

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base: All GB adults	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Approve	21%	9%	44%	25%	33%	9%	24%	18%	30%	23%	23%	12%	33%	22%	18%	20%	13%	15%	28%	20%	19%	20%	9%
Disapprove	56%	82%	30%	48%	40%	80%	56%	56%	36%	48%	58%	79%	35%	59%	59%	57%	59%	69%	51%	54%	61%	55%	68%
Don't know	23%	9%	26%	26%	28%	12%	19%	26%	34%	30%	19%	9%	32%	19%	23%	23%	28%	15%	20%	26%	20%	25%	23%

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	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
0 - Would never consider voting for them	38%	2%	52%	39%	46%	26%	38%	37%	40%	45%	35%	26%	33%	31%	33%	46%	56%	36%	34%	38%	39%	38%	44%
1	7%	0%	11%	10%	10%	5%	7%	7%	5%	7%	11%	4%	11%	6%	10%	6%	3%	5%	6%	8%	7%	7%	8%
2	6%	1%	9%	13%	8%	6%	8%	5%	6%	8%	4%	6%	7%	8%	3%	6%	6%	9%	8%	8%	5%	6%	3%
3	6%	2%	9%	5%	4%	7%	6%	6%	8%	6%	5%	5%	8%	5%	5%	5%	6%	8%	8%	4%	6%	6%	5%
4	4%	1%	4%	10%	3%	6%	5%	3%	6%	4%	5%	2%	4%	5%	3%	3%	5%	5%	4%	3%	6%	4%	4%
5	9%	7%	6%	7%	6%	9%	9%	8%	10%	9%	8%	8%	9%	9%	11%	7%	4%	11%	9%	10%	9%	7%	4%
6	4%	8%	2%	4%	3%	6%	5%	4%	3%	3%	4%	6%	3%	6%	3%	5%	2%	1%	5%	3%	4%	4%	5%
7	5%	11%	1%	2%	4%	7%	4%	5%	1%	3%	4%	9%	2%	5%	7%	4%	4%	8%	5%	3%	5%	8%	4%
8	4%	14%	0%	2%	4%	6%	3%	5%	-	3%	7%	6%	5%	5%	4%	3%	3%	7%	5%	5%	5%	1%	4%
9	3%	10%	0%	2%	2%	4%	3%	2%	1%	1%	3%	6%	4%	3%	2%	2%	2%	1%	3%	3%	3%	-	4%
10 - Would definitely consider voting for them	9%	42%	1%	2%	7%	16%	9%	10%	2%	3%	11%	21%	9%	12%	13%	6%	5%	4%	11%	9%	6%	11%	9%
prefer not to answer	6%	3%	3%	3%	4%	4%	4%	7%	18%	6%	2%	2%	6%	5%	6%	6%	5%	4%	3%	6%	5%	9%	8%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

Labour

	Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
	Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
0 - Would never consider voting for them		33%	62%	4%	19%	17%	55%	35%	32%	14%	23%	38%	55%	18%	35%	36%	36%	32%	37%	25%	31%	38%	37%	49%
1		5%	8%	1%	3%	4%	7%	6%	4%	3%	4%	6%	7%	4%	5%	5%	6%	3%	6%	6%	4%	6%	5%	5%
2		5%	8%	1%	8%	4%	6%	6%	4%	4%	6%	5%	4%	2%	5%	5%	4%	9%	7%	6%	6%	4%	3%	5%
3		4%	5%	4%	6%	6%	3%	4%	5%	4%	5%	4%	4%	6%	5%	4%	4%	6%	3%	5%	5%	5%	2%	5%
4		4%	3%	4%	6%	5%	4%	4%	5%	4%	5%	6%	2%	2%	5%	4%	5%	5%	4%	5%	4%	6%	3%	3%
5		10%	5%	10%	14%	10%	6%	9%	10%	15%	12%	7%	5%	15%	9%	11%	6%	13%	7%	11%	12%	7%	11%	4%
6		6%	1%	8%	10%	7%	3%	6%	6%	9%	8%	5%	2%	7%	8%	7%	4%	4%	4%	7%	7%	7%	4%	3%
7		8%	1%	16%	11%	13%	4%	9%	7%	8%	10%	8%	4%	13%	6%	7%	7%	11%	10%	11%	8%	8%	8%	3%
8		6%	2%	13%	9%	8%	3%	6%	6%	8%	7%	5%	4%	10%	6%	4%	5%	5%	6%	8%	6%	4%	7%	4%
9		2%	1%	6%	1%	4%	1%	2%	2%	2%	2%	3%	2%	4%	1%	2%	4%	-	3%	2%	4%	2%	1%	2%
10 - Would definitely consider voting for them		10%	1%	30%	9%	17%	4%	8%	11%	10%	11%	11%	7%	13%	8%	9%	13%	7%	7%	11%	9%	10%	9%	10%
prefer not to answer		6%	3%	3%	3%	4%	4%	4%	7%	18%	6%	2%	2%	6%	5%	6%	6%	5%	4%	3%	6%	5%	9%	8%

Liberal Democrats

	Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
	Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
0 - Would never consider voting for them		27%	36%	10%	1%	14%	40%	31%	24%	17%	22%	30%	37%	19%	25%	28%	32%	30%	30%	20%	24%	34%	31%	40%
1		5%	5%	5%	-	5%	6%	6%	4%	6%	4%	4%	8%	4%	6%	6%	5%	2%	5%	5%	6%	5%	7%	3%
2		7%	8%	5%	1%	7%	8%	8%	6%	4%	8%	7%	6%	6%	6%	4%	7%	12%	9%	7%	8%	7%	3%	6%
3		6%	9%	5%	1%	5%	6%	6%	6%	5%	6%	6%	6%	5%	5%	7%	7%	9%	1%	5%	8%	4%	8%	5%
4		7%	6%	9%	3%	6%	7%	6%	7%	7%	6%	9%	5%	3%	7%	6%	8%	5%	10%	8%	7%	7%	5%	3%
5		16%	18%	21%	12%	18%	14%	14%	18%	17%	18%	17%	13%	22%	17%	15%	12%	14%	23%	17%	15%	18%	14%	18%
6		8%	6%	14%	8%	12%	4%	9%	7%	9%	9%	7%	6%	10%	6%	10%	9%	8%	4%	11%	7%	7%	6%	5%
7		7%	5%	11%	16%	11%	3%	6%	7%	7%	7%	6%	5%	9%	6%	7%	6%	8%	3%	9%	6%	5%	5%	6%
8		6%	2%	9%	20%	8%	4%	5%	7%	5%	6%	7%	5%	8%	8%	5%	4%	3%	6%	7%	7%	4%	5%	4%
9		2%	0%	3%	8%	3%	2%	2%	2%	0%	2%	1%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%	1%	1%
10 - Would definitely consider voting for them		5%	1%	5%	28%	9%	2%	3%	6%	4%	6%	4%	5%	6%	6%	5%	3%	3%	2%	7%	5%	3%	4%	3%
prefer not to answer		6%	3%	3%	3%	4%	4%	4%	7%	18%	6%	2%	2%	6%	5%	6%	6%	5%	4%	3%	6%	5%	9%	8%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

