

Fieldwork Dates: 2nd - 4th March 2024  
Sample size: 1758 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	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base: All GB adults	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Approve	16%	27%	8%	12%	10%	20%	20%	13%	21%	16%	13%	18%	26%	16%	19%	13%	9%	13%	19%	16%	11%	19%	15%
Disapprove	67%	53%	85%	81%	80%	65%	68%	66%	52%	69%	73%	65%	55%	68%	64%	69%	78%	73%	69%	66%	71%	58%	69%
Don't know	17%	20%	7%	7%	10%	15%	12%	21%	28%	15%	14%	17%	19%	16%	17%	18%	13%	13%	11%	18%	18%	23%	17%

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	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
0 - Would never consider voting for them	41%	10%	70%	50%	55%	28%	41%	42%	42%	46%	45%	29%	32%	36%	36%	48%	60%	48%	40%	42%	43%	35%	47%
1	6%	3%	7%	7%	6%	5%	6%	5%	7%	5%	5%	7%	6%	6%	7%	5%	3%	6%	5%	7%	4%	6%	8%
2	6%	6%	6%	9%	6%	7%	6%	6%	4%	7%	6%	6%	9%	6%	5%	6%	2%	8%	6%	5%	7%	8%	4%
3	4%	3%	4%	6%	4%	4%	3%	4%	4%	4%	2%	5%	3%	4%	3%	4%	3%	1%	4%	3%	5%	4%	3%
4	4%	7%	2%	7%	5%	4%	4%	5%	4%	4%	5%	5%	5%	5%	6%	4%	3%	4%	5%	4%	4%	4%	5%
5	10%	14%	3%	9%	7%	12%	10%	10%	12%	10%	10%	10%	14%	10%	11%	9%	6%	9%	11%	10%	9%	14%	6%
6	5%	10%	1%	2%	3%	6%	4%	6%	3%	4%	7%	6%	2%	6%	7%	3%	4%	4%	4%	7%	4%	5%	4%
7	5%	11%	0%	6%	4%	7%	5%	4%	3%	3%	6%	8%	2%	7%	5%	3%	4%	4%	6%	5%	3%	5%	2%
8	5%	12%	0%	2%	2%	9%	6%	4%	2%	3%	4%	10%	4%	6%	5%	4%	4%	2%	5%	4%	6%	3%	6%
9	2%	5%	0%	-	1%	3%	2%	2%	0%	1%	1%	4%	2%	2%	3%	2%	1%	2%	2%	1%	3%	2%	1%
10 - Would definitely consider voting for them	6%	15%	2%	3%	5%	10%	7%	6%	4%	4%	8%	10%	7%	6%	7%	6%	4%	5%	7%	5%	5%	6%	8%
prefer not to answer	6%	4%	4%	2%	1%	4%	6%	7%	15%	9%	3%	2%	14%	5%	5%	7%	4%	6%	4%	7%	8%	8%	7%

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Labour

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
0 - Would never consider voting for them	24%	43%	3%	8%	10%	40%	24%	23%	12%	17%	27%	38%	15%	29%	27%	23%	16%	15%	20%	22%	26%	27%	31%
1	5%	8%	1%	4%	4%	6%	5%	4%	3%	4%	5%	7%	5%	5%	5%	4%	8%	2%	5%	4%	4%	4%	11%
2	7%	10%	4%	7%	4%	9%	8%	6%	6%	6%	7%	9%	5%	7%	8%	7%	6%	5%	7%	8%	5%	8%	6%
3	6%	8%	2%	5%	6%	7%	6%	6%	6%	6%	5%	5%	4%	5%	6%	5%	10%	10%	6%	5%	7%	7%	3%
4	5%	5%	3%	11%	6%	5%	4%	6%	4%	5%	7%	4%	3%	6%	4%	5%	8%	6%	4%	6%	4%	7%	5%
5	12%	11%	9%	11%	13%	11%	12%	12%	15%	13%	12%	10%	10%	12%	12%	11%	15%	16%	12%	12%	16%	11%	8%
6	6%	4%	6%	6%	7%	4%	6%	5%	8%	6%	5%	4%	5%	5%	8%	6%	6%	4%	7%	5%	5%	6%	6%
7	6%	3%	9%	13%	10%	4%	6%	7%	6%	8%	6%	3%	7%	6%	6%	6%	6%	14%	7%	8%	6%	4%	2%
8	7%	2%	16%	12%	11%	4%	7%	7%	8%	8%	7%	5%	13%	5%	8%	8%	4%	6%	8%	6%	7%	9%	6%
9	3%	1%	7%	5%	5%	1%	2%	3%	3%	3%	4%	2%	2%	4%	1%	3%	4%	1%	3%	2%	3%	3%	3%
10 - Would definitely consider voting for them	14%	2%	36%	15%	23%	5%	13%	14%	14%	16%	13%	11%	18%	12%	11%	16%	11%	14%	17%	15%	11%	8%	12%
prefer not to answer	6%	4%	4%	2%	1%	4%	6%	7%	15%	9%	3%	2%	14%	5%	5%	7%	4%	6%	4%	7%	8%	8%	7%

Liberal Democrats

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
0 - Would never consider voting for them	29%	42%	17%	5%	13%	44%	33%	24%	21%	23%	30%	40%	18%	28%	33%	33%	26%	23%	24%	27%	31%	32%	36%
1	6%	8%	6%	3%	6%	7%	8%	5%	5%	4%	10%	7%	8%	5%	8%	6%	6%	10%	7%	5%	7%	6%	8%
2	7%	10%	6%	3%	7%	9%	6%	8%	7%	7%	7%	9%	9%	7%	6%	7%	7%	12%	7%	6%	7%	10%	10%
3	7%	8%	6%	1%	7%	7%	7%	7%	6%	8%	7%	4%	4%	6%	9%	5%	11%	9%	6%	8%	6%	8%	6%
4	8%	7%	9%	4%	8%	7%	7%	8%	11%	8%	8%	6%	6%	8%	8%	7%	8%	10%	8%	9%	6%	7%	6%
5	15%	12%	20%	16%	20%	12%	13%	17%	13%	16%	18%	13%	17%	16%	13%	14%	20%	14%	16%	14%	17%	15%	12%
6	7%	5%	10%	10%	10%	4%	6%	7%	7%	8%	7%	4%	4%	8%	4%	8%	5%	6%	9%	8%	5%	5%	3%
7	5%	2%	7%	16%	10%	2%	5%	6%	5%	7%	4%	4%	9%	6%	5%	5%	5%	3%	7%	6%	6%	2%	3%
8	4%	1%	5%	15%	7%	2%	3%	5%	2%	4%	3%	6%	4%	5%	3%	3%	4%	3%	4%	4%	4%	4%	4%
9	2%	1%	2%	6%	3%	1%	1%	2%	3%	2%	1%	2%	3%	2%	1%	1%	2%	2%	3%	1%	1%	1%	0%
10 - Would definitely consider voting for them	4%	1%	7%	20%	8%	2%	5%	4%	5%	5%	3%	4%	5%	5%	4%	4%	2%	2%	6%	5%	3%	2%	3%
prefer not to answer	6%	4%	4%	2%	1%	4%	6%	7%	15%	9%	3%	2%	14%	5%	5%	7%	4%	6%	4%	7%	8%	8%	7%

