

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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 | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|----------------------------|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base: All GB adults | | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Approve | | 18% | 6% | 37% | 35% | 30% | 8% | 21% | 16% | 21% | 21% | 19% | 12% | 28% | 20% | 17% | 16% | 9% | 15% | 24% | 18% | 19% | 12% | 11% |
| Disapprove | | 57% | 82% | 32% | 36% | 43% | 78% | 57% | 57% | 37% | 46% | 64% | 78% | 43% | 58% | 53% | 63% | 61% | 58% | 53% | 54% | 58% | 62% | 67% |
| Don't know | | 25% | 11% | 30% | 30% | 27% | 14% | 22% | 27% | 42% | 33% | 17% | 9% | 29% | 21% | 30% | 21% | 30% | 27% | 23% | 28% | 23% | 25% | 22% |

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 | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| 0 - Would never consider voting for them | | 37% | - | 56% | 43% | 49% | 24% | 36% | 37% | 29% | 47% | 34% | 24% | 31% | 31% | 35% | 42% | 54% | 38% | 35% | 33% | 40% | 35% | 45% |
| 1 | | 6% | 0% | 10% | 8% | 7% | 3% | 6% | 6% | 12% | 6% | 6% | 4% | 7% | 7% | 5% | 5% | 6% | 8% | 5% | 6% | 5% | 8% | 7% |
| 2 | | 7% | 1% | 10% | 8% | 7% | 6% | 8% | 5% | 7% | 9% | 6% | 3% | 10% | 5% | 6% | 7% | 6% | 7% | 7% | 6% | 7% | 6% | 5% |
| 3 | | 5% | 1% | 5% | 8% | 5% | 4% | 6% | 4% | 7% | 5% | 5% | 3% | 4% | 6% | 3% | 3% | 7% | 9% | 6% | 5% | 5% | 5% | 3% |
| 4 | | 4% | 1% | 5% | 8% | 5% | 4% | 4% | 5% | 6% | 5% | 4% | 3% | 6% | 4% | 6% | 4% | 4% | 1% | 5% | 6% | 3% | 4% | 3% |
| 5 | | 10% | 7% | 6% | 11% | 7% | 12% | 9% | 11% | 11% | 8% | 10% | 12% | 9% | 8% | 14% | 12% | 6% | 12% | 10% | 10% | 11% | 10% | 7% |
| 6 | | 5% | 8% | 1% | 5% | 4% | 5% | 4% | 5% | 5% | 3% | 7% | 5% | 3% | 6% | 4% | 4% | 3% | 4% | 5% | 5% | 5% | 2% | 5% |
| 7 | | 5% | 15% | 1% | 5% | 3% | 10% | 6% | 4% | 1% | 3% | 8% | 8% | 5% | 7% | 4% | 4% | 5% | 6% | 5% | 5% | 7% | 5% | 3% |
| 8 | | 5% | 18% | 0% | 2% | 3% | 9% | 6% | 5% | 1% | 3% | 5% | 11% | 5% | 6% | 5% | 6% | 3% | 3% | 5% | 6% | 7% | 4% | 2% |
| 9 | | 2% | 7% | - | 0% | 1% | 3% | 2% | 2% | 1% | 1% | 1% | 5% | 1% | 3% | 3% | 2% | - | - | 2% | 3% | 1% | 2% | - |
| 10 - Would definitely consider voting for them | | 9% | 40% | 2% | 1% | 6% | 17% | 8% | 11% | 3% | 4% | 11% | 20% | 8% | 12% | 9% | 9% | 4% | 7% | 11% | 11% | 5% | 9% | 11% |
| prefer not to answer | | 5% | 2% | 3% | 1% | 2% | 2% | 4% | 6% | 17% | 6% | 2% | 1% | 9% | 4% | 7% | 4% | 3% | 4% | 3% | 5% | 3% | 11% | 7% |

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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 | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| 0 - Would never consider voting for them | | 33% | 63% | 2% | 16% | 16% | 55% | 32% | 34% | 10% | 25% | 37% | 54% | 18% | 35% | 32% | 37% | 32% | 34% | 28% | 31% | 35% | 32% | 48% |
| 1 | | 4% | 6% | 2% | 5% | 4% | 6% | 5% | 3% | 1% | 4% | 5% | 6% | 5% | 4% | 6% | 2% | 8% | 7% | 4% | 5% | 3% | 3% | 8% |
| 2 | | 5% | 8% | 2% | 3% | 5% | 6% | 6% | 4% | 2% | 5% | 6% | 5% | 5% | 5% | 4% | 6% | 5% | 5% | 6% | 5% | 4% | 6% | 3% |
| 3 | | 5% | 8% | 3% | 8% | 5% | 6% | 6% | 5% | 3% | 4% | 8% | 6% | 3% | 4% | 6% | 7% | 6% | 6% | 5% | 6% | 6% | 7% | 2% |
| 4 | | 4% | 4% | 3% | 3% | 5% | 2% | 5% | 3% | 5% | 4% | 4% | 3% | 2% | 4% | 3% | 5% | 4% | 5% | 3% | 5% | 4% | 1% | 6% |
| 5 | | 13% | 5% | 13% | 20% | 15% | 9% | 13% | 14% | 19% | 16% | 11% | 8% | 17% | 14% | 14% | 10% | 15% | 11% | 15% | 14% | 14% | 13% | 8% |
| 6 | | 5% | 2% | 7% | 11% | 7% | 2% | 5% | 5% | 6% | 7% | 3% | 2% | 6% | 4% | 5% | 3% | 11% | 1% | 7% | 5% | 4% | 2% | 3% |
| 7 | | 9% | 1% | 17% | 17% | 14% | 5% | 12% | 7% | 15% | 12% | 7% | 4% | 14% | 8% | 11% | 9% | 7% | 4% | 10% | 9% | 7% | 10% | 8% |
| 8 | | 5% | 1% | 12% | 8% | 8% | 2% | 5% | 5% | 7% | 5% | 6% | 4% | 5% | 5% | 4% | 6% | 2% | 3% | 6% | 5% | 6% | 3% | 2% |
| 9 | | 3% | 0% | 8% | 2% | 5% | 1% | 2% | 3% | 3% | 3% | 2% | 3% | 3% | 2% | 2% | 3% | 1% | 4% | 2% | 3% | 3% | 4% | 1% |
| 10 - Would definitely consider voting for them | | 9% | 1% | 27% | 7% | 15% | 3% | 7% | 11% | 12% | 10% | 10% | 5% | 14% | 9% | 6% | 8% | 5% | 15% | 11% | 8% | 10% | 9% | 4% |
| prefer not to answer | | 5% | 2% | 3% | 1% | 2% | 2% | 4% | 6% | 17% | 6% | 2% | 1% | 9% | 4% | 7% | 4% | 3% | 4% | 3% | 5% | 3% | 11% | 7% |

Liberal Democrats

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| 0 - Would never consider voting for them | | 27% | 37% | 11% | 1% | 16% | 40% | 29% | 24% | 8% | 26% | 28% | 35% | 18% | 24% | 31% | 31% | 29% | 27% | 24% | 23% | 31% | 25% | 37% |
| 1 | | 6% | 11% | 4% | 1% | 4% | 9% | 7% | 5% | 2% | 6% | 5% | 7% | 6% | 5% | 6% | 5% | 8% | 6% | 5% | 6% | 5% | 6% | 7% |
| 2 | | 5% | 9% | 5% | 2% | 4% | 7% | 7% | 4% | 3% | 5% | 8% | 6% | 7% | 6% | 5% | 5% | 5% | 3% | 6% | 7% | 5% | 2% | 6% |
| 3 | | 7% | 9% | 6% | 1% | 6% | 6% | 7% | 6% | 9% | 5% | 9% | 6% | 5% | 6% | 9% | 6% | 7% | 4% | 8% | 7% | 6% | 3% | 6% |
| 4 | | 7% | 9% | 9% | 2% | 8% | 7% | 7% | 7% | 4% | 7% | 9% | 7% | 4% | 7% | 8% | 8% | 6% | 7% | 7% | 7% | 6% | 7% | 8% |
| 5 | | 18% | 14% | 22% | 11% | 22% | 12% | 17% | 20% | 24% | 22% | 14% | 14% | 26% | 17% | 14% | 19% | 19% | 20% | 15% | 20% | 19% | 22% | 14% |
| 6 | | 8% | 5% | 14% | 13% | 10% | 6% | 8% | 8% | 10% | 8% | 6% | 7% | 6% | 8% | 7% | 10% | 5% | 10% | 8% | 7% | 9% | 8% | 4% |
| 7 | | 7% | 3% | 10% | 16% | 10% | 3% | 6% | 7% | 8% | 7% | 7% | 4% | 6% | 8% | 5% | 5% | 7% | 5% | 8% | 7% | 7% | 6% | 2% |
| 8 | | 5% | 1% | 7% | 18% | 8% | 2% | 4% | 5% | 7% | 3% | 7% | 4% | 6% | 6% | 3% | 4% | 5% | 2% | 7% | 4% | 4% | 3% | 3% |
| 9 | | 1% | 1% | 2% | 7% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 2% | 3% |
| 10 - Would definitely consider voting for them | | 5% | 1% | 7% | 27% | 8% | 3% | 4% | 6% | 7% | 5% | 4% | 5% | 4% | 6% | 4% | 4% | 3% | 11% | 7% | 5% | 4% | 5% | 3% |
| prefer not to answer | | 5% | 2% | 3% | 1% | 2% | 2% | 4% | 6% | 17% | 6% | 2% | 1% | 9% | 4% | 7% | 4% | 3% | 4% | 3% | 5% | 3% | 11% | 7% |

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Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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.

