

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base: All GB adults	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Approve	13%	25%	5%	6%	10%	18%	14%	12%	12%	10%	13%	20%	17%	12%	14%	12%	10%	16%	12%	16%	16%	6%	11%
Disapprove	68%	57%	87%	81%	79%	67%	73%	64%	53%	70%	74%	67%	68%	67%	67%	69%	78%	70%	72%	67%	65%	65%	75%
Don't know	18%	18%	8%	13%	12%	16%	13%	23%	35%	20%	13%	14%	15%	21%	20%	19%	13%	15%	16%	17%	19%	29%	14%

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	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
0 - Would never consider voting for them	42%	15%	67%	46%	55%	28%	43%	41%	44%	48%	44%	30%	36%	37%	36%	47%	64%	50%	40%	44%	41%	43%	41%
1	7%	5%	7%	11%	6%	7%	7%	7%	7%	7%	8%	6%	7%	6%	9%	8%	4%	7%	8%	6%	6%	7%	7%
2	6%	3%	8%	9%	7%	5%	6%	5%	5%	7%	5%	5%	9%	6%	6%	5%	3%	1%	8%	5%	5%	2%	7%
3	6%	8%	5%	7%	6%	7%	6%	6%	5%	6%	6%	7%	7%	6%	7%	6%	4%	5%	7%	5%	8%	6%	2%
4	3%	3%	2%	3%	2%	4%	3%	3%	4%	3%	2%	4%	2%	3%	5%	3%	3%	1%	2%	2%	3%	4%	4%
5	9%	16%	3%	9%	6%	12%	8%	10%	9%	7%	10%	11%	9%	10%	8%	7%	8%	13%	8%	10%	8%	12%	10%
6	5%	8%	1%	8%	4%	6%	6%	4%	3%	5%	6%	4%	7%	6%	4%	5%	1%	4%	5%	6%	4%	3%	5%
7	4%	9%	1%	3%	2%	7%	4%	4%	1%	3%	3%	8%	4%	4%	3%	5%	1%	6%	5%	3%	5%	4%	5%
8	4%	10%	1%	0%	3%	7%	4%	5%	0%	2%	6%	7%	3%	5%	4%	4%	1%	3%	4%	6%	4%	3%	2%
9	2%	4%	0%	1%	1%	3%	1%	3%	2%	0%	2%	6%	2%	2%	2%	2%	2%	2%	1%	3%	3%	1%	2%
10 - Would definitely consider voting for them	6%	15%	0%	1%	5%	9%	7%	5%	1%	3%	7%	12%	5%	7%	7%	4%	5%	4%	7%	6%	6%	4%	3%
prefer not to answer	7%	3%	4%	2%	3%	4%	6%	7%	20%	8%	2%	2%	9%	7%	8%	6%	4%	4%	5%	4%	7%	11%	12%

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Labour

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
0 - Would never consider voting for them	23%	40%	4%	5%	11%	36%	24%	22%	11%	18%	26%	34%	12%	26%	25%	21%	21%	30%	19%	21%	25%	28%	28%
1	4%	5%	1%	3%	4%	5%	5%	4%	5%	4%	5%	5%	5%	4%	4%	5%	3%	2%	4%	5%	4%	3%	5%
2	5%	6%	2%	5%	5%	5%	5%	4%	2%	3%	7%	7%	3%	5%	4%	5%	6%	4%	4%	4%	5%	4%	5%
3	5%	6%	3%	5%	5%	6%	5%	5%	2%	5%	5%	6%	8%	5%	5%	5%	3%	6%	5%	5%	4%	4%	6%
4	5%	6%	3%	6%	4%	6%	4%	5%	3%	4%	4%	6%	4%	5%	4%	6%	4%	5%	6%	4%	4%	5%	3%
5	13%	14%	9%	13%	12%	13%	12%	13%	14%	12%	14%	12%	12%	12%	14%	11%	16%	17%	11%	13%	13%	15%	13%
6	7%	6%	6%	16%	8%	6%	7%	7%	9%	9%	6%	5%	8%	8%	6%	7%	10%	6%	8%	8%	7%	7%	3%
7	9%	6%	13%	13%	11%	7%	9%	9%	7%	11%	7%	8%	8%	8%	8%	8%	16%	8%	9%	9%	10%	8%	5%
8	7%	3%	15%	6%	11%	4%	8%	7%	7%	9%	5%	6%	8%	7%	7%	7%	5%	8%	8%	7%	8%	6%	5%
9	4%	1%	7%	9%	5%	3%	4%	4%	7%	4%	3%	2%	6%	3%	2%	5%	4%	3%	4%	4%	4%	3%	3%
10 - Would definitely consider voting for them	13%	3%	32%	16%	21%	6%	12%	13%	12%	13%	16%	9%	17%	11%	13%	15%	9%	8%	17%	14%	10%	6%	11%
prefer not to answer	7%	3%	4%	2%	3%	4%	6%	7%	20%	8%	2%	2%	9%	7%	8%	6%	4%	4%	5%	4%	7%	11%	12%

Liberal Democrats

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
0 - Would never consider voting for them	29%	43%	16%	3%	14%	43%	31%	26%	18%	24%	34%	38%	22%	29%	33%	26%	29%	38%	24%	24%	34%	34%	37%
1	6%	6%	3%	1%	4%	7%	5%	6%	8%	4%	5%	8%	3%	3%	6%	8%	10%	2%	4%	8%	4%	7%	3%
2	6%	7%	7%	4%	7%	6%	6%	6%	4%	6%	7%	6%	6%	6%	6%	8%	3%	5%	5%	6%	8%	5%	7%
3	7%	6%	11%	2%	7%	7%	6%	7%	4%	8%	6%	5%	4%	6%	6%	9%	5%	9%	9%	6%	6%	6%	6%
4	6%	4%	6%	5%	5%	5%	5%	6%	12%	5%	6%	5%	5%	5%	6%	7%	6%	8%	7%	7%	4%	3%	5%
5	17%	16%	24%	18%	22%	14%	14%	20%	14%	19%	17%	15%	21%	17%	14%	17%	21%	16%	17%	20%	14%	21%	13%
6	8%	6%	11%	10%	12%	5%	10%	6%	10%	9%	8%	6%	9%	8%	7%	9%	10%	5%	10%	9%	7%	4%	7%
7	6%	3%	8%	17%	10%	3%	7%	5%	3%	8%	6%	4%	8%	7%	5%	5%	4%	4%	7%	6%	6%	4%	2%
8	4%	3%	5%	15%	7%	3%	4%	5%	4%	4%	5%	5%	4%	5%	6%	4%	3%	5%	5%	4%	6%	3%	2%
9	1%	1%	1%	6%	2%	1%	1%	2%	1%	2%	1%	1%	4%	1%	1%	0%	2%	2%	1%	2%	2%	0%	1%
10 - Would definitely consider voting for them	4%	1%	3%	18%	7%	1%	4%	3%	2%	3%	4%	5%	6%	5%	3%	2%	1%	2%	5%	3%	2%	2%	4%
prefer not to answer	7%	3%	4%	2%	3%	4%	6%	7%	20%	8%	2%	2%	9%	7%	8%	6%	4%	4%	5%	4%	7%	11%	12%

