

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base: All GB adults	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Approve	17%	33%	6%	14%	13%	23%	21%	13%	16%	14%	15%	24%	28%	17%	17%	15%	9%	9%	22%	16%	11%	15%	15%
Disapprove	64%	45%	85%	74%	74%	57%	64%	64%	52%	69%	68%	56%	62%	59%	60%	70%	71%	74%	66%	63%	63%	63%	64%
Don't know	19%	22%	9%	12%	12%	20%	15%	23%	32%	17%	17%	20%	11%	24%	23%	15%	20%	17%	13%	21%	25%	22%	22%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
0 - Would never consider voting for them	39%	9%	65%	44%	48%	27%	36%	41%	36%	44%	41%	29%	39%	33%	35%	43%	51%	52%	35%	39%	40%	45%	39%
1	6%	3%	9%	10%	8%	4%	6%	6%	7%	7%	5%	6%	8%	6%	5%	6%	4%	6%	7%	5%	6%	6%	7%
2	6%	5%	8%	9%	6%	7%	7%	6%	9%	7%	6%	4%	6%	5%	8%	7%	5%	9%	8%	7%	6%	2%	3%
3	5%	3%	4%	6%	5%	4%	6%	3%	7%	6%	4%	3%	8%	4%	3%	4%	8%	5%	5%	4%	4%	6%	4%
4	4%	3%	4%	7%	3%	5%	5%	4%	5%	5%	2%	4%	3%	4%	5%	5%	2%	1%	4%	3%	4%	7%	5%
5	9%	13%	3%	11%	8%	10%	9%	9%	5%	10%	10%	9%	5%	11%	9%	9%	6%	8%	9%	10%	10%	6%	8%
6	4%	8%	0%	3%	4%	5%	4%	5%	3%	4%	5%	5%	4%	6%	3%	4%	2%	3%	5%	4%	5%	4%	3%
7	6%	14%	0%	3%	3%	9%	6%	6%	4%	4%	6%	10%	4%	8%	6%	5%	4%	5%	6%	5%	7%	7%	5%
8	4%	9%	1%	1%	3%	7%	4%	4%	1%	2%	5%	7%	2%	4%	6%	4%	2%	2%	4%	5%	3%	3%	3%
9	2%	7%	-	-	2%	4%	2%	3%	1%	1%	4%	4%	0%	4%	3%	2%	2%	2%	3%	2%	3%	2%	2%
10 - Would definitely consider voting for them	8%	21%	1%	3%	6%	13%	10%	7%	4%	5%	8%	17%	8%	9%	11%	7%	7%	5%	10%	7%	7%	8%	8%
prefer not to answer	6%	4%	4%	4%	4%	4%	6%	6%	17%	7%	3%	3%	13%	6%	4%	4%	7%	3%	5%	7%	4%	5%	12%

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Labour

	Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
	Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
0 - Would never consider voting for them		23%	38%	3%	10%	10%	37%	22%	24%	8%	17%	27%	36%	14%	29%	26%	20%	15%	24%	18%	21%	28%	28%	24%
	1	5%	8%	2%	3%	3%	8%	5%	5%	2%	5%	5%	8%	4%	4%	6%	7%	5%	7%	5%	5%	5%	6%	7%
	2	5%	8%	2%	2%	3%	6%	6%	4%	3%	4%	7%	5%	3%	5%	5%	6%	6%	5%	4%	6%	5%	7%	4%
	3	6%	8%	3%	4%	6%	6%	7%	5%	7%	5%	5%	8%	5%	6%	7%	5%	9%	5%	6%	6%	6%	8%	5%
	4	4%	6%	1%	4%	4%	4%	4%	4%	3%	5%	3%	4%	3%	6%	2%	3%	5%	6%	5%	4%	4%	3%	2%
	5	11%	10%	9%	14%	13%	10%	12%	11%	11%	12%	13%	8%	9%	12%	11%	11%	15%	12%	11%	11%	14%	11%	11%
	6	7%	6%	7%	16%	8%	5%	7%	7%	11%	8%	6%	4%	11%	7%	7%	6%	8%	2%	8%	8%	6%	5%	6%
	7	9%	5%	12%	14%	13%	6%	10%	8%	9%	12%	7%	6%	14%	8%	7%	8%	13%	9%	8%	11%	8%	7%	9%
	8	7%	3%	13%	11%	9%	4%	6%	7%	10%	8%	6%	4%	7%	5%	7%	9%	5%	5%	8%	7%	7%	7%	3%
	9	4%	1%	9%	4%	6%	2%	4%	3%	3%	4%	4%	3%	6%	3%	3%	4%	3%	2%	7%	3%	2%	1%	2%
10 - Would definitely consider voting for them		13%	2%	34%	14%	20%	7%	12%	15%	16%	14%	14%	11%	13%	10%	16%	16%	9%	19%	15%	12%	12%	12%	14%
	prefer not to answer	6%	4%	4%	4%	4%	4%	6%	6%	17%	7%	3%	3%	13%	6%	4%	4%	7%	3%	5%	7%	4%	5%	12%

Liberal Democrats

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
0 - Would never consider voting for them	27%	36%	17%	3%	14%	39%	30%	25%	12%	26%	34%	29%	24%	26%	28%	26%	32%	43%	19%	25%	34%	31%	38%
1	5%	7%	4%	1%	5%	6%	6%	5%	4%	4%	6%	7%	5%	4%	4%	5%	10%	7%	5%	6%	5%	6%	4%
2	6%	8%	8%	-	4%	9%	6%	6%	6%	6%	5%	9%	4%	7%	6%	7%	5%	6%	5%	6%	9%	6%	5%
3	7%	9%	7%	5%	8%	8%	7%	7%	8%	7%	8%	8%	3%	7%	8%	9%	8%	5%	7%	7%	6%	12%	7%
4	7%	7%	8%	2%	8%	6%	7%	7%	8%	8%	5%	6%	9%	6%	8%	8%	4%	6%	7%	7%	7%	6%	6%
5	16%	14%	21%	16%	21%	14%	14%	18%	12%	17%	16%	17%	14%	16%	20%	16%	17%	15%	17%	17%	15%	14%	14%
6	8%	6%	11%	12%	10%	5%	7%	8%	11%	9%	7%	5%	8%	7%	6%	9%	8%	5%	8%	9%	7%	8%	5%
7	6%	4%	9%	16%	10%	4%	6%	6%	11%	5%	6%	6%	9%	7%	6%	6%	4%	4%	9%	7%	5%	5%	2%
8	4%	2%	4%	15%	6%	2%	4%	4%	5%	3%	5%	4%	4%	5%	3%	4%	4%	3%	6%	4%	2%	4%	3%
9	2%	1%	2%	7%	3%	1%	1%	2%	1%	2%	2%	1%	3%	1%	2%	1%	-	-	2%	2%	1%	1%	1%
10 - Would definitely consider voting for them	5%	2%	5%	20%	8%	3%	6%	5%	4%	7%	3%	5%	5%	6%	5%	6%	2%	4%	9%	5%	4%	3%	2%
prefer not to answer	6%	4%	4%	4%	4%	4%	6%	6%	17%	7%	3%	3%	13%	6%	4%	4%	7%	3%	5%	7%	4%	5%	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	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base: All GB adults	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Health	46%	42%	56%	53%	55%	41%	40%	52%	41%	43%	47%	52%	32%	47%	50%	45%	56%	47%	47%	49%	44%	47%	40%
Immigration & Asylum	32%	52%	15%	11%	16%	56%	30%	34%	8%	24%	40%	50%	20%	37%	35%	33%	20%	36%	28%	30%	40%	26%	41%
Crime	15%	20%	13%	11%	10%	24%	15%	16%	10%	13%	19%	19%	19%	14%	17%	19%	6%	14%	16%	16%	14%	13%	18%
The economy	59%	60%	60%	63%	60%	59%	59%	59%	48%	61%	60%	59%	55%	57%	58%	62%	65%	54%	59%	60%	62%	52%	54%
Tax	11%	11%	9%	8%	8%	11%	12%	9%	18%	13%	9%	5%	9%	9%	11%	10%	18%	10%	10%	11%	14%	11%	5%
Pensions	8%	9%	7%	7%	5%	11%	9%	7%	5%	4%	9%	15%	6%	8%	8%	9%	6%	11%	6%	8%	9%	13%	5%
Education	12%	9%	13%	19%	17%	7%	11%	13%	15%	15%	10%	9%	12%	12%	12%	13%	14%	9%	18%	12%	12%	10%	3%
Family life & childcare	7%	6%	8%	8%	9%	5%	6%	7%	7%	10%	4%	3%	8%	7%	7%	7%	5%	5%	8%	7%	5%	8%	4%
Housing	17%	12%	23%	15%	18%	13%	15%	19%	28%	18%	16%	11%	26%	15%	14%	17%	15%	23%	15%	17%	17%	18%	19%
The environment	23%	15%	29%	32%	32%	14%	23%	23%	26%	23%	23%	20%	21%	24%	25%	20%	25%	24%	24%	26%	20%	22%	16%
Britain leaving the EU	19%	10%	26%	30%	29%	10%	21%	16%	11%	19%	22%	18%	24%	17%	19%	17%	23%	17%	22%	21%	13%	16%	16%
Transport	3%	3%	4%	2%	3%	3%	4%	2%	7%	3%	2%	3%	6%	3%	2%	3%	2%	5%	2%	4%	3%	4%	3%
Welfare benefits	8%	6%	10%	4%	8%	8%	7%	9%	5%	11%	9%	4%	14%	6%	6%	8%	10%	8%	6%	6%	7%	7%	21%
Defence and security	13%	24%	5%	14%	11%	19%	16%	11%	4%	9%	14%	24%	7%	17%	12%	11%	12%	19%	13%	13%	13%	12%	16%
None of these	1%	0%	1%	-	0%	0%	1%	1%	2%	0%	1%	0%	-	1%	1%	1%	2%	1%	0%	0%	1%	1%	3%
Don't know	3%	2%	1%	2%	1%	1%	3%	3%	10%	4%	1%	0%	4%	4%	3%	2%	2%	1%	1%	3%	3%	7%	6%

