

Fieldwork Dates: 30th October - 1st November 2021

Sample size: 1802 adults in GB



Total	Vote in 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

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

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base: All GB adults	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Approve	26%	56%	7%	13%	15%	42%	29%	23%	18%	19%	28%	41%	22%	28%	28%	28%	17%	27%	28%	27%	27%	27%	17%
Disapprove	51%	23%	80%	73%	69%	35%	56%	47%	46%	57%	50%	45%	55%	49%	42%	52%	67%	55%	54%	49%	48%	50%	56%
Don't know	22%	21%	13%	14%	16%	23%	15%	30%	36%	24%	23%	13%	23%	22%	30%	20%	16%	18%	17%	24%	25%	23%	27%

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	1734	601	446	163	708	699	779	955	154	702	419	459	199	587	288	429	144	87	513	517	329	186	189
Base	1726	618	437	159	651	697	841	885	171	714	430	411	194	593	283	416	154	86	490	499	365	187	186
0 - Would never consider voting for them	34%	4%	64%	34%	46%	18%	32%	36%	35%	43%	28%	25%	39%	26%	29%	38%	56%	37%	32%	32%	34%	33%	47%
1	7%	2%	10%	11%	9%	4%	7%	6%	7%	8%	7%	4%	8%	6%	5%	6%	8%	10%	7%	6%	5%	8%	6%
2	5%	2%	8%	10%	7%	3%	6%	4%	12%	4%	6%	4%	8%	7%	2%	5%	3%	1%	6%	7%	4%	5%	1%
3	4%	2%	5%	6%	5%	3%	4%	3%	5%	4%	4%	3%	6%	3%	4%	3%	3%	6%	4%	4%	3%	3%	4%
4	3%	3%	2%	6%	4%	3%	4%	3%	3%	4%	4%	2%	3%	4%	3%	3%	3%	4%	3%	4%	3%	3%	2%
5	11%	10%	4%	11%	8%	12%	10%	13%	10%	13%	11%	10%	9%	14%	14%	11%	4%	7%	10%	11%	13%	10%	15%
6	5%	7%	3%	9%	5%	5%	5%	5%	4%	4%	7%	6%	5%	5%	7%	5%	2%	6%	6%	5%	5%	3%	5%
7	7%	12%	1%	7%	4%	9%	6%	7%	7%	7%	7%	6%	6%	8%	7%	5%	4%	6%	7%	7%	6%	7%	3%
8	7%	15%	1%	4%	4%	11%	7%	6%	5%	5%	7%	10%	6%	7%	7%	7%	4%	4%	7%	7%	5%	9%	6%
9	3%	7%	0%	2%	2%	5%	4%	3%	-	2%	4%	5%	1%	5%	4%	2%	2%	5%	2%	3%	5%	4%	2%
10 - Would definitely consider voting for them	14%	36%	2%	1%	6%	26%	16%	13%	12%	7%	16%	26%	10%	15%	18%	15%	11%	14%	15%	14%	17%	15%	10%

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Labour

Unweighted base	1727	596	446	162	706	695	776	951	154	701	415	457	201	584	286	426	143	87	510	516	328	184	189
Base	1719	612	437	158	650	692	838	881	171	713	425	410	197	591	280	412	152	87	488	498	363	185	186
0 - Would never consider voting for them	27%	45%	2%	10%	11%	42%	29%	25%	14%	22%	28%	40%	18%	30%	22%	30%	23%	34%	22%	26%	31%	28%	36%
1	6%	9%	1%	4%	4%	8%	6%	5%	3%	3%	9%	7%	3%	5%	6%	7%	8%	2%	5%	5%	5%	8%	6%
2	6%	10%	2%	7%	5%	8%	7%	6%	7%	6%	6%	8%	6%	8%	7%	4%	5%	6%	8%	7%	6%	6%	4%
3	6%	7%	3%	10%	6%	7%	7%	6%	7%	5%	7%	8%	4%	7%	6%	6%	11%	5%	7%	7%	6%	5%	5%
4	6%	8%	3%	6%	5%	6%	6%	6%	6%	6%	8%	5%	8%	6%	7%	4%	8%	3%	7%	7%	6%	4%	3%
5	14%	9%	13%	18%	14%	10%	12%	16%	13%	19%	13%	8%	12%	15%	18%	13%	13%	9%	13%	12%	16%	21%	13%
6	8%	5%	10%	15%	11%	6%	7%	8%	12%	9%	7%	5%	9%	9%	6%	7%	9%	7%	7%	8%	10%	7%	6%
7	8%	3%	12%	13%	11%	5%	7%	9%	9%	10%	5%	6%	10%	7%	7%	9%	7%	8%	9%	7%	7%	7%	7%
8	6%	2%	13%	6%	9%	3%	5%	6%	7%	6%	6%	3%	6%	5%	7%	6%	5%	7%	7%	7%	4%	3%	4%
9	2%	0%	6%	4%	4%	1%	2%	3%	4%	2%	2%	2%	4%	2%	4%	1%	2%	3%	3%	3%	1%	2%	3%
10 - Would definitely consider voting for them	11%	2%	33%	7%	19%	5%	11%	11%	17%	12%	8%	9%	20%	7%	11%	12%	8%	15%	11%	12%	9%	10%	12%

Liberal Democrats

Unweighted base	1725	597	445	163	707	695	776	949	153	700	417	455	200	583	285	427	143	87	511	513	327	185	189
Base	1717	613	436	159	651	692	838	879	170	712	427	408	196	590	279	414	152	86	489	494	362	186	186
0 - Would never consider voting for them	31%	47%	13%	2%	14%	48%	36%	27%	21%	26%	32%	42%	19%	29%	29%	36%	35%	42%	23%	27%	36%	36%	46%
1	7%	8%	6%	2%	4%	9%	8%	6%	6%	5%	10%	8%	9%	5%	7%	8%	9%	4%	7%	8%	6%	7%	7%
2	7%	10%	7%	2%	6%	9%	6%	8%	5%	7%	7%	8%	6%	7%	7%	7%	9%	3%	8%	6%	8%	8%	5%
3	8%	9%	10%	4%	8%	7%	9%	8%	14%	7%	10%	6%	8%	9%	9%	7%	8%	7%	9%	9%	7%	7%	9%
4	7%	7%	8%	6%	8%	7%	6%	8%	7%	7%	8%	6%	12%	5%	7%	6%	7%	11%	6%	9%	8%	8%	3%
5	16%	8%	21%	20%	19%	10%	13%	19%	13%	20%	14%	12%	16%	16%	21%	14%	14%	11%	17%	14%	21%	13%	13%
6	7%	5%	10%	10%	11%	4%	7%	7%	8%	9%	5%	7%	9%	8%	6%	7%	5%	8%	8%	9%	5%	7%	6%
7	7%	3%	11%	17%	11%	2%	6%	8%	13%	8%	6%	4%	7%	9%	6%	6%	7%	4%	6%	8%	5%	10%	7%
8	4%	2%	7%	13%	8%	2%	4%	4%	3%	5%	4%	4%	6%	5%	3%	4%	2%	1%	6%	4%	2%	2%	3%
9	2%	0%	1%	9%	3%	0%	2%	2%	3%	2%	2%	1%	1%	3%	1%	2%	1%	1%	3%	2%	0%	1%	1%
10 - Would definitely consider voting for them	4%	1%	7%	15%	7%	1%	5%	4%	7%	5%	4%	2%	5%	5%	3%	3%	4%	8%	7%	4%	3%	1%	2%