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

	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base: All GB adults	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Health	45%	43%	52%	57%	55%	40%	35%	54%	35%	41%	49%	50%	40%	46%	45%	43%	45%	51%	46%	44%	42%	46%	46%
Immigration & Asylum	46%	68%	29%	34%	26%	73%	47%	45%	23%	37%	52%	67%	25%	52%	48%	51%	33%	53%	43%	45%	49%	47%	51%
Crime	22%	23%	16%	20%	15%	28%	22%	21%	20%	21%	20%	26%	32%	20%	26%	20%	10%	18%	21%	21%	21%	25%	22%
The economy	48%	50%	54%	51%	53%	43%	52%	44%	47%	51%	50%	41%	53%	48%	43%	44%	53%	57%	55%	48%	44%	43%	42%
Tax	12%	13%	9%	8%	12%	11%	13%	11%	11%	17%	8%	7%	18%	11%	11%	10%	16%	12%	14%	13%	11%	12%	7%
Pensions	12%	20%	10%	12%	8%	18%	10%	13%	4%	5%	16%	23%	5%	11%	13%	14%	15%	12%	9%	9%	14%	14%	20%
Education	9%	5%	14%	17%	14%	5%	6%	12%	13%	12%	8%	4%	9%	11%	6%	9%	10%	12%	13%	9%	10%	5%	4%
Family life & childcare	5%	2%	7%	6%	7%	4%	3%	7%	7%	8%	3%	2%	2%	5%	6%	5%	7%	6%	5%	5%	6%	6%	4%
Housing	22%	7%	29%	23%	25%	14%	21%	23%	36%	27%	17%	12%	31%	20%	18%	21%	32%	18%	19%	22%	23%	25%	25%
The environment	17%	6%	23%	24%	25%	9%	18%	15%	20%	19%	16%	11%	23%	15%	17%	15%	17%	16%	19%	21%	13%	12%	8%
Britain leaving the EU	11%	6%	16%	17%	19%	4%	12%	9%	6%	13%	11%	9%	14%	12%	6%	9%	16%	10%	14%	12%	8%	7%	7%
Transport	3%	2%	4%	5%	4%	1%	5%	2%	4%	5%	2%	1%	5%	2%	4%	3%	3%	5%	3%	3%	2%	5%	2%
Welfare benefits	11%	13%	12%	7%	12%	10%	10%	13%	8%	12%	12%	11%	12%	11%	11%	13%	8%	6%	9%	8%	13%	9%	27%
Defence and security	16%	29%	7%	9%	10%	24%	19%	12%	6%	10%	22%	25%	10%	19%	20%	11%	15%	10%	17%	17%	13%	13%	15%
None of these	0%	1%	0%	-	0%	-	1%	0%	1%	1%	0%	-	-	1%	-	1%	0%	-	-	0%	0%	2%	0%
Don't know	3%	1%	2%	-	1%	2%	3%	3%	9%	3%	1%	1%	2%	2%	5%	4%	-	2%	1%	2%	5%	3%	4%

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

National Health Service

	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	3%	1%	5%	1%	4%	1%	4%	1%	3%	3%	2%	2%	4%	2%	3%	4%	1%	5%	4%	2%	2%	2%	3%
Fairly well	17%	11%	33%	19%	24%	9%	18%	17%	27%	15%	20%	15%	23%	19%	15%	16%	18%	9%	22%	19%	15%	17%	8%
Fairly badly	28%	34%	26%	33%	27%	28%	27%	29%	30%	27%	27%	30%	31%	30%	29%	25%	23%	31%	31%	27%	30%	23%	24%
Very badly	38%	43%	18%	30%	28%	50%	36%	39%	21%	39%	39%	41%	24%	38%	40%	38%	45%	46%	32%	34%	41%	42%	50%
Don't know	14%	10%	17%	16%	16%	10%	14%	14%	19%	16%	12%	12%	18%	12%	14%	18%	13%	9%	11%	19%	12%	15%	15%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

Immigration

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	2%	2%	4%	2%	3%	0%	2%	1%	3%	2%	3%	1%	4%	1%	3%	2%	-	4%	2%	1%	1%	4%	2%
Fairly well	14%	6%	27%	18%	22%	5%	16%	13%	28%	14%	14%	8%	23%	16%	11%	12%	9%	9%	20%	14%	10%	12%	8%
Fairly badly	18%	12%	20%	24%	20%	13%	18%	17%	20%	20%	15%	15%	21%	15%	16%	18%	23%	22%	17%	21%	16%	18%	10%
Very badly	49%	75%	21%	35%	32%	73%	48%	50%	25%	40%	56%	68%	29%	54%	52%	48%	51%	54%	46%	42%	55%	48%	64%
Don't know	18%	5%	27%	21%	23%	9%	15%	20%	24%	24%	13%	9%	23%	15%	18%	20%	17%	11%	14%	21%	18%	19%	16%

Crime

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	3%	2%	7%	1%	6%	1%	5%	2%	5%	4%	4%	1%	3%	3%	3%	4%	0%	7%	5%	2%	3%	5%	3%
Fairly well	18%	9%	32%	27%	25%	11%	18%	19%	23%	19%	20%	13%	22%	20%	13%	19%	20%	13%	25%	19%	14%	16%	10%
Fairly badly	24%	28%	22%	27%	24%	23%	25%	24%	26%	24%	20%	27%	26%	24%	27%	22%	25%	20%	25%	22%	27%	25%	18%
Very badly	35%	50%	13%	23%	20%	53%	37%	33%	23%	29%	40%	46%	27%	35%	39%	33%	37%	44%	31%	34%	34%	37%	49%
Don't know	19%	10%	26%	21%	25%	12%	16%	23%	23%	24%	16%	14%	23%	17%	18%	23%	18%	16%	14%	24%	21%	17%	21%

Education

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	4%	3%	5%	3%	4%	2%	5%	2%	9%	4%	2%	1%	9%	2%	4%	4%	2%	5%	5%	3%	4%	3%	3%
Fairly well	24%	18%	35%	26%	30%	18%	26%	22%	30%	26%	25%	17%	30%	27%	22%	22%	15%	18%	28%	25%	21%	24%	16%
Fairly badly	25%	29%	22%	28%	23%	28%	24%	25%	22%	23%	23%	30%	24%	25%	25%	22%	28%	28%	29%	24%	23%	23%	19%
Very badly	18%	20%	5%	14%	15%	22%	19%	18%	14%	19%	20%	18%	9%	18%	20%	20%	21%	23%	15%	17%	20%	15%	29%
Don't know	30%	30%	32%	28%	29%	30%	27%	32%	25%	28%	30%	34%	27%	28%	29%	33%	34%	25%	24%	31%	32%	34%	33%

Taxation

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	1%	1%	4%	3%	3%	0%	2%	1%	0%	2%	2%	-	1%	1%	2%	1%	0%	2%	2%	1%	1%	1%	2%
Fairly well	16%	8%	31%	16%	21%	8%	17%	14%	24%	16%	17%	9%	21%	17%	15%	13%	12%	12%	18%	16%	14%	18%	7%
Fairly badly	27%	28%	26%	36%	26%	26%	27%	26%	27%	28%	23%	29%	29%	30%	24%	24%	22%	29%	28%	27%	26%	26%	25%
Very badly	34%	51%	12%	22%	24%	50%	36%	33%	19%	30%	39%	43%	25%	33%	38%	35%	39%	37%	34%	30%	38%	32%	42%
Don't know	22%	12%	28%	24%	26%	16%	18%	26%	29%	24%	19%	19%	23%	19%	21%	25%	27%	20%	18%	26%	22%	24%	24%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

Unemployment

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	2%	2%	3%	2%	4%	0%	3%	1%	1%	3%	2%	0%	3%	1%	3%	3%	-	4%	3%	1%	3%	1%	2%
Fairly well	20%	15%	32%	21%	28%	12%	23%	17%	27%	20%	23%	14%	30%	24%	17%	15%	14%	18%	25%	21%	18%	21%	9%
Fairly badly	23%	28%	18%	28%	17%	27%	23%	23%	27%	23%	20%	25%	22%	24%	25%	20%	28%	22%	25%	20%	25%	24%	21%
Very badly	18%	21%	6%	10%	11%	25%	19%	18%	15%	17%	18%	22%	11%	17%	16%	23%	22%	21%	15%	17%	19%	17%	31%
Don't know	37%	35%	42%	39%	40%	36%	33%	40%	30%	37%	37%	38%	34%	34%	40%	40%	37%	35%	32%	42%	35%	37%	37%

Inflation

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	2%	2%	5%	1%	4%	0%	4%	1%	4%	3%	2%	0%	6%	1%	1%	2%	1%	4%	3%	2%	1%	3%	1%
Fairly well	23%	17%	38%	34%	33%	16%	27%	19%	22%	22%	28%	21%	28%	26%	21%	20%	21%	17%	29%	25%	22%	18%	10%
Fairly badly	27%	38%	19%	31%	22%	32%	26%	28%	26%	26%	26%	31%	23%	29%	26%	26%	29%	28%	34%	28%	23%	21%	23%
Very badly	24%	29%	10%	14%	16%	31%	22%	26%	24%	23%	22%	29%	19%	23%	27%	25%	29%	29%	17%	20%	29%	31%	37%
Don't know	23%	14%	27%	21%	25%	20%	20%	26%	24%	26%	22%	19%	24%	21%	25%	27%	21%	21%	17%	25%	24%	27%	29%

