

Fieldwork Dates: 31st August - 2nd September 2024

Sample Size: 1700 GB Adults



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

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

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
<b>Base: All GB adults</b>	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Approve	23%	12%	45%	36%	35%	13%	27%	20%	25%	26%	25%	16%	37%	21%	22%	21%	22%	24%	36%	21%	17%	16%	18%
Disapprove	50%	74%	27%	36%	35%	70%	51%	49%	33%	41%	52%	71%	34%	52%	53%	52%	50%	50%	43%	50%	56%	56%	48%
Don't know	27%	14%	27%	28%	30%	17%	22%	31%	41%	33%	23%	13%	28%	27%	25%	27%	28%	26%	21%	29%	27%	28%	34%

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	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
<b>Base:</b>	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
0 - Would never consider voting for them	37%	1%	57%	47%	49%	22%	35%	40%	39%	46%	38%	22%	38%	32%	35%	40%	53%	42%	34%	38%	34%	43%	46%
1	7%	-	8%	11%	8%	5%	7%	6%	6%	8%	7%	4%	8%	5%	6%	8%	5%	10%	6%	8%	8%	4%	7%
2	6%	1%	9%	10%	8%	5%	6%	6%	5%	7%	5%	5%	7%	6%	5%	6%	6%	6%	7%	6%	6%	6%	4%
3	6%	2%	7%	7%	5%	7%	8%	4%	7%	6%	8%	4%	6%	7%	5%	5%	6%	4%	7%	6%	6%	6%	6%
4	4%	2%	3%	4%	4%	3%	4%	4%	8%	4%	3%	3%	4%	3%	4%	4%	4%	6%	4%	4%	5%	4%	4%
5	9%	9%	6%	8%	6%	13%	10%	9%	9%	7%	12%	11%	9%	12%	11%	8%	5%	7%	11%	7%	10%	9%	9%
6	4%	6%	2%	3%	3%	5%	4%	4%	5%	3%	3%	6%	4%	4%	5%	4%	2%	8%	6%	3%	3%	5%	3%
7	5%	11%	3%	6%	3%	8%	5%	4%	2%	3%	5%	8%	7%	5%	3%	4%	5%	5%	6%	5%	4%	4%	4%
8	5%	18%	2%	1%	4%	8%	6%	5%	2%	4%	5%	10%	3%	6%	7%	7%	1%	3%	5%	7%	5%	5%	2%
9	2%	10%	1%	-	1%	4%	2%	2%	-	1%	2%	6%	1%	4%	3%	1%	1%	-	3%	2%	2%	1%	2%
10 - Would definitely consider voting for them	9%	39%	1%	4%	7%	16%	8%	10%	2%	5%	9%	20%	7%	12%	8%	7%	6%	8%	8%	11%	10%	7%	7%
prefer not to answer	5%	2%	1%	0%	3%	4%	5%	6%	15%	7%	3%	1%	6%	4%	8%	6%	5%	1%	3%	5%	7%	6%	7%

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

**Labour**

	Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
	<b>Base</b>	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
0 - Would never consider voting for them		30%	58%	2%	14%	14%	50%	31%	29%	5%	22%	35%	50%	15%	35%	35%	29%	20%	34%	22%	29%	35%	33%	34%
1		5%	10%	1%	2%	3%	7%	6%	4%	3%	3%	4%	9%	6%	4%	6%	5%	4%	6%	5%	4%	6%	6%	4%
2		5%	7%	2%	6%	4%	5%	5%	5%	7%	4%	5%	6%	7%	4%	4%	6%	5%	2%	4%	5%	6%	5%	4%
3		5%	5%	1%	5%	5%	5%	5%	5%	5%	6%	3%	4%	6%	5%	4%	3%	9%	1%	5%	6%	4%	3%	3%
4		5%	3%	3%	5%	4%	4%	5%	4%	10%	5%	4%	2%	5%	4%	5%	5%	3%	3%	4%	5%	5%	5%	5%
5		12%	8%	13%	14%	13%	9%	12%	12%	20%	13%	12%	8%	12%	12%	12%	11%	18%	12%	13%	13%	10%	14%	12%
6		7%	4%	8%	12%	9%	3%	6%	8%	10%	8%	6%	4%	7%	6%	4%	7%	13%	7%	6%	10%	6%	4%	4%
7		7%	1%	13%	16%	11%	4%	7%	7%	8%	9%	6%	4%	9%	7%	4%	5%	10%	12%	9%	8%	3%	6%	7%
8		8%	1%	19%	13%	11%	5%	8%	7%	7%	10%	7%	4%	10%	8%	6%	8%	7%	6%	10%	7%	5%	7%	7%
9		2%	-	7%	2%	4%	0%	3%	2%	1%	2%	3%	2%	3%	2%	3%	3%	3%	2%	3%	2%	1%	3%	4%
10 - Would definitely consider voting for them		10%	0%	30%	9%	19%	4%	9%	12%	9%	12%	12%	7%	16%	10%	10%	11%	3%	12%	15%	10%	8%	5%	8%
prefer not to answer		5%	2%	1%	0%	3%	4%	5%	6%	15%	7%	3%	1%	6%	4%	8%	6%	5%	1%	3%	5%	7%	6%	7%

**Liberal Democrats**

	Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
	<b>Base</b>	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
0 - Would never consider voting for them		27%	40%	10%	3%	11%	43%	32%	22%	8%	24%	29%	38%	19%	26%	34%	28%	23%	30%	22%	24%	32%	30%	35%
1		5%	9%	4%	0%	4%	7%	6%	5%	4%	5%	6%	6%	4%	5%	6%	6%	6%	7%	4%	4%	7%	6%	7%
2		5%	6%	5%	0%	7%	5%	6%	5%	3%	5%	8%	5%	4%	5%	4%	7%	6%	4%	4%	6%	5%	5%	7%
3		6%	8%	6%	2%	6%	6%	5%	6%	5%	6%	4%	6%	8%	6%	4%	4%	8%	5%	5%	8%	6%	4%	4%
4		7%	9%	8%	2%	8%	6%	7%	8%	10%	7%	6%	7%	6%	7%	7%	8%	9%	5%	7%	8%	7%	5%	9%
5		17%	16%	25%	8%	20%	14%	17%	18%	25%	19%	14%	14%	22%	18%	17%	17%	15%	14%	19%	17%	16%	23%	9%
6		8%	4%	14%	11%	11%	4%	7%	9%	12%	7%	8%	6%	6%	7%	8%	7%	9%	13%	7%	9%	8%	6%	4%
7		7%	1%	13%	21%	11%	4%	6%	9%	8%	8%	9%	5%	9%	7%	5%	6%	12%	10%	11%	7%	4%	5%	7%
8		5%	1%	7%	20%	9%	4%	4%	7%	4%	6%	5%	5%	8%	7%	4%	3%	4%	5%	8%	6%	3%	3%	4%
9		2%	1%	2%	11%	3%	1%	2%	2%	2%	2%	1%	3%	2%	3%	1%	2%	2%	2%	4%	1%	1%	2%	1%
10 - Would definitely consider voting for them		5%	3%	6%	21%	8%	2%	4%	5%	4%	5%	5%	3%	6%	6%	3%	5%	1%	2%	6%	4%	3%	6%	6%
prefer not to answer		5%	2%	1%	0%	3%	4%	5%	6%	15%	7%	3%	1%	6%	4%	8%	6%	5%	1%	3%	5%	7%	6%	7%

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Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

	Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
<b>Base: All GB adults</b>	<b>1700</b>	<b>306</b>	<b>437</b>	<b>156</b>	<b>631</b>	<b>673</b>	<b>826</b>	<b>874</b>	<b>185</b>	<b>709</b>	<b>410</b>	<b>396</b>	<b>206</b>	<b>583</b>	<b>279</b>	<b>403</b>	<b>148</b>	<b>82</b>	<b>476</b>	<b>493</b>	<b>357</b>	<b>199</b>	<b>175</b>	
Health	41%	35%	56%	53%	48%	35%	30%	51%	45%	39%	39%	44%	44%	41%	33%	41%	47%	45%	44%	40%	39%	38%	38%	
Immigration & Asylum	47%	68%	30%	30%	31%	68%	51%	42%	23%	39%	53%	64%	29%	47%	54%	52%	42%	40%	41%	44%	59%	43%	50%	
Crime	26%	30%	21%	23%	21%	31%	26%	26%	21%	25%	30%	27%	26%	23%	29%	29%	24%	19%	23%	28%	28%	25%	24%	
The economy	47%	45%	54%	49%	53%	40%	49%	45%	50%	50%	46%	41%	43%	42%	48%	47%	61%	57%	50%	48%	47%	45%	37%	
Tax	14%	15%	8%	8%	9%	15%	17%	11%	15%	17%	11%	10%	10%	12%	18%	15%	13%	14%	13%	15%	12%	20%	8%	
Pensions	11%	22%	7%	9%	7%	18%	10%	11%	1%	3%	13%	27%	6%	13%	11%	11%	7%	12%	7%	13%	13%	10%	12%	
Education	10%	6%	13%	13%	15%	6%	6%	14%	13%	13%	8%	7%	8%	13%	9%	8%	11%	7%	14%	8%	13%	8%	6%	
Family life & childcare	5%	4%	7%	6%	6%	3%	4%	5%	6%	6%	3%	2%	8%	4%	5%	4%	4%	5%	7%	5%	3%	4%	3%	
Housing	21%	9%	27%	28%	24%	16%	19%	24%	29%	25%	20%	12%	33%	22%	18%	16%	23%	24%	21%	21%	18%	23%	28%	
The environment	17%	8%	22%	27%	26%	10%	17%	18%	22%	19%	16%	14%	23%	18%	17%	16%	13%	16%	20%	19%	12%	20%	15%	
Britain leaving the EU	12%	7%	18%	14%	20%	6%	14%	9%	6%	11%	15%	11%	12%	11%	11%	12%	11%	13%	16%	11%	10%	9%	7%	
Transport	3%	2%	5%	4%	3%	2%	4%	2%	3%	5%	1%	1%	4%	4%	2%	3%	3%	2%	4%	3%	1%	3%	2%	
Welfare benefits	10%	9%	7%	8%	12%	11%	10%	10%	4%	12%	11%	9%	9%	9%	12%	11%	11%	9%	8%	9%	11%	10%	19%	
Defence and security	14%	27%	9%	15%	10%	20%	18%	10%	8%	8%	16%	24%	13%	18%	14%	11%	5%	16%	16%	13%	15%	11%	13%	
None of these	0%	-	1%	-	0%	0%	1%	0%	-	1%	0%	-	-	1%	0%	1%	-	-	-	1%	-	0%	-	
Don't know	3%	1%	2%	2%	2%	2%	3%	3%	7%	4%	1%	0%	3%	3%	3%	3%	2%	2%	1%	2%	2%	5%	8%	

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

National Health Service

	Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
<b>Base</b>	<b>1700</b>	<b>306</b>	<b>437</b>	<b>156</b>	<b>631</b>	<b>673</b>	<b>826</b>	<b>874</b>	<b>185</b>	<b>709</b>	<b>410</b>	<b>396</b>	<b>206</b>	<b>583</b>	<b>279</b>	<b>403</b>	<b>148</b>	<b>82</b>	<b>476</b>	<b>493</b>	<b>357</b>	<b>199</b>	<b>175</b>	
Very well	2%	1%	3%	1%	2%	0%	3%	1%	8%	1%	1%	1%	5%	1%	1%	3%	-	2%	2%	2%	3%	1%	2%	
Fairly well	19%	14%	32%	30%	26%	12%	23%	15%	20%	20%	20%	17%	27%	17%	21%	18%	17%	15%	27%	19%	14%	11%	17%	
Fairly badly	29%	35%	25%	22%	26%	32%	27%	30%	31%	28%	27%	32%	26%	29%	27%	31%	30%	26%	29%	30%	32%	29%	18%	
Very badly	30%	34%	16%	26%	19%	41%	28%	32%	24%	29%	31%	35%	22%	32%	35%	28%	27%	40%	24%	29%	33%	35%	38%	
Don't know	20%	16%	23%	21%	26%	15%	19%	21%	18%	22%	22%	15%	19%	21%	16%	21%	26%	16%	18%	20%	17%	24%	26%	

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	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

**Immigration**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186	
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175	
Very well	2%	1%	4%	3%	3%	1%	3%	1%	3%	2%	2%	1%	1%	2%	1%	3%	3%	3%	3%	4%	2%	1%	0%	3%
Fairly well	14%	7%	27%	20%	21%	6%	14%	13%	16%	16%	14%	10%	26%	12%	13%	12%	10%	15%	20%	16%	10%	8%	9%	
Fairly badly	21%	21%	22%	23%	21%	17%	18%	23%	30%	22%	15%	19%	20%	21%	21%	18%	23%	23%	23%	20%	21%	22%	14%	
Very badly	44%	64%	20%	27%	26%	66%	48%	40%	23%	38%	50%	58%	31%	44%	50%	48%	37%	45%	35%	41%	54%	45%	53%	
Don't know	20%	7%	27%	27%	28%	11%	17%	22%	27%	22%	19%	12%	21%	21%	15%	18%	28%	13%	19%	22%	14%	26%	20%	

**Crime**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very well	3%	1%	8%	6%	6%	1%	4%	3%	4%	4%	4%	2%	5%	4%	2%	3%	3%	2%	6%	3%	2%	1%	4%
Fairly well	23%	15%	39%	29%	31%	16%	24%	22%	27%	23%	21%	23%	28%	21%	22%	20%	25%	33%	29%	22%	21%	16%	20%
Fairly badly	24%	30%	17%	23%	19%	25%	22%	26%	30%	27%	19%	21%	22%	24%	25%	26%	23%	16%	23%	25%	23%	31%	19%
Very badly	32%	41%	13%	20%	20%	47%	36%	28%	20%	28%	37%	40%	30%	32%	34%	32%	26%	34%	27%	32%	37%	30%	36%
Don't know	18%	13%	23%	22%	24%	12%	14%	22%	19%	20%	19%	13%	14%	18%	17%	18%	23%	16%	15%	19%	17%	22%	21%

**Education**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very well	3%	2%	5%	2%	4%	2%	4%	2%	8%	3%	2%	2%	5%	2%	2%	3%	3%	3%	5%	2%	4%	-	3%
Fairly well	23%	14%	35%	34%	26%	17%	24%	23%	36%	25%	21%	17%	36%	21%	22%	24%	18%	27%	31%	20%	20%	24%	20%
Fairly badly	26%	30%	19%	22%	22%	27%	27%	24%	28%	24%	27%	26%	20%	28%	28%	25%	25%	22%	25%	26%	30%	23%	20%
Very badly	16%	22%	5%	7%	10%	23%	16%	15%	8%	16%	15%	20%	14%	17%	19%	14%	12%	19%	13%	15%	15%	20%	21%
Don't know	32%	32%	35%	35%	38%	31%	29%	35%	20%	32%	35%	35%	24%	32%	29%	34%	42%	30%	26%	37%	31%	32%	36%

**Taxation**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very well	2%	1%	4%	1%	2%	1%	3%	1%	3%	3%	1%	1%	3%	2%	1%	2%	3%	1%	3%	1%	1%	-	3%
Fairly well	16%	5%	28%	26%	22%	8%	17%	14%	20%	17%	17%	9%	23%	14%	15%	17%	9%	19%	21%	14%	16%	8%	13%
Fairly badly	25%	31%	27%	23%	26%	23%	24%	27%	33%	26%	22%	25%	25%	26%	23%	25%	27%	23%	26%	25%	27%	24%	22%
Very badly	34%	51%	15%	20%	21%	52%	37%	31%	16%	31%	36%	47%	27%	33%	40%	37%	27%	43%	29%	34%	37%	40%	35%
Don't know	23%	13%	26%	30%	29%	16%	19%	26%	28%	24%	24%	17%	23%	24%	21%	20%	35%	14%	20%	25%	19%	28%	27%