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

National Health Service

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	1%	1%	1%	-	1%	1%	2%	1%	5%	1%	1%	1%	4%	1%	-	1%	1%	1%	1%	1%	2%	2%	2%
Fairly well	10%	18%	5%	11%	9%	12%	13%	7%	10%	8%	10%	13%	12%	11%	14%	9%	5%	4%	13%	10%	6%	14%	6%
Fairly badly	25%	34%	15%	15%	20%	30%	24%	25%	25%	22%	24%	30%	23%	27%	24%	23%	22%	27%	22%	27%	27%	20%	25%
Very badly	58%	42%	78%	71%	67%	52%	56%	60%	47%	61%	61%	54%	53%	55%	59%	60%	65%	66%	61%	56%	58%	55%	57%
Don't know	6%	5%	2%	2%	4%	4%	6%	6%	12%	8%	4%	3%	7%	6%	4%	7%	7%	2%	3%	6%	7%	9%	11%

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Immigration

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	1%	2%	1%	1%	1%	0%	2%	1%	5%	1%	0%	0%	4%	1%	-	2%	1%	-	2%	1%	1%	1%	1%
Fairly well	9%	13%	6%	7%	9%	8%	11%	8%	14%	10%	6%	8%	12%	9%	8%	9%	9%	5%	12%	8%	8%	10%	5%
Fairly badly	26%	30%	24%	31%	28%	25%	25%	27%	23%	25%	24%	30%	28%	26%	29%	25%	19%	25%	25%	28%	28%	25%	19%
Very badly	54%	48%	63%	55%	53%	61%	54%	53%	36%	51%	62%	58%	45%	55%	55%	53%	55%	64%	55%	51%	53%	48%	61%
Don't know	10%	7%	6%	6%	9%	5%	9%	12%	23%	12%	7%	4%	11%	10%	8%	11%	16%	6%	6%	12%	10%	17%	14%

Crime

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	2%	2%	2%	2%	2%	1%	3%	1%	3%	3%	1%	0%	6%	0%	0%	2%	4%	-	3%	1%	1%	2%	1%
Fairly well	17%	26%	12%	11%	17%	18%	18%	17%	18%	16%	18%	19%	9%	19%	20%	18%	14%	15%	20%	20%	16%	14%	10%
Fairly badly	34%	34%	36%	38%	34%	35%	34%	34%	32%	32%	33%	40%	32%	34%	39%	34%	27%	36%	37%	32%	35%	32%	33%
Very badly	33%	27%	40%	31%	34%	36%	35%	30%	22%	32%	39%	31%	37%	31%	31%	32%	36%	35%	30%	32%	33%	33%	36%
Don't know	15%	11%	10%	18%	13%	10%	11%	18%	25%	17%	10%	10%	16%	16%	10%	14%	19%	14%	11%	15%	15%	20%	20%

Education

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	2%	3%	1%	3%	2%	2%	3%	1%	3%	3%	1%	2%	5%	1%	1%	3%	2%	-	4%	2%	1%	1%	1%
Fairly well	22%	38%	10%	15%	16%	28%	24%	21%	25%	16%	23%	31%	20%	23%	25%	21%	18%	19%	21%	25%	21%	27%	18%
Fairly badly	30%	29%	30%	36%	32%	30%	31%	29%	28%	31%	30%	29%	26%	29%	30%	31%	35%	30%	29%	29%	31%	32%	33%
Very badly	30%	15%	49%	38%	38%	26%	29%	32%	23%	33%	34%	24%	32%	29%	30%	30%	29%	37%	37%	29%	29%	20%	28%
Don't know	15%	15%	9%	9%	12%	14%	13%	18%	22%	17%	11%	14%	17%	17%	14%	14%	15%	13%	10%	15%	17%	20%	21%

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Taxation

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	5%	1%	2%	1%	-	-	2%	2%	1%	1%	2%
Fairly well	19%	37%	7%	16%	18%	25%	20%	18%	12%	12%	21%	33%	16%	21%	21%	19%	16%	15%	22%	19%	18%	20%	12%
Fairly badly	30%	28%	36%	35%	32%	30%	29%	31%	28%	31%	31%	29%	26%	32%	32%	30%	28%	24%	29%	33%	32%	26%	27%
Very badly	35%	22%	45%	38%	39%	32%	40%	31%	32%	41%	36%	27%	35%	30%	35%	37%	42%	51%	36%	34%	35%	39%	35%
Don't know	14%	12%	11%	9%	10%	12%	9%	18%	25%	16%	10%	9%	17%	17%	11%	12%	13%	9%	10%	13%	14%	13%	25%

Unemployment

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	4%	7%	1%	2%	4%	5%	6%	2%	3%	4%	3%	5%	9%	4%	2%	4%	4%	1%	5%	3%	3%	5%	4%
Fairly well	31%	49%	20%	28%	28%	37%	34%	28%	20%	25%	38%	39%	21%	35%	33%	31%	28%	28%	36%	33%	27%	29%	22%
Fairly badly	25%	18%	33%	29%	28%	24%	23%	27%	25%	26%	25%	23%	31%	22%	28%	25%	21%	23%	26%	25%	24%	22%	27%
Very badly	20%	9%	30%	22%	23%	17%	20%	20%	23%	23%	18%	16%	22%	17%	21%	23%	23%	20%	20%	18%	22%	20%	21%
Don't know	20%	17%	15%	19%	17%	18%	17%	23%	29%	21%	18%	17%	18%	22%	17%	18%	23%	27%	13%	21%	24%	24%	26%

Inflation

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	2%	4%	1%	2%	2%	2%	3%	1%	2%	2%	1%	2%	7%	1%	1%	1%	-	-	2%	1%	2%	2%	2%
Fairly well	14%	26%	6%	11%	11%	19%	13%	14%	13%	7%	15%	24%	15%	15%	16%	12%	10%	7%	19%	13%	9%	14%	10%
Fairly badly	25%	31%	22%	31%	26%	27%	24%	26%	22%	22%	26%	32%	23%	27%	30%	23%	19%	23%	25%	25%	29%	20%	24%
Very badly	50%	31%	66%	53%	54%	45%	51%	48%	46%	58%	50%	35%	46%	45%	47%	53%	61%	63%	48%	49%	52%	53%	49%
Don't know	10%	9%	7%	4%	8%	8%	8%	11%	16%	11%	8%	6%	9%	12%	6%	10%	10%	6%	6%	10%	9%	12%	16%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	4%	8%	1%	3%	2%	6%	5%	2%	2%	4%	3%	6%	7%	4%	2%	3%	3%	2%	4%	3%	4%	3%	3%
Fairly well	21%	40%	7%	8%	12%	34%	18%	23%	11%	12%	26%	35%	15%	25%	23%	20%	12%	19%	21%	20%	23%	22%	14%
Fairly badly	22%	24%	21%	24%	19%	25%	22%	22%	27%	26%	19%	18%	23%	23%	23%	22%	18%	18%	24%	22%	23%	20%	23%
Very badly	42%	20%	63%	61%	61%	27%	46%	39%	38%	46%	46%	34%	45%	38%	42%	41%	60%	47%	46%	44%	38%	39%	41%
Don't know	11%	7%	8%	4%	6%	8%	8%	13%	22%	12%	7%	7%	10%	11%	9%	13%	8%	14%	6%	11%	12%	16%	18%