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

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base: All GB adults	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Health	47%	44%	52%	55%	56%	44%	43%	50%	34%	45%	53%	50%	39%	49%	46%	44%	53%	51%	49%	47%	44%	47%	46%
Immigration & Asylum	23%	41%	7%	11%	8%	43%	25%	21%	11%	14%	29%	38%	20%	24%	22%	26%	14%	23%	17%	19%	29%	28%	30%
Crime	16%	20%	11%	11%	10%	22%	15%	17%	17%	14%	14%	20%	21%	15%	20%	16%	7%	14%	14%	14%	18%	13%	23%
The economy	45%	56%	38%	53%	44%	52%	52%	39%	30%	47%	50%	46%	37%	50%	44%	44%	51%	40%	49%	47%	46%	50%	27%
Tax	10%	11%	9%	4%	9%	11%	12%	8%	7%	14%	9%	5%	10%	11%	10%	8%	7%	14%	12%	9%	9%	14%	3%
Pensions	7%	10%	5%	2%	5%	11%	7%	7%	5%	2%	8%	17%	3%	8%	8%	7%	9%	8%	3%	6%	10%	9%	14%
Education	12%	11%	16%	13%	16%	9%	11%	13%	15%	15%	10%	10%	12%	13%	11%	13%	15%	8%	15%	12%	14%	9%	9%
Family life & childcare	5%	4%	7%	2%	5%	5%	4%	6%	1%	9%	2%	3%	5%	4%	6%	5%	6%	5%	5%	5%	5%	6%	5%
Housing	17%	12%	21%	13%	15%	14%	14%	20%	25%	18%	14%	13%	25%	16%	18%	15%	14%	13%	14%	16%	17%	20%	23%
The environment	39%	32%	53%	53%	54%	27%	36%	42%	46%	37%	40%	39%	44%	40%	34%	42%	35%	35%	45%	45%	34%	30%	27%
Britain leaving the EU	29%	20%	39%	47%	42%	19%	30%	28%	24%	33%	30%	23%	32%	30%	22%	29%	33%	29%	35%	33%	22%	24%	19%
Transport	4%	3%	4%	4%	4%	2%	4%	3%	5%	3%	4%	3%	3%	4%	2%	4%	4%	6%	4%	4%	3%	1%	5%
Welfare benefits	10%	5%	11%	10%	10%	9%	9%	10%	10%	11%	10%	6%	7%	8%	12%	12%	9%	11%	6%	8%	10%	11%	22%
Defence and security	8%	15%	3%	6%	4%	13%	10%	7%	7%	6%	8%	13%	7%	7%	10%	7%	8%	15%	6%	9%	8%	9%	10%
None of these	1%	0%	1%	-	0%	1%	1%	1%	2%	1%	1%	0%	2%	0%	1%	1%	3%	1%	1%	1%	0%	2%	1%
Don't know	4%	1%	3%	1%	2%	2%	4%	5%	11%	6%	2%	2%	6%	2%	6%	6%	3%	2%	3%	4%	5%	5%	7%

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

National Health Service

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very well	4%	7%	2%	1%	2%	6%	6%	2%	8%	2%	2%	6%	3%	4%	5%	4%	1%	6%	6%	2%	2%	4%	4%
Fairly well	26%	49%	8%	21%	17%	38%	28%	24%	15%	19%	31%	38%	25%	29%	24%	28%	17%	21%	24%	28%	29%	25%	22%
Fairly badly	29%	25%	28%	34%	29%	28%	28%	30%	34%	30%	27%	27%	29%	29%	31%	26%	31%	36%	30%	25%	31%	34%	29%
Very badly	34%	13%	57%	40%	48%	23%	32%	35%	28%	39%	35%	26%	33%	31%	32%	35%	45%	33%	34%	37%	29%	31%	34%
Don't know	7%	6%	5%	4%	4%	5%	5%	9%	15%	9%	5%	3%	9%	7%	8%	7%	6%	5%	5%	7%	9%	5%	11%

Immigration

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very well	2%	2%	3%	0%	1%	1%	2%	1%	6%	2%	1%	1%	3%	2%	1%	1%	1%	7%	3%	1%	1%	1%	1%
Fairly well	16%	25%	8%	12%	15%	18%	16%	16%	14%	16%	17%	16%	8%	18%	19%	16%	15%	18%	17%	17%	16%	16%	12%
Fairly badly	30%	32%	27%	38%	31%	32%	28%	31%	25%	25%	34%	36%	29%	30%	30%	29%	28%	29%	29%	32%	27%	33%	24%
Very badly	39%	32%	50%	42%	42%	40%	44%	34%	26%	41%	41%	39%	42%	38%	35%	40%	46%	35%	41%	34%	41%	34%	47%
Don't know	14%	9%	13%	8%	11%	9%	10%	17%	29%	16%	8%	8%	17%	13%	15%	14%	10%	11%	10%	15%	15%	15%	15%

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Crime

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very well	1%	2%	2%	-	0%	1%	2%	1%	5%	1%	1%	1%	2%	1%	2%	1%	1%	5%	2%	2%	1%	1%	1%
Fairly well	24%	36%	11%	23%	20%	28%	24%	23%	23%	20%	26%	29%	16%	28%	24%	22%	21%	25%	26%	24%	22%	24%	19%
Fairly badly	35%	37%	32%	50%	39%	36%	36%	35%	29%	34%	38%	39%	36%	37%	35%	32%	34%	44%	36%	36%	38%	33%	30%
Very badly	24%	15%	38%	19%	27%	24%	26%	23%	20%	27%	23%	22%	29%	19%	24%	28%	31%	17%	24%	23%	23%	24%	31%
Don't know	15%	10%	16%	9%	13%	11%	11%	18%	24%	18%	12%	9%	18%	14%	15%	16%	15%	9%	11%	16%	16%	18%	18%

Education

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very well	3%	5%	3%	1%	1%	4%	4%	3%	6%	3%	3%	3%	5%	3%	3%	4%	-	6%	5%	2%	2%	4%	3%
Fairly well	31%	53%	11%	22%	23%	44%	33%	30%	25%	23%	35%	45%	25%	34%	33%	30%	23%	38%	28%	34%	31%	40%	26%
Fairly badly	29%	23%	31%	38%	31%	28%	28%	29%	33%	29%	27%	27%	29%	30%	28%	24%	34%	34%	29%	27%	31%	23%	31%
Very badly	21%	6%	42%	29%	34%	11%	23%	20%	17%	26%	21%	14%	24%	19%	19%	22%	32%	12%	26%	19%	20%	15%	22%
Don't know	16%	13%	13%	9%	11%	14%	13%	19%	20%	18%	14%	11%	17%	15%	16%	19%	11%	10%	12%	18%	16%	17%	18%

Taxation

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very well	3%	4%	3%	1%	1%	3%	4%	1%	5%	2%	2%	3%	2%	2%	2%	3%	3%	9%	5%	1%	2%	2%	3%
Fairly well	27%	51%	11%	23%	21%	40%	27%	27%	10%	17%	36%	43%	22%	29%	29%	28%	19%	28%	27%	28%	28%	30%	20%
Fairly badly	29%	22%	29%	39%	33%	27%	31%	28%	28%	30%	31%	27%	27%	30%	30%	27%	34%	30%	30%	31%	28%	29%	28%
Very badly	27%	12%	43%	27%	34%	19%	29%	24%	25%	34%	23%	17%	30%	23%	24%	29%	34%	22%	28%	24%	26%	29%	30%
Don't know	15%	10%	14%	10%	11%	10%	9%	20%	32%	16%	9%	9%	19%	15%	15%	14%	10%	11%	11%	17%	16%	11%	20%

Unemployment

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very well	6%	12%	3%	3%	3%	9%	8%	4%	7%	4%	8%	7%	6%	6%	6%	6%	1%	12%	8%	8%	5%	1%	3%
Fairly well	35%	56%	17%	35%	31%	46%	37%	33%	18%	28%	42%	47%	30%	39%	39%	32%	27%	33%	35%	35%	36%	38%	29%
Fairly badly	25%	14%	34%	37%	30%	20%	24%	27%	29%	27%	23%	23%	28%	25%	23%	23%	28%	33%	28%	23%	26%	27%	22%
Very badly	18%	5%	31%	17%	24%	11%	19%	16%	16%	24%	15%	10%	20%	13%	17%	20%	32%	10%	17%	16%	17%	18%	25%
Don't know	16%	13%	15%	9%	12%	14%	11%	21%	29%	17%	11%	14%	16%	17%	16%	18%	11%	11%	13%	18%	16%	16%	20%

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Inflation

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very well	2%	4%	3%	1%	2%	3%	4%	1%	7%	2%	2%	2%	3%	2%	2%	3%	-	7%	4%	1%	2%	3%	2%
Fairly well	26%	49%	9%	26%	19%	41%	26%	26%	11%	16%	37%	42%	21%	29%	30%	27%	17%	26%	27%	28%	28%	24%	20%
Fairly badly	28%	23%	30%	35%	31%	25%	29%	26%	23%	29%	28%	28%	24%	30%	28%	25%	29%	31%	28%	26%	30%	30%	24%
Very badly	24%	10%	41%	23%	32%	16%	27%	21%	20%	32%	19%	16%	27%	20%	20%	26%	35%	21%	24%	22%	22%	22%	33%
Don't know	20%	14%	18%	15%	16%	14%	14%	26%	40%	22%	15%	12%	26%	19%	20%	19%	18%	16%	17%	23%	18%	22%	20%

