Public First Poll for More in Common on Immigration and Economy

Fieldwork: 1st Nov - 3rd Nov 2022

Interview method: Online Survey

Population represented: GB Adults

Sample size: 2030

Methodology:

Public First More in Common Vote Intention

(1.A) If a general election was called tomorrow, how likely would you be to vote? Please rate from 0 to 10, where 0 means certain not to vote, and 10 means certain to vote.

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
0 - certain not to vote	5%	5%	4%	4%	4%	9%	3%	3%	4%	6%	5%	5%	3%	1%	21%
1	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	2%	0%	1%	1%	4%
2	1%	0%	2%	1%	1%	1%	1%	2%	0%	1%	0%	2%	1%	0%	4%
3	1%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	0%	1%	1%	2%
4	1%	3%	2%	1%	3%	1%	2%	1%	2%	1%	0%	0%	2%	0%	2%
5	5%	6%	5%	2%	6%	3%	6%	8%	8%	2%	1%	3%	4%	3%	8%
6	3%	4%	3%	3%	3%	4%	3%	3%	5%	1%	3%	2%	2%	2%	5%
7	5%	7%	6%	4%	7%	5%	3%	3%	2%	6%	5%	2%	4%	4%	7%
8	6%	8%	6%	6%	6%	8%	7%	7%	6%	7%	3%	6%	6%	6%	8%
9	8%	12%	8%	4%	4%	5%	12%	7%	8%	8%	7%	9%	7%	10%	6%
10 - certain to vote	60%	51%	60%	72%	57%	59%	55%	61%	60%	59%	70%	68%	66%	69%	25%
Don't know	4%	3%	3%	2%	5%	4%	5%	4%	1%	5%	3%	3%	4%	2%	7%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First More in Common Vote Intention

(1.B) If a general election was called tomorrow, how likely would you be to vote? Please rate from 0 to 10, where 0 means certain not to vote, and 10 means certain to vote.

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
0 - certain not to vote	5%	4%	5%	5%	5%	5%	3%	2%	1%	1%	7%	23%	1%	1%	2%
1	1%	1%	0%	2%	1%	0%	1%	1%	0%	2%	0%	5%	1%	0%	0%
2	1%	1%	3%	1%	1%	0%	0%	1%	1%	0%	0%	4%	0%	1%	0%
3	1%	2%	2%	1%	2%	1%	0%	0%	1%	1%	0%	3%	0%	1%	2%
4	1%	4%	2%	2%	1%	1%	0%	1%	1%	2%	0%	2%	1%	1%	0%
5	5%	9%	5%	5%	4%	3%	3%	3%	3%	3%	4%	9%	2%	3%	7%
6	3%	8%	5%	3%	2%	1%	0%	2%	3%	2%	9%	5%	2%	3%	1%
7	5%	10%	5%	6%	7%	2%	2%	5%	5%	2%	7%	8%	8%	5%	3%
8	6%	10%	8%	8%	6%	2%	3%	6%	8%	3%	4%	8%	5%	8%	9%
9	8%	8%	12%	7%	8%	5%	7%	10%	8%	10%	5%	4%	10%	8%	10%
10 - certain to vote	60%	40%	50%	57%	60%	74%	75%	66%	68%	70%	60%	19%	71%	67%	64%
Don't know	4%	3%	2%	3%	3%	5%	5%	4%	1%	3%	4%	9%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.C) If a general election was called tomorrow, how likely would you be to vote? Please rate from 0 to 10, where 0 means certain not to vote, and 10 means certain to vote.

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatist	Disengaged Battler	Established Liberal	Loyal National	Disengaged Traditional-ist	Backbone Conserva-tive
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
0 - certain not to vote	5%	5%	5%	2%	3%	6%	7%	1%	2%	10%	3%	3%	8%	3%
1	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	2%	1%	1%	2%
2	1%	1%	1%	1%	2%	0%	1%	0%	1%	2%	0%	1%	1%	1%
3	1%	1%	2%	1%	1%	2%	2%	0%	2%	2%	3%	1%	1%	1%
4	1%	1%	2%	1%	2%	1%	2%	1%	1%	3%	1%	0%	2%	1%
5	5%	4%	6%	3%	5%	5%	6%	2%	4%	6%	3%	5%	6%	3%
6	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	5%	2%	2%	3%
7	5%	6%	5%	6%	6%	5%	4%	3%	5%	8%	5%	3%	7%	3%
8	6%	6%	6%	9%	6%	4%	6%	5%	7%	6%	8%	6%	4%	7%
9	8%	9%	7%	8%	8%	9%	6%	5%	9%	8%	11%	8%	9%	2%
10 - certain to vote	60%	61%	60%	63%	60%	61%	57%	80%	61%	45%	56%	65%	52%	71%
Don't know	4%	2%	5%	3%	3%	4%	5%	1%	4%	5%	2%	3%	6%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) And, if a general election was called tomorrow, which party would you vote for?

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Labour	39%	43%	34%	40%	42%	31%	47%	39%	38%	47%	25%	43%	27%	50%	35%
Conservative	22%	22%	27%	25%	18%	19%	24%	25%	27%	17%	17%	18%	34%	16%	9%
Liberal Democrats	7%	12%	9%	10%	2%	11%	3%	2%	4%	6%	7%	5%	5%	10%	7%
Reform UK / The Brexit Party	4%	3%	3%	3%	3%	7%	2%	8%	3%	4%	3%	5%	8%	0%	3%
The Green Party	5%	5%	7%	3%	5%	4%	7%	4%	7%	5%	1%	6%	3%	6%	3%
Another party	5%	2%	2%	4%	2%	0%	2%	1%	3%	1%	31%	7%	4%	6%	3%
I would not vote	6%	4%	5%	5%	7%	9%	5%	7%	4%	7%	6%	3%	4%	1%	27%
Don't Know	13%	9%	13%	11%	20%	18%	11%	15%	14%	14%	10%	12%	15%	10%	13%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First More in Common Vote Intention

(2.B) And, if a general election was called tomorrow, which party would you vote for?

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Labour	39%	52%	49%	40%	38%	35%	26%	16%	86%	26%	11%	27%	0%	100%	0%
Conservative	22%	14%	17%	18%	19%	23%	36%	53%	2%	2%	16%	7%	100%	0%	0%
Liberal Democrats	7%	5%	6%	8%	10%	7%	6%	4%	2%	52%	4%	6%	0%	0%	100%
Reform UK / The Brexit Party	4%	1%	3%	5%	3%	4%	6%	5%	1%	1%	48%	2%	0%	0%	0%
The Green Party	5%	7%	6%	5%	5%	3%	3%	2%	4%	5%	4%	4%	0%	0%	0%
Another party	5%	3%	3%	6%	5%	5%	5%	1%	1%	1%	4%	3%	0%	0%	0%
I would not vote	6%	7%	8%	6%	6%	6%	4%	2%	1%	2%	8%	33%	0%	0%	0%
Don't Know	13%	10%	9%	12%	15%	17%	15%	17%	4%	11%	5%	17%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First More in Common Vote Intention

(2.C) And, if a general election was called tomorrow, which party would you vote for?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatist	Disengaged Battler	Established Liberal	Loyal National	Disengaged Traditionalist	Backbone Conservative
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Labour	39%	39%	39%	39%	43%	39%	36%	67%	42%	45%	22%	35%	23%	13%
Conservative	22%	25%	19%	27%	18%	20%	22%	3%	15%	15%	33%	27%	37%	51%
Liberal Democrats	7%	7%	7%	11%	7%	5%	5%	8%	10%	4%	14%	6%	3%	6%
Reform UK / The Brexit Party	4%	5%	2%	2%	3%	5%	5%	1%	1%	3%	5%	7%	5%	5%
The Green Party	5%	4%	5%	5%	5%	5%	4%	11%	4%	4%	9%	4%	2%	2%
Another party	5%	5%	4%	4%	5%	5%	5%	5%	4%	5%	5%	6%	2%	2%
I would not vote	6%	5%	7%	3%	6%	6%	9%	0%	4%	12%	2%	4%	9%	6%
Don't Know	13%	9%	17%	10%	13%	16%	14%	5%	20%	12%	11%	11%	18%	15%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First More in Common Vote Intention

(3.A) You said you would vote for another party if a General Election was called tomorrow. Which party would you vote for?

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	100	5	4	6	3	0	3	1	3	2	65	8	33	52	9
Weighted	95	6	4	6	3	0	3	1	3	2	59	8	32	48	9
Scottish National Party (SNP)	61%	0%	23%	18%	0%	*	0%	0%	32%	0%	94%	0%	42%	82%	42%
Plaid Cymru	8%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	100%	10%	6%	20%
Other (Please specify)	22%	44%	77%	66%	70%	*	72%	100%	36%	100%	5%	0%	30%	10%	26%
Don't Know	8%	56%	0%	16%	30%	*	28%	0%	32%	0%	2%	0%	18%	2%	12%

Note:

BASE: Another party

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) You said you would vote for another party if a General Election was called tomorrow. Which party would you vote for?

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	100	10	10	21	20	17	22	9	7	1	1	9	0	0	0
Weighted	95	10	10	21	18	15	22	8	6	1	1	9	0	0	0
Scottish National Party (SNP)	61%	48%	58%	59%	53%	63%	78%	10%	57%	0%	100%	21%	*	*	*
Plaid Cymru	8%	10%	9%	10%	5%	12%	6%	0%	29%	0%	0%	10%	*	*	*
Other (Please specify)	22%	43%	21%	17%	37%	6%	17%	79%	0%	100%	0%	44%	*	*	*
Don't Know	8%	0%	12%	14%	5%	19%	0%	11%	14%	0%	0%	25%	*	*	*

Note:

BASE: Another party

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.C) You said you would vote for another party if a General Election was called tomorrow. Which party would you vote for?

		Gender		Social Grade				Segment						
	Total	Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tist	Disengaged Battler	Established Liberal	Loyal National	Disengaged Tradition-alist	Backbone Conserva-tive
Unweighted	100	53	46	24	26	23	27	13	17	26	7	31	3	3
Weighted	95	51	43	22	27	21	25	12	16	26	7	30	3	3
Scottish National Party (SNP)	61%	57%	65%	56%	56%	65%	70%	76%	84%	61%	45%	53%	30%	28%
Plaid Cymru	8%	6%	11%	12%	8%	0%	12%	15%	0%	7%	0%	14%	0%	0%
Other (Please specify)	22%	31%	12%	17%	33%	26%	11%	9%	9%	22%	55%	22%	35%	72%
Don't Know	8%	6%	11%	15%	3%	9%	8%	0%	7%	11%	0%	11%	35%	0%

Note:

BASE: Another party

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First More in Common Vote Intention

(4.A) Vote Intention

	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
						Region								EU 2016 Vote	
Unweighted	1363	173	178	119	97	95	119	123	62	161	152	84	537	645	99
Weighted	1363	193	182	122	106	88	130	114	58	152	138	79	538	647	97
Labour	49%	53%	40%	47%	57%	42%	56%	50%	50%	61%	31%	48%	33%	56%	67%
Conservative	28%	26%	35%	33%	27%	29%	28%	32%	35%	21%	19%	23%	44%	18%	14%
Liberal Democrats	9%	13%	12%	11%	4%	16%	3%	3%	5%	7%	10%	5%	6%	11%	9%
Reform UK / The Brexit Party	4%	2%	3%	3%	4%	8%	2%	10%	4%	4%	3%	7%	9%	0%	4%
The Green Party	5%	4%	8%	3%	5%	5%	9%	5%	3%	6%	1%	6%	3%	7%	1%
Another party	6%	2%	2%	1%	2%	0%	2%	1%	3%	1%	37%	10%	5%	7%	5%

Note:

BASE: Those who say they are 8 or more likely to vote

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First More in Common Vote Intention

(4.B) Vote Intention

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1363	148	230	228	238	221	298	521	479	107	16	72	368	664	117
Weighted	1363	149	232	234	224	201	324	532	473	108	16	71	376	662	117
Labour	49%	67%	59%	51%	47%	47%	32%	21%	91%	31%	12%	62%	0%	100%	0%
Conservative	28%	16%	20%	20%	24%	30%	44%	65%	2%	2%	25%	12%	100%	0%	0%
Liberal Democrats	9%	5%	8%	10%	12%	8%	8%	5%	1%	61%	0%	11%	0%	0%	100%
Reform UK / The Brexit Party	4%	1%	4%	5%	3%	4%	6%	6%	1%	1%	57%	5%	0%	0%	0%
The Green Party	5%	7%	5%	6%	6%	4%	4%	2%	3%	5%	0%	4%	0%	0%	0%
Another party	6%	3%	3%	7%	7%	7%	6%	1%	1%	1%	6%	6%	0%	0%	0%

Note:

BASE: Those who say they are 8 or more likely to vote

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First More in Common Vote Intention

(4.C) Vote Intention

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatist	Disengaged Battler	Established Liberal	Loyal National	Disengaged Traditionalist	Backbone Conservative
Unweighted	1363	710	647	407	322	301	326	199	254	260	90	387	89	84
Weighted	1363	712	646	407	349	292	309	200	254	258	93	382	91	86
Labour	49%	46%	52%	45%	53%	50%	47%	71%	58%	62%	20%	41%	29%	15%
Conservative	28%	30%	25%	31%	22%	26%	31%	2%	18%	20%	45%	32%	56%	67%
Liberal Democrats	9%	9%	9%	12%	10%	6%	5%	9%	14%	6%	14%	7%	5%	7%
Reform UK / The Brexit Party	4%	5%	3%	2%	3%	6%	7%	1%	0%	3%	5%	8%	8%	6%
The Green Party	5%	4%	6%	5%	6%	6%	4%	11%	5%	3%	11%	4%	1%	3%
Another party	6%	6%	5%	5%	6%	6%	6%	6%	5%	7%	5%	7%	1%	3%

Note:

BASE: Those who say they are 8 or more likely to vote

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.A) In your opinion, which are the most IMPORTANT issues facing the country today?Select three of the following

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Cost of living	75%	74%	71%	80%	76%	81%	75%	78%	77%	72%	76%	79%	72%	76%	82%
Racism in society	7%	10%	6%	6%	5%	11%	6%	4%	10%	9%	2%	6%	3%	8%	9%
Covid-19	7%	7%	4%	5%	10%	6%	10%	9%	8%	6%	10%	7%	7%	9%	6%
Improving education	6%	8%	6%	3%	4%	3%	7%	5%	3%	7%	7%	5%	5%	6%	6%
Cost and availability of childcare	4%	7%	2%	3%	3%	5%	6%	3%	8%	6%	2%	3%	4%	4%	6%
Supporting the NHS	38%	26%	39%	39%	40%	34%	36%	41%	39%	40%	48%	43%	41%	39%	31%
Climate change and the environment	29%	27%	31%	31%	31%	27%	31%	25%	24%	27%	29%	32%	25%	34%	24%
The war in Ukraine	25%	22%	30%	27%	25%	29%	28%	26%	21%	23%	21%	19%	29%	25%	18%
Asylum seekers crossing the channel	20%	11%	25%	19%	25%	26%	17%	25%	26%	19%	18%	18%	37%	10%	10%
The debate about transgender people	2%	4%	1%	1%	1%	1%	1%	3%	1%	2%	2%	4%	1%	2%	3%
Affordable housing	18%	28%	14%	19%	18%	16%	17%	13%	13%	17%	14%	17%	15%	16%	26%
Mental health	18%	16%	20%	20%	15%	17%	19%	12%	24%	17%	20%	17%	12%	18%	24%
Crime	15%	21%	17%	14%	12%	15%	13%	18%	16%	13%	10%	10%	18%	12%	18%
Brexit	12%	16%	13%	13%	13%	9%	10%	11%	3%	13%	12%	14%	6%	19%	13%
Jobs and unemployment	12%	18%	8%	6%	10%	10%	16%	11%	14%	12%	13%	8%	10%	11%	17%
Social care for the elderly	11%	6%	10%	13%	12%	7%	7%	14%	10%	16%	14%	16%	15%	10%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) In your opinion, which are the most IMPORTANT issues facing the country today?Select three of the following