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

Unemployment

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186	
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175	
Very well	2%	1%	3%	2%	2%	1%	3%	1%	3%	3%	1%	1%	4%	1%	0%	1%	2%	3%	4%	3%	1%	2%	0%	2%
Fairly well	19%	15%	32%	23%	26%	13%	21%	17%	19%	21%	18%	18%	28%	18%	20%	19%	11%	18%	27%	18%	16%	11%	17%	
Fairly badly	24%	26%	19%	25%	20%	28%	24%	24%	31%	24%	22%	24%	22%	25%	24%	23%	31%	26%	23%	25%	28%	24%	19%	
Very badly	18%	24%	5%	7%	9%	26%	20%	17%	18%	17%	19%	20%	16%	18%	20%	19%	14%	26%	14%	18%	22%	22%	19%	
Don't know	36%	35%	41%	43%	43%	33%	32%	40%	30%	35%	40%	38%	30%	38%	35%	38%	42%	26%	33%	38%	32%	42%	43%	

Inflation

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very well	2%	2%	4%	2%	3%	2%	3%	1%	3%	3%	2%	2%	3%	2%	2%	2%	1%	2%	3%	2%	2%	0%	2%
Fairly well	23%	15%	36%	40%	32%	18%	28%	19%	17%	22%	26%	24%	33%	21%	22%	19%	25%	30%	33%	22%	21%	11%	17%
Fairly badly	25%	31%	18%	18%	17%	29%	24%	25%	32%	23%	21%	29%	20%	27%	24%	26%	23%	22%	20%	26%	28%	27%	25%
Very badly	25%	31%	12%	11%	15%	33%	24%	25%	20%	27%	23%	25%	22%	22%	28%	27%	22%	31%	21%	21%	25%	36%	28%
Don't know	26%	22%	30%	28%	33%	19%	21%	30%	27%	26%	28%	22%	22%	28%	24%	26%	28%	15%	23%	29%	24%	25%	28%

Britain's exit from the EU

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very well	3%	2%	5%	2%	4%	1%	4%	2%	4%	3%	2%	3%	4%	3%	3%	2%	3%	4%	2%	3%	2%	3%	3%
Fairly well	20%	16%	32%	31%	23%	19%	21%	19%	16%	20%	24%	19%	25%	17%	20%	20%	21%	25%	28%	19%	17%	13%	15%
Fairly badly	22%	24%	20%	22%	23%	20%	22%	23%	29%	23%	18%	21%	28%	22%	21%	21%	21%	20%	23%	24%	22%	23%	15%
Very badly	27%	31%	15%	16%	19%	37%	30%	25%	20%	27%	27%	32%	23%	27%	31%	26%	28%	33%	22%	28%	29%	32%	32%
Don't know	28%	27%	28%	28%	30%	23%	23%	32%	30%	28%	29%	26%	20%	31%	25%	30%	29%	19%	23%	28%	29%	30%	35%

Defence

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very well	3%	2%	4%	3%	4%	1%	5%	1%	8%	4%	2%	1%	6%	2%	3%	4%	7%	4%	3%	3%	5%	2%	5%
Fairly well	24%	14%	36%	35%	29%	18%	26%	22%	25%	27%	23%	18%	31%	22%	25%	21%	22%	30%	29%	21%	27%	18%	17%
Fairly badly	17%	26%	12%	15%	15%	21%	18%	17%	17%	14%	21%	21%	12%	18%	17%	19%	20%	13%	19%	18%	16%	18%	12%
Very badly	18%	29%	5%	7%	9%	30%	22%	14%	9%	16%	16%	29%	13%	20%	24%	17%	8%	21%	16%	19%	18%	17%	26%
Don't know	37%	29%	43%	39%	44%	30%	28%	46%	41%	39%	38%	32%	37%	38%	31%	40%	43%	33%	33%	39%	34%	45%	41%

Fieldwork Dates: 31st August - 2nd September 2024

Sample Size: 1700 GB Adults



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

The economy

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very well	2%	1%	5%	2%	2%	2%	3%	1%	4%	2%	2%	1%	3%	1%	2%	2%	2%	2%	3%	2%	2%	-	1%
Fairly well	23%	11%	40%	37%	33%	14%	26%	20%	23%	23%	26%	18%	32%	23%	21%	19%	21%	23%	35%	21%	19%	9%	18%
Fairly badly	28%	35%	19%	25%	23%	33%	26%	31%	29%	28%	25%	31%	25%	31%	27%	29%	26%	29%	21%	31%	31%	35%	27%
Very badly	29%	40%	13%	14%	17%	39%	30%	27%	22%	27%	29%	34%	22%	26%	32%	32%	28%	36%	26%	27%	30%	36%	32%
Don't know	18%	13%	23%	21%	24%	12%	15%	21%	22%	19%	18%	15%	18%	19%	17%	18%	23%	11%	16%	20%	17%	20%	21%

Terrorism

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very well	6%	2%	9%	10%	8%	3%	8%	4%	9%	7%	4%	3%	14%	5%	4%	5%	5%	4%	7%	5%	7%	2%	6%
Fairly well	29%	23%	42%	42%	35%	20%	30%	27%	41%	30%	28%	22%	34%	29%	28%	27%	22%	33%	36%	29%	27%	24%	17%
Fairly badly	15%	20%	10%	11%	10%	19%	14%	16%	14%	14%	16%	18%	14%	16%	15%	13%	25%	12%	14%	15%	16%	17%	15%
Very badly	18%	29%	5%	5%	9%	30%	21%	15%	9%	16%	19%	27%	11%	18%	22%	22%	9%	23%	13%	18%	21%	18%	26%
Don't know	32%	27%	35%	32%	38%	29%	26%	37%	27%	33%	34%	30%	26%	32%	31%	34%	39%	28%	29%	33%	29%	39%	36%

Transport

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very well	3%	3%	4%	2%	3%	1%	4%	1%	7%	3%	2%	1%	7%	2%	1%	3%	3%	1%	4%	3%	2%	1%	2%
Fairly well	24%	13%	33%	30%	25%	19%	24%	23%	33%	25%	21%	19%	28%	20%	28%	22%	23%	28%	28%	20%	26%	19%	22%
Fairly badly	24%	29%	20%	20%	21%	26%	26%	23%	27%	23%	25%	25%	26%	26%	21%	23%	26%	18%	27%	24%	24%	23%	21%
Very badly	18%	26%	8%	14%	12%	27%	21%	16%	11%	18%	18%	24%	18%	18%	23%	17%	11%	27%	17%	17%	20%	23%	18%
Don't know	31%	29%	34%	33%	38%	27%	25%	37%	22%	31%	35%	32%	21%	34%	27%	34%	36%	27%	24%	37%	28%	34%	38%

Housing

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very well	2%	2%	4%	3%	3%	1%	3%	1%	5%	2%	1%	3%	6%	1%	3%	2%	2%	-	4%	2%	1%	2%	2%
Fairly well	18%	14%	30%	23%	24%	13%	21%	14%	21%	16%	19%	18%	22%	18%	20%	16%	13%	19%	24%	17%	17%	10%	13%
Fairly badly	30%	32%	26%	28%	27%	30%	26%	33%	32%	32%	26%	29%	29%	30%	26%	29%	37%	34%	31%	29%	32%	29%	27%
Very badly	25%	31%	11%	15%	15%	35%	26%	24%	20%	23%	28%	27%	24%	25%	26%	25%	17%	30%	20%	23%	27%	30%	32%
Don't know	25%	21%	29%	31%	32%	21%	23%	27%	22%	27%	26%	23%	20%	26%	25%	27%	32%	17%	22%	28%	23%	29%	26%

Fieldwork Dates: 31st August - 2nd September 2024

Sample Size: 1700 GB Adults



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

**Environment**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very well	3%	2%	5%	2%	3%	2%	5%	1%	6%	4%	2%	1%	6%	2%	3%	3%	3%	5%	1%	4%	3%	1%	1%
Fairly well	23%	18%	33%	33%	27%	19%	26%	21%	26%	25%	23%	20%	32%	22%	20%	23%	23%	32%	28%	23%	26%	13%	20%
Fairly badly	27%	29%	22%	26%	24%	27%	27%	26%	32%	25%	26%	26%	27%	28%	26%	24%	29%	21%	27%	30%	25%	25%	21%
Very badly	18%	21%	7%	12%	13%	24%	19%	17%	14%	19%	16%	20%	13%	19%	25%	17%	9%	24%	15%	17%	18%	24%	24%
Don't know	29%	29%	33%	27%	33%	28%	23%	35%	22%	27%	32%	32%	21%	30%	26%	33%	35%	20%	25%	29%	27%	36%	35%