Defence

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	3%	5%	3%	1%	3%	2%	5%	2%	6%	4%	3%	2%	3%	3%	2%	4%	6%	1%	5%	3%	3%	4%	2%
Fairly well	33%	45%	24%	33%	34%	36%	36%	29%	29%	31%	32%	38%	30%	36%	33%	32%	26%	30%	36%	34%	31%	34%	20%
Fairly badly	20%	19%	23%	22%	20%	23%	21%	20%	16%	16%	23%	27%	16%	21%	21%	21%	19%	24%	22%	20%	18%	21%	21%
Very badly	17%	12%	23%	14%	16%	19%	19%	14%	14%	16%	20%	14%	19%	15%	17%	16%	18%	22%	15%	14%	19%	14%	27%
Don't know	27%	19%	27%	29%	27%	20%	19%	35%	35%	33%	22%	19%	32%	26%	26%	27%	31%	23%	22%	29%	29%	27%	30%

The economy

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	2%	3%	1%	2%	2%	2%	3%	1%	2%	2%	1%	2%	6%	1%	1%	2%	2%	-	3%	1%	1%	1%	0%
Fairly well	16%	31%	6%	9%	12%	24%	16%	16%	10%	10%	16%	29%	12%	18%	21%	14%	9%	12%	18%	17%	12%	17%	13%
Fairly badly	29%	31%	27%	31%	28%	30%	30%	28%	27%	27%	31%	31%	26%	32%	30%	27%	28%	23%	29%	30%	29%	27%	28%
Very badly	45%	26%	62%	52%	52%	38%	45%	45%	46%	51%	46%	33%	45%	40%	40%	49%	55%	58%	45%	43%	49%	43%	46%
Don't know	9%	8%	4%	5%	6%	7%	7%	10%	15%	10%	6%	6%	11%	10%	8%	8%	7%	7%	6%	9%	9%	12%	13%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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

Terrorism

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	8%	13%	6%	4%	8%	8%	11%	5%	10%	6%	9%	8%	11%	7%	7%	8%	8%	7%	11%	6%	7%	9%	5%
Fairly well	37%	49%	31%	40%	38%	42%	40%	35%	29%	35%	39%	44%	29%	42%	40%	36%	34%	35%	39%	44%	34%	34%	26%
Fairly badly	15%	12%	20%	14%	16%	15%	14%	17%	13%	15%	16%	16%	13%	13%	17%	18%	15%	18%	16%	14%	15%	16%	17%
Very badly	14%	9%	20%	12%	13%	14%	17%	11%	13%	15%	13%	12%	20%	12%	13%	14%	11%	16%	13%	12%	15%	13%	18%
Don't know	26%	17%	24%	31%	25%	20%	19%	32%	36%	28%	22%	20%	27%	25%	24%	25%	31%	24%	21%	24%	29%	27%	34%

Transport

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	2%	2%	1%	1%	2%	2%	2%	1%	4%	3%	-	0%	6%	0%	1%	2%	2%	-	3%	2%	1%	0%	1%
Fairly well	22%	34%	11%	14%	16%	26%	22%	21%	20%	19%	21%	26%	23%	25%	20%	18%	19%	15%	23%	22%	21%	21%	18%
Fairly badly	32%	33%	34%	41%	34%	33%	32%	33%	29%	31%	32%	36%	30%	32%	36%	32%	30%	35%	33%	33%	32%	35%	30%
Very badly	28%	17%	43%	30%	36%	24%	32%	25%	23%	29%	33%	25%	30%	25%	26%	32%	30%	33%	33%	28%	26%	24%	25%
Don't know	16%	14%	10%	14%	12%	15%	12%	21%	24%	18%	13%	12%	11%	18%	16%	16%	19%	18%	9%	15%	20%	19%	27%

Housing

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	1%	2%	-	3%	1%	2%	2%	1%	2%	2%	0%	1%	4%	1%	1%	2%	1%	1%	3%	1%	0%	-	1%
Fairly well	16%	26%	9%	10%	15%	18%	18%	14%	14%	14%	15%	20%	13%	16%	19%	15%	14%	12%	18%	16%	14%	17%	11%
Fairly badly	30%	34%	28%	32%	30%	34%	28%	32%	26%	30%	30%	33%	29%	30%	32%	31%	29%	27%	31%	30%	32%	24%	29%
Very badly	38%	22%	56%	43%	43%	32%	40%	36%	38%	37%	44%	33%	38%	38%	36%	37%	38%	46%	36%	38%	38%	40%	41%
Don't know	15%	15%	7%	13%	12%	14%	12%	18%	21%	17%	11%	13%	16%	16%	11%	15%	19%	14%	11%	15%	16%	20%	17%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	3%	6%	2%	-	2%	4%	5%	2%	6%	3%	1%	3%	6%	3%	4%	2%	2%	3%	5%	2%	3%	2%	3%
Fairly well	24%	40%	12%	19%	19%	32%	24%	24%	17%	20%	24%	35%	21%	26%	27%	24%	20%	20%	26%	25%	23%	26%	19%
Fairly badly	29%	25%	33%	33%	28%	31%	28%	29%	28%	29%	29%	29%	30%	28%	29%	30%	27%	24%	27%	30%	32%	26%	26%
Very badly	29%	14%	44%	40%	39%	19%	30%	27%	30%	31%	30%	22%	30%	27%	28%	28%	35%	36%	33%	28%	26%	24%	29%
Don't know	16%	16%	8%	9%	12%	15%	13%	18%	19%	17%	16%	11%	14%	16%	13%	17%	16%	17%	10%	15%	17%	21%	23%

Welfare benefits

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	3%	5%	2%	3%	2%	4%	4%	2%	6%	3%	2%	3%	4%	4%	3%	2%	2%	1%	3%	4%	1%	5%	3%
Fairly well	20%	35%	11%	14%	16%	26%	21%	18%	15%	13%	21%	32%	21%	20%	24%	18%	16%	17%	23%	19%	18%	21%	13%
Fairly badly	28%	24%	30%	35%	29%	27%	29%	27%	28%	30%	28%	25%	25%	28%	29%	27%	31%	27%	29%	27%	30%	24%	27%
Very badly	31%	17%	46%	34%	37%	27%	30%	32%	22%	35%	33%	26%	31%	27%	27%	35%	36%	41%	30%	30%	31%	29%	38%
Don't know	18%	20%	11%	14%	16%	16%	15%	21%	29%	20%	16%	14%	19%	22%	16%	17%	15%	15%	14%	20%	21%	21%	18%

Do you think that Rishi Sunak is doing well or badly as Prime Minister?

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base: All GB adults	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	5%	10%	1%	3%	5%	5%	6%	3%	3%	5%	3%	7%	8%	4%	5%	5%	3%	3%	9%	3%	3%	2%	5%
Fairly well	27%	46%	12%	31%	24%	35%	27%	26%	20%	17%	31%	44%	23%	32%	29%	24%	19%	20%	31%	28%	24%	24%	20%
Fairly badly	27%	20%	35%	30%	31%	25%	24%	29%	22%	30%	25%	23%	29%	24%	28%	29%	24%	30%	28%	24%	30%	28%	20%
Very badly	25%	12%	41%	20%	29%	22%	28%	22%	22%	27%	29%	19%	25%	23%	22%	26%	33%	28%	23%	25%	26%	22%	29%
Don't know	17%	12%	12%	15%	11%	13%	15%	19%	33%	22%	12%	7%	15%	17%	17%	17%	21%	19%	9%	19%	16%	24%	27%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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

Do you think Keir Starmer is doing well or badly as leader of the Labour party?

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base: All GB adults	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very well	5%	3%	10%	8%	7%	4%	6%	5%	3%	7%	5%	4%	10%	4%	5%	6%	4%	5%	7%	5%	5%	2%	6%
Fairly well	25%	15%	42%	41%	38%	17%	28%	23%	23%	27%	26%	23%	27%	25%	25%	27%	24%	21%	36%	23%	18%	19%	24%
Fairly badly	26%	29%	23%	29%	27%	27%	26%	26%	24%	26%	24%	28%	23%	27%	25%	25%	25%	30%	27%	29%	23%	28%	16%
Very badly	23%	38%	10%	10%	13%	37%	24%	23%	13%	16%	30%	35%	18%	25%	25%	22%	24%	21%	19%	22%	29%	23%	28%
Don't know	20%	15%	15%	12%	14%	15%	17%	24%	37%	25%	15%	10%	22%	19%	20%	19%	23%	24%	11%	22%	24%	28%	26%

Do you believe that at the moment Keir Starmer does or does not look like a Prime Minister in waiting?

