

Fieldwork Dates: 27th - 29th May 2023

Sample size: 1806 adults in GB



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

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

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base: All GB adults	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Approve	15%	27%	6%	14%	11%	20%	18%	13%	20%	11%	12%	23%	20%	17%	17%	12%	7%	16%	18%	17%	15%	10%	9%
Disapprove	65%	51%	83%	75%	75%	60%	67%	64%	52%	69%	70%	60%	65%	61%	65%	67%	73%	71%	71%	61%	63%	64%	66%
Don't know	19%	23%	11%	11%	13%	19%	15%	24%	29%	20%	17%	17%	14%	22%	18%	21%	20%	13%	11%	21%	22%	25%	26%

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	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
0 - Would never consider voting for them	40%	11%	71%	36%	52%	28%	41%	39%	37%	47%	41%	28%	39%	34%	37%	45%	48%	52%	40%	38%	36%	43%	47%
1	6%	4%	6%	16%	9%	4%	6%	7%	7%	6%	7%	6%	5%	7%	5%	7%	9%	4%	6%	7%	6%	7%	5%
2	6%	4%	5%	11%	6%	4%	6%	5%	10%	6%	5%	4%	9%	4%	7%	4%	7%	4%	6%	7%	6%	5%	2%
3	5%	5%	4%	8%	4%	5%	6%	5%	7%	7%	4%	4%	6%	6%	4%	5%	4%	9%	5%	5%	8%	4%	5%
4	3%	3%	2%	6%	3%	3%	3%	3%	4%	3%	4%	3%	2%	5%	4%	2%	5%	-	4%	3%	3%	5%	2%
5	8%	12%	3%	8%	6%	11%	7%	9%	4%	8%	10%	9%	6%	8%	11%	8%	7%	5%	8%	7%	10%	8%	9%
6	4%	8%	1%	4%	3%	6%	4%	4%	4%	3%	5%	6%	2%	6%	4%	4%	4%	3%	5%	4%	6%	2%	3%
7	6%	12%	2%	1%	5%	8%	6%	6%	2%	4%	6%	11%	5%	6%	7%	5%	7%	2%	6%	6%	6%	4%	4%
8	5%	12%	0%	1%	3%	7%	5%	5%	3%	3%	5%	8%	3%	6%	7%	3%	3%	4%	4%	7%	3%	5%	3%
9	2%	6%	0%	1%	2%	4%	2%	3%	1%	1%	2%	6%	4%	3%	2%	3%	1%	1%	2%	3%	2%	3%	1%
10 - Would definitely consider voting for them	8%	19%	1%	1%	4%	13%	7%	8%	4%	3%	10%	16%	6%	11%	9%	5%	0%	12%	9%	8%	8%	5%	7%
prefer not to answer	6%	3%	5%	6%	4%	5%	6%	7%	17%	9%	2%	1%	13%	4%	6%	8%	6%	5%	5%	6%	6%	9%	12%

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Labour

	Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
	Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
0 - Would never consider voting for them		24%	43%	3%	6%	12%	38%	24%	24%	9%	17%	29%	38%	14%	28%	26%	25%	13%	30%	18%	26%	25%	23%	33%
1		4%	6%	2%	3%	2%	7%	6%	3%	3%	3%	5%	6%	3%	5%	3%	4%	6%	4%	4%	4%	5%	6%	3%
2		5%	8%	2%	7%	5%	6%	5%	6%	2%	3%	8%	9%	3%	6%	5%	4%	10%	5%	5%	5%	5%	9%	4%
3		5%	7%	2%	1%	5%	7%	6%	5%	6%	5%	5%	5%	4%	5%	6%	5%	7%	4%	6%	6%	5%	3%	3%
4		7%	9%	4%	9%	7%	7%	7%	6%	7%	8%	6%	6%	8%	7%	6%	6%	9%	4%	6%	6%	8%	9%	5%
5		9%	10%	5%	14%	9%	9%	8%	10%	7%	11%	7%	9%	6%	9%	11%	8%	12%	5%	8%	9%	12%	7%	8%
6		6%	4%	8%	10%	7%	5%	6%	7%	9%	7%	5%	5%	5%	8%	6%	5%	7%	6%	8%	6%	8%	7%	2%
7		8%	4%	9%	13%	11%	4%	8%	7%	12%	9%	7%	4%	9%	7%	7%	6%	12%	9%	10%	8%	7%	5%	6%
8		7%	3%	13%	11%	10%	3%	6%	7%	10%	6%	6%	7%	8%	7%	5%	8%	5%	8%	7%	7%	6%	11%	5%
9		3%	0%	8%	3%	4%	1%	3%	3%	7%	3%	3%	2%	6%	2%	3%	3%	1%	6%	3%	4%	3%	3%	2%
10 - Would definitely consider voting for them		15%	4%	38%	17%	23%	9%	14%	16%	12%	19%	16%	8%	20%	12%	15%	17%	10%	14%	20%	14%	11%	9%	17%
prefer not to answer		6%	3%	5%	6%	4%	5%	6%	7%	17%	9%	2%	1%	13%	4%	6%	8%	6%	5%	5%	6%	6%	9%	12%

Liberal Democrats

	Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
	Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
0 - Would never consider voting for them		27%	41%	14%	2%	12%	41%	31%	23%	15%	20%	33%	37%	24%	25%	30%	25%	23%	39%	21%	26%	29%	27%	35%
1		5%	6%	5%	2%	3%	6%	6%	5%	5%	5%	4%	6%	6%	4%	7%	5%	4%	9%	4%	5%	5%	8%	5%
2		7%	9%	5%	2%	6%	8%	6%	7%	5%	6%	8%	7%	4%	7%	6%	8%	11%	1%	5%	8%	7%	8%	6%
3		7%	9%	7%	3%	7%	8%	7%	8%	7%	8%	8%	7%	6%	7%	8%	9%	10%	4%	7%	7%	8%	7%	9%
4		7%	6%	8%	6%	7%	7%	8%	6%	6%	7%	6%	7%	8%	6%	5%	8%	8%	10%	6%	7%	8%	8%	7%
5		14%	15%	15%	12%	17%	11%	12%	16%	16%	14%	14%	13%	10%	15%	15%	14%	19%	9%	15%	14%	16%	12%	10%
6		8%	5%	13%	10%	10%	5%	7%	8%	9%	9%	6%	7%	8%	9%	10%	6%	7%	7%	10%	7%	9%	6%	4%
7		7%	3%	12%	16%	13%	3%	7%	8%	6%	8%	7%	6%	8%	9%	5%	7%	4%	6%	9%	8%	5%	6%	4%
8		5%	2%	7%	16%	8%	2%	4%	6%	7%	6%	4%	3%	4%	7%	3%	4%	5%	5%	7%	5%	3%	5%	3%
9		2%	0%	2%	6%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	-	3%	1%	2%	2%	1%
10 - Would definitely consider voting for them		5%	2%	8%	19%	8%	2%	4%	6%	5%	6%	5%	4%	7%	6%	3%	4%	2%	5%	8%	5%	2%	1%	5%
prefer not to answer		6%	3%	5%	6%	4%	5%	6%	7%	17%	9%	2%	1%	13%	4%	6%	8%	6%	5%	5%	6%	6%	9%	12%