Britain's exit from the EU

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	2%	2%	5%	2%	3%	2%	3%	2%	0%	3%	2%	1%	3%	2%	2%	3%	1%	4%	4%	1%	2%	3%	3%
Fairly well	16%	11%	27%	17%	19%	12%	16%	16%	21%	16%	15%	15%	21%	17%	17%	14%	10%	18%	20%	15%	16%	14%	9%
Fairly badly	21%	21%	19%	25%	20%	20%	23%	19%	27%	21%	18%	21%	21%	24%	15%	18%	21%	26%	23%	21%	19%	22%	16%
Very badly	29%	32%	17%	19%	25%	33%	30%	27%	22%	26%	31%	33%	27%	27%	32%	27%	33%	28%	28%	26%	26%	28%	42%
Don't know	32%	33%	33%	37%	32%	33%	28%	37%	30%	33%	34%	30%	29%	30%	33%	38%	35%	24%	25%	37%	36%	32%	30%

Defence

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	4%	3%	6%	1%	5%	1%	5%	2%	4%	5%	3%	0%	8%	2%	3%	4%	3%	6%	5%	3%	2%	5%	3%
Fairly well	23%	16%	34%	31%	29%	15%	25%	21%	33%	25%	21%	17%	31%	26%	20%	19%	20%	17%	29%	23%	21%	19%	15%
Fairly badly	18%	23%	14%	22%	14%	22%	19%	18%	17%	16%	20%	22%	15%	19%	16%	20%	18%	21%	18%	19%	17%	21%	18%
Very badly	20%	33%	3%	8%	11%	32%	23%	16%	11%	13%	24%	32%	12%	21%	26%	17%	24%	17%	19%	19%	18%	17%	31%
Don't know	35%	25%	43%	38%	41%	30%	28%	43%	35%	41%	32%	29%	34%	33%	35%	40%	35%	39%	29%	37%	42%	38%	33%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

The economy

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	2%	1%	5%	1%	3%	1%	3%	1%	3%	2%	2%	0%	3%	2%	1%	1%	1%	4%	2%	2%	1%	2%	0%
Fairly well	20%	9%	42%	31%	30%	12%	22%	19%	21%	20%	23%	17%	30%	20%	20%	19%	14%	12%	25%	21%	18%	16%	12%
Fairly badly	30%	36%	24%	34%	27%	31%	29%	30%	29%	31%	28%	30%	28%	33%	29%	24%	37%	32%	34%	29%	30%	29%	22%
Very badly	31%	45%	9%	19%	21%	45%	32%	31%	23%	27%	33%	42%	21%	31%	32%	34%	36%	37%	27%	28%	34%	32%	47%
Don't know	17%	8%	20%	15%	19%	12%	14%	19%	24%	20%	13%	11%	17%	14%	18%	21%	12%	16%	12%	20%	16%	21%	19%

Terrorism

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	5%	5%	8%	5%	7%	2%	7%	4%	8%	7%	4%	2%	10%	4%	5%	4%	5%	4%	6%	6%	3%	5%	5%
Fairly well	27%	17%	40%	32%	33%	19%	29%	25%	31%	30%	24%	20%	33%	29%	22%	23%	25%	25%	32%	25%	28%	24%	16%
Fairly badly	15%	22%	8%	15%	12%	17%	15%	15%	13%	14%	17%	15%	15%	15%	16%	14%	13%	13%	17%	13%	14%	17%	15%
Very badly	18%	27%	3%	6%	9%	30%	20%	17%	9%	12%	22%	28%	8%	20%	23%	17%	21%	18%	16%	15%	18%	21%	32%
Don't know	35%	29%	40%	42%	40%	31%	30%	40%	39%	37%	33%	35%	34%	32%	33%	42%	36%	39%	30%	41%	38%	33%	33%

Transport

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	3%	3%	6%	3%	4%	1%	4%	2%	5%	3%	2%	2%	6%	1%	1%	4%	3%	3%	3%	2%	1%	5%	3%
Fairly well	24%	14%	38%	29%	31%	15%	23%	25%	33%	25%	25%	18%	37%	28%	21%	19%	15%	19%	27%	25%	23%	23%	17%
Fairly badly	26%	34%	19%	26%	23%	30%	28%	23%	23%	25%	24%	29%	22%	26%	28%	24%	24%	33%	30%	25%	23%	30%	17%
Very badly	19%	22%	8%	9%	11%	26%	20%	17%	14%	17%	20%	22%	14%	16%	20%	21%	24%	19%	15%	18%	20%	15%	31%
Don't know	29%	27%	30%	32%	31%	28%	25%	33%	25%	30%	29%	29%	21%	29%	30%	32%	35%	26%	25%	31%	32%	27%	32%

Housing

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	2%	2%	5%	1%	3%	0%	3%	1%	4%	2%	2%	0%	3%	1%	2%	3%	1%	2%	3%	1%	2%	3%	1%
Fairly well	16%	9%	31%	18%	23%	10%	19%	14%	24%	15%	17%	13%	24%	15%	18%	15%	12%	15%	20%	16%	15%	17%	8%
Fairly badly	31%	36%	23%	38%	27%	34%	29%	32%	30%	30%	26%	36%	29%	36%	32%	24%	26%	32%	34%	32%	29%	28%	23%
Very badly	27%	30%	11%	18%	20%	34%	27%	26%	19%	27%	28%	29%	21%	25%	26%	29%	36%	25%	23%	23%	29%	30%	41%
Don't know	25%	23%	29%	26%	28%	22%	23%	26%	23%	25%	26%	22%	23%	23%	22%	29%	25%	25%	20%	27%	26%	22%	27%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

Environment

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	3%	2%	6%	1%	3%	1%	4%	2%	6%	4%	2%	0%	5%	2%	4%	3%	1%	6%	3%	3%	2%	4%	3%
Fairly well	23%	20%	35%	21%	27%	17%	24%	22%	26%	25%	21%	18%	36%	25%	20%	18%	17%	18%	27%	21%	21%	25%	19%
Fairly badly	24%	26%	19%	34%	23%	26%	25%	23%	25%	21%	25%	26%	25%	24%	22%	23%	30%	26%	29%	23%	23%	23%	17%
Very badly	19%	23%	7%	13%	14%	26%	21%	18%	16%	17%	19%	23%	11%	20%	22%	20%	21%	13%	18%	17%	20%	21%	22%
Don't know	31%	29%	34%	31%	33%	31%	27%	36%	27%	32%	32%	31%	24%	30%	33%	36%	31%	38%	23%	36%	34%	28%	39%

Welfare benefits

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	2%	1%	4%	2%	2%	1%	3%	1%	4%	2%	2%	0%	4%	1%	2%	1%	0%	6%	2%	3%	1%	2%	1%
Fairly well	16%	10%	27%	22%	21%	9%	19%	14%	27%	16%	17%	10%	20%	18%	13%	16%	10%	17%	22%	15%	15%	16%	5%
Fairly badly	26%	27%	27%	32%	28%	24%	25%	28%	27%	27%	24%	28%	27%	27%	24%	24%	32%	26%	30%	24%	27%	22%	26%
Very badly	33%	47%	16%	20%	24%	48%	34%	32%	15%	28%	38%	45%	26%	34%	37%	34%	29%	30%	29%	31%	35%	30%	50%
Don't know	23%	15%	27%	24%	25%	17%	20%	25%	28%	27%	19%	16%	22%	20%	24%	25%	29%	20%	18%	27%	22%	30%	18%

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

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base: All GB adults	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	5%	2%	12%	4%	7%	2%	6%	4%	7%	4%	6%	3%	10%	3%	5%	5%	1%	6%	6%	4%	5%	4%	3%
Fairly well	24%	7%	50%	40%	37%	12%	24%	23%	28%	28%	24%	13%	33%	25%	22%	21%	20%	19%	31%	25%	19%	21%	12%
Fairly badly	20%	20%	19%	23%	19%	20%	20%	20%	21%	19%	19%	21%	16%	22%	18%	18%	23%	23%	21%	23%	17%	18%	18%
Very badly	34%	63%	7%	21%	19%	57%	37%	32%	11%	24%	41%	57%	18%	37%	37%	37%	33%	40%	32%	30%	38%	32%	50%
Don't know	17%	8%	13%	12%	18%	9%	14%	20%	32%	24%	10%	6%	23%	13%	19%	19%	23%	12%	11%	18%	21%	25%	17%

Do you think Ed Davey is doing well or badly as leader of the Liberal Democrats?