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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	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base: All GB adults	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Health	47%	41%	54%	58%	57%	42%	40%	54%	38%	45%	50%	52%	36%	50%	49%	45%	49%	48%	55%	47%	44%	37%	39%
Immigration & Asylum	37%	63%	18%	15%	20%	62%	38%	36%	15%	24%	49%	58%	25%	38%	38%	44%	25%	38%	30%	37%	40%	40%	46%
Crime	18%	23%	14%	8%	11%	25%	20%	15%	15%	17%	20%	17%	21%	16%	21%	19%	14%	9%	13%	21%	19%	19%	15%
The economy	52%	51%	51%	59%	57%	47%	52%	51%	54%	55%	53%	45%	54%	49%	48%	56%	58%	47%	55%	55%	49%	54%	35%
Tax	11%	11%	11%	8%	9%	10%	12%	10%	15%	15%	7%	6%	12%	10%	13%	10%	12%	12%	10%	11%	13%	14%	8%
Pensions	7%	9%	7%	8%	5%	11%	7%	8%	1%	3%	7%	17%	4%	7%	6%	11%	5%	10%	6%	6%	11%	6%	9%
Education	12%	6%	17%	19%	17%	8%	10%	14%	14%	14%	13%	8%	16%	11%	11%	10%	16%	17%	15%	11%	11%	11%	11%
Family life & childcare	6%	5%	5%	8%	7%	4%	3%	8%	5%	9%	4%	3%	5%	8%	4%	5%	5%	7%	7%	6%	6%	4%	5%
Housing	25%	14%	34%	32%	29%	18%	24%	26%	40%	28%	22%	17%	33%	24%	25%	22%	28%	28%	23%	27%	25%	28%	22%
The environment	21%	12%	29%	29%	30%	11%	21%	21%	24%	23%	20%	17%	22%	24%	20%	18%	23%	16%	26%	21%	16%	20%	17%
Britain leaving the EU	14%	7%	19%	23%	22%	7%	16%	11%	10%	14%	15%	14%	13%	12%	13%	13%	25%	11%	15%	13%	14%	13%	13%
Transport	4%	2%	5%	5%	4%	2%	6%	2%	10%	4%	3%	1%	6%	4%	3%	4%	4%	3%	4%	5%	3%	4%	1%
Welfare benefits	8%	7%	10%	6%	7%	9%	6%	9%	3%	9%	10%	6%	9%	8%	8%	6%	11%	6%	7%	6%	7%	7%	22%
Defence and security	18%	32%	9%	15%	13%	29%	21%	15%	6%	11%	20%	34%	14%	19%	16%	19%	16%	22%	20%	17%	17%	16%	21%
None of these	0%	0%	0%	1%	1%	-	1%	0%	0%	1%	-	-	-	0%	2%	-	-	-	0%	-	1%	-	1%
Don't know	3%	2%	2%	-	1%	2%	3%	3%	10%	3%	0%	1%	4%	3%	3%	3%	0%	4%	1%	2%	3%	4%	7%

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

National Health Service

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	1%	1%	1%	1%	0%	0%	1%	1%	5%	2%	-	0%	5%	0%	2%	1%	-	1%	1%	0%	2%	2%	2%
Fairly well	11%	19%	5%	6%	6%	16%	13%	9%	9%	8%	12%	15%	12%	11%	10%	12%	9%	10%	8%	13%	12%	11%	11%
Fairly badly	25%	34%	16%	17%	20%	31%	25%	25%	25%	22%	24%	32%	26%	26%	29%	22%	22%	25%	25%	25%	26%	23%	26%
Very badly	58%	41%	77%	75%	73%	49%	57%	60%	52%	61%	63%	51%	54%	58%	55%	61%	68%	58%	63%	58%	56%	57%	54%
Don't know	4%	4%	1%	1%	1%	3%	4%	5%	9%	6%	1%	2%	4%	6%	4%	4%	1%	6%	2%	5%	4%	7%	7%

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Immigration

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	1%	0%	1%	2%	0%	0%	2%	1%	5%	2%	-	-	4%	1%	2%	0%	3%	-	1%	1%	1%	1%	-
Fairly well	7%	8%	6%	8%	6%	6%	7%	7%	11%	9%	3%	5%	12%	7%	7%	5%	4%	6%	8%	7%	7%	7%	5%
Fairly badly	24%	26%	20%	31%	28%	20%	22%	26%	25%	24%	25%	24%	27%	25%	22%	21%	27%	27%	28%	23%	27%	19%	18%
Very badly	60%	62%	66%	54%	59%	69%	64%	55%	40%	54%	70%	69%	51%	58%	59%	66%	62%	55%	58%	60%	57%	62%	67%
Don't know	8%	4%	7%	5%	7%	4%	6%	10%	18%	12%	2%	2%	6%	9%	10%	7%	4%	12%	5%	8%	8%	11%	10%

Crime

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	1%	0%	1%	1%	0%	1%	2%	1%	4%	2%	-	-	4%	1%	1%	1%	1%	1%	2%	1%	2%	2%	-
Fairly well	16%	21%	11%	18%	16%	15%	15%	17%	19%	15%	15%	18%	15%	18%	15%	14%	15%	20%	15%	16%	18%	13%	15%
Fairly badly	37%	41%	35%	39%	38%	39%	37%	36%	32%	33%	41%	41%	33%	38%	36%	36%	38%	36%	40%	37%	33%	33%	37%
Very badly	34%	30%	43%	32%	35%	38%	38%	31%	26%	35%	38%	32%	38%	30%	36%	36%	34%	34%	32%	33%	36%	34%	38%
Don't know	12%	8%	10%	10%	11%	7%	9%	15%	19%	15%	6%	9%	9%	13%	12%	13%	12%	8%	10%	12%	11%	17%	9%

Education

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	3%	2%	2%	2%	1%	2%	3%	2%	7%	3%	1%	1%	6%	1%	3%	3%	1%	3%	2%	2%	4%	3%	1%
Fairly well	23%	36%	12%	12%	17%	28%	22%	23%	21%	19%	20%	31%	21%	26%	25%	20%	15%	21%	23%	23%	23%	23%	20%
Fairly badly	31%	31%	30%	38%	32%	32%	31%	31%	33%	28%	36%	31%	31%	30%	30%	32%	40%	27%	34%	30%	27%	33%	34%
Very badly	30%	17%	48%	41%	39%	24%	31%	29%	25%	34%	31%	24%	31%	30%	28%	29%	33%	36%	33%	31%	29%	24%	29%
Don't know	14%	15%	9%	7%	10%	13%	12%	15%	13%	16%	11%	13%	10%	13%	14%	17%	11%	14%	8%	14%	17%	18%	16%

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Taxation

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	1%	1%	1%	1%	1%	0%	2%	1%	4%	1%	1%	1%	3%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%
Fairly well	19%	32%	10%	20%	16%	26%	19%	20%	12%	15%	22%	28%	18%	21%	23%	16%	15%	23%	21%	21%	19%	14%	16%
Fairly badly	33%	35%	34%	28%	34%	34%	31%	35%	33%	31%	34%	37%	32%	35%	28%	35%	34%	24%	36%	32%	33%	31%	30%
Very badly	36%	24%	51%	42%	42%	32%	40%	32%	32%	41%	37%	28%	38%	32%	35%	37%	41%	42%	35%	36%	36%	34%	38%
Don't know	11%	7%	5%	9%	7%	8%	8%	13%	19%	13%	7%	7%	8%	11%	12%	11%	9%	11%	7%	9%	10%	18%	16%

Unemployment

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	3%	5%	2%	1%	2%	3%	4%	2%	4%	3%	4%	3%	7%	3%	3%	2%	1%	3%	3%	3%	4%	3%	2%
Fairly well	27%	42%	15%	34%	27%	34%	31%	24%	16%	24%	30%	36%	23%	32%	29%	26%	16%	27%	31%	27%	28%	25%	20%
Fairly badly	29%	24%	31%	30%	29%	28%	28%	30%	34%	27%	29%	32%	30%	25%	30%	30%	38%	28%	31%	31%	25%	26%	27%
Very badly	24%	13%	36%	21%	27%	20%	24%	23%	27%	27%	23%	17%	23%	21%	22%	24%	35%	28%	21%	23%	23%	27%	33%
Don't know	17%	16%	16%	13%	15%	15%	13%	20%	19%	20%	15%	12%	17%	19%	16%	18%	9%	14%	13%	17%	19%	19%	18%

Inflation

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	3%	6%	1%	1%	3%	4%	4%	3%	3%	1%	5%	5%	3%	3%	5%	3%	3%	2%	3%	4%	4%	2%	3%
Fairly well	25%	43%	13%	21%	20%	35%	27%	23%	13%	16%	29%	43%	24%	27%	27%	23%	19%	27%	28%	27%	27%	16%	18%
Fairly badly	28%	24%	29%	39%	33%	24%	29%	28%	29%	27%	31%	29%	35%	30%	23%	27%	33%	24%	34%	27%	23%	29%	26%
Very badly	34%	19%	49%	33%	38%	28%	33%	36%	44%	44%	28%	18%	30%	31%	34%	38%	41%	37%	28%	35%	35%	42%	37%
Don't know	9%	7%	8%	5%	7%	9%	7%	11%	11%	12%	7%	6%	9%	10%	10%	9%	4%	9%	7%	7%	11%	10%	17%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	3%	7%	0%	1%	1%	6%	3%	4%	1%	2%	4%	5%	4%	4%	4%	2%	3%	3%	3%	2%	5%	3%	4%
Fairly well	19%	34%	8%	7%	10%	29%	18%	20%	14%	14%	20%	27%	19%	19%	23%	18%	11%	20%	18%	20%	21%	17%	14%
Fairly badly	23%	27%	20%	20%	23%	26%	24%	23%	19%	23%	25%	23%	22%	26%	22%	23%	19%	28%	26%	23%	25%	19%	21%
Very badly	43%	22%	64%	65%	61%	28%	48%	38%	42%	47%	43%	36%	46%	39%	41%	44%	60%	37%	46%	44%	37%	43%	46%
Don't know	12%	11%	7%	7%	6%	11%	7%	16%	24%	13%	8%	8%	9%	13%	10%	13%	7%	12%	7%	11%	12%	17%	16%

