

Fieldwork Dates : 27th - 28th April 2024

Sample size: 1727 GB Adults



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

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base: All GB adults	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Approve	17%	29%	9%	9%	12%	20%	19%	15%	19%	15%	15%	21%	24%	17%	17%	13%	14%	14%	19%	19%	16%	13%	10%
Disapprove	65%	51%	80%	78%	74%	63%	66%	64%	51%	67%	69%	64%	53%	65%	65%	68%	73%	65%	65%	62%	66%	63%	74%
Don't know	18%	20%	11%	13%	13%	17%	15%	21%	30%	18%	16%	16%	24%	18%	17%	19%	12%	21%	16%	20%	18%	24%	16%

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

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
0 - Would never consider voting for them	41%	13%	67%	53%	50%	33%	41%	41%	44%	47%	40%	32%	32%	36%	41%	49%	55%	45%	39%	41%	40%	44%	49%
1	5%	3%	7%	9%	7%	4%	6%	5%	5%	5%	6%	6%	7%	5%	5%	7%	2%	9%	5%	4%	8%	5%	4%
2	6%	6%	4%	6%	6%	5%	6%	6%	9%	5%	5%	6%	7%	6%	4%	6%	6%	6%	6%	7%	4%	7%	2%
3	6%	7%	5%	8%	6%	5%	6%	6%	6%	7%	5%	4%	8%	7%	6%	4%	6%	4%	8%	5%	5%	8%	4%
4	3%	3%	3%	2%	3%	3%	3%	4%	5%	3%	3%	3%	2%	5%	3%	2%	3%	4%	4%	3%	4%	4%	2%
5	9%	13%	5%	9%	8%	12%	8%	10%	4%	9%	11%	10%	11%	10%	10%	7%	7%	11%	7%	9%	13%	8%	8%
6	5%	9%	2%	3%	4%	7%	5%	5%	5%	4%	5%	7%	2%	5%	9%	5%	4%	2%	6%	4%	5%	4%	3%
7	4%	9%	-	2%	2%	6%	3%	5%	3%	2%	6%	6%	5%	5%	5%	2%	4%	5%	5%	4%	4%	3%	4%
8	5%	12%	2%	2%	4%	7%	5%	5%	5%	3%	6%	8%	4%	7%	6%	5%	1%	6%	6%	6%	3%	5%	4%
9	2%	4%	0%	1%	1%	3%	3%	1%	2%	1%	2%	4%	1%	2%	2%	2%	1%	1%	1%	3%	3%	0%	1%
10 - Would definitely consider voting for them	7%	19%	-	1%	4%	12%	8%	6%	3%	5%	9%	11%	8%	10%	5%	6%	6%	3%	7%	9%	6%	5%	6%
prefer not to answer	6%	2%	5%	5%	5%	2%	6%	6%	12%	8%	3%	3%	14%	4%	4%	6%	5%	6%	5%	4%	7%	8%	12%

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Labour

	Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
	Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
0 - Would never consider voting for them	24%	42%	2%	15%	10%	39%	26%	22%	15%	16%	29%	35%	15%	28%	25%	24%	16%	17%	19%	23%	24%	29%	30%	
1	3%	5%	0%	1%	2%	4%	4%	3%	6%	2%	4%	4%	4%	4%	5%	2%	2%	4%	3%	5%	3%	3%	3%	
2	5%	9%	1%	5%	4%	7%	5%	5%	6%	4%	5%	7%	7%	6%	4%	4%	5%	2%	5%	6%	4%	3%	6%	
3	5%	8%	2%	2%	4%	7%	5%	5%	5%	5%	6%	5%	4%	5%	5%	6%	3%	7%	6%	5%	4%	5%	5%	
4	5%	6%	3%	5%	6%	6%	4%	7%	3%	5%	6%	7%	4%	6%	6%	4%	9%	4%	6%	4%	6%	6%	6%	
5	11%	9%	10%	13%	11%	11%	10%	12%	10%	13%	13%	8%	13%	10%	11%	10%	18%	12%	10%	13%	14%	8%	9%	
6	8%	5%	10%	11%	10%	5%	7%	9%	12%	8%	5%	7%	9%	8%	7%	6%	8%	11%	8%	8%	7%	10%	4%	
7	7%	4%	9%	13%	11%	3%	7%	7%	10%	9%	7%	5%	10%	7%	6%	5%	11%	10%	10%	5%	7%	8%	6%	
8	8%	4%	14%	14%	11%	5%	8%	8%	11%	8%	7%	6%	6%	7%	8%	11%	6%	9%	9%	7%	10%	6%	4%	
9	3%	2%	8%	2%	4%	2%	5%	2%	3%	4%	4%	3%	4%	3%	3%	4%	4%	2%	3%	4%	4%	3%	2%	
10 - Would definitely consider voting for them	14%	3%	36%	15%	22%	9%	13%	14%	8%	18%	12%	10%	10%	11%	15%	18%	13%	16%	16%	15%	11%	12%	12%	
prefer not to answer	6%	2%	5%	5%	5%	2%	6%	6%	12%	8%	3%	3%	14%	4%	4%	6%	5%	6%	5%	4%	7%	8%	12%	

Liberal Democrats

	Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
	Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
0 - Would never consider voting for them	26%	39%	13%	5%	14%	38%	30%	23%	22%	19%	32%	35%	17%	27%	28%	30%	23%	24%	20%	25%	29%	31%	36%	
1	6%	9%	5%	0%	4%	9%	6%	6%	5%	5%	8%	8%	6%	5%	7%	7%	6%	6%	5%	7%	8%	4%	5%	
2	7%	9%	6%	1%	6%	8%	6%	7%	5%	7%	7%	7%	7%	7%	7%	6%	5%	10%	8%	6%	7%	6%	7%	
3	7%	8%	9%	2%	7%	7%	5%	8%	6%	8%	6%	7%	5%	6%	9%	7%	6%	6%	7%	7%	6%	9%	6%	
4	7%	8%	8%	3%	8%	6%	7%	7%	8%	7%	6%	8%	7%	6%	8%	7%	9%	9%	9%	7%	7%	5%	7%	
5	17%	13%	24%	14%	20%	14%	16%	18%	17%	20%	16%	11%	23%	17%	15%	14%	21%	16%	17%	19%	17%	17%	10%	
6	9%	5%	13%	14%	11%	6%	8%	9%	11%	9%	9%	7%	7%	8%	10%	9%	8%	12%	11%	9%	9%	7%	2%	
7	6%	3%	8%	16%	9%	4%	6%	6%	7%	7%	5%	4%	6%	8%	3%	4%	7%	7%	7%	6%	5%	5%	4%	
8	4%	3%	4%	16%	7%	2%	4%	4%	2%	5%	3%	6%	4%	4%	4%	5%	3%	2%	5%	4%	3%	4%	3%	
9	1%	1%	1%	6%	2%	1%	1%	1%	2%	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	3%	1%	1%	0%	
10 - Would definitely consider voting for them	4%	1%	5%	17%	6%	3%	4%	4%	3%	5%	4%	3%	2%	5%	2%	4%	4%	2%	4%	3%	2%	4%	9%	
prefer not to answer	6%	2%	5%	5%	5%	2%	6%	6%	12%	8%	3%	3%	14%	4%	4%	6%	5%	6%	5%	4%	7%	8%	12%	