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Cost of living	75%	69%	76%	81%	85%	73%	69%	73%	75%	72%	89%	84%	71%	76%	75%
Racism in society	7%	15%	11%	8%	3%	3%	3%	3%	10%	5%	7%	9%	4%	9%	6%
Covid-19	7%	6%	8%	8%	9%	8%	6%	6%	8%	8%	8%	7%	6%	8%	12%
Improving education	6%	8%	7%	7%	6%	5%	3%	5%	6%	6%	3%	7%	5%	5%	6%
Cost and availability of childcare	4%	5%	9%	7%	2%	2%	3%	3%	5%	4%	0%	8%	4%	4%	4%
Supporting the NHS	38%	29%	32%	32%	38%	41%	51%	38%	41%	41%	32%	30%	38%	42%	31%
Climate change and the environment	29%	29%	27%	28%	27%	31%	31%	26%	28%	39%	12%	27%	23%	30%	37%
The war in Ukraine	25%	19%	20%	20%	27%	31%	31%	34%	19%	26%	32%	19%	36%	22%	27%
Asylum seekers crossing the channel	20%	7%	8%	14%	19%	32%	36%	33%	10%	9%	53%	13%	32%	10%	10%
The debate about transgender people	2%	5%	3%	1%	2%	1%	0%	1%	3%	1%	0%	1%	1%	2%	2%
Affordable housing	18%	24%	26%	23%	15%	11%	9%	13%	21%	20%	12%	21%	14%	19%	16%
Mental health	18%	30%	25%	18%	19%	12%	6%	12%	21%	20%	8%	21%	12%	21%	18%
Crime	15%	17%	19%	16%	13%	15%	12%	17%	15%	10%	27%	14%	20%	13%	10%
Brexit	12%	11%	12%	14%	15%	10%	11%	8%	16%	19%	8%	12%	8%	16%	20%
Jobs and unemployment	12%	22%	14%	16%	9%	7%	5%	11%	12%	6%	4%	16%	14%	12%	11%
Social care for the elderly	11%	4%	6%	7%	11%	16%	21%	14%	9%	11%	5%	9%	11%	9%	12%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.C) In your opinion, which are the most IMPORTANT issues facing the country today?Select three of the following

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Cost of living	75%	73%	77%	74%	77%	76%	75%	75%	78%	80%	67%	73%	77%	68%
Racism in society	7%	8%	6%	9%	6%	7%	6%	14%	7%	8%	10%	4%	2%	7%
Covid-19	7%	7%	7%	7%	6%	8%	8%	4%	4%	5%	8%	11%	11%	9%
Improving education	6%	5%	7%	7%	5%	6%	4%	7%	7%	5%	10%	4%	5%	8%
Cost and availability of childcare	4%	3%	6%	5%	4%	3%	5%	2%	4%	5%	5%	4%	4%	5%
Supporting the NHS	38%	34%	42%	32%	40%	38%	41%	46%	42%	36%	38%	39%	30%	26%
Climate change and the environment	29%	30%	27%	32%	29%	27%	26%	52%	31%	26%	34%	24%	14%	27%
The war in Ukraine	25%	30%	20%	26%	27%	25%	22%	17%	25%	22%	30%	25%	30%	36%
Asylum seekers crossing the channel	20%	21%	20%	16%	16%	24%	25%	3%	12%	16%	14%	30%	36%	41%
The debate about transgender people	2%	1%	2%	2%	2%	1%	2%	4%	1%	2%	3%	1%	3%	1%
Affordable housing	18%	17%	18%	16%	20%	17%	18%	19%	19%	20%	19%	16%	17%	8%
Mental health	18%	15%	20%	14%	19%	20%	18%	14%	20%	22%	16%	15%	18%	11%
Crime	15%	17%	13%	18%	13%	14%	15%	7%	11%	17%	11%	19%	22%	18%
Brexit	12%	15%	10%	16%	12%	10%	11%	21%	12%	14%	13%	11%	5%	9%
Jobs and unemployment	12%	13%	11%	13%	13%	9%	12%	7%	11%	15%	13%	11%	12%	16%
Social care for the elderly	11%	9%	13%	11%	10%	13%	11%	8%	16%	8%	9%	12%	13%	10%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) And of those, which is the SINGLE MOST important issue facing the country today?Select only ONE

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Asylum seekers crossing the channel	8%	3%	9%	7%	12%	10%	3%	9%	12%	10%	6%	8%	16%	3%	3%
The war in Ukraine	5%	6%	4%	5%	6%	6%	6%	6%	8%	5%	5%	4%	7%	5%	3%
Social care for the elderly	1%	0%	1%	3%	2%	1%	0%	3%	3%	2%	2%	1%	3%	1%	0%
Supporting the NHS	9%	6%	9%	12%	6%	8%	8%	7%	9%	10%	14%	15%	10%	9%	6%
Affordable housing	3%	5%	4%	1%	2%	2%	2%	2%	1%	3%	3%	2%	3%	2%	3%
Climate change and the environment	9%	10%	12%	12%	9%	4%	9%	7%	6%	8%	8%	10%	7%	13%	4%
Brexit	2%	3%	3%	2%	3%	1%	2%	1%	0%	3%	3%	3%	1%	4%	3%
Jobs and unemployment	2%	4%	1%	1%	2%	1%	1%	1%	1%	2%	3%	1%	1%	2%	4%
The debate about transgender people	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%
Racism in society	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	2%	0%	2%	1%
Improving education	1%	0%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%
Crime	2%	5%	2%	3%	1%	1%	3%	3%	1%	3%	0%	0%	2%	3%	2%
Mental health	3%	2%	5%	4%	2%	3%	4%	2%	3%	2%	2%	4%	2%	3%	4%
Cost of living	52%	52%	47%	49%	54%	61%	58%	58%	51%	49%	52%	51%	46%	53%	66%
Covid-19	1%	2%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%
Cost and availability of childcare	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) And of those, which is the SINGLE MOST important issue facing the country today?Select only ONE

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Asylum seekers crossing the channel	8%	1%	4%	5%	7%	12%	15%	15%	2%	1%	18%	4%	13%	2%	3%
The war in Ukraine	5%	5%	5%	5%	4%	7%	7%	8%	4%	4%	5%	3%	10%	4%	5%
Social care for the elderly	1%	0%	1%	0%	1%	3%	3%	3%	0%	1%	0%	1%	3%	1%	1%
Supporting the NHS	9%	7%	6%	6%	8%	12%	14%	8%	11%	11%	4%	5%	7%	11%	7%
Affordable housing	3%	4%	4%	3%	2%	1%	2%	3%	2%	4%	0%	3%	3%	2%	2%
Climate change and the environment	9%	10%	5%	8%	8%	10%	11%	7%	9%	16%	4%	6%	7%	9%	15%
Brexit	2%	2%	3%	2%	3%	2%	1%	1%	3%	5%	0%	2%	1%	3%	4%
Jobs and unemployment	2%	3%	3%	2%	1%	1%	1%	2%	2%	1%	0%	3%	2%	2%	2%
The debate about transgender people	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Racism in society	1%	2%	3%	0%	1%	1%	0%	0%	2%	1%	3%	2%	0%	2%	1%
Improving education	1%	2%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%
Crime	2%	4%	4%	1%	1%	2%	1%	2%	3%	1%	7%	1%	3%	2%	1%
Mental health	3%	6%	3%	5%	2%	1%	1%	2%	4%	2%	4%	2%	3%	4%	2%
Cost of living	52%	50%	54%	62%	61%	47%	41%	48%	54%	48%	55%	65%	47%	56%	50%
Covid-19	1%	0%	3%	0%	1%	0%	1%	0%	1%	3%	0%	1%	0%	1%	3%
Cost and availability of childcare	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.C) And of those, which is the SINGLE MOST important issue facing the country today?Select only ONE

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Asylum seekers crossing the channel	8%	8%	7%	4%	6%	9%	11%	0%	1%	5%	2%	15%	18%	13%
The war in Ukraine	5%	7%	4%	7%	4%	6%	5%	3%	5%	4%	6%	7%	5%	9%
Social care for the elderly	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%
Supporting the NHS	9%	8%	9%	9%	10%	9%	9%	11%	13%	8%	11%	8%	5%	5%
Affordable housing	3%	2%	3%	3%	3%	2%	3%	2%	2%	3%	2%	3%	2%	2%
Climate change and the environment	9%	10%	7%	10%	9%	8%	8%	22%	8%	8%	10%	6%	3%	14%
Brexit	2%	3%	2%	3%	3%	1%	1%	5%	3%	2%	1%	1%	1%	1%
Jobs and unemployment	2%	2%	1%	2%	2%	1%	2%	1%	2%	1%	3%	1%	2%	4%
The debate about transgender people	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Racism in society	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	0%	1%
Improving education	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	2%	1%	0%	1%
Crime	2%	3%	2%	2%	2%	2%	3%	0%	2%	4%	1%	3%	3%	2%
Mental health	3%	2%	3%	3%	2%	3%	4%	2%	4%	3%	2%	3%	4%	2%
Cost of living	52%	49%	57%	52%	54%	54%	50%	48%	57%	58%	55%	47%	56%	40%
Covid-19	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	2%	1%	2%
Cost and availability of childcare	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) How much trust do you have in the following?: Keir Starmer

	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
							Region							EU 2016 Vote	
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
A great deal	8%	10%	7%	6%	7%	5%	7%	8%	11%	10%	3%	9%	5%	12%	3%
Quite a lot	26%	26%	26%	33%	25%	17%	31%	20%	21%	27%	31%	24%	19%	37%	17%
Not very much	31%	33%	29%	26%	35%	37%	29%	29%	26%	30%	32%	28%	31%	28%	37%
None at all	24%	16%	28%	24%	22%	28%	19%	31%	33%	23%	21%	29%	38%	15%	20%
Don't Know	12%	15%	11%	10%	11%	12%	15%	12%	9%	10%	12%	9%	6%	8%	23%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) How much trust do you have in the following?: Keir Starmer

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
A great deal	8%	8%	9%	8%	8%	7%	6%	4%	17%	9%	0%	3%	4%	15%	6%
Quite a lot	26%	19%	29%	24%	31%	27%	25%	17%	39%	45%	13%	14%	12%	42%	36%
Not very much	31%	31%	27%	38%	27%	32%	29%	32%	28%	27%	30%	37%	30%	27%	33%
None at all	24%	15%	20%	18%	25%	26%	36%	41%	8%	10%	53%	20%	45%	6%	17%
Don't Know	12%	27%	15%	11%	10%	8%	4%	6%	9%	9%	3%	25%	8%	9%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.C) How much trust do you have in the following?: Keir Starmer

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
A great deal	8%	8%	7%	9%	6%	6%	9%	17%	5%	6%	6%	9%	4%	3%
Quite a lot	26%	28%	24%	32%	28%	24%	20%	38%	30%	24%	28%	25%	12%	17%
Not very much	31%	30%	31%	31%	31%	31%	29%	29%	36%	32%	30%	28%	26%	31%
None at all	24%	26%	22%	19%	24%	25%	28%	7%	17%	20%	24%	31%	42%	41%
Don't Know	12%	8%	16%	8%	11%	14%	15%	9%	12%	16%	12%	8%	16%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) How much trust do you have in the following?: Rishi Sunak

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
A great deal	7%	10%	7%	7%	5%	3%	7%	9%	7%	6%	4%	7%	8%	8%	3%
Quite a lot	24%	23%	28%	25%	25%	25%	20%	24%	22%	25%	21%	17%	29%	22%	17%
Not very much	34%	27%	36%	34%	35%	36%	37%	37%	27%	31%	36%	33%	34%	33%	33%
None at all	28%	30%	22%	24%	27%	30%	27%	23%	36%	29%	30%	33%	22%	32%	31%
Don't Know	8%	10%	7%	11%	8%	6%	9%	7%	7%	8%	9%	10%	7%	6%	16%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.B) How much trust do you have in the following?: Rishi Sunak

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
A great deal	7%	6%	7%	8%	5%	4%	9%	12%	4%	6%	0%	4%	19%	4%	5%
Quite a lot	24%	18%	22%	17%	23%	27%	33%	38%	13%	26%	14%	15%	50%	14%	25%
Not very much	34%	30%	28%	39%	37%	32%	34%	30%	33%	43%	40%	38%	20%	38%	39%
None at all	28%	32%	35%	28%	30%	28%	17%	14%	44%	20%	43%	26%	7%	38%	24%
Don't Know	8%	13%	8%	7%	6%	9%	7%	6%	6%	5%	3%	17%	5%	7%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.C) How much trust do you have in the following?: Rishi Sunak

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
A great deal	7%	8%	5%	10%	6%	6%	6%	2%	3%	4%	14%	9%	9%	17%
Quite a lot	24%	24%	24%	27%	24%	20%	23%	11%	24%	17%	38%	24%	31%	47%
Not very much	34%	34%	34%	33%	31%	36%	34%	30%	39%	34%	31%	36%	29%	24%
None at all	28%	29%	26%	25%	30%	29%	27%	53%	24%	34%	11%	24%	23%	8%
Don't Know	8%	5%	11%	5%	8%	10%	10%	4%	11%	11%	6%	7%	8%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) Thinking about Britain today, do you feel that too little, too much or the right amount is being done to help people cope with the rising cost of living?

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Too little	68%	66%	65%	63%	69%	72%	71%	58%	61%	73%	76%	75%	62%	71%	72%
About the right amount	24%	24%	26%	29%	25%	22%	22%	31%	32%	20%	18%	18%	30%	22%	19%
Too much	4%	7%	3%	4%	2%	1%	3%	5%	3%	6%	3%	3%	4%	3%	5%
Don't Know	4%	3%	5%	4%	3%	4%	3%	7%	4%	2%	3%	4%	5%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) Thinking about Britain today, do you feel that too little, too much or the right amount is being done to help people cope with the rising cost of living?

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Too little	68%	71%	67%	70%	75%	72%	59%	55%	76%	72%	66%	72%	45%	79%	68%
About the right amount	24%	22%	24%	22%	18%	22%	34%	36%	19%	21%	27%	19%	45%	16%	24%
Too much	4%	4%	6%	4%	4%	3%	2%	4%	4%	3%	7%	5%	4%	4%	5%
Don't Know	4%	3%	4%	3%	4%	3%	6%	5%	1%	5%	0%	4%	6%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.C) Thinking about Britain today, do you feel that too little, too much or the right amount is being done to help people cope with the rising cost of living?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Too little	68%	63%	73%	64%	71%	70%	69%	90%	76%	73%	39%	69%	52%	33%
About the right amount	24%	29%	20%	26%	22%	23%	24%	6%	19%	20%	46%	24%	32%	56%
Too much	4%	5%	3%	5%	4%	3%	4%	2%	1%	3%	12%	4%	7%	7%
Don't Know	4%	4%	4%	4%	3%	4%	3%	2%	4%	3%	4%	3%	9%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) Which, if any, of the following actions have you taken in recent months?Select any which apply

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
I've fallen behind on paying my bills, rent or mortgage	9%	11%	5%	7%	7%	12%	11%	8%	17%	9%	7%	11%	9%	8%	10%
I don't think I need to take any actions	6%	6%	6%	7%	6%	4%	4%	5%	8%	6%	7%	1%	7%	6%	3%
I've cut down my electricity / heating usage	57%	42%	56%	66%	66%	61%	54%	62%	60%	55%	63%	52%	61%	58%	51%
I'm cutting down on luxuries and things that aren't essential	56%	53%	57%	61%	50%	63%	54%	56%	59%	53%	60%	58%	55%	57%	56%
I'm going out less (e.g. to restaurants, pubs and the cinema)	51%	48%	51%	50%	51%	58%	47%	53%	58%	51%	54%	51%	50%	50%	56%
I've used a food bank	5%	7%	3%	2%	2%	1%	5%	5%	7%	8%	5%	9%	5%	4%	5%
I'm shopping around more for my groceries to find better deals	48%	46%	46%	49%	46%	54%	46%	44%	53%	50%	50%	46%	50%	49%	44%
I'm cutting down spending money on Christmas presents	40%	34%	37%	44%	41%	47%	38%	40%	41%	44%	41%	43%	41%	41%	42%
I'm driving less to save money on fuel	30%	20%	28%	40%	33%	36%	29%	31%	23%	31%	36%	33%	35%	32%	22%
I'm drawing down from my savings	22%	20%	24%	22%	27%	23%	24%	22%	25%	17%	22%	19%	21%	25%	19%
I've cancelled holiday plans this year	17%	18%	16%	14%	21%	21%	17%	17%	11%	17%	20%	18%	17%	17%	19%
I'm skipping meals	14%	15%	9%	10%	15%	15%	19%	13%	21%	16%	11%	19%	13%	12%	20%
I'm working more (e.g. taking on a second job)	12%	18%	12%	11%	8%	20%	13%	10%	15%	9%	9%	10%	8%	15%	15%
I've asked friends or family for money	11%	12%	11%	8%	9%	10%	17%	11%	13%	11%	6%	12%	8%	10%	16%
I've taken out loans or used credit cards more often	10%	11%	12%	8%	10%	11%	10%	7%	9%	8%	7%	12%	8%	11%	11%
Other (Please Specify)	1%	0%	0%	0%	1%	0%	1%	1%	1%	0%	1%	2%	1%	1%	0%
None of the above	6%	6%	8%	6%	7%	3%	7%	6%	4%	6%	5%	9%	7%	6%	6%
Don't Know	1%	1%	1%	1%	2%	2%	2%	1%	0%	2%	0%	2%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) Which, if any, of the following actions have you taken in recent months?Select any which apply

