	6%	8%	10%	4%	7%	8%	8%	9%
Very unfair	7%	7%	5%	3%	4%	8%	9%	5%	9%	7%	7%	5%	9%	5%	5%	8%	9%	10%	4%	5%	8%	10%	14%
Not sure	6%	3%	5%	2%	3%	6%	5%	6%	12%	7%	4%	3%	10%	4%	5%	8%	4%	5%	3%	5%	7%	10%	9%

**Tax on alcohol**

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very fair	27%	28%	28%	35%	33%	23%	25%	29%	25%	28%	28%	26%	24%	33%	27%	23%	24%	21%	32%	29%	24%	20%	22%
Fair	37%	36%	42%	37%	41%	35%	35%	39%	36%	38%	34%	38%	31%	38%	34%	41%	35%	37%	43%	37%	34%	35%	26%
Neither	14%	13%	13%	17%	12%	15%	14%	13%	10%	12%	17%	16%	16%	11%	18%	14%	9%	11%	12%	12%	17%	17%	13%
Unfair	10%	13%	9%	7%	7%	14%	13%	8%	12%	10%	9%	12%	12%	9%	11%	9%	19%	12%	7%	11%	11%	11%	17%
Very unfair	6%	7%	4%	2%	3%	8%	8%	5%	6%	7%	8%	5%	7%	5%	6%	7%	8%	13%	4%	4%	8%	9%	15%
Not sure	6%	3%	5%	2%	3%	5%	5%	6%	12%	6%	5%	3%	10%	4%	5%	7%	4%	6%	2%	6%	7%	9%	7%

Fieldwork Dates: 7th - 9th October 2023

Sample size: 1761 GB Adults



Total	Vote in 2019 GE			2016 EU Ref		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

**National insurance**

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very fair	3%	3%	2%	4%	4%	2%	4%	2%	1%	3%	3%	2%	4%	4%	1%	2%	3%	1%	4%	3%	3%	1%	2%
Fair	36%	37%	44%	47%	45%	33%	35%	37%	32%	37%	37%	34%	37%	38%	37%	35%	27%	36%	44%	39%	29%	30%	29%
Neither	27%	29%	24%	23%	27%	29%	29%	25%	16%	23%	26%	38%	25%	28%	26%	27%	26%	27%	27%	29%	26%	24%	26%
Unfair	16%	15%	15%	16%	13%	19%	15%	17%	19%	16%	18%	13%	13%	16%	19%	16%	19%	16%	14%	14%	22%	19%	14%
Very unfair	9%	10%	7%	7%	6%	10%	10%	9%	9%	9%	11%	6%	8%	8%	9%	9%	12%	14%	7%	8%	10%	14%	12%
Not sure	9%	6%	8%	2%	5%	8%	8%	11%	23%	10%	5%	6%	13%	7%	8%	11%	12%	6%	5%	8%	11%	12%	17%

**BBC licence fee**

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very fair	5%	3%	8%	7%	8%	4%	6%	3%	2%	4%	6%	5%	6%	5%	3%	3%	5%	8%	7%	5%	4%	4%	1%
Fair	14%	9%	19%	24%	23%	7%	14%	14%	12%	14%	14%	13%	15%	16%	11%	11%	12%	15%	19%	12%	13%	9%	8%
Neither	14%	12%	15%	21%	16%	10%	14%	14%	19%	12%	16%	13%	18%	15%	16%	13%	7%	10%	17%	15%	10%	16%	10%
Unfair	17%	20%	13%	14%	17%	17%	14%	19%	16%	16%	17%	18%	15%	15%	20%	18%	16%	19%	17%	17%	16%	18%	17%
Very unfair	45%	53%	41%	30%	32%	59%	47%	42%	32%	45%	45%	49%	34%	43%	46%	47%	54%	47%	36%	46%	50%	42%	56%
Not sure	7%	4%	4%	3%	5%	4%	6%	7%	19%	7%	3%	3%	12%	6%	4%	7%	6%	1%	5%	6%	7%	11%	7%

**Air passenger duty**

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very fair	8%	7%	10%	13%	11%	7%	10%	5%	5%	8%	10%	7%	10%	8%	9%	5%	8%	8%	12%	8%	6%	4%	6%
Fair	21%	21%	25%	24%	29%	16%	21%	21%	14%	24%	23%	17%	17%	23%	20%	22%	19%	21%	27%	23%	18%	16%	10%
Neither	20%	19%	19%	20%	20%	19%	20%	20%	22%	17%	20%	23%	17%	21%	19%	19%	24%	16%	18%	21%	21%	23%	17%
Unfair	18%	23%	15%	17%	15%	23%	18%	18%	13%	18%	16%	23%	19%	15%	20%	21%	18%	19%	18%	15%	21%	20%	19%
Very unfair	12%	14%	11%	7%	9%	16%	15%	10%	10%	10%	15%	15%	15%	12%	10%	11%	13%	18%	10%	12%	13%	13%	18%
Not sure	21%	16%	20%	19%	16%	19%	16%	26%	37%	23%	15%	15%	22%	20%	22%	22%	18%	19%	15%	21%	21%	25%	29%

Fieldwork Dates: 7th - 9th October 2023

Sample size: 1761 GB Adults



Total	Vote in 2019 GE			2016 EU Ref		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

Stamp duty

Unweighted base	1761	596	447	152	724	660	769	992	168	693	431	469	207	584	299	427	152	92	546	498	336	220	161
<b>Base</b>	1761	611	450	161	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	225	162
Very fair	2%	3%	3%	1%	2%	3%	4%	1%	2%	2%	2%	2%	5%	2%	2%	2%	2%	1%	3%	1%	3%	1%	1%
Fair	18%	14%	24%	31%	28%	13%	20%	16%	13%	22%	20%	12%	15%	19%	17%	20%	19%	14%	23%	20%	12%	14%	13%
Neither	23%	23%	22%	23%	23%	24%	24%	23%	21%	19%	27%	26%	21%	22%	25%	24%	21%	26%	22%	24%	26%	25%	16%
Unfair	23%	29%	20%	23%	21%	28%	23%	24%	11%	23%	25%	28%	21%	28%	20%	19%	24%	26%	29%	21%	24%	19%	19%
Very unfair	14%	18%	10%	9%	10%	17%	16%	12%	10%	13%	13%	17%	14%	14%	17%	12%	12%	11%	12%	12%	17%	13%	18%
Not sure	20%	13%	22%	13%	15%	15%	15%	24%	43%	20%	14%	14%	25%	15%	19%	23%	22%	21%	11%	21%	18%	28%	32%

Cell Contents (Column Percentages)