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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	E

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	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base: All GB adults	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158	
Health	45%	40%	54%	51%	53%	41%	38%	51%	39%	45%	45%	48%	39%	42%	45%	45%	61%	51%	46%	46%	39%	45%	49%	
Immigration & Asylum	40%	62%	21%	27%	23%	63%	39%	41%	22%	27%	49%	62%	27%	47%	44%	38%	25%	45%	34%	40%	44%	42%	44%	
Crime	22%	32%	15%	15%	17%	27%	23%	21%	21%	18%	24%	27%	33%	23%	24%	19%	16%	14%	19%	23%	25%	18%	26%	
The economy	49%	47%	53%	57%	54%	45%	50%	49%	50%	54%	50%	40%	46%	51%	47%	51%	48%	49%	55%	51%	46%	48%	36%	
Tax	11%	11%	13%	7%	10%	11%	14%	9%	15%	15%	9%	6%	13%	10%	13%	12%	12%	5%	10%	13%	12%	13%	6%	
Pensions	7%	9%	6%	4%	6%	10%	7%	7%	2%	4%	7%	16%	7%	8%	7%	7%	8%	4%	7%	6%	9%	7%	8%	
Education	10%	5%	12%	16%	12%	6%	9%	12%	15%	13%	6%	6%	7%	9%	10%	13%	9%	15%	11%	11%	10%	10%	5%	
Family life & childcare	6%	4%	7%	6%	7%	5%	5%	7%	5%	10%	4%	2%	6%	6%	5%	6%	6%	5%	7%	5%	6%	6%	4%	
Housing	23%	10%	34%	21%	24%	16%	23%	24%	40%	25%	19%	16%	32%	23%	19%	22%	21%	25%	23%	21%	22%	33%	18%	
The environment	19%	9%	25%	32%	28%	10%	18%	20%	28%	19%	18%	16%	19%	22%	18%	17%	19%	19%	26%	15%	20%	14%	19%	
Britain leaving the EU	13%	8%	16%	22%	23%	7%	15%	12%	10%	14%	16%	11%	11%	12%	11%	15%	24%	13%	15%	17%	11%	10%	8%	
Transport	4%	3%	4%	3%	5%	2%	5%	3%	7%	5%	2%	3%	4%	4%	5%	3%	5%	2%	5%	3%	4%	3%	3%	
Welfare benefits	11%	11%	12%	9%	8%	14%	9%	13%	9%	12%	12%	9%	13%	12%	7%	12%	10%	15%	10%	9%	12%	11%	20%	
Defence and security	19%	31%	8%	21%	18%	26%	22%	16%	8%	13%	24%	30%	12%	20%	22%	20%	17%	20%	21%	20%	16%	12%	26%	
None of these	0%	0%	0%	-	-	0%	0%	1%	1%	0%	0%	0%	-	-	0%	1%	1%	3%	-	1%	0%	0%	1%	
Don't know	3%	2%	4%	1%	1%	2%	4%	2%	4%	5%	1%	1%	7%	1%	4%	3%	2%	1%	1%	2%	4%	4%	5%	

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

National Health Service

	Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158	
Very well	3%	2%	2%	1%	2%	2%	4%	1%	5%	4%	1%	1%	8%	2%	3%	2%	1%	-	3%	2%	2%	4%	3%	
Fairly well	12%	20%	5%	4%	8%	16%	13%	11%	15%	8%	14%	16%	10%	13%	8%	14%	10%	13%	10%	12%	15%	9%	13%	
Fairly badly	24%	35%	14%	22%	22%	27%	23%	25%	21%	21%	26%	30%	23%	27%	29%	20%	20%	15%	23%	30%	22%	22%	17%	
Very badly	57%	40%	76%	69%	66%	52%	56%	59%	50%	63%	59%	49%	50%	54%	57%	60%	67%	66%	62%	53%	55%	58%	60%	
Don't know	4%	3%	3%	5%	2%	3%	4%	4%	9%	5%	1%	4%	9%	4%	3%	5%	1%	6%	2%	3%	5%	7%	8%	

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Immigration

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Very well	2%	2%	2%	-	1%	1%	2%	1%	2%	3%	1%	0%	7%	1%	1%	1%	2%	2%	2%	1%	1%	4%	1%
Fairly well	8%	9%	6%	7%	7%	7%	8%	8%	15%	10%	4%	5%	7%	7%	9%	9%	9%	7%	9%	8%	10%	6%	4%
Fairly badly	24%	29%	21%	23%	26%	23%	21%	26%	22%	22%	25%	25%	27%	23%	21%	24%	23%	26%	25%	26%	22%	22%	15%
Very badly	61%	57%	65%	64%	61%	66%	64%	58%	48%	57%	67%	66%	49%	64%	64%	59%	61%	59%	61%	58%	60%	59%	71%
Don't know	6%	3%	6%	6%	4%	4%	5%	7%	13%	8%	2%	3%	10%	5%	5%	7%	5%	7%	3%	6%	7%	8%	9%

Crime

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Very well	2%	2%	1%	2%	2%	0%	3%	1%	3%	3%	1%	0%	6%	2%	1%	1%	2%	3%	2%	2%	1%	5%	1%
Fairly well	18%	22%	14%	14%	16%	19%	17%	19%	24%	17%	18%	16%	17%	18%	16%	18%	19%	20%	19%	20%	19%	16%	11%
Fairly badly	35%	39%	35%	46%	39%	35%	32%	37%	30%	31%	39%	41%	30%	38%	35%	32%	38%	31%	43%	34%	31%	26%	36%
Very badly	35%	30%	40%	29%	35%	38%	40%	31%	25%	36%	37%	36%	36%	34%	39%	38%	27%	32%	31%	34%	37%	40%	43%
Don't know	10%	7%	10%	10%	9%	7%	8%	11%	19%	12%	5%	6%	11%	8%	9%	11%	14%	14%	6%	10%	12%	15%	10%