Britain's exit from the EU

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very well	5%	11%	2%	-	2%	9%	7%	4%	7%	3%	5%	10%	6%	5%	5%	6%	1%	9%	6%	4%	5%	5%	6%
Fairly well	26%	52%	6%	12%	10%	46%	28%	24%	21%	17%	32%	38%	20%	30%	25%	28%	17%	28%	24%	27%	27%	30%	22%
Fairly badly	20%	22%	15%	21%	18%	23%	18%	23%	26%	21%	19%	18%	18%	21%	26%	19%	16%	24%	20%	19%	23%	18%	22%
Very badly	39%	9%	70%	63%	66%	14%	41%	38%	31%	47%	39%	29%	48%	37%	31%	38%	62%	33%	45%	40%	33%	35%	39%
Don't know	9%	6%	7%	4%	4%	8%	6%	12%	15%	12%	6%	5%	9%	8%	14%	10%	5%	7%	4%	10%	12%	12%	12%

Defence

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very well	5%	8%	4%	2%	3%	6%	7%	3%	9%	4%	3%	7%	6%	6%	4%	4%	3%	9%	8%	4%	4%	2%	6%
Fairly well	37%	53%	24%	34%	35%	43%	39%	34%	27%	33%	41%	43%	28%	41%	36%	36%	34%	39%	39%	38%	36%	39%	26%
Fairly badly	18%	15%	23%	26%	22%	18%	21%	16%	21%	15%	22%	20%	16%	17%	20%	19%	18%	29%	17%	19%	19%	22%	16%
Very badly	13%	6%	21%	12%	15%	10%	14%	11%	9%	16%	11%	10%	14%	9%	13%	15%	22%	6%	14%	11%	13%	10%	17%
Don't know	27%	19%	27%	25%	25%	22%	18%	35%	33%	32%	22%	20%	35%	27%	27%	26%	24%	17%	23%	27%	29%	26%	35%

The economy

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very well	4%	9%	2%	2%	2%	7%	6%	2%	5%	2%	6%	6%	6%	3%	5%	5%	3%	8%	7%	3%	3%	3%	2%
Fairly well	34%	60%	15%	30%	26%	47%	33%	35%	28%	24%	39%	48%	26%	39%	34%	35%	22%	30%	31%	36%	36%	37%	27%
Fairly badly	31%	19%	38%	37%	36%	26%	30%	31%	30%	35%	29%	25%	28%	32%	31%	28%	32%	37%	32%	30%	27%	35%	30%
Very badly	21%	6%	36%	22%	28%	13%	23%	18%	16%	27%	18%	14%	23%	16%	17%	24%	35%	16%	23%	18%	20%	18%	26%
Don't know	11%	6%	9%	9%	8%	7%	7%	14%	21%	12%	8%	7%	17%	10%	12%	9%	8%	9%	7%	12%	13%	7%	15%

Fieldwork Dates: 30th October - 1st November 2021

Sample size: 1802 adults in GB



Total	Vote in 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Terrorism

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very well	7%	14%	5%	5%	5%	11%	10%	5%	7%	7%	8%	8%	7%	8%	6%	9%	4%	11%	8%	7%	6%	8%	7%
Fairly well	41%	51%	31%	49%	42%	45%	44%	39%	36%	37%	47%	47%	35%	44%	45%	40%	37%	44%	47%	42%	40%	42%	29%
Fairly badly	16%	12%	20%	17%	18%	15%	16%	17%	20%	16%	14%	19%	16%	14%	18%	16%	20%	22%	15%	16%	17%	19%	18%
Very badly	14%	9%	21%	10%	14%	15%	15%	13%	8%	17%	15%	11%	17%	11%	11%	16%	22%	10%	11%	13%	16%	13%	22%
Don't know	21%	14%	23%	19%	21%	15%	15%	26%	29%	24%	16%	16%	26%	22%	20%	20%	16%	14%	18%	22%	21%	18%	24%

Transport

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very well	3%	4%	3%	0%	1%	4%	4%	1%	8%	2%	2%	2%	4%	2%	2%	3%	-	5%	4%	1%	4%	2%	1%
Fairly well	27%	44%	11%	17%	19%	36%	28%	26%	22%	24%	28%	34%	28%	28%	28%	24%	24%	33%	26%	27%	25%	34%	27%
Fairly badly	31%	29%	32%	46%	36%	31%	31%	30%	18%	29%	33%	36%	27%	34%	31%	26%	31%	35%	31%	30%	34%	30%	25%
Very badly	22%	8%	39%	26%	30%	14%	25%	19%	19%	25%	23%	16%	24%	17%	20%	26%	29%	15%	27%	22%	17%	16%	23%
Don't know	18%	15%	15%	11%	13%	15%	12%	24%	33%	20%	14%	13%	16%	18%	19%	21%	16%	11%	13%	20%	20%	19%	24%

Housing

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very well	1%	1%	2%	1%	0%	1%	2%	1%	5%	1%	0%	1%	2%	1%	2%	1%	-	5%	3%	1%	0%	0%	0%
Fairly well	22%	43%	7%	14%	16%	34%	23%	21%	13%	16%	25%	35%	14%	24%	25%	24%	13%	28%	23%	24%	22%	26%	15%
Fairly badly	30%	29%	24%	44%	32%	30%	32%	29%	28%	29%	31%	34%	31%	32%	29%	28%	35%	26%	31%	30%	29%	30%	31%
Very badly	31%	12%	55%	35%	42%	21%	33%	29%	30%	37%	32%	20%	39%	29%	28%	30%	39%	30%	34%	27%	32%	29%	36%
Don't know	15%	14%	11%	6%	10%	14%	10%	20%	24%	18%	12%	10%	14%	14%	17%	17%	13%	10%	10%	17%	17%	14%	18%

Environment

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very well	3%	5%	2%	1%	1%	5%	4%	2%	9%	2%	4%	2%	3%	2%	4%	3%	1%	8%	4%	2%	2%	4%	2%
Fairly well	27%	47%	8%	19%	19%	37%	27%	26%	14%	22%	28%	39%	20%	29%	30%	25%	19%	32%	23%	26%	29%	28%	29%
Fairly badly	30%	27%	31%	43%	36%	28%	30%	31%	31%	29%	31%	32%	36%	32%	28%	27%	29%	29%	35%	32%	27%	28%	23%
Very badly	26%	9%	50%	31%	38%	15%	28%	25%	29%	31%	25%	18%	30%	23%	23%	28%	36%	22%	28%	26%	25%	23%	30%
Don't know	14%	12%	8%	6%	7%	15%	11%	17%	17%	18%	12%	9%	12%	14%	14%	16%	14%	8%	10%	14%	17%	18%	16%

Fieldwork Dates: 30th October - 1st November 2021

Sample size: 1802 adults in GB



Total	Vote in 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Welfare benefits

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very well	4%	7%	2%	1%	1%	6%	4%	3%	5%	2%	4%	5%	4%	3%	3%	3%	1%	10%	5%	3%	3%	3%	3%
Fairly well	23%	42%	8%	16%	15%	34%	25%	21%	15%	16%	29%	31%	16%	26%	20%	26%	13%	26%	25%	23%	21%	24%	18%
Fairly badly	27%	24%	26%	37%	30%	26%	25%	29%	28%	26%	26%	30%	33%	27%	29%	23%	26%	25%	26%	30%	31%	25%	
Very badly	31%	10%	53%	38%	43%	20%	34%	28%	24%	39%	31%	21%	32%	25%	32%	32%	49%	30%	32%	29%	29%	30%	39%
Don't know	16%	17%	11%	8%	11%	15%	11%	20%	28%	17%	10%	14%	15%	18%	16%	15%	10%	10%	13%	18%	17%	12%	15%

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

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base: All GB adults	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Good job	35%	64%	16%	31%	28%	49%	38%	32%	24%	28%	44%	44%	33%	37%	35%	36%	27%	33%	38%	36%	37%	34%	21%
Bad job	28%	11%	49%	27%	37%	21%	32%	24%	30%	34%	24%	22%	26%	24%	27%	31%	40%	32%	32%	25%	21%	30%	37%
Not sure	37%	25%	35%	41%	35%	31%	30%	44%	46%	39%	33%	35%	41%	39%	39%	33%	33%	35%	30%	39%	42%	37%	42%

