

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 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	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base: All GB adults	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Approve	23%	7%	49%	33%	35%	13%	25%	20%	21%	26%	25%	16%	31%	21%	20%	23%	21%	24%	30%	22%	20%	16%	16%
Disapprove	51%	76%	24%	38%	36%	71%	52%	50%	38%	41%	55%	72%	30%	55%	57%	53%	50%	55%	48%	48%	55%	54%	60%
Don't know	26%	18%	27%	30%	29%	15%	22%	30%	41%	33%	20%	13%	39%	24%	23%	24%	30%	21%	22%	30%	26%	30%	24%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
0 - Would never consider voting for them	37%	1%	55%	42%	47%	23%	37%	37%	46%	41%	37%	26%	37%	30%	29%	45%	50%	50%	33%	34%	39%	47%	39%
1	6%	1%	11%	9%	8%	4%	6%	6%	9%	7%	6%	5%	5%	6%	8%	4%	10%	7%	6%	7%	4%	9%	7%
2	6%	0%	9%	7%	6%	6%	7%	5%	7%	9%	4%	3%	9%	6%	5%	5%	4%	7%	8%	8%	5%	3%	2%
3	6%	1%	5%	7%	5%	6%	5%	6%	6%	6%	5%	5%	4%	8%	6%	4%	2%	7%	7%	6%	6%	3%	5%
4	4%	-	5%	6%	3%	3%	4%	3%	5%	4%	3%	4%	6%	3%	6%	3%	3%	2%	4%	3%	4%	4%	3%
5	9%	7%	7%	14%	8%	10%	7%	10%	7%	9%	9%	8%	7%	11%	8%	8%	6%	7%	9%	8%	12%	8%	5%
6	5%	9%	3%	3%	3%	8%	7%	4%	5%	3%	7%	8%	7%	6%	6%	4%	5%	5%	6%	6%	6%	3%	5%
7	6%	14%	2%	6%	4%	9%	7%	4%	3%	4%	7%	9%	3%	5%	6%	7%	5%	6%	6%	7%	5%	4%	6%
8	5%	14%	1%	4%	4%	7%	4%	5%	1%	3%	7%	7%	4%	5%	5%	5%	4%	4%	4%	6%	5%	5%	3%
9	3%	11%	1%	-	2%	5%	2%	3%	-	1%	3%	5%	1%	4%	2%	2%	1%	-	3%	1%	3%	3%	3%
10 - Would definitely consider voting for them	10%	41%	0%	2%	6%	17%	9%	10%	2%	5%	11%	19%	10%	11%	13%	8%	3%	7%	12%	10%	8%	5%	11%
prefer not to answer	5%	0%	2%	1%	3%	2%	3%	6%	10%	7%	2%	1%	8%	4%	4%	4%	7%	-	2%	5%	5%	6%	11%

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Labour

	Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
	Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
0 - Would never consider voting for them		30%	48%	2%	15%	14%	51%	32%	28%	10%	21%	34%	51%	16%	33%	35%	32%	22%	36%	26%	28%	34%	30%	41%
1		4%	8%	1%	5%	3%	6%	5%	4%	3%	4%	4%	5%	3%	6%	5%	3%	2%	1%	3%	3%	6%	5%	5%
2		5%	9%	1%	4%	5%	6%	5%	5%	2%	4%	7%	4%	3%	6%	5%	4%	5%	3%	6%	6%	3%	3%	3%
3		6%	10%	2%	5%	5%	6%	6%	6%	9%	6%	6%	5%	6%	7%	6%	5%	5%	7%	6%	8%	5%	6%	4%
4		4%	7%	2%	7%	4%	3%	5%	3%	6%	4%	4%	3%	6%	5%	3%	3%	2%	3%	3%	4%	5%	4%	3%
5		11%	8%	9%	15%	13%	7%	9%	12%	13%	12%	10%	9%	12%	9%	8%	10%	20%	11%	10%	9%	12%	13%	11%
6		7%	4%	9%	13%	9%	5%	5%	8%	9%	7%	7%	5%	9%	6%	4%	6%	12%	4%	8%	8%	6%	4%	4%
7		7%	1%	12%	13%	10%	2%	8%	6%	16%	9%	6%	3%	7%	5%	10%	9%	7%	6%	8%	8%	8%	5%	5%
8		6%	1%	12%	11%	7%	3%	6%	5%	8%	7%	5%	3%	6%	6%	5%	4%	4%	11%	7%	5%	5%	7%	1%
9		4%	2%	10%	2%	6%	3%	4%	4%	5%	5%	3%	3%	9%	3%	3%	5%	2%	2%	6%	4%	3%	3%	3%
10 - Would definitely consider voting for them		12%	1%	37%	8%	21%	6%	12%	13%	10%	14%	14%	9%	14%	10%	11%	15%	11%	14%	15%	13%	9%	14%	9%
prefer not to answer		5%	0%	2%	1%	3%	2%	3%	6%	10%	7%	2%	1%	8%	4%	4%	4%	7%	-	2%	5%	5%	6%	11%

Liberal Democrats

	Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
	Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
0 - Would never consider voting for them		26%	37%	10%	0%	13%	42%	29%	24%	14%	22%	29%	37%	19%	25%	28%	30%	25%	34%	22%	26%	27%	29%	37%
1		5%	7%	3%	1%	4%	8%	6%	4%	2%	6%	5%	6%	4%	6%	5%	5%	6%	6%	5%	5%	8%	4%	3%
2		6%	8%	7%	2%	6%	8%	7%	6%	3%	5%	9%	8%	6%	7%	7%	6%	7%	2%	6%	6%	7%	7%	5%
3		6%	7%	7%	2%	6%	7%	7%	6%	6%	6%	8%	5%	5%	6%	5%	9%	7%	3%	5%	8%	6%	6%	6%
4		8%	9%	9%	2%	8%	7%	8%	8%	12%	6%	8%	8%	11%	6%	8%	6%	11%	13%	9%	7%	8%	6%	7%
5		16%	15%	22%	12%	21%	11%	14%	17%	17%	17%	15%	12%	15%	13%	22%	15%	15%	15%	17%	15%	16%	17%	11%
6		8%	8%	12%	13%	10%	4%	8%	8%	13%	9%	7%	5%	9%	9%	6%	8%	4%	11%	10%	9%	6%	6%	4%
7		8%	3%	15%	18%	13%	5%	9%	8%	9%	10%	7%	6%	11%	9%	5%	8%	10%	5%	8%	10%	7%	7%	7%
8		5%	2%	7%	17%	6%	4%	5%	5%	9%	6%	3%	4%	3%	7%	4%	4%	2%	9%	6%	3%	7%	6%	2%
9		1%	1%	1%	6%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	0%	1%	1%	1%	1%	1%	4%
10 - Would definitely consider voting for them		5%	2%	6%	25%	9%	3%	4%	6%	5%	5%	5%	6%	7%	6%	6%	4%	6%	1%	7%	5%	3%	4%	5%
prefer not to answer		5%	0%	2%	1%	3%	2%	3%	6%	10%	7%	2%	1%	8%	4%	4%	4%	7%	-	2%	5%	5%	6%	11%