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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	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base: All GB adults	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Health	46%	41%	58%	54%	56%	39%	36%	56%	48%	41%	50%	50%	37%	47%	49%	43%	48%	63%	48%	44%	46%	43%	50%
Immigration & Asylum	37%	63%	16%	24%	17%	63%	38%	36%	19%	25%	47%	57%	25%	40%	43%	37%	27%	40%	30%	35%	42%	40%	48%
Crime	20%	27%	13%	11%	12%	28%	18%	21%	15%	17%	21%	25%	24%	21%	19%	19%	10%	16%	17%	20%	21%	24%	17%
The economy	55%	53%	60%	65%	62%	51%	58%	52%	54%	58%	55%	50%	48%	53%	57%	57%	60%	53%	58%	58%	53%	54%	42%
Tax	12%	12%	9%	9%	10%	12%	14%	10%	13%	18%	7%	6%	14%	12%	17%	9%	11%	10%	14%	12%	15%	10%	4%
Pensions	7%	7%	5%	9%	5%	10%	6%	8%	3%	4%	8%	11%	4%	7%	9%	5%	9%	8%	5%	6%	10%	5%	10%
Education	11%	7%	15%	15%	18%	6%	10%	12%	15%	13%	9%	8%	12%	11%	11%	11%	11%	15%	15%	10%	10%	12%	8%
Family life & childcare	5%	4%	6%	4%	6%	3%	5%	5%	6%	9%	2%	2%	4%	6%	3%	4%	6%	11%	6%	4%	6%	5%	5%
Housing	23%	13%	32%	19%	24%	17%	23%	24%	39%	25%	21%	16%	37%	21%	19%	23%	32%	17%	21%	25%	21%	25%	29%
The environment	21%	12%	32%	27%	34%	11%	21%	21%	20%	26%	19%	15%	27%	21%	18%	20%	21%	20%	25%	22%	18%	17%	20%
Britain leaving the EU	14%	7%	21%	26%	23%	7%	16%	13%	11%	14%	16%	13%	15%	12%	14%	14%	21%	16%	17%	12%	16%	11%	12%
Transport	4%	2%	4%	7%	4%	2%	5%	2%	4%	5%	3%	2%	6%	3%	2%	4%	4%	3%	4%	4%	3%	2%	3%
Welfare benefits	8%	8%	7%	6%	6%	10%	8%	9%	4%	9%	10%	7%	4%	11%	4%	10%	5%	8%	5%	6%	10%	8%	21%
Defence and security	18%	32%	8%	13%	12%	26%	19%	16%	8%	11%	20%	31%	18%	18%	19%	16%	18%	14%	19%	20%	16%	12%	18%
None of these	1%	0%	-	1%	0%	1%	1%	0%	2%	1%	0%	0%	0%	1%	1%	0%	2%	-	1%	1%	-	2%	1%
Don't know	2%	1%	1%	-	1%	1%	2%	2%	5%	3%	1%	-	4%	0%	2%	4%	1%	-	0%	3%	2%	6%	-

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

National Health Service

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very well	3%	2%	3%	3%	2%	2%	5%	2%	7%	4%	1%	1%	10%	2%	3%	3%	1%	1%	4%	3%	2%	3%	5%
Fairly well	10%	16%	4%	5%	5%	13%	13%	7%	8%	9%	8%	13%	14%	12%	10%	8%	4%	8%	9%	10%	9%	10%	11%
Fairly badly	24%	38%	12%	18%	21%	30%	25%	24%	19%	23%	24%	30%	22%	26%	28%	20%	24%	27%	22%	28%	25%	27%	18%
Very badly	58%	40%	79%	74%	70%	51%	54%	61%	53%	58%	65%	52%	47%	57%	56%	62%	67%	62%	62%	55%	60%	51%	58%
Don't know	5%	4%	2%	1%	2%	3%	4%	6%	12%	5%	2%	3%	7%	3%	4%	7%	3%	3%	3%	5%	4%	9%	9%

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Immigration

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very well	2%	1%	3%	1%	1%	1%	3%	1%	8%	2%	0%	-	9%	1%	2%	1%	1%	-	3%	2%	1%	1%	1%
Fairly well	8%	10%	6%	10%	8%	7%	8%	8%	7%	12%	6%	6%	16%	6%	11%	7%	5%	10%	10%	7%	9%	8%	5%
Fairly badly	25%	27%	22%	22%	28%	24%	23%	27%	25%	26%	21%	28%	23%	24%	26%	24%	28%	29%	26%	26%	25%	27%	14%
Very badly	57%	58%	63%	62%	57%	65%	59%	56%	41%	51%	70%	63%	43%	62%	55%	60%	58%	55%	55%	55%	59%	54%	73%
Don't know	8%	3%	6%	5%	6%	3%	7%	8%	19%	9%	3%	3%	10%	7%	7%	8%	8%	7%	5%	10%	6%	11%	7%

Crime

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very well	3%	1%	3%	6%	2%	1%	4%	1%	3%	5%	1%	-	9%	1%	3%	1%	2%	5%	4%	2%	2%	2%	2%
Fairly well	16%	22%	12%	13%	14%	18%	16%	16%	20%	15%	16%	16%	19%	17%	17%	14%	12%	12%	17%	18%	15%	13%	14%
Fairly badly	35%	38%	36%	31%	38%	36%	34%	36%	31%	33%	36%	39%	31%	32%	39%	37%	38%	38%	39%	33%	37%	35%	27%
Very badly	35%	32%	38%	39%	35%	39%	38%	33%	25%	32%	42%	39%	30%	37%	35%	36%	36%	37%	34%	34%	36%	34%	43%
Don't know	11%	6%	11%	10%	11%	5%	7%	14%	21%	14%	5%	6%	11%	13%	6%	12%	11%	9%	7%	13%	10%	16%	13%

Education

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very well	3%	2%	4%	5%	2%	1%	5%	2%	9%	5%	1%	1%	12%	2%	2%	2%	1%	1%	5%	3%	2%	2%	2%
Fairly well	24%	39%	12%	11%	15%	31%	24%	23%	22%	21%	22%	31%	26%	26%	30%	20%	14%	19%	24%	23%	24%	27%	22%
Fairly badly	31%	35%	31%	33%	32%	33%	31%	31%	25%	30%	33%	32%	25%	31%	27%	32%	37%	41%	29%	34%	33%	33%	20%
Very badly	30%	14%	44%	42%	39%	23%	31%	29%	30%	32%	32%	24%	24%	30%	30%	33%	34%	27%	34%	27%	28%	25%	37%
Don't know	12%	11%	8%	10%	10%	12%	9%	15%	14%	11%	12%	12%	13%	12%	11%	12%	14%	12%	8%	13%	13%	12%	19%

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Taxation

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very well	3%	3%	3%	2%	2%	2%	5%	1%	5%	4%	1%	1%	8%	2%	3%	2%	2%	2%	4%	2%	2%	3%	3%
Fairly well	18%	32%	11%	14%	14%	25%	19%	17%	11%	14%	24%	24%	17%	20%	20%	18%	15%	14%	18%	21%	15%	17%	20%
Fairly badly	32%	35%	28%	34%	32%	34%	32%	31%	26%	30%	31%	37%	29%	33%	30%	30%	31%	41%	32%	32%	38%	26%	25%
Very badly	36%	23%	47%	42%	41%	33%	38%	34%	36%	41%	34%	30%	31%	35%	39%	36%	42%	37%	39%	34%	34%	39%	36%
Don't know	11%	8%	10%	8%	11%	8%	6%	16%	22%	11%	9%	8%	14%	10%	9%	14%	11%	6%	8%	12%	11%	15%	16%

Unemployment

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very well	4%	5%	3%	1%	3%	4%	5%	3%	5%	3%	3%	4%	9%	2%	3%	3%	2%	9%	6%	3%	2%	3%	4%
Fairly well	28%	46%	17%	21%	21%	39%	33%	23%	12%	26%	34%	32%	25%	31%	35%	25%	17%	23%	29%	31%	28%	24%	22%
Fairly badly	29%	26%	30%	33%	32%	27%	28%	30%	31%	28%	30%	30%	25%	29%	27%	28%	35%	46%	33%	27%	31%	29%	22%
Very badly	22%	9%	30%	30%	23%	17%	22%	21%	34%	23%	19%	16%	25%	20%	16%	25%	28%	14%	19%	21%	21%	27%	28%
Don't know	18%	14%	19%	15%	20%	14%	12%	23%	17%	19%	15%	18%	16%	18%	19%	20%	17%	8%	14%	19%	18%	17%	24%