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

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base: All GB adults	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Rishi Sunak	32%	64%	10%	23%	23%	49%	38%	26%	21%	23%	40%	45%	27%	35%	34%	33%	25%	26%	36%	31%	34%	33%	20%
Rachel Reeves	13%	2%	31%	22%	24%	5%	15%	11%	15%	14%	12%	11%	14%	11%	10%	15%	17%	17%	17%	13%	10%	9%	13%
Don't know	55%	34%	59%	55%	53%	46%	47%	63%	63%	63%	48%	45%	59%	55%	56%	52%	58%	57%	47%	56%	56%	58%	67%

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

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
I am very comfortable financially	6%	9%	5%	5%	6%	7%	8%	5%	7%	4%	6%	8%	8%	5%	7%	6%	6%	4%	9%	7%	4%	4%	1%
I am relatively comfortable financially	38%	45%	37%	56%	42%	38%	38%	38%	35%	33%	39%	48%	34%	40%	38%	38%	38%	40%	49%	41%	37%	22%	22%
I do not often have money for luxuries, but can normally comfortably cover the essentials	35%	34%	36%	29%	36%	35%	34%	35%	27%	37%	34%	35%	31%	37%	34%	34%	35%	33%	28%	35%	37%	48%	33%
I can only just afford my costs and often struggle to make ends meet	14%	11%	15%	8%	12%	15%	13%	15%	11%	17%	17%	6%	12%	14%	14%	15%	13%	14%	10%	10%	16%	16%	27%
I cannot afford my costs, and often have to go without essentials like food and heating	3%	0%	3%	1%	2%	2%	2%	3%	2%	4%	2%	0%	4%	2%	3%	2%	3%	2%	1%	2%	2%	2%	9%
Don't know	5%	1%	4%	1%	2%	2%	5%	5%	18%	5%	1%	2%	10%	3%	5%	5%	4%	7%	4%	5%	4%	7%	8%

Fieldwork Dates: 30th October - 1st November 2021

Sample size: 1802 adults in GB



Total	Vote in 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

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

Helping people get onto the housing ladder?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
A Labour government led by Keir Starmer	27%	11%	55%	37%	44%	14%	28%	26%	33%	31%	24%	21%	35%	26%	25%	24%	31%	35%	34%	29%	24%	18%	22%
A Conservative government led by Boris Johnson	21%	46%	4%	10%	13%	34%	22%	20%	17%	14%	24%	32%	16%	24%	20%	25%	12%	19%	22%	19%	22%	25%	18%
Neither	29%	27%	23%	34%	27%	33%	34%	24%	17%	30%	33%	29%	25%	27%	30%	30%	39%	28%	23%	30%	28%	34%	37%
Don't know	23%	16%	19%	20%	16%	19%	16%	29%	33%	24%	19%	19%	25%	24%	25%	21%	18%	18%	21%	22%	26%	23%	23%

Managing the economy?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
A Labour government led by Keir Starmer	19%	2%	45%	25%	32%	8%	20%	17%	23%	23%	16%	12%	26%	15%	18%	18%	23%	22%	21%	19%	16%	16%	20%
A Conservative government led by Boris Johnson	34%	71%	7%	23%	21%	53%	37%	30%	23%	22%	41%	50%	24%	40%	35%	34%	22%	27%	35%	36%	33%	35%	23%
Neither	26%	15%	27%	31%	29%	24%	28%	24%	18%	30%	25%	23%	24%	23%	23%	29%	36%	30%	25%	24%	25%	27%	35%
Don't know	22%	11%	21%	21%	18%	15%	15%	28%	35%	25%	17%	14%	26%	22%	24%	19%	20%	20%	19%	21%	26%	22%	22%

Providing more jobs?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
A Labour government led by Keir Starmer	24%	5%	54%	35%	41%	11%	25%	24%	27%	26%	24%	19%	31%	21%	21%	23%	28%	32%	28%	25%	20%	21%	23%
A Conservative government led by Boris Johnson	28%	61%	5%	15%	15%	46%	32%	25%	22%	20%	32%	42%	19%	33%	28%	30%	17%	22%	29%	30%	29%	28%	19%
Neither	25%	20%	21%	28%	26%	26%	28%	23%	17%	29%	25%	23%	24%	21%	25%	28%	40%	27%	22%	23%	25%	30%	36%
Don't know	22%	14%	20%	22%	18%	17%	16%	29%	34%	25%	18%	16%	26%	24%	25%	19%	16%	19%	20%	23%	26%	21%	22%

Keeping prices down?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
A Labour government led by Keir Starmer	20%	6%	43%	23%	31%	9%	19%	20%	30%	25%	13%	12%	27%	16%	21%	18%	21%	26%	20%	21%	18%	16%	20%
A Conservative government led by Boris Johnson	21%	44%	4%	14%	13%	32%	24%	17%	18%	14%	25%	29%	14%	22%	22%	23%	17%	21%	24%	18%	20%	25%	15%
Neither	37%	38%	31%	42%	38%	43%	42%	33%	15%	35%	45%	43%	33%	37%	33%	40%	48%	32%	34%	38%	36%	40%	45%
Don't know	22%	13%	22%	21%	18%	17%	14%	30%	37%	26%	17%	16%	26%	25%	23%	19%	14%	22%	22%	22%	26%	19%	20%

Fieldwork Dates: 30th October - 1st November 2021

Sample size: 1802 adults in GB



Total	Vote in 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Improving standards of living for people like you?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
A Labour government led by Keir Starmer	27%	6%	59%	31%	44%	12%	26%	27%	31%	31%	26%	17%	31%	22%	27%	25%	36%	35%	29%	28%	24%	24%	27%
A Conservative government led by Boris Johnson	24%	54%	4%	13%	16%	38%	28%	20%	14%	18%	28%	37%	21%	29%	21%	25%	13%	22%	28%	24%	23%	24%	17%
Neither	29%	27%	21%	39%	27%	34%	33%	26%	21%	28%	33%	33%	24%	28%	29%	32%	37%	25%	26%	29%	28%	33%	35%
Don't know	20%	13%	15%	17%	14%	15%	13%	27%	34%	24%	14%	14%	24%	20%	23%	18%	14%	18%	17%	19%	25%	19%	20%

Tackling the government's deficit?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
A Labour government led by Keir Starmer	13%	2%	32%	18%	23%	5%	14%	13%	17%	16%	12%	9%	19%	10%	13%	14%	18%	17%	15%	15%	13%	9%	13%
A Conservative government led by Boris Johnson	33%	67%	10%	26%	22%	50%	36%	30%	27%	23%	40%	48%	22%	39%	37%	33%	20%	27%	35%	35%	34%	34%	22%
Neither	30%	19%	34%	37%	35%	28%	34%	25%	19%	34%	30%	27%	32%	25%	26%	33%	42%	32%	28%	28%	26%	34%	40%
Don't know	24%	12%	24%	19%	19%	18%	15%	32%	38%	27%	19%	16%	27%	26%	25%	20%	19%	25%	22%	23%	27%	23%	24%

Reducing the number of people in poverty?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
A Labour government led by Keir Starmer	36%	16%	70%	59%	59%	20%	37%	35%	37%	39%	37%	29%	43%	33%	36%	33%	45%	41%	44%	38%	31%	26%	31%
A Conservative government led by Boris Johnson	16%	38%	2%	3%	8%	27%	19%	13%	12%	12%	18%	24%	12%	19%	15%	19%	9%	10%	18%	15%	15%	17%	14%
Neither	27%	30%	15%	25%	20%	35%	29%	25%	15%	26%	30%	31%	22%	25%	25%	31%	32%	32%	22%	25%	28%	37%	36%
Don't know	21%	17%	14%	14%	13%	18%	14%	27%	35%	23%	14%	16%	23%	23%	25%	17%	14%	17%	17%	21%	27%	20%	20%

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	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base: All GB adults	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Taxes too much and spends too much on services	28%	29%	26%	14%	22%	31%	30%	26%	33%	31%	27%	21%	27%	32%	26%	26%	21%	26%	27%	27%	29%	29%	28%
Taxes too little and spends too little on services	25%	14%	41%	44%	39%	17%	27%	24%	24%	23%	30%	25%	27%	24%	24%	24%	32%	24%	30%	26%	18%	23%	25%
Gets the balance about right	22%	42%	6%	21%	14%	34%	24%	20%	16%	15%	22%	35%	21%	20%	27%	23%	18%	18%	25%	23%	22%	21%	12%
Don't know	25%	16%	26%	22%	24%	19%	20%	31%	27%	31%	21%	19%	25%	24%	23%	27%	29%	31%	18%	24%	31%	27%	34%