Education

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Very well	3%	2%	3%	1%	1%	1%	3%	3%	3%	5%	1%	0%	8%	2%	2%	2%	2%	-	3%	3%	2%	5%	1%
Fairly well	25%	37%	15%	19%	20%	33%	24%	27%	27%	19%	29%	32%	23%	27%	25%	26%	19%	28%	24%	29%	24%	25%	19%
Fairly badly	31%	33%	27%	43%	34%	29%	32%	31%	35%	30%	31%	33%	31%	30%	36%	29%	39%	28%	34%	30%	33%	30%	25%
Very badly	28%	13%	45%	32%	35%	22%	29%	26%	26%	32%	27%	20%	22%	29%	25%	29%	29%	31%	30%	26%	25%	27%	32%
Don't know	13%	15%	11%	5%	10%	15%	13%	13%	9%	13%	11%	16%	16%	11%	13%	14%	11%	14%	9%	12%	15%	14%	23%

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Taxation

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Very well	2%	3%	1%	1%	1%	3%	3%	2%	3%	3%	2%	2%	6%	2%	1%	2%	2%	-	2%	2%	2%	5%	2%
Fairly well	19%	32%	10%	15%	16%	23%	20%	18%	15%	14%	24%	24%	15%	21%	19%	18%	15%	24%	20%	23%	19%	14%	13%
Fairly badly	34%	33%	32%	44%	37%	32%	32%	35%	31%	31%	37%	36%	31%	34%	35%	34%	34%	33%	39%	32%	33%	29%	33%
Very badly	34%	25%	49%	31%	38%	32%	37%	32%	34%	40%	31%	29%	32%	35%	34%	36%	36%	27%	33%	33%	36%	38%	36%
Don't know	10%	7%	8%	9%	7%	10%	8%	13%	16%	12%	6%	9%	15%	7%	11%	9%	12%	16%	7%	10%	10%	14%	17%

Unemployment

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Very well	3%	4%	2%	1%	2%	3%	4%	2%	5%	3%	3%	2%	6%	4%	2%	2%	3%	1%	2%	4%	3%	5%	2%
Fairly well	27%	44%	16%	19%	23%	37%	29%	26%	16%	22%	35%	34%	23%	29%	30%	26%	26%	29%	32%	30%	25%	25%	15%
Fairly badly	31%	28%	31%	43%	34%	26%	30%	32%	36%	29%	32%	30%	29%	32%	30%	31%	32%	31%	34%	27%	33%	29%	33%
Very badly	25%	14%	39%	22%	28%	22%	25%	26%	32%	30%	21%	18%	25%	25%	25%	28%	22%	26%	22%	25%	24%	30%	35%
Don't know	13%	10%	12%	15%	13%	12%	12%	14%	11%	15%	9%	15%	18%	11%	12%	13%	17%	13%	10%	14%	15%	12%	15%

Inflation

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Very well	3%	6%	-	2%	2%	4%	4%	2%	2%	2%	4%	5%	8%	4%	1%	2%	2%	1%	4%	3%	2%	3%	4%
Fairly well	27%	45%	15%	22%	23%	35%	28%	25%	17%	18%	31%	42%	24%	31%	29%	23%	18%	33%	29%	31%	26%	21%	16%
Fairly badly	28%	25%	29%	43%	31%	27%	28%	28%	28%	28%	30%	27%	22%	28%	29%	29%	35%	24%	31%	25%	28%	26%	32%
Very badly	34%	18%	48%	28%	37%	28%	33%	35%	43%	43%	28%	19%	36%	30%	35%	37%	38%	33%	30%	34%	35%	40%	36%
Don't know	8%	5%	9%	5%	8%	6%	6%	10%	9%	9%	7%	7%	11%	7%	7%	9%	7%	9%	6%	6%	9%	10%	12%

Fieldwork Dates : 27th - 28th April 2024

Sample size: 1727 GB Adults



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	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Very well	4%	7%	1%	-	2%	6%	4%	3%	2%	3%	2%	6%	7%	4%	3%	2%	4%	1%	4%	3%	3%	5%	3%
Fairly well	20%	36%	8%	10%	12%	29%	19%	21%	23%	14%	23%	26%	22%	21%	24%	19%	8%	15%	24%	22%	15%	16%	15%
Fairly badly	22%	24%	18%	20%	17%	26%	20%	24%	21%	22%	21%	23%	18%	24%	24%	18%	24%	24%	20%	19%	26%	27%	20%
Very badly	44%	24%	64%	61%	64%	29%	49%	39%	37%	49%	47%	35%	38%	42%	37%	49%	58%	47%	44%	48%	43%	38%	44%
Don't know	11%	8%	9%	9%	6%	10%	8%	13%	17%	12%	7%	10%	16%	9%	12%	11%	6%	13%	8%	9%	13%	12%	19%

Defence

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Very well	4%	5%	3%	1%	2%	3%	5%	3%	8%	4%	4%	1%	9%	4%	4%	3%	2%	3%	4%	3%	4%	8%	2%
Fairly well	29%	38%	23%	35%	29%	31%	30%	28%	32%	25%	31%	31%	27%	30%	33%	28%	27%	22%	32%	31%	30%	22%	18%
Fairly badly	27%	31%	26%	23%	29%	28%	28%	25%	17%	25%	29%	32%	27%	26%	26%	30%	26%	24%	30%	25%	27%	25%	24%
Very badly	20%	15%	25%	18%	19%	23%	22%	18%	17%	20%	22%	19%	18%	22%	18%	21%	19%	20%	16%	20%	20%	24%	29%
Don't know	20%	12%	24%	23%	21%	15%	15%	26%	26%	25%	14%	16%	20%	19%	20%	19%	25%	30%	18%	22%	20%	21%	26%

The economy

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Very well	3%	4%	3%	-	2%	3%	4%	2%	5%	3%	2%	3%	6%	3%	1%	2%	2%	-	3%	3%	2%	4%	1%
Fairly well	21%	40%	7%	15%	16%	29%	21%	21%	17%	13%	26%	33%	18%	25%	25%	17%	12%	24%	23%	24%	19%	17%	16%
Fairly badly	30%	29%	23%	38%	33%	28%	30%	29%	24%	28%	34%	30%	29%	28%	31%	27%	40%	31%	31%	29%	30%	29%	27%
Very badly	40%	23%	62%	45%	46%	35%	40%	41%	44%	50%	34%	29%	38%	39%	37%	46%	42%	40%	39%	40%	41%	42%	42%
Don't know	6%	4%	6%	2%	3%	5%	5%	7%	11%	6%	4%	5%	9%	5%	7%	8%	3%	5%	4%	4%	7%	7%	13%