Inflation

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very well	3%	4%	2%	1%	2%	3%	4%	2%	4%	2%	2%	4%	6%	2%	3%	2%	1%	3%	5%	2%	1%	2%	4%
Fairly well	22%	38%	12%	16%	17%	31%	26%	19%	9%	15%	27%	36%	22%	23%	27%	22%	17%	13%	25%	23%	18%	23%	19%
Fairly badly	30%	32%	31%	35%	34%	29%	29%	32%	31%	32%	30%	29%	26%	31%	30%	29%	32%	39%	33%	32%	33%	22%	23%
Very badly	36%	17%	47%	44%	39%	29%	35%	36%	44%	42%	33%	23%	35%	34%	31%	37%	44%	40%	32%	32%	38%	42%	40%
Don't know	9%	8%	9%	5%	8%	8%	7%	12%	12%	10%	8%	8%	12%	10%	8%	10%	5%	5%	6%	10%	10%	10%	13%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very well	4%	6%	2%	2%	1%	5%	4%	3%	4%	3%	4%	6%	4%	3%	3%	5%	3%	2%	4%	3%	4%	4%	3%
Fairly well	20%	36%	9%	11%	8%	33%	21%	19%	14%	17%	20%	27%	21%	22%	24%	19%	11%	10%	20%	20%	18%	25%	16%
Fairly badly	21%	25%	15%	21%	19%	24%	20%	23%	21%	22%	19%	23%	17%	24%	24%	18%	20%	27%	21%	21%	23%	21%	19%
Very badly	43%	20%	68%	62%	64%	28%	47%	40%	37%	46%	50%	34%	45%	40%	39%	42%	58%	54%	47%	42%	43%	36%	45%
Don't know	12%	12%	6%	5%	7%	10%	8%	16%	24%	13%	6%	11%	13%	11%	9%	16%	9%	6%	7%	14%	12%	14%	17%

Defence

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very well	4%	4%	3%	6%	3%	3%	7%	2%	12%	5%	3%	2%	10%	3%	4%	4%	3%	3%	6%	3%	3%	4%	5%
Fairly well	25%	32%	23%	22%	23%	28%	26%	24%	23%	26%	23%	26%	26%	23%	28%	29%	17%	18%	29%	24%	24%	26%	16%
Fairly badly	26%	31%	25%	29%	27%	29%	29%	24%	17%	22%	30%	34%	18%	27%	29%	23%	37%	24%	27%	29%	26%	22%	24%
Very badly	22%	18%	27%	26%	21%	26%	24%	20%	14%	20%	27%	24%	19%	24%	21%	21%	20%	24%	20%	19%	24%	24%	32%
Don't know	23%	16%	23%	18%	26%	14%	14%	31%	34%	28%	17%	14%	27%	22%	18%	23%	23%	30%	18%	25%	24%	24%	23%

The economy

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very well	2%	3%	4%	1%	2%	2%	4%	1%	5%	3%	1%	3%	9%	2%	2%	1%	2%	1%	3%	2%	2%	1%	4%
Fairly well	18%	35%	6%	9%	11%	26%	20%	16%	8%	11%	22%	31%	15%	20%	22%	16%	11%	14%	17%	21%	14%	19%	20%
Fairly badly	31%	36%	26%	28%	32%	33%	30%	32%	25%	31%	31%	33%	31%	32%	29%	30%	35%	28%	31%	29%	37%	32%	19%
Very badly	42%	19%	61%	62%	51%	33%	43%	40%	49%	47%	43%	29%	39%	40%	41%	43%	48%	51%	43%	40%	42%	39%	49%
Don't know	7%	7%	4%	-	4%	6%	4%	10%	14%	8%	4%	5%	7%	6%	7%	9%	4%	5%	5%	8%	6%	9%	9%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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

Terrorism

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very well	6%	9%	4%	4%	5%	6%	9%	4%	13%	7%	5%	4%	15%	6%	4%	5%	2%	8%	9%	6%	4%	5%	6%
Fairly well	39%	47%	32%	43%	40%	41%	42%	36%	36%	38%	39%	42%	36%	37%	46%	39%	34%	42%	43%	40%	37%	39%	28%
Fairly badly	18%	18%	17%	19%	17%	20%	18%	18%	12%	17%	19%	21%	13%	19%	17%	16%	22%	22%	17%	19%	16%	18%	17%
Very badly	17%	13%	22%	16%	17%	18%	17%	17%	10%	16%	20%	18%	13%	18%	16%	18%	20%	10%	16%	13%	20%	16%	26%
Don't know	20%	13%	24%	18%	21%	14%	13%	26%	29%	22%	17%	14%	23%	19%	16%	23%	21%	18%	15%	21%	23%	21%	22%

Transport

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very well	3%	2%	3%	3%	3%	1%	4%	2%	7%	4%	1%	1%	10%	2%	3%	2%	1%	2%	4%	2%	2%	3%	4%
Fairly well	19%	29%	9%	11%	11%	26%	19%	19%	18%	18%	18%	22%	26%	19%	19%	17%	14%	14%	16%	22%	19%	22%	16%
Fairly badly	30%	36%	29%	27%	30%	33%	27%	32%	30%	26%	32%	34%	26%	31%	29%	29%	32%	36%	32%	30%	34%	25%	24%
Very badly	34%	18%	49%	47%	45%	26%	39%	29%	26%	36%	38%	28%	27%	33%	34%	35%	41%	29%	39%	31%	30%	31%	36%
Don't know	14%	14%	10%	11%	12%	14%	11%	18%	19%	15%	11%	14%	11%	14%	14%	16%	12%	19%	9%	16%	15%	19%	19%

Housing

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very well	2%	1%	3%	2%	1%	1%	3%	2%	6%	3%	0%	1%	8%	1%	2%	2%	2%	-	4%	2%	1%	2%	1%
Fairly well	14%	25%	7%	10%	10%	20%	16%	13%	7%	14%	13%	19%	18%	14%	18%	14%	5%	11%	14%	17%	13%	13%	14%
Fairly badly	33%	38%	29%	29%	30%	35%	30%	35%	34%	31%	32%	35%	29%	32%	35%	32%	34%	39%	32%	31%	36%	37%	25%
Very badly	41%	25%	55%	50%	50%	35%	44%	38%	37%	41%	48%	34%	36%	43%	39%	39%	49%	36%	41%	40%	38%	40%	48%
Don't know	10%	10%	6%	8%	9%	9%	8%	12%	16%	10%	7%	11%	9%	10%	6%	13%	10%	14%	9%	10%	12%	9%	12%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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

Environment

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very well	3%	4%	2%	2%	1%	4%	4%	2%	6%	3%	2%	3%	7%	2%	3%	4%	2%	-	4%	3%	2%	4%	4%
Fairly well	26%	44%	14%	12%	16%	36%	27%	24%	18%	23%	25%	36%	26%	26%	31%	24%	20%	25%	25%	26%	24%	28%	25%
Fairly badly	26%	25%	25%	27%	27%	27%	23%	29%	24%	27%	27%	24%	22%	27%	26%	24%	29%	33%	28%	28%	27%	22%	17%
Very badly	32%	13%	51%	49%	47%	21%	36%	28%	30%	35%	34%	26%	32%	32%	29%	33%	39%	29%	34%	28%	33%	30%	38%
Don't know	13%	14%	8%	10%	9%	13%	10%	16%	22%	12%	12%	11%	13%	12%	12%	15%	10%	13%	8%	15%	14%	16%	16%

Welfare benefits

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very well	4%	5%	2%	3%	2%	3%	5%	3%	6%	4%	3%	3%	8%	2%	4%	4%	2%	1%	4%	2%	3%	6%	4%
Fairly well	20%	34%	11%	13%	12%	28%	22%	18%	13%	18%	19%	29%	22%	21%	24%	18%	12%	18%	20%	23%	16%	21%	16%
Fairly badly	27%	27%	28%	32%	28%	27%	25%	28%	24%	29%	26%	25%	28%	29%	28%	20%	30%	32%	29%	26%	28%	27%	20%
Very badly	33%	19%	45%	38%	42%	28%	35%	31%	30%	35%	37%	28%	23%	33%	28%	38%	43%	37%	34%	31%	33%	29%	46%
Don't know	16%	16%	13%	14%	15%	14%	13%	19%	28%	15%	15%	15%	18%	15%	15%	20%	13%	13%	13%	18%	20%	18%	13%

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

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base: All GB adults	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Good job	16%	26%	11%	13%	12%	20%	21%	12%	16%	13%	16%	21%	22%	16%	18%	15%	10%	8%	18%	18%	13%	15%	15%
Bad job	41%	27%	63%	47%	51%	38%	44%	38%	30%	43%	48%	34%	33%	39%	37%	44%	52%	48%	44%	37%	43%	35%	45%
Not sure	43%	47%	26%	40%	37%	42%	36%	51%	54%	44%	36%	45%	45%	45%	45%	41%	39%	43%	38%	46%	44%	50%	40%