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
I've fallen behind on paying my bills, rent or mortgage	9%	16%	13%	11%	11%	5%	1%	7%	12%	5%	9%	11%	7%	11%	7%
I don't think I need to take any actions	6%	4%	5%	3%	3%	6%	10%	7%	5%	7%	7%	3%	9%	5%	5%
I've cut down my electricity / heating usage	57%	40%	45%	55%	64%	67%	68%	63%	53%	58%	63%	53%	55%	55%	56%
I'm cutting down on luxuries and things that aren't essential	56%	54%	52%	59%	63%	58%	53%	55%	55%	59%	53%	57%	49%	57%	65%
I'm going out less (e.g. to restaurants, pubs and the cinema)	51%	50%	51%	56%	53%	50%	48%	50%	51%	45%	53%	53%	44%	52%	53%
I've used a food bank	5%	7%	6%	6%	5%	4%	2%	3%	8%	1%	4%	4%	4%	5%	3%
I'm shopping around more for my groceries to find better deals	48%	39%	42%	53%	55%	50%	46%	48%	49%	45%	39%	46%	45%	49%	46%
I'm cutting down spending money on Christmas presents	40%	32%	41%	45%	47%	43%	34%	41%	42%	37%	24%	40%	35%	43%	41%
I'm driving less to save money on fuel	30%	18%	24%	28%	33%	37%	40%	36%	26%	32%	36%	24%	31%	29%	37%
I'm drawing down from my savings	22%	21%	21%	21%	24%	26%	21%	20%	25%	26%	17%	17%	17%	25%	24%
I've cancelled holiday plans this year	17%	16%	16%	21%	19%	17%	15%	17%	17%	12%	26%	18%	14%	19%	18%
I'm skipping meals	14%	23%	17%	14%	17%	12%	6%	9%	18%	11%	20%	21%	8%	17%	11%
I'm working more (e.g. taking on a second job)	12%	22%	19%	17%	12%	5%	2%	10%	14%	11%	8%	16%	10%	14%	11%
I've asked friends or family for money	11%	23%	17%	9%	12%	4%	2%	5%	15%	10%	21%	13%	6%	13%	8%
I've taken out loans or used credit cards more often	10%	9%	14%	14%	13%	4%	4%	10%	10%	8%	0%	11%	9%	11%	10%
Other (Please Specify)	1%	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%	1%	1%	0%	0%
None of the above	6%	6%	6%	4%	8%	7%	7%	8%	6%	7%	5%	5%	7%	6%	6%
Don't Know	1%	2%	3%	0%	1%	0%	1%	1%	2%	1%	0%	3%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.C) Which, if any, of the following actions have you taken in recent months?Select any which apply

		Gender		Social Grade				Segment						
	Total	Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
I've fallen behind on paying my bills, rent or mortgage	9%	8%	10%	7%	9%	11%	11%	7%	10%	10%	9%	11%	4%	4%
I don't think I need to take any actions	6%	8%	3%	8%	4%	5%	5%	4%	4%	5%	8%	5%	8%	12%
I've cut down my electricity / heating usage	57%	50%	64%	54%	54%	62%	59%	64%	62%	50%	40%	65%	47%	53%
I'm cutting down on luxuries and things that aren't essential	56%	48%	64%	53%	60%	53%	56%	66%	63%	53%	45%	61%	42%	38%
I'm going out less (e.g. to restaurants, pubs and the cinema)	51%	46%	57%	49%	53%	54%	50%	64%	56%	48%	36%	56%	39%	37%
I've used a food bank	5%	4%	5%	4%	4%	5%	7%	2%	3%	6%	5%	7%	5%	2%
I'm shopping around more for my groceries to find better deals	48%	41%	54%	45%	46%	49%	52%	53%	53%	46%	33%	53%	38%	33%
I'm cutting down spending money on Christmas presents	40%	33%	47%	36%	43%	40%	42%	45%	44%	38%	28%	47%	29%	30%
I'm driving less to save money on fuel	30%	31%	30%	30%	28%	34%	30%	26%	31%	25%	29%	40%	22%	31%
I'm drawing down from my savings	22%	22%	22%	24%	22%	21%	22%	34%	25%	19%	15%	22%	16%	16%
I've cancelled holiday plans this year	17%	18%	17%	15%	20%	20%	15%	20%	19%	15%	13%	21%	12%	15%
I'm skipping meals	14%	12%	16%	9%	15%	13%	19%	16%	15%	17%	6%	15%	14%	6%
I'm working more (e.g. taking on a second job)	12%	11%	14%	15%	13%	14%	8%	15%	14%	12%	9%	13%	9%	10%
I've asked friends or family for money	11%	9%	12%	8%	11%	10%	14%	13%	12%	12%	6%	11%	9%	5%
I've taken out loans or used credit cards more often	10%	8%	11%	12%	10%	9%	8%	11%	11%	9%	8%	12%	5%	4%
Other (Please Specify)	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	0%	1%
None of the above	6%	8%	5%	7%	7%	4%	6%	4%	6%	6%	11%	4%	12%	10%
Don't Know	1%	1%	1%	1%	1%	1%	3%	0%	1%	3%	2%	0%	4%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) Which of the following do you trust most to tackle the rising cost of living?

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
The Labour Party	60%	61%	50%	58%	61%	54%	65%	55%	62%	65%	68%	70%	43%	72%	66%
The Conservative Party	40%	39%	50%	42%	39%	46%	35%	45%	38%	35%	32%	30%	57%	28%	34%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) Which of the following do you trust most to tackle the rising cost of living?

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
The Labour Party	60%	75%	68%	69%	60%	55%	41%	23%	94%	77%	36%	67%	5%	94%	68%
The Conservative Party	40%	25%	32%	31%	40%	45%	59%	77%	6%	23%	64%	33%	95%	6%	32%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.C) Which of the following do you trust most to tackle the rising cost of living?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
The Labour Party	60%	58%	62%	58%	63%	59%	61%	94%	67%	71%	42%	53%	35%	19%
The Conservative Party	40%	42%	38%	42%	37%	41%	39%	6%	33%	29%	58%	47%	65%	81%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) Which of the following best describes your view? The current cost of living situation is mostly the result of. . .

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Choices by UK government	52%	58%	52%	51%	48%	44%	51%	54%	58%	52%	53%	53%	41%	60%	54%
Forces outside UK government's control	36%	30%	39%	35%	41%	43%	31%	38%	33%	40%	35%	32%	50%	32%	23%
Don't Know	12%	12%	10%	15%	11%	12%	18%	8%	9%	9%	12%	15%	9%	9%	22%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) Which of the following best describes your view? The current cost of living situation is mostly the result of. . .

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Choices by UK government	52%	67%	64%	57%	51%	46%	33%	32%	70%	57%	58%	52%	27%	69%	49%
Forces outside UK government's control	36%	16%	22%	29%	38%	43%	60%	60%	22%	32%	32%	24%	67%	22%	40%
Don't Know	12%	17%	14%	14%	10%	10%	7%	8%	8%	11%	10%	24%	6%	8%	11%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.C) Which of the following best describes your view? The current cost of living situation is mostly the result of. . .

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Choices by UK government	52%	50%	54%	50%	59%	50%	49%	76%	52%	61%	32%	49%	38%	26%
Forces outside UK government's control	36%	41%	31%	40%	31%	36%	37%	19%	33%	23%	55%	42%	50%	66%
Don't Know	12%	9%	15%	10%	10%	14%	14%	5%	15%	16%	14%	9%	12%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) While economic conditions are difficult to predict, when do you expect the cost of living crisis to end?

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Sometime next year	10%	15%	8%	10%	10%	9%	10%	9%	13%	10%	6%	9%	10%	11%	9%
In the next few years	45%	49%	49%	47%	45%	47%	42%	41%	37%	46%	45%	36%	47%	48%	36%
I'm not sure if it will ever end	35%	27%	32%	33%	32%	36%	36%	38%	38%	35%	42%	43%	32%	34%	42%
Don't Know	10%	9%	10%	9%	12%	7%	12%	12%	12%	10%	7%	12%	11%	8%	14%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.B) While economic conditions are difficult to predict, when do you expect the cost of living crisis to end?

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Sometime next year	10%	14%	11%	9%	8%	11%	9%	13%	8%	8%	17%	7%	18%	8%	12%
In the next few years	45%	42%	42%	46%	48%	46%	46%	50%	45%	51%	28%	37%	53%	47%	49%
I'm not sure if it will ever end	35%	33%	37%	35%	34%	35%	34%	28%	38%	33%	33%	41%	22%	37%	32%
Don't Know	10%	11%	10%	10%	11%	8%	11%	8%	9%	8%	22%	15%	7%	9%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.C)   While economic conditions are difficult to predict, when do you expect the cost of living crisis to end?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Sometime next year	10%	14%	7%	15%	12%	7%	6%	7%	9%	7%	20%	10%	8%	25%
In the next few years	45%	47%	43%	54%	47%	40%	39%	55%	48%	39%	56%	42%	46%	45%
I'm not sure if it will ever end	35%	29%	40%	25%	32%	39%	43%	32%	32%	40%	18%	41%	34%	22%
Don't Know	10%	10%	10%	7%	9%	13%	12%	6%	12%	15%	6%	8%	12%	7%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) Which of the following comes closest to your view?

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
The UK should support Ukraine until it has won back all of the territory it had before Russia invaded Crimea in 2014	26%	27%	25%	26%	24%	29%	28%	27%	27%	28%	25%	23%	28%	27%	28%
The UK should support Ukraine until it has pushed Russia back to where they stood before Russia's invasion in February	37%	34%	34%	29%	37%	40%	48%	43%	35%	45%	23%	30%	43%	37%	43%
The UK should support Ukraine for no more than another 3 years	8%	13%	10%	11%	7%	5%	5%	8%	11%	6%	5%	5%	8%	11%	9%
The UK should support Ukraine for no more than another year	6%	4%	7%	9%	7%	5%	5%	7%	7%	6%	10%	6%	8%	6%	5%
The UK should stop supporting Ukraine now	8%	5%	9%	9%	11%	8%	5%	7%	6%	4%	18%	11%	6%	8%	5%
Don't Know	14%	17%	16%	16%	14%	12%	9%	9%	14%	11%	19%	24%	7%	12%	9%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.C)   Which of the following comes closest to your view?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
The UK should support Ukraine until it has won back all of the territory it had before Russia invaded Crimea in 2014	26%	30%	23%	30%	25%	27%	23%	46%	26%	22%	24%	26%	21%	21%
The UK should support Ukraine until it has pushed Russia back to where they stood before Russia's invasion in February	37%	39%	36%	38%	39%	35%	36%	36%	41%	35%	42%	37%	30%	45%
The UK should support Ukraine for no more than another 3 years	8%	8%	8%	9%	8%	9%	8%	3%	9%	9%	10%	9%	7%	11%
The UK should support Ukraine for no more than another year	6%	5%	8%	6%	7%	5%	7%	2%	5%	7%	6%	8%	9%	7%
The UK should stop supporting Ukraine now	8%	8%	7%	5%	7%	10%	9%	4%	3%	9%	6%	11%	15%	8%
Don't Know	14%	10%	18%	11%	13%	13%	17%	10%	17%	18%	12%	10%	18%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) Which of the following comes closest to your view?

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
It is right that that the UK support Ukraine, even if it makes life harder for us here in the UK	60%	57%	63%	65%	62%	59%	52%	58%	56%	63%	61%	58%	57%	66%	48%
It is wrong that the UK supports Ukraine if it makes life harder for us here in the UK	26%	29%	24%	22%	24%	23%	30%	26%	32%	28%	27%	18%	29%	23%	29%
Don't Know	14%	14%	13%	13%	14%	18%	19%	16%	12%	9%	12%	24%	14%	10%	23%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) Which of the following comes closest to your view?

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
It is right that that the UK support Ukraine, even if it makes life harder for us here in the UK	60%	61%	49%	51%	63%	61%	72%	62%	60%	71%	52%	48%	65%	60%	68%
It is wrong that the UK supports Ukraine if it makes life harder for us here in the UK	26%	22%	34%	34%	26%	23%	18%	27%	25%	21%	43%	27%	26%	26%	24%
Don't Know	14%	18%	18%	15%	11%	16%	10%	11%	15%	8%	5%	24%	10%	14%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.C) Which of the following comes closest to your view?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
It is right that that the UK support Ukraine, even if it makes life harder for us here in the UK	60%	62%	56%	68%	61%	56%	53%	83%	70%	48%	64%	54%	51%	59%
It is wrong that the UK supports Ukraine if it makes life harder for us here in the UK	26%	26%	26%	21%	24%	31%	29%	9%	16%	32%	22%	35%	29%	25%
Don't Know	14%	11%	17%	11%	15%	13%	18%	8%	14%	20%	14%	11%	20%	16%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.A) There have been some suggestions that Russia could use a nuclear weapon in Ukraine. If Russia uses a nuclear weapon in Ukraine, how should the UK and its allies in NATO respond?Select all that apply

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Increasing sanctions on Russia	45%	40%	49%	56%	47%	43%	42%	46%	48%	43%	48%	41%	46%	49%	35%
Sending further weapons and arms to Ukraine	39%	37%	39%	46%	43%	36%	32%	44%	44%	37%	40%	31%	43%	40%	30%
By using conventional (non-nuclear) NATO forces and weapons against Russia in retaliation	34%	31%	34%	41%	36%	39%	29%	32%	39%	30%	37%	32%	34%	37%	27%
Sending further financial aid to Ukraine	32%	31%	33%	35%	35%	32%	26%	39%	30%	31%	33%	20%	28%	37%	26%
By using a nuclear weapon against Russia in retaliation	13%	15%	13%	12%	14%	9%	10%	12%	17%	12%	13%	12%	15%	11%	13%
N/A - The UK and its allies in NATO should not respond	10%	9%	10%	9%	8%	8%	12%	10%	7%	13%	14%	8%	11%	8%	15%
Other (Please Specify)	2%	3%	2%	1%	1%	3%	1%	4%	0%	0%	1%	5%	1%	2%	4%
Don't Know	20%	20%	17%	16%	22%	18%	19%	26%	19%	20%	19%	31%	17%	20%	24%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.B) Who or what do you believe is responsible for the UK's economic situation?Select up to three