Fieldwork Dates : 27th - 28th April 2024

Sample size: 1727 GB Adults



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	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Very well	8%	10%	6%	7%	6%	8%	10%	5%	9%	9%	7%	4%	13%	8%	7%	7%	3%	3%	7%	9%	8%	9%	3%
Fairly well	42%	51%	36%	41%	45%	42%	44%	40%	44%	36%	47%	47%	44%	43%	43%	41%	38%	44%	50%	44%	39%	32%	34%
Fairly badly	16%	16%	15%	17%	14%	18%	14%	18%	11%	15%	16%	19%	11%	16%	18%	17%	18%	13%	15%	13%	20%	17%	18%
Very badly	15%	11%	19%	13%	14%	17%	16%	14%	11%	17%	14%	13%	12%	14%	15%	16%	15%	15%	12%	15%	15%	18%	21%
Don't know	20%	13%	24%	22%	21%	15%	16%	23%	25%	22%	16%	17%	20%	19%	17%	19%	26%	25%	17%	19%	19%	24%	24%

Transport

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Very well	3%	3%	4%	-	2%	2%	4%	3%	5%	5%	2%	1%	8%	3%	2%	2%	5%	-	3%	3%	3%	7%	1%
Fairly well	19%	29%	9%	15%	13%	24%	17%	21%	26%	17%	18%	23%	23%	19%	19%	19%	17%	21%	18%	21%	22%	19%	14%
Fairly badly	34%	40%	29%	41%	36%	37%	34%	35%	27%	30%	39%	39%	32%	36%	35%	32%	34%	36%	38%	34%	31%	34%	32%
Very badly	31%	17%	45%	38%	38%	24%	35%	26%	32%	34%	29%	25%	23%	31%	30%	33%	33%	30%	33%	29%	30%	27%	33%
Don't know	13%	12%	13%	6%	10%	13%	10%	16%	10%	14%	11%	13%	14%	11%	13%	15%	11%	14%	8%	13%	14%	13%	20%

Housing

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Very well	2%	2%	2%	0%	1%	1%	3%	1%	3%	2%	2%	0%	6%	2%	1%	1%	1%	-	2%	2%	1%	3%	1%
Fairly well	14%	23%	7%	9%	11%	17%	14%	13%	12%	10%	15%	19%	15%	14%	16%	11%	9%	19%	15%	17%	10%	13%	9%
Fairly badly	32%	39%	24%	35%	32%	34%	28%	35%	29%	31%	33%	34%	22%	33%	36%	32%	35%	27%	34%	32%	33%	25%	32%
Very badly	41%	22%	61%	48%	48%	35%	43%	39%	42%	45%	41%	33%	44%	42%	34%	40%	47%	44%	42%	37%	42%	47%	41%
Don't know	12%	14%	7%	8%	8%	13%	11%	12%	14%	11%	10%	13%	12%	9%	13%	16%	7%	10%	8%	12%	13%	12%	17%

Fieldwork Dates : 27th - 28th April 2024

Sample size: 1727 GB Adults



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

Environment

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Very well	3%	4%	2%	2%	3%	2%	4%	2%	7%	4%	3%	1%	6%	4%	3%	2%	2%	1%	4%	3%	2%	5%	2%
Fairly well	24%	39%	13%	15%	18%	32%	23%	24%	18%	19%	28%	30%	22%	25%	27%	23%	17%	23%	24%	26%	23%	22%	18%
Fairly badly	31%	29%	31%	38%	34%	29%	29%	34%	32%	31%	32%	31%	25%	32%	29%	33%	34%	33%	35%	28%	33%	31%	27%
Very badly	28%	14%	44%	41%	36%	22%	32%	25%	28%	33%	25%	24%	29%	28%	26%	27%	37%	24%	28%	29%	26%	25%	37%
Don't know	13%	14%	10%	5%	9%	15%	12%	15%	14%	14%	12%	14%	18%	11%	15%	15%	9%	18%	9%	13%	17%	17%	16%

Welfare benefits

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Very well	2%	3%	2%	-	1%	3%	2%	2%	2%	2%	3%	2%	7%	3%	1%	1%	0%	2%	2%	2%	3%	3%	2%
Fairly well	20%	30%	11%	15%	16%	25%	21%	19%	21%	15%	20%	29%	22%	18%	23%	20%	16%	25%	20%	22%	20%	18%	15%
Fairly badly	27%	30%	24%	32%	29%	28%	27%	28%	22%	26%	31%	28%	21%	28%	29%	28%	33%	19%	29%	28%	26%	26%	23%
Very badly	37%	24%	55%	40%	42%	34%	37%	37%	33%	43%	38%	28%	35%	37%	34%	39%	40%	39%	38%	35%	34%	38%	47%
Don't know	13%	13%	9%	13%	12%	10%	13%	14%	22%	14%	8%	13%	15%	14%	12%	12%	11%	15%	11%	12%	17%	15%	12%

Do you think Jeremy Hunt is doing a good job or a bad job as Chancellor of the Exchequer?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base: All GB adults	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Good job	16%	29%	7%	15%	16%	20%	19%	13%	11%	13%	21%	19%	16%	19%	16%	13%	13%	15%	19%	17%	15%	13%	10%
Bad job	41%	27%	60%	44%	50%	38%	45%	38%	32%	45%	43%	38%	34%	38%	40%	49%	49%	40%	44%	39%	40%	40%	46%
Not sure	43%	44%	33%	40%	34%	41%	36%	49%	57%	42%	36%	43%	49%	43%	43%	39%	38%	45%	37%	43%	45%	47%	44%

Which of these would make the better Chancellor of the Exchequer?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base: All GB adults	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Rachel Reeves	19%	7%	34%	37%	30%	12%	23%	15%	13%	19%	19%	20%	20%	17%	17%	19%	21%	25%	27%	17%	15%	15%	13%
Jeremy Hunt	16%	33%	5%	6%	13%	23%	21%	12%	11%	12%	20%	23%	15%	19%	18%	15%	14%	11%	17%	18%	15%	13%	16%
Don't know	65%	60%	61%	57%	57%	65%	56%	73%	75%	69%	61%	57%	65%	64%	65%	66%	65%	65%	55%	65%	70%	72%	71%

Fieldwork Dates : 27th - 28th April 2024

Sample size: 1727 GB Adults



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

Thinking about your finances, which of the following best reflects your position?

	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
I am very comfortable financially	4%	5%	3%	4%	4%	5%	5%	3%	3%	4%	3%	6%	8%	4%	3%	3%	6%	-	6%	4%	2%	4%	1%
I am relatively comfortable financially	37%	44%	34%	45%	41%	36%	37%	36%	35%	31%	37%	47%	28%	36%	42%	36%	38%	41%	46%	40%	34%	28%	14%
I do not often have money for luxuries, but can normally comfortably cover the essentials	36%	36%	35%	36%	36%	36%	34%	37%	32%	36%	39%	34%	39%	36%	33%	36%	38%	31%	36%	36%	33%	38%	35%
I can only just afford my costs and often struggle to make ends meet	15%	10%	19%	9%	14%	14%	14%	16%	19%	18%	15%	10%	13%	17%	16%	16%	9%	15%	9%	13%	21%	17%	26%
I cannot afford my costs, and often have to go without essentials like food and heating	5%	3%	8%	1%	3%	6%	5%	5%	4%	7%	6%	2%	5%	5%	3%	6%	6%	9%	1%	4%	6%	8%	16%
Don't know	3%	2%	2%	4%	2%	3%	4%	3%	8%	5%	1%	1%	6%	2%	4%	2%	3%	3%	2%	2%	3%	6%	8%

Which government do you think would be better for...