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

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base: All GB adults	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Rachel Reeves	19%	6%	36%	42%	33%	10%	23%	14%	13%	19%	22%	17%	21%	18%	16%	19%	18%	25%	26%	17%	18%	10%	14%
Jeremy Hunt	15%	31%	6%	11%	11%	24%	19%	12%	12%	10%	15%	27%	11%	17%	20%	14%	13%	12%	19%	16%	12%	12%	17%
Don't know	66%	63%	58%	47%	56%	67%	58%	74%	75%	72%	62%	56%	67%	65%	64%	67%	69%	64%	55%	67%	71%	77%	69%



Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
I am very comfortable financially	6%	6%	7%	10%	6%	6%	9%	3%	5%	7%	5%	7%	14%	4%	4%	5%	9%	8%	10%	6%	4%	3%	3%
I am relatively comfortable financially	36%	38%	35%	50%	44%	32%	37%	35%	30%	32%	37%	43%	33%	35%	34%	38%	40%	34%	47%	39%	30%	26%	18%
I do not often have money for luxuries, but can normally comfortably cover the essentials	35%	38%	38%	24%	33%	39%	32%	38%	32%	36%	33%	36%	28%	39%	39%	32%	32%	27%	29%	35%	44%	36%	33%
I can only just afford my costs and often struggle to make ends meet	16%	14%	15%	12%	13%	19%	16%	17%	19%	17%	19%	11%	16%	15%	19%	16%	14%	20%	10%	14%	16%	24%	31%
I cannot afford my costs, and often have to go without essentials like food and heating	3%	2%	3%	3%	3%	3%	3%	4%	1%	4%	4%	2%	2%	3%	2%	5%	3%	5%	2%	2%	3%	4%	11%
Don't know	4%	1%	2%	2%	1%	2%	4%	3%	12%	4%	2%	1%	7%	3%	2%	4%	2%	6%	2%	4%	3%	6%	4%

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

Helping people get onto the housing ladder?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
A Labour government led by Keir Starmer	30%	10%	58%	45%	46%	17%	33%	28%	41%	34%	28%	21%	34%	29%	22%	34%	32%	38%	39%	33%	23%	21%	23%
A Conservative government led by Rishi Sunak	12%	27%	1%	10%	8%	19%	14%	11%	6%	11%	12%	17%	13%	14%	17%	9%	6%	13%	13%	13%	14%	10%	9%
Neither	37%	47%	26%	31%	32%	46%	39%	36%	26%	34%	43%	43%	31%	40%	41%	34%	45%	34%	33%	37%	40%	37%	46%
Don't know	20%	16%	15%	14%	14%	19%	15%	25%	26%	21%	17%	18%	22%	18%	21%	23%	17%	15%	15%	17%	23%	31%	22%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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

Managing the economy?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
A Labour government led by Keir Starmer	28%	7%	59%	42%	45%	13%	31%	25%	34%	32%	26%	19%	34%	25%	20%	30%	31%	38%	33%	29%	25%	19%	25%
A Conservative government led by Rishi Sunak	21%	47%	3%	13%	15%	32%	24%	19%	14%	15%	23%	34%	19%	27%	24%	17%	13%	20%	25%	21%	19%	19%	20%
Neither	33%	35%	22%	32%	29%	39%	33%	34%	25%	33%	35%	36%	27%	33%	40%	31%	40%	26%	30%	32%	37%	34%	39%
Don't know	17%	11%	15%	13%	12%	16%	13%	22%	26%	20%	16%	11%	20%	14%	16%	22%	16%	16%	12%	17%	18%	29%	16%

Providing more jobs?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
A Labour government led by Keir Starmer	30%	9%	60%	42%	46%	16%	33%	27%	41%	33%	28%	21%	40%	26%	22%	33%	35%	40%	35%	33%	26%	22%	27%
A Conservative government led by Rishi Sunak	16%	34%	3%	8%	10%	25%	18%	14%	10%	13%	16%	23%	13%	19%	19%	13%	7%	17%	19%	15%	14%	14%	15%
Neither	34%	41%	21%	33%	28%	43%	34%	34%	23%	33%	39%	37%	27%	36%	39%	30%	41%	31%	31%	33%	37%	35%	39%
Don't know	20%	16%	16%	17%	16%	17%	15%	25%	26%	21%	17%	19%	20%	19%	20%	24%	18%	12%	15%	19%	23%	29%	18%

Keeping prices down?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
A Labour government led by Keir Starmer	25%	7%	52%	33%	40%	12%	25%	26%	34%	31%	23%	13%	31%	25%	17%	27%	27%	35%	29%	28%	21%	19%	23%
A Conservative government led by Rishi Sunak	14%	30%	2%	7%	9%	22%	16%	12%	12%	10%	16%	21%	11%	17%	17%	11%	8%	15%	17%	12%	14%	13%	13%
Neither	41%	48%	29%	42%	37%	50%	44%	38%	28%	38%	44%	51%	31%	42%	48%	40%	46%	35%	39%	42%	44%	38%	44%
Don't know	19%	14%	17%	18%	15%	16%	14%	24%	27%	21%	17%	15%	27%	16%	18%	22%	19%	15%	14%	18%	21%	30%	20%

Improving standards of living for people like you?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
A Labour government led by Keir Starmer	32%	9%	63%	43%	48%	17%	34%	30%	43%	38%	30%	18%	35%	29%	25%	34%	37%	45%	34%	36%	31%	21%	28%
A Conservative government led by Rishi Sunak	16%	33%	5%	12%	12%	23%	18%	13%	9%	12%	16%	24%	15%	20%	18%	13%	6%	14%	19%	16%	15%	11%	13%
Neither	36%	45%	21%	30%	29%	46%	36%	35%	24%	30%	41%	45%	28%	36%	42%	32%	44%	34%	34%	33%	38%	37%	42%
Don't know	17%	13%	12%	15%	11%	14%	12%	22%	24%	20%	14%	12%	22%	15%	15%	21%	14%	8%	13%	15%	16%	31%	17%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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

Tackling the government's deficit?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
A Labour government led by Keir Starmer	22%	4%	50%	30%	35%	10%	23%	21%	31%	26%	21%	13%	27%	21%	16%	24%	26%	26%	27%	24%	19%	16%	20%
A Conservative government led by Rishi Sunak	20%	43%	4%	14%	14%	31%	22%	19%	12%	14%	23%	33%	17%	23%	23%	19%	12%	20%	26%	19%	18%	17%	16%
Neither	37%	39%	29%	37%	35%	42%	40%	34%	29%	36%	41%	38%	27%	37%	42%	34%	46%	36%	32%	35%	41%	38%	44%
Don't know	21%	14%	17%	19%	16%	17%	15%	26%	28%	24%	16%	16%	28%	19%	19%	23%	17%	17%	15%	21%	22%	29%	20%

Reducing the number of people in poverty?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
A Labour government led by Keir Starmer	38%	17%	69%	55%	59%	22%	42%	35%	41%	43%	39%	28%	43%	37%	31%	39%	39%	50%	45%	44%	31%	26%	33%
A Conservative government led by Rishi Sunak	9%	21%	1%	6%	5%	15%	10%	8%	8%	8%	9%	12%	10%	11%	11%	7%	5%	8%	11%	8%	9%	8%	9%
Neither	35%	47%	19%	26%	26%	47%	35%	35%	25%	31%	38%	45%	28%	36%	41%	33%	41%	31%	32%	32%	39%	39%	43%
Don't know	17%	15%	11%	13%	10%	16%	12%	22%	26%	18%	14%	15%	19%	16%	17%	21%	15%	11%	12%	16%	21%	27%	15%

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	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base: All GB adults	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Taxes too much and spends too much on services	33%	41%	20%	32%	25%	40%	36%	29%	34%	36%	30%	29%	32%	32%	36%	31%	36%	28%	32%	33%	34%	38%	22%
Taxes too little and spends too little on services	29%	15%	51%	39%	46%	17%	30%	28%	22%	28%	34%	29%	26%	29%	26%	30%	30%	38%	35%	27%	26%	22%	33%
Gets the balance about right	12%	21%	7%	9%	7%	18%	14%	11%	8%	11%	14%	16%	20%	12%	12%	12%	7%	10%	12%	12%	13%	11%	14%
Don't know	26%	24%	22%	20%	22%	25%	20%	32%	36%	25%	23%	26%	22%	27%	25%	27%	28%	25%	21%	28%	27%	29%	30%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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 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	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Too high - the rich are being made to pay too much and their taxes should be cut	5%	7%	2%	3%	4%	6%	6%	5%	8%	7%	4%	3%	6%	5%	6%	4%	8%	7%	7%	5%	4%	4%	6%
Too low - the rich are not paying enough and their taxes should be increased	61%	45%	83%	71%	74%	53%	63%	60%	55%	64%	64%	57%	61%	59%	60%	64%	63%	72%	60%	60%	65%	58%	64%
About right - the rich are already paying about the right level of tax	21%	36%	8%	19%	15%	29%	21%	20%	15%	15%	23%	32%	15%	25%	22%	19%	17%	12%	24%	21%	17%	20%	18%
Don't know	13%	12%	7%	7%	7%	12%	10%	15%	22%	14%	9%	8%	18%	11%	12%	12%	12%	10%	9%	13%	14%	18%	12%