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|-------------------------|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base: All GB adults | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Health | 43% | 39% | 53% | 49% | 51% | 40% | 35% | 51% | 36% | 43% | 47% | 42% | 37% | 45% | 41% | 43% | 43% | 49% | 47% | 42% | 42% | 39% | 42% | |
| Immigration & Asylum | 43% | 64% | 27% | 32% | 28% | 67% | 45% | 41% | 17% | 33% | 52% | 63% | 27% | 45% | 47% | 47% | 36% | 44% | 40% | 38% | 50% | 45% | 49% | |
| Crime | 25% | 30% | 19% | 22% | 18% | 33% | 25% | 25% | 21% | 23% | 26% | 30% | 31% | 25% | 32% | 23% | 17% | 13% | 25% | 26% | 27% | 23% | 22% | |
| The economy | 46% | 46% | 54% | 56% | 53% | 39% | 47% | 46% | 47% | 50% | 46% | 40% | 46% | 46% | 45% | 45% | 52% | 50% | 51% | 49% | 42% | 44% | 33% | |
| Tax | 13% | 16% | 10% | 6% | 11% | 14% | 13% | 13% | 15% | 16% | 12% | 8% | 13% | 13% | 12% | 14% | 12% | 11% | 12% | 17% | 10% | 19% | 4% | |
| Pensions | 12% | 19% | 12% | 6% | 7% | 20% | 12% | 12% | 3% | 4% | 17% | 25% | 8% | 12% | 9% | 13% | 20% | 14% | 11% | 10% | 15% | 12% | 15% | |
| Education | 10% | 7% | 14% | 14% | 14% | 5% | 8% | 12% | 24% | 10% | 8% | 7% | 11% | 10% | 9% | 11% | 11% | 12% | 13% | 9% | 12% | 7% | 7% | |
| Family life & childcare | 5% | 2% | 5% | 5% | 6% | 3% | 2% | 7% | 7% | 8% | 1% | 2% | 4% | 4% | 7% | 5% | 6% | 2% | 5% | 4% | 6% | 5% | 4% | |
| Housing | 22% | 10% | 29% | 27% | 25% | 16% | 23% | 22% | 29% | 25% | 21% | 14% | 31% | 25% | 17% | 15% | 28% | 24% | 23% | 23% | 20% | 21% | 25% | |
| The environment | 17% | 8% | 22% | 27% | 27% | 7% | 16% | 17% | 21% | 21% | 15% | 8% | 20% | 18% | 15% | 14% | 15% | 20% | 17% | 20% | 14% | 12% | 15% | |
| Britain leaving the EU | 11% | 3% | 15% | 22% | 18% | 6% | 14% | 9% | 8% | 12% | 13% | 10% | 10% | 12% | 10% | 9% | 17% | 12% | 13% | 11% | 12% | 8% | 8% | |
| Transport | 3% | 2% | 4% | 2% | 3% | 2% | 5% | 2% | 10% | 4% | 2% | 1% | 4% | 3% | 4% | 4% | 3% | 4% | 3% | 4% | 4% | 3% | 2% | |
| Welfare benefits | 11% | 16% | 7% | 7% | 8% | 16% | 12% | 10% | 9% | 10% | 13% | 14% | 9% | 9% | 12% | 17% | 8% | 9% | 8% | 10% | 9% | 19% | 22% | |
| Defence and security | 14% | 27% | 12% | 10% | 14% | 18% | 17% | 11% | 5% | 9% | 17% | 24% | 17% | 14% | 14% | 13% | 13% | 13% | 16% | 15% | 13% | 12% | 11% | |
| None of these | 0% | 0% | 0% | 0% | 0% | - | 0% | 0% | 1% | 0% | - | 0% | - | 0% | 0% | 0% | - | 1% | 0% | 1% | 0% | - | 0% | |
| Don't know | 3% | 1% | 2% | 2% | 2% | 2% | 4% | 3% | 6% | 5% | 1% | 1% | 5% | 2% | 4% | 4% | 2% | 3% | 1% | 3% | 3% | 5% | 9% | |

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

National Health Service

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--------------|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very well | 2% | 1% | 4% | 3% | 3% | 0% | 3% | 1% | 2% | 2% | 1% | 1% | 4% | 1% | 1% | 3% | - | - | 2% | 2% | 1% | 2% | 2% | |
| Fairly well | 17% | 10% | 31% | 23% | 25% | 10% | 19% | 15% | 23% | 15% | 20% | 15% | 22% | 21% | 15% | 13% | 12% | 15% | 22% | 18% | 17% | 14% | 6% | |
| Fairly badly | 28% | 36% | 26% | 29% | 28% | 28% | 30% | 26% | 30% | 30% | 26% | 27% | 21% | 27% | 29% | 31% | 31% | 28% | 29% | 28% | 29% | 26% | 25% | |
| Very badly | 38% | 40% | 20% | 32% | 28% | 49% | 34% | 42% | 27% | 37% | 40% | 43% | 37% | 37% | 38% | 36% | 42% | 43% | 33% | 36% | 39% | 44% | 48% | |
| Don't know | 15% | 13% | 20% | 13% | 16% | 12% | 14% | 16% | 17% | 17% | 13% | 13% | 16% | 13% | 17% | 17% | 15% | 14% | 14% | 17% | 14% | 14% | 18% | |

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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 | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very well | 1% | - | 3% | 2% | 2% | - | 2% | 0% | 2% | 1% | 0% | 1% | 3% | 1% | - | 1% | 1% | 1% | 2% | 1% | 1% | - | - |
| Fairly well | 13% | 3% | 26% | 19% | 22% | 5% | 15% | 12% | 20% | 15% | 12% | 8% | 22% | 14% | 11% | 11% | 10% | 10% | 16% | 15% | 13% | 10% | 6% |
| Fairly badly | 22% | 18% | 26% | 27% | 27% | 14% | 18% | 25% | 30% | 23% | 20% | 17% | 25% | 20% | 23% | 20% | 29% | 24% | 21% | 23% | 21% | 26% | 18% |
| Very badly | 47% | 73% | 22% | 31% | 29% | 73% | 50% | 44% | 22% | 40% | 55% | 65% | 30% | 52% | 47% | 52% | 42% | 45% | 43% | 43% | 52% | 48% | 60% |
| Don't know | 17% | 6% | 23% | 20% | 21% | 7% | 15% | 18% | 26% | 21% | 12% | 8% | 20% | 14% | 18% | 17% | 18% | 20% | 19% | 18% | 13% | 16% | 16% |

Crime

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very well | 2% | 2% | 5% | 4% | 4% | 1% | 3% | 2% | 4% | 3% | 2% | 2% | 5% | 3% | 1% | 2% | 1% | 3% | 4% | 2% | 1% | 2% | 3% |
| Fairly well | 18% | 9% | 31% | 26% | 29% | 10% | 20% | 17% | 22% | 19% | 19% | 15% | 21% | 19% | 18% | 17% | 16% | 19% | 23% | 19% | 20% | 10% | 10% |
| Fairly badly | 26% | 28% | 24% | 27% | 26% | 26% | 24% | 27% | 27% | 24% | 25% | 28% | 20% | 25% | 30% | 24% | 34% | 19% | 24% | 28% | 26% | 26% | 22% |
| Very badly | 35% | 52% | 13% | 22% | 20% | 53% | 37% | 33% | 23% | 30% | 39% | 43% | 32% | 36% | 37% | 35% | 27% | 37% | 32% | 29% | 37% | 42% | 45% |
| Don't know | 19% | 9% | 28% | 20% | 22% | 11% | 16% | 22% | 25% | 24% | 15% | 11% | 22% | 16% | 15% | 22% | 22% | 22% | 16% | 22% | 17% | 20% | 20% |

Education

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very well | 3% | 1% | 5% | 2% | 3% | 1% | 4% | 2% | 6% | 4% | 1% | 1% | 8% | 2% | 1% | 4% | - | - | 2% | 4% | 2% | 3% | 1% |
| Fairly well | 23% | 15% | 34% | 32% | 30% | 18% | 25% | 22% | 25% | 25% | 25% | 19% | 29% | 26% | 26% | 20% | 17% | 19% | 25% | 22% | 27% | 22% | 19% |
| Fairly badly | 25% | 35% | 20% | 24% | 25% | 27% | 24% | 27% | 31% | 25% | 22% | 28% | 21% | 24% | 27% | 24% | 32% | 32% | 29% | 24% | 27% | 24% | 19% |
| Very badly | 18% | 20% | 8% | 14% | 12% | 26% | 19% | 17% | 9% | 17% | 19% | 23% | 17% | 19% | 20% | 16% | 21% | 16% | 17% | 16% | 17% | 17% | 30% |
| Don't know | 30% | 29% | 34% | 27% | 31% | 28% | 27% | 33% | 29% | 29% | 33% | 30% | 25% | 30% | 27% | 35% | 30% | 33% | 27% | 34% | 28% | 34% | 31% |

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Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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 |