**Welfare benefits**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very well	1%	1%	3%	1%	2%	0%	2%	1%	3%	2%	1%	1%	2%	1%	1%	2%	0%	2%	2%	1%	1%	0%	2%
Fairly well	17%	10%	25%	28%	19%	12%	20%	15%	23%	19%	16%	12%	27%	17%	15%	16%	11%	15%	23%	16%	17%	12%	12%
Fairly badly	25%	28%	27%	22%	25%	26%	23%	28%	27%	23%	26%	28%	23%	25%	24%	25%	34%	23%	25%	25%	27%	31%	18%
Very badly	29%	42%	13%	16%	20%	44%	32%	27%	12%	28%	30%	40%	21%	29%	37%	30%	22%	41%	24%	31%	30%	29%	39%
Don't know	27%	19%	33%	33%	34%	18%	24%	29%	35%	29%	27%	19%	26%	27%	23%	27%	33%	20%	26%	28%	24%	28%	28%

**Do you think Rachel Reeves is doing a good job or a bad job as Chancellor of the Exchequer?**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base: All GB adults	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Good job	17%	5%	39%	27%	27%	9%	20%	14%	19%	19%	21%	10%	26%	16%	17%	17%	13%	17%	28%	15%	12%	12%	13%
Bad job	36%	71%	15%	18%	24%	58%	40%	33%	13%	24%	40%	65%	23%	36%	45%	37%	32%	45%	32%	36%	41%	39%	37%
Not sure	46%	24%	46%	55%	49%	33%	40%	52%	68%	57%	39%	25%	51%	48%	39%	47%	55%	38%	40%	50%	47%	49%	50%

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

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base: All GB adults	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Rachel Reeves	27%	4%	58%	49%	44%	12%	30%	25%	34%	31%	29%	16%	41%	25%	24%	27%	29%	24%	38%	26%	21%	19%	25%
Jeremy Hunt	23%	61%	8%	9%	15%	38%	27%	18%	8%	11%	24%	48%	16%	26%	23%	22%	18%	29%	23%	23%	25%	17%	23%
Don't know	50%	35%	34%	42%	41%	49%	43%	57%	58%	58%	48%	36%	44%	50%	54%	51%	53%	47%	39%	51%	55%	65%	52%

Fieldwork Dates: 31st August - 2nd September 2024

Sample Size: 1700 GB Adults



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

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

	Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
	<b>Base</b>	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
I am very comfortable financially		4%	7%	4%	5%	5%	5%	6%	3%	5%	5%	2%	6%	3%	5%	4%	5%	4%	1%	8%	4%	2%	3%	3%
I am relatively comfortable financially		34%	41%	37%	46%	41%	31%	36%	31%	26%	30%	34%	43%	29%	35%	34%	32%	45%	23%	47%	37%	29%	22%	13%
I do not often have money for luxuries, but can normally comfortably cover the essentials		36%	35%	36%	35%	33%	37%	31%	40%	42%	34%	37%	34%	37%	37%	37%	33%	30%	47%	32%	38%	39%	41%	31%
I can only just afford my costs and often struggle to make ends meet		19%	14%	18%	11%	16%	20%	18%	19%	18%	20%	21%	15%	19%	18%	17%	22%	12%	24%	10%	17%	25%	23%	33%
I cannot afford my costs, and often have to go without essentials like food and heating		4%	4%	3%	2%	3%	5%	4%	5%	2%	7%	4%	1%	7%	3%	4%	5%	5%	2%	2%	3%	3%	7%	16%
Don't know		3%	0%	1%	1%	2%	2%	4%	2%	7%	4%	2%	1%	4%	2%	4%	2%	3%	3%	2%	2%	3%	6%	4%

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

**Helping people get onto the housing ladder?**

	Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
	<b>Base</b>	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
A Labour government led by Keir Starmer		31%	9%	61%	49%	47%	14%	31%	31%	39%	37%	27%	19%	42%	27%	28%	30%	34%	36%	42%	31%	24%	25%	22%
A Conservative government led by Rishi Sunak		12%	38%	4%	5%	9%	17%	11%	13%	8%	7%	12%	21%	12%	13%	12%	10%	8%	14%	14%	14%	9%	9%	8%
Neither		37%	35%	19%	34%	24%	52%	43%	31%	26%	33%	43%	42%	33%	35%	38%	40%	38%	40%	29%	33%	44%	46%	44%
Don't know		21%	18%	16%	11%	19%	17%	15%	26%	27%	22%	18%	17%	13%	24%	23%	20%	20%	10%	16%	22%	23%	20%	25%

**Managing the economy?**

	Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
	<b>Base</b>	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
A Labour government led by Keir Starmer		29%	2%	60%	51%	47%	11%	30%	27%	34%	35%	27%	16%	37%	27%	21%	29%	37%	30%	38%	29%	23%	19%	25%
A Conservative government led by Rishi Sunak		23%	72%	8%	12%	16%	38%	26%	21%	12%	16%	24%	41%	21%	29%	25%	20%	12%	22%	26%	26%	25%	17%	14%
Neither		30%	15%	19%	23%	21%	38%	31%	30%	31%	29%	33%	30%	29%	27%	32%	34%	31%	36%	24%	27%	31%	45%	41%
Don't know		18%	12%	14%	14%	17%	13%	12%	23%	24%	20%	15%	13%	13%	17%	23%	17%	20%	12%	12%	19%	21%	19%	19%

**Providing more jobs?**

	Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
	<b>Base</b>	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
A Labour government led by Keir Starmer		29%	4%	61%	44%	45%	12%	30%	28%	39%	36%	25%	17%	38%	25%	25%	29%	38%	34%	36%	29%	26%	24%	22%
A Conservative government led by Rishi Sunak		16%	51%	5%	6%	10%	26%	18%	14%	12%	11%	15%	27%	16%	18%	17%	13%	11%	18%	17%	18%	15%	14%	11%
Neither		33%	28%	19%	31%	23%	45%	36%	31%	21%	30%	40%	37%	31%	32%	34%	37%	32%	31%	30%	30%	36%	37%	42%
Don't know		22%	18%	16%	19%	22%	17%	16%	27%	27%	23%	21%	19%	15%	25%	25%	20%	20%	17%	17%	23%	23%	24%	25%

Fieldwork Dates: 31st August - 2nd September 2024

Sample Size: 1700 GB Adults



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

**Keeping prices down?**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
A Labour government led by Keir Starmer	25%	3%	53%	42%	39%	11%	26%	24%	34%	33%	21%	12%	34%	23%	18%	27%	29%	26%	34%	24%	22%	19%	17%
A Conservative government led by Rishi Sunak	17%	55%	5%	8%	12%	27%	18%	15%	9%	12%	16%	29%	16%	19%	17%	15%	13%	19%	17%	20%	17%	12%	11%
Neither	40%	31%	26%	36%	30%	51%	43%	38%	34%	34%	47%	47%	36%	40%	42%	42%	42%	38%	35%	36%	42%	53%	49%
Don't know	18%	11%	16%	14%	20%	11%	13%	23%	23%	21%	16%	11%	15%	18%	23%	16%	16%	17%	14%	19%	20%	17%	22%

**Improving standards of living for people like you?**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
A Labour government led by Keir Starmer	29%	3%	61%	43%	43%	13%	28%	29%	39%	36%	25%	13%	42%	25%	21%	30%	35%	30%	36%	30%	23%	20%	27%
A Conservative government led by Rishi Sunak	20%	62%	7%	10%	15%	30%	21%	19%	12%	14%	17%	37%	18%	24%	20%	17%	9%	23%	22%	23%	16%	17%	14%
Neither	35%	26%	20%	34%	25%	46%	38%	33%	25%	29%	44%	40%	28%	33%	39%	37%	39%	35%	27%	32%	40%	45%	43%
Don't know	17%	9%	11%	14%	17%	11%	14%	20%	25%	20%	14%	9%	12%	18%	21%	15%	17%	13%	15%	16%	21%	17%	17%