Defence

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	3%	3%	2%	3%	2%	3%	4%	3%	6%	5%	0%	1%	8%	2%	4%	2%	2%	2%	4%	2%	4%	3%	2%
Fairly well	25%	30%	19%	21%	23%	25%	26%	23%	28%	25%	22%	24%	22%	24%	26%	25%	28%	22%	27%	25%	26%	20%	16%
Fairly badly	26%	29%	27%	37%	29%	28%	31%	22%	18%	23%	32%	31%	24%	30%	23%	25%	27%	29%	26%	27%	27%	22%	29%
Very badly	23%	22%	29%	20%	23%	26%	26%	19%	12%	21%	25%	28%	24%	20%	24%	24%	23%	24%	25%	19%	20%	24%	32%
Don't know	23%	16%	24%	18%	23%	17%	13%	33%	35%	26%	20%	16%	21%	24%	22%	25%	20%	23%	18%	26%	23%	31%	20%

The economy

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	2%	3%	1%	0%	1%	2%	2%	1%	2%	2%	1%	3%	3%	2%	3%	1%	1%	-	1%	2%	2%	2%	1%
Fairly well	20%	37%	8%	15%	15%	27%	19%	21%	14%	13%	21%	35%	23%	21%	22%	17%	15%	22%	23%	24%	19%	12%	15%
Fairly badly	31%	34%	26%	32%	29%	34%	33%	30%	32%	28%	38%	30%	23%	34%	29%	34%	32%	27%	35%	26%	33%	31%	34%
Very badly	40%	20%	60%	50%	50%	30%	41%	39%	41%	47%	37%	29%	44%	35%	38%	42%	50%	44%	37%	42%	37%	44%	40%
Don't know	7%	6%	5%	2%	4%	7%	5%	9%	11%	10%	3%	4%	7%	9%	8%	6%	2%	6%	4%	6%	9%	11%	9%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	7%	9%	5%	7%	5%	9%	9%	5%	7%	8%	7%	7%	11%	7%	7%	6%	7%	2%	7%	7%	8%	5%	9%
Fairly well	43%	51%	35%	48%	45%	44%	45%	41%	40%	41%	45%	47%	42%	42%	45%	42%	42%	44%	49%	44%	40%	36%	38%
Fairly badly	16%	13%	19%	15%	18%	15%	16%	15%	15%	14%	18%	17%	15%	16%	16%	16%	18%	13%	15%	14%	19%	14%	20%
Very badly	14%	11%	19%	12%	14%	16%	15%	14%	12%	14%	16%	14%	16%	13%	12%	16%	16%	14%	12%	14%	13%	19%	19%
Don't know	20%	15%	22%	18%	19%	16%	14%	25%	27%	23%	15%	16%	16%	21%	20%	20%	16%	25%	18%	21%	20%	26%	14%

Transport

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	2%	1%	1%	1%	1%	1%	2%	2%	7%	2%	1%	0%	6%	1%	3%	1%	1%	-	2%	1%	4%	2%	-
Fairly well	18%	27%	11%	11%	14%	21%	17%	19%	20%	16%	15%	22%	24%	19%	17%	15%	13%	21%	18%	19%	18%	16%	15%
Fairly badly	34%	36%	33%	39%	36%	36%	33%	35%	26%	31%	35%	42%	34%	35%	33%	34%	38%	27%	38%	32%	32%	32%	34%
Very badly	32%	21%	46%	41%	38%	29%	39%	26%	34%	35%	35%	24%	30%	30%	31%	36%	32%	42%	33%	34%	29%	32%	35%
Don't know	14%	15%	8%	7%	11%	13%	9%	19%	13%	15%	14%	11%	6%	14%	16%	15%	16%	11%	9%	13%	17%	18%	16%

Housing

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	2%	1%	2%	1%	1%	1%	2%	1%	3%	2%	1%	0%	4%	1%	2%	1%	1%	2%	2%	1%	2%	3%	1%
Fairly well	12%	22%	5%	6%	8%	16%	12%	11%	6%	8%	14%	18%	10%	13%	11%	12%	6%	13%	11%	14%	11%	10%	10%
Fairly badly	32%	39%	25%	31%	30%	34%	29%	35%	32%	30%	32%	35%	34%	32%	31%	30%	37%	32%	37%	33%	29%	29%	26%
Very badly	43%	26%	62%	56%	52%	37%	47%	40%	44%	47%	43%	37%	46%	41%	42%	44%	49%	45%	42%	41%	45%	45%	49%
Don't know	11%	12%	6%	6%	8%	11%	10%	13%	15%	12%	10%	10%	6%	13%	14%	12%	8%	8%	9%	12%	12%	13%	15%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	3%	3%	2%	2%	1%	3%	4%	1%	4%	3%	2%	2%	6%	1%	4%	2%	1%	2%	2%	2%	4%	3%	2%
Fairly well	25%	42%	11%	14%	16%	36%	25%	25%	21%	19%	27%	34%	23%	27%	25%	25%	18%	30%	25%	25%	26%	24%	24%
Fairly badly	29%	25%	30%	39%	34%	24%	27%	30%	26%	29%	27%	30%	26%	28%	34%	27%	34%	22%	32%	25%	30%	26%	30%
Very badly	30%	14%	49%	40%	41%	21%	33%	27%	32%	33%	32%	22%	32%	29%	25%	30%	37%	32%	33%	31%	25%	29%	27%
Don't know	14%	16%	9%	5%	8%	16%	12%	16%	16%	16%	12%	12%	13%	15%	13%	15%	10%	14%	8%	17%	15%	17%	17%

Welfare benefits

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	3%	5%	0%	1%	2%	3%	3%	2%	3%	2%	1%	4%	5%	2%	3%	2%	3%	4%	2%	2%	5%	2%	0%
Fairly well	18%	29%	8%	16%	14%	25%	18%	19%	13%	14%	19%	27%	18%	19%	19%	17%	18%	23%	21%	17%	18%	15%	17%
Fairly badly	30%	31%	34%	28%	31%	31%	30%	31%	29%	30%	31%	32%	29%	32%	30%	32%	28%	24%	33%	29%	30%	33%	23%
Very badly	33%	20%	48%	41%	40%	29%	35%	31%	28%	36%	36%	26%	34%	31%	29%	33%	43%	32%	31%	33%	30%	33%	42%
Don't know	16%	15%	10%	14%	14%	13%	14%	18%	27%	18%	13%	10%	14%	16%	20%	16%	9%	16%	12%	19%	16%	16%	17%

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base: All GB adults	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	2%	4%	1%	1%	2%	2%	2%	2%	3%	2%	2%	3%	4%	2%	2%	2%	2%	2%	3%	1%	4%	1%	2%
Fairly well	21%	36%	9%	18%	17%	27%	19%	22%	14%	15%	21%	32%	21%	22%	23%	20%	11%	22%	21%	24%	20%	15%	20%
Fairly badly	30%	30%	27%	32%	30%	30%	29%	30%	29%	28%	32%	30%	28%	30%	29%	29%	35%	27%	35%	30%	28%	27%	21%
Very badly	39%	24%	59%	44%	46%	34%	44%	34%	39%	43%	40%	31%	40%	36%	38%	42%	45%	41%	36%	38%	39%	42%	46%
Don't know	9%	6%	4%	6%	5%	6%	5%	12%	15%	12%	5%	4%	7%	10%	9%	7%	7%	9%	5%	8%	9%	15%	12%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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 think Keir Starmer is doing well or badly as leader of the Labour party?