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Banks and the financial sector	7%	8%	10%	8%	7%	5%	4%	6%	8%	4%	12%	10%	6%	8%	5%
The impact of the war in Ukraine	49%	28%	35%	43%	51%	59%	70%	66%	37%	49%	49%	41%	68%	39%	56%
Policies by the UK government	41%	47%	43%	44%	42%	43%	31%	27%	55%	50%	43%	38%	18%	55%	37%
People not working hard enough	4%	5%	6%	5%	2%	1%	3%	5%	4%	4%	0%	2%	5%	3%	4%
Don't know	4%	4%	7%	5%	4%	2%	3%	2%	4%	4%	4%	8%	3%	4%	1%
Energy and oil companies taking excessive profits	39%	36%	34%	37%	38%	43%	46%	40%	39%	35%	43%	36%	36%	39%	34%
The impact of Covid-19	39%	35%	36%	38%	36%	42%	44%	47%	29%	40%	35%	41%	51%	31%	42%
The impact of Brexit	35%	38%	39%	36%	36%	32%	31%	23%	46%	56%	8%	33%	23%	43%	45%
Lack of economic growth in the UK	17%	20%	17%	14%	18%	17%	18%	19%	16%	17%	8%	15%	20%	16%	20%
Big business trying to make greater profits	15%	19%	17%	15%	13%	14%	11%	13%	16%	11%	17%	15%	12%	16%	12%
Increasing global demand	12%	11%	11%	13%	12%	12%	13%	18%	9%	4%	17%	10%	21%	9%	10%
Decisions made by the Bank of England	10%	11%	10%	11%	9%	7%	8%	10%	9%	9%	20%	9%	9%	9%	12%
Other (Please Specify)	1%	1%	2%	1%	1%	1%	2%	1%	1%	0%	0%	2%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) Who or what do you believe is responsible for the UK's economic situation?Select up to three

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Banks and the financial sector	7%	11%	7%	7%	6%	8%	6%	6%	5%	7%	7%	7%	8%	6%	8%
The impact of the war in Ukraine	49%	37%	53%	52%	57%	50%	42%	60%	46%	47%	51%	45%	59%	44%	40%
Policies by the UK government	41%	42%	42%	43%	41%	40%	40%	37%	47%	42%	42%	38%	32%	49%	41%
People not working hard enough	4%	5%	5%	6%	2%	3%	2%	5%	4%	3%	3%	1%	4%	4%	3%
Don't know	4%	5%	5%	3%	4%	4%	4%	5%	0%	4%	3%	6%	3%	3%	9%
Energy and oil companies taking excessive profits	39%	34%	34%	40%	39%	39%	45%	37%	49%	40%	41%	48%	47%	34%	33%
The impact of Covid-19	39%	31%	44%	38%	42%	41%	37%	39%	39%	39%	39%	38%	42%	36%	36%
The impact of Brexit	35%	39%	36%	33%	40%	31%	33%	29%	21%	35%	42%	33%	17%	52%	33%
Lack of economic growth in the UK	17%	21%	18%	16%	13%	10%	22%	16%	16%	24%	14%	11%	18%	16%	18%
Big business trying to make greater profits	15%	17%	11%	11%	11%	18%	19%	15%	17%	13%	16%	16%	18%	12%	12%
Increasing global demand	12%	14%	12%	8%	12%	16%	13%	17%	12%	9%	12%	8%	15%	11%	8%
Decisions made by the Bank of England	10%	9%	10%	10%	9%	10%	9%	11%	14%	9%	8%	11%	12%	7%	10%
Other (Please Specify)	1%	1%	1%	1%	1%	3%	1%	1%	3%	0%	1%	2%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.C) Who or what do you believe is responsible for the UK's economic situation?Select up to three

		Gender		Social Grade				Segment						
	Total	Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Banks and the financial sector	7%	8%	6%	8%	7%	8%	6%	7%	5%	7%	10%	9%	8%	2%
The impact of the war in Ukraine	49%	51%	47%	50%	45%	50%	50%	36%	50%	45%	59%	50%	52%	64%
Policies by the UK government	41%	42%	40%	42%	45%	39%	38%	69%	43%	42%	31%	37%	31%	17%
People not working hard enough	4%	4%	3%	4%	4%	3%	4%	1%	1%	4%	4%	6%	3%	7%
Don't know	4%	3%	5%	3%	5%	4%	6%	1%	4%	7%	4%	2%	9%	7%
Energy and oil companies taking excessive profits	39%	34%	45%	32%	38%	45%	44%	41%	40%	37%	25%	47%	35%	28%
The impact of Covid-19	39%	36%	41%	40%	38%	42%	34%	26%	37%	37%	50%	39%	41%	52%
The impact of Brexit	35%	35%	35%	42%	36%	31%	30%	61%	39%	37%	32%	27%	19%	25%
Lack of economic growth in the UK	17%	19%	16%	17%	18%	16%	17%	12%	19%	16%	17%	19%	17%	22%
Big business trying to make greater profits	15%	15%	14%	14%	15%	16%	14%	20%	15%	14%	11%	16%	10%	7%
Increasing global demand	12%	14%	10%	13%	11%	14%	11%	5%	16%	10%	18%	13%	11%	14%
Decisions made by the Bank of England	10%	10%	9%	10%	8%	10%	10%	6%	9%	9%	7%	11%	12%	13%
Other (Please Specify)	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.A) Who or what do you believe is MOST responsible for the UK's economic situation?Select only ONE

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	1942	248	254	158	162	152	168	171	89	234	201	105	746	796	242
Weighted	1944	278	259	162	180	141	180	158	84	220	182	99	748	799	240
Energy and oil companies taking excessive profits	15%	12%	11%	18%	16%	18%	16%	12%	22%	15%	16%	21%	19%	12%	13%
The impact of the war in Ukraine	21%	16%	24%	20%	29%	20%	18%	27%	15%	22%	16%	21%	27%	18%	17%
The impact of Covid-19	12%	11%	14%	9%	11%	17%	12%	14%	12%	12%	12%	9%	14%	10%	14%
The impact of Brexit	12%	16%	13%	10%	17%	8%	10%	8%	6%	12%	15%	14%	3%	21%	12%
Policies by the UK government	21%	21%	23%	22%	16%	21%	21%	21%	18%	22%	22%	21%	17%	25%	22%
Big business trying to make greater profits	3%	4%	4%	3%	1%	1%	4%	3%	6%	1%	4%	1%	4%	2%	4%
Banks and the financial sector	1%	4%	1%	1%	0%	1%	2%	0%	1%	1%	2%	1%	2%	1%	1%
Increasing global demand	3%	4%	4%	4%	1%	3%	2%	3%	1%	2%	3%	3%	3%	3%	3%
Lack of economic growth in the UK	4%	5%	2%	3%	1%	3%	5%	4%	5%	7%	2%	6%	3%	3%	5%
People not working hard enough	1%	2%	1%	2%	0%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%
Decisions made by the Bank of England	1%	0%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%
Don't Know	4%	4%	3%	8%	4%	4%	5%	6%	6%	3%	4%	1%	5%	3%	5%

Note:

BASE: Answer given on responsibility

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.B) Who or what do you believe is MOST responsible for the UK's economic situation?Select only ONE

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1942	271	321	326	347	305	372	715	570	133	24	245	422	765	140
Weighted	1944	271	324	331	329	278	410	729	564	135	24	243	430	765	140
Energy and oil companies taking excessive profits	15%	14%	16%	16%	17%	16%	13%	14%	15%	16%	18%	14%	13%	15%	17%
The impact of the war in Ukraine	21%	9%	14%	15%	22%	24%	36%	33%	11%	21%	8%	18%	38%	13%	20%
The impact of Covid-19	12%	13%	13%	12%	13%	13%	10%	16%	9%	12%	16%	13%	17%	9%	15%
The impact of Brexit	12%	17%	16%	12%	11%	12%	9%	7%	17%	25%	0%	12%	7%	17%	16%
Policies by the UK government	21%	25%	22%	23%	21%	22%	15%	13%	33%	13%	25%	21%	7%	31%	16%
Big business trying to make greater profits	3%	6%	4%	2%	3%	1%	2%	2%	4%	3%	10%	3%	3%	3%	1%
Banks and the financial sector	1%	1%	2%	2%	0%	2%	1%	1%	2%	0%	5%	1%	1%	1%	1%
Increasing global demand	3%	3%	2%	4%	3%	3%	3%	4%	2%	0%	10%	2%	5%	2%	4%
Lack of economic growth in the UK	4%	5%	4%	4%	4%	3%	3%	4%	3%	3%	0%	4%	3%	3%	5%
People not working hard enough	1%	1%	1%	2%	1%	0%	1%	1%	1%	2%	0%	1%	1%	1%	1%
Decisions made by the Bank of England	1%	1%	2%	2%	1%	0%	1%	1%	1%	2%	4%	1%	2%	1%	2%
Don't Know	4%	4%	3%	6%	3%	4%	5%	4%	3%	4%	6%	7%	3%	3%	2%

Note:

BASE: Answer given on responsibility

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.C) Who or what do you believe is MOST responsible for the UK's economic situation?Select only ONE

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditional-ists	Backbone Conserva-tives
Unweighted	1942	963	969	529	463	437	498	227	371	444	129	520	141	110
Weighted	1944	965	968	530	500	424	475	229	370	443	131	518	141	112
Energy and oil companies taking excessive profits	15%	12%	18%	11%	14%	19%	17%	7%	15%	15%	9%	21%	11%	14%
The impact of the war in Ukraine	21%	23%	19%	22%	17%	23%	23%	10%	23%	16%	33%	21%	30%	31%
The impact of Covid-19	12%	11%	13%	11%	15%	11%	11%	6%	9%	12%	18%	14%	15%	22%
The impact of Brexit	12%	13%	12%	17%	12%	12%	9%	28%	12%	15%	12%	8%	4%	6%
Policies by the UK government	21%	22%	20%	21%	24%	18%	20%	38%	23%	22%	7%	19%	17%	7%
Big business trying to make greater profits	3%	3%	3%	2%	4%	3%	2%	4%	3%	4%	2%	3%	3%	0%
Banks and the financial sector	1%	1%	1%	3%	1%	0%	1%	0%	0%	1%	4%	2%	1%	1%
Increasing global demand	3%	4%	2%	4%	2%	3%	2%	1%	3%	3%	4%	3%	2%	5%
Lack of economic growth in the UK	4%	3%	4%	4%	3%	3%	5%	3%	4%	3%	4%	4%	5%	3%
People not working hard enough	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	4%
Decisions made by the Bank of England	1%	1%	1%	1%	2%	2%	1%	0%	1%	1%	1%	2%	1%	4%
Don't Know	4%	3%	5%	2%	3%	5%	6%	2%	5%	6%	5%	2%	8%	2%

Note:

BASE: Answer given on responsibility

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.A) Which of the following, if any, do you think is most responsible for the difficult economic situation the UK finds itself in.Select only one

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Global factors outside of the control of the UK government	29%	28%	35%	32%	28%	35%	25%	27%	29%	27%	26%	21%	40%	24%	23%
Actions taken by the UK Government over the last few years	41%	43%	36%	40%	46%	38%	43%	42%	39%	39%	45%	43%	31%	47%	46%
Actions taken by the UK Government under Prime Minister Liz Truss during her 6 weeks in office	20%	19%	18%	24%	15%	17%	22%	20%	23%	24%	20%	20%	22%	21%	15%
None of the above are responsible	2%	2%	3%	2%	3%	2%	2%	2%	3%	4%	2%	1%	3%	2%	2%
Don't Know	8%	8%	8%	2%	8%	8%	8%	10%	6%	7%	6%	14%	5%	6%	14%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.B) Which of the following, if any, do you think is most responsible for the difficult economic situation the UK finds itself in.Select only one

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Global factors outside of the control of the UK government	29%	17%	20%	20%	28%	36%	47%	48%	15%	22%	28%	22%	55%	16%	30%
Actions taken by the UK Government over the last few years	41%	48%	45%	51%	42%	41%	26%	25%	53%	49%	36%	47%	19%	54%	42%
Actions taken by the UK Government under Prime Minister Liz Truss during her 6 weeks in office	20%	22%	24%	17%	18%	16%	23%	20%	23%	19%	25%	12%	20%	23%	20%
None of the above are responsible	2%	2%	3%	2%	3%	2%	1%	3%	2%	3%	8%	3%	3%	2%	4%
Don't Know	8%	11%	8%	10%	9%	5%	3%	4%	7%	7%	3%	15%	2%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.C) Which of the following, if any, do you think is most responsible for the difficult economic situation the UK finds itself in.Select only one

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Global factors outside of the control of the UK government	29%	32%	26%	32%	25%	28%	29%	12%	26%	20%	49%	31%	42%	52%
Actions taken by the UK Government over the last few years	41%	40%	42%	42%	46%	37%	39%	71%	44%	46%	19%	38%	27%	19%
Actions taken by the UK Government under Prime Minister Liz Truss during her 6 weeks in office	20%	21%	19%	18%	19%	24%	20%	14%	19%	22%	23%	22%	20%	16%
None of the above are responsible	2%	2%	3%	2%	3%	2%	3%	0%	1%	2%	3%	4%	2%	5%
Don't Know	8%	5%	11%	6%	7%	8%	10%	3%	10%	11%	6%	6%	9%	7%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.A) What is the more important priority

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Economic growth that makes everyone richer, even if there are big gaps between the rich and the poor	43%	44%	49%	42%	44%	50%	46%	43%	29%	40%	38%	33%	50%	39%	35%
Closing the gap between the rich and the poor, even if it means we are worse off as a result	42%	42%	38%	43%	40%	39%	39%	43%	48%	46%	46%	49%	36%	50%	42%
Don't Know	15%	14%	13%	15%	16%	11%	15%	14%	23%	14%	16%	17%	14%	11%	22%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) What is the more important priority

| | Total | Age | | | | | | 2019 | | | | | Voting Intention | | |
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Economic growth that makes everyone richer, even if there are big gaps between the rich and the poor	43%	43%	42%	42%	39%	45%	46%	57%	31%	45%	38%	37%	64%	32%	46%
Closing the gap between the rich and the poor, even if it means we are worse off as a result	42%	43%	45%	42%	47%	41%	37%	31%	55%	44%	53%	38%	24%	55%	49%
Don't Know	15%	14%	13%	16%	14%	14%	17%	12%	13%	11%	9%	25%	12%	13%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.C) What is the more important priority

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Economic growth that makes everyone richer, even if there are big gaps between the rich and the poor	43%	48%	38%	47%	42%	42%	39%	23%	39%	34%	62%	47%	53%	73%
Closing the gap between the rich and the poor, even if it means we are worse off as a result	42%	41%	43%	41%	44%	42%	44%	71%	47%	46%	24%	40%	24%	17%
Don't Know	15%	11%	18%	11%	14%	17%	17%	6%	14%	19%	14%	13%	22%	10%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) Which of the following comes closest to your view?

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
The current Government was not elected on a platform of cutting spending and so the Government should not be entitled to propose public spending cuts	44%	46%	41%	50%	39%	37%	38%	40%	45%	47%	49%	48%	39%	49%	44%
The economic circumstances have changed since the last election and so the Government should be entitled to propose public spending cuts	37%	36%	41%	37%	41%	41%	36%	39%	36%	38%	33%	27%	45%	37%	26%
Don't know	19%	18%	18%	13%	20%	22%	26%	21%	19%	15%	18%	25%	16%	14%	30%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.B) Which of the following comes closest to your view?