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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	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base: All GB adults	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196	
Health	45%	43%	54%	50%	53%	42%	39%	51%	36%	39%	55%	50%	36%	49%	46%	43%	49%	41%	51%	42%	44%	45%	43%	
Immigration & Asylum	35%	60%	15%	12%	17%	61%	36%	35%	13%	23%	46%	54%	24%	40%	41%	36%	21%	26%	29%	33%	42%	40%	37%	
Crime	16%	22%	10%	10%	11%	22%	17%	15%	7%	17%	16%	18%	20%	16%	17%	17%	7%	8%	15%	16%	18%	15%	14%	
The economy	56%	61%	55%	55%	60%	55%	56%	55%	48%	56%	56%	59%	46%	59%	53%	55%	58%	60%	58%	60%	51%	57%	46%	
Tax	11%	11%	9%	6%	7%	12%	13%	9%	16%	15%	7%	5%	15%	8%	13%	12%	10%	13%	8%	13%	11%	16%	9%	
Pensions	6%	8%	4%	2%	5%	9%	7%	6%	2%	2%	7%	14%	2%	6%	8%	7%	10%	6%	5%	7%	8%	7%	6%	
Education	12%	8%	17%	18%	17%	6%	10%	13%	11%	14%	11%	9%	11%	12%	11%	11%	15%	12%	17%	10%	11%	7%	8%	
Family life & childcare	7%	4%	9%	9%	8%	5%	6%	8%	9%	10%	4%	3%	9%	7%	7%	6%	5%	7%	7%	6%	9%	7%	4%	
Housing	20%	16%	27%	16%	22%	16%	18%	22%	29%	23%	16%	16%	28%	19%	20%	19%	19%	17%	17%	21%	19%	26%	22%	
The environment	24%	16%	34%	35%	34%	16%	23%	25%	22%	29%	23%	16%	25%	23%	27%	21%	24%	28%	29%	27%	18%	23%	15%	
Britain leaving the EU	19%	13%	22%	34%	29%	13%	21%	17%	14%	17%	23%	22%	17%	18%	19%	19%	28%	16%	26%	18%	16%	12%	18%	
Transport	3%	2%	5%	6%	4%	2%	4%	2%	6%	3%	3%	3%	6%	3%	2%	4%	0%	4%	3%	5%	2%	1%	3%	
Welfare benefits	7%	6%	8%	5%	7%	7%	8%	7%	7%	8%	7%	7%	7%	6%	7%	8%	11%	11%	5%	7%	7%	8%	17%	
Defence and security	10%	16%	4%	11%	8%	14%	12%	8%	2%	8%	9%	17%	8%	13%	7%	9%	4%	13%	10%	9%	11%	6%	12%	
None of these	1%	0%	1%	-	0%	0%	0%	1%	2%	1%	1%	-	1%	0%	0%	1%	1%	2%	1%	0%	1%	-	2%	
Don't know	4%	1%	3%	3%	2%	2%	3%	4%	10%	5%	2%	0%	5%	2%	4%	4%	6%	3%	2%	3%	4%	5%	9%	

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

National Health Service

	Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196	
Very well	2%	2%	1%	1%	2%	2%	3%	1%	6%	2%	2%	1%	5%	2%	2%	1%	1%	1%	3%	1%	2%	1%	3%	
Fairly well	11%	19%	4%	8%	7%	16%	13%	9%	8%	10%	11%	15%	20%	11%	11%	9%	4%	9%	12%	12%	11%	9%	7%	
Fairly badly	24%	32%	15%	22%	20%	27%	24%	25%	31%	22%	22%	27%	19%	26%	23%	27%	23%	18%	22%	28%	24%	23%	21%	
Very badly	57%	42%	76%	67%	69%	50%	55%	58%	44%	59%	63%	52%	51%	55%	59%	57%	65%	61%	62%	52%	56%	59%	56%	
Don't know	6%	5%	4%	1%	2%	6%	5%	7%	12%	7%	3%	5%	5%	6%	5%	6%	8%	12%	2%	6%	7%	8%	13%	

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Immigration

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Very well	2%	1%	2%	2%	3%	1%	3%	1%	6%	2%	1%	-	9%	1%	1%	1%	1%	-	4%	1%	1%	0%	2%
Fairly well	8%	9%	5%	9%	8%	5%	9%	7%	18%	9%	5%	5%	12%	7%	9%	7%	8%	8%	8%	9%	9%	9%	3%
Fairly badly	26%	29%	21%	27%	27%	24%	23%	28%	29%	25%	23%	28%	21%	28%	25%	24%	30%	22%	24%	28%	28%	24%	22%
Very badly	55%	55%	62%	56%	56%	63%	58%	52%	30%	50%	68%	61%	47%	56%	58%	56%	52%	53%	59%	53%	52%	54%	56%
Don't know	10%	6%	10%	6%	7%	6%	8%	12%	17%	13%	4%	7%	11%	9%	7%	12%	10%	17%	5%	10%	11%	12%	18%

Crime

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Very well	2%	1%	1%	5%	3%	1%	3%	1%	5%	3%	1%	0%	6%	1%	2%	1%	1%	1%	4%	1%	2%	1%	0%
Fairly well	18%	29%	9%	15%	16%	21%	20%	17%	17%	18%	15%	25%	17%	22%	17%	17%	12%	21%	19%	21%	19%	16%	12%
Fairly badly	35%	34%	36%	42%	39%	34%	34%	37%	35%	32%	39%	38%	34%	32%	37%	39%	41%	28%	37%	37%	33%	34%	31%
Very badly	32%	28%	43%	28%	32%	35%	37%	28%	23%	34%	37%	29%	35%	31%	33%	34%	29%	30%	32%	29%	33%	35%	37%
Don't know	12%	8%	11%	9%	11%	8%	7%	17%	20%	14%	9%	8%	8%	13%	11%	9%	17%	20%	8%	12%	12%	14%	19%