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base: All GB adults	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very well	5%	2%	10%	11%	7%	3%	6%	4%	4%	5%	4%	5%	8%	4%	4%	4%	3%	8%	7%	5%	4%	3%	5%
Fairly well	30%	23%	43%	43%	39%	24%	34%	26%	26%	29%	34%	28%	37%	29%	27%	31%	29%	25%	37%	31%	27%	21%	23%
Fairly badly	25%	25%	24%	29%	29%	24%	23%	27%	22%	25%	26%	25%	24%	23%	25%	27%	30%	26%	29%	26%	22%	20%	23%
Very badly	23%	37%	12%	10%	14%	36%	26%	20%	14%	19%	25%	31%	17%	24%	24%	24%	20%	24%	18%	22%	25%	26%	30%
Don't know	18%	13%	11%	8%	10%	14%	11%	24%	34%	22%	11%	10%	14%	20%	20%	15%	18%	17%	10%	16%	22%	30%	19%

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base: All GB adults	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
He does look like a Prime Minster in waiting	34%	19%	56%	50%	48%	24%	39%	30%	36%	36%	38%	27%	43%	34%	31%	32%	39%	29%	42%	36%	31%	25%	30%
He does not look like a Prime Minster in waiting	43%	65%	26%	34%	34%	61%	44%	43%	24%	37%	47%	59%	35%	44%	46%	46%	38%	46%	41%	43%	47%	42%	44%
Not sure	22%	16%	18%	17%	18%	16%	16%	28%	40%	26%	15%	14%	22%	22%	23%	21%	23%	25%	17%	21%	23%	32%	27%

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base: All GB adults	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
They are ready for Government	34%	15%	61%	50%	49%	21%	37%	31%	37%	39%	34%	24%	50%	33%	29%	33%	34%	32%	42%	36%	31%	25%	25%
They are not ready for Government	44%	70%	21%	31%	32%	63%	46%	41%	28%	34%	48%	64%	31%	46%	46%	47%	41%	42%	40%	44%	47%	44%	46%
Not sure	22%	15%	18%	19%	18%	16%	17%	27%	36%	26%	18%	13%	19%	22%	25%	21%	25%	26%	18%	21%	22%	31%	28%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base: All GB adults	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Strongly support	21%	14%	31%	24%	25%	18%	25%	16%	23%	19%	22%	20%	28%	16%	18%	21%	29%	24%	23%	20%	19%	14%	26%
Tend to support	38%	32%	39%	41%	43%	31%	39%	37%	44%	40%	32%	38%	43%	36%	35%	36%	49%	39%	42%	42%	34%	35%	23%
Tend to oppose	19%	26%	15%	19%	16%	26%	15%	24%	9%	17%	23%	26%	13%	26%	22%	17%	12%	13%	19%	19%	23%	15%	20%
Strongly oppose	12%	20%	5%	5%	7%	18%	12%	11%	6%	11%	17%	11%	5%	15%	14%	14%	3%	12%	10%	9%	12%	18%	18%
Don't know	10%	7%	10%	10%	10%	6%	9%	12%	17%	14%	6%	6%	11%	8%	12%	12%	8%	12%	6%	10%	12%	17%	13%

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base: All GB adults	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Strongly support	17%	10%	29%	16%	21%	13%	22%	12%	20%	18%	16%	15%	23%	11%	16%	18%	24%	26%	17%	17%	17%	13%	22%
Tend to support	33%	28%	33%	40%	38%	26%	34%	32%	41%	33%	30%	33%	37%	31%	29%	32%	48%	29%	37%	35%	29%	31%	26%
Tend to oppose	21%	25%	18%	23%	20%	23%	17%	25%	16%	20%	21%	24%	18%	25%	22%	20%	11%	15%	22%	22%	24%	16%	10%
Strongly oppose	21%	32%	11%	13%	13%	32%	20%	22%	9%	20%	26%	23%	14%	26%	25%	20%	10%	17%	18%	19%	21%	25%	32%
Don't know	9%	5%	10%	8%	8%	6%	8%	10%	15%	10%	7%	5%	9%	7%	8%	11%	7%	13%	6%	8%	8%	15%	11%

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

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Strongly support	24%	15%	32%	25%	26%	17%	31%	18%	49%	25%	19%	17%	32%	20%	25%	24%	27%	29%	25%	25%	24%	23%	24%
Tend to support	34%	28%	38%	43%	40%	29%	33%	34%	31%	32%	34%	37%	38%	34%	28%	31%	46%	32%	36%	33%	33%	37%	27%
Tend to oppose	18%	25%	15%	16%	17%	22%	14%	21%	6%	17%	21%	22%	16%	19%	18%	19%	14%	15%	20%	19%	19%	13%	14%
Strongly oppose	12%	21%	6%	6%	8%	20%	13%	12%	3%	13%	16%	12%	7%	14%	14%	13%	7%	16%	12%	12%	11%	12%	18%
Don't know	12%	11%	10%	10%	10%	12%	9%	15%	11%	13%	10%	12%	7%	13%	15%	14%	6%	9%	8%	12%	14%	15%	17%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Strongly support	8%	4%	14%	9%	11%	7%	11%	6%	12%	7%	10%	6%	12%	5%	9%	8%	12%	14%	9%	8%	8%	7%	11%
Tend to support	23%	15%	31%	33%	30%	16%	27%	19%	29%	23%	19%	24%	30%	21%	19%	22%	29%	25%	27%	25%	22%	18%	15%
Tend to oppose	28%	30%	25%	28%	28%	29%	26%	31%	28%	28%	29%	30%	21%	30%	29%	32%	27%	21%	32%	30%	28%	25%	21%
Strongly oppose	26%	40%	17%	19%	19%	37%	26%	27%	12%	26%	32%	29%	23%	30%	31%	24%	15%	28%	24%	25%	26%	30%	35%
Don't know	14%	10%	13%	11%	13%	11%	10%	17%	19%	17%	9%	11%	14%	14%	13%	14%	17%	13%	8%	13%	16%	21%	18%

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Strongly support	6%	4%	10%	6%	7%	5%	9%	4%	9%	6%	8%	4%	14%	4%	6%	5%	8%	8%	6%	6%	6%	5%	12%
Tend to support	28%	26%	29%	38%	33%	24%	30%	25%	24%	28%	27%	30%	30%	28%	24%	28%	31%	28%	32%	29%	27%	20%	24%
Tend to oppose	29%	31%	30%	26%	33%	29%	27%	32%	30%	26%	30%	34%	27%	29%	32%	28%	36%	21%	29%	31%	31%	28%	23%
Strongly oppose	23%	29%	19%	16%	17%	31%	23%	24%	14%	24%	27%	23%	18%	26%	22%	24%	17%	28%	24%	22%	22%	24%	24%
Don't know	13%	11%	12%	13%	10%	11%	11%	16%	24%	16%	9%	9%	12%	13%	16%	15%	9%	15%	9%	12%	14%	23%	17%

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Strongly support	6%	3%	9%	6%	6%	4%	8%	3%	9%	6%	6%	3%	16%	3%	4%	5%	6%	7%	6%	5%	5%	7%	7%
Tend to support	19%	13%	22%	24%	22%	15%	24%	15%	23%	19%	20%	18%	20%	17%	16%	21%	29%	24%	21%	19%	20%	20%	15%
Tend to oppose	28%	27%	33%	32%	35%	24%	26%	31%	28%	29%	25%	29%	29%	28%	27%	30%	27%	28%	31%	31%	27%	23%	22%
Strongly oppose	37%	49%	28%	31%	29%	50%	34%	40%	19%	35%	44%	44%	29%	43%	41%	35%	30%	29%	36%	36%	37%	38%	42%
Don't know	9%	7%	8%	8%	7%	7%	8%	11%	20%	11%	5%	6%	7%	9%	12%	10%	8%	12%	6%	9%	11%	12%	13%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base: All GB adults	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Go up a lot	9%	5%	9%	10%	7%	9%	10%	9%	21%	10%	7%	5%	13%	7%	11%	7%	14%	14%	5%	8%	13%	13%	10%
Go up a little	36%	38%	36%	34%	35%	39%	42%	32%	31%	34%	37%	43%	33%	38%	35%	37%	37%	38%	42%	36%	35%	31%	35%
Stay about the same	33%	38%	32%	37%	36%	35%	28%	38%	19%	30%	42%	36%	31%	36%	33%	34%	29%	23%	36%	34%	32%	29%	27%
Go down a little	9%	8%	9%	11%	10%	6%	8%	9%	12%	11%	6%	5%	12%	7%	8%	10%	9%	7%	9%	8%	10%	8%	9%
Go down a lot	1%	1%	1%	2%	1%	1%	1%	1%	4%	1%	1%	0%	2%	1%	2%	1%	1%	-	1%	1%	0%	3%	2%
Don't know	12%	9%	13%	7%	10%	10%	11%	12%	13%	14%	7%	10%	9%	12%	12%	11%	10%	19%	7%	13%	10%	17%	18%

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base: All GB adults	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
It would be better for Britain if house prices rose	7%	11%	4%	4%	7%	9%	9%	4%	1%	8%	8%	7%	6%	6%	7%	7%	11%	9%	8%	8%	6%	6%	3%
It would be better for Britain if house prices went down	50%	39%	59%	57%	52%	42%	51%	50%	76%	53%	45%	40%	58%	49%	48%	52%	52%	44%	50%	50%	53%	54%	44%
It would be better for Britain if house prices stayed about the same	25%	34%	21%	28%	26%	31%	25%	26%	12%	18%	31%	39%	23%	28%	27%	22%	23%	29%	30%	26%	22%	18%	27%
Don't know	17%	16%	17%	11%	15%	18%	15%	20%	11%	21%	16%	14%	13%	18%	18%	19%	14%	18%	12%	16%	19%	21%	27%

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base: All GB adults	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
I would be better off if house prices rose	22%	27%	21%	28%	28%	23%	24%	20%	3%	22%	31%	22%	26%	23%	22%	19%	20%	24%	30%	25%	16%	12%	15%
I would be better off if house prices fell	24%	13%	29%	22%	21%	14%	24%	25%	70%	34%	6%	5%	35%	20%	24%	26%	23%	25%	20%	27%	26%	33%	14%
It will make little difference to me personally if house prices rise or fall	44%	53%	42%	44%	43%	55%	43%	45%	16%	30%	56%	70%	33%	47%	41%	46%	49%	42%	44%	40%	49%	43%	51%
Don't know	9%	7%	8%	6%	8%	8%	9%	10%	11%	13%	7%	4%	6%	10%	13%	9%	8%	8%	6%	8%	9%	12%	20%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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 think the Labour Party is united or divided at the present time?