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
The current Government was not elected on a platform of cutting spending and so the Government should not be entitled to propose public spending cuts	44%	42%	47%	47%	48%	44%	34%	30%	60%	39%	43%	41%	22%	59%	40%
The economic circumstances have changed since the last election and so the Government should be entitled to propose public spending cuts	37%	32%	35%	33%	33%	37%	50%	55%	23%	44%	44%	26%	65%	24%	46%
Don't know	19%	26%	17%	19%	20%	19%	15%	15%	17%	16%	13%	32%	13%	17%	14%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.C) Which of the following comes closest to your view?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
The current Government was not elected on a platform of cutting spending and so the Government should not be entitled to propose public spending cuts	44%	45%	42%	44%	45%	45%	42%	68%	44%	46%	20%	45%	31%	19%
The economic circumstances have changed since the last election and so the Government should be entitled to propose public spending cuts	37%	42%	33%	41%	38%	35%	36%	21%	33%	29%	64%	39%	44%	69%
Don't know	19%	13%	25%	15%	18%	21%	22%	11%	22%	25%	16%	16%	25%	12%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.A) At the moment the Government is spending more money than it is bringing in, creating something known as a budget deficit. Thinking about that deficit which statement comes closest to your view

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
The Government should not prioritise closing the budget deficit	16%	20%	14%	19%	15%	19%	14%	16%	12%	15%	14%	14%	15%	19%	14%
The Government should mainly try and close the budget deficit through raising taxes	25%	22%	26%	27%	30%	20%	18%	25%	29%	28%	28%	21%	25%	29%	17%
The Government should mainly try and close the budget deficit by spending less	39%	37%	37%	40%	32%	41%	48%	41%	37%	40%	42%	42%	43%	36%	40%
Don't Know	20%	20%	23%	15%	23%	20%	20%	18%	22%	18%	17%	23%	17%	17%	29%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.B) At the moment the Government is spending more money than it is bringing in, creating something known as a budget deficit. Thinking about that deficit which statement comes closest to your view

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
The Government should not prioritise closing the budget deficit	16%	17%	20%	17%	17%	14%	11%	13%	21%	13%	19%	15%	11%	20%	15%
The Government should mainly try and close the budget deficit through raising taxes	25%	21%	19%	21%	24%	29%	34%	26%	26%	36%	28%	17%	28%	27%	29%
The Government should mainly try and close the budget deficit by spending less	39%	42%	39%	42%	37%	37%	41%	45%	36%	32%	41%	37%	48%	35%	40%
Don't Know	20%	19%	22%	21%	22%	20%	15%	16%	18%	19%	12%	32%	13%	17%	15%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.C) At the moment the Government is spending more money than it is bringing in, creating something known as a budget deficit. Thinking about that deficit which statement comes closest to your view

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
The Government should not prioritise closing the budget deficit	16%	18%	14%	19%	13%	17%	14%	21%	13%	16%	16%	17%	12%	13%
The Government should mainly try and close the budget deficit through raising taxes	25%	30%	19%	28%	27%	24%	21%	40%	26%	21%	26%	22%	19%	22%
The Government should mainly try and close the budget deficit by spending less	39%	38%	41%	38%	42%	37%	40%	25%	38%	37%	39%	45%	43%	52%
Don't Know	20%	14%	26%	15%	18%	21%	25%	14%	22%	26%	19%	15%	27%	13%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.A) Which of the following ways for the Government to close the budget deficit would you be most supportive of?Select up to three

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Increase income tax for everyone	8%	7%	7%	8%	6%	6%	9%	7%	11%	8%	13%	2%	8%	8%	7%
Increase the number of immigrants to the UK	6%	9%	5%	4%	4%	6%	7%	3%	9%	6%	3%	8%	4%	7%	8%
Scrap the energy bills support scheme which caps average household bills at £2,500 this winter.	5%	8%	5%	5%	4%	5%	3%	3%	10%	3%	4%	2%	5%	4%	6%
Increase the windfall tax on the profits of oil and gas companies	48%	41%	48%	55%	50%	52%	46%	49%	40%	47%	49%	59%	52%	51%	39%
Reduce spending on public services such as health and education	4%	7%	5%	4%	2%	1%	5%	4%	5%	3%	4%	2%	4%	4%	4%
Reduce spending on foreign aid	38%	30%	39%	42%	41%	44%	37%	43%	41%	33%	35%	36%	56%	26%	35%
Increase income tax just for high earners	38%	31%	34%	35%	40%	44%	42%	39%	43%	41%	34%	41%	35%	42%	33%
Increase corporation tax on businesses	27%	30%	26%	28%	33%	29%	27%	20%	24%	25%	25%	28%	21%	31%	25%
Raise pensions in line with wages rather than inflation	14%	17%	13%	15%	12%	10%	8%	14%	12%	18%	14%	13%	15%	13%	14%
Raise benefits in line with wages rather than by inflation	13%	14%	12%	15%	11%	12%	15%	11%	16%	12%	16%	14%	13%	14%	13%
Freeze income tax thresholds so people pay more tax at higher rates	13%	13%	15%	16%	12%	11%	11%	10%	3%	16%	18%	12%	12%	18%	8%
Cut green energy subsidies	12%	12%	12%	8%	11%	13%	12%	17%	9%	8%	16%	11%	19%	8%	9%
Scrap planned increase of spending 3% of GDP on defence	11%	18%	8%	6%	8%	10%	12%	10%	4%	11%	13%	8%	8%	13%	9%
Reverse the planned removal of the 1.25 percentage point increase to National Insurance contributions ('Health and Social care levy')	10%	12%	8%	9%	8%	10%	12%	9%	10%	9%	13%	7%	9%	12%	8%
Don't Know	9%	7%	11%	6%	12%	9%	6%	11%	9%	8%	8%	12%	5%	7%	18%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.B) Which of the following ways for the Government to close the budget deficit would you be most supportive of?Select up to three

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Increase income tax for everyone	8%	9%	4%	7%	4%	9%	12%	8%	7%	10%	21%	5%	10%	8%	8%
Increase the number of immigrants to the UK	6%	10%	8%	7%	4%	3%	3%	4%	6%	9%	5%	6%	5%	7%	7%
Scrap the energy bills support scheme which caps average household bills at £2,500 this winter.	5%	9%	8%	5%	3%	4%	1%	5%	6%	2%	4%	3%	7%	4%	2%
Increase the windfall tax on the profits of oil and gas companies	48%	32%	37%	43%	51%	60%	62%	50%	49%	59%	37%	39%	45%	52%	55%
Reduce spending on public services such as health and education	4%	7%	5%	4%	4%	2%	2%	5%	4%	2%	12%	2%	6%	4%	3%
Reduce spending on foreign aid	38%	17%	31%	40%	38%	44%	51%	51%	26%	31%	56%	37%	50%	28%	32%
Increase income tax just for high earners	38%	34%	32%	38%	41%	41%	38%	35%	41%	45%	31%	35%	30%	42%	46%
Increase corporation tax on businesses	27%	28%	32%	30%	25%	31%	19%	22%	33%	30%	10%	27%	19%	33%	35%
Raise pensions in line with wages rather than inflation	14%	11%	14%	14%	15%	13%	15%	14%	14%	9%	15%	14%	13%	14%	11%
Raise benefits in line with wages rather than by inflation	13%	16%	15%	14%	17%	11%	8%	12%	15%	12%	9%	14%	12%	13%	15%
Freeze income tax thresholds so people pay more tax at higher rates	13%	10%	11%	10%	13%	15%	18%	14%	14%	20%	0%	9%	14%	13%	19%
Cut green energy subsidies	12%	7%	10%	9%	11%	12%	20%	18%	8%	7%	28%	8%	19%	8%	11%
Scrap planned increase of spending 3% of GDP on defence	11%	17%	13%	11%	11%	7%	6%	8%	12%	12%	13%	9%	11%	12%	11%
Reverse the planned removal of the 1.25 percentage point increase to National Insurance contributions ('Health and Social care levy')	10%	7%	9%	11%	9%	11%	11%	12%	10%	9%	8%	7%	12%	10%	14%
Don't Know	9%	14%	12%	8%	9%	6%	5%	6%	8%	5%	4%	19%	6%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.C) Which of the following ways for the Government to close the budget deficit would you be most supportive of?Select up to three

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Increase income tax for everyone	8%	10%	5%	8%	8%	9%	6%	7%	9%	7%	14%	7%	4%	11%
Increase the number of immigrants to the UK	6%	6%	5%	7%	6%	5%	5%	10%	3%	6%	1%	6%	3%	8%
Scrap the energy bills support scheme which caps average household bills at £2,500 this winter.	5%	5%	5%	4%	5%	4%	5%	2%	3%	4%	10%	6%	5%	4%
Increase the windfall tax on the profits of oil and gas companies	48%	47%	49%	53%	52%	44%	43%	69%	55%	44%	43%	47%	32%	35%
Reduce spending on public services such as health and education	4%	5%	3%	5%	4%	2%	4%	2%	1%	3%	7%	6%	5%	6%
Reduce spending on foreign aid	38%	37%	38%	31%	38%	43%	40%	7%	28%	37%	32%	53%	53%	55%
Increase income tax just for high earners	38%	36%	39%	36%	38%	39%	38%	56%	39%	39%	22%	39%	23%	22%
Increase corporation tax on businesses	27%	27%	27%	30%	29%	27%	23%	47%	32%	27%	18%	24%	12%	17%
Raise pensions in line with wages rather than inflation	14%	13%	15%	12%	13%	16%	14%	10%	12%	13%	17%	16%	19%	8%
Raise benefits in line with wages rather than by inflation	13%	13%	14%	13%	13%	11%	16%	9%	12%	12%	16%	15%	19%	11%
Freeze income tax thresholds so people pay more tax at higher rates	13%	15%	12%	16%	13%	11%	11%	18%	15%	10%	19%	13%	8%	12%
Cut green energy subsidies	12%	15%	9%	12%	12%	11%	13%	4%	10%	9%	16%	13%	21%	25%
Scrap planned increase of spending 3% of GDP on defence	11%	14%	7%	14%	11%	8%	9%	21%	8%	10%	12%	9%	4%	15%
Reverse the planned removal of the 1.25 percentage point increase to National Insurance contributions ('Health and Social care levy')	10%	12%	8%	12%	10%	10%	7%	10%	10%	9%	13%	10%	9%	10%
Don't Know	9%	6%	11%	7%	7%	9%	12%	2%	12%	11%	6%	5%	19%	9%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.A) Are you or any of your close family and friends on benefits / Universal Credit (UC)?

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	23%	27%	17%	24%	22%	18%	25%	24%	25%	25%	19%	25%	23%	23%	24%
No	73%	66%	77%	73%	74%	78%	71%	71%	73%	73%	78%	74%	75%	74%	70%
Don't Know	4%	6%	5%	3%	4%	4%	4%	5%	2%	1%	3%	2%	3%	3%	7%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.B) Are you or any of your close family and friends on benefits / Universal Credit (UC)?

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	23%	28%	29%	27%	26%	18%	12%	17%	31%	15%	20%	26%	19%	25%	16%
No	73%	63%	66%	68%	72%	79%	87%	79%	66%	81%	77%	68%	78%	71%	82%
Don't Know	4%	9%	5%	5%	2%	2%	2%	3%	4%	4%	3%	6%	3%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

PUBLICFIRST 💬 **Public First Poll for More in Common on Immigration and Economy**

(55.C) Are you or any of your close family and friends on benefits / Universal Credit (UC)?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	23%	19%	26%	17%	18%	19%	37%	22%	19%	25%	18%	27%	19%	18%
No	73%	76%	70%	79%	78%	76%	59%	73%	75%	71%	76%	71%	77%	80%
Don't Know	4%	4%	4%	4%	4%	5%	3%	5%	5%	4%	6%	2%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

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(56.A) Which statement best reflects your view?

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Benefits should be increased in line with average wage increases	33%	34%	32%	32%	36%	29%	34%	30%	38%	33%	32%	30%	33%	34%	32%
Benefit increases should be increased in line with inflation	40%	40%	38%	39%	38%	41%	44%	40%	36%	41%	43%	46%	38%	44%	34%
Benefits should not be increased at all	18%	17%	22%	22%	19%	21%	12%	17%	18%	19%	15%	14%	21%	15%	20%
Don't Know	9%	9%	8%	7%	7%	9%	10%	13%	7%	6%	10%	10%	8%	7%	14%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.B) Which statement best reflects your view?

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Benefits should be increased in line with average wage increases	33%	37%	37%	31%	36%	28%	29%	32%	36%	29%	34%	29%	33%	35%	32%
Benefit increases should be increased in line with inflation	40%	41%	35%	37%	40%	42%	46%	35%	46%	51%	46%	36%	32%	47%	43%
Benefits should not be increased at all	18%	13%	19%	22%	19%	21%	15%	25%	11%	12%	12%	19%	26%	12%	21%
Don't Know	9%	10%	9%	10%	5%	9%	9%	9%	6%	7%	9%	16%	10%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.C) Which statement best reflects your view?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Benefits should be increased in line with average wage increases	33%	35%	31%	31%	31%	34%	35%	31%	31%	31%	40%	34%	35%	32%
Benefit increases should be increased in line with inflation	40%	42%	39%	42%	41%	37%	41%	61%	47%	40%	38%	35%	24%	28%
Benefits should not be increased at all	18%	16%	20%	18%	19%	20%	15%	4%	12%	17%	15%	24%	24%	33%
Don't Know	9%	8%	10%	9%	9%	10%	8%	5%	9%	11%	7%	6%	17%	7%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.A) For the following people, how much would you say you know about each one?Please use a scale from 0 to 10 where 0 means you know nothing at all and 10 means you know a great amount: Rishi Sunak

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
0 - Know nothing at all	7%	6%	6%	5%	6%	5%	7%	9%	11%	8%	6%	6%	5%	4%	14%
1	4%	4%	2%	3%	4%	5%	6%	4%	2%	4%	4%	5%	3%	3%	9%
2	6%	6%	3%	8%	6%	6%	4%	5%	10%	5%	11%	10%	5%	5%	8%
3	8%	7%	6%	5%	10%	7%	10%	5%	6%	10%	9%	7%	6%	9%	8%
4	8%	9%	7%	8%	5%	10%	10%	7%	4%	8%	10%	9%	7%	8%	11%
5	16%	14%	15%	17%	18%	19%	17%	16%	19%	14%	15%	18%	18%	14%	14%
6	14%	14%	16%	16%	12%	15%	11%	10%	16%	12%	16%	11%	15%	13%	13%
7	15%	19%	22%	16%	9%	17%	16%	17%	9%	14%	10%	9%	16%	19%	7%
8	13%	11%	14%	14%	14%	10%	10%	14%	13%	16%	12%	17%	15%	14%	8%
9	4%	5%	3%	5%	6%	2%	1%	5%	6%	5%	2%	4%	4%	5%	2%
10 - Know a great deal about	6%	6%	5%	4%	9%	5%	6%	8%	3%	4%	5%	4%	6%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.B) For the following people, how much would you say you know about each one?Please use a scale from 0 to 10 where 0 means you know nothing at all and 10 means you know a great amount: Rishi Sunak

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
0 - Know nothing at all	7%	9%	8%	7%	7%	5%	5%	4%	6%	2%	11%	17%	4%	5%	4%
1	4%	6%	4%	3%	4%	4%	3%	2%	4%	4%	0%	10%	2%	3%	3%
2	6%	11%	5%	5%	4%	5%	7%	5%	5%	2%	0%	7%	4%	6%	6%
3	8%	6%	8%	7%	7%	11%	7%	7%	7%	1%	12%	10%	4%	8%	5%
4	8%	12%	9%	8%	10%	6%	4%	5%	9%	13%	0%	10%	4%	9%	12%
5	16%	17%	15%	16%	15%	16%	17%	15%	17%	19%	21%	15%	14%	17%	12%
6	14%	14%	12%	14%	16%	12%	14%	15%	12%	15%	35%	12%	15%	14%	22%
7	15%	10%	12%	16%	15%	19%	18%	18%	17%	19%	4%	7%	20%	16%	17%
8	13%	8%	12%	14%	14%	14%	15%	18%	13%	15%	11%	5%	19%	14%	13%
9	4%	3%	6%	4%	2%	3%	5%	5%	4%	8%	0%	2%	7%	4%	7%
10 - Know a great deal about	6%	4%	9%	6%	4%	4%	5%	6%	6%	3%	7%	7%	9%	5%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.C) For the following people, how much would you say you know about each one?Please use a scale from 0 to 10 where 0 means you know nothing at all and 10 means you know a great amount: Rishi Sunak

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
0 - Know nothing at all	7%	6%	7%	3%	6%	8%	10%	2%	4%	11%	2%	7%	10%	3%
1	4%	3%	5%	3%	4%	4%	5%	3%	5%	4%	2%	4%	7%	3%
2	6%	5%	7%	3%	6%	6%	9%	4%	7%	9%	7%	5%	6%	2%
3	8%	6%	9%	8%	4%	12%	7%	5%	10%	8%	11%	8%	8%	3%
4	8%	6%	10%	7%	9%	6%	10%	8%	8%	10%	10%	7%	8%	4%
5	16%	15%	17%	15%	16%	17%	16%	13%	16%	17%	18%	16%	12%	18%
6	14%	14%	14%	15%	14%	15%	12%	11%	15%	13%	17%	13%	11%	17%
7	15%	18%	12%	17%	19%	12%	13%	20%	17%	11%	14%	15%	15%	18%
8	13%	15%	11%	16%	13%	12%	10%	19%	11%	11%	12%	13%	13%	18%
9	4%	4%	3%	5%	4%	3%	3%	6%	2%	3%	4%	4%	6%	6%
10 - Know a great deal about	6%	7%	4%	7%	4%	6%	5%	8%	4%	3%	4%	8%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.A) For the following people, how much would you say you know about each one?Please use a scale from 0 to 10 where 0 means you know nothing at all and 10 means you know a great amount: Keir Starmer