**Tackling the government's deficit?**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
A Labour government led by Keir Starmer	28%	5%	59%	52%	44%	14%	29%	26%	28%	34%	27%	17%	32%	26%	22%	29%	34%	28%	37%	27%	23%	21%	21%
A Conservative government led by Rishi Sunak	19%	56%	8%	8%	14%	29%	20%	18%	12%	13%	18%	34%	19%	25%	17%	15%	11%	21%	22%	21%	17%	15%	12%
Neither	34%	28%	18%	27%	23%	43%	37%	31%	32%	29%	39%	36%	34%	30%	37%	36%	33%	34%	27%	30%	37%	43%	42%
Don't know	20%	12%	15%	12%	19%	14%	13%	26%	28%	24%	16%	13%	15%	19%	23%	20%	22%	17%	13%	21%	23%	21%	25%

**Reducing the number of people in poverty?**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
A Labour government led by Keir Starmer	35%	10%	71%	56%	53%	18%	36%	35%	44%	41%	34%	22%	46%	34%	29%	33%	39%	43%	48%	34%	26%	27%	31%
A Conservative government led by Rishi Sunak	11%	33%	3%	4%	6%	16%	11%	11%	9%	8%	10%	18%	10%	12%	11%	9%	7%	12%	9%	12%	11%	12%	8%
Neither	37%	43%	17%	28%	25%	53%	41%	34%	26%	31%	42%	49%	32%	36%	41%	41%	35%	28%	37%	42%	44%	46%	
Don't know	17%	15%	9%	12%	16%	13%	13%	21%	22%	20%	14%	11%	12%	18%	19%	17%	19%	8%	14%	17%	21%	17%	15%

Fieldwork Dates: 31st August - 2nd September 2024

Sample Size: 1700 GB Adults



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

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

	Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
	Base: All GB adults	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Taxes too much and spends too much on services		36%	58%	19%	19%	23%	52%	40%	33%	28%	34%	34%	46%	34%	36%	39%	38%	29%	38%	37%	33%	40%	39%	33%
Taxes too little and spends too little on services		25%	13%	38%	41%	36%	16%	25%	24%	23%	25%	28%	23%	27%	26%	26%	21%	25%	25%	32%	25%	17%	21%	22%
Gets the balance about right		12%	13%	19%	10%	15%	10%	15%	10%	12%	12%	13%	11%	15%	12%	9%	13%	11%	11%	13%	12%	14%	8%	11%
Don't know		27%	17%	24%	29%	26%	21%	20%	33%	37%	28%	26%	20%	24%	25%	27%	28%	35%	26%	18%	29%	28%	32%	34%

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

	Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
	Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Too high - the rich are being made to pay too much and their taxes should be cut		5%	8%	4%	3%	4%	7%	6%	5%	4%	6%	4%	6%	6%	5%	4%	6%	5%	8%	7%	5%	4%	7%	5%
Too low - the rich are not paying enough and their taxes should be increased		60%	38%	79%	75%	70%	54%	60%	60%	55%	63%	64%	52%	65%	56%	57%	61%	68%	65%	61%	62%	57%	56%	61%
About right - the rich are already paying about the right level of tax		20%	42%	10%	13%	15%	28%	22%	18%	15%	14%	20%	33%	14%	23%	23%	20%	12%	19%	23%	18%	25%	17%	12%
Don't know		15%	12%	8%	9%	11%	12%	12%	17%	26%	17%	11%	9%	15%	16%	17%	13%	15%	8%	9%	16%	15%	20%	22%

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

	Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
	Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Much too high		48%	71%	26%	31%	29%	75%	53%	43%	20%	38%	56%	70%	26%	51%	53%	51%	48%	50%	39%	46%	59%	48%	53%
A little too high		21%	17%	31%	27%	25%	15%	19%	23%	27%	22%	20%	16%	27%	19%	22%	21%	23%	15%	25%	20%	20%	20%	15%
About right		17%	7%	28%	26%	28%	4%	16%	19%	31%	21%	14%	9%	30%	16%	13%	17%	15%	20%	25%	18%	9%	15%	14%
A little too low		3%	0%	4%	7%	4%	0%	2%	3%	3%	3%	3%	1%	5%	3%	1%	1%	2%	4%	3%	2%	2%	3%	3%
Much too low		1%	0%	1%	-	1%	-	1%	1%	1%	1%	1%	0%	0%	0%	0%	2%	2%	3%	2%	1%	0%	0%	0%
Don't know		10%	3%	11%	9%	12%	6%	8%	12%	17%	15%	7%	3%	12%	12%	11%	8%	10%	8%	6%	12%	10%	14%	14%

Fieldwork Dates: 31st August - 2nd September 2024

Sample Size: 1700 GB Adults



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

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

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Mostly good for the country	21%	8%	34%	33%	33%	5%	20%	22%	38%	23%	19%	12%	37%	18%	14%	20%	21%	28%	29%	22%	13%	15%	16%
Mostly bad for the country	40%	59%	22%	26%	20%	65%	43%	37%	19%	33%	46%	55%	24%	43%	40%	41%	43%	42%	31%	40%	49%	43%	43%
Both good and bad for the country	31%	31%	37%	37%	40%	26%	30%	33%	27%	33%	31%	31%	32%	30%	38%	32%	28%	28%	36%	29%	32%	28%	29%
Don't know	8%	3%	6%	4%	7%	5%	7%	8%	16%	11%	5%	2%	7%	9%	8%	7%	7%	2%	4%	9%	6%	14%	12%

is competent or incompetent?

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Competent	40%	15%	73%	65%	59%	22%	42%	39%	49%	46%	39%	28%	51%	37%	32%	41%	47%	43%	53%	39%	34%	31%	33%
Incompetent	37%	66%	10%	21%	20%	60%	39%	34%	18%	28%	42%	56%	25%	38%	40%	40%	30%	39%	32%	37%	39%	39%	41%
Don't know	23%	19%	17%	14%	21%	18%	19%	27%	33%	26%	20%	16%	24%	24%	27%	19%	23%	18%	15%	24%	27%	31%	26%

Is decisive or indecisive?

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Decisive	37%	20%	66%	57%	53%	24%	39%	35%	34%	41%	38%	29%	41%	39%	30%	36%	39%	41%	46%	36%	33%	29%	30%
Indecisive	40%	64%	18%	25%	26%	57%	42%	37%	33%	31%	41%	57%	36%	39%	43%	42%	38%	36%	38%	40%	40%	41%	42%
Don't know	23%	16%	16%	18%	21%	18%	19%	28%	33%	28%	20%	14%	23%	22%	28%	22%	24%	23%	16%	23%	28%	30%	27%

Is trustworthy or untrustworthy?

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Trustworthy	28%	13%	63%	48%	46%	15%	30%	27%	25%	32%	31%	22%	37%	27%	27%	33%	35%	39%	27%	24%	18%	25%	25%
Untrustworthy	47%	71%	18%	31%	27%	69%	49%	45%	39%	39%	48%	62%	40%	48%	51%	49%	39%	41%	40%	48%	48%	56%	48%
Don't know	25%	16%	24%	22%	27%	16%	21%	28%	36%	29%	21%	17%	24%	25%	25%	24%	27%	25%	21%	25%	28%	26%	27%

Is strong or weak?

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Strong	32%	13%	63%	48%	47%	19%	34%	31%	38%	36%	32%	22%	39%	30%	26%	35%	35%	36%	38%	33%	28%	25%	32%
Weak	38%	64%	12%	23%	22%	59%	42%	34%	27%	30%	39%	57%	28%	41%	38%	39%	36%	45%	37%	38%	39%	42%	34%
Don't know	30%	23%	25%	29%	31%	22%	24%	35%	35%	34%	28%	21%	33%	29%	36%	26%	29%	19%	25%	29%	32%	34%	34%

Fieldwork Dates: 31st August - 2nd September 2024

Sample Size: 1700 GB Adults



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

Is likeable or dislikeable?