Fieldwork Dates: 30th October - 1st November 2021

Sample size: 1802 adults in GB



Total	Vote in 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

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	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Too high - the rich are being made to pay too much and their taxes should be cut	4%	6%	1%	4%	3%	5%	5%	3%	6%	4%	3%	3%	4%	6%	3%	3%	3%	2%	6%	4%	4%	0%	3%
Too low - the rich are not paying enough and their taxes should be increased	63%	48%	85%	72%	78%	55%	64%	62%	53%	67%	63%	61%	60%	61%	59%	65%	72%	68%	60%	65%	61%	62%	68%
About right - the rich are already paying about the right level of tax	19%	35%	6%	16%	13%	29%	20%	18%	16%	13%	24%	28%	17%	20%	24%	19%	13%	19%	24%	18%	18%	20%	13%
Don't know	14%	10%	9%	8%	6%	12%	11%	16%	25%	16%	9%	8%	19%	12%	14%	14%	12%	11%	10%	13%	16%	17%	16%

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	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Much too high	32%	53%	14%	11%	11%	58%	33%	31%	10%	23%	41%	49%	23%	33%	31%	37%	27%	32%	26%	28%	39%	33%	43%
A little too high	18%	23%	12%	17%	16%	22%	18%	18%	12%	17%	18%	22%	16%	19%	21%	17%	8%	22%	18%	16%	19%	22%	15%
About right	25%	15%	37%	49%	42%	10%	28%	23%	34%	27%	24%	20%	29%	27%	23%	21%	32%	26%	31%	30%	20%	19%	16%
A little too low	7%	2%	15%	11%	13%	2%	6%	8%	9%	8%	8%	3%	10%	7%	6%	6%	8%	7%	9%	8%	6%	6%	6%
Much too low	3%	-	6%	4%	7%	0%	4%	2%	4%	5%	2%	1%	5%	2%	2%	2%	8%	2%	4%	3%	2%	2%	1%
Don't know	15%	7%	17%	8%	12%	8%	11%	19%	31%	21%	7%	5%	17%	12%	18%	17%	16%	10%	12%	15%	14%	17%	19%

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

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Mostly good for the country	33%	15%	57%	59%	57%	12%	35%	30%	40%	37%	32%	23%	41%	34%	29%	28%	42%	29%	43%	37%	24%	23%	22%
Mostly bad for the country	27%	43%	10%	11%	11%	46%	29%	25%	12%	23%	33%	35%	22%	27%	26%	32%	24%	27%	21%	22%	37%	28%	34%
Both good and bad for the country	29%	36%	23%	27%	26%	35%	27%	31%	21%	26%	30%	38%	22%	32%	31%	29%	24%	32%	29%	30%	26%	35%	31%
Don't know	11%	6%	10%	3%	6%	8%	8%	14%	26%	14%	5%	4%	15%	7%	14%	11%	10%	13%	7%	11%	13%	15%	13%

Competent or incompetent?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Competent	29%	61%	8%	12%	14%	48%	29%	30%	17%	23%	34%	41%	19%	34%	33%	28%	17%	32%	27%	28%	34%	39%	20%
Incompetent	57%	28%	85%	83%	78%	39%	61%	53%	61%	63%	53%	49%	64%	53%	52%	57%	73%	54%	63%	59%	51%	47%	55%
Don't know	14%	12%	7%	5%	8%	13%	10%	17%	22%	14%	13%	10%	16%	13%	15%	14%	10%	14%	10%	13%	15%	14%	24%

Fieldwork Dates: 30th October - 1st November 2021

Sample size: 1802 adults in GB



Total	Vote in 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Is decisive or indecisive?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Decisive	21%	40%	8%	13%	13%	32%	22%	21%	17%	16%	24%	30%	15%	23%	23%	23%	18%	18%	22%	21%	23%	23%	17%
Indecisive	67%	50%	86%	81%	80%	57%	68%	66%	66%	70%	66%	64%	71%	65%	65%	67%	71%	70%	69%	66%	65%	66%	69%
Don't know	12%	10%	6%	6%	7%	10%	10%	13%	17%	14%	10%	6%	13%	12%	12%	10%	11%	12%	9%	13%	12%	11%	14%

Is trustworthy or untrustworthy?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Trustworthy	21%	45%	6%	6%	9%	34%	22%	20%	19%	16%	23%	30%	13%	23%	23%	23%	15%	22%	21%	19%	23%	28%	18%
Untrustworthy	61%	34%	87%	82%	81%	44%	65%	57%	60%	68%	57%	51%	70%	57%	56%	58%	76%	63%	68%	61%	55%	53%	61%
Don't know	18%	21%	8%	12%	10%	22%	13%	23%	21%	16%	20%	19%	17%	20%	20%	19%	9%	15%	12%	19%	22%	19%	22%

Is strong or weak?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Strong	32%	60%	14%	25%	20%	48%	35%	30%	28%	26%	36%	43%	23%	37%	37%	32%	20%	31%	35%	32%	32%	41%	20%
Weak	50%	26%	73%	61%	67%	36%	52%	49%	49%	56%	48%	44%	58%	45%	44%	52%	68%	50%	52%	52%	46%	44%	57%
Don't know	17%	15%	13%	14%	12%	16%	13%	21%	23%	18%	16%	13%	19%	17%	20%	16%	11%	19%	13%	16%	22%	16%	22%

Is likeable or dislikeable?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Likeable	43%	73%	24%	28%	28%	63%	45%	41%	31%	34%	52%	55%	34%	49%	46%	43%	27%	45%	42%	42%	45%	45%	39%
Dislikeable	43%	15%	69%	62%	63%	24%	43%	43%	52%	50%	35%	35%	52%	38%	41%	41%	64%	39%	47%	45%	38%	40%	42%
Don't know	14%	12%	7%	11%	9%	13%	11%	16%	17%	15%	13%	10%	15%	14%	13%	16%	9%	16%	11%	13%	16%	15%	19%

Competent or incompetent?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Competent	31%	24%	52%	51%	48%	22%	34%	29%	25%	32%	34%	30%	31%	34%	28%	28%	38%	31%	38%	34%	28%	23%	23%
Incompetent	33%	49%	17%	24%	22%	48%	39%	27%	26%	27%	38%	40%	26%	32%	33%	38%	28%	37%	31%	30%	35%	36%	36%
Don't know	36%	27%	32%	25%	30%	30%	28%	44%	49%	41%	28%	29%	43%	34%	39%	35%	35%	32%	31%	36%	37%	41%	41%

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Sample size: 1802 adults in GB



Total	Vote in 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Is decisive or indecisive?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Decisive	20%	14%	33%	27%	26%	16%	18%	22%	16%	21%	21%	18%	20%	20%	23%	18%	21%	13%	22%	18%	20%	20%	20%
Indecisive	45%	61%	37%	46%	45%	55%	55%	36%	37%	41%	50%	53%	41%	43%	43%	52%	46%	47%	50%	43%	44%	49%	38%
Don't know	35%	26%	30%	27%	30%	29%	28%	42%	47%	38%	29%	29%	38%	37%	34%	30%	33%	39%	28%	39%	37%	31%	42%

Is trustworthy or untrustworthy?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Trustworthy	31%	21%	53%	55%	50%	18%	34%	27%	28%	27%	34%	34%	37%	31%	24%	27%	39%	35%	41%	32%	25%	18%	24%
Untrustworthy	35%	52%	19%	17%	23%	50%	39%	31%	29%	34%	39%	34%	25%	35%	37%	41%	30%	31%	33%	31%	38%	41%	37%
Don't know	35%	27%	27%	28%	27%	32%	27%	42%	43%	39%	27%	32%	38%	35%	39%	31%	31%	34%	26%	37%	37%	42%	39%

Is strong or weak?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Strong	17%	11%	31%	19%	22%	13%	16%	19%	16%	19%	17%	15%	21%	17%	18%	16%	19%	17%	19%	16%	18%	15%	19%
Weak	46%	63%	34%	47%	41%	58%	54%	38%	38%	41%	51%	53%	37%	46%	45%	52%	42%	45%	48%	45%	46%	42%	46%
Don't know	37%	27%	34%	34%	37%	30%	30%	43%	46%	40%	31%	33%	43%	37%	37%	32%	40%	38%	33%	39%	37%	43%	35%

Is likeable or dislikeable?