Helping people get onto the housing ladder?

	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
A Labour government led by Keir Starmer	33%	15%	60%	47%	48%	19%	36%	31%	39%	41%	26%	24%	35%	30%	36%	32%	38%	35%	40%	35%	29%	30%	23%
A Conservative government led by Rishi Sunak	11%	23%	2%	6%	7%	17%	12%	10%	9%	9%	12%	15%	10%	13%	12%	9%	10%	6%	12%	14%	8%	8%	10%
Neither	35%	45%	22%	25%	27%	46%	35%	35%	30%	28%	41%	43%	29%	39%	34%	33%	33%	33%	32%	30%	39%	39%	43%
Don't know	21%	17%	16%	22%	18%	18%	17%	24%	22%	22%	21%	18%	26%	17%	18%	25%	19%	26%	16%	21%	24%	23%	24%

Managing the economy?

	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
A Labour government led by Keir Starmer	28%	8%	59%	40%	42%	16%	31%	26%	34%	34%	24%	20%	27%	25%	28%	33%	27%	30%	32%	31%	26%	25%	21%
A Conservative government led by Rishi Sunak	22%	47%	5%	11%	15%	33%	25%	20%	14%	16%	25%	33%	19%	25%	26%	20%	16%	16%	27%	26%	17%	14%	19%
Neither	29%	33%	17%	28%	24%	37%	29%	30%	25%	27%	33%	33%	27%	32%	27%	27%	38%	25%	26%	26%	34%	33%	37%
Don't know	20%	13%	19%	21%	19%	14%	16%	24%	27%	24%	18%	13%	27%	18%	18%	20%	19%	29%	16%	18%	24%	27%	23%

Fieldwork Dates : 27th - 28th April 2024

Sample size: 1727 GB Adults



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

Providing more jobs?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
A Labour government led by Keir Starmer	32%	13%	58%	47%	45%	20%	34%	30%	40%	36%	29%	24%	29%	30%	32%	36%	36%	29%	38%	33%	27%	31%	24%
A Conservative government led by Rishi Sunak	15%	32%	5%	5%	11%	21%	17%	12%	12%	12%	17%	20%	16%	17%	18%	12%	9%	10%	18%	17%	12%	8%	12%
Neither	31%	37%	19%	26%	23%	42%	30%	32%	21%	29%	33%	37%	27%	33%	31%	29%	33%	30%	27%	28%	35%	35%	37%
Don't know	22%	17%	18%	22%	21%	17%	18%	26%	27%	23%	20%	20%	27%	20%	19%	22%	22%	31%	17%	21%	26%	26%	26%

Keeping prices down?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
A Labour government led by Keir Starmer	28%	11%	55%	38%	38%	15%	28%	27%	36%	35%	21%	17%	25%	25%	30%	30%	30%	25%	32%	31%	24%	23%	17%
A Conservative government led by Rishi Sunak	14%	30%	3%	7%	11%	20%	16%	13%	11%	10%	18%	20%	14%	16%	16%	12%	14%	10%	17%	16%	12%	11%	11%
Neither	37%	44%	25%	32%	32%	46%	38%	37%	29%	32%	43%	45%	34%	41%	35%	37%	40%	31%	35%	32%	41%	41%	48%
Don't know	21%	15%	17%	22%	19%	18%	17%	24%	23%	23%	18%	18%	27%	18%	19%	22%	17%	34%	17%	20%	23%	24%	24%

Improving standards of living for people like you?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
A Labour government led by Keir Starmer	33%	11%	63%	44%	47%	19%	33%	32%	37%	41%	28%	22%	27%	30%	32%	36%	38%	38%	36%	35%	29%	33%	25%
A Conservative government led by Rishi Sunak	15%	33%	3%	7%	12%	22%	18%	12%	12%	11%	18%	22%	13%	19%	17%	13%	10%	13%	20%	15%	13%	9%	14%
Neither	33%	41%	21%	29%	26%	44%	32%	34%	25%	28%	36%	44%	33%	35%	34%	31%	36%	26%	30%	30%	37%	36%	41%
Don't know	19%	15%	13%	21%	15%	15%	16%	21%	26%	21%	18%	12%	27%	16%	17%	20%	16%	23%	14%	19%	21%	22%	20%

Tackling the government's deficit?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
A Labour government led by Keir Starmer	21%	6%	45%	32%	32%	12%	22%	20%	22%	26%	19%	14%	17%	20%	20%	24%	24%	22%	25%	24%	18%	18%	14%
A Conservative government led by Rishi Sunak	21%	44%	7%	9%	17%	30%	24%	19%	13%	16%	26%	29%	20%	23%	26%	19%	12%	17%	25%	25%	16%	16%	17%
Neither	36%	37%	27%	35%	30%	43%	37%	35%	34%	32%	36%	43%	32%	38%	36%	33%	42%	33%	34%	31%	39%	39%	47%
Don't know	22%	13%	21%	25%	22%	15%	17%	26%	30%	26%	18%	14%	31%	19%	18%	24%	21%	27%	17%	21%	27%	28%	22%

Fieldwork Dates : 27th - 28th April 2024

Sample size: 1727 GB Adults



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

Reducing the number of people in poverty?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
A Labour government led by Keir Starmer	41%	23%	70%	56%	57%	27%	43%	38%	42%	45%	40%	32%	35%	41%	43%	41%	39%	43%	49%	42%	35%	35%	32%
A Conservative government led by Rishi Sunak	10%	21%	2%	3%	6%	15%	12%	8%	10%	9%	9%	13%	12%	11%	11%	8%	12%	6%	10%	12%	9%	9%	9%
Neither	31%	41%	16%	23%	22%	42%	30%	32%	23%	26%	35%	40%	29%	32%	31%	30%	31%	28%	26%	28%	34%	36%	39%
Don't know	18%	15%	11%	18%	14%	16%	15%	22%	25%	20%	16%	16%	24%	16%	15%	21%	18%	23%	15%	18%	22%	19%	21%