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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	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base: All GB adults	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162	
Health	40%	36%	53%	48%	51%	33%	32%	49%	35%	38%	46%	41%	35%	41%	39%	40%	50%	44%	44%	38%	40%	39%	40%	
Immigration & Asylum	48%	71%	27%	38%	28%	73%	52%	44%	29%	37%	57%	65%	33%	52%	53%	49%	43%	42%	44%	45%	55%	46%	55%	
Crime	27%	36%	18%	25%	20%	35%	29%	26%	25%	26%	29%	30%	32%	27%	32%	28%	16%	20%	24%	29%	32%	28%	22%	
The economy	49%	49%	61%	49%	55%	45%	53%	46%	50%	54%	48%	41%	51%	47%	54%	47%	52%	51%	53%	52%	46%	45%	43%	
Tax	12%	17%	8%	8%	10%	13%	15%	9%	11%	14%	11%	11%	11%	12%	13%	12%	12%	12%	14%	12%	10%	11%	13%	
Pensions	12%	17%	9%	11%	11%	17%	11%	13%	2%	4%	14%	29%	6%	10%	15%	15%	12%	8%	9%	11%	15%	14%	12%	
Education	11%	7%	15%	15%	16%	7%	8%	14%	15%	14%	10%	6%	12%	11%	11%	10%	17%	10%	12%	12%	8%	12%	11%	
Family life & childcare	5%	2%	5%	6%	6%	3%	3%	6%	7%	7%	2%	3%	3%	7%	5%	3%	4%	4%	4%	6%	5%	7%	2%	
Housing	21%	8%	28%	19%	22%	13%	18%	23%	35%	26%	16%	10%	37%	17%	19%	18%	22%	24%	21%	21%	19%	22%	22%	
The environment	17%	9%	23%	29%	25%	9%	17%	18%	22%	22%	15%	11%	24%	17%	15%	16%	20%	18%	19%	20%	14%	17%	13%	
Britain leaving the EU	12%	6%	16%	15%	17%	7%	14%	11%	18%	10%	13%	12%	15%	12%	9%	11%	16%	12%	15%	13%	10%	11%	9%	
Transport	3%	3%	5%	3%	3%	2%	4%	2%	6%	3%	2%	2%	1%	2%	1%	6%	3%	5%	3%	4%	3%	2%	1%	
Welfare benefits	10%	7%	10%	6%	10%	11%	7%	12%	6%	11%	9%	10%	8%	9%	10%	11%	11%	10%	8%	7%	9%	9%	25%	
Defence and security	14%	25%	9%	15%	11%	20%	16%	11%	6%	9%	17%	23%	5%	19%	11%	12%	14%	17%	15%	15%	14%	11%	10%	
None of these	0%	-	0%	-	0%	-	0%	0%	1%	1%	-	-	2%	0%	-	0%	-	-	0%	0%	0%	0%	0%	
Don't know	1%	-	1%	2%	1%	0%	2%	1%	3%	2%	-	0%	2%	1%	1%	2%	-	1%	1%	1%	1%	3%	2%	

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

National Health Service

	Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162	
Very well	2%	1%	6%	3%	4%	1%	2%	2%	2%	2%	4%	1%	4%	1%	3%	2%	2%	2%	3%	2%	2%	3%	1%	
Fairly well	19%	12%	34%	30%	27%	13%	22%	17%	21%	18%	20%	19%	26%	20%	18%	19%	14%	17%	24%	20%	15%	19%	15%	
Fairly badly	28%	33%	24%	27%	25%	31%	28%	29%	37%	28%	23%	31%	24%	26%	32%	31%	34%	25%	24%	33%	32%	27%	22%	
Very badly	32%	36%	17%	22%	25%	40%	29%	35%	22%	31%	34%	36%	26%	36%	28%	30%	35%	36%	31%	27%	37%	31%	42%	
Don't know	18%	19%	20%	18%	19%	15%	19%	17%	17%	20%	19%	13%	19%	17%	19%	18%	16%	19%	18%	18%	15%	20%	21%	

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Immigration

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	1%	-	3%	2%	2%	0%	1%	1%	1%	1%	2%	0%	2%	0%	1%	1%	3%	1%	1%	1%	1%	3%	0%
Fairly well	14%	4%	32%	20%	23%	6%	15%	13%	16%	17%	13%	9%	19%	13%	14%	14%	12%	11%	18%	16%	10%	10%	9%
Fairly badly	22%	19%	24%	30%	24%	17%	18%	25%	28%	25%	16%	20%	24%	22%	17%	23%	27%	19%	22%	22%	23%	25%	16%
Very badly	45%	67%	18%	27%	29%	69%	49%	42%	23%	37%	54%	60%	34%	49%	49%	45%	38%	46%	40%	44%	50%	42%	55%
Don't know	18%	10%	23%	21%	23%	8%	17%	19%	32%	20%	15%	11%	21%	15%	20%	17%	20%	23%	18%	17%	16%	20%	20%

Crime

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	5%	1%	14%	11%	10%	2%	5%	5%	5%	5%	7%	4%	9%	5%	4%	5%	4%	4%	7%	7%	2%	7%	2%
Fairly well	22%	16%	36%	32%	30%	15%	23%	21%	25%	23%	20%	21%	21%	22%	20%	22%	24%	31%	26%	24%	21%	15%	17%
Fairly badly	24%	32%	22%	22%	23%	23%	21%	26%	29%	24%	21%	24%	28%	23%	23%	24%	28%	15%	22%	24%	28%	26%	18%
Very badly	32%	39%	12%	16%	18%	49%	34%	30%	20%	30%	36%	37%	26%	34%	35%	32%	22%	35%	30%	30%	33%	35%	38%
Don't know	17%	13%	16%	19%	19%	11%	16%	18%	22%	18%	16%	13%	17%	16%	17%	17%	22%	15%	14%	16%	17%	18%	25%

Education

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	3%	2%	6%	4%	4%	2%	4%	3%	7%	3%	3%	2%	4%	2%	4%	3%	4%	4%	4%	2%	4%	4%	2%
Fairly well	28%	21%	42%	30%	31%	22%	30%	26%	38%	26%	27%	27%	34%	28%	26%	27%	21%	29%	32%	27%	28%	23%	22%
Fairly badly	23%	33%	15%	22%	22%	25%	21%	24%	20%	23%	21%	25%	17%	22%	23%	21%	34%	25%	21%	26%	25%	21%	14%
Very badly	15%	17%	5%	9%	11%	20%	15%	15%	10%	15%	14%	18%	15%	17%	15%	15%	9%	13%	16%	14%	12%	16%	20%
Don't know	32%	27%	31%	36%	33%	32%	31%	33%	26%	34%	34%	29%	29%	31%	32%	34%	32%	29%	28%	32%	30%	36%	41%

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Taxation

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	2%	1%	5%	3%	3%	1%	2%	2%	2%	2%	2%	2%	2%	1%	4%	2%	2%	2%	3%	1%	2%	2%	2%
Fairly well	17%	10%	31%	22%	23%	12%	19%	15%	19%	18%	17%	14%	24%	16%	16%	15%	16%	21%	21%	19%	14%	12%	11%
Fairly badly	28%	34%	23%	35%	29%	29%	26%	30%	29%	26%	30%	30%	28%	31%	22%	26%	35%	32%	26%	30%	33%	26%	22%
Very badly	30%	44%	13%	16%	19%	45%	34%	27%	19%	27%	30%	40%	22%	32%	34%	32%	20%	30%	31%	27%	31%	28%	37%
Don't know	23%	12%	28%	24%	27%	13%	19%	26%	31%	26%	21%	15%	24%	19%	25%	25%	27%	15%	19%	22%	20%	32%	28%

Unemployment

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	2%	1%	5%	3%	3%	1%	2%	2%	2%	3%	1%	5%	2%	2%	1%	1%	1%	1%	4%	1%	1%	3%	-
Fairly well	21%	16%	34%	27%	26%	16%	25%	17%	22%	22%	22%	16%	26%	20%	18%	21%	21%	16%	24%	23%	21%	18%	10%
Fairly badly	26%	28%	18%	24%	23%	29%	24%	27%	27%	27%	21%	27%	20%	26%	26%	23%	36%	30%	22%	24%	32%	30%	21%
Very badly	17%	21%	7%	4%	10%	24%	18%	16%	12%	17%	14%	22%	16%	18%	16%	19%	8%	20%	17%	14%	16%	20%	24%
Don't know	35%	34%	36%	42%	39%	30%	31%	39%	36%	32%	40%	34%	32%	34%	38%	35%	34%	33%	34%	38%	30%	30%	45%

Inflation

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	2%	0%	4%	4%	3%	1%	3%	1%	3%	2%	3%	1%	4%	1%	3%	1%	2%	1%	4%	1%	1%	3%	-
Fairly well	24%	16%	40%	32%	31%	20%	29%	19%	24%	24%	25%	25%	29%	22%	23%	26%	26%	22%	29%	28%	21%	17%	17%
Fairly badly	26%	37%	17%	21%	22%	31%	23%	29%	28%	24%	28%	27%	21%	28%	25%	25%	33%	21%	22%	26%	33%	28%	22%
Very badly	24%	26%	11%	16%	16%	29%	22%	26%	25%	26%	20%	24%	25%	25%	25%	25%	16%	24%	21%	22%	26%	28%	28%
Don't know	24%	21%	27%	28%	27%	19%	23%	24%	21%	24%	25%	23%	22%	23%	24%	24%	23%	32%	24%	24%	19%	23%	33%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 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	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	2%	2%	4%	2%	2%	2%	3%	1%	2%	2%	2%	1%	4%	2%	1%	1%	2%	3%	4%	1%	2%	3%	-
Fairly well	15%	14%	24%	19%	17%	13%	16%	13%	16%	16%	15%	12%	19%	15%	15%	14%	10%	15%	15%	15%	16%	15%	9%
Fairly badly	23%	23%	21%	25%	22%	23%	22%	24%	27%	26%	19%	22%	23%	22%	26%	24%	27%	16%	23%	23%	24%	23%	22%
Very badly	28%	26%	17%	25%	25%	31%	30%	26%	27%	27%	27%	32%	28%	29%	25%	28%	24%	38%	28%	26%	29%	29%	31%
Don't know	32%	35%	34%	30%	33%	31%	30%	35%	28%	30%	37%	33%	27%	32%	33%	33%	37%	27%	30%	35%	29%	29%	38%