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base: All GB adults	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very well	6%	1%	13%	16%	11%	3%	6%	6%	3%	5%	9%	7%	8%	8%	7%	4%	2%	8%	8%	6%	5%	2%	6%
Fairly well	29%	36%	37%	48%	36%	26%	30%	27%	25%	24%	34%	33%	33%	29%	31%	26%	23%	31%	37%	28%	24%	26%	21%
Fairly badly	11%	18%	8%	3%	7%	14%	13%	8%	7%	8%	11%	16%	8%	12%	8%	12%	10%	8%	11%	9%	11%	12%	13%
Very badly	11%	9%	3%	2%	5%	17%	14%	7%	7%	11%	11%	12%	3%	10%	13%	12%	14%	14%	7%	10%	13%	13%	17%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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	
Don't know	44%	36%	39%	31%	40%	40%	36%	51%	58%	52%	35%	32%	49%	41%	40%	46%	51%	39%	38%	47%	47%	47%	43%

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

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base: All GB adults	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
They are ready for Government	14%	37%	5%	7%	12%	17%	13%	15%	13%	12%	12%	20%	18%	14%	15%	14%	5%	12%	12%	14%	15%	14%	16%
They are not ready for Government	69%	49%	87%	83%	79%	68%	75%	63%	57%	69%	77%	67%	63%	72%	65%	67%	79%	74%	79%	70%	60%	61%	67%
Not sure	17%	13%	8%	10%	10%	16%	12%	22%	30%	19%	11%	14%	19%	14%	20%	19%	17%	14%	8%	16%	26%	25%	17%

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

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base: All GB adults	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Strongly support	19%	7%	29%	16%	22%	10%	24%	13%	30%	21%	18%	11%	31%	14%	17%	18%	20%	21%	21%	18%	14%	22%	17%
Tend to support	38%	38%	43%	45%	44%	36%	38%	38%	31%	38%	39%	39%	37%	37%	38%	38%	43%	35%	44%	35%	39%	33%	33%
Tend to oppose	21%	29%	16%	23%	17%	25%	17%	24%	17%	16%	25%	27%	16%	24%	24%	18%	16%	21%	18%	23%	23%	20%	18%
Strongly oppose	12%	19%	5%	8%	8%	20%	12%	13%	3%	12%	13%	18%	6%	16%	12%	14%	7%	11%	11%	13%	10%	12%	20%
Don't know	10%	6%	7%	8%	8%	8%	12%	19%	13%	5%	6%	10%	10%	8%	10%	13%	13%	12%	5%	11%	14%	13%	12%

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

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base: All GB adults	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Strongly support	15%	6%	24%	13%	16%	9%	21%	10%	21%	19%	13%	8%	25%	12%	14%	14%	15%	16%	17%	14%	12%	19%	12%
Tend to support	34%	33%	38%	38%	42%	28%	34%	34%	33%	35%	35%	32%	41%	30%	34%	33%	42%	35%	38%	33%	34%	33%	30%
Tend to oppose	21%	28%	20%	24%	19%	25%	19%	23%	17%	17%	23%	27%	13%	26%	20%	20%	20%	13%	21%	22%	24%	21%	15%
Strongly oppose	22%	27%	13%	17%	16%	32%	20%	24%	11%	20%	25%	29%	14%	27%	22%	21%	16%	27%	20%	23%	21%	18%	32%
Don't know	8%	5%	5%	8%	6%	5%	7%	9%	17%	9%	4%	4%	8%	5%	10%	11%	7%	8%	4%	8%	9%	9%	11%

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

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

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Strongly support	21%	12%	30%	22%	25%	13%	25%	18%	36%	25%	18%	12%	37%	19%	21%	19%	21%	14%	24%	17%	22%	25%	21%
Tend to support	34%	27%	40%	38%	37%	32%	33%	35%	35%	34%	34%	34%	39%	33%	32%	30%	42%	42%	36%	35%	32%	37%	29%
Tend to oppose	20%	32%	15%	24%	18%	24%	17%	22%	6%	19%	21%	26%	11%	23%	21%	20%	16%	10%	21%	21%	19%	17%	13%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



	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
Strongly oppose	13%	20%	7%	7%	10%	21%	14%	12%	1%	11%	17%	17%	6%	14%	13%	15%	13%	17%	13%	13%	12%	10%	21%
Don't know	12%	9%	8%	10%	10%	10%	10%	13%	21%	11%	10%	11%	7%	11%	13%	15%	8%	16%	7%	13%	15%	10%	16%

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

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Strongly support	8%	3%	11%	6%	8%	6%	11%	5%	7%	11%	8%	2%	12%	7%	7%	6%	9%	7%	9%	6%	7%	10%	9%
Tend to support	21%	14%	28%	27%	28%	14%	22%	20%	25%	21%	22%	19%	35%	18%	18%	20%	22%	29%	26%	20%	19%	17%	18%
Tend to oppose	27%	29%	31%	25%	30%	25%	24%	29%	26%	27%	26%	27%	27%	28%	31%	24%	27%	18%	28%	26%	28%	28%	19%
Strongly oppose	31%	49%	16%	32%	22%	47%	30%	32%	13%	28%	33%	44%	14%	38%	31%	32%	26%	26%	30%	32%	30%	29%	37%
Don't know	13%	4%	13%	9%	11%	9%	13%	14%	29%	14%	10%	8%	13%	9%	12%	18%	16%	20%	8%	16%	16%	15%	18%

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

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Strongly support	7%	3%	11%	6%	6%	5%	10%	4%	13%	9%	5%	2%	13%	6%	5%	5%	9%	7%	9%	6%	6%	8%	6%
Tend to support	25%	23%	30%	31%	31%	20%	30%	21%	25%	26%	31%	20%	32%	24%	29%	22%	24%	24%	32%	24%	23%	20%	21%
Tend to oppose	29%	33%	31%	31%	31%	30%	24%	33%	24%	27%	28%	34%	27%	32%	24%	28%	30%	29%	30%	30%	28%	28%	25%
Strongly oppose	25%	30%	15%	21%	19%	35%	22%	28%	10%	25%	23%	33%	14%	27%	27%	28%	21%	18%	22%	24%	26%	27%	32%
Don't know	14%	11%	13%	10%	12%	10%	13%	15%	27%	14%	13%	11%	14%	12%	14%	16%	16%	23%	8%	17%	17%	17%	15%

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

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Strongly support	6%	3%	9%	3%	5%	4%	9%	2%	8%	8%	4%	2%	13%	5%	6%	4%	3%	4%	7%	5%	4%	7%	5%
Tend to support	21%	16%	27%	28%	28%	14%	26%	17%	24%	24%	21%	16%	32%	18%	20%	19%	27%	22%	27%	21%	18%	19%	14%
Tend to oppose	24%	23%	29%	30%	27%	22%	23%	25%	27%	24%	23%	26%	18%	26%	21%	28%	24%	20%	24%	22%	27%	28%	20%
Strongly oppose	38%	53%	24%	31%	31%	52%	33%	42%	16%	33%	43%	49%	25%	43%	45%	35%	29%	35%	36%	41%	37%	32%	42%
Don't know	11%	6%	11%	8%	9%	8%	9%	13%	24%	12%	9%	7%	11%	9%	8%	14%	17%	18%	6%	11%	13%	13%	20%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

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

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base: All GB adults	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Go up a lot	11%	7%	11%	7%	7%	12%	13%	10%	26%	12%	6%	9%	14%	9%	9%	12%	19%	8%	8%	9%	14%	16%	16%
Go up a little	35%	35%	36%	41%	36%	35%	40%	30%	36%	33%	37%	36%	39%	36%	30%	37%	28%	37%	41%	35%	31%	31%	32%
Stay about the same	32%	39%	34%	32%	35%	34%	28%	36%	14%	31%	38%	35%	27%	34%	36%	29%	32%	27%	35%	32%	33%	29%	25%
Go down a little	7%	11%	8%	9%	9%	7%	7%	8%	6%	8%	7%	7%	6%	9%	7%	6%	6%	11%	8%	9%	5%	10%	5%
Go down a lot	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	-	1%
Don't know	13%	7%	11%	11%	12%	10%	12%	15%	18%	15%	11%	12%	13%	11%	17%	13%	15%	14%	7%	14%	17%	15%	21%

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	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base: All GB adults	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
It would be better for Britain if house prices rose	6%	10%	5%	4%	6%	7%	8%	4%	4%	5%	8%	6%	6%	6%	7%	6%	3%	6%	8%	7%	5%	3%	5%
It would be better for Britain if house prices went down	52%	35%	61%	51%	54%	43%	54%	50%	74%	57%	48%	38%	59%	52%	48%	51%	55%	50%	52%	52%	51%	57%	50%
It would be better for Britain if house prices stayed about the same	24%	38%	19%	33%	23%	32%	25%	24%	11%	18%	28%	39%	19%	27%	26%	23%	21%	27%	30%	23%	22%	22%	21%
Don't know	17%	17%	15%	11%	17%	18%	13%	22%	11%	20%	16%	17%	15%	15%	19%	19%	21%	17%	11%	19%	21%	17%	24%