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
United	31%	22%	51%	42%	43%	25%	35%	28%	26%	31%	37%	28%	40%	28%	28%	34%	30%	32%	39%	33%	29%	22%	22%
Divided	34%	48%	24%	24%	29%	45%	36%	32%	22%	30%	34%	47%	31%	36%	34%	36%	30%	24%	34%	33%	36%	28%	38%
Don't know	35%	30%	25%	34%	28%	30%	29%	40%	52%	39%	29%	25%	29%	36%	38%	30%	41%	43%	27%	34%	36%	50%	39%

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
United	6%	8%	7%	3%	7%	5%	6%	6%	9%	7%	5%	4%	10%	4%	7%	7%	5%	5%	7%	6%	6%	7%	2%
Divided	73%	77%	82%	84%	80%	80%	79%	68%	51%	65%	84%	88%	68%	74%	73%	76%	74%	68%	81%	74%	73%	61%	69%
Don't know	20%	15%	12%	13%	14%	15%	15%	26%	40%	28%	11%	8%	22%	22%	20%	17%	21%	26%	12%	20%	21%	33%	29%

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

Labour Party

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very left-wing	9%	18%	3%	4%	5%	16%	11%	8%	8%	8%	11%	12%	10%	9%	8%	11%	10%	11%	8%	8%	10%	10%	15%
Fairly left-wing	21%	26%	21%	16%	21%	23%	23%	20%	23%	20%	20%	26%	23%	19%	24%	24%	19%	15%	24%	25%	20%	17%	10%
Slightly left-of-centre	26%	21%	35%	47%	39%	19%	29%	24%	19%	23%	34%	27%	31%	29%	26%	22%	27%	23%	36%	28%	18%	19%	23%
Centre	9%	7%	14%	11%	11%	8%	10%	9%	7%	10%	10%	9%	10%	8%	8%	13%	7%	8%	10%	9%	12%	7%	8%
Slightly right-of-centre	5%	2%	8%	6%	6%	4%	7%	4%	8%	6%	4%	4%	7%	6%	5%	4%	6%	6%	6%	6%	3%	6%	6%
Fairly right-wing	2%	2%	3%	2%	2%	2%	3%	2%	4%	2%	2%	3%	3%	1%	3%	2%	7%	1%	2%	3%	2%	3%	3%
Very right-wing	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	-	2%	1%	-	2%	1%	1%
Don't know	25%	24%	15%	13%	15%	27%	16%	32%	31%	30%	18%	18%	14%	27%	26%	24%	23%	34%	14%	22%	32%	37%	33%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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

Conservative Party

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very left-wing	1%	1%	1%	1%	0%	2%	1%	1%	1%	2%	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	-
Fairly left-wing	3%	4%	1%	1%	2%	4%	3%	2%	2%	2%	3%	3%	4%	2%	3%	2%	3%	5%	1%	2%	4%	3%	4%
Slightly left-of-centre	4%	7%	2%	1%	2%	7%	5%	3%	2%	3%	6%	5%	4%	5%	5%	3%	2%	5%	4%	3%	5%	4%	6%
Centre	7%	12%	3%	5%	4%	11%	8%	6%	7%	6%	6%	11%	11%	6%	6%	8%	3%	11%	6%	5%	10%	11%	6%
Slightly right-of-centre	14%	25%	8%	11%	14%	18%	17%	12%	8%	10%	20%	18%	13%	15%	15%	13%	13%	10%	17%	15%	12%	10%	13%
Fairly right-wing	26%	21%	33%	36%	34%	19%	30%	23%	35%	25%	24%	25%	31%	28%	24%	25%	22%	24%	33%	29%	19%	19%	25%
Very right-wing	20%	6%	35%	33%	30%	14%	19%	21%	16%	20%	22%	19%	19%	16%	21%	24%	30%	11%	23%	22%	18%	15%	15%
Don't know	25%	23%	16%	13%	15%	26%	17%	32%	30%	31%	18%	19%	16%	27%	26%	23%	26%	33%	14%	22%	32%	37%	32%

Liberal Democrats

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very left-wing	5%	10%	1%	-	2%	9%	7%	2%	3%	4%	6%	5%	6%	5%	3%	4%	2%	12%	4%	4%	5%	6%	5%
Fairly left-wing	9%	10%	10%	9%	9%	10%	10%	7%	5%	11%	7%	8%	11%	7%	13%	8%	5%	3%	11%	9%	8%	5%	8%
Slightly left-of-centre	14%	13%	16%	23%	18%	12%	15%	13%	13%	12%	14%	16%	16%	17%	13%	10%	12%	12%	19%	13%	14%	9%	6%
Centre	26%	23%	31%	43%	33%	22%	28%	24%	21%	23%	34%	26%	29%	25%	24%	27%	30%	28%	32%	26%	22%	21%	28%
Slightly right-of-centre	7%	3%	11%	7%	11%	3%	7%	7%	8%	7%	7%	6%	6%	6%	5%	10%	10%	3%	9%	6%	7%	5%	6%
Fairly right-wing	2%	1%	3%	1%	1%	3%	2%	2%	3%	2%	2%	3%	2%	1%	3%	3%	2%	2%	1%	3%	1%	3%	4%
Very right-wing	0%	0%	0%	1%	0%	1%	0%	1%	-	1%	1%	0%	1%	0%	1%	1%	1%	-	0%	0%	0%	1%	1%
Don't know	37%	39%	27%	17%	25%	41%	31%	43%	47%	41%	29%	35%	28%	39%	40%	37%	37%	40%	24%	38%	44%	51%	43%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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

Keir Starmer

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very left-wing	8%	16%	1%	3%	3%	15%	9%	7%	5%	6%	10%	12%	8%	7%	8%	9%	6%	11%	7%	8%	9%	9%	10%
Fairly left-wing	14%	20%	13%	8%	14%	16%	13%	15%	10%	13%	16%	16%	13%	17%	13%	14%	12%	9%	15%	16%	13%	11%	12%
Slightly left-of-centre	23%	21%	30%	35%	32%	20%	26%	21%	15%	21%	28%	27%	25%	24%	24%	21%	25%	18%	32%	24%	19%	16%	17%
Centre	14%	10%	19%	21%	20%	9%	17%	11%	14%	14%	15%	12%	19%	12%	11%	16%	12%	14%	18%	12%	14%	12%	10%
Slightly right-of-centre	6%	3%	10%	8%	9%	3%	8%	5%	7%	7%	6%	5%	5%	5%	7%	6%	10%	5%	7%	8%	5%	4%	6%
Fairly right-wing	4%	2%	6%	5%	4%	3%	5%	2%	8%	3%	4%	3%	7%	3%	4%	4%	4%	3%	3%	4%	4%	4%	6%
Very right-wing	2%	1%	1%	2%	1%	1%	1%	2%	4%	1%	1%	2%	2%	1%	1%	2%	3%	2%	1%	1%	3%	2%	2%
Don't know	29%	27%	19%	17%	18%	31%	20%	37%	36%	36%	21%	23%	22%	31%	31%	28%	29%	37%	18%	27%	33%	43%	38%