Generally speaking, do you think the government taxes too much and spends too much on services, taxes too little and spends too little on services, or gets the balance about right?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base: All GB adults	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Taxes too much and spends too much on services	34%	38%	28%	21%	26%	41%	37%	30%	34%	35%	33%	30%	40%	36%	34%	31%	30%	24%	32%	34%	35%	34%	34%
Taxes too little and spends too little on services	27%	17%	39%	44%	38%	22%	28%	27%	26%	26%	28%	31%	21%	27%	28%	29%	31%	29%	33%	28%	24%	23%	23%
Gets the balance about right	15%	25%	8%	12%	12%	17%	15%	14%	15%	11%	15%	19%	16%	17%	14%	14%	12%	11%	13%	16%	14%	15%	12%
Don't know	24%	20%	25%	24%	24%	20%	20%	28%	25%	28%	23%	20%	23%	21%	25%	27%	27%	37%	21%	22%	27%	28%	31%

Thinking about the level of taxes paid by the richest people in Britain, do you think they are too high, too low, or about right?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Too high - the rich are being made to pay too much and their taxes should be cut	6%	9%	2%	2%	5%	5%	7%	4%	7%	7%	4%	4%	9%	5%	7%	3%	7%	3%	10%	4%	4%	3%	3%
Too low - the rich are not paying enough and their taxes should be increased	61%	45%	80%	68%	72%	55%	61%	60%	58%	64%	61%	57%	55%	60%	59%	65%	64%	61%	62%	61%	59%	59%	59%
About right - the rich are already paying about the right level of tax	22%	38%	10%	20%	15%	30%	23%	22%	23%	16%	26%	30%	20%	26%	26%	20%	16%	19%	21%	22%	25%	26%	16%
Don't know	11%	9%	8%	9%	8%	10%	10%	13%	13%	13%	9%	10%	15%	10%	8%	12%	13%	17%	7%	12%	12%	12%	22%

Fieldwork Dates : 27th - 28th April 2024

Sample size: 1727 GB Adults



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

Generally speaking, do you think the level of immigration into Britain over the last ten years has been too high, too low or about right?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Much too high	46%	68%	26%	30%	27%	75%	46%	46%	18%	33%	61%	67%	30%	53%	51%	42%	40%	54%	38%	45%	52%	48%	57%
A little too high	19%	17%	20%	30%	23%	13%	19%	19%	24%	18%	18%	18%	19%	19%	19%	20%	17%	19%	24%	18%	18%	15%	12%
About right	18%	8%	28%	19%	26%	7%	18%	17%	29%	23%	12%	8%	26%	15%	17%	20%	18%	5%	23%	17%	17%	18%	6%
A little too low	5%	1%	9%	6%	8%	1%	6%	4%	8%	7%	3%	2%	7%	2%	5%	5%	10%	5%	5%	5%	3%	4%	7%
Much too low	2%	0%	4%	4%	3%	0%	2%	2%	2%	2%	2%	1%	3%	2%	1%	1%	3%	1%	2%	2%	1%	1%	2%
Don't know	11%	6%	13%	12%	14%	4%	10%	12%	19%	16%	5%	4%	16%	9%	8%	12%	13%	17%	8%	12%	9%	15%	16%

Do you think the level of immigration into Britain over the last ten years has been good or bad for the country?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Mostly good for the country	19%	10%	30%	25%	32%	6%	21%	17%	26%	25%	14%	11%	29%	18%	14%	19%	26%	13%	29%	18%	13%	16%	15%
Mostly bad for the country	38%	54%	28%	23%	23%	60%	41%	35%	21%	31%	50%	46%	33%	41%	42%	38%	31%	38%	31%	40%	41%	41%	45%
Both good and bad for the country	34%	32%	33%	44%	37%	31%	30%	39%	41%	31%	31%	40%	25%	34%	37%	35%	34%	37%	36%	33%	39%	32%	27%
Don't know	8%	4%	9%	8%	8%	4%	8%	9%	12%	12%	5%	4%	13%	7%	8%	8%	10%	12%	5%	9%	8%	12%	14%

Is competent or incompetent?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Competent	27%	46%	15%	26%	24%	33%	28%	26%	19%	24%	28%	36%	33%	30%	28%	22%	18%	26%	30%	32%	25%	18%	20%
Incompetent	55%	36%	73%	58%	62%	49%	56%	54%	59%	57%	55%	48%	44%	52%	56%	60%	64%	59%	55%	51%	54%	61%	60%
Don't know	18%	18%	12%	16%	13%	18%	16%	20%	21%	19%	17%	16%	24%	18%	16%	18%	18%	15%	15%	18%	22%	21%	19%

Is decisive or indecisive?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Decisive	25%	36%	19%	25%	23%	28%	25%	25%	27%	24%	24%	27%	24%	26%	28%	23%	21%	24%	28%	27%	25%	18%	18%
Indecisive	56%	51%	63%	57%	61%	55%	59%	52%	48%	54%	59%	58%	51%	54%	54%	59%	60%	53%	57%	55%	53%	55%	57%
Don't know	20%	13%	18%	19%	16%	17%	17%	23%	25%	22%	17%	15%	25%	20%	18%	18%	19%	23%	15%	18%	22%	26%	25%

Fieldwork Dates : 27th - 28th April 2024

Sample size: 1727 GB Adults



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

Is trustworthy or untrustworthy?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Trustworthy	21%	38%	10%	17%	18%	26%	23%	19%	13%	15%	23%	31%	21%	25%	22%	16%	18%	15%	25%	23%	18%	15%	14%
Untrustworthy	59%	37%	79%	61%	66%	50%	59%	58%	69%	66%	57%	43%	54%	54%	59%	66%	62%	62%	57%	58%	56%	66%	63%
Don't know	21%	25%	11%	22%	16%	24%	18%	23%	17%	19%	20%	25%	25%	22%	19%	18%	20%	23%	18%	19%	26%	19%	23%

Is strong or weak?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Strong	17%	25%	13%	15%	14%	18%	18%	16%	19%	18%	16%	15%	24%	16%	19%	13%	16%	18%	18%	18%	17%	16%	9%
Weak	62%	55%	72%	65%	67%	62%	65%	59%	58%	60%	65%	62%	53%	61%	61%	66%	66%	56%	62%	62%	60%	63%	63%
Don't know	22%	21%	16%	21%	19%	20%	18%	25%	24%	22%	19%	23%	23%	23%	20%	21%	18%	26%	20%	20%	23%	21%	28%

Is likeable or dislikeable?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Likeable	27%	45%	16%	27%	24%	33%	27%	27%	13%	22%	28%	40%	32%	29%	30%	20%	23%	28%	33%	29%	25%	20%	15%
Dislikeable	54%	34%	71%	58%	60%	46%	54%	53%	69%	60%	50%	38%	46%	50%	53%	60%	61%	55%	50%	53%	53%	57%	60%
Don't know	20%	21%	13%	15%	16%	21%	19%	20%	18%	18%	22%	22%	22%	21%	17%	20%	15%	17%	17%	18%	21%	23%	25%

is competent or incompetent?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Competent	37%	20%	60%	55%	53%	23%	41%	33%	35%	42%	32%	32%	37%	37%	34%	38%	35%	39%	41%	39%	34%	34%	26%
Incompetent	34%	55%	15%	16%	22%	49%	36%	32%	26%	27%	41%	43%	28%	35%	36%	34%	38%	30%	34%	33%	34%	33%	41%
Don't know	29%	24%	25%	29%	25%	29%	23%	35%	39%	30%	28%	25%	35%	28%	31%	28%	27%	31%	25%	29%	32%	33%	33%