Education

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Very well	3%	2%	3%	3%	3%	2%	4%	2%	11%	4%	1%	0%	11%	2%	3%	2%	3%	2%	5%	4%	2%	1%	4%
Fairly well	23%	37%	11%	14%	17%	28%	24%	22%	20%	21%	20%	30%	23%	25%	22%	22%	14%	31%	24%	25%	22%	21%	19%
Fairly badly	29%	29%	25%	37%	31%	29%	28%	30%	28%	28%	32%	28%	26%	31%	30%	27%	33%	23%	28%	32%	30%	27%	24%
Very badly	30%	16%	51%	36%	39%	25%	31%	28%	25%	30%	35%	25%	27%	28%	29%	31%	35%	27%	35%	24%	30%	28%	31%
Don't know	15%	16%	10%	10%	10%	16%	13%	18%	16%	16%	12%	16%	13%	15%	15%	17%	14%	17%	8%	15%	16%	23%	23%

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Taxation

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Very well	2%	2%	1%	3%	2%	1%	3%	1%	5%	2%	1%	1%	7%	1%	2%	1%	1%	-	3%	2%	1%	2%	1%
Fairly well	19%	35%	8%	15%	14%	28%	21%	18%	15%	14%	22%	28%	20%	23%	21%	16%	12%	17%	23%	19%	19%	15%	15%
Fairly badly	32%	32%	29%	45%	39%	29%	32%	32%	31%	30%	33%	35%	29%	34%	32%	32%	35%	29%	34%	34%	33%	30%	24%
Very badly	34%	23%	50%	29%	36%	31%	36%	33%	33%	38%	36%	25%	35%	30%	33%	38%	38%	40%	35%	32%	33%	36%	40%
Don't know	13%	9%	11%	9%	9%	11%	8%	17%	16%	15%	8%	11%	8%	13%	12%	14%	14%	15%	6%	13%	14%	17%	20%

Unemployment

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Very well	3%	5%	2%	2%	2%	4%	5%	2%	7%	2%	4%	3%	8%	4%	3%	2%	1%	1%	5%	3%	3%	3%	1%
Fairly well	30%	47%	15%	35%	25%	39%	34%	26%	20%	28%	34%	35%	24%	38%	34%	25%	19%	24%	35%	31%	32%	24%	19%
Fairly badly	27%	20%	30%	31%	31%	22%	24%	29%	29%	28%	24%	26%	31%	23%	24%	30%	33%	31%	28%	27%	25%	30%	23%
Very badly	21%	11%	36%	21%	25%	18%	23%	20%	24%	23%	23%	17%	24%	17%	22%	24%	28%	21%	20%	20%	20%	21%	31%
Don't know	18%	17%	16%	11%	16%	18%	13%	24%	20%	19%	16%	19%	13%	18%	17%	19%	20%	24%	12%	18%	20%	22%	26%

Inflation

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Very well	1%	1%	1%	2%	1%	1%	2%	1%	4%	1%	1%	1%	3%	2%	1%	0%	1%	-	2%	1%	1%	1%	1%
Fairly well	14%	26%	6%	10%	11%	20%	14%	14%	11%	9%	15%	24%	21%	16%	11%	11%	11%	16%	17%	14%	13%	11%	11%
Fairly badly	29%	35%	20%	37%	29%	33%	29%	30%	23%	26%	31%	36%	25%	33%	29%	30%	24%	18%	27%	33%	31%	26%	23%
Very badly	47%	31%	68%	47%	53%	39%	50%	44%	50%	55%	46%	32%	46%	42%	49%	49%	53%	56%	48%	44%	45%	52%	51%
Don't know	9%	7%	5%	4%	6%	7%	5%	12%	12%	9%	7%	8%	5%	8%	10%	10%	11%	10%	6%	8%	10%	10%	14%

Fieldwork Dates: 27th - 29th May 2023

Sample size: 1806 adults in GB



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

Britain's exit from the EU

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Very well	3%	4%	1%	1%	1%	4%	3%	2%	6%	1%	3%	3%	3%	3%	3%	2%	1%	-	3%	3%	3%	0%	2%
Fairly well	18%	34%	7%	11%	11%	30%	18%	19%	10%	15%	19%	27%	18%	22%	17%	19%	6%	18%	16%	20%	23%	15%	12%
Fairly badly	23%	29%	15%	20%	18%	27%	23%	23%	29%	22%	23%	23%	20%	25%	25%	22%	22%	21%	20%	25%	23%	27%	23%
Very badly	44%	26%	68%	64%	63%	30%	48%	41%	37%	48%	47%	39%	48%	39%	45%	45%	57%	44%	54%	41%	37%	43%	45%
Don't know	12%	8%	8%	5%	6%	9%	8%	15%	18%	14%	8%	8%	11%	10%	10%	12%	14%	18%	6%	11%	15%	14%	18%

Defence

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Very well	5%	7%	5%	4%	5%	5%	8%	3%	10%	6%	4%	3%	11%	4%	6%	4%	4%	5%	6%	6%	4%	5%	3%
Fairly well	35%	45%	25%	43%	36%	37%	36%	34%	32%	32%	37%	39%	32%	40%	36%	33%	26%	30%	38%	37%	36%	29%	28%
Fairly badly	22%	21%	22%	23%	19%	25%	24%	20%	25%	18%	23%	26%	20%	22%	20%	22%	28%	20%	23%	20%	23%	26%	17%
Very badly	14%	10%	21%	11%	15%	14%	18%	11%	12%	14%	16%	13%	16%	13%	12%	17%	15%	12%	13%	14%	12%	17%	20%
Don't know	24%	17%	27%	20%	26%	18%	15%	32%	21%	29%	20%	18%	21%	21%	26%	24%	27%	33%	20%	23%	24%	23%	32%

The economy

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Very well	2%	2%	1%	2%	2%	2%	3%	1%	4%	2%	1%	2%	4%	1%	2%	1%	1%	3%	3%	1%	2%	-	1%
Fairly well	17%	33%	5%	11%	11%	26%	18%	16%	12%	11%	19%	28%	19%	21%	16%	14%	7%	15%	17%	19%	17%	12%	12%
Fairly badly	31%	35%	24%	40%	31%	32%	31%	31%	33%	30%	29%	35%	32%	32%	32%	29%	31%	27%	31%	32%	32%	33%	27%
Very badly	43%	25%	64%	45%	52%	36%	43%	43%	37%	48%	47%	32%	39%	39%	43%	48%	51%	45%	45%	40%	41%	46%	46%
Don't know	8%	4%	6%	3%	5%	5%	6%	9%	14%	9%	5%	4%	6%	7%	7%	8%	10%	10%	4%	7%	8%	10%	14%