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Likeable	32%	23%	49%	55%	47%	23%	33%	30%	24%	28%	35%	38%	33%	31%	30%	29%	41%	35%	38%	35%	25%	24%	30%
Dislikeable	36%	55%	24%	20%	26%	51%	40%	32%	31%	34%	42%	36%	27%	37%	38%	42%	30%	32%	34%	34%	38%	44%	38%
Don't know	32%	22%	27%	25%	27%	26%	27%	37%	45%	37%	24%	26%	40%	32%	32%	29%	29%	33%	28%	32%	38%	33%	33%

Fieldwork Dates: 30th October - 1st November 2021

Sample size: 1802 adults in GB



Total	Vote in 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

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

Immigrants

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	13%	24%	5%	7%	5%	24%	16%	10%	8%	9%	18%	19%	11%	14%	14%	14%	6%	15%	12%	14%	12%	12%	18%
Fairly close	34%	31%	46%	44%	43%	32%	38%	30%	32%	30%	37%	40%	37%	34%	33%	32%	37%	36%	36%	38%	32%	32%	25%
Not very close	17%	16%	19%	20%	23%	15%	18%	17%	12%	18%	18%	19%	18%	16%	17%	17%	24%	15%	22%	15%	16%	17%	15%
Not close at all	6%	6%	3%	4%	4%	4%	6%	5%	7%	7%	4%	4%	5%	6%	5%	5%	7%	10%	5%	5%	6%	6%	8%
Don't know	30%	23%	26%	24%	25%	25%	22%	37%	40%	37%	23%	19%	29%	30%	30%	32%	26%	24%	25%	29%	34%	33%	34%

Benefit claimants

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	23%	36%	15%	24%	16%	34%	26%	20%	17%	15%	26%	35%	18%	26%	24%	22%	15%	21%	27%	24%	19%	18%	18%
Fairly close	35%	30%	49%	45%	46%	30%	37%	33%	30%	32%	43%	35%	42%	34%	35%	33%	37%	37%	38%	39%	31%	32%	29%
Not very close	13%	11%	15%	12%	16%	12%	13%	13%	9%	15%	12%	14%	11%	12%	12%	14%	20%	17%	14%	11%	14%	14%	17%
Not close at all	6%	6%	3%	3%	4%	6%	7%	5%	8%	8%	4%	3%	4%	5%	6%	7%	9%	7%	4%	4%	8%	9%	12%
Don't know	23%	16%	19%	16%	18%	18%	17%	28%	36%	30%	15%	13%	24%	24%	23%	23%	20%	18%	17%	22%	29%	27%	25%

The working class

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	19%	20%	25%	21%	21%	19%	18%	19%	19%	16%	19%	23%	19%	22%	19%	15%	13%	23%	24%	20%	15%	13%	14%
Fairly close	34%	28%	43%	48%	43%	29%	34%	33%	27%	31%	36%	37%	38%	34%	31%	32%	42%	26%	37%	35%	30%	28%	31%
Not very close	17%	21%	15%	15%	18%	21%	20%	15%	12%	15%	21%	19%	13%	15%	19%	20%	20%	25%	14%	17%	17%	25%	19%
Not close at all	11%	17%	4%	4%	3%	17%	13%	8%	8%	11%	12%	10%	6%	10%	13%	13%	9%	11%	8%	9%	14%	13%	13%
Don't know	20%	14%	14%	13%	14%	14%	14%	25%	35%	25%	12%	11%	25%	19%	19%	21%	17%	15%	15%	20%	23%	21%	24%

The trade unions

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	35%	51%	30%	44%	35%	44%	42%	29%	24%	27%	40%	50%	31%	37%	40%	34%	30%	32%	43%	36%	34%	26%	26%
Fairly close	28%	23%	37%	35%	36%	26%	28%	28%	16%	28%	34%	28%	28%	30%	24%	26%	34%	29%	29%	28%	26%	25%	33%
Not very close	9%	7%	10%	4%	9%	9%	9%	9%	11%	10%	7%	9%	8%	6%	8%	11%	14%	11%	6%	8%	10%	16%	9%
Not close at all	4%	4%	3%	3%	3%	4%	5%	4%	5%	5%	4%	2%	4%	4%	5%	5%	3%	8%	3%	4%	5%	6%	6%
Don't know	23%	15%	20%	13%	16%	18%	17%	30%	44%	30%	15%	11%	29%	23%	23%	24%	18%	21%	19%	24%	25%	28%	26%

Fieldwork Dates: 30th October - 1st November 2021

Sample size: 1802 adults in GB



Total	Vote in 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

The middle class

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	5%	3%	8%	2%	5%	4%	5%	4%	7%	4%	5%	4%	5%	4%	6%	3%	5%	7%	4%	4%	5%	5%	6%
Fairly close	29%	18%	44%	36%	41%	21%	30%	28%	27%	32%	28%	26%	35%	24%	26%	31%	38%	33%	31%	30%	28%	27%	26%
Not very close	34%	45%	29%	44%	33%	40%	38%	31%	26%	28%	39%	44%	24%	40%	34%	34%	30%	32%	38%	34%	31%	33%	32%
Not close at all	11%	20%	2%	8%	5%	18%	12%	10%	3%	8%	15%	15%	13%	12%	12%	10%	7%	8%	10%	12%	11%	12%	11%
Don't know	21%	14%	17%	10%	16%	16%	15%	27%	36%	28%	13%	11%	23%	20%	23%	22%	20%	20%	16%	21%	25%	23%	26%

Women

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	8%	6%	15%	8%	10%	6%	9%	7%	8%	7%	9%	9%	12%	7%	7%	8%	5%	11%	10%	8%	4%	5%	12%
Fairly close	31%	25%	42%	49%	43%	26%	37%	26%	27%	29%	34%	35%	32%	28%	28%	32%	43%	40%	34%	34%	28%	28%	25%
Not very close	22%	32%	16%	17%	20%	29%	21%	24%	17%	17%	26%	30%	16%	25%	23%	22%	21%	20%	24%	23%	22%	21%	19%
Not close at all	8%	11%	3%	7%	5%	11%	8%	9%	6%	9%	9%	8%	8%	9%	9%	8%	6%	8%	8%	5%	11%	9%	12%
Don't know	30%	26%	24%	19%	21%	28%	26%	35%	43%	39%	22%	18%	33%	31%	34%	30%	24%	21%	23%	31%	35%	36%	32%

People with families

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	8%	5%	15%	8%	12%	6%	6%	10%	6%	8%	8%	10%	9%	8%	8%	8%	5%	12%	10%	7%	7%	6%	11%
Fairly close	40%	36%	51%	57%	51%	37%	42%	38%	30%	37%	44%	45%	40%	39%	37%	36%	54%	42%	44%	43%	34%	36%	31%
Not very close	20%	28%	11%	15%	15%	26%	23%	16%	16%	16%	24%	24%	20%	19%	21%	21%	15%	22%	21%	17%	21%	21%	18%
Not close at all	7%	9%	2%	5%	3%	9%	9%	5%	6%	8%	7%	7%	5%	7%	7%	8%	8%	6%	4%	6%	9%	8%	11%
Don't know	26%	21%	20%	15%	19%	21%	21%	30%	43%	32%	18%	15%	26%	26%	28%	27%	19%	18%	20%	26%	29%	29%	29%

Homeowners

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	3%	1%	6%	3%	4%	1%	3%	3%	5%	3%	2%	2%	3%	2%	2%	3%	2%	8%	3%	2%	2%	3%	4%
Fairly close	22%	11%	39%	30%	35%	14%	24%	20%	18%	24%	24%	19%	22%	20%	20%	23%	27%	27%	27%	23%	20%	18%	16%
Not very close	30%	41%	24%	35%	31%	36%	33%	28%	26%	24%	35%	40%	29%	34%	31%	26%	32%	27%	33%	30%	29%	27%	29%
Not close at all	15%	27%	4%	10%	7%	25%	18%	13%	6%	11%	20%	22%	14%	15%	16%	17%	12%	14%	14%	14%	16%	18%	15%
Don't know	30%	20%	27%	23%	24%	23%	23%	36%	46%	38%	20%	17%	33%	29%	30%	31%	27%	23%	23%	30%	32%	34%	35%

Fieldwork Dates: 30th October - 1st November 2021

Sample size: 1802 adults in GB



Total	Vote in 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Older people

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	5%	2%	10%	3%	6%	4%	3%	6%	4%	5%	6%	4%	6%	4%	5%	5%	4%	5%	5%	4%	2%	7%	8%
Fairly close	25%	16%	37%	41%	34%	19%	24%	25%	23%	25%	27%	22%	27%	24%	25%	23%	26%	27%	33%	25%	20%	18%	18%
Not very close	29%	38%	24%	31%	32%	31%	35%	23%	25%	24%	29%	38%	21%	31%	28%	28%	30%	34%	30%	30%	29%	29%	23%
Not close at all	15%	24%	6%	8%	6%	24%	17%	13%	11%	11%	18%	21%	14%	15%	16%	16%	11%	15%	12%	15%	17%	16%	19%
Don't know	27%	20%	22%	17%	21%	22%	20%	33%	38%	35%	20%	15%	31%	26%	26%	28%	27%	19%	20%	27%	32%	30%	31%