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base: All GB adults	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
He does look like a Prime Minster in waiting	29%	15%	52%	46%	43%	18%	32%	25%	31%	32%	28%	21%	37%	26%	27%	31%	27%	22%	40%	27%	22%	21%	22%
He does not look like a Prime Minster in waiting	51%	73%	31%	41%	42%	67%	50%	52%	30%	43%	58%	66%	43%	53%	51%	50%	49%	60%	46%	53%	52%	53%	52%
Not sure	21%	13%	18%	13%	15%	15%	18%	23%	39%	24%	14%	13%	20%	22%	21%	19%	25%	18%	13%	20%	25%	26%	26%

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base: All GB adults	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
They are ready for Government	31%	11%	60%	49%	46%	19%	34%	28%	34%	35%	30%	22%	42%	26%	28%	33%	31%	31%	41%	31%	25%	19%	25%
They are not ready for Government	48%	74%	24%	37%	37%	67%	49%	47%	25%	39%	58%	65%	36%	53%	54%	45%	40%	50%	46%	46%	51%	51%	49%
Not sure	21%	15%	16%	14%	17%	15%	17%	25%	41%	26%	12%	14%	22%	20%	19%	21%	29%	19%	13%	23%	23%	30%	25%

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base: All GB adults	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Strongly support	17%	12%	24%	18%	18%	14%	22%	12%	20%	15%	19%	15%	22%	13%	14%	17%	24%	21%	16%	20%	15%	11%	20%
Tend to support	39%	37%	44%	45%	46%	35%	41%	36%	32%	38%	41%	40%	40%	35%	43%	38%	46%	39%	44%	38%	36%	37%	35%
Tend to oppose	20%	25%	17%	17%	18%	24%	17%	23%	18%	19%	21%	23%	15%	23%	21%	21%	13%	21%	23%	20%	21%	19%	14%
Strongly oppose	11%	16%	6%	10%	7%	17%	9%	13%	4%	12%	11%	14%	8%	16%	10%	9%	5%	11%	11%	10%	13%	12%	10%
Don't know	13%	9%	10%	9%	10%	9%	11%	16%	26%	16%	8%	8%	15%	13%	12%	15%	12%	9%	8%	12%	15%	21%	21%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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 would you support or oppose a large increase in the amount of new housing built IN YOUR OWN LOCAL AREA?

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base: All GB adults	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Strongly support	13%	9%	19%	14%	14%	10%	17%	9%	17%	13%	14%	10%	17%	9%	11%	14%	19%	22%	12%	14%	10%	14%	16%
Tend to support	32%	31%	36%	37%	38%	30%	34%	31%	28%	31%	34%	36%	30%	30%	32%	36%	40%	29%	38%	32%	29%	31%	28%
Tend to oppose	22%	25%	20%	27%	24%	23%	23%	22%	22%	23%	22%	21%	23%	25%	27%	18%	17%	19%	23%	24%	25%	19%	17%
Strongly oppose	21%	28%	14%	14%	15%	30%	17%	25%	8%	21%	22%	26%	15%	26%	19%	20%	15%	18%	20%	19%	25%	19%	20%
Don't know	11%	7%	12%	8%	9%	7%	9%	14%	25%	13%	8%	6%	16%	10%	11%	12%	10%	12%	7%	10%	11%	17%	19%

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

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Strongly support	19%	11%	25%	23%	20%	12%	23%	15%	36%	17%	19%	14%	18%	17%	18%	19%	25%	18%	16%	21%	18%	21%	19%
Tend to support	34%	30%	41%	37%	38%	30%	32%	36%	34%	34%	33%	36%	39%	30%	34%	36%	34%	42%	37%	35%	33%	36%	27%
Tend to oppose	20%	29%	17%	19%	19%	28%	19%	21%	11%	18%	23%	26%	16%	22%	25%	18%	15%	20%	22%	21%	23%	15%	13%
Strongly oppose	13%	18%	8%	11%	12%	17%	14%	12%	2%	17%	13%	13%	13%	16%	10%	12%	15%	7%	16%	12%	12%	10%	14%
Don't know	14%	12%	10%	10%	11%	14%	12%	15%	16%	15%	13%	11%	14%	14%	13%	15%	12%	14%	8%	12%	15%	18%	27%

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Strongly support	8%	4%	15%	8%	10%	5%	10%	6%	13%	6%	9%	8%	13%	5%	9%	8%	8%	9%	8%	7%	9%	6%	8%
Tend to support	21%	16%	25%	30%	25%	17%	24%	17%	23%	18%	22%	24%	21%	18%	22%	19%	29%	24%	26%	19%	15%	22%	21%
Tend to oppose	30%	37%	27%	32%	30%	33%	28%	31%	25%	28%	30%	34%	27%	32%	33%	27%	25%	35%	28%	34%	31%	29%	22%
Strongly oppose	26%	36%	17%	20%	22%	35%	24%	29%	11%	30%	27%	27%	23%	31%	23%	27%	23%	13%	28%	24%	29%	23%	26%
Don't know	16%	8%	17%	11%	14%	10%	14%	17%	28%	19%	12%	8%	16%	14%	13%	19%	15%	19%	10%	15%	16%	22%	24%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Strongly support	5%	4%	5%	7%	5%	3%	7%	3%	11%	6%	4%	2%	12%	3%	3%	4%	9%	3%	5%	5%	3%	7%	7%
Tend to support	25%	23%	28%	33%	29%	21%	30%	20%	27%	23%	28%	25%	26%	23%	26%	27%	29%	17%	32%	24%	21%	22%	20%
Tend to oppose	30%	34%	31%	26%	31%	33%	27%	33%	20%	28%	32%	36%	26%	31%	31%	29%	31%	32%	28%	32%	31%	33%	25%
Strongly oppose	25%	30%	19%	25%	21%	33%	22%	27%	16%	26%	23%	29%	21%	27%	26%	26%	17%	27%	25%	25%	29%	20%	21%
Don't know	15%	9%	16%	9%	14%	9%	13%	17%	26%	17%	13%	8%	15%	16%	14%	14%	15%	20%	10%	14%	16%	19%	26%

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Strongly support	4%	3%	5%	7%	5%	3%	7%	2%	9%	4%	4%	2%	10%	3%	1%	4%	8%	2%	5%	4%	3%	4%	6%
Tend to support	18%	16%	19%	21%	17%	17%	22%	13%	20%	18%	16%	18%	21%	16%	18%	17%	18%	20%	20%	17%	18%	19%	11%
Tend to oppose	28%	29%	32%	27%	30%	26%	27%	29%	32%	26%	27%	30%	27%	27%	28%	27%	31%	31%	27%	31%	27%	23%	25%
Strongly oppose	39%	46%	32%	39%	39%	47%	34%	44%	17%	38%	44%	44%	30%	42%	41%	40%	29%	36%	41%	38%	38%	38%	37%
Don't know	12%	6%	12%	6%	9%	8%	10%	13%	22%	14%	9%	6%	12%	12%	12%	11%	13%	11%	7%	10%	13%	16%	21%

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base: All GB adults	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Go up a lot	9%	5%	12%	8%	6%	8%	9%	9%	23%	9%	6%	6%	11%	7%	5%	12%	14%	12%	7%	9%	10%	9%	12%
Go up a little	25%	24%	27%	24%	27%	23%	26%	24%	22%	26%	22%	26%	27%	22%	26%	26%	27%	17%	27%	26%	21%	27%	19%
Stay about the same	31%	38%	27%	33%	32%	35%	30%	31%	19%	29%	36%	34%	30%	31%	38%	31%	21%	22%	36%	30%	32%	26%	23%
Go down a little	18%	22%	17%	20%	20%	19%	19%	17%	16%	17%	20%	20%	13%	24%	17%	13%	18%	23%	19%	18%	21%	13%	16%
Go down a lot	3%	4%	2%	2%	2%	4%	3%	3%	3%	4%	3%	2%	3%	4%	3%	2%	2%	7%	3%	3%	4%	2%	3%
Don't know	14%	8%	15%	12%	12%	11%	13%	16%	16%	17%	13%	11%	16%	13%	10%	16%	19%	19%	7%	14%	13%	23%	26%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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

Do you think it would be better for Britain if house prices rose, if they went down, or if they stayed about the same?