Taxation

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very well | 2% | 1% | 3% | 3% | 2% | 1% | 1% | 2% | 3% | 2% | 1% | 1% | 4% | 2% | 1% | 1% | - | 1% | 2% | 1% | 2% | 2% | 1% |
| Fairly well | 15% | 5% | 28% | 23% | 23% | 8% | 18% | 13% | 20% | 16% | 16% | 10% | 20% | 17% | 13% | 14% | 11% | 14% | 17% | 16% | 19% | 11% | 7% |
| Fairly badly | 28% | 31% | 27% | 30% | 27% | 30% | 25% | 31% | 26% | 28% | 28% | 29% | 27% | 27% | 32% | 29% | 29% | 23% | 28% | 30% | 25% | 30% | 28% |
| Very badly | 34% | 51% | 13% | 21% | 22% | 49% | 37% | 30% | 21% | 28% | 37% | 46% | 25% | 36% | 32% | 36% | 32% | 39% | 31% | 32% | 35% | 36% | 39% |
| Don't know | 22% | 12% | 30% | 22% | 25% | 13% | 19% | 24% | 30% | 26% | 18% | 14% | 25% | 19% | 22% | 21% | 28% | 23% | 21% | 22% | 20% | 21% | 25% |

Unemployment

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very well | 2% | 0% | 4% | 2% | 2% | 1% | 2% | 1% | 3% | 2% | 1% | 1% | 4% | 2% | 1% | 1% | - | - | 2% | 2% | 2% | - | 1% |
| Fairly well | 19% | 9% | 31% | 28% | 28% | 12% | 20% | 17% | 20% | 20% | 19% | 16% | 24% | 20% | 20% | 15% | 17% | 12% | 20% | 21% | 21% | 14% | 8% |
| Fairly badly | 26% | 29% | 19% | 24% | 21% | 28% | 27% | 25% | 30% | 26% | 24% | 26% | 24% | 24% | 27% | 25% | 31% | 30% | 25% | 21% | 28% | 33% | 31% |
| Very badly | 20% | 28% | 8% | 11% | 11% | 31% | 22% | 19% | 14% | 19% | 21% | 25% | 18% | 22% | 20% | 22% | 20% | 14% | 16% | 20% | 20% | 22% | 31% |
| Don't know | 34% | 33% | 38% | 35% | 38% | 29% | 29% | 38% | 33% | 33% | 35% | 33% | 31% | 32% | 32% | 37% | 33% | 44% | 38% | 36% | 29% | 30% | 29% |

Inflation

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very well | 2% | 1% | 5% | 3% | 3% | 1% | 3% | 1% | 5% | 2% | 2% | 1% | 8% | 2% | - | 2% | 1% | 4% | 3% | 2% | 2% | 3% | 2% |
| Fairly well | 23% | 16% | 36% | 39% | 33% | 17% | 28% | 18% | 21% | 22% | 28% | 19% | 26% | 24% | 24% | 18% | 23% | 18% | 29% | 21% | 22% | 18% | 14% |
| Fairly badly | 25% | 31% | 19% | 23% | 24% | 27% | 22% | 28% | 22% | 25% | 24% | 28% | 23% | 27% | 23% | 25% | 27% | 30% | 23% | 27% | 23% | 28% | 25% |
| Very badly | 25% | 30% | 11% | 13% | 12% | 35% | 24% | 27% | 22% | 26% | 23% | 29% | 22% | 25% | 29% | 27% | 24% | 22% | 19% | 24% | 28% | 30% | 35% |
| Don't know | 25% | 21% | 29% | 21% | 27% | 21% | 23% | 26% | 30% | 25% | 24% | 22% | 22% | 23% | 24% | 29% | 25% | 27% | 25% | 26% | 25% | 21% | 24% |

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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 |

Britain's exit from the EU

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very well | 2% | 1% | 3% | 3% | 2% | 1% | 2% | 1% | 5% | 1% | 2% | 1% | 5% | 1% | 1% | 3% | 0% | - | 1% | 2% | 2% | 3% | 1% |
| Fairly well | 16% | 14% | 25% | 23% | 22% | 13% | 16% | 15% | 15% | 15% | 15% | 17% | 20% | 18% | 17% | 12% | 10% | 14% | 18% | 17% | 17% | 10% | 8% |
| Fairly badly | 23% | 28% | 22% | 25% | 24% | 22% | 24% | 23% | 26% | 23% | 22% | 25% | 19% | 23% | 24% | 23% | 30% | 24% | 22% | 26% | 22% | 23% | 24% |
| Very badly | 28% | 27% | 15% | 21% | 24% | 34% | 34% | 23% | 19% | 29% | 32% | 28% | 27% | 27% | 27% | 30% | 32% | 35% | 26% | 26% | 25% | 37% | 38% |
| Don't know | 31% | 30% | 35% | 29% | 28% | 30% | 24% | 37% | 34% | 32% | 29% | 29% | 29% | 31% | 31% | 33% | 28% | 27% | 32% | 30% | 34% | 27% | 29% |

Defence

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very well | 3% | 1% | 6% | 4% | 4% | 1% | 5% | 2% | 8% | 4% | 1% | 1% | 7% | 3% | 2% | 3% | 2% | 3% | 4% | 3% | 2% | 7% | 0% |
| Fairly well | 25% | 15% | 34% | 36% | 33% | 18% | 28% | 22% | 27% | 29% | 25% | 17% | 35% | 24% | 25% | 21% | 28% | 24% | 25% | 24% | 33% | 24% | 15% |
| Fairly badly | 17% | 27% | 12% | 18% | 14% | 22% | 19% | 16% | 14% | 15% | 17% | 24% | 10% | 21% | 17% | 17% | 20% | 17% | 19% | 18% | 13% | 20% | 17% |
| Very badly | 20% | 31% | 6% | 8% | 10% | 33% | 21% | 18% | 7% | 15% | 21% | 32% | 17% | 20% | 20% | 21% | 17% | 18% | 19% | 17% | 21% | 18% | 27% |
| Don't know | 35% | 26% | 42% | 34% | 38% | 27% | 27% | 42% | 44% | 37% | 35% | 26% | 32% | 33% | 37% | 38% | 33% | 37% | 34% | 38% | 31% | 32% | 40% |

The economy

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very well | 2% | 1% | 4% | 4% | 3% | 0% | 3% | 1% | 3% | 3% | 1% | 1% | 4% | 2% | 0% | 3% | - | 1% | 2% | 1% | 2% | 3% | 2% |
| Fairly well | 20% | 7% | 39% | 30% | 30% | 12% | 24% | 15% | 22% | 20% | 23% | 14% | 29% | 20% | 18% | 17% | 19% | 15% | 25% | 19% | 18% | 16% | 11% |
| Fairly badly | 30% | 42% | 21% | 32% | 28% | 33% | 28% | 32% | 24% | 28% | 31% | 35% | 23% | 30% | 33% | 29% | 36% | 29% | 28% | 33% | 30% | 30% | 25% |
| Very badly | 30% | 43% | 10% | 17% | 17% | 43% | 31% | 30% | 28% | 27% | 31% | 37% | 23% | 33% | 32% | 31% | 27% | 27% | 27% | 28% | 33% | 31% | 40% |
| Don't know | 18% | 7% | 26% | 17% | 22% | 12% | 15% | 22% | 24% | 22% | 14% | 13% | 21% | 16% | 17% | 20% | 18% | 27% | 17% | 18% | 18% | 20% | 22% |

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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 |

Terrorism

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very well | 5% | 4% | 9% | 9% | 7% | 3% | 8% | 3% | 7% | 7% | 4% | 2% | 10% | 5% | 3% | 5% | 6% | 6% | 7% | 3% | 6% | 6% | 2% |
| Fairly well | 28% | 16% | 36% | 34% | 35% | 19% | 30% | 26% | 38% | 31% | 25% | 21% | 34% | 28% | 31% | 22% | 29% | 29% | 30% | 27% | 32% | 27% | 18% |
| Fairly badly | 14% | 27% | 7% | 17% | 10% | 21% | 13% | 15% | 8% | 11% | 18% | 20% | 8% | 16% | 11% | 17% | 18% | 14% | 14% | 16% | 15% | 14% | 10% |
| Very badly | 18% | 22% | 8% | 6% | 9% | 31% | 19% | 17% | 8% | 15% | 18% | 27% | 16% | 20% | 20% | 18% | 15% | 12% | 13% | 16% | 20% | 20% | 34% |
| Don't know | 35% | 31% | 40% | 34% | 39% | 27% | 30% | 39% | 38% | 36% | 36% | 30% | 32% | 32% | 35% | 39% | 33% | 38% | 37% | 38% | 27% | 33% | 36% |

Transport

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very well | 3% | 1% | 5% | 5% | 3% | 1% | 3% | 2% | 8% | 3% | 1% | 1% | 9% | 3% | 1% | 1% | - | - | 3% | 2% | 2% | 3% | 2% |
| Fairly well | 24% | 11% | 38% | 31% | 32% | 15% | 24% | 23% | 28% | 25% | 23% | 18% | 33% | 21% | 26% | 20% | 25% | 22% | 22% | 26% | 28% | 19% | 18% |
| Fairly badly | 27% | 37% | 19% | 28% | 24% | 30% | 28% | 26% | 28% | 26% | 27% | 29% | 29% | 27% | 24% | 25% | 30% | 30% | 29% | 23% | 29% | 32% | 22% |
| Very badly | 19% | 23% | 9% | 10% | 13% | 28% | 22% | 17% | 14% | 18% | 21% | 23% | 12% | 21% | 18% | 22% | 18% | 23% | 18% | 20% | 15% | 22% | 29% |
| Don't know | 28% | 27% | 29% | 25% | 28% | 27% | 23% | 32% | 22% | 29% | 28% | 28% | 18% | 28% | 29% | 32% | 26% | 25% | 28% | 29% | 26% | 25% | 29% |