Defence

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	3%	2%	5%	3%	4%	2%	3%	3%	5%	4%	2%	1%	5%	2%	2%	3%	4%	4%	4%	2%	3%	5%	1%
Fairly well	24%	17%	40%	32%	29%	18%	29%	20%	29%	26%	24%	19%	32%	22%	22%	23%	30%	27%	27%	29%	22%	20%	15%
Fairly badly	18%	25%	11%	18%	16%	22%	19%	17%	20%	17%	16%	22%	15%	21%	17%	17%	20%	14%	16%	18%	25%	20%	11%
Very badly	16%	22%	4%	6%	10%	25%	19%	13%	6%	13%	18%	24%	13%	17%	16%	17%	9%	25%	18%	13%	15%	14%	23%
Don't know	38%	34%	40%	41%	42%	33%	30%	46%	40%	40%	39%	34%	34%	38%	42%	41%	37%	30%	36%	37%	36%	42%	50%

The economy

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	2%	1%	5%	2%	3%	1%	2%	2%	2%	2%	4%	1%	4%	1%	3%	3%	1%	2%	3%	1%	2%	4%	-
Fairly well	22%	13%	41%	30%	30%	15%	25%	19%	26%	23%	21%	19%	31%	21%	19%	21%	24%	24%	28%	24%	19%	17%	12%
Fairly badly	30%	38%	21%	32%	27%	33%	28%	31%	29%	28%	30%	32%	21%	32%	28%	30%	34%	30%	24%	32%	36%	28%	26%
Very badly	27%	32%	10%	14%	17%	37%	25%	28%	18%	27%	24%	33%	23%	29%	31%	26%	20%	26%	28%	23%	27%	28%	35%
Don't know	19%	16%	23%	22%	22%	14%	19%	20%	25%	20%	20%	15%	22%	17%	19%	21%	21%	18%	17%	20%	16%	24%	27%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 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	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	5%	3%	10%	7%	7%	3%	6%	4%	5%	6%	2%	8%	5%	4%	4%	5%	10%	9%	4%	4%	4%	2%	
Fairly well	28%	26%	40%	33%	35%	22%	31%	26%	32%	32%	25%	24%	39%	26%	27%	27%	31%	30%	30%	30%	28%	28%	21%
Fairly badly	15%	15%	11%	13%	12%	19%	14%	17%	17%	14%	15%	18%	11%	17%	15%	16%	18%	9%	13%	15%	20%	17%	12%
Very badly	19%	25%	5%	5%	11%	30%	21%	17%	10%	17%	20%	27%	13%	20%	19%	21%	15%	26%	19%	20%	17%	17%	25%
Don't know	32%	31%	33%	43%	35%	26%	27%	37%	36%	32%	34%	30%	29%	33%	35%	32%	31%	26%	30%	31%	32%	35%	40%

Transport

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	3%	1%	4%	6%	4%	1%	3%	2%	5%	3%	3%	1%	7%	1%	3%	2%	4%	2%	4%	2%	1%	6%	1%
Fairly well	23%	11%	38%	27%	27%	16%	25%	22%	31%	25%	22%	18%	28%	24%	23%	22%	19%	20%	24%	26%	23%	20%	18%
Fairly badly	25%	32%	19%	25%	26%	26%	25%	26%	25%	25%	23%	29%	25%	25%	22%	25%	31%	25%	26%	25%	29%	26%	17%
Very badly	19%	28%	7%	12%	11%	28%	22%	16%	12%	18%	21%	23%	14%	20%	22%	19%	14%	26%	20%	19%	19%	15%	24%
Don't know	30%	29%	31%	31%	32%	28%	26%	33%	26%	30%	32%	29%	26%	30%	31%	32%	31%	27%	27%	29%	28%	34%	40%

Housing

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	2%	1%	4%	2%	3%	1%	2%	2%	2%	2%	3%	1%	4%	1%	2%	2%	1%	3%	3%	1%	0%	4%	2%
Fairly well	19%	15%	35%	26%	25%	15%	23%	15%	16%	19%	20%	18%	23%	17%	19%	22%	12%	18%	24%	18%	16%	18%	14%
Fairly badly	30%	33%	23%	38%	28%	33%	28%	32%	33%	29%	30%	30%	24%	33%	32%	26%	41%	21%	29%	31%	36%	25%	25%
Very badly	27%	31%	13%	11%	18%	34%	26%	27%	23%	28%	24%	29%	28%	28%	25%	24%	25%	32%	25%	23%	30%	29%	34%
Don't know	23%	20%	25%	23%	26%	16%	20%	25%	26%	21%	23%	22%	21%	21%	23%	26%	21%	26%	20%	27%	18%	24%	26%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 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	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	2%	1%	4%	2%	3%	1%	2%	2%	4%	2%	2%	1%	4%	2%	2%	2%	2%	2%	3%	1%	1%	4%	1%
Fairly well	25%	21%	38%	29%	30%	19%	28%	23%	34%	25%	25%	21%	28%	22%	27%	27%	23%	28%	27%	28%	27%	17%	18%
Fairly badly	26%	31%	21%	25%	24%	28%	23%	28%	25%	26%	23%	27%	25%	27%	25%	25%	26%	18%	25%	24%	27%	33%	18%
Very badly	17%	15%	6%	13%	13%	21%	18%	15%	13%	16%	15%	20%	15%	18%	15%	15%	16%	20%	16%	16%	15%	16%	24%
Don't know	31%	32%	30%	31%	31%	30%	29%	32%	23%	30%	34%	31%	28%	30%	32%	31%	32%	32%	28%	31%	29%	31%	39%

Welfare benefits

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	2%	3%	4%	3%	2%	2%	3%	2%	6%	2%	3%	1%	2%	1%	3%	3%	5%	1%	2%	2%	2%	3%	1%
Fairly well	17%	10%	30%	24%	23%	11%	19%	15%	18%	17%	18%	14%	22%	19%	17%	15%	10%	14%	23%	17%	12%	11%	16%
Fairly badly	26%	31%	23%	26%	26%	29%	26%	26%	22%	26%	27%	27%	22%	25%	22%	31%	28%	34%	24%	26%	29%	28%	21%
Very badly	28%	40%	12%	15%	20%	42%	28%	28%	11%	27%	28%	39%	22%	31%	27%	27%	28%	32%	27%	24%	32%	30%	35%
Don't know	27%	17%	31%	33%	29%	16%	25%	28%	43%	28%	25%	18%	32%	24%	31%	25%	28%	19%	24%	31%	24%	27%	28%

Do you think that Keir Starmer is doing well or badly as Prime Minister?

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base: All GB adults	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	6%	0%	19%	9%	11%	3%	7%	6%	3%	6%	9%	5%	7%	6%	8%	6%	5%	7%	9%	6%	4%	6%	6%
Fairly well	29%	10%	54%	45%	41%	16%	30%	28%	44%	34%	24%	20%	39%	28%	21%	31%	31%	29%	35%	29%	27%	29%	18%
Fairly badly	18%	35%	8%	14%	15%	21%	18%	17%	14%	13%	23%	22%	10%	20%	19%	16%	18%	18%	17%	18%	21%	16%	15%
Very badly	25%	40%	4%	11%	11%	46%	28%	23%	9%	17%	30%	43%	16%	27%	30%	27%	17%	30%	23%	24%	29%	26%	27%
Don't know	21%	15%	16%	21%	22%	13%	17%	26%	29%	30%	14%	10%	28%	19%	21%	19%	30%	15%	16%	23%	20%	24%	33%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 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 Ed Davey is doing well or badly as leader of the Liberal Democrats?