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base: All GB adults	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
It would be better for Britain if house prices rose	6%	10%	2%	8%	7%	7%	9%	4%	5%	9%	5%	5%	10%	6%	5%	7%	9%	-	10%	5%	5%	8%	3%
It would be better for Britain if house prices went down	49%	40%	59%	53%	50%	45%	50%	48%	68%	50%	48%	40%	50%	48%	49%	47%	52%	64%	49%	54%	50%	49%	38%
It would be better for Britain if house prices stayed about the same	24%	33%	18%	27%	24%	29%	23%	25%	8%	19%	27%	38%	18%	28%	25%	23%	18%	23%	29%	23%	24%	16%	22%
Don't know	20%	17%	21%	11%	19%	20%	18%	22%	18%	22%	20%	18%	21%	19%	21%	23%	21%	12%	12%	19%	21%	27%	37%

And thinking about your own personal finances, do you think you would be better off if house prices rose, if they went down, or does it make little difference to you?

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base: All GB adults	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
I would be better off if house prices rose	21%	27%	18%	28%	27%	22%	23%	19%	7%	23%	25%	19%	24%	23%	14%	21%	22%	23%	32%	19%	16%	18%	11%
I would be better off if house prices fell	22%	12%	29%	22%	18%	15%	22%	22%	59%	31%	9%	3%	33%	21%	23%	19%	20%	19%	23%	24%	22%	26%	12%
It will make little difference to me personally if house prices rise or fall	47%	56%	43%	44%	46%	57%	45%	49%	18%	34%	57%	73%	32%	48%	53%	49%	47%	48%	41%	48%	51%	44%	56%
Don't know	10%	4%	10%	7%	9%	6%	10%	10%	17%	12%	8%	5%	10%	9%	10%	11%	12%	10%	4%	9%	12%	11%	20%

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
United	27%	15%	48%	44%	39%	22%	32%	22%	19%	30%	31%	22%	30%	25%	28%	28%	29%	29%	39%	24%	24%	19%	21%
Divided	34%	49%	23%	24%	26%	45%	35%	33%	30%	28%	36%	45%	35%	36%	35%	34%	28%	27%	32%	33%	35%	38%	37%
Don't know	39%	35%	29%	32%	35%	34%	33%	44%	51%	41%	34%	33%	35%	40%	37%	38%	43%	43%	29%	43%	41%	43%	42%

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
United	11%	19%	7%	9%	12%	12%	14%	9%	9%	13%	10%	11%	19%	10%	12%	12%	6%	4%	16%	10%	9%	9%	11%
Divided	65%	65%	75%	73%	70%	71%	66%	64%	49%	59%	74%	74%	60%	63%	68%	66%	66%	70%	71%	64%	63%	56%	63%
Don't know	24%	16%	18%	18%	17%	18%	20%	28%	42%	29%	16%	15%	21%	27%	20%	22%	27%	25%	13%	26%	28%	35%	26%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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

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

Labour Party

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very left-wing	12%	19%	6%	5%	5%	19%	12%	11%	11%	9%	13%	15%	13%	12%	11%	13%	3%	11%	9%	10%	14%	15%	13%
Fairly left-wing	24%	32%	20%	25%	22%	30%	24%	24%	17%	21%	26%	32%	22%	28%	20%	22%	24%	24%	28%	26%	20%	21%	21%
Slightly left-of-centre	22%	14%	34%	38%	35%	13%	25%	19%	22%	22%	23%	20%	23%	22%	24%	19%	23%	20%	33%	23%	17%	13%	11%
Centre	9%	6%	12%	13%	11%	7%	11%	7%	11%	10%	8%	7%	12%	5%	10%	10%	11%	7%	8%	11%	8%	6%	10%
Slightly right-of-centre	4%	2%	5%	5%	6%	3%	5%	3%	3%	4%	5%	3%	5%	2%	5%	4%	8%	5%	5%	4%	2%	4%	5%
Fairly right-wing	2%	2%	3%	2%	3%	2%	3%	2%	2%	3%	2%	1%	4%	2%	2%	2%	2%	3%	2%	1%	3%	0%	3%
Very right-wing	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	3%	1%	1%	1%	3%	1%	1%
Don't know	27%	24%	18%	10%	17%	25%	19%	34%	34%	31%	22%	20%	18%	28%	26%	29%	26%	30%	14%	25%	35%	38%	37%

Conservative Party

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very left-wing	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	0%	3%	1%	1%	1%	2%	3%	2%
Fairly left-wing	3%	3%	3%	1%	2%	4%	4%	2%	4%	3%	2%	2%	5%	2%	4%	3%	-	1%	4%	2%	3%	3%	1%
Slightly left-of-centre	4%	6%	2%	2%	2%	6%	5%	2%	2%	4%	3%	4%	3%	4%	3%	4%	3%	6%	5%	3%	3%	2%	4%
Centre	6%	8%	3%	4%	4%	7%	7%	4%	8%	5%	3%	7%	9%	5%	6%	4%	5%	5%	7%	4%	4%	8%	6%
Slightly right-of-centre	14%	24%	8%	10%	10%	20%	15%	12%	11%	9%	19%	17%	10%	16%	18%	11%	11%	7%	17%	14%	11%	12%	14%
Fairly right-wing	26%	27%	23%	44%	29%	24%	27%	24%	23%	25%	23%	31%	28%	26%	21%	27%	24%	29%	28%	30%	23%	22%	18%
Very right-wing	21%	8%	41%	29%	33%	13%	21%	20%	14%	22%	25%	18%	24%	18%	18%	22%	28%	22%	25%	21%	19%	15%	18%
Don't know	27%	23%	19%	8%	18%	25%	19%	34%	35%	30%	22%	20%	18%	27%	28%	28%	27%	29%	13%	25%	35%	36%	38%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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

Liberal Democrats

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very left-wing	6%	10%	4%	2%	3%	11%	9%	4%	4%	7%	7%	6%	7%	6%	7%	6%	5%	8%	5%	5%	6%	11%	8%
Fairly left-wing	9%	12%	8%	10%	9%	10%	12%	6%	7%	10%	8%	7%	14%	9%	7%	8%	7%	4%	11%	10%	7%	3%	6%
Slightly left-of-centre	14%	14%	17%	20%	18%	12%	15%	13%	11%	14%	13%	16%	13%	16%	12%	14%	12%	8%	18%	16%	9%	8%	10%
Centre	23%	20%	29%	41%	31%	19%	24%	21%	19%	18%	26%	29%	22%	22%	22%	25%	19%	24%	27%	22%	20%	25%	17%
Slightly right-of-centre	8%	5%	11%	10%	11%	6%	8%	8%	10%	7%	8%	9%	7%	6%	8%	7%	14%	13%	10%	8%	10%	4%	5%
Fairly right-wing	3%	2%	4%	3%	4%	2%	3%	2%	2%	3%	2%	2%	7%	1%	1%	2%	6%	2%	4%	2%	2%	3%	3%
Very right-wing	1%	1%	1%	0%	1%	1%	2%	1%	5%	2%	0%	0%	2%	2%	0%	1%	1%	4%	2%	1%	1%	3%	1%
Don't know	37%	36%	27%	14%	24%	39%	28%	45%	41%	39%	35%	31%	26%	37%	41%	37%	37%	38%	22%	36%	44%	44%	50%

Keir Starmer

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very left-wing	10%	17%	4%	3%	4%	16%	10%	9%	8%	8%	8%	15%	11%	9%	11%	10%	6%	9%	7%	9%	12%	11%	14%
Fairly left-wing	15%	22%	13%	8%	13%	21%	16%	14%	9%	12%	17%	21%	16%	18%	11%	14%	10%	16%	16%	14%	16%	18%	9%
Slightly left-of-centre	20%	19%	29%	30%	30%	16%	22%	19%	13%	16%	27%	24%	16%	22%	20%	20%	21%	19%	28%	23%	14%	12%	15%
Centre	12%	7%	16%	26%	17%	8%	14%	9%	10%	13%	10%	10%	10%	9%	15%	13%	12%	13%	17%	11%	10%	8%	7%
Slightly right-of-centre	6%	4%	8%	6%	7%	5%	7%	5%	7%	7%	5%	5%	8%	5%	4%	6%	7%	6%	7%	7%	3%	4%	6%
Fairly right-wing	4%	2%	5%	3%	4%	3%	4%	3%	7%	3%	4%	2%	5%	2%	5%	3%	7%	2%	5%	3%	4%	3%	4%
Very right-wing	2%	1%	3%	2%	3%	3%	3%	2%	3%	3%	1%	2%	5%	2%	2%	1%	2%	7%	2%	2%	3%	2%	3%
Don't know	32%	28%	23%	20%	22%	30%	25%	38%	42%	38%	26%	22%	28%	34%	31%	31%	34%	29%	19%	32%	38%	42%	42%