Fieldwork Dates: 27th - 29th May 2023

Sample size: 1806 adults in GB



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

Terrorism

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Very well	10%	15%	7%	8%	9%	11%	14%	6%	15%	8%	10%	11%	12%	11%	12%	8%	7%	8%	14%	10%	8%	8%	7%
Fairly well	43%	53%	34%	50%	42%	47%	44%	42%	34%	40%	45%	50%	42%	49%	39%	40%	37%	44%	47%	45%	44%	39%	30%
Fairly badly	13%	7%	18%	15%	14%	11%	12%	13%	20%	12%	15%	9%	16%	11%	11%	15%	15%	11%	12%	11%	13%	15%	17%
Very badly	12%	8%	18%	9%	13%	11%	14%	11%	10%	14%	13%	10%	15%	9%	15%	14%	14%	12%	9%	12%	13%	18%	15%
Don't know	22%	17%	24%	18%	22%	19%	16%	27%	21%	26%	17%	20%	15%	21%	23%	23%	28%	25%	18%	23%	22%	20%	31%

Transport

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Very well	3%	3%	2%	3%	2%	2%	3%	3%	7%	3%	1%	1%	7%	2%	3%	2%	1%	1%	3%	3%	2%	3%	4%
Fairly well	22%	33%	12%	20%	19%	26%	23%	21%	24%	19%	21%	28%	26%	24%	21%	20%	23%	16%	23%	24%	20%	25%	16%
Fairly badly	31%	32%	32%	27%	32%	31%	31%	30%	29%	28%	36%	32%	27%	33%	29%	31%	27%	30%	33%	31%	32%	26%	26%
Very badly	28%	17%	44%	40%	36%	24%	33%	24%	23%	32%	29%	24%	31%	26%	26%	30%	31%	30%	33%	25%	26%	28%	29%
Don't know	16%	16%	10%	10%	12%	17%	10%	22%	17%	19%	13%	16%	10%	14%	20%	18%	17%	24%	9%	16%	20%	19%	26%

Housing

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Very well	2%	2%	1%	1%	1%	2%	3%	1%	4%	2%	1%	1%	5%	1%	2%	1%	1%	1%	1%	2%	1%	2%	3%
Fairly well	14%	24%	7%	14%	12%	18%	17%	12%	13%	12%	14%	19%	18%	16%	14%	12%	9%	16%	17%	15%	15%	12%	7%
Fairly badly	31%	36%	23%	31%	29%	35%	28%	34%	31%	30%	32%	34%	25%	35%	31%	29%	35%	29%	33%	32%	30%	33%	27%
Very badly	40%	24%	60%	48%	47%	34%	42%	39%	39%	43%	43%	33%	46%	36%	39%	43%	42%	42%	42%	37%	40%	39%	47%
Don't know	13%	13%	9%	6%	10%	12%	10%	15%	13%	13%	10%	13%	6%	12%	14%	15%	14%	12%	7%	14%	14%	14%	16%

Fieldwork Dates: 27th - 29th May 2023

Sample size: 1806 adults in GB



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

Environment

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Very well	3%	4%	4%	3%	4%	3%	5%	2%	5%	4%	3%	2%	10%	3%	3%	2%	2%	3%	6%	3%	2%	3%	2%
Fairly well	25%	42%	10%	14%	18%	34%	27%	23%	16%	19%	27%	37%	23%	26%	27%	23%	19%	26%	23%	28%	26%	25%	18%
Fairly badly	29%	24%	28%	41%	31%	28%	27%	31%	31%	30%	30%	24%	25%	30%	27%	29%	31%	31%	29%	30%	27%	31%	28%
Very badly	29%	15%	50%	37%	39%	20%	31%	27%	31%	33%	29%	22%	29%	27%	28%	31%	33%	29%	35%	27%	25%	23%	32%
Don't know	14%	15%	8%	5%	8%	15%	10%	18%	16%	15%	11%	15%	11%	14%	15%	15%	16%	12%	7%	13%	20%	18%	20%

Welfare benefits

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Very well	4%	7%	1%	5%	4%	5%	6%	2%	5%	4%	4%	4%	10%	3%	4%	4%	1%	-	6%	4%	2%	3%	3%
Fairly well	20%	33%	9%	16%	14%	27%	21%	19%	18%	16%	19%	29%	21%	23%	19%	16%	17%	12%	21%	20%	22%	15%	16%
Fairly badly	28%	24%	27%	35%	30%	26%	28%	29%	30%	28%	27%	29%	22%	28%	29%	30%	28%	29%	28%	29%	30%	27%	23%
Very badly	30%	18%	50%	27%	36%	26%	31%	29%	23%	35%	35%	22%	31%	27%	29%	33%	35%	36%	31%	27%	27%	33%	41%
Don't know	18%	18%	14%	17%	15%	17%	15%	21%	25%	19%	15%	17%	15%	19%	18%	17%	19%	22%	14%	20%	19%	21%	18%

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

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base: All GB adults	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Good job	15%	26%	7%	16%	13%	20%	19%	11%	15%	11%	15%	22%	20%	17%	15%	12%	7%	12%	19%	14%	14%	12%	10%
Bad job	40%	27%	60%	40%	47%	39%	44%	37%	32%	42%	47%	34%	41%	34%	38%	45%	49%	48%	46%	37%	37%	37%	46%
Not sure	45%	47%	33%	44%	40%	41%	37%	53%	53%	47%	38%	44%	40%	49%	47%	42%	44%	40%	35%	49%	49%	51%	44%

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

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base: All GB adults	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Rachel Reeves	18%	6%	34%	37%	29%	12%	22%	14%	20%	17%	18%	17%	33%	14%	15%	18%	16%	23%	27%	18%	11%	12%	13%
Jeremy Hunt	17%	31%	7%	11%	14%	23%	21%	13%	16%	11%	17%	27%	15%	22%	17%	14%	9%	15%	19%	17%	18%	12%	14%
Don't know	65%	63%	58%	51%	58%	65%	57%	73%	64%	72%	65%	56%	53%	65%	68%	68%	75%	62%	54%	65%	71%	76%	72%

Fieldwork Dates: 27th - 29th May 2023

Sample size: 1806 adults in GB



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

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

	Unweighted base			Base																									
	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188						
	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196						
I am very comfortable financially	5%	6%	3%	9%	6%	5%	6%	3%	3%	4%	6%	6%	9%	4%	4%	6%	5%	1%	9%	4%	3%	3%	2%						
I am relatively comfortable financially	31%	35%	31%	39%	36%	31%	34%	28%	27%	27%	33%	37%	32%	34%	29%	29%	30%	23%	41%	34%	27%	22%	10%						
I do not often have money for luxuries, but can normally comfortably cover the essentials	40%	41%	38%	40%	38%	41%	38%	42%	35%	40%	40%	42%	34%	40%	47%	36%	41%	49%	36%	42%	41%	45%	36%						
I can only just afford my costs and often struggle to make ends meet	15%	12%	19%	10%	13%	16%	13%	18%	13%	19%	13%	12%	15%	16%	14%	19%	8%	9%	9%	13%	19%	20%	26%						
I cannot afford my costs, and often have to go without essentials like food and heating	5%	4%	5%	1%	5%	5%	5%	5%	8%	6%	6%	2%	8%	3%	4%	5%	9%	13%	3%	3%	6%	7%	14%						
Don't know	4%	2%	3%	1%	2%	2%	4%	4%	15%	4%	2%	1%	2%	3%	2%	6%	7%	6%	2%	4%	3%	4%	12%						

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

Helping people get onto the housing ladder?