Is decisive or indecisive?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Decisive	26%	14%	42%	38%	35%	18%	25%	26%	23%	28%	25%	22%	28%	25%	27%	24%	25%	24%	28%	29%	24%	23%	16%
Indecisive	47%	69%	31%	34%	41%	59%	52%	43%	40%	40%	51%	60%	37%	50%	47%	48%	52%	45%	51%	45%	44%	44%	54%
Don't know	27%	17%	27%	28%	24%	22%	23%	30%	37%	31%	24%	18%	35%	25%	26%	27%	24%	31%	21%	26%	32%	34%	29%

Fieldwork Dates : 27th - 28th April 2024

Sample size: 1727 GB Adults



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

Is trustworthy or untrustworthy?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Trustworthy	28%	15%	48%	45%	41%	17%	31%	25%	24%	30%	25%	28%	28%	29%	25%	30%	24%	25%	37%	27%	23%	23%	19%
Untrustworthy	43%	63%	23%	28%	31%	57%	45%	40%	37%	38%	48%	49%	40%	43%	47%	41%	47%	40%	40%	45%	43%	38%	50%
Don't know	30%	23%	29%	27%	28%	26%	24%	35%	39%	32%	27%	24%	32%	28%	28%	30%	30%	34%	23%	28%	34%	39%	31%

Is strong or weak?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Strong	28%	17%	47%	46%	38%	19%	31%	26%	28%	34%	25%	22%	37%	27%	26%	29%	26%	29%	32%	30%	23%	30%	25%
Weak	39%	60%	21%	25%	30%	53%	42%	37%	35%	30%	45%	52%	33%	42%	41%	38%	43%	32%	39%	39%	39%	37%	45%
Don't know	32%	24%	32%	30%	32%	28%	27%	37%	37%	35%	30%	26%	30%	31%	33%	34%	31%	39%	29%	31%	38%	33%	30%

Is likeable or dislikeable?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Likeable	29%	18%	46%	45%	41%	21%	31%	28%	22%	33%	28%	28%	28%	30%	30%	27%	33%	30%	35%	30%	25%	27%	23%
Dislikeable	43%	64%	25%	27%	31%	59%	44%	42%	37%	37%	48%	51%	39%	45%	45%	43%	41%	42%	41%	44%	44%	41%	49%
Don't know	28%	17%	30%	28%	29%	20%	25%	30%	41%	30%	24%	21%	33%	25%	25%	30%	26%	28%	24%	26%	31%	32%	28%

How good or bad a service do you think most care homes for elderly people provide to their residents?

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Very good	4%	5%	5%	2%	4%	3%	6%	3%	7%	6%	2%	3%	12%	3%	3%	2%	8%	4%	6%	4%	5%	6%	0%
Fairly good	41%	49%	37%	41%	41%	45%	40%	42%	36%	33%	49%	50%	26%	45%	45%	37%	45%	49%	42%	43%	44%	37%	32%
Fairly bad	28%	25%	31%	27%	27%	29%	25%	31%	30%	31%	28%	23%	29%	27%	26%	33%	26%	26%	28%	28%	24%	32%	34%
Very bad	8%	6%	7%	8%	7%	8%	7%	8%	5%	9%	8%	7%	8%	7%	9%	9%	4%	5%	7%	8%	8%	7%	8%
Don't know	19%	16%	19%	22%	21%	14%	22%	15%	22%	21%	14%	17%	25%	17%	17%	19%	16%	17%	17%	17%	18%	19%	26%

Fieldwork Dates : 27th - 28th April 2024

Sample size: 1727 GB Adults



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

Suppose you reached the stage where you could no longer live independently, and had enough money to choose, which of these would you prefer?

	Unweighted base	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
	Base	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
To live in my own home with the support of a paid carer	32%	35%	34%	36%	35%	36%	34%	31%	19%	33%	35%	35%	35%	32%	32%	28%	41%	35%	34%	35%	34%	26%	28%
To live in my own home with the support of a member/members of my own family	30%	29%	31%	20%	27%	29%	30%	30%	39%	31%	27%	26%	29%	25%	34%	36%	27%	27%	29%	30%	28%	34%	31%
To live in a home in a sheltered community, with care provided	26%	27%	24%	32%	31%	24%	22%	30%	21%	21%	31%	31%	21%	31%	22%	25%	23%	28%	29%	26%	24%	24%	23%
To live in a care home	1%	1%	1%	0%	1%	2%	2%	1%	2%	2%	0%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	4%
Don't know	10%	8%	10%	12%	7%	9%	13%	8%	18%	12%	7%	6%	15%	9%	11%	10%	7%	9%	7%	8%	13%	14%	15%

Imagine there comes a time in your own retirement when you are no longer capable of living independently and require full time care. Do you think you would or would not be able to fund the cost of this without selling your home?

	Unweighted base	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
	Base	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Definitely would	2%	1%	2%	1%	1%	1%	2%	2%	5%	3%	0%	1%	3%	1%	3%	2%	4%	-	3%	2%	2%	2%	2%
Probably would	10%	10%	11%	10%	10%	9%	14%	7%	15%	10%	10%	10%	15%	11%	8%	10%	9%	8%	14%	10%	11%	6%	7%
Probably would not	27%	31%	25%	25%	28%	27%	28%	26%	28%	27%	22%	32%	25%	27%	27%	27%	25%	37%	31%	32%	24%	20%	14%
Definitely would not	45%	46%	49%	44%	47%	51%	39%	51%	24%	42%	56%	49%	30%	47%	45%	49%	45%	43%	40%	43%	46%	49%	58%
Don't know	16%	11%	12%	20%	13%	12%	18%	14%	28%	19%	12%	9%	27%	14%	16%	13%	17%	13%	12%	14%	18%	23%	19%

Fieldwork Dates : 27th - 28th April 2024

Sample size: 1727 GB Adults



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 do you think you would or would not be able to fund the cost of this if you did sell your home?

	Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158	
Definitely would	8%	9%	8%	10%	8%	8%	10%	6%	11%	7%	8%	9%	10%	9%	9%	7%	7%	8%	12%	8%	7%	4%	6%	
Probably would	28%	35%	28%	25%	30%	30%	29%	28%	23%	28%	27%	32%	25%	32%	26%	27%	26%	29%	35%	32%	29%	17%	12%	
Probably would not	22%	22%	24%	24%	25%	23%	20%	25%	15%	20%	24%	28%	18%	20%	25%	25%	24%	23%	24%	21%	23%	23%	17%	
Definitely would not	19%	18%	19%	17%	17%	23%	18%	21%	13%	20%	23%	17%	13%	20%	18%	22%	23%	14%	12%	19%	19%	27%	33%	
Don't know	22%	16%	21%	24%	21%	16%	23%	20%	38%	24%	17%	14%	34%	19%	22%	19%	20%	26%	17%	19%	23%	29%	31%	

Looking forward, imagine that your parents were no longer able to live independently or with family at some point in the future and required full time care. Which of the following do you think would apply?

	Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158	
My parents would probably have enough financial resources to pay for full time care, without selling their home	10%	8%	11%	13%	10%	8%	12%	9%	14%	16%	7%	2%	21%	8%	12%	7%	14%	3%	14%	11%	9%	7%	6%	
My parents would probably have to sell their home to pay for full time care	23%	25%	25%	21%	29%	23%	21%	25%	18%	32%	26%	9%	21%	24%	24%	23%	26%	26%	30%	23%	20%	22%	16%	
I or my siblings would probably contribute money to pay for full time care for my parents	8%	4%	12%	8%	8%	4%	9%	8%	25%	11%	3%	1%	13%	7%	8%	10%	6%	2%	9%	8%	10%	10%	2%	
My parents have little or no savings and would probably rely on the state to pay for full time care	16%	13%	18%	15%	15%	13%	16%	16%	18%	21%	16%	4%	12%	16%	14%	20%	13%	17%	14%	18%	13%	18%	16%	
Don't know	11%	7%	11%	9%	8%	7%	12%	9%	25%	14%	7%	2%	15%	9%	11%	11%	9%	12%	7%	10%	13%	15%	14%	
Not applicable - my parents are no longer alive, I am not in touch with them, or they are already in care	31%	44%	23%	32%	29%	46%	30%	32%	0%	6%	40%	82%	17%	35%	31%	30%	32%	39%	26%	30%	35%	28%	46%	

Fieldwork Dates : 27th - 28th April 2024

Sample size: 1727 GB Adults



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

Overall, which of these policies would you prefer regarding the cost of social care for older people who can no longer live independently?

	Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
	Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
A significant increase in income tax, so that social care is available, free, to everyone who needs it.	15%	15%	17%	19%	16%	17%	16%	15%	12%	13%	15%	21%	11%	13%	21%	16%	19%	19%	15%	13%	14%	18%	24%	
A moderate increase in income tax so that subsidised social care is available to most people who need it, subject to a means test	33%	32%	33%	36%	39%	32%	32%	34%	29%	29%	36%	39%	29%	33%	34%	34%	39%	31%	38%	35%	33%	24%	21%	
A small increase in income tax so that subsidised social care is available only to the least well off.	14%	14%	17%	14%	12%	16%	15%	13%	13%	13%	17%	13%	14%	14%	11%	16%	9%	21%	12%	17%	16%	9%	13%	
No increase in income tax, so that individuals and families take responsibility for providing, or paying for, social care.	13%	17%	12%	7%	12%	14%	15%	11%	13%	17%	12%	7%	18%	16%	11%	10%	12%	5%	16%	13%	11%	12%	12%	
Don't know	25%	23%	21%	24%	20%	22%	22%	27%	32%	28%	20%	20%	29%	25%	23%	25%	21%	25%	19%	23%	26%	36%	29%	

If the Government applies a means test for subsidising social care, which of these options would you prefer?

	Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
	Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
To raise taxes less, but require recipients to sell their home (or borrow against its value) in order to help pay for their social care	23%	24%	23%	25%	25%	22%	24%	21%	22%	25%	23%	17%	29%	27%	17%	18%	19%	26%	25%	25%	24%	16%	13%	
To raise taxes more, and NOT require recipients to sell their home (or borrow against its value) in order to help pay for their social care	47%	49%	49%	49%	49%	52%	46%	48%	34%	41%	53%	58%	36%	45%	52%	51%	50%	49%	52%	50%	41%	45%	44%	
Don't know	30%	27%	28%	26%	26%	26%	29%	31%	44%	33%	24%	24%	35%	28%	30%	31%	31%	25%	23%	26%	34%	39%	42%	

Fieldwork Dates : 27th - 28th April 2024

Sample size: 1727 GB Adults



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

Introducing an extra inheritance tax, paid by everyone with any savings after they die. This would be used to provide free long term care for those who needed it

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Support	24%	18%	31%	30%	27%	18%	28%	20%	30%	26%	18%	23%	24%	22%	25%	25%	27%	19%	25%	24%	24%	23%	20%
Oppose	52%	62%	46%	50%	51%	60%	51%	53%	41%	49%	60%	55%	49%	57%	50%	48%	51%	52%	56%	55%	49%	45%	48%
Don't know	24%	21%	23%	20%	22%	21%	21%	27%	29%	26%	21%	22%	27%	20%	25%	27%	22%	29%	19%	21%	27%	32%	31%

Putting a cap on the maximum amount of money that anyone will have to pay towards long term care costs, meaning that no one would have to pay more than about £70,000 towards their care

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Support	70%	74%	73%	73%	75%	71%	69%	72%	65%	67%	71%	77%	65%	74%	69%	71%	67%	62%	78%	72%	70%	59%	58%
Oppose	10%	11%	10%	8%	9%	11%	12%	8%	11%	10%	13%	6%	9%	9%	10%	11%	14%	8%	8%	11%	9%	12%	14%
Don't know	20%	15%	18%	19%	16%	17%	19%	20%	24%	23%	16%	16%	26%	16%	21%	18%	20%	29%	15%	17%	21%	29%	28%

The government backing a voluntary insurance scheme, so that people under the age of 65 could purchase insurance that would pay for long term care should they need it later in life.

Unweighted base	1727	582	414	152	693	624	786	941	177	672	425	453	150	598	294	438	155	92	534	493	309	233	158
Base	1727	601	432	156	641	684	839	888	188	720	416	402	207	580	287	416	149	88	484	501	363	222	158
Support	68%	73%	68%	73%	68%	70%	66%	69%	65%	64%	69%	74%	67%	71%	67%	66%	61%	70%	71%	72%	67%	60%	55%
Oppose	11%	10%	12%	10%	12%	11%	13%	9%	8%	12%	14%	7%	8%	10%	11%	14%	15%	8%	12%	12%	10%	8%	13%
Don't know	21%	17%	20%	17%	20%	18%	20%	22%	26%	24%	17%	18%	24%	20%	22%	20%	24%	22%	17%	16%	23%	31%	32%

Cell Contents (Column Percentages)