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Likeable	31%	16%	55%	49%	44%	20%	34%	29%	35%	35%	29%	25%	39%	32%	24%	31%	34%	38%	40%	30%	27%	21%	32%
Dislikeable	45%	69%	19%	29%	30%	64%	47%	43%	31%	38%	49%	59%	39%	47%	50%	45%	40%	42%	39%	45%	47%	53%	47%
Don't know	23%	15%	26%	23%	25%	16%	19%	28%	33%	26%	21%	16%	22%	21%	26%	25%	26%	20%	21%	24%	25%	27%	22%

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

Immigrants

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	17%	27%	7%	6%	8%	30%	22%	13%	9%	13%	21%	24%	12%	18%	21%	18%	12%	17%	15%	16%	24%	13%	18%
Fairly close	26%	30%	37%	30%	29%	26%	29%	23%	22%	24%	25%	32%	37%	23%	27%	26%	21%	27%	30%	24%	23%	27%	27%
Not very close	19%	14%	25%	30%	27%	11%	18%	20%	27%	19%	16%	18%	19%	21%	14%	19%	23%	20%	25%	18%	16%	22%	11%
Not close at all	9%	7%	5%	9%	8%	7%	7%	10%	12%	11%	6%	7%	9%	9%	6%	9%	9%	17%	8%	9%	7%	10%	11%
Don't know	29%	23%	27%	25%	28%	26%	24%	34%	31%	32%	31%	19%	23%	30%	32%	28%	35%	18%	22%	33%	31%	29%	32%

Benefit claimants

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	14%	28%	9%	8%	9%	20%	16%	11%	9%	10%	14%	21%	9%	15%	18%	13%	11%	14%	17%	13%	15%	12%	8%
Fairly close	29%	27%	37%	42%	35%	26%	30%	28%	26%	26%	30%	34%	35%	29%	26%	27%	27%	29%	36%	32%	24%	21%	20%
Not very close	21%	19%	24%	18%	25%	19%	22%	20%	24%	22%	19%	19%	24%	21%	17%	22%	22%	23%	22%	20%	20%	24%	22%
Not close at all	13%	12%	9%	11%	11%	16%	11%	16%	10%	13%	14%	15%	9%	12%	14%	15%	16%	22%	9%	10%	14%	17%	27%
Don't know	23%	14%	21%	21%	20%	20%	20%	25%	30%	28%	23%	10%	23%	23%	25%	23%	23%	12%	16%	26%	26%	26%	24%

The working class

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	12%	13%	19%	20%	16%	9%	13%	12%	14%	14%	10%	12%	16%	13%	14%	10%	9%	13%	15%	13%	11%	10%	8%
Fairly close	29%	22%	44%	42%	40%	19%	28%	29%	29%	28%	29%	29%	35%	28%	20%	31%	33%	27%	40%	28%	21%	20%	27%
Not very close	23%	31%	17%	17%	20%	29%	23%	22%	19%	18%	27%	29%	21%	23%	26%	22%	21%	21%	21%	22%	25%	25%	21%
Not close at all	20%	25%	9%	10%	12%	31%	22%	19%	12%	18%	23%	26%	14%	20%	19%	24%	20%	28%	15%	21%	23%	24%	25%
Don't know	16%	9%	12%	11%	13%	12%	14%	18%	26%	22%	12%	5%	13%	16%	22%	14%	16%	12%	9%	17%	19%	22%	19%

Fieldwork Dates: 31st August - 2nd September 2024

Sample Size: 1700 GB Adults



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

The trade unions

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	34%	63%	27%	32%	30%	48%	41%	27%	14%	23%	38%	59%	29%	41%	33%	30%	23%	33%	38%	35%	33%	25%	31%
Fairly close	29%	15%	40%	39%	39%	21%	29%	29%	31%	31%	31%	23%	34%	27%	27%	29%	31%	34%	36%	28%	24%	29%	25%
Not very close	10%	6%	11%	10%	10%	7%	10%	10%	14%	10%	10%	5%	10%	9%	8%	12%	13%	4%	9%	8%	12%	9%	11%
Not close at all	7%	3%	4%	5%	5%	7%	6%	7%	10%	9%	4%	4%	5%	3%	7%	9%	10%	13%	5%	5%	6%	13%	7%
Don't know	21%	12%	18%	13%	16%	17%	15%	27%	32%	28%	16%	8%	21%	19%	25%	20%	23%	17%	12%	24%	25%	24%	25%

The middle class

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	6%	3%	6%	4%	5%	5%	7%	5%	10%	7%	5%	3%	8%	5%	5%	7%	5%	3%	6%	5%	5%	4%	8%
Fairly close	31%	17%	49%	45%	40%	25%	30%	32%	35%	30%	34%	29%	39%	27%	27%	37%	28%	36%	34%	31%	28%	29%	33%
Not very close	27%	38%	24%	30%	28%	31%	29%	26%	20%	25%	29%	33%	24%	33%	26%	22%	29%	29%	30%	26%	30%	26%	20%
Not close at all	16%	31%	6%	8%	11%	25%	19%	14%	7%	13%	16%	26%	13%	17%	19%	15%	16%	22%	18%	17%	15%	16%	14%
Don't know	19%	11%	15%	12%	16%	14%	15%	23%	27%	24%	16%	9%	16%	19%	23%	20%	22%	11%	11%	21%	21%	25%	24%

Women

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	8%	5%	12%	10%	10%	6%	11%	5%	10%	8%	7%	6%	13%	7%	8%	7%	5%	6%	11%	6%	7%	4%	6%
Fairly close	28%	18%	46%	43%	37%	20%	32%	25%	32%	26%	31%	27%	32%	26%	24%	31%	32%	28%	40%	24%	23%	24%	25%
Not very close	22%	32%	16%	18%	21%	27%	22%	23%	16%	20%	22%	30%	16%	23%	24%	23%	18%	29%	20%	23%	23%	22%	25%
Not close at all	15%	24%	5%	6%	9%	21%	11%	18%	10%	13%	16%	19%	15%	16%	12%	14%	14%	21%	12%	15%	16%	19%	12%
Don't know	27%	21%	21%	22%	22%	26%	24%	30%	32%	33%	24%	18%	24%	28%	32%	25%	31%	16%	17%	31%	31%	30%	31%

People with families

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	7%	5%	13%	9%	9%	4%	7%	6%	10%	8%	4%	5%	11%	6%	8%	5%	4%	5%	9%	6%	7%	3%	4%
Fairly close	31%	23%	46%	47%	45%	21%	32%	31%	32%	31%	34%	29%	36%	29%	26%	34%	35%	35%	42%	30%	25%	28%	25%
Not very close	24%	34%	16%	18%	18%	33%	27%	20%	16%	18%	25%	37%	13%	26%	25%	26%	20%	26%	22%	21%	28%	28%	22%
Not close at all	14%	20%	4%	6%	7%	21%	15%	13%	10%	13%	17%	15%	14%	14%	13%	13%	14%	18%	12%	14%	14%	15%	19%
Don't know	24%	19%	20%	20%	21%	22%	19%	29%	32%	30%	20%	15%	25%	24%	29%	22%	27%	15%	16%	28%	26%	27%	30%

Fieldwork Dates: 31st August - 2nd September 2024

Sample Size: 1700 GB Adults



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

Homeowners

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	4%	2%	5%	5%	4%	2%	5%	3%	7%	4%	3%	2%	6%	3%	3%	3%	3%	3%	4%	3%	3%	3%	4%
Fairly close	22%	8%	39%	36%	32%	14%	21%	23%	23%	24%	22%	17%	26%	20%	18%	24%	22%	23%	28%	21%	19%	16%	19%
Not very close	26%	36%	21%	25%	26%	31%	28%	24%	21%	22%	29%	34%	22%	24%	32%	27%	28%	30%	30%	22%	29%	26%	23%
Not close at all	21%	38%	6%	10%	12%	32%	24%	17%	11%	16%	21%	32%	19%	24%	19%	20%	15%	23%	17%	24%	20%	21%	20%
Don't know	28%	16%	28%	25%	27%	21%	22%	33%	38%	34%	25%	15%	26%	28%	29%	26%	32%	21%	20%	30%	28%	34%	33%

Older people

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	3%	2%	4%	3%	3%	2%	4%	2%	5%	4%	2%	2%	7%	2%	2%	3%	3%	5%	3%	3%	3%	2%	5%
Fairly close	16%	3%	31%	24%	24%	7%	15%	17%	24%	19%	12%	11%	23%	13%	15%	18%	15%	18%	22%	15%	13%	11%	14%
Not very close	23%	18%	27%	27%	28%	18%	24%	21%	24%	23%	27%	17%	22%	23%	21%	21%	32%	23%	28%	20%	21%	24%	18%
Not close at all	37%	66%	19%	23%	24%	58%	39%	35%	15%	25%	42%	63%	26%	41%	39%	39%	26%	42%	33%	38%	39%	39%	40%
Don't know	21%	11%	19%	23%	21%	15%	18%	25%	31%	30%	17%	7%	22%	22%	23%	20%	25%	13%	14%	24%	24%	25%	23%