	Unweighted base			Base																									
	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188						
	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196						
A Labour government led by Keir Starmer	33%	15%	61%	45%	49%	18%	35%	31%	37%	40%	29%	23%	37%	32%	31%	34%	33%	33%	41%	34%	28%	26%	26%						
A Conservative government led by Rishi Sunak	16%	28%	6%	11%	10%	22%	18%	14%	21%	10%	18%	22%	24%	20%	15%	11%	8%	9%	17%	19%	13%	8%	16%						
Neither	30%	40%	18%	23%	23%	41%	32%	29%	18%	26%	35%	39%	25%	27%	33%	34%	33%	33%	27%	26%	32%	37%	37%						
Don't know	21%	17%	16%	21%	17%	19%	16%	26%	24%	25%	18%	16%	14%	21%	21%	22%	26%	25%	14%	20%	27%	28%	21%						

Managing the economy?

	Unweighted base			Base																									
	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188						
	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196						
A Labour government led by Keir Starmer	27%	7%	59%	40%	43%	14%	31%	25%	30%	32%	27%	18%	38%	23%	25%	30%	27%	28%	33%	28%	22%	23%	26%						
A Conservative government led by Rishi Sunak	26%	51%	7%	16%	17%	36%	29%	23%	26%	17%	30%	38%	28%	33%	26%	19%	17%	21%	30%	26%	28%	14%	22%						
Neither	28%	30%	18%	29%	22%	34%	28%	27%	21%	27%	30%	30%	22%	25%	27%	32%	34%	32%	24%	26%	27%	38%	31%						
Don't know	19%	13%	16%	15%	17%	15%	13%	25%	23%	24%	13%	14%	12%	19%	22%	20%	23%	19%	12%	20%	23%	25%	20%						

Fieldwork Dates: 27th - 29th May 2023

Sample size: 1806 adults in GB



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

Providing more jobs?

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
A Labour government led by Keir Starmer	30%	12%	58%	40%	45%	16%	33%	27%	39%	35%	27%	21%	43%	28%	24%	31%	32%	31%	39%	29%	27%	23%	26%
A Conservative government led by Rishi Sunak	20%	38%	6%	11%	12%	27%	24%	15%	23%	14%	21%	27%	20%	25%	22%	16%	6%	16%	22%	22%	18%	14%	16%
Neither	28%	33%	19%	26%	23%	38%	28%	29%	17%	24%	36%	33%	22%	26%	28%	32%	36%	28%	22%	29%	30%	34%	34%
Don't know	22%	17%	16%	23%	20%	19%	15%	28%	21%	27%	15%	20%	14%	21%	27%	21%	25%	25%	17%	21%	25%	28%	24%

Keeping prices down?

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
A Labour government led by Keir Starmer	28%	10%	57%	30%	40%	16%	30%	27%	36%	35%	24%	18%	38%	25%	26%	30%	33%	26%	34%	28%	24%	24%	28%
A Conservative government led by Rishi Sunak	16%	31%	4%	14%	11%	21%	19%	13%	18%	11%	18%	21%	22%	21%	15%	11%	7%	13%	18%	18%	14%	12%	13%
Neither	36%	45%	23%	37%	31%	47%	38%	34%	22%	29%	44%	47%	26%	35%	36%	41%	39%	42%	33%	35%	41%	37%	38%
Don't know	20%	14%	16%	19%	18%	15%	13%	26%	24%	24%	14%	14%	14%	20%	23%	19%	21%	18%	15%	18%	21%	27%	22%

Improving standards of living for people like you?

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
A Labour government led by Keir Starmer	34%	11%	65%	44%	48%	20%	35%	32%	42%	42%	29%	21%	44%	31%	30%	35%	35%	32%	38%	35%	29%	32%	30%
A Conservative government led by Rishi Sunak	18%	37%	4%	12%	14%	25%	21%	16%	15%	12%	20%	29%	20%	23%	19%	15%	9%	14%	22%	21%	15%	10%	16%
Neither	31%	39%	18%	29%	24%	41%	32%	30%	20%	26%	39%	38%	27%	29%	29%	34%	37%	34%	28%	29%	35%	35%	34%
Don't know	17%	12%	13%	15%	14%	14%	12%	22%	23%	21%	11%	13%	9%	17%	22%	16%	19%	19%	12%	15%	21%	23%	20%

Tackling the government's deficit?

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
A Labour government led by Keir Starmer	20%	6%	42%	28%	31%	11%	22%	18%	22%	24%	18%	15%	30%	16%	16%	23%	20%	24%	24%	20%	15%	18%	20%
A Conservative government led by Rishi Sunak	27%	52%	10%	20%	20%	37%	32%	22%	20%	21%	29%	38%	27%	33%	28%	23%	16%	20%	32%	28%	28%	16%	21%
Neither	30%	29%	25%	32%	28%	35%	30%	31%	24%	28%	35%	33%	22%	30%	31%	32%	40%	28%	27%	30%	31%	35%	34%
Don't know	23%	13%	24%	19%	21%	17%	16%	29%	34%	28%	18%	14%	21%	22%	25%	22%	23%	28%	17%	22%	27%	31%	25%

Fieldwork Dates: 27th - 29th May 2023

Sample size: 1806 adults in GB



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

Reducing the number of people in poverty?