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
0 - Know nothing at all	10%	10%	9%	5%	8%	9%	9%	14%	10%	12%	10%	12%	7%	6%	22%
1	5%	4%	3%	3%	6%	7%	4%	4%	7%	5%	8%	6%	3%	5%	9%
2	7%	8%	5%	9%	7%	9%	6%	7%	5%	6%	9%	6%	8%	5%	8%
3	8%	7%	9%	8%	12%	6%	9%	6%	4%	5%	8%	11%	9%	6%	10%
4	9%	10%	7%	8%	6%	12%	8%	7%	6%	9%	12%	8%	9%	8%	9%
5	15%	15%	16%	14%	19%	15%	16%	12%	19%	17%	9%	12%	18%	12%	15%
6	12%	13%	14%	16%	10%	10%	15%	10%	12%	11%	12%	14%	13%	15%	9%
7	14%	13%	16%	15%	10%	16%	16%	16%	18%	12%	14%	12%	13%	20%	6%
8	11%	9%	13%	15%	9%	9%	9%	11%	8%	13%	10%	10%	12%	12%	5%
9	4%	3%	2%	4%	6%	2%	3%	7%	5%	4%	3%	4%	3%	5%	2%
10 - Know a great deal about	5%	7%	4%	4%	7%	5%	4%	6%	6%	6%	4%	5%	6%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.B) For the following people, how much would you say you know about each one?Please use a scale from 0 to 10 where 0 means you know nothing at all and 10 means you know a great amount: Keir Starmer

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
0 - Know nothing at all	10%	17%	12%	9%	10%	7%	6%	6%	6%	3%	14%	24%	8%	6%	8%
1	5%	8%	4%	5%	4%	3%	6%	4%	3%	5%	4%	9%	4%	3%	4%
2	7%	9%	7%	7%	6%	7%	7%	7%	6%	3%	0%	10%	4%	5%	5%
3	8%	8%	10%	7%	6%	9%	7%	8%	6%	6%	5%	11%	10%	6%	9%
4	9%	11%	7%	8%	9%	8%	9%	10%	7%	9%	5%	8%	10%	7%	9%
5	15%	17%	11%	13%	18%	17%	14%	15%	14%	17%	34%	16%	15%	15%	13%
6	12%	10%	13%	14%	12%	11%	13%	14%	14%	14%	17%	10%	14%	14%	17%
7	14%	6%	14%	15%	16%	16%	18%	15%	18%	21%	4%	4%	16%	17%	19%
8	11%	9%	8%	11%	12%	13%	12%	12%	14%	12%	11%	2%	10%	15%	8%
9	4%	3%	4%	4%	4%	3%	4%	3%	6%	5%	0%	2%	3%	6%	5%
10 - Know a great deal about	5%	3%	8%	7%	4%	6%	4%	5%	8%	6%	7%	4%	6%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.C) For the following people, how much would you say you know about each one?Please use a scale from 0 to 10 where 0 means you know nothing at all and 10 means you know a great amount: Keir Starmer

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
0 - Know nothing at all	10%	8%	12%	5%	8%	12%	15%	4%	9%	14%	5%	10%	13%	7%
1	5%	3%	7%	4%	7%	4%	4%	3%	7%	5%	5%	3%	9%	4%
2	7%	6%	8%	4%	7%	8%	10%	5%	6%	10%	4%	7%	10%	3%
3	8%	6%	10%	8%	7%	9%	8%	5%	9%	8%	11%	8%	5%	12%
4	9%	8%	10%	9%	9%	8%	9%	7%	9%	9%	14%	7%	9%	10%
5	15%	16%	15%	15%	13%	16%	16%	9%	15%	16%	17%	16%	14%	16%
6	12%	14%	11%	14%	13%	11%	11%	13%	13%	13%	18%	10%	11%	15%
7	14%	16%	13%	17%	16%	14%	10%	18%	16%	11%	15%	16%	11%	14%
8	11%	14%	8%	13%	12%	10%	8%	21%	11%	6%	9%	12%	9%	11%
9	4%	4%	3%	3%	4%	4%	4%	8%	3%	4%	1%	3%	4%	3%
10 - Know a great deal about	5%	7%	4%	8%	4%	5%	4%	8%	3%	3%	2%	8%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.A) Do you think that Rishi Sunak...: Would divide the country

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	46%	49%	49%	40%	40%	50%	45%	43%	52%	44%	49%	45%	39%	55%	41%
No	30%	28%	27%	35%	32%	29%	31%	31%	30%	32%	29%	34%	37%	28%	23%
Don't Know	24%	22%	25%	25%	29%	21%	24%	26%	18%	24%	22%	21%	24%	18%	35%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.B) Do you think that Rishi Sunak...: Would divide the country

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	46%	47%	51%	43%	53%	46%	38%	34%	62%	47%	50%	38%	28%	59%	44%
No	30%	28%	27%	32%	24%	30%	39%	43%	21%	33%	28%	24%	53%	22%	34%
Don't Know	24%	24%	22%	25%	23%	25%	23%	23%	17%	20%	22%	38%	19%	18%	22%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.C) Do you think that Rishi Sunak...: Would divide the country

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma- tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition- alists	Backbone Conserva- tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	46%	50%	41%	51%	47%	45%	41%	75%	43%	49%	35%	46%	31%	18%
No	30%	32%	29%	32%	29%	29%	31%	16%	30%	24%	40%	31%	37%	59%
Don't Know	24%	18%	30%	17%	24%	26%	28%	9%	26%	27%	26%	23%	33%	23%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.A) Do you think that Rishi Sunak...: Can be relied upon to tell the truth

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	29%	31%	28%	30%	29%	30%	28%	32%	33%	27%	28%	28%	36%	29%	17%
No	47%	45%	47%	41%	46%	46%	49%	43%	54%	50%	47%	54%	41%	52%	47%
Don't Know	24%	23%	25%	29%	25%	23%	23%	24%	13%	23%	25%	18%	23%	18%	37%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.B) Do you think that Rishi Sunak...: Can be relied upon to tell the truth

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	29%	23%	24%	26%	27%	27%	44%	47%	16%	33%	24%	18%	63%	18%	37%
No	47%	53%	54%	51%	50%	45%	33%	31%	67%	48%	57%	43%	21%	64%	43%
Don't Know	24%	24%	22%	23%	23%	28%	23%	22%	17%	19%	18%	40%	17%	18%	20%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.C) Do you think that Rishi Sunak...: Can be relied upon to tell the truth

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	29%	32%	27%	34%	28%	26%	29%	13%	25%	20%	47%	33%	41%	62%
No	47%	49%	45%	46%	50%	49%	45%	73%	45%	55%	29%	45%	31%	19%
Don't Know	24%	19%	29%	21%	22%	25%	27%	14%	29%	25%	25%	22%	28%	19%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.A) Do you think that Rishi Sunak...: Could deal with Britain's economic problems

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	44%	42%	50%	47%	47%	45%	41%	50%	35%	45%	39%	39%	55%	42%	31%
No	35%	37%	29%	32%	32%	38%	33%	28%	44%	37%	42%	40%	26%	42%	36%
Don't Know	21%	21%	21%	22%	20%	16%	26%	23%	21%	18%	18%	22%	20%	16%	32%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.B) Do you think that Rishi Sunak...: Could deal with Britain's economic problems

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	44%	34%	36%	38%	46%	50%	59%	66%	29%	49%	36%	30%	77%	33%	51%
No	35%	42%	44%	37%	35%	31%	23%	18%	53%	31%	41%	34%	11%	49%	27%
Don't Know	21%	24%	20%	25%	19%	19%	18%	16%	18%	20%	23%	37%	12%	18%	22%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.C) Do you think that Rishi Sunak...: Could deal with Britain's economic problems

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	44%	47%	42%	51%	43%	41%	42%	25%	41%	36%	54%	51%	56%	73%
No	35%	36%	33%	32%	38%	36%	34%	57%	33%	40%	24%	32%	26%	14%
Don't Know	21%	17%	24%	17%	19%	23%	23%	18%	26%	24%	21%	17%	19%	13%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.A) Do you think that Rishi Sunak...: Would bring calm and stability to British politics

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	36%	38%	41%	34%	34%	36%	34%	38%	35%	34%	30%	35%	45%	33%	22%
No	42%	42%	36%	38%	39%	45%	42%	38%	47%	43%	49%	47%	33%	49%	42%
Don't Know	23%	20%	23%	28%	27%	19%	24%	24%	18%	23%	21%	18%	22%	18%	35%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.B) Do you think that Rishi Sunak...: Would bring calm and stability to British politics

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	36%	29%	30%	31%	35%	37%	48%	56%	21%	39%	28%	23%	70%	22%	46%
No	42%	46%	48%	46%	44%	42%	29%	24%	61%	43%	57%	39%	14%	59%	37%
Don't Know	23%	25%	21%	24%	22%	21%	23%	20%	18%	18%	15%	38%	16%	19%	17%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.C) Do you think that Rishi Sunak...: Would bring calm and stability to British politics

| | Total | Gender | | Social Grade | | | | Segment | | | | | | |
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	36%	38%	33%	41%	34%	34%	33%	18%	32%	27%	48%	41%	46%	65%
No	42%	43%	40%	41%	46%	41%	40%	67%	43%	47%	27%	38%	31%	17%
Don't Know	23%	19%	26%	18%	20%	25%	27%	15%	25%	26%	24%	21%	23%	18%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.A) Do you think that Rishi Sunak...: Puts the interests of rich people first

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	56%	55%	55%	53%	53%	56%	58%	50%	56%	58%	58%	61%	51%	61%	53%
No	23%	20%	22%	24%	22%	21%	23%	29%	31%	23%	24%	21%	26%	24%	17%
Don't Know	21%	25%	22%	23%	25%	23%	20%	20%	13%	19%	18%	18%	22%	16%	30%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.B) Do you think that Rishi Sunak...: Puts the interests of rich people first

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	56%	59%	58%	55%	61%	58%	45%	43%	71%	60%	60%	51%	35%	70%	60%
No	23%	19%	23%	21%	21%	18%	33%	33%	17%	24%	29%	16%	43%	17%	25%
Don't Know	21%	22%	19%	24%	18%	24%	22%	24%	12%	16%	11%	33%	22%	13%	15%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.C) Do you think that Rishi Sunak...: Puts the interests of rich people first

| | | Gender | | Social Grade | | | | Segment | | | | | | |
	Total	Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	56%	60%	51%	55%	59%	56%	52%	81%	61%	59%	31%	55%	42%	24%
No	23%	24%	22%	25%	23%	22%	22%	8%	16%	17%	43%	27%	29%	55%
Don't Know	21%	16%	27%	19%	18%	22%	26%	11%	24%	24%	26%	18%	29%	21%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.A) Do you think that Rishi Sunak...: Would be good in a crisis

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	39%	39%	43%	45%	37%	41%	33%	42%	32%	40%	32%	33%	46%	39%	27%
No	37%	37%	33%	29%	36%	39%	38%	30%	50%	38%	42%	40%	29%	42%	37%
Don't Know	25%	24%	23%	27%	27%	19%	29%	27%	17%	22%	26%	27%	25%	19%	36%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.B) Do you think that Rishi Sunak...: Would be good in a crisis

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	39%	28%	31%	35%	38%	45%	52%	59%	25%	41%	40%	27%	72%	27%	45%
No	37%	47%	45%	40%	39%	29%	23%	21%	55%	37%	40%	33%	13%	51%	33%
Don't Know	25%	25%	24%	25%	23%	26%	25%	20%	20%	23%	19%	40%	14%	21%	22%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.C) Do you think that Rishi Sunak...: Would be good in a crisis

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	39%	40%	38%	45%	37%	36%	36%	21%	37%	30%	56%	43%	45%	65%
No	37%	39%	34%	34%	41%	36%	36%	60%	35%	42%	23%	33%	29%	17%
Don't Know	25%	22%	28%	21%	23%	28%	27%	19%	28%	28%	21%	23%	26%	18%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.A) Do you think that Rishi Sunak...: Would represent a fresh start

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	36%	36%	42%	33%	37%	37%	35%	37%	36%	33%	34%	37%	45%	33%	28%
No	48%	48%	42%	49%	43%	48%	48%	42%	55%	51%	53%	48%	40%	55%	48%
Don't Know	16%	16%	15%	18%	20%	15%	17%	21%	9%	15%	14%	15%	15%	12%	25%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.B) Do you think that Rishi Sunak...: Would represent a fresh start

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	36%	29%	31%	30%	34%	39%	50%	55%	21%	33%	41%	27%	69%	22%	37%
No	48%	53%	52%	51%	49%	47%	37%	31%	66%	57%	44%	43%	20%	66%	52%
Don't Know	16%	17%	17%	19%	17%	14%	13%	13%	13%	10%	15%	30%	11%	12%	11%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.C) Do you think that Rishi Sunak...: Would represent a fresh start

		Gender		Social Grade				Segment						
	Total	Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	36%	36%	36%	39%	35%	33%	38%	16%	32%	28%	53%	42%	44%	66%
No	48%	51%	44%	49%	51%	50%	42%	75%	50%	53%	32%	43%	37%	19%
Don't Know	16%	13%	20%	12%	15%	18%	21%	10%	18%	19%	15%	15%	19%	15%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.A) Do you think that Rishi Sunak...: Has the right approach to Brexit

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	28%	30%	30%	25%	28%	29%	25%	34%	29%	24%	24%	27%	42%	20%	17%
No	37%	36%	33%	39%	32%	36%	38%	30%	42%	39%	46%	39%	23%	52%	34%
Don't Know	36%	34%	37%	36%	40%	35%	37%	36%	28%	38%	30%	34%	35%	28%	49%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.B) Do you think that Rishi Sunak...: Has the right approach to Brexit

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	28%	20%	22%	26%	26%	31%	38%	48%	15%	17%	35%	18%	62%	16%	27%
No	37%	41%	42%	40%	40%	32%	27%	17%	58%	49%	35%	29%	12%	54%	44%
Don't Know	36%	39%	36%	33%	34%	37%	35%	34%	28%	34%	29%	53%	27%	30%	29%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.C) Do you think that Rishi Sunak...: Has the right approach to Brexit

		Gender		Social Grade				Segment						
	Total	Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	28%	33%	23%	30%	26%	27%	27%	8%	20%	21%	35%	36%	38%	57%
No	37%	41%	32%	37%	38%	38%	34%	67%	37%	41%	26%	31%	23%	15%
Don't Know	36%	26%	45%	33%	35%	35%	38%	25%	43%	38%	39%	33%	40%	27%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.A) Do you think that Rishi Sunak...: Is out of touch with people like me

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	58%	54%	57%	58%	60%	61%	58%	55%	54%	61%	63%	62%	56%	62%	56%
No	25%	28%	24%	22%	25%	25%	22%	27%	34%	23%	23%	24%	28%	25%	19%
Don't Know	17%	19%	18%	21%	15%	14%	20%	18%	12%	17%	14%	14%	16%	13%	24%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.B) Do you think that Rishi Sunak...: Is out of touch with people like me

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	58%	60%	59%	55%	63%	58%	56%	48%	70%	61%	55%	52%	39%	70%	60%
No	25%	20%	23%	24%	24%	28%	29%	35%	18%	30%	32%	18%	43%	18%	29%
Don't Know	17%	20%	18%	21%	13%	15%	16%	17%	11%	10%	13%	30%	18%	12%	12%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.C) Do you think that Rishi Sunak...: Is out of touch with people like me

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	58%	61%	55%	55%	64%	57%	57%	82%	63%	61%	41%	58%	39%	32%
No	25%	26%	23%	29%	21%	25%	23%	10%	17%	21%	35%	28%	38%	48%
Don't Know	17%	13%	21%	16%	15%	17%	19%	8%	20%	18%	23%	14%	23%	20%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.A) Do you think that Rishi Sunak...: Would stand up for Britain