Rishi Sunak

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very left-wing	1%	1%	1%	-	1%	2%	1%	1%	0%	2%	1%	1%	1%	1%	1%	2%	1%	3%	0%	1%	1%	2%	3%
Fairly left-wing	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	5%	2%	1%	1%	4%	2%	1%	2%	3%	2%	2%
Slightly left-of-centre	3%	6%	2%	1%	2%	6%	4%	3%	2%	2%	5%	5%	1%	3%	4%	3%	3%	6%	3%	2%	4%	5%	5%
Centre	9%	14%	4%	7%	6%	12%	11%	7%	7%	8%	9%	10%	11%	10%	8%	7%	7%	10%	9%	7%	12%	7%	8%
Slightly right-of-centre	17%	23%	16%	17%	19%	18%	22%	12%	11%	15%	21%	19%	20%	18%	17%	16%	13%	11%	23%	19%	14%	9%	11%
Fairly right-wing	24%	18%	32%	37%	32%	16%	26%	21%	28%	23%	25%	23%	29%	23%	20%	26%	23%	18%	29%	25%	18%	19%	22%
Very right-wing	17%	10%	26%	21%	21%	14%	15%	19%	18%	16%	16%	19%	16%	14%	20%	18%	22%	14%	17%	19%	15%	15%	16%
Don't know	27%	26%	18%	16%	17%	30%	20%	35%	32%	33%	21%	21%	18%	29%	28%	27%	26%	35%	17%	25%	33%	41%	33%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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

Ed Davey

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very left-wing	3%	7%	1%	-	0%	7%	5%	2%	-	2%	6%	4%	2%	4%	3%	2%	2%	7%	3%	3%	4%	3%	6%
Fairly left-wing	4%	6%	4%	6%	5%	5%	5%	4%	2%	4%	3%	6%	5%	5%	7%	3%	4%	3%	7%	3%	5%	2%	3%
Slightly left-of-centre	8%	6%	9%	12%	11%	7%	9%	6%	4%	6%	8%	11%	9%	9%	6%	7%	4%	8%	12%	6%	6%	4%	6%
Centre	18%	17%	20%	33%	24%	15%	21%	14%	12%	15%	23%	20%	20%	17%	17%	17%	20%	17%	21%	18%	14%	15%	21%
Slightly right-of-centre	4%	2%	6%	6%	5%	3%	5%	3%	5%	3%	5%	5%	5%	4%	4%	4%	4%	4%	6%	4%	3%	3%	2%
Fairly right-wing	2%	1%	2%	1%	1%	2%	2%	1%	3%	1%	2%	2%	3%	1%	3%	2%	2%	-	2%	1%	2%	2%	2%
Very right-wing	0%	1%	1%	1%	0%	1%	1%	0%	1%	-	1%	1%	1%	1%	0%	0%	0%	-	0%	0%	0%	1%	1%
Don't know	61%	59%	56%	41%	53%	60%	52%	70%	73%	69%	52%	51%	56%	59%	61%	65%	64%	62%	49%	65%	66%	71%	58%

Yourself

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very left-wing	3%	1%	7%	1%	5%	2%	3%	4%	6%	4%	2%	2%	3%	3%	4%	3%	4%	5%	5%	4%	1%	3%	2%
Fairly left-wing	14%	1%	34%	14%	23%	5%	14%	14%	19%	17%	14%	7%	18%	12%	11%	15%	17%	13%	18%	15%	11%	9%	12%
Slightly left-of-centre	15%	5%	24%	32%	24%	8%	17%	13%	14%	16%	15%	14%	21%	14%	16%	15%	18%	7%	20%	14%	14%	13%	7%
Centre	23%	26%	15%	27%	20%	26%	24%	22%	19%	20%	25%	28%	22%	23%	25%	23%	19%	23%	19%	22%	28%	21%	26%
Slightly right-of-centre	12%	24%	3%	9%	9%	18%	15%	9%	6%	9%	15%	16%	12%	13%	13%	10%	12%	8%	14%	12%	11%	8%	12%
Fairly right-wing	7%	15%	1%	1%	3%	12%	9%	5%	3%	5%	8%	11%	7%	7%	10%	5%	5%	7%	7%	8%	6%	6%	5%
Very right-wing	2%	4%	1%	1%	1%	3%	2%	1%	2%	1%	3%	2%	1%	2%	2%	2%	1%	3%	1%	2%	2%	1%	3%
Don't know	24%	24%	15%	15%	16%	26%	17%	32%	32%	30%	18%	18%	17%	27%	20%	27%	23%	33%	15%	23%	26%	38%	34%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very likely	24%	19%	33%	37%	34%	19%	31%	16%	18%	21%	30%	25%	31%	20%	24%	24%	27%	21%	29%	24%	20%	17%	24%
Fairly likely	42%	47%	45%	37%	41%	47%	41%	43%	34%	40%	45%	46%	36%	45%	41%	42%	39%	42%	45%	41%	44%	42%	30%
Fairly unlikely	12%	13%	8%	10%	11%	12%	9%	14%	12%	12%	9%	14%	12%	13%	11%	11%	9%	8%	10%	12%	14%	8%	16%
Very unlikely	6%	9%	3%	6%	3%	9%	6%	6%	9%	5%	5%	6%	4%	5%	7%	8%	5%	6%	4%	6%	7%	8%	8%
Don't know	17%	12%	11%	11%	11%	13%	12%	21%	27%	21%	11%	10%	17%	16%	16%	15%	19%	23%	12%	17%	15%	26%	22%

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Should remain Conservative leader	34%	43%	30%	51%	40%	36%	34%	35%	18%	30%	40%	45%	39%	37%	32%	33%	31%	28%	44%	35%	30%	24%	30%
Should stand down and let someone else take over	38%	39%	39%	29%	33%	43%	41%	35%	47%	36%	39%	37%	33%	37%	35%	42%	40%	42%	32%	36%	43%	41%	46%
Don't know	28%	18%	31%	20%	27%	21%	25%	30%	35%	35%	21%	19%	28%	26%	33%	25%	30%	30%	24%	28%	28%	35%	25%

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Should remain Labour leader	43%	39%	58%	63%	56%	39%	50%	37%	29%	42%	50%	47%	49%	44%	40%	42%	44%	40%	55%	45%	41%	28%	32%
Should stand down and let someone else take over	29%	35%	26%	22%	24%	36%	28%	31%	33%	28%	26%	34%	26%	28%	31%	32%	27%	37%	25%	29%	34%	32%	30%
Don't know	27%	26%	16%	16%	20%	25%	22%	32%	38%	30%	24%	20%	25%	28%	29%	26%	29%	23%	20%	26%	25%	40%	39%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
The level of taxation will rise a lot	18%	34%	4%	10%	10%	31%	22%	14%	8%	11%	24%	28%	12%	20%	16%	18%	16%	20%	17%	19%	19%	14%	21%
The level of taxation will rise a little	30%	30%	34%	37%	36%	28%	33%	28%	29%	25%	34%	37%	33%	31%	30%	29%	33%	24%	34%	28%	33%	25%	27%
The level of taxation will stay about the same	24%	18%	29%	35%	30%	20%	27%	21%	20%	26%	24%	23%	26%	22%	29%	23%	24%	19%	27%	24%	23%	23%	20%
The level of taxation will fall a little	7%	4%	11%	5%	7%	5%	5%	9%	11%	9%	5%	3%	8%	6%	5%	7%	5%	13%	7%	7%	7%	6%	5%
The level of taxation will fall a lot	0%	0%	1%	-	0%	0%	0%	0%	0%	1%	-	-	-	1%	-	0%	-	-	-	1%	0%	0%	-
Don't know	21%	14%	21%	12%	18%	15%	14%	28%	32%	29%	14%	10%	21%	20%	21%	22%	22%	24%	16%	22%	19%	31%	27%