	Unweighted base	Base	A Labour government led by Keir Starmer	A Conservative government led by Rishi Sunak	Neither	Don't know																
1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
40%	21%	68%	61%	59%	24%	42%	38%	42%	45%	40%	30%	47%	41%	39%	38%	36%	39%	52%	39%	36%	31%	31%
13%	25%	4%	9%	8%	18%	17%	10%	18%	10%	14%	17%	21%	16%	14%	10%	4%	11%	14%	17%	10%	10%	13%
29%	40%	15%	18%	20%	42%	29%	29%	19%	24%	33%	39%	22%	26%	27%	34%	36%	34%	23%	28%	33%	34%	33%
18%	15%	12%	12%	13%	16%	12%	23%	22%	21%	12%	14%	10%	17%	20%	18%	24%	16%	12%	16%	21%	25%	22%

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	Base: All GB adults																					
1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188	
1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196	
Taxes too much and spends too much on services	31%	36%	22%	24%	21%	38%	34%	27%	38%	31%	28%	29%	38%	30%	32%	28%	26%	34%	29%	32%	30%	41%	21%
Taxes too little and spends too little on services	31%	18%	49%	50%	45%	20%	32%	29%	26%	29%	36%	30%	31%	31%	30%	30%	33%	26%	42%	29%	24%	18%	29%
Gets the balance about right	13%	25%	4%	6%	9%	19%	15%	11%	6%	10%	14%	19%	11%	15%	15%	11%	6%	13%	12%	12%	15%	12%	13%
Don't know	26%	21%	25%	20%	25%	23%	19%	33%	29%	30%	22%	23%	20%	24%	23%	32%	35%	27%	17%	27%	31%	29%	38%

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	Base																					
1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188	
1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196	
Too high - the rich are being made to pay too much and their taxes should be cut	6%	8%	4%	11%	5%	7%	9%	4%	12%	7%	5%	5%	15%	6%	5%	5%	6%	1%	9%	6%	6%	4%	3%
Too low - the rich are not paying enough and their taxes should be increased	64%	51%	85%	71%	75%	58%	64%	65%	59%	68%	66%	59%	62%	63%	65%	68%	63%	64%	64%	69%	62%	63%	59%
About right - the rich are already paying about the right level of tax	18%	31%	5%	13%	12%	25%	18%	17%	12%	12%	21%	27%	13%	20%	19%	15%	15%	25%	22%	13%	19%	17%	17%
Don't know	12%	10%	6%	6%	7%	11%	10%	13%	17%	13%	9%	10%	9%	11%	11%	12%	17%	10%	6%	11%	12%	16%	21%

Fieldwork Dates: 27th - 29th May 2023

Sample size: 1806 adults in GB



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

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	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Much too high	39%	65%	17%	23%	18%	70%	41%	38%	10%	28%	54%	59%	30%	43%	47%	39%	27%	40%	34%	39%	44%	42%	43%
A little too high	20%	20%	20%	25%	23%	16%	20%	21%	24%	21%	17%	21%	19%	23%	16%	21%	17%	21%	24%	18%	21%	25%	12%
About right	20%	9%	33%	27%	33%	8%	21%	20%	32%	26%	15%	11%	27%	17%	20%	21%	26%	21%	24%	21%	19%	14%	19%
A little too low	6%	1%	11%	10%	9%	1%	5%	6%	7%	7%	5%	3%	7%	6%	5%	5%	10%	4%	8%	6%	4%	4%	5%
Much too low	2%	1%	5%	2%	5%	-	2%	2%	1%	3%	2%	1%	5%	1%	3%	2%	3%	1%	3%	2%	1%	2%	1%
Don't know	12%	4%	14%	12%	12%	5%	11%	13%	26%	16%	7%	4%	13%	11%	10%	14%	17%	13%	8%	14%	11%	12%	20%

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

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Mostly good for the country	24%	9%	42%	37%	44%	7%	27%	21%	22%	31%	18%	18%	33%	21%	19%	23%	32%	26%	31%	26%	19%	16%	16%
Mostly bad for the country	32%	47%	17%	21%	16%	53%	35%	30%	20%	28%	39%	40%	28%	33%	35%	34%	25%	33%	26%	32%	36%	37%	35%
Both good and bad for the country	34%	39%	32%	32%	32%	36%	30%	37%	34%	28%	39%	40%	29%	38%	36%	30%	27%	32%	37%	32%	34%	33%	30%
Don't know	10%	5%	10%	10%	8%	5%	9%	12%	24%	14%	4%	3%	9%	7%	10%	14%	15%	9%	6%	10%	10%	14%	19%

Is competent or incompetent?

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Competent	35%	56%	20%	36%	33%	42%	37%	34%	20%	30%	38%	49%	37%	41%	35%	31%	29%	28%	41%	34%	37%	33%	25%
Incompetent	44%	27%	64%	42%	48%	40%	47%	40%	48%	47%	47%	34%	43%	40%	46%	47%	44%	48%	44%	44%	40%	43%	49%
Don't know	21%	17%	16%	22%	19%	18%	16%	26%	32%	23%	16%	18%	20%	19%	19%	23%	27%	24%	14%	23%	24%	24%	26%

Is decisive or indecisive?

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Decisive	29%	43%	18%	32%	28%	31%	27%	30%	22%	28%	28%	32%	30%	34%	29%	23%	21%	28%	31%	28%	30%	24%	26%
Indecisive	49%	40%	62%	52%	54%	49%	53%	44%	44%	45%	54%	51%	48%	47%	49%	50%	53%	45%	52%	46%	47%	48%	49%
Don't know	23%	17%	21%	16%	18%	20%	19%	26%	34%	27%	18%	16%	22%	19%	22%	27%	26%	27%	17%	26%	23%	28%	25%

Fieldwork Dates: 27th - 29th May 2023

Sample size: 1806 adults in GB



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

Is trustworthy or untrustworthy?

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Trustworthy	24%	39%	12%	26%	23%	28%	26%	21%	18%	17%	26%	36%	27%	29%	23%	18%	15%	19%	28%	22%	24%	20%	17%
Untrustworthy	53%	36%	74%	52%	58%	48%	57%	49%	55%	62%	55%	34%	51%	48%	53%	59%	57%	54%	53%	53%	50%	51%	56%
Don't know	24%	25%	15%	22%	19%	24%	17%	30%	27%	21%	20%	30%	22%	23%	24%	23%	27%	27%	18%	24%	25%	29%	27%

Is strong or weak?

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Strong	22%	34%	11%	22%	20%	25%	22%	22%	19%	22%	21%	25%	26%	26%	21%	19%	14%	18%	23%	24%	22%	20%	17%
Weak	50%	40%	66%	50%	57%	48%	56%	45%	49%	48%	56%	49%	45%	49%	52%	52%	59%	49%	56%	48%	47%	50%	50%
Don't know	28%	26%	23%	28%	23%	26%	22%	33%	32%	30%	23%	26%	29%	25%	27%	30%	28%	33%	21%	28%	31%	30%	33%

Is likeable or dislikeable?

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Likeable	35%	51%	21%	41%	35%	39%	36%	34%	23%	28%	38%	49%	37%	40%	34%	29%	29%	33%	38%	35%	37%	30%	26%
Dislikeable	43%	29%	61%	39%	46%	40%	46%	41%	49%	52%	41%	28%	43%	40%	40%	50%	43%	49%	44%	41%	40%	47%	48%
Don't know	22%	20%	18%	20%	19%	21%	18%	26%	28%	21%	21%	23%	20%	20%	25%	22%	28%	18%	17%	23%	23%	24%	27%

is competent or incompetent?