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base: All GB adults	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very well	4%	1%	7%	13%	6%	2%	4%	3%	7%	4%	3%	4%	5%	4%	3%	4%	3%	6%	5%	4%	4%	3%	2%
Fairly well	23%	18%	31%	47%	31%	17%	28%	19%	25%	22%	27%	21%	29%	22%	21%	24%	24%	25%	28%	23%	20%	22%	22%
Fairly badly	11%	16%	8%	5%	9%	14%	14%	8%	8%	8%	11%	17%	11%	11%	10%	12%	9%	7%	10%	12%	15%	6%	6%
Very badly	10%	21%	1%	-	4%	17%	12%	8%	5%	7%	13%	15%	10%	11%	12%	9%	10%	7%	10%	10%	10%	8%	15%
Don't know	52%	44%	53%	35%	50%	49%	41%	62%	54%	59%	46%	44%	45%	52%	54%	51%	55%	55%	48%	51%	52%	61%	55%

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base: All GB adults	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
They are ready for Government	11%	35%	5%	5%	8%	16%	9%	13%	8%	8%	14%	16%	12%	11%	15%	11%	9%	6%	14%	12%	10%	9%	9%
They are not ready for Government	70%	53%	88%	83%	78%	67%	77%	64%	69%	70%	72%	68%	68%	71%	62%	70%	81%	77%	76%	73%	67%	62%	60%
Not sure	18%	11%	8%	12%	13%	17%	14%	23%	23%	22%	14%	15%	20%	18%	23%	19%	10%	17%	11%	15%	23%	28%	30%

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base: All GB adults	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Strongly support	18%	8%	26%	19%	22%	13%	22%	14%	22%	17%	18%	16%	28%	13%	16%	16%	30%	18%	18%	17%	16%	21%	16%
Tend to support	39%	35%	47%	41%	43%	35%	40%	37%	41%	38%	41%	37%	42%	36%	35%	42%	40%	41%	39%	40%	40%	33%	38%
Tend to oppose	22%	34%	16%	20%	21%	27%	20%	25%	15%	21%	24%	27%	8%	27%	28%	21%	15%	26%	24%	23%	21%	23%	21%
Strongly oppose	11%	20%	3%	11%	6%	20%	12%	11%	5%	10%	13%	16%	7%	16%	14%	9%	4%	10%	12%	10%	12%	11%	12%
Don't know	10%	3%	8%	9%	8%	6%	7%	13%	17%	15%	4%	4%	15%	8%	8%	12%	11%	6%	7%	10%	10%	12%	13%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 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

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base: All GB adults	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Strongly support	14%	6%	20%	15%	18%	9%	17%	11%	18%	14%	15%	11%	22%	10%	12%	14%	25%	11%	13%	12%	14%	18%	15%
Tend to support	33%	28%	44%	32%	38%	28%	34%	32%	36%	33%	34%	32%	33%	29%	32%	37%	37%	44%	34%	37%	33%	26%	28%
Tend to oppose	21%	26%	19%	20%	20%	22%	18%	23%	20%	19%	22%	23%	17%	24%	21%	19%	18%	19%	21%	22%	22%	18%	18%
Strongly oppose	23%	36%	10%	26%	16%	34%	23%	23%	12%	21%	25%	30%	12%	31%	27%	19%	10%	20%	25%	21%	21%	23%	23%
Don't know	9%	4%	7%	7%	8%	7%	8%	11%	14%	14%	5%	4%	16%	7%	9%	10%	9%	6%	6%	8%	9%	14%	16%

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

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Strongly support	23%	8%	31%	26%	25%	16%	27%	19%	40%	26%	18%	15%	33%	20%	21%	22%	28%	27%	23%	21%	25%	25%	23%
Tend to support	33%	30%	41%	36%	38%	28%	33%	33%	37%	33%	31%	34%	36%	30%	33%	35%	42%	22%	32%	38%	31%	31%	32%
Tend to oppose	18%	26%	12%	20%	15%	24%	16%	19%	7%	15%	22%	22%	7%	23%	18%	17%	11%	20%	20%	16%	19%	14%	16%
Strongly oppose	13%	26%	6%	9%	9%	20%	14%	12%	5%	10%	17%	17%	11%	14%	17%	10%	9%	17%	15%	13%	12%	11%	13%
Don't know	13%	10%	10%	10%	12%	12%	10%	16%	12%	16%	11%	11%	13%	12%	12%	16%	11%	15%	10%	12%	14%	18%	16%

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Strongly support	6%	3%	8%	11%	9%	4%	8%	4%	4%	7%	7%	5%	12%	4%	2%	7%	9%	7%	7%	4%	4%	9%	9%
Tend to support	20%	12%	33%	16%	25%	16%	22%	19%	24%	19%	22%	19%	20%	17%	20%	19%	37%	25%	21%	22%	20%	21%	16%
Tend to oppose	29%	26%	34%	34%	31%	27%	29%	30%	34%	29%	25%	33%	30%	31%	26%	33%	25%	20%	30%	31%	32%	24%	23%
Strongly oppose	32%	53%	16%	28%	25%	45%	32%	31%	16%	30%	36%	38%	21%	39%	39%	28%	15%	36%	33%	32%	30%	28%	37%
Don't know	12%	6%	9%	10%	10%	8%	10%	15%	22%	16%	9%	6%	17%	9%	13%	13%	14%	12%	9%	11%	14%	19%	15%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 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 allowing smaller housing units or more high rise blocks?

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Strongly support	7%	3%	9%	9%	7%	4%	9%	5%	11%	7%	5%	5%	11%	4%	6%	9%	10%	3%	8%	5%	6%	9%	5%
Tend to support	26%	20%	34%	25%	30%	21%	28%	24%	31%	24%	26%	26%	28%	23%	26%	27%	27%	31%	27%	27%	25%	22%	22%
Tend to oppose	28%	34%	29%	29%	33%	26%	29%	27%	19%	26%	32%	32%	24%	33%	25%	26%	27%	29%	28%	28%	28%	26%	30%
Strongly oppose	26%	37%	17%	28%	21%	36%	25%	28%	13%	27%	28%	30%	19%	30%	30%	25%	20%	25%	28%	26%	29%	24%	23%
Don't know	13%	6%	10%	9%	8%	12%	10%	16%	26%	16%	9%	7%	18%	10%	13%	14%	16%	12%	9%	13%	12%	19%	20%

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Strongly support	6%	3%	7%	10%	8%	5%	8%	4%	6%	7%	6%	5%	11%	3%	6%	7%	13%	3%	8%	5%	4%	8%	8%
Tend to support	19%	13%	29%	16%	24%	14%	22%	16%	19%	20%	20%	17%	19%	17%	20%	18%	25%	24%	20%	20%	19%	16%	16%
Tend to oppose	25%	20%	31%	28%	29%	20%	25%	26%	32%	25%	25%	24%	28%	25%	23%	27%	24%	19%	28%	25%	27%	22%	19%
Strongly oppose	40%	58%	23%	41%	32%	53%	37%	42%	22%	35%	44%	51%	25%	48%	42%	37%	27%	43%	39%	40%	41%	36%	44%
Don't know	10%	6%	9%	4%	7%	7%	8%	12%	21%	13%	6%	4%	18%	7%	9%	11%	11%	10%	5%	10%	9%	18%	13%

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base: All GB adults	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Go up a lot	9%	6%	7%	8%	5%	9%	9%	10%	17%	11%	6%	6%	15%	10%	6%	8%	9%	7%	7%	6%	10%	16%	16%
Go up a little	38%	36%	39%	38%	42%	34%	43%	33%	37%	38%	37%	38%	37%	40%	39%	35%	37%	39%	44%	40%	34%	33%	26%
Stay about the same	33%	40%	36%	38%	37%	35%	31%	35%	22%	30%	38%	38%	31%	34%	34%	32%	34%	31%	35%	32%	36%	29%	27%
Go down a little	7%	10%	6%	7%	6%	9%	7%	8%	9%	7%	9%	6%	5%	6%	10%	7%	11%	11%	6%	10%	6%	6%	7%
Go down a lot	1%	1%	0%	1%	0%	1%	1%	0%	-	0%	1%	1%	1%	1%	-	0%	0%	-	0%	1%	1%	1%	1%
Don't know	12%	8%	11%	8%	10%	12%	11%	14%	14%	14%	10%	11%	12%	10%	11%	17%	9%	13%	8%	11%	13%	15%	22%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base: All GB adults	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
It would be better for Britain if house prices rose	5%	10%	3%	1%	4%	7%	8%	3%	2%	4%	8%	5%	4%	5%	6%	6%	6%	3%	7%	5%	6%	4%	2%
It would be better for Britain if house prices went down	52%	32%	59%	57%	53%	44%	52%	52%	73%	57%	45%	39%	57%	52%	46%	51%	55%	55%	47%	51%	57%	62%	45%
It would be better for Britain if house prices stayed about the same	27%	46%	26%	24%	28%	34%	29%	26%	11%	19%	32%	45%	17%	32%	28%	26%	23%	28%	34%	26%	24%	18%	30%
Don't know	16%	11%	12%	17%	15%	15%	12%	19%	14%	20%	14%	11%	21%	10%	20%	18%	15%	14%	12%	18%	13%	17%	23%