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	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base: All GB adults	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
I would be better off if house prices rose	20%	25%	22%	24%	25%	21%	21%	19%	4%	20%	24%	23%	18%	20%	19%	20%	20%	19%	24%	24%	15%	14%	10%
I would be better off if house prices fell	25%	12%	25%	28%	21%	14%	25%	24%	67%	33%	11%	5%	41%	24%	22%	20%	27%	21%	25%	25%	24%	37%	14%
It will make little difference to me personally if house prices rise or fall	47%	59%	48%	39%	47%	58%	46%	47%	16%	35%	59%	69%	30%	50%	50%	49%	44%	46%	46%	42%	51%	42%	61%
Don't know	9%	4%	5%	8%	7%	7%	8%	10%	13%	12%	7%	3%	10%	6%	9%	10%	9%	14%	5%	9%	11%	8%	16%

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

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
United	31%	17%	56%	46%	44%	20%	33%	28%	31%	34%	35%	20%	44%	34%	27%	29%	18%	26%	38%	35%	26%	25%	19%
Divided	37%	52%	23%	32%	27%	51%	39%	34%	25%	29%	39%	53%	27%	38%	38%	36%	40%	41%	38%	34%	32%	40%	45%
Don't know	33%	31%	21%	22%	29%	30%	28%	37%	44%	37%	25%	27%	30%	28%	35%	35%	42%	33%	24%	32%	42%	35%	36%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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 Conservative Party is united or divided at the present time?

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
United	8%	21%	5%	4%	6%	10%	9%	8%	12%	8%	7%	10%	14%	10%	8%	6%	5%	7%	7%	9%	9%	10%	7%
Divided	64%	55%	77%	79%	74%	64%	70%	58%	43%	61%	74%	68%	62%	66%	64%	63%	58%	68%	76%	65%	55%	56%	56%
Don't know	28%	24%	18%	17%	20%	26%	21%	34%	45%	31%	19%	22%	25%	25%	28%	31%	36%	25%	17%	26%	36%	34%	37%

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

Labour Party

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very left-wing	15%	30%	3%	7%	7%	26%	18%	12%	7%	10%	20%	21%	13%	17%	16%	14%	10%	13%	14%	14%	12%	15%	22%
Fairly left-wing	20%	27%	20%	20%	20%	22%	19%	21%	17%	18%	20%	24%	17%	21%	19%	19%	20%	20%	22%	23%	16%	21%	13%
Slightly left-of-centre	22%	12%	39%	35%	31%	15%	24%	20%	19%	22%	26%	18%	27%	22%	22%	21%	17%	19%	29%	21%	18%	17%	16%
Centre	10%	4%	14%	11%	12%	6%	11%	9%	18%	10%	11%	5%	13%	9%	12%	9%	11%	12%	13%	9%	10%	9%	7%
Slightly right-of-centre	5%	1%	6%	6%	8%	3%	7%	4%	4%	7%	5%	3%	7%	5%	5%	5%	4%	5%	4%	7%	4%	4%	5%
Fairly right-wing	3%	2%	3%	2%	3%	2%	3%	2%	4%	3%	2%	2%	3%	2%	2%	2%	3%	4%	3%	3%	1%	3%	3%
Very right-wing	2%	1%	2%	1%	2%	1%	2%	1%	5%	1%	0%	2%	5%	1%	1%	1%	3%	1%	2%	1%	2%	2%	2%
Don't know	24%	22%	15%	19%	18%	24%	16%	32%	26%	29%	16%	24%	15%	23%	23%	29%	32%	26%	13%	21%	37%	29%	32%

Conservative Party

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very left-wing	1%	0%	1%	1%	1%	1%	1%	1%	2%	2%	0%	0%	3%	0%	1%	1%	2%	1%	1%	1%	1%	2%	2%
Fairly left-wing	2%	2%	1%	0%	0%	4%	3%	2%	2%	2%	3%	3%	1%	3%	2%	2%	1%	2%	1%	2%	2%	4%	4%
Slightly left-of-centre	4%	5%	2%	1%	2%	7%	5%	3%	2%	3%	4%	5%	5%	5%	4%	3%	0%	6%	6%	4%	3%	2%	3%
Centre	8%	15%	4%	3%	5%	13%	10%	7%	8%	7%	9%	11%	9%	8%	7%	9%	10%	8%	10%	5%	9%	11%	10%
Slightly right-of-centre	16%	23%	10%	17%	13%	21%	18%	13%	12%	11%	22%	20%	16%	16%	19%	14%	12%	19%	17%	16%	17%	14%	12%
Fairly right-wing	29%	27%	40%	39%	38%	21%	31%	27%	34%	31%	25%	27%	31%	31%	28%	28%	24%	20%	33%	35%	21%	23%	20%
Very right-wing	15%	7%	26%	19%	24%	9%	15%	16%	12%	16%	20%	10%	19%	13%	16%	14%	18%	16%	19%	16%	10%	15%	15%
Don't know	25%	21%	15%	19%	18%	24%	17%	32%	27%	29%	17%	24%	15%	24%	23%	28%	32%	28%	14%	21%	38%	29%	33%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

Liberal Democrats

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very left-wing	5%	4%	2%	-	3%	9%	7%	4%	6%	5%	5%	6%	7%	5%	7%	6%	4%	2%	4%	6%	5%	6%	8%
Fairly left-wing	11%	12%	11%	11%	10%	13%	14%	9%	12%	13%	9%	11%	14%	12%	11%	8%	11%	15%	15%	11%	10%	11%	6%
Slightly left-of-centre	15%	15%	21%	24%	20%	14%	18%	12%	10%	15%	18%	15%	17%	15%	13%	15%	11%	21%	22%	17%	7%	11%	10%
Centre	26%	24%	33%	39%	30%	24%	27%	24%	25%	21%	33%	27%	26%	29%	24%	22%	25%	26%	27%	26%	24%	24%	25%
Slightly right-of-centre	6%	8%	7%	4%	9%	4%	7%	5%	6%	7%	6%	6%	10%	6%	6%	5%	6%	4%	7%	6%	5%	6%	6%
Fairly right-wing	2%	2%	3%	1%	1%	2%	2%	2%	5%	2%	2%	2%	2%	3%	2%	2%	1%	-	2%	2%	2%	3%	3%
Very right-wing	1%	0%	0%	-	0%	0%	0%	1%	0%	0%	1%	0%	-	0%	1%	1%	-	1%	1%	0%	0%	1%	2%
Don't know	34%	33%	23%	21%	26%	34%	24%	43%	37%	38%	26%	33%	24%	29%	35%	40%	42%	31%	21%	32%	46%	39%	41%

Keir Starmer

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very left-wing	16%	33%	3%	6%	6%	29%	18%	13%	5%	9%	22%	26%	13%	18%	17%	15%	12%	12%	13%	16%	14%	19%	22%
Fairly left-wing	12%	20%	11%	11%	12%	13%	12%	13%	13%	11%	12%	15%	10%	14%	15%	10%	10%	14%	16%	14%	10%	9%	8%
Slightly left-of-centre	19%	14%	32%	29%	27%	14%	21%	17%	15%	17%	25%	17%	24%	20%	16%	20%	11%	16%	23%	20%	14%	18%	16%
Centre	13%	4%	21%	15%	18%	8%	15%	11%	16%	16%	12%	8%	18%	10%	14%	12%	16%	14%	19%	12%	11%	8%	9%
Slightly right-of-centre	6%	2%	9%	9%	8%	5%	8%	5%	10%	6%	7%	4%	9%	6%	5%	6%	6%	6%	6%	8%	6%	7%	2%
Fairly right-wing	5%	2%	4%	6%	7%	2%	6%	4%	6%	6%	4%	3%	5%	4%	5%	4%	5%	3%	5%	5%	3%	5%	6%
Very right-wing	3%	2%	2%	2%	3%	2%	3%	3%	6%	3%	1%	3%	5%	2%	1%	3%	4%	5%	3%	2%	3%	4%	3%
Don't know	26%	22%	17%	21%	20%	26%	17%	35%	30%	32%	17%	25%	17%	25%	25%	29%	36%	30%	15%	24%	39%	30%	33%