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Competent	34%	20%	59%	54%	51%	21%	38%	30%	30%	38%	33%	30%	38%	36%	32%	33%	27%	35%	43%	32%	32%	28%	28%
Incompetent	37%	61%	19%	15%	22%	58%	41%	34%	28%	28%	45%	51%	34%	40%	35%	37%	36%	38%	36%	37%	37%	36%	42%
Don't know	29%	19%	23%	31%	27%	21%	20%	36%	42%	34%	22%	20%	28%	24%	33%	30%	38%	27%	21%	31%	31%	36%	30%

Fieldwork Dates: 27th - 29th May 2023

Sample size: 1806 adults in GB



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

Is decisive or indecisive?

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Decisive	27%	16%	44%	37%	37%	18%	29%	24%	28%	31%	26%	20%	31%	27%	23%	28%	22%	28%	31%	26%	24%	26%	24%
Indecisive	46%	66%	32%	35%	38%	61%	50%	43%	37%	37%	55%	59%	42%	51%	44%	44%	46%	43%	49%	47%	42%	43%	51%
Don't know	27%	18%	24%	28%	24%	21%	21%	33%	35%	32%	19%	21%	27%	21%	32%	28%	32%	29%	20%	28%	34%	30%	26%

Is trustworthy or untrustworthy?

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Trustworthy	27%	12%	47%	49%	42%	15%	30%	24%	22%	28%	29%	25%	31%	29%	26%	24%	24%	24%	36%	25%	21%	20%	24%
Untrustworthy	45%	66%	29%	25%	34%	61%	49%	42%	40%	41%	50%	51%	40%	48%	43%	47%	43%	47%	46%	45%	45%	45%	44%
Don't know	28%	22%	24%	25%	24%	24%	22%	33%	38%	31%	21%	24%	29%	23%	31%	29%	33%	29%	18%	29%	33%	34%	32%

Is strong or weak?

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Strong	26%	15%	42%	41%	36%	17%	31%	22%	26%	32%	24%	19%	31%	26%	25%	26%	22%	26%	30%	26%	21%	26%	25%
Weak	42%	62%	28%	25%	33%	57%	44%	40%	32%	31%	51%	56%	34%	45%	41%	42%	40%	43%	45%	39%	43%	35%	44%
Don't know	32%	24%	31%	34%	31%	26%	26%	38%	41%	37%	26%	26%	34%	29%	35%	32%	38%	31%	24%	34%	37%	39%	31%

Is likeable or dislikeable?

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Likeable	30%	19%	45%	56%	43%	21%	33%	27%	26%	32%	32%	26%	35%	32%	29%	30%	24%	22%	36%	29%	27%	26%	29%
Dislikeable	44%	65%	29%	25%	33%	60%	45%	43%	35%	38%	49%	53%	34%	47%	42%	45%	38%	52%	45%	44%	43%	43%	43%
Don't know	26%	17%	26%	19%	24%	19%	22%	30%	38%	30%	19%	20%	30%	21%	29%	25%	38%	26%	19%	27%	30%	31%	28%

Fieldwork Dates: 27th - 29th May 2023

Sample size: 1806 adults in GB



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

How good or bad a service do you think most care homes for elderly people provide to their residents?

	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Very good	4%	5%	3%	5%	5%	3%	5%	3%	7%	4%	3%	3%	9%	4%	3%	2%	4%	6%	5%	4%	4%	2%	2%
Fairly good	39%	49%	33%	39%	38%	44%	39%	39%	32%	36%	41%	47%	35%	46%	36%	36%	32%	41%	39%	43%	41%	36%	28%
Fairly bad	30%	26%	35%	34%	34%	26%	29%	30%	26%	31%	29%	30%	26%	27%	29%	35%	33%	27%	31%	28%	31%	30%	27%
Very bad	9%	7%	12%	6%	8%	12%	9%	9%	7%	9%	11%	7%	10%	8%	12%	8%	12%	6%	10%	8%	8%	10%	12%
Don't know	18%	14%	17%	17%	16%	15%	18%	18%	28%	20%	16%	13%	20%	16%	20%	19%	20%	20%	15%	17%	15%	23%	30%

Suppose you reached the stage where you could no longer live independently, and had enough money to choose, which of these would you prefer?

	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
To live in my own home with the support of a paid carer	31%	33%	30%	39%	34%	33%	33%	29%	22%	33%	31%	33%	31%	35%	31%	26%	28%	35%	38%	31%	28%	22%	27%
To live in my own home with the support of a member/members of my own family	33%	34%	31%	29%	31%	34%	35%	32%	41%	32%	33%	32%	36%	30%	33%	38%	34%	31%	30%	35%	36%	34%	33%
To live in a home in a sheltered community, with care provided	23%	23%	29%	25%	28%	23%	17%	29%	14%	20%	27%	29%	16%	26%	25%	24%	19%	19%	25%	21%	24%	25%	19%
To live in a care home	1%	1%	1%	1%	1%	1%	2%	1%	0%	3%	1%	0%	3%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%
Don't know	11%	9%	9%	6%	6%	9%	13%	9%	23%	12%	7%	6%	14%	8%	9%	11%	17%	13%	4%	11%	11%	17%	20%

Imagine there comes a time in your own retirement when you are no longer capable of living independently and require full time care. Do you think you would or would not be able to fund the cost of this without selling your home?

	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Definitely would	2%	3%	1%	3%	3%	2%	4%	1%	4%	2%	3%	1%	7%	1%	1%	3%	1%	2%	4%	2%	2%	1%	1%
Probably would	9%	10%	9%	12%	9%	8%	12%	6%	20%	9%	6%	8%	18%	10%	7%	6%	10%	4%	14%	7%	9%	9%	4%
Probably would not	26%	28%	25%	30%	28%	26%	25%	26%	20%	27%	24%	28%	18%	28%	26%	27%	20%	28%	33%	28%	22%	19%	15%
Definitely would not	48%	49%	51%	45%	50%	52%	42%	54%	24%	48%	55%	53%	38%	50%	51%	48%	47%	51%	41%	46%	52%	54%	57%
Don't know	15%	10%	14%	9%	10%	12%	17%	13%	32%	15%	12%	10%	19%	11%	15%	16%	22%	14%	9%	16%	15%	17%	23%

Fieldwork Dates: 27th - 29th May 2023

Sample size: 1806 adults in GB



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

And do you think you would or would not be able to fund the cost of this if you did sell your home?