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	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Much too high	44%	72%	23%	28%	22%	72%	47%	42%	26%	31%	53%	68%	29%	48%	49%	48%	32%	45%	37%	42%	51%	45%	59%
A little too high	20%	18%	22%	27%	25%	18%	20%	21%	18%	24%	20%	16%	23%	21%	21%	15%	27%	21%	20%	22%	22%	20%	14%
About right	19%	6%	30%	30%	31%	6%	19%	18%	26%	23%	16%	10%	24%	18%	16%	18%	21%	21%	26%	20%	13%	16%	8%
A little too low	4%	1%	10%	5%	8%	1%	4%	4%	7%	5%	3%	3%	5%	5%	3%	4%	7%	3%	7%	2%	4%	2%	5%
Much too low	1%	-	1%	2%	2%	-	2%	1%	2%	1%	1%	1%	1%	1%	2%	0%	3%	-	1%	1%	0%	2%	3%
Don't know	11%	3%	13%	9%	11%	4%	8%	14%	22%	16%	7%	2%	17%	8%	10%	14%	10%	10%	9%	12%	10%	17%	11%

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

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Mostly good for the country	23%	8%	37%	35%	39%	7%	23%	22%	29%	27%	19%	15%	33%	22%	18%	19%	29%	18%	33%	22%	16%	17%	14%
Mostly bad for the country	36%	57%	18%	17%	16%	59%	38%	35%	26%	28%	43%	48%	24%	38%	42%	37%	28%	41%	29%	33%	44%	40%	46%
Both good and bad for the country	34%	31%	37%	45%	38%	30%	33%	35%	31%	34%	33%	34%	31%	34%	34%	34%	36%	34%	34%	37%	34%	31%	27%
Don't know	8%	3%	8%	3%	7%	4%	6%	9%	15%	10%	5%	2%	11%	6%	6%	10%	7%	7%	4%	9%	6%	13%	12%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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 Rishi Sunak, do you think he...

Is competent or incompetent?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Competent	29%	49%	15%	30%	25%	36%	32%	26%	22%	25%	31%	39%	33%	30%	35%	25%	21%	25%	31%	31%	25%	27%	26%
Incompetent	53%	36%	72%	60%	62%	49%	55%	52%	55%	56%	54%	46%	44%	52%	50%	56%	65%	61%	56%	51%	56%	47%	53%
Don't know	18%	16%	13%	10%	12%	15%	13%	22%	23%	19%	15%	16%	23%	18%	15%	19%	15%	14%	13%	18%	19%	26%	21%

Is decisive or indecisive?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Decisive	23%	34%	15%	21%	21%	25%	26%	20%	23%	22%	21%	26%	28%	24%	24%	22%	16%	17%	26%	23%	22%	22%	15%
Indecisive	58%	49%	71%	68%	65%	59%	61%	55%	52%	55%	65%	59%	51%	57%	58%	58%	65%	68%	60%	57%	56%	51%	67%
Don't know	19%	16%	14%	11%	14%	16%	13%	25%	25%	23%	14%	15%	21%	19%	18%	20%	19%	15%	13%	19%	23%	27%	18%

Is trustworthy or untrustworthy?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Trustworthy	22%	41%	10%	23%	18%	30%	25%	20%	16%	15%	23%	35%	25%	23%	27%	18%	15%	19%	27%	20%	20%	20%	19%
Untrustworthy	57%	37%	77%	62%	67%	51%	60%	55%	63%	64%	57%	43%	49%	57%	53%	60%	68%	67%	58%	59%	58%	52%	57%
Don't know	21%	22%	13%	16%	14%	19%	15%	26%	21%	21%	19%	21%	27%	20%	20%	22%	17%	13%	15%	21%	21%	27%	24%

Is strong or weak?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Strong	17%	25%	10%	17%	15%	18%	18%	16%	20%	17%	14%	18%	24%	18%	17%	15%	12%	14%	16%	18%	18%	19%	13%
Weak	61%	53%	74%	69%	68%	61%	64%	58%	52%	59%	68%	61%	54%	60%	61%	58%	68%	74%	63%	60%	60%	54%	63%
Don't know	22%	22%	16%	15%	17%	21%	18%	26%	28%	24%	18%	21%	23%	22%	22%	26%	20%	12%	21%	22%	23%	27%	24%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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 likeable or dislikeable?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Likeable	30%	48%	17%	35%	26%	37%	31%	28%	21%	22%	31%	46%	34%	31%	35%	26%	18%	34%	32%	31%	27%	29%	24%
Dislikeable	52%	33%	68%	50%	60%	46%	52%	52%	60%	60%	51%	35%	40%	51%	49%	54%	67%	58%	51%	53%	51%	48%	57%
Don't know	18%	19%	14%	15%	14%	17%	17%	20%	19%	19%	18%	18%	25%	18%	17%	20%	15%	8%	16%	15%	22%	24%	19%

Thinking about Keir Starmer, do you think he...

is competent or incompetent?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Competent	33%	15%	61%	54%	51%	22%	37%	30%	27%	37%	36%	27%	43%	29%	28%	34%	35%	51%	41%	36%	30%	23%	27%
Incompetent	39%	62%	16%	22%	24%	56%	42%	37%	34%	32%	42%	52%	27%	44%	47%	36%	39%	26%	37%	39%	39%	42%	43%
Don't know	27%	23%	22%	24%	24%	22%	21%	34%	39%	31%	22%	21%	30%	27%	25%	30%	26%	23%	22%	25%	31%	35%	30%

Is decisive or indecisive?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Decisive	22%	11%	41%	29%	30%	16%	23%	22%	21%	27%	23%	16%	33%	19%	21%	22%	21%	28%	26%	23%	25%	16%	14%
Indecisive	52%	71%	36%	50%	46%	66%	57%	48%	42%	42%	60%	67%	37%	56%	55%	50%	57%	50%	54%	52%	45%	57%	59%
Don't know	25%	18%	23%	21%	24%	18%	20%	31%	37%	31%	17%	17%	29%	25%	23%	28%	22%	22%	20%	25%	30%	27%	27%

Is trustworthy or untrustworthy?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Trustworthy	25%	11%	44%	45%	38%	16%	29%	21%	18%	26%	25%	25%	34%	21%	23%	26%	23%	28%	32%	25%	20%	18%	20%
Untrustworthy	47%	66%	31%	26%	35%	63%	51%	44%	44%	43%	49%	54%	38%	51%	51%	45%	47%	39%	45%	47%	46%	51%	51%
Don't know	28%	23%	24%	29%	27%	22%	21%	36%	38%	31%	26%	22%	28%	28%	27%	29%	30%	33%	23%	28%	34%	32%	30%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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 strong or weak?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Strong	27%	12%	45%	46%	36%	18%	29%	24%	31%	30%	26%	20%	37%	24%	26%	24%	24%	36%	30%	28%	27%	20%	21%
Weak	44%	64%	26%	31%	35%	58%	46%	42%	34%	36%	50%	57%	30%	48%	49%	42%	45%	38%	43%	44%	41%	47%	44%
Don't know	30%	24%	29%	23%	29%	24%	25%	34%	35%	35%	24%	23%	33%	28%	24%	34%	31%	26%	27%	27%	32%	33%	34%

Is likeable or dislikeable?