Rishi Sunak

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very left-wing	1%	0%	1%	1%	1%	1%	1%	1%	-	2%	1%	0%	1%	1%	1%	1%	2%	1%	1%	0%	-	3%	3%
Fairly left-wing	2%	3%	1%	2%	0%	4%	3%	2%	1%	3%	2%	2%	2%	3%	2%	2%	1%	5%	2%	3%	2%	2%	3%
Slightly left-of-centre	4%	4%	2%	1%	3%	6%	6%	2%	2%	4%	5%	5%	4%	5%	5%	3%	1%	4%	4%	4%	5%	4%	2%
Centre	9%	12%	6%	5%	5%	14%	11%	7%	9%	7%	11%	10%	9%	9%	11%	8%	8%	10%	10%	7%	9%	8%	13%
Slightly right-of-centre	19%	24%	20%	28%	21%	21%	25%	15%	13%	19%	22%	21%	23%	20%	19%	19%	15%	16%	27%	20%	13%	18%	13%
Fairly right-wing	24%	25%	33%	29%	31%	18%	24%	23%	30%	21%	25%	23%	32%	24%	22%	22%	21%	17%	27%	27%	19%	22%	15%
Very right-wing	14%	10%	20%	12%	19%	9%	13%	14%	14%	14%	14%	13%	11%	12%	15%	14%	16%	16%	15%	15%	10%	12%	17%
Don't know	27%	21%	17%	22%	21%	26%	18%	36%	31%	31%	19%	26%	18%	26%	25%	31%	36%	29%	15%	24%	42%	31%	34%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

Ed Davey

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very left-wing	4%	5%	2%	0%	2%	7%	6%	3%	2%	5%	5%	4%	3%	5%	5%	5%	3%	2%	5%	4%	3%	6%	7%
Fairly left-wing	8%	9%	7%	9%	7%	10%	10%	6%	6%	7%	8%	10%	9%	9%	6%	8%	9%	5%	11%	7%	7%	5%	6%
Slightly left-of-centre	13%	12%	19%	23%	17%	12%	16%	11%	14%	12%	16%	12%	19%	15%	10%	12%	9%	17%	20%	14%	7%	10%	9%
Centre	23%	27%	29%	32%	28%	23%	26%	21%	20%	18%	33%	25%	23%	25%	23%	22%	19%	32%	26%	24%	22%	19%	22%
Slightly right-of-centre	4%	4%	6%	2%	6%	3%	6%	3%	3%	4%	4%	5%	5%	4%	5%	3%	5%	3%	5%	4%	4%	4%	4%
Fairly right-wing	2%	2%	2%	1%	2%	2%	2%	1%	4%	2%	2%	2%	2%	1%	3%	3%	0%	1%	2%	2%	1%	2%	3%
Very right-wing	1%	0%	0%	-	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%
Don't know	44%	40%	34%	33%	38%	42%	33%	55%	50%	52%	32%	41%	39%	40%	48%	48%	53%	39%	31%	44%	55%	53%	48%

Yourself

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very left-wing	4%	0%	5%	4%	5%	1%	3%	4%	8%	4%	3%	1%	6%	3%	3%	4%	7%	1%	5%	4%	3%	4%	3%
Fairly left-wing	13%	1%	28%	15%	23%	3%	13%	14%	18%	19%	10%	4%	16%	13%	14%	13%	12%	11%	16%	15%	12%	13%	7%
Slightly left-of-centre	13%	2%	26%	22%	21%	6%	15%	10%	12%	14%	13%	10%	22%	13%	10%	11%	9%	10%	18%	14%	6%	7%	11%
Centre	20%	20%	19%	28%	19%	23%	20%	20%	13%	17%	25%	24%	20%	18%	24%	19%	23%	26%	18%	19%	24%	19%	21%
Slightly right-of-centre	14%	30%	5%	10%	9%	22%	17%	10%	8%	9%	19%	19%	8%	15%	16%	15%	10%	14%	15%	15%	12%	14%	10%
Fairly right-wing	9%	21%	2%	3%	6%	15%	12%	7%	8%	6%	12%	14%	7%	12%	10%	7%	7%	11%	14%	7%	6%	12%	9%
Very right-wing	3%	6%	2%	0%	2%	5%	4%	3%	4%	4%	2%	4%	7%	4%	1%	3%	3%	-	3%	4%	3%	4%	5%
Don't know	24%	20%	14%	18%	16%	24%	16%	31%	29%	27%	16%	23%	15%	23%	22%	27%	29%	27%	12%	22%	35%	27%	34%

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

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very likely	73%	75%	86%	84%	82%	75%	77%	70%	52%	71%	81%	79%	70%	76%	73%	72%	69%	76%	78%	75%	71%	65%	69%
Fairly likely	9%	7%	7%	5%	5%	7%	8%	10%	23%	8%	7%	6%	12%	9%	7%	9%	9%	8%	7%	7%	10%	15%	8%
Fairly unlikely	2%	1%	1%	4%	1%	2%	2%	2%	6%	2%	1%	1%	4%	2%	1%	2%	1%	-	3%	1%	2%	3%	2%
Very unlikely	3%	4%	0%	1%	2%	5%	3%	3%	2%	4%	3%	3%	2%	2%	4%	4%	6%	5%	2%	2%	3%	4%	7%
Don't know	13%	13%	4%	7%	10%	11%	10%	15%	18%	15%	8%	11%	12%	11%	15%	13%	16%	11%	9%	14%	15%	14%	14%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Should remain Labour leader	46%	33%	77%	67%	64%	33%	47%	44%	42%	49%	49%	39%	56%	49%	40%	42%	39%	43%	56%	49%	40%	38%	31%
Should stand down and let someone else take over	29%	40%	13%	15%	18%	42%	32%	27%	25%	26%	30%	37%	23%	28%	34%	33%	21%	35%	27%	26%	29%	32%	44%
Don't know	25%	27%	10%	18%	19%	25%	21%	29%	33%	26%	21%	23%	21%	23%	27%	25%	39%	22%	18%	25%	31%	30%	26%

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

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
The level of taxation will rise a lot	37%	72%	10%	34%	23%	60%	37%	36%	10%	24%	47%	62%	28%	41%	38%	35%	32%	41%	36%	35%	39%	35%	43%
The level of taxation will rise a little	30%	18%	46%	40%	39%	22%	32%	28%	27%	34%	31%	24%	32%	33%	25%	29%	27%	30%	37%	30%	28%	22%	22%
The level of taxation will stay about the same	10%	2%	18%	11%	14%	4%	11%	8%	17%	12%	9%	4%	17%	7%	12%	11%	7%	4%	11%	11%	6%	15%	5%
The level of taxation will fall a little	2%	-	3%	0%	2%	1%	2%	1%	3%	3%	1%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%	3%	2%
The level of taxation will fall a lot	0%	-	0%	-	0%	0%	0%	0%	-	1%	-	0%	-	-	0%	-	1%	3%	-	1%	-	-	1%
Don't know	22%	9%	22%	15%	21%	14%	17%	26%	43%	28%	13%	10%	22%	18%	23%	22%	31%	19%	15%	22%	26%	25%	27%

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

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
The level of taxation will rise a lot	15%	5%	18%	15%	16%	14%	16%	14%	10%	17%	15%	11%	13%	13%	15%	17%	15%	17%	14%	15%	16%	11%	17%
The level of taxation will rise a little	23%	19%	27%	34%	27%	23%	24%	23%	16%	22%	24%	29%	23%	25%	22%	20%	28%	27%	28%	22%	21%	26%	19%
The level of taxation will stay about the same	25%	35%	23%	23%	22%	29%	26%	24%	25%	21%	26%	30%	26%	27%	25%	26%	15%	22%	27%	26%	26%	22%	18%
The level of taxation will fall a little	10%	24%	6%	8%	9%	14%	12%	7%	3%	6%	13%	15%	9%	11%	9%	8%	10%	14%	12%	9%	6%	10%	12%
The level of taxation will fall a lot	1%	1%	0%	-	1%	1%	0%	1%	-	1%	0%	1%	0%	1%	0%	0%	2%	-	0%	0%	0%	1%	2%
Don't know	27%	15%	26%	20%	26%	20%	21%	32%	45%	32%	21%	14%	29%	24%	29%	28%	30%	20%	19%	28%	32%	30%	32%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