Businesspeople and the City

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	9%	6%	10%	5%	8%	10%	10%	8%	10%	9%	9%	8%	11%	8%	9%	11%	6%	7%	8%	7%	12%	12%	8%
Fairly close	26%	19%	34%	36%	30%	24%	26%	26%	21%	25%	29%	27%	22%	24%	24%	30%	29%	28%	26%	24%	28%	25%	29%
Not very close	21%	29%	23%	25%	25%	20%	22%	20%	18%	19%	20%	26%	23%	23%	21%	17%	17%	26%	27%	19%	17%	19%	18%
Not close at all	17%	28%	8%	9%	12%	23%	20%	14%	14%	16%	16%	22%	17%	19%	16%	17%	14%	19%	19%	20%	14%	14%	13%
Don't know	27%	18%	26%	24%	25%	23%	21%	32%	36%	31%	25%	17%	27%	27%	30%	25%	33%	19%	20%	29%	29%	30%	32%

Rich people

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	14%	13%	9%	6%	9%	18%	15%	14%	21%	13%	15%	14%	19%	11%	14%	20%	9%	14%	11%	13%	18%	18%	16%
Fairly close	19%	14%	22%	24%	20%	21%	19%	19%	16%	19%	21%	19%	19%	18%	19%	19%	22%	24%	16%	19%	20%	21%	23%
Not very close	20%	16%	31%	26%	28%	15%	20%	20%	21%	20%	21%	21%	22%	21%	19%	18%	22%	23%	25%	21%	17%	21%	14%
Not close at all	25%	44%	18%	25%	23%	30%	28%	21%	15%	22%	23%	35%	22%	29%	24%	20%	23%	25%	32%	25%	21%	16%	20%
Don't know	22%	13%	20%	18%	20%	17%	18%	25%	28%	27%	20%	11%	18%	21%	25%	22%	24%	14%	15%	22%	24%	24%	27%

Fieldwork Dates: 31st August - 2nd September 2024

Sample Size: 1700 GB Adults



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

People in the North

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	7%	9%	8%	15%	9%	7%	8%	7%	6%	7%	6%	9%	9%	11%	5%	4%	4%	6%	9%	8%	5%	5%	7%
Fairly close	25%	20%	40%	37%	35%	17%	26%	25%	21%	27%	24%	25%	33%	27%	23%	21%	23%	22%	38%	22%	21%	19%	16%
Not very close	20%	26%	17%	19%	18%	22%	23%	18%	28%	16%	22%	24%	16%	20%	19%	23%	23%	22%	21%	20%	19%	23%	21%
Not close at all	20%	23%	10%	9%	14%	29%	22%	18%	8%	18%	22%	25%	12%	13%	20%	33%	21%	19%	14%	21%	20%	25%	25%
Don't know	28%	22%	23%	20%	24%	25%	22%	33%	36%	32%	26%	17%	29%	29%	34%	19%	30%	32%	19%	29%	35%	28%	32%

People in the South

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	8%	9%	9%	9%	8%	10%	11%	6%	7%	8%	8%	10%	10%	4%	9%	15%	5%	10%	8%	8%	9%	7%	14%
Fairly close	29%	18%	44%	37%	38%	23%	30%	29%	31%	30%	28%	28%	37%	22%	29%	38%	32%	20%	36%	27%	25%	27%	29%
Not very close	21%	26%	17%	28%	21%	22%	22%	20%	21%	18%	22%	26%	14%	29%	15%	18%	20%	24%	25%	21%	20%	22%	13%
Not close at all	13%	26%	4%	6%	8%	20%	15%	12%	6%	11%	16%	18%	12%	19%	12%	5%	12%	17%	12%	13%	13%	17%	11%
Don't know	28%	21%	26%	20%	25%	24%	22%	33%	35%	33%	26%	18%	27%	27%	35%	23%	32%	31%	20%	30%	33%	28%	33%

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

Immigrants

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	4%	4%	3%	3%	2%	6%	6%	3%	4%	4%	5%	4%	3%	3%	5%	7%	2%	6%	2%	5%	6%	5%	4%
Fairly close	12%	13%	8%	9%	7%	18%	13%	11%	14%	9%	11%	17%	14%	10%	15%	13%	12%	10%	13%	10%	16%	9%	12%
Not very close	27%	48%	23%	22%	26%	35%	28%	26%	16%	21%	29%	40%	24%	32%	25%	25%	25%	19%	28%	27%	28%	26%	22%
Not close at all	39%	23%	54%	53%	53%	24%	37%	40%	44%	43%	38%	30%	43%	38%	32%	37%	44%	53%	46%	39%	30%	40%	36%
Don't know	18%	12%	13%	14%	13%	17%	16%	20%	23%	23%	16%	9%	16%	17%	24%	18%	17%	13%	12%	19%	21%	20%	26%

Fieldwork Dates: 31st August - 2nd September 2024

Sample Size: 1700 GB Adults



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

**Benefit claimants**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	2%	3%	1%	0%	0%	2%	2%	2%	5%	2%	1%	2%	5%	1%	3%	2%	1%	1%	1%	2%	3%	2%	2%
Fairly close	11%	21%	7%	9%	8%	16%	12%	11%	10%	7%	11%	20%	8%	14%	10%	11%	9%	12%	12%	10%	14%	10%	12%
Not very close	30%	46%	24%	22%	25%	39%	33%	27%	23%	23%	35%	39%	29%	30%	30%	29%	28%	32%	35%	30%	29%	25%	22%
Not close at all	40%	16%	57%	57%	55%	28%	39%	41%	35%	46%	41%	31%	44%	38%	34%	41%	47%	46%	42%	41%	31%	46%	43%
Don't know	17%	13%	11%	12%	11%	15%	15%	19%	28%	21%	12%	10%	14%	17%	23%	17%	15%	9%	10%	17%	23%	19%	22%

**The working class**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	1%	3%	1%	2%	1%	2%	2%	1%	3%	2%	1%	0%	5%	1%	1%	1%	1%	1%	1%	3%	-	3%	2%
Fairly close	13%	36%	7%	5%	9%	19%	16%	10%	12%	9%	12%	23%	9%	15%	15%	13%	8%	15%	17%	11%	12%	12%	10%
Not very close	29%	39%	25%	28%	25%	36%	30%	28%	27%	22%	31%	41%	29%	33%	30%	24%	24%	27%	33%	27%	30%	23%	27%
Not close at all	41%	11%	57%	58%	54%	30%	38%	44%	37%	46%	45%	29%	43%	37%	32%	46%	52%	51%	40%	44%	37%	43%	39%
Don't know	15%	12%	10%	7%	11%	13%	14%	17%	22%	21%	11%	7%	13%	15%	22%	16%	14%	6%	9%	14%	21%	19%	23%

**The trade unions**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	1%	3%	1%	-	1%	1%	1%	1%	3%	2%	0%	0%	5%	1%	1%	1%	0%	1%	1%	2%	1%	1%	1%
Fairly close	6%	5%	6%	5%	4%	7%	7%	5%	12%	6%	5%	3%	8%	5%	7%	7%	3%	5%	6%	6%	7%	4%	4%
Not very close	26%	38%	19%	22%	20%	32%	27%	24%	24%	21%	23%	37%	23%	30%	21%	24%	22%	31%	28%	23%	26%	27%	22%
Not close at all	48%	42%	61%	63%	60%	45%	51%	46%	34%	46%	57%	50%	49%	47%	46%	48%	54%	51%	54%	49%	43%	44%	46%
Don't know	19%	12%	13%	10%	15%	16%	14%	23%	26%	26%	14%	9%	15%	18%	26%	20%	21%	11%	10%	20%	23%	24%	26%

**The middle class**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	9%	13%	9%	8%	10%	9%	9%	8%	9%	9%	10%	6%	15%	7%	9%	9%	6%	9%	9%	10%	8%	7%	7%
Fairly close	45%	62%	45%	47%	48%	50%	46%	45%	34%	36%	48%	65%	37%	50%	45%	46%	41%	43%	50%	47%	41%	40%	40%
Not very close	18%	14%	20%	22%	19%	17%	18%	19%	21%	17%	19%	17%	20%	18%	13%	16%	21%	32%	20%	17%	19%	18%	16%
Not close at all	11%	1%	12%	15%	12%	10%	12%	11%	9%	16%	11%	5%	13%	10%	9%	14%	14%	11%	11%	10%	11%	15%	12%
Don't know	17%	10%	13%	9%	12%	14%	15%	18%	26%	22%	12%	8%	16%	15%	24%	16%	18%	6%	10%	17%	20%	19%	24%