Businesspeople and the City

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	5%	4%	6%	2%	4%	5%	6%	4%	6%	7%	4%	3%	3%	4%	5%	6%	9%	8%	5%	4%	7%	6%	6%
Fairly close	15%	10%	23%	14%	19%	13%	15%	15%	12%	14%	17%	17%	20%	12%	16%	14%	21%	18%	12%	16%	17%	15%	17%
Not very close	30%	30%	33%	42%	36%	29%	32%	27%	28%	25%	31%	37%	27%	34%	26%	28%	30%	27%	36%	29%	26%	32%	22%
Not close at all	22%	36%	14%	21%	18%	29%	27%	17%	14%	19%	26%	26%	19%	23%	25%	24%	10%	23%	26%	24%	18%	15%	19%
Don't know	28%	20%	24%	21%	22%	23%	20%	36%	41%	35%	22%	17%	32%	27%	29%	28%	29%	24%	22%	26%	33%	32%	36%

Rich people

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	7%	6%	5%	3%	5%	7%	8%	5%	6%	9%	5%	5%	5%	5%	7%	8%	10%	9%	4%	5%	9%	7%	13%
Fairly close	12%	11%	16%	9%	13%	13%	13%	12%	11%	12%	14%	12%	13%	9%	12%	14%	18%	14%	11%	12%	14%	12%	15%
Not very close	25%	21%	32%	39%	35%	20%	25%	25%	22%	23%	28%	26%	25%	27%	23%	20%	31%	26%	26%	25%	22%	31%	21%
Not close at all	32%	46%	28%	34%	30%	39%	37%	27%	24%	27%	36%	42%	28%	36%	32%	33%	22%	30%	42%	34%	27%	23%	23%
Don't know	24%	16%	19%	15%	16%	20%	17%	31%	37%	29%	17%	15%	28%	22%	26%	24%	19%	20%	18%	23%	28%	28%	28%

People in the North

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	9%	10%	11%	15%	11%	8%	9%	9%	10%	8%	9%	10%	8%	12%	7%	8%	4%	14%	12%	9%	8%	5%	8%
Fairly close	34%	31%	45%	47%	42%	32%	37%	31%	26%	33%	36%	38%	32%	37%	30%	31%	39%	32%	40%	35%	29%	29%	30%
Not very close	17%	21%	16%	14%	18%	20%	19%	15%	15%	13%	20%	22%	13%	15%	20%	18%	22%	17%	18%	16%	19%	19%	13%
Not close at all	12%	18%	6%	6%	7%	17%	13%	10%	5%	11%	14%	13%	8%	8%	11%	19%	10%	13%	10%	10%	12%	14%	16%
Don't know	28%	20%	23%	18%	21%	23%	21%	35%	44%	35%	21%	17%	39%	29%	31%	23%	24%	25%	21%	30%	32%	33%	34%

Fieldwork Dates: 30th October - 1st November 2021

Sample size: 1802 adults in GB



Total	Vote in 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

People in the South

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	5%	4%	7%	3%	5%	5%	6%	4%	4%	5%	5%	4%	6%	2%	4%	7%	4%	9%	5%	3%	5%	6%	6%
Fairly close	24%	18%	36%	28%	33%	21%	25%	22%	20%	23%	27%	24%	24%	19%	25%	26%	35%	27%	28%	24%	21%	22%	21%
Not very close	28%	35%	27%	36%	30%	32%	32%	25%	23%	24%	30%	37%	21%	35%	23%	26%	29%	26%	32%	28%	27%	28%	21%
Not close at all	14%	22%	6%	9%	10%	19%	16%	12%	8%	12%	16%	17%	11%	15%	13%	15%	9%	14%	13%	14%	14%	11%	16%
Don't know	29%	21%	25%	23%	22%	24%	21%	38%	45%	36%	22%	18%	39%	29%	34%	26%	24%	24%	21%	31%	33%	33%	36%

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

Immigrants

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	4%	4%	3%	1%	1%	7%	5%	4%	6%	3%	5%	4%	4%	4%	4%	4%	3%	8%	3%	3%	6%	4%	6%
Fairly close	14%	24%	6%	6%	8%	22%	15%	13%	9%	10%	17%	21%	11%	17%	13%	14%	10%	11%	10%	13%	16%	17%	17%
Not very close	28%	42%	18%	32%	24%	37%	30%	27%	21%	20%	34%	41%	20%	30%	32%	30%	18%	35%	31%	31%	23%	27%	27%
Not close at all	33%	13%	60%	50%	54%	15%	36%	30%	30%	41%	31%	21%	43%	29%	26%	30%	55%	29%	40%	34%	27%	29%	28%
Don't know	21%	16%	13%	11%	13%	19%	15%	26%	34%	26%	14%	13%	22%	20%	25%	22%	15%	18%	16%	19%	28%	23%	22%

Benefit claimants

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	2%	2%	1%	-	0%	3%	2%	1%	3%	1%	2%	1%	0%	2%	1%	2%	-	4%	2%	0%	3%	1%	2%
Fairly close	11%	23%	4%	7%	8%	17%	11%	12%	9%	8%	14%	16%	11%	15%	10%	10%	5%	9%	12%	11%	11%	15%	9%
Not very close	29%	43%	17%	32%	24%	39%	30%	27%	15%	20%	31%	46%	24%	30%	30%	28%	24%	36%	28%	31%	26%	30%	26%
Not close at all	39%	16%	67%	53%	58%	25%	42%	36%	37%	46%	41%	27%	42%	36%	36%	40%	57%	33%	43%	39%	36%	33%	45%
Don't know	19%	15%	11%	9%	10%	16%	14%	24%	36%	25%	11%	10%	22%	18%	23%	19%	13%	18%	15%	19%	25%	22%	18%

The working class

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	2%	3%	2%	0%	1%	3%	2%	2%	4%	2%	2%	1%	1%	3%	1%	2%	-	7%	2%	2%	3%	1%	3%
Fairly close	17%	35%	6%	16%	13%	26%	19%	16%	14%	12%	19%	26%	16%	20%	19%	15%	12%	16%	21%	17%	16%	18%	12%
Not very close	30%	36%	22%	41%	28%	37%	32%	28%	24%	24%	34%	39%	29%	31%	31%	29%	27%	28%	32%	32%	25%	30%	29%
Not close at all	34%	13%	59%	37%	49%	21%	35%	32%	27%	39%	35%	25%	36%	30%	28%	37%	46%	32%	32%	33%	34%	32%	39%
Don't know	17%	12%	11%	5%	10%	13%	12%	22%	31%	23%	9%	9%	18%	16%	20%	18%	15%	17%	13%	16%	22%	19%	18%

Fieldwork Dates: 30th October - 1st November 2021

Sample size: 1802 adults in GB



Total	Vote in 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

The trade unions

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	1%	1%	1%	0%	0%	1%	1%	1%	4%	1%	0%	0%	0%	1%	1%	1%	-	4%	1%	1%	1%	0%	1%
Fairly close	6%	8%	4%	3%	5%	7%	5%	7%	6%	8%	5%	4%	8%	5%	6%	6%	3%	12%	4%	6%	7%	11%	4%
Not very close	27%	39%	16%	26%	23%	35%	26%	27%	20%	21%	31%	36%	24%	27%	30%	26%	24%	25%	29%	27%	25%	29%	21%
Not close at all	45%	38%	65%	61%	60%	39%	53%	38%	31%	43%	52%	49%	46%	46%	41%	45%	56%	40%	51%	46%	41%	35%	49%
Don't know	21%	15%	14%	9%	11%	18%	14%	27%	39%	28%	11%	11%	23%	21%	22%	21%	17%	19%	15%	20%	27%	24%	26%