Housing

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very well | 2% | 1% | 5% | 2% | 3% | 1% | 3% | 1% | 3% | 2% | 2% | 1% | 6% | 1% | 2% | 2% | - | 2% | 4% | 1% | 1% | 2% | 2% |
| Fairly well | 18% | 11% | 33% | 28% | 25% | 12% | 18% | 17% | 24% | 18% | 18% | 15% | 23% | 19% | 18% | 15% | 14% | 14% | 23% | 20% | 16% | 13% | 8% |
| Fairly badly | 28% | 33% | 20% | 31% | 26% | 29% | 27% | 28% | 29% | 24% | 29% | 32% | 28% | 29% | 30% | 27% | 25% | 18% | 30% | 26% | 29% | 27% | 26% |
| Very badly | 29% | 32% | 13% | 18% | 19% | 38% | 31% | 26% | 19% | 32% | 28% | 30% | 24% | 30% | 28% | 29% | 34% | 29% | 22% | 27% | 32% | 34% | 41% |
| Don't know | 24% | 22% | 29% | 21% | 27% | 20% | 21% | 27% | 25% | 24% | 24% | 22% | 20% | 21% | 23% | 27% | 27% | 37% | 22% | 27% | 22% | 24% | 23% |

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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 | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very well | 3% | 2% | 6% | 2% | 3% | 2% | 3% | 2% | 5% | 4% | 2% | 1% | 9% | 2% | 2% | 2% | - | 2% | 2% | 3% | 3% | 2% | 4% |
| Fairly well | 21% | 15% | 31% | 29% | 27% | 16% | 23% | 18% | 16% | 22% | 22% | 19% | 24% | 22% | 16% | 20% | 23% | 19% | 24% | 19% | 26% | 14% | 13% |
| Fairly badly | 25% | 29% | 20% | 26% | 23% | 26% | 23% | 26% | 28% | 23% | 23% | 26% | 24% | 26% | 26% | 22% | 24% | 26% | 22% | 28% | 22% | 29% | 24% |
| Very badly | 21% | 23% | 10% | 15% | 16% | 28% | 22% | 21% | 19% | 21% | 20% | 24% | 17% | 22% | 21% | 23% | 21% | 24% | 19% | 20% | 21% | 25% | 28% |
| Don't know | 31% | 32% | 34% | 26% | 30% | 28% | 28% | 33% | 33% | 30% | 32% | 29% | 26% | 28% | 34% | 34% | 31% | 30% | 32% | 31% | 28% | 30% | 31% |

Welfare benefits

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very well | 2% | 0% | 5% | 2% | 2% | 0% | 2% | 1% | 4% | 2% | 1% | 0% | 6% | 1% | 1% | 1% | 1% | - | 2% | 1% | 2% | 2% | 1% |
| Fairly well | 15% | 8% | 26% | 25% | 23% | 8% | 16% | 14% | 18% | 16% | 16% | 12% | 20% | 17% | 15% | 13% | 12% | 10% | 19% | 16% | 14% | 15% | 4% |
| Fairly badly | 27% | 31% | 28% | 27% | 27% | 27% | 27% | 27% | 26% | 28% | 26% | 26% | 27% | 27% | 28% | 25% | 30% | 27% | 28% | 26% | 28% | 26% | 26% |
| Very badly | 34% | 46% | 15% | 25% | 24% | 49% | 37% | 31% | 16% | 29% | 38% | 47% | 25% | 33% | 36% | 39% | 32% | 37% | 29% | 32% | 34% | 37% | 48% |
| Don't know | 22% | 15% | 27% | 21% | 23% | 15% | 18% | 26% | 35% | 26% | 18% | 14% | 21% | 22% | 22% | 21% | 26% | 26% | 21% | 24% | 22% | 20% | 21% |

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

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base: All GB adults | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Good job | 15% | 3% | 32% | 33% | 26% | 6% | 18% | 13% | 21% | 17% | 15% | 10% | 24% | 18% | 14% | 12% | 7% | 12% | 20% | 16% | 14% | 12% | 6% |
| Bad job | 43% | 75% | 19% | 27% | 30% | 67% | 46% | 40% | 14% | 30% | 53% | 69% | 27% | 47% | 40% | 46% | 43% | 46% | 40% | 43% | 42% | 42% | 53% |
| Not sure | 42% | 23% | 49% | 40% | 44% | 27% | 36% | 48% | 65% | 53% | 32% | 21% | 49% | 36% | 46% | 42% | 50% | 41% | 40% | 41% | 44% | 45% | 41% |

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

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base: All GB adults | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Rachel Reeves | 25% | 4% | 50% | 45% | 41% | 13% | 28% | 22% | 31% | 30% | 25% | 15% | 34% | 25% | 21% | 22% | 26% | 31% | 31% | 27% | 24% | 19% | 13% |
| Jeremy Hunt | 23% | 65% | 6% | 13% | 16% | 39% | 28% | 20% | 11% | 10% | 30% | 46% | 17% | 28% | 22% | 23% | 17% | 22% | 26% | 25% | 21% | 19% | 25% |
| Don't know | 51% | 31% | 44% | 41% | 43% | 49% | 44% | 58% | 58% | 60% | 45% | 39% | 49% | 47% | 56% | 55% | 57% | 48% | 43% | 48% | 56% | 62% | 62% |

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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 | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|---|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| I am very comfortable financially | | 4% | 3% | 5% | 7% | 5% | 2% | 5% | 3% | 6% | 4% | 4% | 3% | 3% | 6% | 2% | 3% | 4% | 1% | 5% | 5% | 3% | 3% | 2% |
| I am relatively comfortable financially | | 35% | 50% | 40% | 44% | 43% | 34% | 38% | 33% | 27% | 33% | 35% | 43% | 34% | 34% | 40% | 35% | 31% | 41% | 49% | 40% | 30% | 19% | 12% |
| I do not often have money for luxuries, but can normally comfortably cover the essentials | | 37% | 33% | 37% | 33% | 35% | 40% | 38% | 36% | 36% | 35% | 39% | 38% | 40% | 38% | 32% | 36% | 43% | 28% | 33% | 37% | 40% | 41% | 34% |
| I can only just afford my costs and often struggle to make ends meet | | 15% | 11% | 13% | 13% | 14% | 15% | 12% | 19% | 12% | 17% | 17% | 13% | 12% | 13% | 18% | 16% | 18% | 21% | 9% | 14% | 19% | 20% | 26% |
| I cannot afford my costs, and often have to go without essentials like food and heating | | 5% | 1% | 3% | 3% | 2% | 6% | 4% | 5% | 5% | 6% | 4% | 2% | 6% | 6% | 3% | 5% | 0% | 5% | 1% | 2% | 5% | 11% | 15% |
| Don't know | | 4% | 2% | 3% | 1% | 1% | 2% | 3% | 5% | 13% | 5% | 1% | 1% | 4% | 3% | 6% | 5% | 3% | 4% | 3% | 3% | 3% | 6% | 10% |

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

Helping people get onto the housing ladder?

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| A Labour government led by Keir Starmer | | 28% | 6% | 55% | 47% | 43% | 12% | 30% | 26% | 42% | 33% | 24% | 15% | 40% | 27% | 23% | 23% | 32% | 37% | 36% | 30% | 24% | 24% | 12% |
| A Conservative government led by Rishi Sunak | | 15% | 48% | 2% | 5% | 10% | 25% | 17% | 14% | 10% | 9% | 18% | 26% | 14% | 17% | 16% | 16% | 8% | 10% | 15% | 18% | 13% | 15% | 12% |
| Neither | | 39% | 31% | 26% | 33% | 32% | 50% | 40% | 38% | 21% | 38% | 43% | 44% | 29% | 41% | 36% | 40% | 45% | 37% | 32% | 36% | 42% | 42% | 57% |
| Don't know | | 18% | 16% | 16% | 15% | 15% | 13% | 14% | 23% | 27% | 20% | 14% | 15% | 17% | 15% | 24% | 21% | 15% | 16% | 18% | 16% | 21% | 19% | 19% |

Managing the economy?

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| A Labour government led by Keir Starmer | | 26% | 1% | 57% | 41% | 42% | 12% | 29% | 24% | 31% | 32% | 25% | 15% | 38% | 26% | 22% | 24% | 26% | 23% | 34% | 27% | 24% | 19% | 15% |
| A Conservative government led by Rishi Sunak | | 27% | 80% | 5% | 15% | 20% | 42% | 28% | 25% | 13% | 16% | 32% | 47% | 23% | 31% | 26% | 26% | 17% | 24% | 30% | 29% | 24% | 23% | 22% |
| Neither | | 30% | 10% | 22% | 31% | 24% | 36% | 30% | 31% | 24% | 32% | 32% | 27% | 19% | 31% | 30% | 30% | 41% | 33% | 23% | 30% | 30% | 36% | 45% |
| Don't know | | 17% | 9% | 16% | 13% | 14% | 10% | 13% | 21% | 33% | 20% | 12% | 11% | 20% | 12% | 21% | 19% | 16% | 19% | 14% | 14% | 21% | 23% | 17% |

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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 |

Providing more jobs?