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
The level of taxation will rise a lot	13%	9%	18%	13%	12%	15%	14%	12%	14%	13%	15%	11%	13%	10%	13%	17%	18%	9%	9%	13%	14%	17%	16%
The level of taxation will rise a little	26%	25%	29%	22%	28%	26%	26%	25%	20%	23%	30%	30%	25%	28%	23%	27%	21%	26%	25%	24%	29%	23%	27%
The level of taxation will stay about the same	32%	40%	28%	40%	34%	34%	34%	30%	24%	30%	35%	36%	33%	32%	36%	30%	29%	37%	36%	35%	29%	26%	25%
The level of taxation will fall a little	9%	13%	7%	13%	9%	10%	11%	8%	12%	6%	10%	14%	11%	10%	7%	9%	13%	3%	14%	9%	8%	5%	5%
The level of taxation will fall a lot	0%	0%	1%	-	1%	0%	0%	1%	1%	1%	1%	-	-	1%	-	1%	1%	-	0%	0%	1%	-	1%
Don't know	19%	13%	17%	12%	16%	14%	15%	24%	31%	27%	11%	10%	18%	19%	22%	17%	19%	26%	16%	18%	18%	29%	26%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Basic rate of income tax	6%	6%	5%	6%	6%	6%	6%	6%	5%	5%	8%	5%	6%	5%	6%	6%	5%	5%	8%	3%	7%	6%	5%
Higher rate of income tax	24%	24%	29%	25%	25%	27%	25%	23%	13%	20%	29%	31%	21%	25%	25%	26%	19%	20%	25%	24%	22%	19%	30%
Top rate of income tax	45%	42%	55%	59%	54%	46%	48%	42%	25%	40%	54%	54%	42%	50%	44%	44%	39%	41%	52%	47%	39%	36%	45%
National Insurance	9%	11%	7%	12%	8%	10%	10%	8%	9%	7%	10%	13%	12%	7%	10%	10%	9%	7%	12%	8%	10%	8%	6%
Fuel duty	7%	6%	7%	14%	10%	6%	9%	6%	5%	8%	10%	6%	15%	8%	7%	5%	3%	9%	9%	8%	6%	5%	7%
Capital gains tax	30%	28%	36%	33%	34%	31%	32%	27%	17%	29%	28%	38%	27%	30%	29%	28%	35%	34%	37%	28%	26%	26%	28%
Corporation tax	39%	37%	46%	38%	45%	38%	44%	36%	30%	43%	42%	35%	42%	40%	36%	38%	42%	41%	45%	43%	35%	34%	30%
Inheritance tax	14%	12%	17%	18%	18%	12%	15%	12%	12%	13%	14%	15%	10%	12%	14%	15%	18%	14%	15%	15%	12%	7%	16%
Council tax	5%	6%	5%	7%	6%	4%	6%	5%	4%	6%	6%	5%	9%	5%	5%	5%	5%	7%	6%	5%	4%	9%	5%
VAT	3%	5%	2%	1%	3%	3%	5%	2%	3%	4%	2%	4%	5%	4%	2%	3%	4%	4%	4%	4%	3%	3%	3%
Stamp duty	7%	7%	7%	6%	6%	7%	7%	6%	7%	7%	6%	6%	6%	7%	7%	7%	9%	4%	8%	7%	9%	3%	4%
Not sure	22%	22%	16%	12%	15%	21%	17%	26%	41%	22%	17%	18%	18%	22%	23%	22%	20%	22%	12%	20%	27%	33%	29%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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

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

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Basic rate of income tax	50%	49%	58%	61%	59%	49%	53%	46%	32%	48%	56%	56%	48%	52%	46%	48%	53%	55%	55%	54%	47%	43%	37%
Higher rate of income tax	7%	7%	6%	10%	8%	6%	8%	6%	6%	11%	5%	3%	10%	7%	4%	7%	6%	8%	9%	6%	5%	7%	4%
Top rate of income tax	3%	4%	3%	4%	3%	3%	3%	3%	3%	4%	2%	3%	6%	3%	4%	2%	1%	5%	4%	3%	3%	3%	2%
National Insurance	28%	22%	35%	24%	34%	23%	28%	28%	29%	35%	31%	13%	28%	27%	25%	29%	34%	28%	29%	27%	29%	32%	20%
Fuel duty	28%	36%	21%	26%	22%	36%	30%	25%	16%	20%	31%	42%	15%	28%	33%	29%	32%	19%	27%	26%	30%	25%	33%
Capital gains tax	3%	3%	2%	3%	2%	2%	3%	2%	2%	3%	3%	1%	3%	2%	4%	3%	1%	3%	3%	2%	4%	1%	4%
Corporation tax	4%	4%	2%	2%	3%	4%	4%	3%	5%	4%	3%	2%	5%	3%	6%	2%	2%	2%	5%	3%	2%	3%	3%
Inheritance tax	11%	15%	7%	10%	8%	15%	11%	11%	8%	9%	10%	17%	13%	13%	13%	8%	9%	3%	14%	10%	11%	8%	12%
Council tax	49%	49%	51%	44%	52%	51%	47%	51%	35%	46%	48%	61%	36%	49%	50%	51%	57%	53%	51%	47%	53%	45%	49%
VAT	35%	33%	39%	46%	39%	35%	40%	29%	26%	28%	43%	41%	28%	35%	37%	36%	30%	38%	38%	33%	35%	28%	38%
Stamp duty	8%	9%	8%	8%	9%	7%	7%	9%	9%	6%	7%	10%	12%	8%	8%	7%	3%	7%	12%	8%	5%	2%	6%
Not sure	12%	10%	9%	9%	8%	10%	10%	15%	28%	14%	7%	7%	14%	11%	12%	13%	14%	12%	6%	12%	14%	20%	18%

How fair or unfair do you think the following are?

VAT

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very fair	2%	3%	2%	1%	3%	2%	2%	2%	1%	2%	3%	2%	3%	2%	2%	2%	2%	2%	4%	2%	1%	1%	2%
Fair	28%	29%	28%	33%	31%	27%	28%	29%	25%	29%	32%	24%	36%	33%	24%	26%	20%	18%	37%	28%	23%	25%	18%
Neither	24%	21%	26%	34%	26%	22%	23%	26%	23%	24%	22%	28%	26%	25%	24%	23%	26%	18%	26%	24%	24%	22%	25%
Unfair	27%	32%	26%	23%	25%	33%	30%	25%	23%	23%	30%	33%	22%	23%	29%	31%	29%	33%	23%	29%	30%	24%	30%
Very unfair	9%	10%	10%	4%	7%	10%	11%	6%	5%	9%	9%	10%	8%	8%	9%	8%	9%	16%	7%	7%	10%	12%	13%
Not sure	10%	5%	8%	4%	8%	6%	7%	12%	22%	13%	5%	3%	6%	9%	11%	10%	14%	12%	3%	10%	12%	16%	12%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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

Inheritance tax

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very fair	5%	3%	9%	3%	7%	3%	6%	3%	4%	5%	4%	5%	5%	4%	5%	6%	5%	6%	6%	4%	3%	3%	6%
Fair	18%	15%	23%	23%	22%	15%	19%	16%	17%	15%	18%	22%	19%	18%	14%	17%	24%	13%	21%	18%	16%	11%	16%
Neither	15%	12%	14%	22%	14%	14%	14%	16%	21%	13%	16%	15%	17%	15%	19%	14%	11%	10%	14%	14%	14%	19%	14%
Unfair	27%	32%	25%	26%	31%	29%	25%	28%	16%	27%	29%	29%	22%	28%	24%	29%	27%	28%	29%	30%	25%	25%	19%
Very unfair	24%	29%	19%	22%	21%	28%	27%	22%	17%	26%	27%	22%	25%	25%	27%	22%	21%	26%	23%	22%	25%	26%	30%
Not sure	12%	8%	10%	4%	7%	10%	9%	15%	26%	13%	7%	8%	13%	11%	12%	12%	12%	16%	6%	11%	17%	15%	15%

Income tax

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very fair	4%	3%	6%	7%	7%	3%	5%	4%	1%	4%	6%	4%	8%	4%	3%	4%	4%	1%	6%	4%	4%	3%	3%
Fair	34%	34%	39%	43%	41%	32%	34%	33%	24%	32%	37%	38%	39%	36%	32%	32%	30%	24%	47%	33%	25%	25%	27%
Neither	21%	26%	17%	20%	19%	25%	21%	20%	14%	17%	26%	25%	15%	21%	22%	21%	21%	26%	18%	22%	22%	21%	23%
Unfair	24%	23%	24%	22%	19%	26%	23%	24%	26%	25%	22%	23%	23%	24%	26%	23%	21%	24%	18%	25%	32%	23%	21%
Very unfair	10%	8%	9%	5%	9%	9%	11%	9%	10%	13%	8%	7%	9%	8%	9%	12%	16%	14%	7%	8%	10%	17%	13%
Not sure	8%	5%	5%	2%	5%	4%	5%	10%	24%	10%	2%	3%	7%	8%	7%	8%	7%	11%	3%	9%	8%	12%	13%

Council tax

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very fair	2%	1%	3%	4%	3%	1%	2%	3%	1%	3%	2%	2%	4%	2%	2%	2%	4%	-	3%	2%	3%	2%	1%
Fair	23%	21%	27%	34%	30%	19%	22%	25%	20%	23%	25%	23%	34%	24%	20%	22%	21%	16%	31%	22%	19%	20%	16%
Neither	18%	17%	18%	24%	20%	18%	19%	18%	17%	18%	17%	20%	18%	19%	19%	17%	19%	15%	19%	19%	17%	18%	17%
Unfair	29%	34%	29%	29%	29%	31%	29%	29%	28%	27%	30%	34%	22%	31%	31%	28%	33%	31%	29%	32%	29%	26%	25%
Very unfair	21%	24%	19%	8%	15%	29%	24%	19%	11%	23%	25%	20%	16%	19%	23%	26%	17%	30%	15%	20%	26%	24%	32%
Not sure	6%	3%	4%	1%	3%	2%	5%	6%	22%	6%	1%	2%	6%	6%	5%	5%	5%	7%	2%	6%	6%	9%	9%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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