Rishi Sunak

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very left-wing	1%	1%	2%	-	1%	2%	2%	1%	2%	2%	2%	0%	2%	1%	2%	1%	0%	1%	2%	1%	2%	1%	1%
Fairly left-wing	3%	5%	1%	3%	3%	4%	4%	2%	4%	4%	3%	1%	8%	2%	4%	2%	2%	1%	4%	2%	3%	2%	2%
Slightly left-of-centre	4%	6%	3%	4%	3%	5%	6%	3%	6%	4%	3%	3%	6%	4%	4%	4%	2%	6%	6%	3%	4%	4%	3%
Centre	7%	12%	3%	4%	4%	10%	8%	6%	8%	5%	7%	10%	8%	7%	8%	5%	8%	4%	8%	6%	6%	3%	9%
Slightly right-of-centre	14%	21%	12%	18%	15%	17%	18%	11%	6%	13%	18%	17%	11%	15%	17%	16%	12%	8%	19%	14%	12%	11%	13%
Fairly right-wing	23%	22%	27%	39%	31%	19%	24%	23%	21%	20%	27%	28%	22%	24%	22%	23%	22%	29%	27%	28%	21%	17%	14%
Very right-wing	17%	10%	29%	18%	22%	15%	17%	18%	14%	17%	17%	20%	16%	16%	14%	19%	25%	19%	18%	18%	16%	18%	16%
Don't know	29%	24%	23%	14%	20%	27%	22%	36%	40%	35%	24%	21%	27%	30%	29%	30%	28%	32%	16%	28%	36%	43%	41%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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

Ed Davey

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very left-wing	3%	6%	1%	2%	1%	5%	4%	2%	4%	2%	3%	5%	5%	3%	5%	3%	1%	1%	3%	2%	3%	4%	3%
Fairly left-wing	5%	7%	4%	4%	5%	5%	8%	1%	1%	5%	5%	4%	6%	5%	4%	5%	1%	4%	8%	4%	3%	2%	2%
Slightly left-of-centre	7%	8%	8%	12%	10%	7%	9%	5%	3%	6%	7%	12%	9%	8%	5%	7%	8%	8%	13%	6%	2%	4%	6%
Centre	14%	12%	17%	27%	21%	12%	16%	12%	10%	9%	17%	21%	14%	14%	12%	16%	11%	17%	18%	13%	14%	9%	11%
Slightly right-of-centre	3%	1%	6%	3%	5%	3%	4%	3%	5%	3%	3%	4%	4%	2%	4%	4%	5%	4%	4%	3%	2%	6%	2%
Fairly right-wing	2%	1%	3%	1%	3%	1%	3%	1%	4%	3%	1%	1%	7%	1%	2%	1%	2%	1%	4%	1%	1%	2%	2%
Very right-wing	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	2%	0%	3%	2%	1%	1%	2%	3%	1%
Don't know	65%	64%	60%	48%	54%	65%	55%	74%	73%	71%	63%	52%	55%	66%	67%	65%	69%	64%	50%	69%	72%	70%	72%

Yourself

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very left-wing	4%	1%	5%	3%	5%	2%	4%	4%	7%	5%	2%	1%	7%	2%	3%	3%	10%	3%	3%	5%	4%	4%	1%
Fairly left-wing	12%	2%	30%	19%	22%	5%	12%	13%	16%	14%	13%	8%	15%	10%	10%	18%	12%	11%	17%	13%	11%	8%	5%
Slightly left-of-centre	13%	6%	24%	20%	21%	8%	13%	13%	9%	14%	13%	13%	14%	13%	12%	13%	14%	13%	19%	13%	10%	8%	10%
Centre	21%	25%	13%	31%	19%	26%	23%	20%	15%	19%	23%	26%	21%	19%	24%	21%	22%	28%	20%	19%	21%	22%	29%
Slightly right-of-centre	12%	24%	3%	11%	9%	18%	15%	10%	6%	7%	16%	20%	10%	14%	13%	11%	8%	11%	12%	12%	13%	13%	9%
Fairly right-wing	8%	16%	2%	1%	3%	14%	10%	6%	4%	7%	8%	10%	6%	10%	9%	6%	8%	4%	10%	7%	8%	3%	8%
Very right-wing	3%	4%	3%	3%	2%	4%	4%	2%	3%	3%	3%	2%	5%	3%	3%	3%	2%	3%	4%	3%	2%	3%	1%
Don't know	27%	23%	21%	12%	18%	24%	20%	34%	39%	31%	22%	20%	22%	30%	26%	27%	25%	28%	15%	28%	31%	39%	37%

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very likely	11%	7%	20%	18%	17%	7%	14%	8%	6%	12%	12%	9%	17%	10%	11%	11%	5%	11%	17%	9%	8%	4%	10%
Fairly likely	34%	32%	43%	41%	41%	32%	37%	31%	30%	34%	35%	35%	32%	32%	36%	36%	37%	32%	40%	33%	32%	31%	27%
Fairly unlikely	22%	27%	16%	22%	20%	28%	20%	24%	19%	18%	23%	29%	18%	24%	19%	21%	22%	30%	22%	23%	22%	23%	21%
Very unlikely	12%	19%	7%	3%	8%	17%	12%	13%	7%	12%	11%	16%	14%	14%	15%	10%	9%	7%	9%	13%	14%	15%	13%
Don't know	21%	15%	15%	16%	15%	16%	18%	24%	38%	24%	18%	12%	20%	20%	20%	22%	26%	20%	12%	22%	25%	27%	29%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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

Do you think Rishi Sunak should remain as leader of the Conservative Party, or stand down and let someone else take over?

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Should remain Conservative leader	48%	65%	40%	61%	53%	53%	49%	47%	29%	42%	51%	65%	51%	51%	45%	47%	44%	39%	60%	51%	38%	38%	40%
Should stand down and let someone else take over	24%	18%	31%	18%	22%	27%	26%	23%	33%	26%	25%	17%	26%	22%	24%	27%	21%	32%	21%	24%	30%	22%	26%
Don't know	28%	16%	29%	22%	25%	21%	26%	30%	38%	32%	24%	18%	22%	27%	30%	27%	35%	29%	19%	25%	32%	41%	35%

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Should remain Labour leader	38%	35%	52%	52%	53%	33%	40%	36%	22%	38%	41%	42%	42%	39%	36%	39%	33%	34%	52%	37%	31%	28%	30%
Should stand down and let someone else take over	32%	38%	28%	22%	24%	40%	32%	32%	35%	29%	33%	34%	33%	29%	35%	32%	29%	39%	30%	31%	32%	34%	35%
Don't know	30%	27%	20%	26%	22%	27%	28%	32%	43%	33%	26%	23%	25%	32%	29%	29%	38%	28%	18%	32%	37%	39%	35%

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
The level of taxation will rise a lot	19%	36%	7%	12%	14%	29%	21%	18%	11%	12%	26%	30%	14%	22%	20%	21%	15%	16%	24%	17%	19%	17%	18%
The level of taxation will rise a little	26%	23%	28%	41%	31%	22%	31%	22%	29%	22%	26%	32%	28%	26%	26%	26%	29%	20%	34%	27%	18%	22%	23%
The level of taxation will stay about the same	21%	16%	32%	26%	27%	19%	22%	20%	18%	24%	20%	18%	30%	20%	21%	19%	24%	9%	22%	23%	21%	19%	16%
The level of taxation will fall a little	8%	7%	10%	3%	8%	8%	7%	10%	6%	11%	7%	6%	5%	8%	10%	8%	6%	15%	6%	8%	9%	11%	10%
The level of taxation will fall a lot	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	0%	3%	1%	1%	3%	1%	1%
Don't know	24%	17%	21%	18%	19%	21%	18%	29%	35%	30%	19%	13%	20%	23%	21%	25%	26%	36%	13%	25%	29%	30%	32%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
The level of taxation will rise a lot	16%	9%	24%	16%	16%	16%	14%	17%	7%	19%	18%	12%	15%	11%	18%	20%	20%	14%	14%	15%	15%	18%	21%
The level of taxation will rise a little	29%	28%	31%	37%	35%	29%	31%	26%	27%	28%	28%	32%	35%	31%	24%	27%	28%	27%	36%	27%	28%	24%	21%
The level of taxation will stay about the same	29%	40%	23%	27%	28%	32%	32%	25%	28%	23%	31%	36%	23%	32%	32%	27%	23%	25%	30%	30%	28%	29%	24%
The level of taxation will fall a little	5%	8%	4%	4%	5%	6%	7%	4%	3%	3%	7%	9%	7%	5%	5%	5%	5%	5%	9%	4%	3%	4%	5%
The level of taxation will fall a lot	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	-
Don't know	21%	14%	18%	16%	15%	16%	15%	26%	35%	25%	16%	11%	19%	19%	20%	21%	23%	29%	11%	22%	26%	24%	29%