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| A Labour government led by Keir Starmer | | 29% | 4% | 56% | 44% | 45% | 11% | 31% | 26% | 44% | 33% | 26% | 17% | 41% | 27% | 24% | 27% | 30% | 29% | 36% | 30% | 27% | 24% | 12% |
| A Conservative government led by Rishi Sunak | | 19% | 57% | 3% | 10% | 12% | 31% | 21% | 16% | 10% | 10% | 23% | 33% | 16% | 21% | 21% | 18% | 12% | 19% | 20% | 21% | 14% | 18% | 15% |
| Neither | | 34% | 23% | 23% | 33% | 28% | 43% | 35% | 33% | 19% | 35% | 38% | 34% | 24% | 36% | 34% | 35% | 39% | 32% | 29% | 31% | 38% | 31% | 50% |
| Don't know | | 19% | 16% | 18% | 13% | 15% | 15% | 13% | 24% | 26% | 22% | 13% | 16% | 19% | 16% | 22% | 21% | 20% | 20% | 15% | 17% | 21% | 27% | 22% |

Keeping prices down?

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| A Labour government led by Keir Starmer | | 23% | 3% | 50% | 35% | 36% | 10% | 23% | 23% | 36% | 27% | 20% | 12% | 35% | 22% | 18% | 21% | 24% | 27% | 28% | 25% | 20% | 19% | 12% |
| A Conservative government led by Rishi Sunak | | 19% | 64% | 2% | 7% | 13% | 31% | 22% | 17% | 12% | 11% | 21% | 35% | 15% | 22% | 21% | 19% | 10% | 20% | 22% | 20% | 16% | 18% | 18% |
| Neither | | 40% | 21% | 33% | 43% | 36% | 49% | 41% | 40% | 24% | 40% | 45% | 44% | 31% | 41% | 40% | 41% | 49% | 37% | 35% | 39% | 43% | 41% | 52% |
| Don't know | | 17% | 11% | 15% | 16% | 15% | 11% | 14% | 21% | 27% | 21% | 14% | 9% | 20% | 15% | 21% | 19% | 17% | 17% | 15% | 16% | 21% | 22% | 18% |

Improving standards of living for people like you?

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| A Labour government led by Keir Starmer | | 26% | 1% | 54% | 36% | 39% | 10% | 28% | 24% | 41% | 33% | 21% | 11% | 39% | 25% | 22% | 22% | 28% | 33% | 30% | 28% | 26% | 21% | 16% |
| A Conservative government led by Rishi Sunak | | 22% | 72% | 4% | 11% | 16% | 35% | 23% | 20% | 10% | 11% | 25% | 43% | 17% | 25% | 20% | 24% | 12% | 24% | 26% | 24% | 18% | 18% | 15% |
| Neither | | 37% | 17% | 29% | 41% | 32% | 45% | 36% | 38% | 25% | 38% | 43% | 36% | 26% | 38% | 39% | 38% | 45% | 31% | 31% | 36% | 41% | 38% | 52% |
| Don't know | | 15% | 10% | 12% | 12% | 12% | 10% | 12% | 18% | 25% | 19% | 10% | 10% | 18% | 12% | 19% | 16% | 15% | 12% | 13% | 13% | 15% | 23% | 18% |

Tackling the government's deficit?

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| A Labour government led by Keir Starmer | | 25% | 4% | 55% | 38% | 39% | 12% | 26% | 23% | 31% | 28% | 24% | 16% | 38% | 25% | 19% | 22% | 26% | 22% | 29% | 28% | 23% | 19% | 15% |
| A Conservative government led by Rishi Sunak | | 21% | 63% | 3% | 11% | 13% | 35% | 22% | 20% | 10% | 12% | 25% | 38% | 18% | 25% | 21% | 20% | 9% | 25% | 22% | 23% | 18% | 22% | 15% |
| Neither | | 37% | 21% | 26% | 36% | 33% | 43% | 39% | 35% | 27% | 38% | 40% | 36% | 26% | 37% | 37% | 38% | 46% | 35% | 33% | 33% | 39% | 40% | 51% |
| Don't know | | 18% | 12% | 15% | 15% | 15% | 10% | 13% | 22% | 33% | 22% | 11% | 10% | 18% | 13% | 22% | 20% | 19% | 17% | 16% | 17% | 20% | 19% | 19% |

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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 |

Reducing the number of people in poverty?

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 | |
| A Labour government led by Keir Starmer | 33% | 9% | 63% | 53% | 52% | 15% | 35% | 31% | 46% | 38% | 30% | 20% | 46% | 33% | 27% | 28% | 33% | 40% | 40% | 35% | 32% | 23% | 19% | |
| A Conservative government led by Rishi Sunak | 13% | 45% | 2% | 3% | 8% | 23% | 13% | 13% | 4% | 7% | 16% | 25% | 12% | 14% | 14% | 15% | 3% | 13% | 12% | 16% | 12% | 12% | 12% | |
| Neither | 39% | 33% | 25% | 35% | 31% | 52% | 40% | 39% | 23% | 37% | 46% | 44% | 26% | 41% | 40% | 39% | 52% | 38% | 35% | 37% | 39% | 44% | 54% | |
| Don't know | 15% | 14% | 11% | 9% | 9% | 10% | 12% | 17% | 27% | 18% | 8% | 11% | 16% | 11% | 19% | 18% | 12% | 8% | 13% | 12% | 17% | 20% | 15% | |

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

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base: All GB adults | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 | |
| Taxes too much and spends too much on services | 36% | 58% | 20% | 23% | 24% | 52% | 41% | 32% | 18% | 33% | 38% | 48% | 34% | 35% | 39% | 41% | 32% | 30% | 35% | 41% | 38% | 30% | 30% | |
| Taxes too little and spends too little on services | 25% | 13% | 35% | 37% | 36% | 16% | 28% | 21% | 28% | 24% | 30% | 19% | 24% | 28% | 18% | 21% | 26% | 34% | 29% | 25% | 21% | 20% | 21% | |
| Gets the balance about right | 11% | 7% | 20% | 13% | 15% | 6% | 11% | 11% | 16% | 12% | 11% | 7% | 16% | 11% | 10% | 10% | 13% | 8% | 12% | 11% | 11% | 14% | 5% | |
| Don't know | 28% | 22% | 26% | 26% | 24% | 26% | 20% | 36% | 37% | 31% | 22% | 25% | 27% | 26% | 32% | 28% | 29% | 29% | 24% | 23% | 30% | 35% | 44% | |

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 | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 | |
| Too high - the rich are being made to pay too much and their taxes should be cut | 6% | 8% | 2% | 5% | 5% | 6% | 8% | 4% | 8% | 7% | 5% | 5% | 10% | 5% | 6% | 7% | 3% | 3% | 6% | 6% | 6% | 9% | 4% | |
| Too low - the rich are not paying enough and their taxes should be increased | 59% | 38% | 76% | 71% | 69% | 51% | 57% | 60% | 56% | 62% | 57% | 55% | 58% | 58% | 50% | 63% | 66% | 63% | 60% | 60% | 58% | 57% | 58% | |
| About right - the rich are already paying about the right level of tax | 20% | 41% | 12% | 17% | 17% | 29% | 24% | 17% | 12% | 13% | 27% | 30% | 17% | 23% | 24% | 16% | 17% | 24% | 25% | 21% | 18% | 15% | 16% | |
| Don't know | 15% | 12% | 10% | 7% | 10% | 14% | 11% | 19% | 24% | 18% | 10% | 10% | 15% | 14% | 21% | 14% | 14% | 10% | 9% | 13% | 18% | 19% | 23% | |

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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 level of immigration into Britain over the last ten years has been too high, too low or about right?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Much too high | 47% | 75% | 31% | 30% | 28% | 77% | 51% | 44% | 17% | 36% | 58% | 71% | 30% | 50% | 50% | 54% | 37% | 48% | 43% | 42% | 53% | 52% | 58% |
| A little too high | 20% | 14% | 29% | 26% | 28% | 13% | 18% | 22% | 25% | 21% | 20% | 17% | 26% | 21% | 21% | 15% | 23% | 21% | 22% | 19% | 21% | 22% | 13% |
| About right | 16% | 6% | 22% | 26% | 24% | 5% | 17% | 15% | 27% | 19% | 13% | 8% | 22% | 14% | 16% | 13% | 20% | 19% | 21% | 17% | 14% | 10% | 10% |
| A little too low | 4% | 0% | 4% | 5% | 6% | 1% | 4% | 3% | 5% | 5% | 3% | 1% | 8% | 2% | 3% | 4% | 5% | 1% | 3% | 6% | 2% | 3% | 2% |
| Much too low | 1% | 0% | 1% | 2% | 2% | - | 1% | 1% | 3% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 3% | 1% | 1% | 2% | 1% | 0% | 2% |
| Don't know | 12% | 5% | 12% | 11% | 12% | 5% | 9% | 14% | 23% | 17% | 5% | 3% | 13% | 11% | 10% | 13% | 12% | 10% | 10% | 14% | 9% | 13% | 15% |