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	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base: All GB adults	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
I would be better off if house prices rose	22%	30%	19%	24%	28%	22%	22%	21%	5%	20%	30%	24%	17%	25%	21%	19%	24%	19%	27%	23%	19%	16%	14%
I would be better off if house prices fell	24%	11%	27%	23%	18%	13%	24%	25%	64%	33%	11%	4%	42%	23%	20%	23%	19%	20%	23%	24%	25%	31%	18%
It will make little difference to me personally if house prices rise or fall	46%	54%	47%	48%	46%	58%	47%	45%	21%	35%	55%	68%	29%	47%	53%	46%	49%	51%	43%	44%	51%	40%	55%
Don't know	8%	4%	7%	4%	8%	7%	7%	10%	11%	13%	4%	4%	12%	6%	7%	12%	8%	10%	7%	8%	6%	14%	13%

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
In touch	8%	29%	2%	4%	6%	13%	7%	10%	2%	5%	10%	14%	7%	8%	10%	8%	8%	5%	9%	8%	7%	7%	8%
Out of touch	70%	36%	91%	85%	80%	65%	74%	66%	67%	73%	71%	64%	67%	72%	64%	69%	74%	83%	74%	69%	72%	68%	58%
Neither	12%	32%	4%	9%	9%	17%	12%	13%	9%	9%	15%	17%	13%	13%	13%	12%	9%	6%	11%	13%	11%	11%	16%
Don't know	10%	3%	3%	3%	6%	5%	7%	12%	23%	13%	4%	5%	13%	7%	13%	11%	9%	6%	5%	10%	9%	14%	19%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Cares about ordinary people	13%	47%	1%	8%	8%	20%	14%	12%	4%	7%	16%	23%	11%	15%	15%	12%	7%	7%	15%	13%	13%	9%	9%
Cares about only a select few	66%	27%	89%	82%	76%	57%	67%	64%	71%	69%	64%	58%	63%	63%	63%	69%	72%	70%	68%	64%	67%	65%	62%
Neither	12%	17%	6%	7%	10%	14%	12%	11%	10%	9%	14%	14%	9%	13%	12%	9%	12%	14%	10%	14%	9%	13%	12%
Don't know	10%	9%	3%	3%	6%	9%	8%	13%	15%	14%	6%	6%	17%	9%	10%	10%	10%	10%	7%	9%	11%	13%	17%

Do you think the Conservative party is trustworthy or untrustworthy?

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Trustworthy	12%	44%	3%	7%	8%	18%	12%	12%	8%	7%	15%	20%	11%	13%	13%	13%	6%	6%	13%	13%	10%	8%	13%
Untrustworthy	65%	20%	89%	80%	77%	58%	69%	62%	64%	73%	65%	53%	66%	64%	61%	65%	70%	77%	67%	62%	67%	67%	62%
Neither	13%	30%	5%	9%	9%	18%	12%	15%	10%	10%	14%	21%	9%	15%	15%	13%	11%	10%	13%	17%	12%	8%	12%
Don't know	10%	6%	3%	5%	6%	7%	7%	12%	17%	11%	7%	6%	14%	8%	10%	9%	12%	7%	6%	8%	10%	17%	13%

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Trying to do the right thing	17%	58%	4%	10%	12%	25%	17%	16%	8%	10%	23%	25%	16%	17%	19%	17%	13%	11%	18%	19%	16%	11%	13%
Serving their own interests	66%	24%	87%	81%	77%	59%	67%	64%	64%	70%	64%	59%	63%	65%	59%	66%	72%	78%	68%	62%	67%	68%	63%
Neither	8%	12%	5%	6%	5%	9%	8%	7%	8%	7%	7%	9%	6%	8%	10%	7%	5%	5%	7%	8%	7%	8%	8%
Don't know	10%	6%	4%	3%	6%	7%	8%	12%	21%	12%	5%	7%	14%	9%	11%	10%	10%	7%	7%	11%	10%	13%	15%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Do you think the Conservative party is strong or weak?

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Strong	8%	20%	4%	5%	5%	10%	6%	9%	9%	7%	8%	7%	7%	8%	8%	9%	4%	4%	9%	5%	9%	8%	6%
Weak	68%	55%	80%	77%	73%	70%	73%	62%	56%	66%	72%	70%	64%	70%	62%	67%	72%	76%	71%	71%	64%	64%	62%
Neither	14%	21%	12%	11%	16%	13%	13%	16%	15%	13%	13%	18%	14%	13%	17%	14%	15%	11%	13%	15%	16%	13%	15%
Don't know	11%	4%	4%	6%	6%	7%	8%	13%	20%	14%	7%	5%	15%	9%	12%	11%	9%	8%	8%	9%	11%	15%	18%

Do you think the Conservative party is moderate or extreme?

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Moderate	35%	73%	21%	21%	28%	48%	38%	32%	26%	31%	40%	40%	33%	42%	35%	30%	23%	34%	38%	38%	32%	28%	30%
Extreme	24%	4%	44%	39%	38%	11%	27%	21%	31%	25%	25%	19%	31%	20%	21%	26%	29%	31%	29%	23%	19%	26%	22%
Neither	23%	18%	24%	26%	22%	27%	24%	23%	18%	23%	23%	26%	19%	23%	24%	25%	30%	20%	23%	23%	28%	20%	21%
Don't know	17%	5%	11%	14%	12%	15%	11%	23%	24%	21%	11%	15%	17%	15%	20%	20%	19%	15%	10%	16%	20%	26%	26%

Do you think the Conservative party is competent or incompetent?

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Competent	14%	46%	3%	7%	9%	20%	13%	14%	11%	10%	17%	18%	14%	15%	15%	14%	8%	7%	15%	13%	15%	11%	13%
Incompetent	65%	27%	88%	82%	75%	60%	70%	61%	63%	68%	66%	61%	63%	66%	60%	64%	71%	79%	68%	65%	65%	67%	60%
Neither	12%	24%	6%	9%	11%	15%	11%	13%	10%	9%	13%	16%	9%	11%	15%	12%	13%	9%	12%	15%	11%	9%	10%
Don't know	9%	2%	3%	2%	5%	5%	6%	12%	17%	12%	4%	5%	14%	7%	10%	10%	8%	5%	6%	7%	10%	13%	17%

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Have a clear sense of purpose	18%	35%	14%	17%	15%	21%	17%	19%	21%	17%	18%	19%	18%	18%	19%	17%	22%	15%	20%	16%	22%	17%	12%
Are unclear what they stand for	63%	53%	75%	70%	72%	63%	69%	58%	50%	61%	68%	68%	65%	66%	61%	61%	56%	73%	68%	65%	60%	59%	57%
Neither	7%	9%	6%	9%	8%	8%	5%	9%	6%	7%	8%	8%	3%	7%	9%	10%	7%	5%	7%	8%	6%	8%	11%
Don't know	11%	3%	5%	3%	5%	8%	9%	14%	23%	15%	6%	5%	14%	10%	12%	12%	15%	7%	6%	11%	13%	16%	19%

Do you think the Conservative party is tolerant or prejudiced?