	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Definitely would	8%	10%	6%	12%	8%	8%	10%	5%	9%	8%	6%	9%	16%	9%	5%	6%	5%	4%	12%	8%	6%	5%	3%
Probably would	28%	33%	27%	32%	32%	29%	28%	29%	26%	26%	31%	31%	23%	32%	31%	24%	27%	29%	35%	30%	28%	23%	13%
Probably would not	22%	24%	23%	20%	24%	23%	22%	23%	18%	21%	24%	25%	16%	22%	24%	23%	24%	25%	25%	23%	20%	21%	17%
Definitely would not	20%	18%	20%	21%	18%	22%	19%	22%	11%	23%	23%	18%	22%	19%	21%	22%	16%	18%	14%	17%	22%	24%	38%
Don't know	22%	16%	23%	16%	18%	18%	21%	22%	36%	23%	16%	17%	23%	18%	19%	24%	28%	23%	13%	23%	24%	27%	30%

Looking forward, imagine that your parents were no longer able to live independently or with family at some point in the future and required full time care. Which of the following do you think would apply?

	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
My parents would probably have enough financial resources to pay for full time care, without selling their home	11%	8%	15%	16%	12%	8%	13%	10%	23%	16%	8%	1%	21%	8%	13%	9%	9%	15%	14%	12%	11%	13%	3%
My parents would probably have to sell their home to pay for full time care	23%	20%	29%	30%	30%	19%	21%	25%	22%	31%	23%	11%	18%	26%	20%	25%	23%	22%	28%	25%	25%	19%	10%
I or my siblings would probably contribute money to pay for full time care for my parents	8%	7%	8%	7%	7%	5%	9%	7%	19%	11%	4%	2%	14%	7%	11%	6%	7%	3%	8%	10%	8%	5%	6%
My parents have little or no savings and would probably rely on the state to pay for full time care	14%	13%	17%	6%	12%	15%	13%	16%	13%	21%	14%	4%	16%	13%	14%	15%	15%	15%	14%	14%	14%	18%	15%
Don't know	10%	6%	9%	5%	6%	9%	12%	9%	21%	14%	7%	2%	12%	8%	10%	11%	14%	14%	5%	11%	10%	14%	18%
Not applicable - my parents are no longer alive, I am not in touch with them, or they are already in care	33%	47%	22%	36%	32%	45%	32%	33%	2%	7%	44%	81%	19%	38%	32%	33%	32%	31%	31%	29%	32%	31%	48%

Fieldwork Dates: 27th - 29th May 2023

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Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
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Overall, which of these policies would you prefer regarding the cost of social care for older people who can no longer live independently?

	Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
	Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
A significant increase in income tax, so that social care is available, free, to everyone who needs it.	17%	15%	22%	20%	20%	17%	18%	16%	14%	13%	22%	19%	19%	17%	13%	17%	19%	13%	19%	15%	18%	11%	18%	
A moderate increase in income tax so that subsidised social care is available to most people who need it, subject to a means test	33%	32%	37%	45%	41%	30%	31%	34%	28%	30%	34%	37%	31%	33%	32%	31%	33%	39%	39%	32%	29%	29%	27%	
A small increase in income tax so that subsidised social care is available only to the least well off.	14%	15%	14%	15%	13%	15%	13%	14%	10%	15%	11%	17%	11%	16%	13%	14%	12%	11%	14%	12%	14%	17%	13%	
No increase in income tax, so that individuals and families take responsibility for providing, or paying for, social care.	11%	13%	8%	3%	7%	13%	13%	9%	10%	13%	8%	10%	11%	13%	11%	10%	7%	5%	10%	12%	13%	11%	6%	
Don't know	26%	25%	20%	17%	19%	26%	25%	27%	38%	29%	24%	18%	27%	21%	30%	27%	29%	32%	18%	29%	26%	32%	36%	

If the Government applies a means test for subsidising social care, which of these options would you prefer?

	Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
	Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
To raise taxes less, but require recipients to sell their home (or borrow against its value) in order to help pay for their social care	24%	24%	24%	30%	26%	22%	26%	23%	27%	29%	22%	18%	30%	28%	24%	20%	18%	21%	28%	27%	23%	21%	16%	
To raise taxes more, and NOT require recipients to sell their home (or borrow against its value) in order to help pay for their social care	45%	49%	53%	47%	51%	49%	46%	45%	33%	39%	52%	57%	42%	44%	43%	49%	48%	47%	53%	41%	45%	42%	42%	
Don't know	30%	27%	23%	23%	23%	29%	28%	32%	40%	33%	26%	25%	28%	28%	33%	31%	34%	33%	19%	32%	32%	38%	42%	

Introducing an extra inheritance tax, paid by everyone with any savings after they die. This would be used to provide free long term care for those who needed it

	Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
	Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Support	24%	21%	30%	26%	28%	19%	28%	20%	27%	25%	22%	21%	33%	24%	24%	20%	19%	27%	26%	23%	25%	23%	20%	
Oppose	49%	62%	41%	47%	45%	60%	50%	49%	36%	47%	53%	54%	47%	54%	46%	49%	44%	44%	52%	50%	50%	44%	42%	
Don't know	27%	17%	30%	28%	27%	21%	22%	31%	37%	27%	25%	25%	21%	22%	31%	30%	36%	29%	22%	27%	25%	33%	38%	

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Putting a cap on the maximum amount of money that anyone will have to pay towards long term care costs, meaning that no one would have to pay more than about £70,000 towards their care

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Support	66%	73%	70%	67%	72%	69%	65%	68%	52%	66%	69%	72%	64%	72%	65%	64%	58%	64%	70%	68%	67%	63%	54%
Oppose	13%	12%	13%	18%	11%	13%	16%	11%	20%	13%	14%	10%	19%	12%	12%	12%	13%	12%	14%	12%	15%	12%	11%
Don't know	20%	15%	17%	15%	16%	18%	19%	21%	28%	21%	18%	18%	16%	15%	23%	24%	29%	24%	16%	20%	18%	25%	35%

The government backing a voluntary insurance scheme, so that people under the age of 65 could purchase insurance that would pay for long term care should they need it later in life.

Unweighted base	1806	609	457	162	769	640	808	998	201	701	439	465	200	616	303	434	155	98	532	539	352	195	188
Base	1806	628	458	165	670	715	878	928	197	753	435	421	217	607	300	435	155	92	506	524	379	202	196
Support	62%	74%	56%	67%	64%	68%	62%	62%	46%	60%	63%	73%	53%	71%	60%	62%	51%	58%	67%	64%	65%	59%	45%
Oppose	14%	8%	21%	15%	16%	12%	16%	11%	17%	15%	15%	7%	23%	9%	13%	13%	21%	16%	16%	13%	13%	10%	15%
Don't know	24%	18%	23%	18%	20%	20%	21%	26%	37%	24%	22%	20%	24%	20%	27%	26%	28%	26%	17%	23%	23%	31%	40%

Cell Contents (Column Percentages)