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

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Mostly good for the country | 22% | 7% | 29% | 39% | 35% | 7% | 23% | 20% | 33% | 26% | 18% | 12% | 32% | 19% | 18% | 18% | 30% | 27% | 26% | 25% | 20% | 15% | 11% |
| Mostly bad for the country | 39% | 55% | 23% | 29% | 23% | 63% | 42% | 37% | 15% | 34% | 49% | 51% | 25% | 41% | 45% | 45% | 28% | 35% | 34% | 35% | 47% | 40% | 53% |
| Both good and bad for the country | 30% | 34% | 40% | 27% | 35% | 25% | 27% | 32% | 34% | 28% | 29% | 34% | 35% | 32% | 27% | 27% | 32% | 29% | 33% | 32% | 26% | 31% | 22% |
| Don't know | 9% | 4% | 8% | 5% | 8% | 5% | 7% | 11% | 19% | 12% | 4% | 4% | 9% | 8% | 10% | 10% | 11% | 9% | 8% | 8% | 8% | 14% | 13% |

If taxes were to be increased for the richest people, at what level of annual income do you think people should see their current levels of tax significantly increased?

| | | | | | | | | | | | | | | | | | | | | | | | |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| People earning above £50,000 a year | 6% | 3% | 4% | 3% | 4% | 8% | 8% | 5% | 1% | 8% | 6% | 6% | 4% | 6% | 5% | 10% | 4% | 9% | 4% | 6% | 7% | 11% | 10% |
| People earning above £75,000 a year | 14% | 10% | 17% | 16% | 18% | 12% | 14% | 14% | 10% | 16% | 12% | 14% | 17% | 14% | 12% | 13% | 15% | 18% | 10% | 16% | 18% | 12% | 15% |
| People earning above £100,000 a year | 25% | 27% | 29% | 31% | 27% | 26% | 26% | 25% | 23% | 24% | 26% | 28% | 23% | 26% | 25% | 28% | 24% | 18% | 32% | 24% | 24% | 23% | 18% |
| People earning above £150,000 a year | 15% | 15% | 17% | 15% | 19% | 14% | 15% | 15% | 11% | 15% | 16% | 16% | 17% | 17% | 13% | 13% | 18% | 9% | 16% | 18% | 13% | 16% | 7% |
| People earning above £250,000 a year | 10% | 12% | 12% | 10% | 11% | 10% | 10% | 10% | 10% | 8% | 14% | 10% | 6% | 11% | 9% | 9% | 12% | 14% | 11% | 10% | 11% | 9% | 7% |
| People earning above £500,000 a year | 7% | 10% | 5% | 14% | 7% | 10% | 7% | 7% | 6% | 6% | 8% | 9% | 9% | 7% | 9% | 7% | 3% | 8% | 9% | 8% | 7% | 3% | 6% |
| People earning above £1 million a year | 7% | 11% | 6% | 5% | 6% | 8% | 7% | 7% | 9% | 7% | 8% | 7% | 6% | 8% | 7% | 5% | 5% | 11% | 8% | 6% | 6% | 6% | 10% |
| None of these | 4% | 4% | 3% | 2% | 3% | 4% | 5% | 3% | 3% | 3% | 5% | 3% | 2% | 3% | 4% | 4% | 5% | 2% | 5% | 3% | 3% | 3% | 6% |
| Don't know | 11% | 8% | 6% | 3% | 5% | 10% | 9% | 13% | 26% | 13% | 5% | 8% | 16% | 8% | 15% | 9% | 13% | 11% | 6% | 10% | 12% | 16% | 21% |

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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 |

What do you think is fairer - taxing people on their wealth (that is, the amount of money they have, such as savings and assets) or taxing people on their income (that is, the amount of money they earn each year)?

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|-------------------------------|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 | |
| Taxing people on their wealth | 27% | 13% | 30% | 32% | 32% | 20% | 27% | 27% | 30% | 34% | 24% | 16% | 29% | 26% | 25% | 30% | 27% | 23% | 27% | 26% | 26% | 30% | 28% | |
| Taxing people on their income | 60% | 79% | 57% | 57% | 57% | 70% | 61% | 58% | 46% | 50% | 67% | 76% | 53% | 63% | 57% | 59% | 61% | 70% | 60% | 63% | 61% | 57% | 50% | |
| Don't know | 13% | 8% | 13% | 11% | 11% | 10% | 11% | 15% | 24% | 16% | 9% | 8% | 18% | 11% | 18% | 12% | 12% | 8% | 13% | 11% | 13% | 13% | 22% | |

On the whole, do you think the richest people in society make a positive or negative contribution to the rest of society?

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 | |
| A positive contribution - the businesses they run, the investments they make and the taxes they pay help us all | 25% | 54% | 12% | 24% | 22% | 34% | 31% | 20% | 16% | 18% | 33% | 34% | 23% | 29% | 25% | 23% | 17% | 31% | 32% | 30% | 21% | 15% | 14% | |
| A negative contribution - they generally don't pay their fair share and their greed takes money from the people who do the real work | 40% | 16% | 54% | 44% | 44% | 34% | 38% | 42% | 46% | 44% | 35% | 34% | 35% | 38% | 36% | 44% | 52% | 38% | 38% | 37% | 42% | 46% | 42% | |
| Both equally | 24% | 23% | 26% | 25% | 26% | 23% | 25% | 23% | 21% | 24% | 24% | 26% | 24% | 25% | 24% | 22% | 23% | 26% | 23% | 24% | 26% | 24% | 22% | |
| Don't know | 11% | 7% | 8% | 7% | 8% | 8% | 7% | 15% | 17% | 14% | 8% | 6% | 17% | 8% | 15% | 11% | 9% | 5% | 7% | 9% | 11% | 15% | 21% | |

In general, do you think it is acceptable or unacceptable to LEGALLY avoid paying tax?

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|---|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 | |
| It is acceptable to legally avoid tax | 29% | 40% | 22% | 31% | 30% | 26% | 39% | 19% | 37% | 23% | 31% | 32% | 32% | 30% | 28% | 27% | 27% | 28% | 36% | 32% | 23% | 21% | 19% | |
| It is unacceptable to legally avoid tax | 60% | 55% | 70% | 63% | 63% | 65% | 53% | 67% | 47% | 62% | 60% | 63% | 53% | 61% | 61% | 62% | 60% | 58% | 54% | 58% | 68% | 63% | 64% | |
| Don't know | 11% | 5% | 8% | 6% | 7% | 9% | 8% | 14% | 16% | 15% | 9% | 5% | 14% | 9% | 11% | 11% | 13% | 14% | 10% | 10% | 9% | 15% | 18% | |

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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 the government was able to increase the amount of money it spends, which of the following areas do you think the government should INCREASE spending in the most? Please tick up to three

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--------------------------------|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Education and schools | | 37% | 38% | 47% | 48% | 46% | 29% | 33% | 41% | 42% | 38% | 34% | 36% | 42% | 39% | 32% | 34% | 40% | 41% | 47% | 37% | 37% | 29% | 19% |
| Defence | | 19% | 38% | 11% | 14% | 14% | 30% | 24% | 14% | 6% | 11% | 24% | 34% | 15% | 21% | 19% | 19% | 19% | 14% | 24% | 17% | 19% | 11% | 20% |
| Pensions | | 23% | 35% | 17% | 16% | 16% | 35% | 21% | 25% | 7% | 13% | 28% | 42% | 13% | 24% | 23% | 23% | 27% | 35% | 18% | 19% | 30% | 25% | 30% |
| Welfare benefits | | 13% | 5% | 15% | 16% | 13% | 11% | 11% | 14% | 16% | 14% | 13% | 8% | 16% | 11% | 14% | 13% | 12% | 8% | 7% | 10% | 15% | 15% | 29% |
| Crime and policing | | 42% | 54% | 37% | 40% | 36% | 53% | 43% | 41% | 31% | 38% | 45% | 53% | 46% | 41% | 49% | 42% | 36% | 29% | 47% | 41% | 41% | 44% | 34% |
| Transport | | 11% | 9% | 11% | 11% | 12% | 9% | 15% | 8% | 16% | 12% | 10% | 9% | 10% | 10% | 11% | 14% | 12% | 12% | 14% | 14% | 7% | 8% | 11% |
| Environment and climate change | | 20% | 10% | 26% | 34% | 30% | 11% | 19% | 20% | 28% | 23% | 18% | 12% | 16% | 20% | 25% | 17% | 16% | 28% | 22% | 21% | 18% | 17% | 19% |
| NHS | | 71% | 63% | 84% | 80% | 80% | 66% | 66% | 77% | 64% | 74% | 72% | 69% | 72% | 71% | 69% | 70% | 73% | 77% | 69% | 75% | 74% | 73% | 56% |
| Overseas aid | | 1% | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 4% | 1% | 2% | 0% | 1% | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 1% | - | 2% |
| Local government | | 16% | 13% | 21% | 19% | 22% | 13% | 19% | 13% | 11% | 16% | 18% | 15% | 12% | 15% | 16% | 17% | 18% | 16% | 17% | 18% | 14% | 13% | 11% |
| None of these | | 2% | 1% | 0% | - | 1% | 2% | 3% | 1% | 2% | 3% | 1% | 1% | 2% | 1% | 0% | 4% | 2% | 3% | 1% | 2% | 2% | 4% | 2% |
| Don't know | | 5% | 1% | 3% | 1% | 2% | 4% | 4% | 5% | 11% | 7% | 1% | 1% | 5% | 4% | 5% | 5% | 4% | 6% | 3% | 3% | 5% | 7% | 14% |

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



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

And if the government were to cut the amount of money it currently spends, which of the following areas do you think the government should REDUCE spending in the most? Please tick up to three