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Likeable	28%	15%	47%	50%	41%	19%	32%	24%	27%	30%	28%	26%	35%	27%	24%	28%	26%	40%	34%	32%	23%	21%	21%
Dislikeable	46%	64%	27%	28%	34%	61%	46%	45%	39%	41%	49%	53%	32%	51%	48%	42%	48%	45%	42%	45%	48%	48%	49%
Don't know	26%	21%	26%	22%	24%	21%	21%	31%	33%	29%	23%	21%	33%	23%	27%	29%	26%	15%	24%	23%	29%	31%	30%

Some people describe political parties as being close to particular groups in society. Thinking about the LABOUR party, we'd like you to say how close they are to the following groups in society?

Immigrants

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	13%	24%	5%	9%	6%	21%	17%	10%	13%	10%	12%	20%	12%	16%	11%	13%	7%	10%	13%	13%	9%	15%	17%
Fairly close	31%	31%	41%	35%	36%	29%	35%	27%	26%	29%	35%	33%	40%	29%	30%	31%	24%	31%	38%	33%	26%	20%	30%
Not very close	19%	13%	25%	27%	26%	16%	19%	19%	14%	20%	18%	20%	17%	18%	16%	19%	27%	25%	20%	19%	21%	15%	15%
Not close at all	8%	7%	4%	4%	6%	8%	7%	8%	9%	7%	9%	6%	4%	6%	12%	7%	10%	8%	7%	5%	10%	9%	9%
Don't know	30%	24%	25%	26%	26%	26%	23%	37%	38%	34%	27%	22%	27%	31%	30%	29%	32%	26%	23%	29%	34%	41%	29%

Benefit claimants

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	19%	33%	12%	17%	16%	24%	21%	17%	14%	17%	19%	25%	18%	21%	20%	17%	15%	22%	23%	20%	15%	16%	17%
Fairly close	33%	31%	42%	41%	40%	30%	36%	31%	26%	31%	37%	36%	39%	32%	30%	36%	25%	39%	39%	34%	29%	27%	30%
Not very close	16%	12%	21%	23%	20%	15%	16%	16%	15%	15%	15%	18%	14%	16%	15%	17%	19%	14%	15%	16%	19%	12%	16%
Not close at all	8%	8%	5%	4%	7%	9%	7%	8%	7%	8%	10%	5%	2%	8%	10%	8%	14%	6%	6%	5%	11%	11%	11%
Don't know	24%	17%	21%	15%	17%	21%	20%	28%	38%	28%	19%	15%	26%	24%	25%	22%	27%	19%	17%	25%	26%	34%	24%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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

The working class

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	17%	16%	19%	22%	19%	15%	18%	16%	21%	16%	16%	17%	19%	16%	17%	17%	11%	25%	20%	16%	14%	15%	19%
Fairly close	33%	29%	47%	38%	44%	27%	34%	31%	23%	33%	34%	34%	29%	33%	30%	34%	33%	41%	37%	35%	30%	26%	26%
Not very close	21%	28%	17%	25%	21%	28%	23%	20%	12%	18%	24%	29%	25%	22%	21%	20%	21%	22%	20%	24%	22%	15%	25%
Not close at all	12%	16%	6%	6%	7%	17%	13%	11%	11%	12%	15%	11%	8%	11%	14%	15%	16%	7%	12%	9%	15%	16%	13%
Don't know	17%	11%	12%	9%	10%	13%	12%	21%	32%	20%	11%	10%	18%	18%	19%	14%	19%	5%	11%	16%	20%	28%	17%

The trade unions

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	31%	47%	21%	33%	29%	40%	37%	26%	18%	25%	36%	45%	27%	33%	34%	31%	23%	35%	36%	31%	29%	28%	30%
Fairly close	31%	26%	45%	40%	41%	26%	31%	31%	27%	32%	30%	33%	31%	30%	27%	33%	34%	41%	36%	33%	29%	25%	25%
Not very close	11%	8%	14%	12%	13%	9%	11%	11%	9%	11%	12%	9%	12%	8%	12%	12%	15%	10%	10%	12%	11%	9%	14%
Not close at all	6%	5%	4%	3%	4%	7%	6%	7%	10%	7%	8%	3%	8%	5%	7%	6%	8%	5%	5%	5%	9%	8%	8%
Don't know	20%	14%	15%	12%	13%	17%	15%	26%	36%	26%	13%	10%	22%	23%	20%	18%	20%	10%	13%	20%	23%	30%	23%

The middle class

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	5%	3%	10%	8%	7%	4%	8%	3%	7%	7%	4%	3%	13%	4%	3%	5%	6%	5%	7%	5%	4%	4%	6%
Fairly close	33%	22%	53%	42%	45%	27%	35%	31%	27%	35%	35%	30%	35%	30%	30%	36%	34%	42%	35%	32%	32%	30%	33%
Not very close	31%	43%	21%	32%	29%	38%	31%	31%	22%	25%	34%	42%	21%	34%	32%	32%	26%	36%	33%	32%	29%	26%	31%
Not close at all	11%	19%	1%	7%	6%	15%	12%	10%	12%	8%	14%	12%	8%	12%	15%	8%	11%	11%	10%	11%	11%	14%	8%
Don't know	20%	14%	15%	12%	14%	17%	15%	24%	32%	25%	13%	13%	23%	21%	20%	19%	24%	7%	14%	20%	23%	26%	22%



Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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

Women

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	7%	5%	12%	9%	8%	6%	10%	4%	8%	6%	7%	8%	17%	5%	4%	7%	6%	10%	10%	7%	5%	4%	8%
Fairly close	31%	23%	48%	41%	42%	25%	35%	26%	26%	31%	33%	29%	29%	30%	30%	33%	26%	35%	35%	32%	29%	24%	26%
Not very close	22%	31%	15%	19%	19%	28%	22%	22%	16%	19%	24%	29%	20%	24%	24%	20%	26%	18%	23%	25%	19%	20%	23%
Not close at all	12%	17%	5%	6%	8%	16%	9%	15%	12%	10%	16%	13%	6%	12%	16%	12%	14%	11%	10%	9%	16%	15%	14%
Don't know	28%	25%	20%	26%	23%	26%	24%	32%	39%	34%	20%	21%	28%	30%	26%	28%	28%	26%	22%	28%	31%	37%	29%

People with families

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	10%	5%	14%	17%	12%	7%	11%	8%	12%	11%	9%	7%	17%	8%	8%	10%	6%	10%	10%	10%	9%	8%	9%
Fairly close	35%	30%	55%	42%	49%	28%	36%	34%	26%	37%	38%	34%	36%	35%	33%	36%	33%	47%	42%	36%	32%	24%	35%
Not very close	20%	31%	11%	15%	16%	28%	22%	18%	13%	16%	21%	30%	19%	21%	22%	17%	24%	19%	19%	23%	21%	17%	19%
Not close at all	10%	12%	4%	5%	5%	14%	9%	10%	9%	9%	10%	10%	6%	9%	12%	11%	9%	7%	8%	7%	12%	15%	12%
Don't know	26%	22%	16%	20%	19%	24%	21%	30%	39%	28%	23%	18%	22%	26%	25%	27%	29%	17%	21%	25%	26%	37%	25%

Homeowners

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	4%	2%	8%	6%	5%	3%	6%	3%	8%	5%	2%	3%	11%	3%	3%	4%	3%	4%	5%	4%	5%	2%	5%
Fairly close	24%	13%	43%	32%	37%	16%	23%	25%	21%	25%	27%	21%	28%	23%	20%	23%	30%	30%	28%	24%	21%	19%	25%
Not very close	29%	39%	20%	33%	26%	36%	33%	25%	21%	24%	31%	39%	27%	28%	31%	28%	29%	35%	31%	30%	29%	23%	28%
Not close at all	16%	27%	5%	8%	9%	23%	18%	14%	10%	13%	18%	21%	11%	19%	17%	14%	11%	12%	16%	14%	16%	19%	14%
Don't know	27%	19%	24%	22%	24%	22%	21%	33%	39%	33%	22%	16%	23%	27%	29%	30%	27%	19%	20%	28%	30%	38%	28%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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

Older people

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	5%	2%	9%	9%	5%	3%	7%	3%	6%	6%	4%	4%	11%	4%	4%	4%	4%	4%	6%	5%	4%	2%	10%
Fairly close	25%	14%	39%	33%	36%	17%	28%	22%	24%	25%	29%	20%	28%	22%	23%	25%	28%	32%	29%	25%	22%	22%	20%
Not very close	25%	33%	22%	25%	24%	29%	24%	25%	21%	23%	25%	30%	23%	26%	23%	27%	27%	14%	25%	28%	24%	16%	25%
Not close at all	19%	31%	7%	14%	11%	31%	19%	20%	10%	13%	22%	32%	11%	22%	22%	18%	17%	24%	19%	15%	22%	24%	23%
Don't know	26%	20%	22%	20%	23%	20%	22%	30%	40%	32%	20%	14%	28%	26%	27%	26%	24%	26%	22%	26%	27%	35%	22%