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

	Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
	Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Basic rate of income tax		4%	8%	3%	4%	3%	5%	4%	4%	5%	3%	6%	5%	3%	5%	4%	3%	4%	5%	6%	3%	3%	5%	3%
Higher rate of income tax		19%	20%	24%	20%	21%	22%	22%	17%	10%	14%	28%	25%	14%	20%	20%	23%	15%	19%	19%	23%	19%	13%	19%
Top rate of income tax		41%	39%	51%	47%	48%	44%	39%	43%	25%	39%	47%	47%	32%	45%	44%	42%	29%	45%	44%	45%	41%	32%	37%
National Insurance		7%	9%	7%	9%	5%	8%	8%	6%	5%	5%	7%	8%	8%	6%	7%	6%	6%	10%	7%	8%	5%	8%	2%
Fuel duty		8%	9%	9%	8%	7%	8%	11%	5%	9%	7%	7%	10%	13%	9%	5%	6%	7%	7%	10%	7%	6%	10%	7%
Capital gains tax		32%	31%	40%	38%	36%	31%	34%	31%	22%	32%	32%	36%	30%	33%	32%	34%	25%	33%	37%	32%	30%	28%	26%
Corporation tax		37%	36%	42%	50%	45%	37%	36%	39%	22%	42%	41%	33%	37%	42%	37%	33%	33%	38%	38%	41%	36%	31%	36%
Inheritance tax		17%	12%	24%	17%	21%	13%	20%	14%	16%	16%	21%	14%	18%	16%	17%	17%	18%	16%	21%	18%	12%	14%	13%
Council tax		5%	7%	5%	6%	4%	6%	6%	5%	7%	6%	4%	5%	9%	4%	5%	3%	8%	12%	6%	4%	6%	6%	5%
VAT		4%	7%	3%	3%	3%	5%	5%	3%	3%	4%	3%	4%	7%	4%	3%	4%	4%	-	5%	4%	4%	6%	2%
Stamp duty		6%	5%	6%	6%	6%	6%	6%	6%	4%	6%	7%	4%	5%	5%	6%	7%	5%	5%	5%	5%	7%	5%	6%
Not sure		25%	21%	16%	18%	17%	24%	22%	28%	43%	27%	17%	22%	27%	20%	26%	27%	35%	24%	18%	22%	29%	33%	36%

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

	Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
	Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Basic rate of income tax		47%	48%	53%	53%	53%	49%	49%	45%	33%	45%	52%	51%	39%	51%	46%	48%	40%	51%	54%	50%	44%	40%	33%
Higher rate of income tax		6%	8%	8%	5%	8%	5%	7%	6%	5%	9%	5%	4%	7%	6%	6%	8%	7%	1%	9%	5%	5%	9%	4%
Top rate of income tax		3%	2%	2%	1%	2%	2%	3%	2%	3%	3%	2%	2%	4%	2%	3%	3%	2%	1%	3%	2%	2%	4%	3%
National Insurance		30%	22%	34%	30%	33%	29%	31%	30%	28%	37%	34%	16%	29%	31%	36%	30%	22%	29%	34%	32%	31%	27%	17%
Fuel duty		24%	31%	19%	25%	20%	34%	25%	22%	8%	17%	30%	36%	9%	28%	23%	23%	28%	31%	21%	23%	25%	23%	29%
Capital gains tax		4%	6%	3%	3%	4%	6%	5%	4%	4%	4%	5%	5%	7%	5%	4%	4%	3%	1%	6%	3%	4%	3%	6%
Corporation tax		4%	5%	4%	4%	3%	4%	5%	2%	5%	3%	4%	4%	5%	3%	4%	4%	1%	5%	5%	3%	2%	5%	5%
Inheritance tax		10%	18%	7%	14%	10%	12%	10%	11%	8%	8%	10%	15%	14%	11%	10%	6%	11%	11%	12%	9%	11%	8%	13%
Council tax		44%	44%	48%	49%	45%	51%	42%	47%	25%	40%	50%	55%	35%	47%	47%	46%	36%	51%	44%	44%	45%	46%	44%
VAT		33%	30%	41%	38%	38%	32%	40%	27%	23%	32%	39%	35%	33%	36%	34%	30%	34%	32%	36%	38%	29%	28%	30%
Stamp duty		7%	8%	6%	8%	7%	7%	6%	7%	5%	6%	9%	6%	10%	7%	6%	6%	3%	5%	8%	6%	5%	6%	6%
Not sure		17%	14%	12%	8%	13%	12%	14%	19%	37%	18%	10%	12%	19%	13%	16%	19%	21%	16%	11%	16%	19%	22%	24%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

How fair or unfair do you think the following are?

VAT

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very fair	4%	6%	4%	3%	4%	3%	4%	3%	3%	4%	3%	4%	7%	4%	1%	4%	0%	1%	6%	3%	1%	5%	1%
Fair	30%	38%	36%	37%	37%	26%	30%	30%	29%	32%	32%	25%	35%	35%	30%	26%	22%	19%	40%	33%	24%	22%	18%
Neither	24%	26%	22%	27%	24%	25%	23%	24%	21%	22%	26%	26%	19%	24%	23%	26%	21%	31%	23%	23%	27%	22%	20%
Unfair	22%	19%	23%	20%	19%	28%	23%	22%	17%	19%	25%	28%	19%	20%	25%	22%	29%	26%	20%	20%	26%	25%	25%
Very unfair	10%	5%	8%	7%	7%	12%	12%	7%	7%	9%	10%	11%	8%	9%	10%	10%	12%	11%	6%	10%	10%	11%	17%
Not sure	11%	6%	8%	7%	9%	6%	8%	13%	24%	14%	4%	5%	12%	8%	11%	13%	15%	13%	5%	11%	12%	16%	19%

Inheritance tax

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very fair	5%	2%	8%	5%	7%	2%	7%	3%	7%	5%	6%	2%	8%	4%	6%	5%	2%	4%	7%	4%	3%	8%	2%
Fair	17%	16%	22%	21%	21%	15%	19%	16%	18%	16%	21%	17%	21%	16%	15%	20%	15%	19%	21%	18%	16%	14%	12%
Neither	13%	12%	13%	11%	13%	12%	12%	13%	17%	9%	16%	12%	13%	14%	11%	13%	10%	10%	12%	14%	12%	11%	14%
Unfair	27%	31%	29%	31%	28%	30%	27%	27%	16%	28%	25%	33%	23%	31%	29%	24%	24%	29%	29%	26%	28%	28%	22%
Very unfair	25%	32%	15%	23%	20%	32%	26%	24%	18%	26%	24%	26%	26%	24%	25%	23%	30%	28%	25%	25%	25%	24%	27%
Not sure	13%	7%	13%	9%	11%	9%	9%	16%	25%	15%	7%	9%	10%	10%	14%	16%	19%	10%	5%	13%	16%	16%	24%

Income tax

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very fair	4%	4%	6%	8%	6%	2%	5%	3%	4%	4%	5%	2%	5%	4%	4%	4%	2%	2%	5%	4%	2%	4%	3%
Fair	37%	49%	47%	42%	47%	36%	38%	36%	22%	34%	46%	41%	36%	40%	36%	38%	31%	29%	46%	39%	35%	29%	21%
Neither	20%	21%	18%	19%	18%	22%	21%	20%	24%	18%	18%	25%	24%	22%	20%	16%	17%	27%	21%	20%	19%	20%	20%
Unfair	20%	16%	17%	21%	16%	21%	18%	21%	21%	21%	19%	19%	16%	21%	22%	18%	26%	14%	17%	20%	21%	23%	21%
Very unfair	10%	5%	7%	4%	6%	12%	11%	10%	12%	13%	7%	8%	12%	6%	10%	13%	15%	11%	6%	10%	13%	12%	14%
Not sure	8%	5%	7%	6%	7%	6%	7%	10%	17%	10%	5%	5%	7%	7%	8%	10%	10%	16%	3%	7%	10%	12%	20%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

Council tax

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very fair	2%	1%	2%	3%	3%	1%	3%	1%	4%	3%	1%	1%	5%	2%	1%	1%	3%	3%	3%	2%	2%	1%	1%
Fair	24%	26%	33%	31%	34%	18%	22%	25%	19%	24%	24%	25%	25%	27%	24%	20%	24%	17%	29%	26%	21%	18%	15%
Neither	19%	25%	18%	18%	20%	19%	21%	17%	20%	16%	19%	23%	23%	18%	18%	18%	18%	17%	20%	19%	18%	19%	13%
Unfair	29%	29%	26%	30%	26%	33%	27%	30%	23%	27%	35%	29%	20%	31%	30%	29%	23%	36%	30%	28%	26%	30%	32%
Very unfair	19%	16%	15%	13%	12%	25%	21%	18%	13%	22%	17%	20%	20%	16%	20%	23%	21%	22%	15%	17%	23%	23%	27%
Not sure	8%	3%	6%	5%	6%	4%	7%	8%	21%	9%	4%	3%	7%	7%	6%	9%	11%	5%	3%	8%	9%	10%	13%