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	51%	48%	56%	54%	53%	54%	44%	53%	48%	49%	48%	46%	60%	49%	35%
No	30%	30%	26%	23%	28%	30%	30%	26%	39%	33%	33%	39%	23%	36%	31%
Don't Know	19%	22%	18%	23%	19%	16%	26%	21%	13%	18%	19%	15%	17%	15%	34%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.B) Do you think that Rishi Sunak...: Would stand up for Britain

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	51%	42%	40%	42%	48%	55%	71%	71%	37%	56%	42%	38%	83%	41%	58%
No	30%	38%	41%	35%	31%	25%	13%	15%	47%	28%	47%	30%	9%	42%	27%
Don't Know	19%	20%	18%	23%	21%	20%	15%	14%	17%	16%	11%	33%	8%	17%	15%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.C) Do you think that Rishi Sunak...: Would stand up for Britain

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	51%	53%	48%	57%	50%	48%	47%	39%	52%	37%	66%	55%	58%	78%
No	30%	32%	27%	26%	32%	31%	31%	45%	25%	38%	18%	29%	22%	11%
Don't Know	19%	15%	24%	17%	18%	21%	22%	16%	23%	25%	15%	16%	20%	11%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.A) Do you think that Rishi Sunak...: Would be bad at running the country

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	35%	37%	30%	31%	29%	38%	30%	31%	45%	38%	38%	43%	27%	43%	31%
No	37%	36%	41%	42%	38%	39%	37%	39%	34%	35%	35%	31%	45%	36%	26%
Don't Know	28%	27%	29%	27%	33%	23%	33%	30%	21%	27%	27%	26%	29%	21%	43%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

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(73.B) Do you think that Rishi Sunak...: Would be bad at running the country

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	35%	42%	41%	35%	37%	32%	25%	20%	52%	36%	36%	25%	16%	48%	36%
No	37%	30%	33%	34%	36%	39%	48%	55%	26%	36%	45%	28%	65%	28%	40%
Don't Know	28%	28%	26%	31%	27%	29%	27%	25%	22%	28%	20%	47%	18%	24%	24%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.C) Do you think that Rishi Sunak...: Would be bad at running the country

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	35%	38%	31%	36%	36%	34%	33%	61%	33%	38%	18%	33%	30%	13%
No	37%	40%	35%	40%	36%	36%	36%	20%	34%	30%	54%	40%	44%	67%
Don't Know	28%	22%	34%	24%	28%	29%	31%	19%	33%	32%	28%	27%	26%	20%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.A) Do you think that Rishi Sunak...: Is a natural leader

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	33%	36%	38%	35%	32%	35%	28%	34%	42%	30%	24%	33%	39%	32%	24%
No	45%	40%	43%	43%	45%	46%	49%	41%	45%	47%	53%	46%	41%	50%	43%
Don't Know	22%	24%	20%	22%	23%	20%	23%	25%	13%	22%	23%	21%	20%	18%	33%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.B) Do you think that Rishi Sunak...: Is a natural leader

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	33%	28%	32%	32%	29%	33%	42%	49%	21%	34%	38%	25%	64%	24%	35%
No	45%	47%	46%	46%	52%	46%	35%	32%	61%	45%	36%	40%	21%	60%	45%
Don't Know	22%	24%	22%	22%	18%	21%	23%	19%	18%	22%	26%	36%	16%	17%	20%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.C) Do you think that Rishi Sunak...: Is a natural leader

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma- tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition- alists	Backbone Conserva- tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	33%	34%	32%	39%	31%	29%	33%	19%	28%	27%	50%	37%	38%	56%
No	45%	49%	41%	43%	49%	49%	41%	67%	44%	50%	27%	45%	35%	23%
Don't Know	22%	17%	26%	19%	20%	22%	26%	14%	28%	23%	23%	18%	27%	21%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.A) Do you think that Rishi Sunak...: Will do what is best for themselves before what is best for the country

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	47%	48%	42%	42%	46%	46%	43%	47%	59%	52%	48%	48%	44%	50%	44%
No	30%	24%	35%	33%	24%	36%	36%	33%	22%	27%	28%	38%	32%	32%	23%
Don't Know	23%	28%	22%	25%	30%	18%	21%	20%	18%	21%	25%	14%	24%	18%	33%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.B) Do you think that Rishi Sunak...: Will do what is best for themselves before what is best for the country

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	47%	49%	51%	45%	53%	48%	38%	38%	60%	48%	52%	39%	31%	58%	47%
No	30%	26%	25%	32%	28%	30%	38%	39%	25%	31%	36%	23%	49%	25%	35%
Don't Know	23%	25%	24%	23%	20%	23%	24%	23%	15%	21%	11%	38%	20%	17%	18%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.C) Do you think that Rishi Sunak...: Will do what is best for themselves before what is best for the country

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	47%	49%	44%	47%	48%	47%	45%	70%	48%	45%	28%	50%	34%	29%
No	30%	31%	29%	33%	30%	29%	29%	18%	27%	29%	45%	29%	36%	47%
Don't Know	23%	19%	27%	20%	22%	24%	26%	12%	25%	26%	27%	20%	30%	24%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.A) Do you think that Rishi Sunak...: Is the kind of person I would like to have as a friend

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	22%	27%	21%	22%	18%	20%	24%	25%	20%	20%	16%	22%	27%	21%	14%
No	54%	47%	55%	49%	50%	54%	55%	52%	65%	52%	60%	62%	46%	59%	55%
Don't Know	25%	25%	25%	29%	32%	25%	21%	23%	15%	28%	23%	16%	27%	20%	31%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.B) Do you think that Rishi Sunak...: Is the kind of person I would like to have as a friend

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	22%	20%	20%	20%	19%	21%	27%	34%	14%	22%	16%	15%	47%	15%	25%
No	54%	58%	57%	56%	60%	52%	41%	38%	69%	58%	61%	53%	28%	67%	55%
Don't Know	25%	22%	22%	24%	21%	27%	32%	28%	17%	21%	23%	32%	25%	19%	20%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.C) Do you think that Rishi Sunak...: Is the kind of person I would like to have as a friend

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma- tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition- alists	Backbone Conserva- tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	22%	25%	19%	26%	20%	18%	21%	11%	17%	15%	38%	26%	25%	43%
No	54%	54%	52%	53%	57%	56%	49%	76%	54%	60%	39%	52%	39%	24%
Don't Know	25%	21%	29%	21%	22%	26%	31%	14%	28%	25%	23%	22%	36%	33%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.A) Do you think that Rishi Sunak...: Has real life experience

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	29%	33%	28%	26%	28%	25%	26%	32%	28%	29%	26%	32%	31%	29%	23%
No	52%	48%	47%	53%	52%	61%	51%	51%	53%	54%	57%	57%	52%	56%	48%
Don't Know	19%	19%	25%	21%	20%	14%	23%	17%	18%	17%	17%	11%	17%	15%	29%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.B) Do you think that Rishi Sunak...: Has real life experience

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	29%	27%	31%	26%	23%	26%	36%	41%	19%	30%	15%	22%	52%	21%	31%
No	52%	47%	50%	55%	60%	56%	47%	43%	66%	55%	59%	44%	29%	65%	52%
Don't Know	19%	26%	20%	19%	16%	19%	17%	16%	15%	16%	26%	33%	18%	14%	17%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.C) Do you think that Rishi Sunak...: Has real life experience

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	29%	32%	26%	36%	28%	23%	26%	15%	23%	24%	46%	30%	35%	56%
No	52%	54%	51%	47%	56%	56%	51%	75%	55%	54%	35%	53%	40%	27%
Don't Know	19%	15%	23%	17%	15%	21%	23%	9%	21%	22%	18%	17%	25%	18%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.A) Do you think that Keir Starmer...: Would divide the country

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	39%	34%	45%	39%	40%	44%	37%	42%	43%	36%	38%	38%	49%	34%	32%
No	34%	35%	31%	37%	37%	29%	38%	29%	32%	37%	32%	41%	28%	44%	27%
Don't Know	26%	31%	24%	24%	23%	27%	24%	28%	25%	27%	29%	22%	23%	21%	41%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.B) Do you think that Keir Starmer...: Would divide the country

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	39%	33%	32%	36%	43%	42%	48%	55%	26%	34%	63%	31%	60%	25%	41%
No	34%	34%	38%	39%	34%	33%	29%	24%	51%	48%	9%	27%	20%	53%	44%
Don't Know	26%	34%	30%	25%	23%	25%	23%	21%	23%	19%	28%	42%	20%	22%	14%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.C) Do you think that Keir Starmer...: Would divide the country

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	39%	41%	38%	41%	40%	39%	38%	25%	34%	31%	46%	48%	52%	51%
No	34%	39%	30%	38%	34%	33%	34%	57%	36%	34%	28%	31%	21%	25%
Don't Know	26%	20%	32%	22%	27%	29%	29%	18%	30%	34%	26%	21%	26%	24%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.A) Do you think that Keir Starmer...: Can be relied upon to tell the truth

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	38%	40%	35%	41%	38%	31%	41%	36%	35%	41%	40%	42%	29%	52%	28%
No	35%	32%	38%	34%	35%	45%	33%	34%	42%	30%	32%	37%	47%	26%	30%
Don't Know	27%	29%	27%	25%	27%	25%	27%	30%	23%	29%	29%	22%	24%	22%	43%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.B) Do you think that Keir Starmer...: Can be relied upon to tell the truth

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	38%	30%	42%	37%	41%	39%	38%	28%	57%	63%	5%	23%	23%	58%	54%
No	35%	35%	30%	36%	34%	33%	40%	49%	21%	18%	71%	32%	50%	20%	25%
Don't Know	27%	35%	29%	27%	25%	28%	22%	24%	22%	19%	24%	45%	27%	22%	21%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.C) Do you think that Keir Starmer...: Can be relied upon to tell the truth

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	38%	42%	34%	46%	39%	35%	32%	62%	42%	34%	38%	36%	20%	29%
No	35%	37%	32%	29%	36%	36%	38%	20%	26%	34%	35%	43%	48%	40%
Don't Know	27%	21%	33%	25%	24%	29%	30%	17%	31%	32%	27%	22%	32%	31%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.A) Do you think that Keir Starmer...: Could deal with Britain's economic problems

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	36%	41%	29%	35%	38%	27%	39%	32%	40%	39%	34%	41%	26%	49%	29%
No	37%	30%	44%	35%	37%	45%	34%	38%	40%	37%	35%	32%	53%	26%	29%
Don't Know	27%	29%	27%	31%	25%	28%	27%	30%	20%	24%	31%	27%	21%	25%	42%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.B) Do you think that Keir Starmer...: Could deal with Britain's economic problems

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	36%	31%	44%	40%	37%	34%	29%	20%	60%	48%	9%	24%	16%	62%	43%
No	37%	33%	28%	33%	36%	39%	48%	58%	18%	25%	73%	32%	66%	16%	32%
Don't Know	27%	36%	28%	27%	27%	27%	23%	22%	22%	27%	18%	44%	18%	22%	25%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.C) Do you think that Keir Starmer...: Could deal with Britain's economic problems

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	36%	37%	34%	41%	37%	34%	31%	60%	39%	36%	26%	34%	17%	18%
No	37%	41%	33%	35%	37%	37%	38%	16%	26%	31%	51%	45%	60%	55%
Don't Know	27%	22%	33%	24%	26%	29%	31%	23%	35%	33%	23%	22%	23%	27%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.A) Do you think that Keir Starmer...: Would bring calm and stability to British politics

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	36%	40%	31%	38%	32%	28%	38%	33%	36%	42%	35%	41%	25%	50%	27%
No	38%	28%	43%	35%	40%	49%	39%	42%	45%	30%	38%	36%	53%	28%	27%
Don't Know	27%	32%	27%	27%	28%	23%	23%	25%	19%	28%	27%	23%	21%	21%	46%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.B) Do you think that Keir Starmer...: Would bring calm and stability to British politics

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	36%	32%	39%	38%	39%	38%	30%	20%	60%	53%	9%	24%	15%	61%	46%
No	38%	32%	34%	32%	37%	36%	50%	58%	18%	24%	73%	30%	66%	17%	31%
Don't Know	27%	36%	27%	30%	24%	26%	20%	22%	22%	23%	18%	47%	19%	22%	23%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.C) Do you think that Keir Starmer...: Would bring calm and stability to British politics

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	36%	38%	34%	43%	35%	35%	30%	63%	38%	34%	30%	34%	17%	24%
No	38%	41%	34%	35%	38%	38%	40%	16%	32%	34%	43%	45%	52%	57%
Don't Know	27%	21%	32%	22%	27%	27%	30%	21%	31%	33%	27%	21%	31%	19%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.A) Do you think that Keir Starmer...: Puts the interests of rich people first

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	22%	25%	22%	14%	24%	21%	21%	26%	26%	21%	23%	24%	25%	21%	20%
No	51%	47%	56%	59%	48%	51%	53%	47%	51%	52%	50%	49%	48%	61%	38%
Don't Know	26%	28%	22%	27%	29%	29%	25%	27%	23%	26%	27%	27%	27%	18%	41%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.B) Do you think that Keir Starmer...: Puts the interests of rich people first

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	22%	28%	27%	22%	24%	18%	17%	24%	21%	14%	29%	20%	24%	19%	23%
No	51%	39%	46%	51%	52%	56%	60%	51%	60%	70%	33%	34%	50%	62%	58%
Don't Know	26%	34%	26%	27%	24%	25%	23%	26%	19%	16%	37%	46%	26%	18%	19%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.C) Do you think that Keir Starmer...: Puts the interests of rich people first

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	22%	22%	23%	20%	22%	25%	23%	17%	16%	23%	23%	30%	24%	15%
No	51%	57%	45%	58%	53%	46%	47%	68%	53%	46%	57%	47%	45%	51%
Don't Know	26%	20%	32%	23%	24%	29%	30%	15%	30%	30%	20%	23%	31%	34%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.A) Do you think that Keir Starmer...: Would be good in a crisis

| | | Region | | | | | | | | | | | EU 2016 Vote | | |
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	36%	40%	31%	40%	37%	29%	37%	31%	37%	42%	36%	39%	26%	50%	28%
No	34%	29%	38%	29%	34%	42%	33%	37%	43%	31%	35%	34%	48%	26%	26%
Don't Know	30%	31%	31%	31%	29%	30%	30%	32%	20%	27%	29%	27%	26%	23%	45%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.B) Do you think that Keir Starmer...: Would be good in a crisis

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	36%	33%	39%	39%	40%	37%	31%	23%	58%	56%	9%	25%	19%	60%	48%
No	34%	26%	31%	32%	34%	34%	44%	55%	17%	21%	63%	28%	62%	15%	25%
Don't Know	30%	41%	30%	29%	26%	29%	25%	23%	25%	24%	28%	47%	19%	25%	27%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.C) Do you think that Keir Starmer...: Would be good in a crisis

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	36%	38%	34%	42%	39%	35%	29%	61%	42%	33%	35%	34%	20%	19%
No	34%	38%	31%	34%	33%	34%	36%	15%	25%	32%	41%	41%	50%	54%
Don't Know	30%	24%	35%	24%	28%	31%	34%	24%	34%	35%	24%	26%	30%	26%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.A) Do you think that Keir Starmer...: Would represent a fresh start

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	48%	50%	47%	53%	45%	39%	52%	44%	49%	49%	49%	44%	37%	62%	41%
No	32%	25%	35%	32%	31%	42%	29%	32%	36%	32%	32%	33%	47%	24%	22%
Don't Know	20%	25%	19%	15%	24%	19%	19%	24%	15%	19%	19%	23%	16%	15%	36%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.B) Do you think that Keir Starmer...: Would represent a fresh start

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	48%	44%	51%	50%	49%	51%	43%	32%	70%	70%	22%	36%	24%	72%	61%
No	32%	25%	28%	29%	31%	33%	42%	52%	14%	17%	56%	25%	59%	13%	27%
Don't Know	20%	31%	22%	21%	20%	16%	15%	16%	16%	14%	22%	38%	17%	15%	12%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.C) Do you think that Keir Starmer...: Would represent a fresh start