The middle class

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	10%	12%	12%	10%	10%	11%	12%	8%	9%	11%	10%	10%	9%	8%	11%	13%	7%	13%	13%	9%	9%	10%	7%
Fairly close	51%	63%	49%	58%	51%	59%	52%	49%	43%	42%	59%	61%	50%	54%	49%	48%	50%	50%	52%	53%	49%	50%	45%
Not very close	14%	11%	18%	16%	17%	12%	16%	13%	10%	15%	13%	17%	12%	14%	13%	15%	16%	14%	15%	16%	9%	15%	16%
Not close at all	8%	3%	10%	11%	10%	5%	8%	7%	5%	10%	9%	4%	9%	7%	7%	7%	10%	4%	6%	6%	10%	5%	13%
Don't know	17%	11%	11%	5%	10%	13%	12%	22%	33%	23%	9%	8%	20%	16%	20%	17%	17%	19%	14%	16%	22%	20%	20%

Women

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	3%	5%	2%	2%	2%	4%	3%	3%	4%	2%	3%	3%	3%	3%	5%	2%	1%	5%	3%	3%	2%	3%	4%
Fairly close	28%	50%	13%	23%	21%	43%	33%	23%	14%	18%	33%	46%	22%	31%	30%	27%	21%	34%	30%	29%	29%	27%	21%
Not very close	27%	19%	37%	42%	37%	23%	27%	28%	25%	26%	31%	28%	31%	27%	24%	27%	32%	28%	30%	28%	25%	24%	28%
Not close at all	16%	6%	29%	18%	24%	9%	14%	18%	15%	22%	15%	8%	18%	14%	13%	19%	22%	14%	17%	16%	15%	17%	19%
Don't know	25%	20%	19%	15%	16%	21%	22%	29%	42%	31%	18%	14%	26%	25%	28%	25%	24%	20%	21%	25%	29%	29%	28%

People with families

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	3%	5%	2%	2%	2%	4%	3%	2%	4%	3%	2%	4%	3%	4%	2%	2%	1%	6%	5%	2%	2%	1%	2%
Fairly close	31%	52%	18%	33%	27%	41%	34%	27%	23%	21%	38%	43%	28%	35%	31%	29%	24%	28%	34%	33%	27%	29%	23%
Not very close	29%	21%	36%	38%	35%	28%	30%	28%	20%	27%	32%	33%	28%	28%	28%	31%	30%	30%	29%	28%	30%	29%	29%
Not close at all	16%	5%	28%	18%	22%	10%	15%	16%	11%	21%	15%	9%	15%	12%	13%	18%	27%	15%	14%	15%	14%	16%	22%
Don't know	22%	16%	16%	10%	14%	17%	18%	26%	43%	28%	13%	11%	26%	21%	25%	22%	18%	21%	18%	22%	27%	25%	24%

Fieldwork Dates: 30th October - 1st November 2021

Sample size: 1802 adults in GB



Total	Vote in 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Homeowners

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	13%	14%	16%	14%	14%	12%	14%	11%	17%	11%	12%	14%	15%	13%	11%	12%	10%	16%	15%	14%	11%	9%	12%
Fairly close	42%	55%	39%	51%	44%	51%	44%	41%	22%	35%	54%	54%	37%	45%	46%	40%	40%	46%	48%	43%	38%	43%	34%
Not very close	16%	13%	17%	15%	19%	16%	18%	14%	15%	17%	14%	17%	17%	16%	14%	16%	21%	10%	14%	14%	18%	17%	20%
Not close at all	8%	4%	12%	10%	10%	6%	9%	8%	7%	11%	9%	4%	7%	8%	6%	10%	12%	8%	8%	8%	8%	11%	
Don't know	21%	14%	16%	10%	13%	15%	16%	26%	40%	27%	11%	11%	24%	19%	23%	22%	18%	21%	16%	20%	26%	23%	23%

Older people

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	12%	9%	20%	17%	17%	7%	17%	7%	27%	16%	6%	5%	14%	13%	11%	12%	8%	14%	18%	13%	6%	11%	6%
Fairly close	28%	41%	22%	34%	29%	32%	31%	25%	18%	24%	34%	33%	25%	32%	28%	24%	26%	30%	33%	31%	23%	23%	19%
Not very close	22%	25%	22%	20%	22%	28%	19%	26%	13%	16%	29%	31%	23%	20%	24%	25%	21%	24%	20%	21%	26%	26%	22%
Not close at all	17%	11%	23%	18%	19%	17%	16%	18%	4%	17%	18%	22%	15%	17%	15%	18%	24%	15%	13%	16%	19%	17%	27%
Don't know	21%	14%	14%	11%	13%	16%	16%	25%	38%	27%	12%	9%	23%	18%	23%	22%	20%	17%	16%	18%	26%	23%	26%

Businesspeople and the City

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	47%	44%	60%	51%	56%	47%	51%	43%	37%	43%	53%	54%	44%	45%	45%	51%	52%	47%	51%	49%	43%	44%	42%
Fairly close	27%	38%	21%	28%	25%	34%	27%	26%	18%	23%	30%	34%	29%	29%	27%	22%	28%	26%	28%	28%	24%	30%	26%
Not very close	5%	4%	4%	6%	6%	3%	5%	4%	8%	5%	5%	2%	4%	5%	5%	4%	5%	7%	5%	4%	4%	4%	6%
Not close at all	3%	2%	4%	5%	3%	2%	4%	3%	2%	5%	2%	1%	2%	4%	2%	6%	1%	1%	3%	3%	4%	2%	6%
Don't know	18%	12%	12%	9%	10%	14%	12%	24%	35%	24%	10%	8%	21%	17%	21%	18%	14%	18%	13%	17%	25%	20%	20%

Rich people

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	58%	49%	79%	71%	72%	54%	63%	54%	45%	57%	62%	63%	59%	57%	56%	60%	66%	56%	61%	62%	56%	52%	54%
Fairly close	19%	34%	8%	20%	14%	27%	20%	19%	18%	14%	25%	24%	19%	21%	22%	17%	16%	19%	21%	20%	17%	23%	16%
Not very close	3%	3%	1%	2%	3%	3%	3%	3%	5%	3%	2%	2%	2%	3%	2%	4%	4%	6%	3%	2%	2%	5%	6%
Not close at all	2%	1%	3%	1%	2%	2%	2%	2%	1%	4%	1%	1%	1%	2%	2%	3%	1%	1%	2%	1%	2%	4%	4%
Don't know	17%	13%	9%	6%	9%	14%	12%	22%	31%	22%	9%	9%	19%	16%	19%	16%	13%	19%	12%	15%	23%	18%	21%

Fieldwork Dates: 30th October - 1st November 2021

Sample size: 1802 adults in GB



Total	Vote in 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

People in the North

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	2%	3%	1%	0%	1%	2%	2%	1%	4%	2%	1%	1%	2%	2%	1%	1%	1%	5%	2%	2%	2%	1%	1%
Fairly close	16%	29%	10%	11%	13%	21%	17%	14%	12%	12%	18%	21%	18%	18%	17%	13%	10%	15%	19%	17%	15%	13%	8%
Not very close	33%	36%	32%	45%	36%	35%	39%	27%	25%	28%	36%	40%	28%	35%	31%	31%	33%	36%	35%	34%	29%	33%	29%
Not close at all	25%	14%	38%	30%	32%	21%	24%	26%	16%	27%	26%	22%	18%	19%	22%	36%	34%	19%	25%	22%	26%	24%	28%
Don't know	26%	18%	19%	14%	18%	21%	18%	32%	42%	31%	19%	15%	34%	26%	29%	20%	23%	26%	20%	25%	29%	27%	35%

People in the South

Unweighted base	1802	608	458	168	727	715	804	998	174	737	423	468	217	600	301	446	145	93	526	540	342	195	199
Base	1802	626	451	164	669	714	876	926	196	751	434	420	216	605	299	434	155	92	505	523	378	199	197
Very close	22%	22%	28%	21%	23%	25%	23%	21%	13%	22%	24%	24%	10%	14%	28%	33%	28%	23%	25%	21%	20%	22%	20%
Fairly close	38%	48%	35%	44%	41%	41%	43%	34%	35%	30%	45%	48%	38%	43%	31%	37%	39%	33%	41%	41%	35%	38%	30%
Not very close	10%	10%	10%	17%	13%	10%	12%	9%	8%	11%	7%	12%	13%	14%	8%	6%	6%	12%	10%	10%	10%	8%	10%
Not close at all	5%	2%	8%	5%	6%	3%	6%	4%	3%	7%	4%	2%	7%	4%	5%	4%	5%	8%	5%	4%	4%	5%	7%
Don't know	25%	17%	20%	13%	17%	20%	17%	33%	42%	30%	19%	14%	32%	26%	29%	20%	22%	23%	19%	24%	30%	27%	33%

Cell Contents (Column Percentages)