Businesspeople and the City

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	7%	5%	11%	8%	9%	6%	9%	6%	10%	8%	8%	5%	14%	5%	6%	7%	9%	11%	9%	8%	5%	7%	9%
Fairly close	21%	17%	30%	28%	26%	19%	21%	20%	15%	19%	22%	26%	24%	20%	21%	18%	24%	22%	22%	20%	23%	14%	25%
Not very close	26%	29%	26%	26%	28%	27%	28%	23%	19%	24%	24%	33%	19%	27%	24%	28%	22%	29%	27%	29%	26%	18%	22%
Not close at all	19%	29%	9%	17%	15%	23%	21%	16%	16%	17%	24%	18%	18%	21%	21%	16%	15%	17%	22%	17%	17%	24%	14%
Don't know	27%	20%	24%	22%	22%	25%	21%	33%	39%	32%	23%	19%	25%	26%	27%	31%	31%	21%	21%	27%	29%	38%	30%

Rich people

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	13%	13%	12%	11%	10%	14%	14%	11%	14%	14%	13%	10%	25%	12%	8%	11%	12%	12%	12%	11%	14%	11%	19%
Fairly close	16%	16%	19%	12%	18%	17%	14%	16%	12%	15%	15%	19%	16%	13%	18%	17%	14%	18%	13%	15%	19%	15%	19%
Not very close	23%	17%	32%	32%	32%	19%	24%	23%	17%	23%	25%	25%	18%	23%	24%	25%	26%	29%	26%	26%	20%	22%	17%
Not close at all	26%	38%	20%	29%	25%	31%	31%	22%	24%	22%	30%	32%	21%	31%	28%	23%	21%	29%	32%	25%	24%	23%	22%
Don't know	22%	16%	18%	16%	15%	19%	16%	28%	33%	26%	18%	14%	20%	21%	22%	24%	26%	13%	17%	23%	23%	29%	22%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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

People in the North

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	10%	8%	13%	17%	12%	8%	12%	9%	13%	13%	7%	8%	14%	12%	5%	9%	7%	20%	11%	10%	10%	10%	11%
Fairly close	33%	32%	45%	44%	45%	29%	36%	31%	23%	33%	39%	34%	32%	36%	38%	27%	30%	40%	39%	34%	30%	28%	30%
Not very close	17%	21%	16%	14%	17%	21%	20%	15%	11%	15%	18%	23%	20%	14%	17%	20%	24%	10%	21%	18%	16%	12%	14%
Not close at all	14%	19%	7%	6%	8%	20%	13%	14%	13%	10%	18%	17%	7%	10%	14%	24%	12%	8%	11%	10%	16%	20%	18%
Don't know	25%	19%	19%	20%	18%	22%	19%	31%	40%	29%	18%	18%	27%	28%	25%	20%	27%	22%	18%	27%	28%	30%	27%

People in the South

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	7%	6%	9%	6%	7%	6%	8%	6%	8%	7%	7%	5%	10%	3%	5%	12%	3%	9%	8%	6%	7%	5%	10%
Fairly close	27%	21%	41%	36%	35%	23%	29%	24%	22%	26%	27%	29%	32%	23%	24%	30%	28%	27%	30%	27%	23%	21%	29%
Not very close	29%	34%	26%	30%	30%	32%	31%	26%	22%	26%	32%	32%	23%	31%	32%	25%	28%	35%	33%	31%	28%	23%	21%
Not close at all	12%	20%	6%	7%	9%	16%	13%	11%	8%	9%	14%	16%	8%	16%	13%	9%	10%	6%	11%	9%	15%	15%	10%
Don't know	26%	20%	19%	21%	19%	23%	19%	33%	41%	30%	20%	18%	28%	26%	26%	24%	30%	22%	19%	27%	27%	36%	30%

Some people describe political parties as being close to particular groups in society. Thinking about the CONSERVATIVE party, we'd like you to say how close they are to the following groups in society?

Immigrants

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	6%	9%	5%	5%	4%	9%	8%	4%	10%	5%	9%	4%	8%	7%	5%	7%	3%	8%	7%	5%	6%	6%	9%
Fairly close	13%	21%	8%	13%	7%	20%	13%	14%	8%	10%	15%	20%	20%	11%	16%	14%	8%	12%	12%	13%	15%	9%	20%
Not very close	23%	36%	16%	18%	22%	28%	25%	21%	14%	19%	22%	35%	15%	24%	25%	26%	15%	24%	24%	24%	23%	21%	18%
Not close at all	38%	18%	59%	55%	58%	25%	39%	37%	36%	41%	42%	30%	36%	38%	34%	35%	55%	44%	43%	40%	35%	29%	35%
Don't know	19%	16%	12%	9%	10%	18%	14%	24%	32%	24%	13%	12%	21%	21%	20%	18%	19%	12%	13%	18%	22%	34%	18%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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

Benefit claimants

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	4%	5%	3%	4%	2%	5%	6%	2%	7%	5%	3%	1%	9%	2%	4%	4%	2%	2%	5%	3%	4%	2%	3%
Fairly close	10%	16%	5%	6%	6%	14%	10%	9%	7%	8%	9%	14%	15%	10%	8%	9%	5%	9%	9%	10%	10%	8%	9%
Not very close	27%	42%	20%	26%	23%	36%	28%	26%	14%	23%	28%	41%	17%	30%	32%	26%	20%	32%	28%	29%	29%	23%	20%
Not close at all	42%	23%	63%	56%	60%	31%	43%	42%	43%	43%	49%	34%	41%	40%	37%	45%	57%	42%	46%	42%	40%	37%	46%
Don't know	17%	14%	10%	8%	9%	15%	12%	22%	29%	21%	12%	10%	19%	17%	19%	16%	15%	15%	12%	15%	17%	30%	21%

The working class

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	2%	1%	2%	4%	2%	1%	3%	1%	5%	2%	1%	0%	6%	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%
Fairly close	11%	21%	5%	7%	7%	16%	13%	10%	9%	9%	10%	17%	16%	13%	10%	10%	5%	13%	13%	12%	10%	8%	13%
Not very close	28%	40%	20%	26%	27%	33%	28%	27%	16%	25%	28%	38%	25%	31%	32%	25%	18%	25%	28%	30%	27%	26%	24%
Not close at all	45%	26%	65%	55%	57%	37%	46%	43%	43%	46%	51%	36%	36%	41%	40%	50%	59%	57%	45%	43%	46%	41%	48%
Don't know	15%	12%	8%	8%	8%	12%	11%	19%	27%	18%	10%	8%	17%	15%	16%	14%	16%	3%	12%	14%	15%	23%	14%

The trade unions

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	2%	2%	3%	3%	1%	1%	4%	1%	9%	3%	1%	1%	8%	2%	3%	1%	1%	1%	4%	2%	2%	0%	3%
Fairly close	6%	7%	5%	5%	6%	6%	6%	6%	7%	9%	3%	3%	15%	5%	5%	4%	6%	7%	5%	7%	7%	6%	3%
Not very close	23%	34%	16%	21%	21%	29%	20%	25%	11%	22%	23%	30%	17%	26%	24%	23%	16%	26%	22%	23%	24%	23%	22%
Not close at all	50%	42%	65%	60%	60%	48%	56%	44%	39%	44%	61%	55%	41%	48%	50%	53%	59%	54%	57%	48%	47%	42%	53%
Don't know	19%	15%	11%	12%	12%	15%	13%	24%	34%	23%	12%	11%	19%	20%	18%	19%	18%	12%	13%	19%	19%	29%	18%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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