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Basic rate of income tax	5%	7%	5%	7%	6%	6%	6%	4%	6%	4%	5%	8%	8%	6%	6%	2%	7%	3%	8%	4%	6%	4%	2%
Higher rate of income tax	24%	24%	28%	25%	28%	25%	25%	22%	14%	20%	30%	29%	20%	25%	25%	24%	20%	19%	23%	29%	18%	28%	19%
Top rate of income tax	47%	46%	52%	60%	56%	48%	48%	45%	25%	43%	57%	54%	34%	50%	49%	44%	56%	48%	47%	52%	46%	40%	40%
National Insurance	8%	10%	7%	8%	7%	9%	9%	7%	10%	7%	7%	9%	10%	9%	6%	8%	4%	6%	12%	6%	7%	6%	6%
Fuel duty	7%	7%	6%	8%	7%	7%	8%	6%	2%	8%	5%	7%	11%	7%	7%	6%	5%	1%	9%	6%	6%	4%	4%
Capital gains tax	30%	30%	36%	34%	36%	32%	34%	26%	12%	29%	31%	39%	29%	29%	32%	31%	29%	31%	35%	28%	28%	23%	32%
Corporation tax	39%	36%	45%	48%	44%	38%	41%	37%	29%	40%	43%	37%	36%	42%	36%	38%	37%	40%	39%	41%	38%	35%	39%
Inheritance tax	13%	10%	15%	13%	16%	10%	15%	11%	12%	10%	12%	18%	11%	11%	15%	11%	20%	15%	16%	12%	12%	7%	11%
Council tax	5%	5%	5%	4%	4%	4%	4%	5%	7%	6%	2%	3%	7%	4%	4%	5%	4%	4%	6%	3%	5%	5%	3%
VAT	4%	5%	3%	6%	4%	4%	6%	2%	7%	4%	4%	4%	5%	5%	3%	3%	3%	1%	6%	4%	3%	4%	2%
Stamp duty	6%	7%	6%	6%	6%	8%	7%	6%	4%	5%	9%	6%	6%	4%	7%	8%	8%	10%	6%	6%	6%	5%	8%
Not sure	22%	19%	17%	11%	14%	21%	17%	28%	39%	25%	18%	15%	24%	21%	19%	27%	20%	22%	14%	21%	24%	32%	33%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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

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

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Basic rate of income tax	45%	46%	50%	49%	50%	48%	47%	44%	28%	43%	53%	50%	34%	49%	48%	46%	39%	48%	47%	48%	47%	47%	33%
Higher rate of income tax	7%	9%	6%	9%	7%	7%	11%	4%	8%	8%	7%	4%	9%	6%	9%	6%	8%	3%	9%	6%	9%	4%	4%
Top rate of income tax	4%	4%	4%	6%	5%	4%	5%	3%	8%	4%	3%	3%	8%	3%	4%	3%	5%	1%	6%	4%	3%	1%	1%
National Insurance	35%	30%	45%	38%	40%	32%	35%	35%	33%	43%	36%	22%	32%	36%	34%	32%	40%	47%	34%	35%	39%	32%	33%
Fuel duty	28%	37%	21%	32%	27%	37%	30%	27%	11%	22%	33%	43%	16%	32%	27%	29%	32%	28%	27%	26%	30%	27%	34%
Capital gains tax	3%	4%	2%	3%	3%	4%	4%	2%	3%	3%	4%	3%	5%	3%	3%	3%	4%	2%	4%	3%	3%	3%	1%
Corporation tax	5%	8%	4%	4%	5%	6%	6%	4%	6%	5%	6%	4%	7%	6%	5%	4%	4%	3%	8%	6%	3%	3%	3%
Inheritance tax	10%	15%	6%	11%	9%	13%	11%	10%	7%	10%	9%	13%	15%	13%	7%	8%	5%	8%	14%	11%	11%	3%	7%
Council tax	45%	46%	46%	51%	46%	48%	43%	47%	29%	41%	48%	55%	36%	46%	47%	43%	51%	48%	41%	45%	48%	48%	46%
VAT	33%	34%	36%	37%	38%	33%	37%	29%	22%	30%	33%	42%	29%	33%	34%	33%	32%	30%	37%	33%	28%	27%	33%
Stamp duty	5%	7%	4%	7%	7%	6%	5%	6%	5%	5%	6%	7%	8%	7%	4%	4%	2%	2%	8%	5%	4%	4%	4%
Not sure	14%	8%	12%	7%	9%	9%	11%	16%	27%	16%	9%	7%	17%	12%	12%	16%	13%	11%	8%	14%	12%	19%	24%

How fair or unfair do you think the following are?

VAT

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very fair	3%	2%	1%	7%	3%	2%	4%	1%	5%	3%	3%	2%	4%	3%	3%	3%	1%	2%	4%	3%	2%	3%	1%
Fair	27%	30%	30%	34%	34%	23%	27%	28%	26%	30%	25%	26%	26%	29%	27%	27%	28%	19%	34%	30%	23%	21%	18%
Neither	22%	24%	23%	28%	24%	24%	23%	21%	10%	23%	21%	28%	26%	24%	21%	21%	15%	15%	26%	20%	24%	17%	19%
Unfair	24%	28%	23%	17%	21%	32%	25%	24%	18%	21%	27%	30%	19%	22%	27%	23%	29%	37%	22%	25%	24%	25%	28%
Very unfair	10%	8%	12%	4%	7%	12%	11%	9%	8%	7%	15%	10%	8%	8%	11%	9%	13%	15%	7%	8%	12%	14%	13%
Not sure	14%	7%	11%	10%	11%	7%	11%	17%	33%	17%	8%	5%	17%	12%	12%	16%	14%	11%	7%	14%	15%	20%	21%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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

Inheritance tax

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very fair	3%	2%	4%	5%	5%	2%	5%	2%	6%	3%	3%	4%	6%	2%	6%	2%	4%	2%	7%	2%	2%	2%	2%
Fair	16%	16%	20%	16%	22%	13%	16%	15%	11%	13%	19%	19%	16%	13%	13%	20%	16%	21%	16%	18%	13%	15%	14%
Neither	14%	14%	16%	15%	14%	15%	16%	12%	13%	12%	14%	18%	16%	12%	16%	13%	16%	10%	14%	12%	14%	18%	16%
Unfair	26%	28%	25%	37%	27%	28%	25%	28%	18%	27%	26%	30%	20%	30%	27%	23%	28%	28%	30%	27%	25%	19%	22%
Very unfair	24%	29%	20%	15%	18%	30%	25%	24%	19%	28%	27%	18%	24%	28%	21%	22%	19%	30%	22%	25%	28%	26%	23%
Not sure	16%	11%	16%	11%	14%	11%	14%	18%	34%	17%	12%	11%	18%	15%	17%	18%	18%	9%	11%	16%	19%	21%	24%

Income tax

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very fair	3%	2%	4%	6%	4%	2%	4%	2%	3%	3%	4%	3%	6%	3%	2%	3%	3%	-	5%	3%	2%	1%	2%
Fair	33%	41%	33%	40%	41%	34%	34%	32%	21%	31%	39%	38%	29%	36%	30%	32%	35%	34%	42%	34%	26%	32%	25%
Neither	19%	23%	20%	15%	18%	22%	21%	18%	16%	15%	22%	27%	18%	18%	24%	19%	17%	22%	18%	18%	24%	14%	21%
Unfair	21%	21%	22%	25%	19%	24%	19%	24%	21%	25%	17%	20%	21%	20%	22%	23%	23%	20%	18%	23%	23%	20%	23%
Very unfair	11%	9%	12%	6%	9%	11%	12%	11%	13%	13%	10%	7%	14%	11%	12%	10%	11%	13%	10%	11%	12%	16%	9%
Not sure	12%	5%	9%	8%	9%	6%	10%	13%	26%	14%	8%	5%	12%	11%	10%	14%	11%	11%	7%	11%	13%	17%	19%

Council tax

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very fair	1%	2%	1%	3%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%	3%	2%	0%	-	-
Fair	24%	27%	27%	34%	33%	20%	24%	25%	20%	26%	22%	26%	24%	27%	23%	22%	29%	17%	31%	27%	21%	18%	14%
Neither	18%	19%	17%	20%	20%	18%	17%	18%	18%	15%	18%	23%	12%	21%	16%	17%	17%	19%	19%	18%	17%	12%	18%
Unfair	29%	31%	27%	23%	26%	34%	29%	29%	22%	27%	31%	33%	29%	27%	29%	30%	28%	37%	28%	26%	31%	28%	34%
Very unfair	18%	17%	20%	12%	14%	22%	18%	17%	10%	21%	21%	13%	19%	16%	22%	18%	15%	19%	13%	18%	19%	27%	19%
Not sure	10%	4%	7%	8%	6%	5%	9%	10%	30%	10%	6%	4%	13%	9%	9%	11%	9%	7%	5%	10%	11%	15%	15%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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