Tax on petrol and deisel

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very fair	6%	4%	7%	9%	9%	2%	8%	4%	9%	7%	5%	3%	16%	5%	4%	5%	4%	2%	7%	6%	3%	6%	6%
Fair	26%	22%	35%	34%	35%	20%	26%	26%	23%	31%	24%	20%	31%	26%	27%	26%	23%	12%	34%	26%	22%	22%	11%
Neither	16%	18%	15%	17%	18%	15%	17%	15%	16%	14%	18%	17%	19%	17%	14%	13%	19%	21%	20%	14%	14%	15%	17%
Unfair	26%	35%	23%	21%	21%	32%	24%	29%	22%	21%	31%	33%	14%	30%	29%	26%	22%	31%	22%	31%	27%	29%	21%
Very unfair	18%	17%	11%	13%	11%	27%	19%	17%	12%	17%	19%	22%	10%	16%	19%	21%	23%	26%	13%	15%	24%	19%	28%
Not sure	8%	3%	9%	6%	7%	5%	7%	9%	18%	9%	4%	4%	11%	6%	8%	9%	9%	7%	3%	7%	10%	10%	17%

Tax on cigarettes and tobacco

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very fair	42%	48%	46%	54%	52%	39%	41%	43%	30%	43%	46%	44%	47%	44%	43%	41%	35%	37%	49%	47%	34%	38%	33%
Fair	30%	27%	37%	31%	30%	31%	30%	29%	29%	29%	34%	27%	31%	31%	30%	27%	31%	23%	32%	30%	31%	26%	22%
Neither	8%	9%	5%	5%	5%	9%	9%	7%	9%	7%	6%	10%	4%	10%	6%	7%	9%	11%	8%	6%	7%	6%	15%
Unfair	6%	7%	5%	6%	5%	8%	7%	6%	5%	6%	7%	8%	5%	4%	6%	8%	11%	10%	4%	6%	9%	6%	8%
Very unfair	7%	3%	2%	1%	3%	9%	7%	6%	9%	8%	4%	6%	5%	4%	7%	9%	8%	8%	3%	5%	9%	11%	11%
Not sure	7%	6%	5%	3%	5%	5%	7%	8%	18%	8%	3%	5%	8%	7%	8%	8%	7%	10%	3%	6%	10%	13%	12%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

Tax on alcohol

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very fair	27%	28%	29%	39%	33%	24%	24%	30%	21%	28%	26%	29%	33%	27%	27%	27%	22%	23%	31%	29%	21%	25%	25%
Fair	37%	39%	43%	44%	42%	37%	36%	38%	31%	37%	41%	36%	37%	39%	41%	36%	28%	33%	43%	38%	34%	34%	23%
Neither	12%	12%	11%	7%	10%	14%	13%	11%	14%	9%	14%	13%	8%	13%	10%	10%	17%	18%	11%	11%	13%	12%	16%
Unfair	11%	13%	8%	6%	7%	14%	12%	9%	9%	10%	11%	13%	9%	10%	9%	12%	18%	12%	9%	11%	14%	9%	11%
Very unfair	7%	4%	4%	3%	3%	9%	9%	5%	8%	7%	6%	6%	5%	5%	7%	9%	9%	6%	2%	6%	10%	10%	13%
Not sure	7%	4%	5%	2%	5%	3%	6%	7%	16%	8%	2%	4%	7%	7%	6%	7%	6%	7%	3%	5%	8%	10%	12%

National insurance

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very fair	5%	8%	6%	4%	8%	4%	5%	5%	2%	6%	5%	4%	6%	6%	5%	5%	1%	4%	6%	4%	5%	4%	5%
Fair	36%	41%	43%	49%	44%	34%	36%	36%	28%	37%	38%	36%	34%	40%	37%	33%	35%	28%	44%	40%	31%	31%	20%
Neither	25%	28%	21%	22%	23%	30%	28%	23%	23%	21%	28%	33%	24%	27%	26%	24%	24%	29%	26%	25%	26%	24%	26%
Unfair	15%	12%	16%	16%	13%	14%	15%	16%	18%	15%	18%	11%	18%	15%	12%	16%	16%	17%	14%	14%	18%	20%	13%
Very unfair	9%	5%	6%	3%	4%	13%	9%	10%	8%	11%	6%	10%	9%	6%	11%	12%	11%	13%	5%	9%	11%	12%	17%
Not sure	9%	6%	7%	6%	7%	5%	7%	11%	21%	9%	4%	6%	9%	6%	9%	10%	13%	9%	5%	8%	8%	10%	20%

BBC licence fee

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very fair	3%	3%	6%	6%	6%	2%	4%	3%	1%	3%	5%	3%	6%	3%	4%	2%	5%	3%	4%	4%	2%	3%	2%
Fair	14%	11%	23%	20%	22%	9%	15%	13%	14%	15%	15%	12%	21%	16%	11%	13%	9%	15%	19%	15%	12%	10%	6%
Neither	11%	9%	14%	14%	15%	6%	13%	9%	15%	12%	11%	9%	16%	12%	13%	8%	6%	9%	12%	13%	12%	6%	7%
Unfair	19%	23%	19%	25%	20%	18%	16%	21%	20%	19%	18%	18%	18%	20%	19%	19%	15%	17%	20%	17%	18%	21%	17%
Very unfair	45%	51%	33%	30%	33%	62%	46%	45%	27%	42%	49%	56%	31%	43%	46%	51%	54%	47%	40%	43%	47%	48%	59%
Not sure	7%	4%	5%	4%	5%	4%	6%	9%	23%	9%	3%	2%	9%	6%	7%	8%	11%	9%	4%	7%	9%	11%	9%

Fieldwork Dates: 21st - 22nd September 2024

Sample Size: 1690 GB Adults



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

Air passenger duty

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very fair	8%	10%	7%	10%	10%	8%	10%	6%	4%	8%	11%	7%	10%	10%	9%	6%	1%	7%	9%	9%	5%	11%	4%
Fair	22%	20%	29%	31%	28%	17%	21%	22%	23%	23%	24%	17%	24%	23%	19%	21%	25%	19%	27%	23%	18%	18%	15%
Neither	18%	19%	18%	15%	19%	19%	18%	18%	20%	14%	21%	21%	18%	18%	16%	19%	22%	17%	20%	17%	22%	15%	15%
Unfair	16%	23%	16%	12%	13%	21%	16%	17%	6%	16%	18%	21%	14%	18%	15%	16%	16%	16%	20%	17%	15%	12%	14%
Very unfair	14%	14%	9%	10%	10%	18%	17%	11%	11%	13%	15%	17%	11%	13%	13%	16%	19%	15%	11%	13%	16%	14%	20%
Not sure	22%	15%	21%	21%	19%	18%	18%	26%	36%	27%	12%	16%	22%	19%	29%	22%	16%	26%	13%	22%	23%	30%	33%

Stamp duty

Unweighted base	1690	233	488	202	669	631	753	937	152	675	417	446	175	589	278	414	141	93	511	508	316	186	169
Base	1690	304	434	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	205	167
Very fair	3%	3%	3%	3%	3%	2%	4%	2%	2%	3%	4%	2%	4%	3%	3%	2%	2%	1%	2%	2%	2%	7%	2%
Fair	18%	19%	22%	16%	22%	16%	18%	18%	15%	20%	21%	13%	20%	17%	17%	19%	15%	20%	22%	18%	18%	11%	15%
Neither	20%	23%	21%	24%	22%	22%	22%	18%	14%	16%	23%	27%	16%	20%	19%	20%	24%	29%	22%	22%	21%	16%	13%
Unfair	26%	29%	26%	31%	25%	29%	25%	27%	21%	24%	29%	29%	26%	32%	25%	23%	18%	17%	33%	27%	23%	21%	16%
Very unfair	13%	19%	5%	7%	9%	17%	14%	12%	8%	13%	11%	16%	14%	13%	13%	14%	9%	7%	11%	12%	13%	14%	18%
Not sure	21%	8%	22%	19%	19%	14%	16%	25%	41%	24%	12%	14%	20%	16%	22%	22%	32%	26%	11%	19%	22%	31%	36%

Cell Contents (Column Percentages)