Fieldwork Dates: 31st August - 2nd September 2024

Sample Size: 1700 GB Adults



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

Women

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	4%	9%	2%	2%	2%	5%	2%	5%	2%	6%	3%	3%	5%	3%	3%	4%	2%	5%	4%	3%	3%	3%	3%
Fairly close	24%	46%	19%	21%	22%	31%	31%	18%	20%	18%	23%	40%	24%	25%	27%	24%	20%	25%	30%	23%	24%	23%	16%
Not very close	29%	23%	37%	37%	34%	28%	26%	33%	27%	26%	32%	34%	28%	30%	27%	28%	37%	29%	33%	29%	25%	30%	31%
Not close at all	17%	3%	21%	24%	21%	13%	15%	19%	15%	22%	19%	9%	20%	16%	12%	20%	17%	24%	17%	17%	18%	17%	19%
Don't know	25%	19%	21%	17%	22%	23%	23%	28%	31%	31%	23%	15%	23%	25%	32%	24%	24%	18%	15%	29%	30%	27%	31%

People with families

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	3%	8%	2%	2%	2%	3%	3%	2%	5%	2%	2%	3%	5%	3%	1%	3%	1%	4%	5%	2%	1%	3%	3%
Fairly close	28%	55%	23%	28%	26%	33%	30%	25%	24%	21%	25%	43%	25%	29%	32%	27%	20%	27%	32%	28%	26%	24%	21%
Not very close	29%	22%	36%	31%	32%	29%	28%	29%	25%	26%	34%	31%	29%	30%	24%	29%	31%	30%	32%	28%	29%	30%	23%
Not close at all	18%	2%	21%	25%	20%	15%	18%	18%	16%	22%	19%	10%	18%	17%	15%	19%	22%	24%	16%	15%	20%	19%	26%
Don't know	23%	14%	18%	14%	20%	19%	19%	26%	31%	29%	20%	13%	23%	21%	28%	22%	26%	14%	15%	27%	24%	25%	27%

Homeowners

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	9%	10%	11%	12%	14%	5%	11%	8%	12%	12%	6%	7%	15%	11%	8%	6%	5%	8%	13%	9%	6%	5%	11%
Fairly close	38%	58%	40%	42%	39%	41%	40%	36%	33%	30%	39%	54%	40%	39%	34%	37%	37%	38%	43%	39%	36%	32%	31%
Not very close	20%	18%	18%	18%	18%	24%	19%	21%	20%	17%	25%	21%	16%	20%	20%	20%	25%	25%	20%	18%	24%	21%	17%
Not close at all	13%	3%	13%	15%	12%	14%	14%	11%	7%	16%	15%	7%	12%	10%	11%	16%	14%	18%	11%	12%	13%	17%	15%
Don't know	20%	11%	17%	13%	17%	17%	16%	25%	29%	26%	16%	11%	16%	20%	27%	21%	20%	10%	13%	23%	21%	25%	25%

Older people

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	14%	15%	18%	26%	19%	8%	18%	10%	25%	18%	10%	7%	25%	14%	10%	13%	12%	10%	22%	15%	8%	9%	9%
Fairly close	31%	48%	33%	25%	34%	34%	31%	31%	23%	25%	31%	46%	26%	36%	30%	29%	25%	29%	38%	32%	28%	22%	26%
Not very close	18%	19%	19%	18%	16%	23%	18%	19%	16%	14%	22%	23%	19%	17%	20%	18%	20%	22%	16%	17%	22%	23%	17%
Not close at all	17%	7%	16%	18%	15%	20%	15%	18%	8%	17%	21%	16%	16%	13%	15%	20%	22%	29%	12%	15%	20%	22%	24%
Don't know	20%	11%	14%	12%	16%	15%	17%	22%	29%	26%	16%	8%	14%	20%	25%	20%	20%	10%	13%	21%	22%	24%	24%

Fieldwork Dates: 31st August - 2nd September 2024

Sample Size: 1700 GB Adults



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

**Businesspeople and the City**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	44%	36%	57%	60%	55%	41%	47%	42%	37%	45%	48%	44%	49%	43%	42%	47%	42%	44%	48%	44%	43%	39%	43%
Fairly close	29%	42%	24%	28%	25%	35%	28%	29%	24%	21%	32%	40%	26%	31%	27%	25%	29%	36%	31%	29%	27%	28%	23%
Not very close	6%	7%	4%	3%	4%	7%	6%	5%	9%	5%	5%	5%	6%	7%	3%	6%	5%	3%	7%	4%	5%	6%	5%
Not close at all	4%	2%	3%	3%	4%	3%	4%	5%	5%	6%	3%	2%	4%	3%	4%	5%	7%	7%	4%	4%	4%	5%	6%
Don't know	17%	13%	12%	7%	12%	15%	15%	19%	25%	22%	11%	10%	15%	15%	24%	17%	18%	10%	9%	18%	21%	22%	23%

**Rich people**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	58%	39%	75%	77%	70%	51%	60%	56%	53%	58%	65%	52%	62%	58%	50%	61%	57%	59%	64%	56%	56%	54%	53%
Fairly close	21%	41%	13%	16%	15%	29%	21%	21%	19%	14%	20%	35%	19%	22%	25%	17%	23%	23%	21%	24%	19%	18%	19%
Not very close	4%	7%	2%	-	3%	5%	4%	4%	4%	4%	3%	4%	4%	5%	3%	4%	4%	4%	5%	3%	4%	7%	2%
Not close at all	3%	2%	2%	1%	2%	3%	3%	3%	3%	4%	2%	1%	2%	3%	2%	4%	3%	8%	2%	3%	3%	4%	6%
Don't know	14%	11%	9%	7%	10%	11%	12%	16%	21%	19%	9%	7%	12%	13%	19%	15%	13%	6%	8%	13%	19%	18%	20%

**People in the North**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	1%	2%	2%	1%	1%	1%	2%	1%	4%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	2%	1%	0%	1%
Fairly close	10%	24%	8%	5%	9%	14%	12%	9%	7%	9%	7%	18%	9%	13%	9%	10%	5%	10%	13%	10%	8%	8%	9%
Not very close	29%	39%	28%	32%	29%	31%	29%	28%	25%	24%	31%	36%	29%	35%	27%	23%	22%	27%	32%	28%	28%	30%	22%
Not close at all	35%	12%	46%	48%	43%	31%	37%	34%	29%	39%	39%	30%	34%	25%	33%	48%	44%	42%	35%	35%	35%	37%	38%
Don't know	24%	24%	16%	15%	18%	23%	20%	28%	35%	27%	23%	16%	25%	26%	30%	18%	27%	19%	19%	25%	29%	24%	30%

**People in the South**

Unweighted base	1700	269	489	194	689	605	797	903	157	660	427	456	181	580	283	421	141	94	507	492	321	194	186
Base	1700	306	437	156	631	673	826	874	185	709	410	396	206	583	279	403	148	82	476	493	357	199	175
Very close	20%	16%	29%	25%	25%	20%	23%	18%	15%	21%	21%	21%	12%	11%	23%	33%	30%	23%	23%	18%	21%	18%	21%
Fairly close	36%	48%	36%	44%	38%	40%	36%	36%	32%	30%	35%	50%	34%	40%	33%	37%	29%	35%	41%	40%	31%	31%	29%
Not very close	12%	13%	12%	12%	10%	13%	14%	11%	15%	11%	15%	10%	17%	18%	9%	7%	6%	10%	13%	9%	14%	14%	13%
Not close at all	7%	2%	6%	4%	7%	6%	8%	6%	5%	11%	5%	4%	13%	7%	5%	5%	6%	15%	6%	7%	6%	11%	9%
Don't know	24%	20%	17%	15%	19%	21%	20%	28%	33%	27%	23%	15%	24%	24%	30%	19%	29%	16%	18%	25%	28%	26%	29%

Cell Contents (Column Percentages)