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
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Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



	Total	Vote in 2024 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
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Tolerant	19%	57%	5%	7%	12%	31%	21%	18%	13%	15%	24%	26%	18%	23%	21%	18%	7%	21%	23%	21%	17%	15%	16%
Prejudiced	46%	9%	76%	64%	64%	29%	46%	46%	51%	50%	44%	37%	49%	42%	38%	47%	60%	58%	48%	46%	45%	47%	39%
Neither	18%	24%	10%	19%	13%	25%	21%	16%	13%	15%	22%	22%	17%	19%	22%	18%	13%	10%	18%	17%	19%	17%	22%
Don't know	17%	10%	9%	10%	10%	14%	12%	21%	23%	20%	9%	15%	17%	15%	20%	17%	20%	11%	11%	16%	20%	21%	23%

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
In touch	29%	8%	64%	45%	43%	16%	29%	30%	34%	33%	30%	20%	38%	31%	23%	26%	30%	31%	37%	30%	25%	26%	20%
Out of touch	46%	76%	17%	32%	32%	69%	50%	43%	25%	38%	53%	64%	33%	51%	48%	47%	41%	49%	42%	46%	51%	45%	49%
Neither	12%	12%	13%	17%	16%	8%	13%	12%	16%	12%	13%	12%	12%	10%	12%	13%	20%	13%	15%	12%	11%	12%	11%
Don't know	12%	4%	7%	6%	8%	6%	9%	15%	25%	16%	4%	5%	17%	8%	17%	14%	9%	7%	7%	12%	12%	17%	21%

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Cares about ordinary people	38%	16%	75%	57%	56%	20%	39%	37%	48%	45%	35%	24%	51%	38%	30%	34%	42%	45%	48%	39%	31%	37%	22%
Cares about only a select few	40%	66%	12%	24%	24%	62%	43%	37%	23%	32%	45%	56%	26%	46%	42%	40%	35%	41%	37%	39%	46%	34%	45%
Neither	12%	15%	9%	15%	13%	13%	12%	13%	8%	11%	14%	15%	10%	10%	16%	14%	13%	11%	10%	13%	14%	13%	13%
Don't know	10%	2%	4%	5%	7%	5%	7%	12%	21%	12%	5%	5%	13%	6%	12%	13%	10%	3%	5%	9%	10%	16%	19%

Do you think the Labour party is trustworthy or untrustworthy?

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Trustworthy	24%	6%	55%	32%	36%	12%	25%	22%	25%	27%	24%	17%	34%	21%	19%	23%	23%	29%	30%	24%	19%	24%	15%
Untrustworthy	48%	81%	16%	32%	32%	72%	52%	43%	31%	39%	54%	64%	34%	54%	51%	45%	41%	43%	45%	47%	53%	43%	54%
Neither	15%	8%	16%	25%	20%	9%	13%	16%	17%	16%	14%	12%	15%	13%	14%	14%	20%	19%	16%	16%	13%	13%	14%
Don't know	14%	5%	12%	11%	13%	7%	10%	18%	27%	18%	8%	7%	16%	11%	16%	17%	16%	9%	10%	14%	15%	20%	17%

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Trying to do the right thing	38%	15%	76%	57%	55%	21%	39%	38%	48%	42%	40%	26%	49%	36%	33%	37%	45%	43%	45%	40%	36%	35%	25%
Serving their own interests	42%	71%	12%	28%	27%	65%	43%	40%	21%	34%	47%	59%	28%	46%	48%	40%	32%	43%	41%	38%	46%	37%	51%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



	Total	Vote in 2024 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
Neither	9%	11%	6%	7%	8%	9%	10%	8%	9%	8%	8%	11%	10%	8%	9%	10%	9%	6%	7%	11%	10%	10%	7%
Don't know	11%	3%	6%	9%	9%	5%	8%	14%	21%	16%	4%	4%	12%	9%	10%	13%	14%	7%	8%	12%	8%	17%	18%

Do you think the Labour party is strong or weak?

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Strong	28%	18%	56%	38%	41%	19%	32%	25%	28%	31%	29%	23%	38%	27%	22%	27%	34%	32%	32%	29%	27%	25%	21%
Weak	36%	54%	11%	24%	23%	53%	38%	34%	25%	31%	38%	48%	24%	38%	40%	36%	33%	40%	35%	36%	37%	34%	36%
Neither	21%	23%	25%	26%	25%	19%	21%	22%	17%	19%	26%	23%	21%	20%	25%	23%	20%	17%	22%	21%	23%	19%	20%
Don't know	14%	6%	9%	13%	10%	9%	9%	19%	30%	19%	8%	6%	17%	15%	14%	15%	13%	11%	10%	13%	13%	22%	23%

Do you think the Labour party is moderate or extreme?

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Moderate	42%	25%	73%	55%	61%	25%	45%	39%	52%	45%	44%	30%	54%	41%	34%	39%	45%	50%	49%	44%	37%	35%	33%
Extreme	23%	47%	4%	13%	14%	38%	28%	19%	11%	16%	26%	39%	20%	25%	29%	22%	13%	24%	25%	23%	24%	17%	24%
Neither	18%	19%	15%	18%	13%	23%	17%	19%	15%	17%	21%	19%	12%	17%	20%	20%	25%	12%	15%	18%	20%	22%	16%
Don't know	17%	9%	8%	14%	12%	14%	11%	23%	23%	22%	9%	13%	15%	16%	18%	19%	16%	14%	12%	14%	19%	25%	27%

Do you think the Labour party is competent or incompetent?

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Competent	30%	5%	66%	48%	45%	15%	31%	30%	41%	35%	29%	18%	43%	29%	26%	30%	30%	30%	36%	32%	25%	30%	22%
Incompetent	41%	73%	12%	23%	28%	64%	43%	39%	17%	33%	49%	59%	29%	46%	44%	40%	30%	47%	39%	40%	48%	35%	42%
Neither	13%	15%	10%	13%	14%	11%	13%	12%	12%	12%	13%	14%	10%	12%	12%	13%	20%	12%	14%	12%	11%	12%	15%
Don't know	16%	8%	11%	16%	13%	10%	12%	20%	30%	20%	10%	9%	18%	13%	19%	17%	19%	11%	12%	16%	15%	23%	21%

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

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Have a clear sense of purpose	36%	20%	65%	48%	46%	28%	38%	34%	38%	37%	38%	29%	40%	37%	36%	33%	33%	37%	43%	38%	30%	34%	23%
Are unclear what they stand for	42%	66%	18%	31%	32%	57%	44%	40%	33%	34%	47%	55%	32%	46%	45%	39%	44%	44%	39%	44%	49%	34%	43%
Neither	10%	10%	10%	11%	12%	9%	9%	12%	8%	12%	8%	10%	12%	8%	9%	14%	9%	8%	9%	7%	11%	15%	13%
Don't know	12%	4%	7%	10%	10%	6%	10%	14%	21%	17%	6%	5%	16%	10%	10%	14%	13%	11%	8%	12%	10%	17%	21%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Do you think the Labour party is tolerant or prejudiced?

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Tolerant	36%	20%	70%	49%	53%	21%	39%	34%	45%	40%	39%	23%	46%	36%	32%	35%	37%	37%	43%	37%	33%	35%	23%
Prejudiced	31%	52%	9%	22%	21%	48%	33%	29%	16%	25%	33%	46%	24%	34%	32%	31%	21%	35%	32%	29%	33%	23%	35%
Neither	16%	15%	12%	18%	14%	17%	15%	16%	12%	13%	19%	18%	12%	15%	19%	14%	22%	15%	12%	16%	16%	19%	17%
Don't know	17%	13%	10%	11%	12%	13%	13%	22%	27%	22%	9%	14%	18%	15%	17%	21%	20%	13%	12%	18%	18%	23%	25%

How important do you think it is to teach each of the following subjects at secondary school?