Tax on petrol and deisel

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very fair	4%	3%	4%	10%	6%	2%	5%	3%	5%	5%	3%	3%	6%	4%	4%	4%	4%	1%	8%	3%	2%	1%	3%
Fair	18%	14%	25%	25%	25%	12%	19%	17%	22%	20%	15%	16%	20%	19%	14%	20%	19%	12%	24%	20%	14%	15%	9%
Neither	14%	16%	13%	16%	16%	15%	15%	13%	11%	14%	13%	16%	17%	13%	15%	13%	13%	13%	15%	14%	15%	8%	15%
Unfair	29%	37%	26%	25%	26%	35%	25%	32%	18%	24%	33%	38%	23%	29%	32%	28%	30%	33%	28%	30%	29%	30%	27%
Very unfair	24%	25%	22%	17%	19%	31%	26%	22%	14%	24%	29%	22%	20%	25%	27%	21%	23%	37%	19%	21%	30%	28%	28%
Not sure	11%	4%	10%	7%	8%	5%	10%	12%	31%	13%	7%	4%	14%	10%	8%	14%	11%	5%	6%	12%	10%	18%	18%

Tax on cigarettes and tobacco

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very fair	40%	46%	42%	52%	47%	41%	39%	41%	26%	38%	42%	49%	29%	46%	42%	40%	29%	36%	51%	39%	38%	35%	27%
Fair	25%	25%	28%	30%	27%	24%	25%	25%	23%	25%	26%	25%	31%	24%	19%	26%	29%	24%	26%	28%	22%	22%	22%
Neither	9%	11%	8%	5%	8%	11%	9%	9%	10%	7%	9%	11%	6%	10%	10%	7%	9%	13%	7%	8%	13%	8%	8%
Unfair	7%	5%	8%	5%	6%	8%	8%	7%	9%	7%	8%	6%	10%	6%	10%	6%	10%	8%	7%	7%	7%	8%	11%
Very unfair	9%	7%	8%	4%	5%	10%	11%	7%	9%	11%	8%	4%	11%	7%	9%	8%	9%	15%	5%	7%	11%	9%	17%
Not sure	10%	6%	7%	4%	6%	6%	10%	11%	23%	12%	7%	5%	12%	8%	9%	12%	14%	5%	5%	11%	9%	18%	15%

Tax on alcohol

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very fair	25%	27%	27%	36%	31%	25%	22%	28%	13%	26%	25%	29%	21%	30%	22%	24%	24%	21%	33%	23%	22%	23%	19%
Fair	34%	36%	35%	43%	37%	33%	32%	35%	30%	32%	37%	35%	34%	34%	33%	34%	35%	31%	35%	39%	32%	28%	25%
Neither	13%	14%	14%	6%	12%	15%	14%	12%	13%	11%	12%	18%	13%	12%	14%	13%	12%	14%	12%	12%	16%	11%	13%
Unfair	11%	12%	11%	5%	8%	14%	13%	9%	11%	10%	13%	10%	9%	10%	14%	11%	10%	13%	9%	10%	11%	15%	14%
Very unfair	7%	5%	7%	4%	6%	8%	9%	5%	8%	9%	7%	4%	12%	6%	6%	6%	8%	16%	5%	5%	9%	8%	13%
Not sure	10%	5%	6%	6%	6%	6%	9%	11%	25%	11%	6%	5%	11%	9%	10%	12%	11%	6%	6%	10%	10%	15%	16%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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

National insurance

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very fair	3%	3%	2%	5%	4%	2%	4%	2%	2%	4%	4%	1%	5%	2%	2%	3%	2%	4%	5%	2%	3%	2%	2%
Fair	33%	37%	36%	40%	42%	31%	32%	34%	24%	32%	36%	34%	27%	35%	33%	32%	36%	31%	38%	37%	30%	27%	20%
Neither	24%	29%	22%	20%	24%	28%	26%	22%	14%	19%	27%	35%	21%	26%	27%	22%	23%	19%	25%	22%	23%	24%	28%
Unfair	17%	17%	19%	17%	15%	20%	18%	17%	20%	18%	15%	17%	18%	16%	17%	18%	17%	20%	15%	18%	18%	16%	21%
Very unfair	11%	9%	12%	7%	9%	12%	10%	12%	11%	13%	11%	7%	14%	9%	10%	11%	11%	18%	9%	11%	14%	14%	8%
Not sure	12%	5%	8%	11%	7%	7%	11%	13%	30%	14%	7%	6%	15%	11%	12%	14%	11%	9%	7%	11%	13%	17%	20%

BBC licence fee

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very fair	5%	3%	8%	8%	7%	3%	6%	3%	3%	5%	5%	5%	7%	3%	4%	6%	4%	3%	8%	3%	3%	3%	4%
Fair	13%	9%	19%	26%	23%	7%	14%	12%	13%	12%	13%	15%	16%	14%	14%	12%	12%	8%	22%	13%	9%	7%	4%
Neither	12%	12%	13%	18%	16%	9%	13%	12%	12%	11%	13%	14%	12%	14%	9%	14%	7%	11%	14%	12%	11%	15%	9%
Unfair	18%	19%	19%	18%	20%	15%	16%	19%	22%	18%	17%	17%	20%	18%	19%	18%	13%	14%	19%	17%	19%	17%	17%
Very unfair	43%	53%	35%	22%	29%	61%	43%	43%	25%	45%	47%	46%	33%	43%	47%	39%	56%	58%	32%	46%	48%	47%	53%
Not sure	9%	5%	6%	8%	5%	5%	8%	9%	24%	10%	5%	3%	13%	8%	7%	10%	8%	5%	6%	9%	9%	12%	13%

Air passenger duty

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very fair	8%	7%	9%	11%	11%	7%	9%	7%	2%	8%	9%	9%	12%	8%	7%	7%	6%	8%	11%	7%	5%	6%	9%
Fair	21%	20%	27%	29%	29%	18%	22%	21%	16%	24%	23%	17%	18%	23%	21%	22%	22%	14%	29%	20%	19%	17%	15%
Neither	18%	20%	18%	20%	19%	18%	20%	17%	17%	16%	21%	20%	18%	18%	18%	19%	15%	26%	17%	20%	19%	19%	16%
Unfair	16%	21%	13%	10%	13%	20%	17%	15%	13%	14%	15%	21%	15%	15%	17%	15%	20%	15%	14%	18%	18%	17%	14%
Very unfair	13%	13%	11%	7%	8%	17%	13%	12%	10%	11%	16%	14%	15%	14%	11%	9%	12%	19%	12%	11%	16%	13%	13%
Not sure	24%	19%	23%	23%	19%	20%	20%	28%	43%	27%	17%	18%	23%	22%	25%	28%	24%	16%	17%	26%	24%	28%	32%

Fieldwork Dates: 22nd - 24th April 2023

Sample size: 1778 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

Stamp duty

Unweighted base	1778	602	445	164	702	696	787	991	182	691	447	458	186	608	298	438	157	91	530	540	338	170	200
Base	1778	610	455	163	660	704	864	914	194	741	429	414	213	597	295	429	153	91	498	516	373	185	207
Very fair	2%	2%	3%	3%	3%	2%	3%	2%	2%	3%	2%	3%	5%	2%	2%	2%	2%	4%	3%	3%	1%	2%	3%
Fair	17%	16%	21%	23%	22%	14%	20%	14%	14%	19%	17%	14%	18%	15%	18%	19%	15%	13%	22%	16%	14%	15%	12%
Neither	22%	26%	22%	21%	23%	24%	23%	21%	21%	18%	23%	30%	16%	25%	23%	22%	21%	23%	23%	22%	22%	22%	22%
Unfair	24%	29%	21%	25%	23%	28%	23%	24%	10%	25%	25%	27%	23%	26%	26%	21%	23%	19%	27%	25%	24%	18%	18%
Very unfair	13%	15%	12%	10%	10%	16%	12%	15%	10%	13%	17%	13%	15%	15%	11%	11%	13%	18%	14%	12%	15%	14%	11%
Not sure	21%	12%	22%	19%	18%	16%	18%	24%	43%	23%	17%	14%	24%	18%	20%	25%	27%	23%	11%	22%	23%	29%	34%

Cell Contents (Column Percentages)