Tax on petrol and deisel

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very fair	6%	3%	8%	12%	9%	2%	8%	3%	7%	6%	5%	5%	12%	5%	5%	3%	8%	3%	7%	6%	3%	6%	5%
Fair	22%	19%	32%	24%	31%	16%	22%	23%	22%	25%	23%	17%	32%	22%	20%	22%	17%	22%	32%	21%	20%	15%	13%
Neither	19%	19%	17%	31%	18%	19%	19%	18%	16%	17%	19%	23%	21%	20%	17%	19%	15%	16%	21%	18%	17%	17%	19%
Unfair	29%	34%	23%	25%	28%	34%	27%	31%	25%	25%	32%	37%	18%	32%	33%	30%	32%	26%	27%	29%	35%	28%	28%
Very unfair	17%	21%	14%	8%	11%	24%	18%	15%	8%	17%	20%	17%	9%	15%	19%	19%	19%	22%	11%	16%	19%	21%	23%
Not sure	8%	5%	5%	2%	4%	4%	6%	9%	21%	10%	2%	2%	9%	7%	6%	7%	8%	12%	2%	10%	6%	13%	12%

Tax on cigarettes and tobacco

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very fair	46%	49%	46%	60%	52%	45%	46%	45%	41%	40%	51%	53%	46%	49%	45%	43%	47%	40%	58%	45%	45%	31%	34%
Fair	28%	25%	32%	31%	31%	26%	26%	29%	24%	31%	25%	25%	26%	27%	30%	29%	28%	23%	28%	30%	26%	28%	26%
Neither	8%	7%	8%	7%	7%	7%	7%	8%	8%	8%	9%	7%	7%	7%	10%	6%	8%	12%	5%	8%	8%	11%	8%
Unfair	6%	5%	7%	0%	4%	7%	7%	5%	9%	6%	6%	6%	7%	5%	7%	7%	4%	8%	4%	5%	8%	9%	7%
Very unfair	6%	6%	5%	1%	3%	8%	8%	5%	4%	8%	5%	5%	8%	5%	3%	7%	8%	9%	3%	5%	5%	9%	17%
Not sure	7%	6%	3%	1%	3%	5%	5%	8%	14%	8%	3%	4%	6%	8%	5%	7%	5%	9%	2%	7%	9%	12%	8%

Tax on alcohol

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very fair	29%	26%	30%	41%	35%	24%	26%	31%	28%	28%	27%	31%	34%	33%	28%	22%	25%	27%	36%	31%	26%	19%	20%
Fair	37%	37%	41%	39%	41%	36%	35%	38%	33%	37%	36%	37%	36%	34%	38%	41%	37%	29%	42%	38%	34%	31%	31%
Neither	13%	15%	10%	17%	12%	15%	13%	13%	11%	11%	15%	15%	9%	13%	14%	12%	12%	17%	10%	13%	12%	15%	17%
Unfair	10%	11%	10%	2%	7%	13%	13%	7%	8%	10%	12%	10%	8%	10%	11%	11%	11%	7%	8%	8%	13%	14%	11%
Very unfair	6%	7%	5%	0%	4%	9%	9%	4%	5%	7%	7%	5%	7%	3%	4%	8%	11%	12%	3%	4%	7%	12%	15%
Not sure	6%	5%	3%	1%	2%	4%	4%	7%	14%	7%	3%	3%	6%	6%	5%	6%	4%	8%	2%	6%	9%	9%	7%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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

National insurance

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very fair	5%	4%	7%	5%	6%	4%	5%	5%	2%	5%	6%	5%	10%	4%	4%	4%	4%	2%	6%	4%	4%	2%	5%
Fair	35%	34%	44%	41%	42%	33%	35%	36%	27%	38%	36%	35%	38%	36%	35%	36%	34%	28%	44%	38%	32%	28%	21%
Neither	28%	32%	23%	31%	25%	32%	28%	27%	25%	21%	29%	39%	26%	29%	30%	26%	26%	28%	27%	28%	29%	25%	31%
Unfair	17%	15%	17%	14%	16%	17%	18%	16%	18%	20%	16%	13%	13%	17%	16%	17%	22%	25%	14%	17%	18%	21%	17%
Very unfair	9%	9%	6%	7%	7%	10%	10%	8%	9%	9%	11%	5%	7%	8%	9%	10%	10%	9%	6%	7%	10%	14%	13%
Not sure	7%	5%	3%	2%	4%	4%	5%	8%	19%	7%	2%	4%	6%	7%	7%	7%	4%	8%	3%	6%	7%	10%	13%

BBC licence fee

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very fair	4%	4%	5%	7%	7%	3%	6%	3%	1%	4%	6%	6%	8%	4%	4%	3%	5%	6%	8%	4%	4%	2%	2%
Fair	15%	9%	24%	27%	23%	9%	15%	15%	11%	16%	15%	14%	22%	15%	14%	14%	7%	12%	19%	17%	14%	7%	7%
Neither	12%	9%	12%	21%	13%	8%	11%	12%	19%	10%	12%	12%	18%	11%	16%	9%	9%	10%	15%	13%	7%	10%	13%
Unfair	19%	17%	17%	23%	20%	17%	16%	21%	24%	18%	20%	17%	16%	20%	16%	19%	24%	21%	21%	18%	20%	20%	14%
Very unfair	45%	57%	38%	20%	33%	60%	48%	42%	31%	45%	46%	50%	31%	44%	45%	50%	52%	41%	35%	43%	50%	53%	55%
Not sure	5%	3%	4%	2%	4%	2%	4%	7%	15%	7%	2%	2%	6%	5%	5%	5%	5%	10%	2%	6%	6%	9%	9%

Air passenger duty

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very fair	9%	7%	13%	17%	13%	8%	11%	8%	3%	9%	10%	12%	10%	11%	10%	6%	7%	12%	14%	9%	6%	5%	8%
Fair	24%	21%	30%	37%	33%	19%	23%	25%	17%	25%	27%	22%	31%	26%	22%	21%	20%	20%	30%	24%	22%	19%	17%
Neither	20%	20%	20%	17%	17%	22%	19%	20%	20%	18%	20%	21%	17%	17%	25%	21%	17%	22%	19%	19%	21%	18%	20%
Unfair	15%	20%	13%	9%	12%	18%	16%	15%	13%	14%	17%	16%	16%	16%	11%	17%	16%	14%	14%	17%	16%	15%	13%
Very unfair	13%	17%	9%	8%	9%	18%	17%	10%	9%	12%	16%	15%	16%	11%	12%	17%	18%	4%	10%	11%	16%	18%	17%
Not sure	19%	15%	15%	13%	15%	14%	14%	23%	37%	22%	11%	13%	12%	18%	20%	19%	22%	27%	12%	20%	20%	24%	24%

Fieldwork Dates: 23rd - 25th March 2024

Sample size: 1770 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

Stamp duty

Unweighted base	1770	598	440	165	698	639	790	980	176	685	437	472	204	606	296	423	149	92	553	526	314	222	155
Base	1770	612	447	162	657	701	860	910	193	738	427	412	212	595	294	427	152	90	496	513	372	238	151
Very fair	3%	2%	4%	3%	4%	3%	4%	2%	2%	3%	3%	3%	4%	3%	3%	1%	1%	2%	4%	2%	3%	1%	2%
Fair	18%	15%	25%	22%	25%	14%	20%	16%	13%	21%	18%	15%	20%	17%	17%	17%	24%	19%	24%	18%	16%	13%	13%
Neither	24%	25%	25%	27%	24%	25%	22%	25%	25%	19%	26%	29%	19%	25%	24%	27%	19%	22%	24%	25%	25%	22%	23%
Unfair	25%	29%	20%	28%	22%	30%	24%	25%	18%	24%	26%	28%	26%	25%	28%	25%	15%	25%	26%	26%	24%	21%	22%
Very unfair	13%	16%	10%	10%	12%	15%	14%	12%	7%	13%	14%	14%	16%	14%	11%	13%	15%	7%	12%	11%	13%	16%	17%
Not sure	18%	13%	16%	10%	13%	13%	16%	19%	36%	20%	12%	10%	15%	16%	17%	17%	26%	25%	10%	18%	18%	27%	24%

Cell Contents (Column Percentages)