English

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	80%	90%	78%	82%	80%	87%	76%	84%	67%	73%	88%	90%	77%	83%	84%	77%	72%	83%	82%	79%	80%	78%	81%
Quite important	15%	9%	17%	16%	16%	10%	17%	13%	22%	20%	10%	8%	17%	14%	12%	17%	19%	16%	14%	16%	15%	14%	18%
Not very important	2%	1%	4%	1%	2%	1%	3%	1%	6%	3%	1%	1%	3%	2%	2%	2%	6%	2%	2%	3%	3%	3%	-
Not at all important	1%	-	-	-	-	0%	1%	-	1%	1%	0%	-	-	0%	-	2%	-	-	1%	-	0%	2%	-
Don't know	2%	0%	1%	2%	1%	1%	2%	2%	4%	3%	0%	1%	3%	1%	2%	2%	3%	-	1%	2%	2%	3%	2%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 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

Mathematics

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	77%	87%	77%	73%	77%	82%	79%	74%	70%	70%	84%	84%	73%	80%	80%	73%	70%	78%	80%	77%	76%	71%	76%
Quite important	19%	12%	20%	24%	19%	16%	17%	22%	22%	24%	15%	14%	23%	17%	19%	21%	23%	19%	17%	19%	20%	24%	20%
Not very important	2%	0%	2%	1%	2%	1%	2%	2%	3%	3%	1%	1%	1%	1%	1%	2%	4%	2%	2%	2%	1%	3%	2%
Not at all important	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	-	-	0%	-	1%	-	1%	1%	0%	1%	-	1%
Don't know	2%	-	1%	2%	1%	1%	1%	2%	3%	3%	0%	1%	4%	1%	1%	2%	3%	-	1%	3%	2%	3%	2%

Science

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	60%	61%	64%	64%	68%	58%	64%	57%	58%	56%	67%	61%	63%	60%	61%	57%	54%	73%	64%	61%	59%	54%	54%
Quite important	32%	35%	32%	30%	29%	34%	30%	35%	30%	35%	28%	33%	29%	34%	31%	34%	35%	22%	29%	32%	32%	37%	38%
Not very important	4%	3%	2%	3%	2%	5%	3%	6%	7%	4%	4%	5%	3%	4%	4%	6%	6%	4%	5%	3%	5%	5%	4%
Not at all important	1%	-	0%	1%	0%	1%	1%	0%	1%	1%	-	1%	-	0%	2%	1%	-	1%	1%	0%	1%	1%	0%
Don't know	3%	0%	2%	2%	2%	1%	2%	3%	4%	4%	1%	1%	5%	2%	2%	3%	5%	-	1%	3%	2%	3%	3%

Art

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	15%	8%	19%	22%	20%	10%	11%	18%	14%	17%	15%	10%	22%	13%	10%	16%	17%	15%	16%	14%	14%	12%	17%
Quite important	34%	37%	40%	40%	37%	33%	32%	36%	32%	36%	33%	32%	43%	33%	34%	32%	30%	38%	36%	35%	31%	31%	34%
Not very important	36%	42%	30%	30%	32%	40%	39%	33%	38%	30%	39%	43%	24%	37%	41%	35%	38%	36%	32%	35%	42%	39%	31%
Not at all important	13%	13%	11%	6%	8%	16%	15%	10%	11%	13%	12%	14%	7%	15%	14%	13%	10%	11%	15%	11%	12%	13%	11%
Don't know	3%	-	1%	2%	2%	2%	3%	3%	5%	5%	1%	1%	5%	3%	1%	4%	5%	-	1%	4%	2%	5%	7%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 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

Citizenship

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	23%	25%	24%	23%	24%	24%	21%	24%	23%	18%	27%	27%	24%	24%	24%	23%	15%	23%	24%	22%	23%	22%	20%
Quite important	38%	42%	37%	48%	40%	36%	37%	38%	31%	36%	38%	43%	35%	39%	39%	35%	38%	39%	37%	39%	40%	35%	33%
Not very important	20%	21%	20%	15%	20%	19%	23%	17%	22%	21%	19%	17%	17%	20%	21%	19%	22%	19%	21%	20%	19%	18%	20%
Not at all important	8%	5%	8%	3%	6%	10%	10%	5%	5%	9%	7%	6%	8%	7%	7%	8%	11%	5%	10%	7%	6%	8%	5%
Don't know	13%	8%	12%	12%	11%	11%	10%	15%	19%	16%	9%	7%	16%	11%	9%	15%	15%	13%	9%	12%	11%	16%	22%

Computing/Computer Science/ICT

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	65%	75%	69%	62%	71%	71%	64%	66%	38%	65%	72%	72%	64%	64%	67%	64%	67%	73%	68%	65%	68%	60%	59%
Quite important	28%	22%	26%	29%	25%	25%	28%	27%	39%	27%	27%	25%	30%	30%	27%	28%	22%	24%	25%	29%	26%	31%	31%
Not very important	3%	2%	4%	4%	2%	1%	4%	3%	14%	3%	1%	1%	2%	3%	4%	4%	6%	3%	4%	4%	3%	5%	2%
Not at all important	1%	0%	1%	2%	0%	1%	1%	0%	2%	1%	0%	0%	-	1%	1%	1%	-	-	1%	0%	2%	1%	-
Don't know	3%	-	1%	3%	2%	2%	2%	3%	7%	4%	0%	1%	5%	2%	2%	3%	5%	-	2%	3%	2%	3%	8%

Design and technology

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	30%	33%	28%	35%	33%	33%	33%	27%	17%	27%	35%	36%	33%	27%	35%	29%	29%	30%	32%	30%	31%	23%	30%
Quite important	48%	49%	50%	48%	49%	47%	47%	48%	45%	47%	50%	47%	44%	50%	48%	46%	44%	58%	44%	52%	47%	49%	45%
Not very important	15%	17%	17%	13%	13%	15%	14%	17%	26%	16%	12%	12%	15%	17%	13%	15%	17%	9%	19%	12%	16%	18%	9%
Not at all important	3%	1%	3%	1%	2%	3%	3%	4%	6%	4%	2%	2%	1%	4%	2%	4%	3%	3%	3%	2%	3%	6%	5%
Don't know	4%	1%	2%	2%	4%	2%	4%	4%	6%	6%	2%	3%	7%	3%	2%	6%	7%	1%	3%	4%	3%	5%	11%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 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

Geography

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	28%	28%	26%	32%	30%	28%	27%	28%	21%	26%	28%	33%	30%	29%	27%	25%	28%	27%	28%	25%	29%	31%	30%
Quite important	54%	59%	57%	53%	57%	51%	54%	54%	57%	54%	54%	52%	59%	52%	56%	54%	50%	51%	54%	61%	50%	48%	48%
Not very important	14%	11%	13%	10%	11%	16%	13%	14%	11%	14%	15%	13%	6%	14%	13%	15%	16%	18%	14%	9%	16%	14%	18%
Not at all important	2%	1%	3%	4%	1%	3%	3%	2%	4%	3%	2%	1%	2%	3%	3%	3%	-	1%	3%	2%	3%	3%	1%
Don't know	3%	-	1%	2%	1%	2%	3%	2%	6%	4%	1%	1%	4%	1%	1%	3%	6%	4%	1%	4%	2%	4%	2%

History

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	40%	46%	37%	41%	41%	42%	39%	40%	37%	39%	42%	41%	47%	40%	43%	35%	36%	44%	41%	38%	40%	42%	39%
Quite important	45%	45%	50%	47%	46%	43%	46%	44%	48%	44%	46%	44%	43%	49%	38%	44%	48%	48%	45%	48%	43%	42%	43%
Not very important	10%	7%	9%	8%	10%	10%	10%	10%	8%	10%	9%	12%	5%	8%	14%	13%	8%	7%	10%	8%	12%	10%	10%
Not at all important	3%	2%	2%	2%	1%	3%	3%	2%	4%	3%	2%	2%	1%	2%	3%	5%	3%	-	2%	2%	3%	2%	5%
Don't know	3%	-	1%	2%	2%	2%	2%	3%	3%	4%	1%	1%	4%	2%	2%	3%	5%	1%	2%	3%	2%	3%	3%

Modern foreign languages (e.g. French, Spanish, German)

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	31%	30%	35%	38%	42%	24%	28%	34%	30%	29%	31%	36%	38%	30%	29%	29%	38%	28%	37%	33%	28%	26%	25%
Quite important	43%	50%	47%	49%	42%	45%	46%	40%	40%	42%	44%	45%	44%	45%	41%	42%	41%	43%	41%	47%	45%	37%	39%
Not very important	17%	17%	12%	5%	9%	22%	16%	17%	18%	17%	18%	14%	9%	17%	17%	19%	15%	23%	16%	13%	17%	24%	19%
Not at all important	5%	3%	4%	3%	4%	7%	6%	5%	4%	7%	6%	4%	4%	5%	9%	6%	1%	6%	4%	4%	7%	8%	7%
Don't know	4%	-	2%	4%	2%	3%	4%	4%	8%	5%	2%	1%	5%	3%	4%	5%	5%	-	2%	3%	3%	5%	10%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 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