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--------------------------------|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Education and schools | | 3% | 4% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% | 2% | 2% | 3% | 3% | 2% | 4% | 2% | 2% | 1% | 3% | 3% | 3% | 6% |
| Defence | | 15% | 3% | 21% | 16% | 23% | 7% | 19% | 12% | 22% | 20% | 15% | 5% | 24% | 11% | 13% | 15% | 23% | 17% | 16% | 19% | 11% | 13% | 12% |
| Pensions | | 6% | 3% | 8% | 6% | 8% | 2% | 7% | 4% | 13% | 8% | 3% | 1% | 8% | 6% | 5% | 5% | 2% | 8% | 7% | 7% | 5% | 3% | 2% |
| Welfare benefits | | 26% | 50% | 17% | 21% | 23% | 34% | 29% | 23% | 18% | 21% | 34% | 30% | 17% | 29% | 26% | 27% | 22% | 26% | 32% | 25% | 27% | 22% | 13% |
| Crime and policing | | 3% | 0% | 2% | 3% | 3% | 1% | 4% | 2% | 7% | 4% | 1% | 1% | 4% | 2% | 1% | 3% | 5% | 5% | 3% | 2% | 2% | 4% | 2% |
| Transport | | 8% | 9% | 8% | 8% | 8% | 8% | 7% | 9% | 9% | 8% | 9% | 7% | 7% | 8% | 9% | 8% | 11% | 6% | 9% | 8% | 8% | 7% | 9% |
| Environment and climate change | | 26% | 39% | 16% | 14% | 19% | 39% | 28% | 23% | 10% | 18% | 32% | 40% | 22% | 26% | 25% | 27% | 25% | 30% | 27% | 24% | 28% | 21% | 28% |
| NHS | | 3% | 5% | 2% | 4% | 2% | 4% | 4% | 3% | 6% | 3% | 3% | 2% | 5% | 3% | 3% | 3% | 3% | 1% | 4% | 3% | 4% | 2% | 5% |
| Overseas aid | | 63% | 82% | 53% | 55% | 50% | 84% | 64% | 62% | 38% | 55% | 70% | 80% | 47% | 66% | 63% | 65% | 63% | 62% | 62% | 61% | 68% | 60% | 60% |
| Local government | | 12% | 14% | 9% | 10% | 9% | 16% | 11% | 14% | 12% | 13% | 11% | 14% | 10% | 10% | 13% | 17% | 11% | 14% | 9% | 13% | 15% | 13% | 14% |
| None of these | | 10% | 5% | 14% | 19% | 16% | 3% | 9% | 11% | 11% | 9% | 10% | 12% | 9% | 12% | 10% | 10% | 4% | 9% | 12% | 11% | 7% | 8% | 6% |
| Don't know | | 10% | 4% | 13% | 8% | 10% | 5% | 9% | 12% | 23% | 14% | 6% | 3% | 19% | 7% | 15% | 7% | 12% | 10% | 8% | 9% | 9% | 15% | 19% |

Do you think your own pension provision (and any provisions you have made for retirement) will or will not provide you with a good standard of living by the time you come to retire?

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Will probably be enough to provide me with a good standard of living | | 20% | 24% | 24% | 26% | 27% | 18% | 24% | 16% | 14% | 19% | 26% | 17% | 19% | 21% | 22% | 17% | 20% | 20% | 27% | 23% | 17% | 9% | 8% |
| Will probably not be enough to provide me with a good standard of living | | 46% | 35% | 44% | 48% | 47% | 48% | 43% | 49% | 28% | 59% | 56% | 22% | 50% | 47% | 46% | 45% | 41% | 49% | 41% | 44% | 50% | 58% | 46% |
| Don't know | | 16% | 9% | 16% | 11% | 12% | 8% | 16% | 16% | 48% | 19% | 10% | 3% | 21% | 11% | 14% | 20% | 19% | 17% | 15% | 15% | 14% | 20% | 21% |
| Not applicable - I am already retired or am unable to work | | 18% | 32% | 15% | 15% | 14% | 26% | 16% | 20% | 10% | 3% | 8% | 58% | 10% | 21% | 18% | 17% | 20% | 14% | 17% | 18% | 18% | 14% | 26% |

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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 |

As people live longer, the proportion of older people in the population steadily rises. Looking forward, how do you think future governments should respond to the growing portion of older people?

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Reductions should be made in the services that go to older people so that younger generations can afford to support more retired people | | 17% | 11% | 20% | 21% | 21% | 10% | 23% | 11% | 28% | 23% | 11% | 6% | 19% | 16% | 15% | 17% | 16% | 18% | 23% | 18% | 14% | 13% | 5% |
| More money should be found to maintain the services that go to older people as the number of retired people grows, even if this means more taxes for younger generations | | 47% | 59% | 42% | 47% | 44% | 60% | 46% | 48% | 28% | 37% | 59% | 61% | 41% | 52% | 44% | 47% | 46% | 41% | 45% | 46% | 50% | 42% | 57% |
| Not sure | | 36% | 30% | 38% | 33% | 36% | 31% | 31% | 41% | 44% | 40% | 29% | 33% | 40% | 32% | 40% | 36% | 39% | 41% | 32% | 36% | 36% | 44% | 38% |

What do you think the state pension age should be for people who are currently in their 30s or 40s?

| | Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|---------------|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Less than 65 | | 13% | 6% | 12% | 9% | 13% | 9% | 11% | 14% | 16% | 18% | 9% | 5% | 17% | 11% | 13% | 11% | 18% | 12% | 7% | 10% | 17% | 19% | 18% |
| 65 | | 36% | 30% | 39% | 41% | 38% | 35% | 32% | 39% | 31% | 40% | 35% | 31% | 36% | 37% | 33% | 36% | 33% | 42% | 37% | 35% | 42% | 30% | 30% |
| 66 | | 6% | 4% | 7% | 9% | 6% | 6% | 5% | 7% | 4% | 4% | 3% | 12% | 4% | 6% | 7% | 6% | 4% | 6% | 6% | 6% | 4% | 6% | 7% |
| 67 | | 12% | 16% | 13% | 11% | 12% | 15% | 12% | 11% | 7% | 8% | 19% | 13% | 10% | 12% | 9% | 12% | 16% | 15% | 13% | 12% | 10% | 8% | 14% |
| 68 | | 10% | 16% | 9% | 12% | 9% | 13% | 10% | 10% | 6% | 7% | 12% | 15% | 5% | 11% | 13% | 10% | 10% | 7% | 13% | 10% | 7% | 11% | 6% |
| 69 | | 2% | 3% | 1% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 3% | 2% | 2% | 3% | 1% | 1% | 1% | - | 2% | 1% | 1% | 2% | 1% |
| 70 | | 12% | 16% | 11% | 13% | 14% | 12% | 15% | 9% | 11% | 9% | 14% | 16% | 11% | 13% | 12% | 11% | 12% | 9% | 15% | 15% | 8% | 9% | 8% |
| 71 | | 0% | 0% | 0% | - | - | 0% | 0% | 0% | 1% | - | - | 0% | - | 0% | 0% | - | - | - | - | - | 1% | - | - |
| 72 | | 1% | 1% | 0% | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | - | 2% | 0% | - | 1% | - | - | 0% | 1% | 1% | - | - |
| 73 | | 0% | 0% | - | - | 0% | 0% | 0% | 0% | - | 0% | 0% | - | - | 0% | - | 0% | 1% | - | 0% | - | 0% | - | - |
| 74 | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 75 | | 1% | 1% | 2% | - | 1% | 1% | 1% | 1% | 0% | 2% | 0% | 0% | 4% | 0% | 0% | 1% | - | - | 0% | 0% | 1% | 2% | 3% |
| Older than 75 | | 1% | 0% | - | - | - | 0% | 1% | - | 1% | 1% | - | 1% | 1% | 0% | - | 1% | - | 3% | 0% | 2% | 0% | - | - |
| Don't know | | 8% | 5% | 6% | 3% | 5% | 6% | 9% | 7% | 20% | 10% | 4% | 4% | 8% | 5% | 12% | 11% | 5% | 7% | 5% | 9% | 6% | 13% | 12% |

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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 transport provision in Britain today, which of the following would you most like to see the government invest in?

| | Unweighted base | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|--------------------------------------|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Local and commuter rail links | 23% | 19% | 25% | 30% | 28% | 18% | 26% | 21% | 27% | 26% | 25% | 15% | 24% | 20% | 20% | 25% | 35% | 26% | 26% | 19% | 22% | 20% | |
| Long distance rail links | 8% | 6% | 10% | 11% | 9% | 5% | 9% | 7% | 13% | 10% | 5% | 4% | 10% | 9% | 5% | 9% | 4% | 9% | 12% | 8% | 5% | 6% | 3% |
| Buses | 16% | 21% | 19% | 20% | 18% | 19% | 15% | 18% | 12% | 11% | 18% | 28% | 14% | 21% | 15% | 15% | 10% | 15% | 15% | 14% | 19% | 14% | 25% |
| New road links | 5% | 6% | 5% | 4% | 4% | 6% | 7% | 4% | 10% | 5% | 5% | 5% | 6% | 5% | 6% | 5% | 5% | 11% | 5% | 7% | 5% | 5% | 4% |
| Widening or upgrading existing roads | 24% | 35% | 22% | 20% | 22% | 33% | 23% | 25% | 12% | 21% | 28% | 33% | 22% | 24% | 28% | 24% | 26% | 18% | 22% | 24% | 30% | 28% | 17% |
| Better provision for cyclists | 4% | 1% | 5% | 5% | 6% | 2% | 4% | 4% | 5% | 6% | 5% | 1% | 6% | 5% | 3% | 4% | 3% | 6% | 6% | 4% | 4% | 4% | 2% |
| Other | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 3% | 1% | 2% | 0% | 3% | 3% | 1% | 2% | 1% | 2% | 3% | 1% | 2% | |
| None of these | 5% | 4% | 3% | 2% | 4% | 5% | 5% | 5% | 3% | 6% | 4% | 3% | 5% | 5% | 4% | 6% | 3% | 4% | 3% | 5% | 5% | 8% | 3% |
| Don't know | 11% | 7% | 10% | 7% | 8% | 9% | 8% | 14% | 16% | 13% | 9% | 9% | 14% | 8% | 17% | 11% | 12% | 10% | 9% | 9% | 11% | 13% | 25% |