The middle class

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	8%	7%	10%	6%	8%	8%	8%	8%	11%	6%	12%	5%	12%	6%	6%	10%	3%	10%	10%	7%	7%	4%	10%
Fairly close	46%	55%	47%	48%	51%	50%	49%	43%	32%	43%	47%	55%	42%	46%	45%	47%	40%	56%	47%	46%	43%	48%	44%
Not very close	19%	17%	21%	23%	21%	18%	20%	17%	15%	18%	18%	23%	18%	20%	18%	16%	21%	20%	23%	21%	18%	10%	14%
Not close at all	12%	7%	12%	14%	12%	10%	12%	12%	14%	13%	12%	9%	9%	11%	13%	12%	21%	10%	9%	13%	15%	12%	15%
Don't know	16%	13%	9%	9%	9%	14%	11%	20%	29%	19%	11%	8%	19%	16%	17%	15%	14%	4%	12%	15%	17%	25%	16%

Women

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	3%	5%	3%	3%	3%	3%	5%	2%	6%	4%	2%	3%	8%	3%	3%	3%	1%	3%	4%	3%	3%	3%	4%
Fairly close	23%	39%	15%	22%	21%	32%	29%	19%	11%	18%	27%	36%	22%	25%	25%	23%	16%	27%	24%	23%	24%	22%	24%
Not very close	27%	24%	34%	38%	33%	27%	27%	27%	23%	24%	30%	32%	27%	29%	29%	23%	30%	27%	31%	29%	25%	20%	25%
Not close at all	22%	12%	30%	20%	26%	18%	18%	26%	25%	24%	24%	14%	17%	20%	20%	25%	30%	21%	21%	20%	24%	21%	25%
Don't know	24%	20%	19%	18%	18%	20%	21%	27%	35%	30%	17%	14%	27%	24%	22%	26%	22%	21%	20%	24%	24%	35%	22%

People with families

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	3%	5%	3%	4%	3%	3%	5%	2%	9%	3%	3%	3%	11%	2%	3%	3%	1%	2%	6%	2%	3%	2%	4%
Fairly close	21%	35%	14%	20%	19%	27%	24%	18%	14%	16%	25%	30%	25%	23%	23%	18%	14%	24%	24%	22%	19%	18%	20%
Not very close	31%	28%	35%	42%	38%	30%	31%	30%	21%	29%	31%	38%	30%	30%	30%	30%	34%	37%	34%	32%	29%	25%	28%
Not close at all	23%	15%	30%	21%	25%	22%	22%	24%	24%	25%	25%	17%	13%	23%	23%	25%	33%	21%	20%	21%	27%	24%	29%
Don't know	22%	17%	17%	13%	16%	18%	17%	26%	32%	28%	16%	11%	21%	22%	21%	24%	19%	16%	16%	23%	22%	32%	20%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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

Homeowners

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	9%	8%	11%	11%	11%	6%	12%	6%	17%	9%	9%	6%	19%	8%	7%	9%	5%	7%	12%	9%	9%	5%	10%
Fairly close	35%	44%	36%	46%	41%	39%	37%	34%	22%	29%	41%	47%	36%	37%	34%	33%	35%	44%	40%	37%	30%	33%	34%
Not very close	21%	21%	21%	22%	21%	24%	22%	20%	12%	21%	21%	24%	15%	21%	24%	20%	23%	24%	23%	19%	21%	18%	21%
Not close at all	15%	11%	18%	9%	14%	15%	15%	14%	18%	15%	15%	12%	8%	15%	15%	17%	17%	15%	11%	14%	20%	16%	17%
Don't know	20%	15%	15%	11%	13%	16%	14%	26%	32%	26%	14%	11%	22%	19%	21%	22%	20%	10%	15%	22%	20%	28%	18%

Older people

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	12%	7%	20%	18%	17%	6%	17%	7%	19%	16%	8%	4%	17%	11%	10%	11%	12%	11%	18%	10%	7%	7%	14%
Fairly close	26%	32%	24%	31%	29%	26%	28%	24%	27%	22%	28%	30%	28%	27%	26%	22%	28%	31%	28%	28%	23%	23%	22%
Not very close	21%	26%	20%	20%	20%	26%	22%	19%	8%	19%	21%	30%	19%	23%	20%	20%	15%	24%	20%	22%	22%	16%	20%
Not close at all	23%	20%	24%	20%	20%	27%	19%	26%	17%	18%	29%	27%	15%	20%	24%	26%	27%	28%	18%	20%	28%	25%	28%
Don't know	19%	16%	13%	11%	14%	15%	13%	25%	29%	26%	14%	9%	21%	19%	20%	21%	18%	7%	15%	19%	20%	29%	17%

Businesspeople and the City

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	45%	42%	57%	52%	57%	43%	49%	41%	36%	42%	54%	46%	46%	43%	42%	46%	45%	60%	50%	45%	43%	37%	47%
Fairly close	29%	37%	26%	32%	28%	31%	30%	27%	20%	27%	28%	37%	31%	29%	29%	28%	27%	26%	30%	31%	26%	25%	27%
Not very close	4%	4%	2%	1%	3%	5%	4%	4%	4%	5%	3%	4%	3%	4%	5%	3%	6%	3%	4%	4%	5%	5%	3%
Not close at all	5%	3%	5%	3%	3%	5%	6%	4%	7%	6%	4%	3%	2%	5%	6%	5%	5%	3%	3%	4%	7%	6%	4%
Don't know	18%	14%	10%	11%	9%	16%	11%	23%	33%	21%	12%	10%	18%	19%	18%	18%	17%	8%	13%	16%	19%	27%	19%

Fieldwork Dates: 2nd - 4th March 2024

Sample size: 1758 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

Rich people

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	59%	51%	78%	67%	73%	56%	63%	55%	49%	56%	69%	57%	57%	56%	56%	61%	64%	74%	62%	58%	58%	48%	66%
Fairly close	20%	32%	10%	20%	16%	27%	20%	21%	12%	18%	17%	31%	21%	23%	21%	19%	14%	16%	21%	23%	18%	22%	14%
Not very close	3%	4%	2%	3%	2%	4%	4%	3%	4%	4%	1%	3%	4%	3%	5%	2%	5%	-	4%	3%	4%	1%	1%
Not close at all	3%	2%	2%	2%	3%	2%	4%	3%	8%	4%	2%	1%	2%	3%	3%	4%	4%	5%	2%	3%	4%	4%	4%
Don't know	14%	11%	7%	8%	7%	11%	11%	18%	28%	17%	10%	7%	16%	15%	15%	14%	13%	4%	10%	13%	15%	24%	15%

People in the North

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	2%	1%	2%	2%	1%	1%	3%	1%	7%	2%	1%	1%	6%	1%	2%	1%	2%	-	3%	2%	1%	1%	1%
Fairly close	9%	13%	7%	9%	7%	10%	11%	7%	9%	9%	6%	11%	21%	7%	8%	8%	4%	5%	11%	9%	7%	6%	6%
Not very close	30%	40%	26%	32%	31%	35%	32%	28%	20%	26%	34%	38%	26%	36%	33%	22%	22%	41%	33%	34%	27%	22%	26%
Not close at all	38%	27%	51%	43%	46%	37%	40%	36%	28%	38%	45%	34%	23%	32%	34%	52%	52%	33%	38%	34%	41%	40%	42%
Don't know	22%	18%	14%	14%	15%	18%	15%	28%	35%	26%	15%	16%	25%	24%	24%	17%	20%	21%	16%	21%	24%	31%	25%

People in the South

Unweighted base	1758	594	435	156	713	650	811	947	162	705	421	470	203	596	293	424	150	92	553	492	337	211	165
Base	1758	606	447	161	652	696	854	904	192	733	424	410	211	591	292	424	151	90	492	510	369	222	165
Very close	22%	21%	26%	29%	25%	24%	25%	20%	17%	20%	24%	26%	13%	12%	22%	37%	32%	25%	27%	19%	20%	22%	26%
Fairly close	37%	43%	41%	42%	44%	36%	40%	34%	28%	34%	41%	41%	39%	38%	37%	34%	32%	41%	43%	37%	35%	28%	30%
Not very close	12%	13%	13%	8%	11%	15%	13%	11%	7%	12%	12%	14%	13%	17%	10%	6%	12%	9%	11%	14%	12%	8%	12%
Not close at all	9%	7%	7%	10%	7%	9%	9%	8%	11%	9%	9%	6%	10%	10%	10%	7%	6%	8%	5%	8%	11%	11%	11%
Don't know	21%	16%	14%	11%	14%	16%	14%	27%	36%	24%	14%	13%	24%	23%	21%	17%	19%	18%	14%	22%	22%	30%	21%

Cell Contents (Column Percentages)