Music

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	14%	11%	16%	22%	20%	11%	12%	17%	11%	14%	18%	14%	19%	14%	11%	15%	13%	22%	18%	13%	14%	13%	12%
Quite important	36%	39%	41%	42%	41%	34%	36%	36%	34%	38%	34%	37%	45%	34%	40%	34%	38%	29%	37%	40%	33%	27%	41%
Not very important	35%	37%	32%	26%	28%	40%	36%	33%	36%	32%	38%	36%	24%	37%	35%	35%	38%	38%	32%	33%	40%	41%	29%
Not at all important	11%	12%	9%	6%	8%	12%	12%	10%	14%	12%	9%	12%	6%	12%	12%	13%	8%	11%	11%	10%	11%	14%	11%
Don't know	4%	1%	2%	4%	3%	3%	3%	4%	5%	5%	2%	2%	6%	4%	2%	4%	4%	-	2%	4%	3%	6%	7%

Physical education (PE)

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	43%	47%	39%	45%	47%	43%	43%	43%	41%	42%	46%	43%	50%	43%	46%	38%	42%	43%	44%	42%	42%	47%	42%
Quite important	41%	42%	45%	41%	41%	40%	41%	41%	37%	40%	42%	42%	37%	40%	40%	44%	44%	35%	42%	41%	41%	36%	42%
Not very important	11%	10%	11%	10%	9%	12%	11%	11%	15%	11%	8%	12%	8%	12%	11%	10%	8%	17%	10%	12%	11%	11%	11%
Not at all important	3%	1%	3%	1%	2%	4%	3%	3%	3%	3%	2%	2%	1%	2%	3%	5%	3%	6%	3%	2%	4%	3%	4%
Don't know	2%	1%	2%	2%	2%	1%	3%	2%	5%	3%	1%	1%	4%	2%	1%	3%	3%	-	2%	3%	2%	3%	2%

Sex and relationship education (currently part of Personal, Social, Health and Economic education)

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	43%	32%	54%	56%	53%	33%	38%	49%	54%	54%	38%	26%	48%	43%	38%	44%	45%	43%	44%	48%	41%	43%	36%
Quite important	40%	47%	37%	36%	37%	45%	41%	40%	33%	34%	44%	51%	40%	41%	43%	39%	38%	35%	41%	39%	43%	37%	42%
Not very important	10%	16%	6%	5%	6%	15%	14%	6%	7%	6%	14%	14%	5%	11%	12%	8%	9%	14%	10%	7%	11%	11%	12%
Not at all important	3%	3%	2%	1%	1%	5%	4%	2%	1%	2%	3%	6%	2%	2%	5%	4%	3%	6%	3%	3%	3%	3%	4%
Don't know	3%	2%	1%	2%	2%	2%	3%	3%	5%	5%	1%	2%	5%	2%	2%	5%	5%	3%	2%	3%	2%	6%	6%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 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

Religious studies

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	12%	12%	9%	16%	12%	9%	9%	14%	23%	13%	8%	8%	19%	11%	12%	10%	9%	10%	13%	10%	11%	13%	11%
Quite important	27%	32%	32%	33%	31%	23%	24%	31%	34%	27%	23%	29%	30%	31%	24%	26%	19%	26%	29%	32%	25%	21%	21%
Not very important	32%	36%	36%	26%	34%	35%	35%	30%	25%	31%	36%	35%	24%	30%	35%	32%	46%	40%	31%	33%	32%	36%	32%
Not at all important	24%	19%	21%	21%	19%	30%	28%	21%	12%	23%	30%	25%	20%	25%	25%	27%	20%	23%	24%	20%	29%	25%	28%
Don't know	4%	1%	2%	4%	3%	3%	4%	5%	6%	7%	2%	2%	7%	3%	5%	5%	-	3%	4%	4%	4%	8%	

Drama

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	6%	6%	8%	9%	9%	4%	4%	9%	7%	7%	6%	6%	10%	7%	2%	7%	5%	8%	7%	6%	5%	7%	10%
Quite important	26%	20%	33%	38%	33%	21%	24%	28%	25%	30%	23%	24%	34%	26%	25%	26%	25%	19%	30%	29%	22%	22%	23%
Not very important	42%	50%	39%	34%	39%	46%	43%	41%	40%	38%	45%	47%	38%	41%	46%	40%	44%	50%	40%	40%	48%	40%	43%
Not at all important	21%	23%	18%	15%	16%	26%	26%	17%	21%	20%	23%	22%	12%	23%	24%	21%	23%	23%	22%	20%	22%	25%	19%
Don't know	4%	1%	3%	3%	3%	3%	3%	5%	7%	5%	3%	1%	7%	3%	3%	5%	4%	-	2%	5%	3%	7%	4%

Classics

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	5%	5%	4%	3%	5%	6%	4%	7%	6%	6%	4%	5%	13%	3%	4%	5%	7%	9%	5%	4%	6%	5%	9%
Quite important	26%	37%	26%	29%	27%	27%	25%	27%	22%	22%	30%	31%	26%	28%	25%	23%	24%	31%	26%	26%	27%	26%	23%
Not very important	36%	38%	40%	37%	40%	36%	36%	37%	30%	36%	35%	42%	30%	37%	39%	38%	41%	25%	39%	37%	36%	34%	32%
Not at all important	21%	18%	22%	23%	20%	23%	25%	17%	19%	21%	26%	18%	20%	21%	21%	23%	15%	26%	22%	20%	22%	21%	19%
Don't know	11%	2%	7%	8%	9%	8%	10%	13%	23%	16%	5%	3%	12%	11%	11%	11%	13%	9%	7%	13%	9%	15%	17%

Fieldwork Dates: 24th - 26th August 2024

Sample Size: 1684 Adults in GB



Total	Vote in 2024 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

Business studies

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	27%	33%	22%	32%	26%	30%	26%	27%	18%	27%	27%	31%	27%	26%	26%	29%	27%	22%	28%	25%	28%	25%	28%
Quite important	50%	53%	53%	43%	50%	50%	51%	49%	48%	46%	54%	51%	46%	53%	51%	45%	52%	52%	46%	52%	53%	52%	44%
Not very important	17%	11%	19%	21%	17%	14%	16%	18%	27%	17%	15%	14%	18%	16%	18%	17%	13%	19%	20%	16%	14%	16%	16%
Not at all important	3%	2%	3%	2%	3%	3%	4%	2%	4%	4%	3%	2%	3%	3%	2%	4%	3%	6%	4%	3%	3%	2%	3%
Don't know	4%	0%	3%	2%	3%	3%	3%	4%	4%	7%	1%	2%	7%	3%	3%	5%	5%	1%	2%	4%	3%	5%	9%

Latin

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Very important	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	1%	1%	2%	4%	3%	2%	1%	1%	3%	1%
Quite important	9%	12%	9%	11%	9%	8%	8%	9%	11%	7%	8%	12%	6%	10%	10%	8%	10%	5%	11%	8%	6%	7%	13%
Not very important	31%	31%	33%	34%	32%	30%	31%	32%	36%	30%	30%	34%	42%	31%	27%	28%	37%	29%	32%	32%	29%	32%	29%
Not at all important	53%	54%	54%	50%	54%	56%	55%	52%	44%	56%	57%	50%	44%	54%	58%	57%	43%	60%	52%	53%	60%	52%	48%
Don't know	5%	1%	2%	4%	3%	4%	4%	5%	7%	6%	4%	3%	5%	4%	3%	6%	7%	2%	2%	6%	4%	5%	9%

From what you know, do you think exams like A-Levels have got harder or easier over the last ten years, or have they stayed the same?

Unweighted base	1684	271	490	155	677	597	781	903	167	640	414	463	179	579	276	409	147	94	516	485	320	201	162
Base	1684	303	433	155	625	667	818	866	184	702	406	392	204	578	276	399	147	81	472	488	354	209	162
Have got harder	15%	5%	20%	21%	14%	8%	10%	19%	40%	16%	8%	7%	16%	14%	15%	15%	12%	11%	14%	16%	14%	18%	10%
Have got easier	25%	37%	19%	16%	23%	32%	30%	20%	15%	19%	35%	31%	20%	27%	27%	23%	23%	34%	28%	25%	22%	23%	25%
Have stayed about the same	19%	25%	21%	24%	22%	20%	20%	18%	15%	19%	21%	20%	20%	19%	19%	21%	17%	17%	23%	20%	21%	14%	8%
Don't know	41%	32%	39%	38%	41%	41%	39%	43%	30%	46%	36%	42%	43%	40%	38%	41%	48%	38%	35%	39%	42%	45%	57%

Cell Contents (Column Percentages)