Generally speaking, do you think train fares in Britain are good or bad value?

| | Unweighted base | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|-------------------|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very good value | 2% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 4% | 3% | - | 1% | 5% | 1% | 2% | 2% | - | - | 1% | 1% | 2% | 3% | - |
| Fairly good value | 14% | 17% | 14% | 11% | 14% | 12% | 14% | 14% | 23% | 13% | 12% | 13% | 19% | 15% | 9% | 16% | 9% | 11% | 14% | 13% | 15% | 15% | 13% |
| Fairly bad value | 36% | 39% | 35% | 36% | 36% | 37% | 35% | 38% | 34% | 34% | 38% | 39% | 33% | 39% | 35% | 31% | 47% | 34% | 36% | 40% | 37% | 36% | 27% |
| Very bad value | 36% | 32% | 41% | 45% | 40% | 37% | 40% | 32% | 26% | 39% | 41% | 31% | 38% | 35% | 37% | 36% | 33% | 47% | 41% | 38% | 31% | 29% | 39% |
| Don't know | 12% | 10% | 9% | 7% | 9% | 13% | 9% | 14% | 14% | 11% | 8% | 17% | 6% | 10% | 17% | 15% | 12% | 8% | 8% | 9% | 15% | 17% | 21% |

Generally speaking, do you think train services in the UK are good or bad value for money?

| | Unweighted base | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
|-------------|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very good | 2% | 2% | 1% | 2% | 1% | 1% | 3% | 1% | 3% | 4% | 0% | 0% | 5% | 2% | 2% | 2% | 2% | - | 2% | 1% | 3% | 3% | 1% |
| Fairly good | 16% | 17% | 17% | 14% | 14% | 14% | 15% | 17% | 27% | 14% | 16% | 15% | 24% | 17% | 12% | 15% | 10% | 17% | 16% | 15% | 17% | 17% | 15% |
| Fairly bad | 39% | 46% | 36% | 38% | 40% | 40% | 37% | 40% | 33% | 35% | 42% | 44% | 32% | 39% | 40% | 37% | 51% | 28% | 38% | 43% | 39% | 35% | 30% |
| Very bad | 32% | 25% | 37% | 39% | 35% | 32% | 36% | 28% | 25% | 36% | 33% | 25% | 33% | 32% | 31% | 30% | 26% | 47% | 36% | 31% | 28% | 29% | 32% |
| Don't know | 12% | 10% | 9% | 7% | 10% | 12% | 9% | 14% | 11% | 12% | 9% | 16% | 7% | 11% | 15% | 16% | 11% | 7% | 8% | 10% | 13% | 16% | 22% |

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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, how punctual, if at all, do you think the train services are in the UK?

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Very punctual | 3% | 5% | 4% | 3% | 2% | 2% | 4% | 3% | 7% | 4% | 3% | 2% | 7% | 4% | 1% | 3% | 2% | 3% | 3% | 3% | 3% | 6% | 3% |
| Fairly punctual | 36% | 37% | 33% | 45% | 41% | 34% | 38% | 35% | 38% | 35% | 39% | 35% | 42% | 40% | 33% | 30% | 35% | 35% | 39% | 38% | 40% | 31% | 23% |
| Not very punctual | 34% | 36% | 43% | 29% | 36% | 35% | 36% | 32% | 31% | 34% | 34% | 36% | 37% | 31% | 35% | 35% | 37% | 42% | 37% | 33% | 30% | 33% | 37% |
| Not punctual at all | 11% | 9% | 10% | 14% | 11% | 12% | 11% | 11% | 11% | 14% | 10% | 8% | 6% | 10% | 13% | 17% | 9% | 9% | 11% | 14% | 9% | 8% | 12% |
| Don't know | 15% | 14% | 10% | 9% | 11% | 17% | 11% | 18% | 13% | 14% | 13% | 19% | 7% | 15% | 18% | 15% | 18% | 12% | 9% | 11% | 17% | 23% | 24% |

To what extent would you support or oppose bringing the train operating companies back into public ownership?

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Strongly support | 32% | 16% | 48% | 42% | 42% | 28% | 38% | 27% | 26% | 34% | 36% | 29% | 36% | 34% | 27% | 31% | 28% | 44% | 36% | 31% | 28% | 27% | 38% |
| Tend to support | 32% | 33% | 35% | 40% | 34% | 33% | 32% | 32% | 32% | 30% | 34% | 36% | 33% | 33% | 31% | 32% | 36% | 28% | 31% | 35% | 37% | 30% | 22% |
| Tend to oppose | 8% | 17% | 3% | 4% | 5% | 11% | 9% | 7% | 6% | 5% | 9% | 13% | 4% | 9% | 7% | 10% | 7% | 6% | 10% | 7% | 7% | 10% | 4% |
| Strongly oppose | 4% | 11% | 1% | 1% | 3% | 6% | 5% | 3% | 0% | 2% | 5% | 9% | 2% | 4% | 6% | 3% | 3% | 7% | 5% | 4% | 4% | 1% | 3% |
| Don't know | 24% | 23% | 13% | 12% | 16% | 22% | 16% | 31% | 35% | 30% | 17% | 14% | 25% | 19% | 31% | 25% | 26% | 16% | 18% | 23% | 24% | 32% | 32% |

Thinking about how public transport is funded and the amount of subsidy that is given to them by central government, which of the following best reflects your view?

| | | | | | | | | | | | | | | | | | | | | | | | |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Public transport should mostly be paid for by central government from general taxation, meaning lower fares for people using it | 55% | 44% | 65% | 69% | 61% | 49% | 55% | 55% | 67% | 53% | 54% | 53% | 69% | 56% | 53% | 46% | 58% | 55% | 56% | 58% | 54% | 51% | 50% |
| Public transport should mostly be paid for by the people who use it, meaning higher fares, but lower subsidies from taxation | 23% | 36% | 19% | 19% | 21% | 29% | 26% | 20% | 13% | 22% | 28% | 25% | 11% | 24% | 19% | 30% | 23% | 21% | 26% | 21% | 22% | 22% | 22% |
| Not sure | 22% | 20% | 16% | 12% | 19% | 22% | 19% | 26% | 20% | 25% | 19% | 22% | 19% | 20% | 28% | 24% | 20% | 24% | 18% | 21% | 24% | 27% | 28% |

Fieldwork Dates: 28th - 30th September 2024

Sample size: 1706 GB Adults



| Total | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | 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 support or oppose plans to build a new High Speed rail line linking London, Birmingham and Manchester?

| | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1706 | 266 | 473 | 185 | 673 | 635 | 764 | 942 | 156 | 645 | 450 | 455 | 175 | 587 | 291 | 420 | 146 | 87 | 526 | 486 | 341 | 199 | 154 |
| Base | 1706 | 307 | 438 | 158 | 633 | 676 | 829 | 877 | 186 | 711 | 411 | 398 | 206 | 585 | 280 | 404 | 148 | 82 | 478 | 495 | 358 | 213 | 162 |
| Strongly support | 11% | 6% | 14% | 13% | 13% | 4% | 16% | 6% | 26% | 12% | 10% | 3% | 19% | 10% | 10% | 11% | 7% | 8% | 14% | 10% | 9% | 12% | 9% |
| Tend to support | 20% | 15% | 20% | 26% | 23% | 14% | 20% | 20% | 32% | 24% | 17% | 12% | 22% | 20% | 19% | 20% | 24% | 16% | 23% | 23% | 20% | 16% | 11% |
| Neither support nor oppose | 26% | 33% | 29% | 26% | 26% | 30% | 23% | 29% | 14% | 26% | 27% | 32% | 29% | 28% | 24% | 25% | 24% | 29% | 23% | 25% | 31% | 30% | 25% |
| Tend to oppose | 14% | 17% | 15% | 15% | 17% | 16% | 14% | 14% | 9% | 10% | 18% | 20% | 9% | 16% | 15% | 15% | 12% | 15% | 14% | 17% | 12% | 12% | 11% |
| Strongly oppose | 17% | 23% | 12% | 12% | 13% | 27% | 19% | 15% | 2% | 14% | 21% | 27% | 12% | 16% | 20% | 19% | 18% | 21% | 17% | 16% | 18% | 12% | 26% |
| Don't know | 11% | 7% | 9% | 8% | 8% | 10% | 7% | 15% | 17% | 14% | 7% | 6% | 10% | 10% | 13% | 11% | 15% | 11% | 8% | 10% | 9% | 18% | 18% |

Cell Contents (Column Percentages)