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	48%	51%	45%	54%	49%	44%	42%	74%	53%	46%	41%	47%	26%	28%
No	32%	34%	30%	30%	32%	33%	33%	14%	25%	29%	35%	37%	50%	48%
Don't Know	20%	15%	25%	16%	19%	23%	24%	13%	22%	24%	25%	16%	24%	24%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.A) Do you think that Keir Starmer...: Has the right approach to Brexit

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	27%	32%	21%	30%	24%	25%	31%	22%	27%	30%	24%	29%	20%	37%	21%
No	34%	27%	39%	31%	38%	36%	30%	39%	38%	29%	40%	33%	47%	27%	26%
Don't Know	39%	41%	40%	39%	39%	39%	39%	39%	36%	41%	36%	38%	33%	36%	53%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.B) Do you think that Keir Starmer...: Has the right approach to Brexit

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	27%	26%	35%	30%	27%	22%	21%	18%	43%	38%	13%	16%	15%	45%	32%
No	34%	27%	28%	31%	37%	36%	43%	51%	20%	21%	56%	26%	58%	18%	30%
Don't Know	39%	47%	37%	39%	36%	42%	36%	32%	37%	42%	32%	58%	27%	37%	38%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

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(85.C) Do you think that Keir Starmer...: Has the right approach to Brexit

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	27%	29%	25%	30%	29%	25%	23%	36%	30%	24%	28%	28%	16%	20%
No	34%	41%	27%	33%	31%	37%	36%	27%	26%	28%	33%	41%	47%	49%
Don't Know	39%	30%	48%	37%	40%	38%	41%	37%	43%	48%	40%	31%	38%	31%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.A) Do you think that Keir Starmer...: Is out of touch with people like me

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	37%	35%	41%	34%	38%	40%	36%	43%	38%	37%	33%	40%	48%	33%	31%
No	39%	35%	36%	42%	39%	40%	42%	34%	39%	41%	41%	43%	34%	48%	31%
Don't Know	24%	30%	23%	24%	23%	20%	22%	23%	23%	21%	25%	17%	18%	19%	38%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.B) Do you think that Keir Starmer...: Is out of touch with people like me

| | Total | Age | | | | | | 2019 | | | | | Voting Intention | | |
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	37%	30%	36%	34%	39%	42%	43%	49%	27%	32%	58%	30%	52%	25%	36%
No	39%	35%	40%	38%	41%	39%	40%	32%	53%	47%	35%	30%	30%	54%	49%
Don't Know	24%	36%	24%	28%	21%	19%	17%	18%	20%	21%	7%	40%	18%	22%	15%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.C) Do you think that Keir Starmer...: Is out of touch with people like me

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	37%	41%	34%	38%	37%	38%	37%	26%	32%	36%	44%	42%	46%	48%
No	39%	40%	39%	43%	40%	37%	36%	59%	41%	35%	34%	39%	29%	26%
Don't Know	24%	19%	28%	20%	23%	24%	27%	15%	28%	29%	22%	19%	25%	26%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.A) Do you think that Keir Starmer...: Would stand up for Britain

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	52%	54%	50%	58%	54%	45%	57%	46%	43%	53%	53%	57%	44%	65%	43%
No	25%	22%	30%	20%	25%	26%	25%	27%	34%	26%	24%	21%	37%	18%	20%
Don't Know	22%	24%	20%	22%	21%	29%	18%	27%	23%	22%	23%	21%	19%	17%	36%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.B) Do you think that Keir Starmer...: Would stand up for Britain

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	52%	45%	51%	52%	52%	57%	55%	42%	70%	70%	13%	41%	38%	73%	66%
No	25%	20%	25%	26%	27%	24%	28%	38%	13%	15%	60%	21%	43%	11%	17%
Don't Know	22%	35%	24%	22%	21%	19%	18%	20%	17%	15%	28%	39%	19%	16%	17%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.C) Do you think that Keir Starmer...: Would stand up for Britain

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	52%	53%	52%	60%	53%	49%	46%	73%	58%	50%	51%	51%	29%	40%
No	25%	29%	22%	21%	25%	28%	27%	11%	18%	22%	31%	31%	41%	34%
Don't Know	22%	18%	27%	18%	22%	23%	27%	17%	24%	28%	18%	17%	30%	26%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.A) Do you think that Keir Starmer...: Would be bad at running the country

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	32%	28%	35%	30%	33%	37%	31%	35%	37%	28%	30%	28%	44%	26%	21%
No	38%	40%	35%	42%	39%	31%	40%	32%	37%	44%	37%	44%	30%	50%	32%
Don't Know	30%	33%	30%	28%	28%	32%	29%	32%	26%	28%	32%	28%	26%	24%	47%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.B) Do you think that Keir Starmer...: Would be bad at running the country

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	32%	25%	23%	27%	33%	32%	45%	51%	16%	22%	65%	21%	60%	14%	28%
No	38%	34%	44%	43%	40%	36%	31%	25%	59%	50%	9%	29%	20%	60%	46%
Don't Know	30%	41%	33%	29%	26%	32%	24%	24%	25%	28%	27%	50%	20%	26%	26%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.C) Do you think that Keir Starmer...: Would be bad at running the country

| | Total | Gender | | Social Grade | | | | Segment | | | | | | |
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	32%	36%	27%	30%	31%	33%	33%	11%	23%	29%	33%	40%	46%	56%
No	38%	40%	36%	44%	39%	35%	34%	64%	43%	35%	39%	34%	23%	22%
Don't Know	30%	24%	37%	26%	30%	32%	33%	25%	34%	36%	28%	26%	32%	22%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.A) Do you think that Keir Starmer...: Is a natural leader

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	32%	36%	30%	34%	31%	20%	38%	29%	32%	35%	27%	39%	24%	43%	26%
No	41%	33%	46%	44%	42%	48%	37%	43%	47%	39%	45%	35%	55%	36%	30%
Don't Know	27%	31%	24%	22%	28%	32%	25%	28%	21%	26%	28%	26%	21%	21%	44%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.B) Do you think that Keir Starmer...: Is a natural leader

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	32%	30%	37%	35%	36%	33%	23%	21%	51%	45%	4%	22%	17%	54%	36%
No	41%	30%	32%	34%	43%	44%	58%	61%	24%	34%	77%	30%	65%	22%	43%
Don't Know	27%	40%	31%	30%	21%	23%	19%	18%	25%	22%	19%	48%	18%	24%	21%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.C) Do you think that Keir Starmer...: Is a natural leader

		Gender		Social Grade				Segment						
	Total	Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	32%	33%	31%	36%	34%	32%	26%	49%	32%	31%	31%	33%	18%	19%
No	41%	45%	37%	41%	42%	41%	41%	27%	36%	36%	49%	47%	53%	58%
Don't Know	27%	22%	32%	23%	24%	27%	33%	24%	31%	33%	20%	21%	29%	23%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.A) Do you think that Keir Starmer...: Will do what is best for themselves before what is best for the country

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	33%	35%	31%	29%	38%	35%	34%	42%	41%	27%	26%	36%	43%	29%	24%
No	39%	33%	41%	43%	38%	34%	37%	32%	37%	45%	49%	41%	33%	49%	32%
Don't Know	28%	32%	28%	28%	24%	31%	29%	26%	22%	29%	25%	23%	24%	21%	43%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.B) Do you think that Keir Starmer...: Will do what is best for themselves before what is best for the country

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	33%	30%	32%	34%	34%	35%	33%	39%	31%	25%	61%	25%	39%	28%	35%
No	39%	34%	39%	38%	40%	40%	43%	34%	48%	52%	21%	30%	36%	50%	45%
Don't Know	28%	36%	29%	28%	26%	25%	24%	27%	21%	23%	18%	45%	25%	22%	20%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.C) Do you think that Keir Starmer...: Will do what is best for themselves before what is best for the country

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	33%	37%	30%	31%	35%	35%	32%	25%	26%	32%	36%	41%	38%	36%
No	39%	42%	36%	44%	39%	37%	36%	57%	45%	35%	41%	34%	33%	27%
Don't Know	28%	21%	34%	24%	26%	28%	32%	18%	29%	33%	23%	25%	29%	37%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.A) Do you think that Keir Starmer...: Is the kind of person I would like to have as a friend

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	26%	30%	23%	27%	23%	17%	31%	20%	24%	29%	25%	26%	20%	36%	15%
No	44%	32%	48%	43%	45%	56%	46%	50%	54%	40%	42%	47%	55%	37%	43%
Don't Know	30%	37%	29%	31%	32%	27%	23%	30%	21%	30%	33%	27%	25%	28%	41%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.B) Do you think that Keir Starmer...: Is the kind of person I would like to have as a friend

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	26%	25%	30%	24%	28%	26%	23%	18%	41%	40%	5%	12%	14%	42%	35%
No	44%	39%	39%	45%	42%	48%	51%	60%	30%	31%	76%	42%	65%	29%	35%
Don't Know	30%	36%	32%	31%	30%	27%	26%	22%	29%	29%	19%	46%	21%	29%	29%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.C) Do you think that Keir Starmer...: Is the kind of person I would like to have as a friend

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	26%	29%	22%	30%	27%	24%	21%	41%	26%	23%	23%	26%	16%	19%
No	44%	46%	43%	43%	43%	45%	46%	30%	37%	43%	51%	48%	56%	58%
Don't Know	30%	25%	35%	27%	29%	31%	33%	28%	36%	34%	26%	27%	28%	22%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.A) Do you think that Keir Starmer...: Has real life experience

| | | Region | | | | | | | | | | | EU 2016 Vote | | |
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
Yes	43%	45%	41%	48%	47%	38%	46%	36%	38%	44%	43%	43%	34%	57%	33%
No	31%	25%	34%	31%	31%	38%	28%	37%	41%	29%	30%	30%	43%	24%	23%
Don't Know	26%	30%	25%	22%	22%	24%	26%	27%	21%	27%	27%	27%	23%	19%	43%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.B) Do you think that Keir Starmer...: Has real life experience

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
Yes	43%	33%	43%	41%	47%	49%	44%	34%	58%	65%	9%	30%	29%	61%	57%
No	31%	29%	29%	28%	31%	30%	38%	45%	18%	18%	63%	26%	48%	18%	24%
Don't Know	26%	38%	29%	30%	23%	21%	18%	21%	24%	17%	28%	44%	22%	21%	19%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.C) Do you think that Keir Starmer...: Has real life experience

		Gender		Social Grade				Segment						
	Total	Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
Yes	43%	45%	41%	51%	43%	39%	37%	68%	45%	37%	45%	41%	30%	32%
No	31%	35%	27%	27%	31%	34%	33%	14%	26%	30%	37%	37%	42%	40%
Don't Know	26%	20%	32%	22%	26%	27%	30%	17%	29%	33%	18%	22%	28%	28%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.A) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: The Labour Party

	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
						Region								EU 2016 Vote	
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
0 - Definitely will not vote for this party at the next election	24%	14%	29%	25%	24%	30%	21%	27%	22%	25%	30%	20%	37%	15%	25%
1	4%	3%	2%	3%	6%	5%	4%	3%	6%	3%	4%	1%	5%	2%	4%
2	3%	5%	3%	3%	2%	3%	6%	3%	2%	3%	4%	3%	4%	2%	4%
3	5%	6%	5%	4%	2%	9%	3%	3%	5%	4%	6%	5%	5%	4%	6%
4	4%	7%	5%	4%	4%	2%	2%	5%	2%	4%	5%	5%	3%	5%	8%
5	12%	13%	13%	12%	13%	14%	12%	11%	16%	6%	16%	7%	12%	9%	14%
6	6%	6%	7%	8%	7%	4%	6%	8%	7%	3%	6%	6%	5%	6%	8%
7	7%	8%	8%	7%	4%	4%	7%	8%	12%	8%	6%	11%	5%	9%	7%
8	9%	10%	7%	8%	11%	8%	10%	7%	7%	9%	4%	14%	5%	12%	7%
9	7%	7%	5%	8%	7%	4%	9%	6%	3%	9%	6%	9%	4%	10%	5%
10 - Definitely will vote for this party at the next election	18%	20%	13%	16%	19%	16%	20%	20%	18%	24%	12%	19%	13%	25%	12%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.B) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: The Labour Party

| | Total | Age | | | | | | 2019 | | | | | Voting Intention | | |
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
0 - Definitely will not vote for this party at the next election	24%	9%	16%	17%	26%	29%	41%	41%	4%	12%	35%	28%	49%	2%	20%
1	4%	3%	3%	3%	3%	3%	6%	6%	0%	3%	5%	4%	7%	0%	3%
2	3%	3%	4%	4%	4%	3%	3%	5%	1%	3%	12%	3%	6%	1%	4%
3	5%	4%	5%	5%	4%	4%	5%	6%	2%	5%	13%	4%	8%	1%	12%
4	4%	5%	6%	5%	5%	5%	2%	5%	2%	9%	4%	8%	4%	1%	8%
5	12%	17%	11%	14%	14%	8%	8%	11%	6%	16%	12%	18%	9%	4%	18%
6	6%	10%	5%	9%	5%	6%	3%	5%	6%	10%	4%	8%	5%	6%	12%
7	7%	11%	8%	9%	7%	7%	4%	5%	9%	10%	12%	7%	5%	10%	7%
8	9%	12%	11%	9%	7%	8%	6%	6%	12%	12%	0%	6%	2%	16%	7%
9	7%	7%	10%	7%	9%	4%	4%	4%	11%	13%	0%	6%	2%	15%	4%
10 - Definitely will vote for this party at the next election	18%	18%	20%	17%	16%	22%	16%	6%	47%	7%	0%	8%	2%	44%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.C) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: The Labour Party

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
0 - Definitely will not vote for this party at the next election	24%	25%	23%	20%	22%	26%	28%	7%	16%	20%	24%	30%	44%	49%
1	4%	4%	3%	4%	2%	3%	5%	1%	5%	3%	4%	4%	4%	4%
2	3%	3%	4%	3%	2%	4%	4%	2%	2%	6%	4%	3%	5%	1%
3	5%	5%	5%	5%	5%	3%	4%	3%	6%	4%	7%	4%	3%	7%
4	4%	4%	5%	6%	4%	4%	4%	3%	5%	5%	7%	4%	4%	5%
5	12%	11%	14%	9%	13%	13%	13%	6%	14%	13%	23%	11%	11%	10%
6	6%	6%	6%	7%	6%	5%	6%	4%	6%	7%	7%	7%	3%	6%
7	7%	8%	7%	7%	9%	9%	5%	9%	9%	7%	11%	6%	5%	4%
8	9%	9%	9%	10%	10%	7%	6%	18%	9%	9%	6%	7%	5%	1%
9	7%	7%	6%	8%	7%	8%	5%	11%	8%	8%	2%	6%	4%	2%
10 - Definitely will vote for this party at the next election	18%	18%	18%	18%	18%	17%	19%	36%	19%	17%	5%	18%	10%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.A) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: The Conservative Party

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
0 - Definitely will not vote for this party at the next election	42%	39%	37%	38%	41%	40%	40%	38%	44%	48%	55%	55%	30%	51%	48%
1	4%	3%	2%	5%	3%	1%	6%	4%	3%	4%	4%	4%	3%	4%	5%
2	4%	3%	5%	6%	6%	6%	3%	3%	5%	4%	4%	3%	3%	5%	6%
3	5%	6%	4%	2%	8%	8%	5%	5%	4%	3%	2%	3%	4%	5%	5%
4	5%	7%	4%	3%	3%	1%	7%	6%	7%	5%	2%	4%	4%	4%	8%
5	11%	12%	11%	10%	15%	13%	11%	13%	10%	9%	8%	7%	15%	7%	12%
6	5%	5%	5%	9%	3%	4%	4%	6%	3%	4%	4%	2%	4%	5%	5%
7	5%	4%	8%	5%	3%	6%	4%	6%	2%	4%	5%	4%	7%	4%	4%
8	5%	7%	8%	3%	5%	7%	4%	5%	3%	5%	3%	5%	8%	5%	4%
9	4%	6%	4%	7%	2%	4%	6%	2%	3%	4%	5%	0%	7%	3%	2%
10 - Definitely will vote for this party at the next election	10%	7%	11%	10%	11%	10%	10%	12%	14%	9%	8%	11%	16%	8%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

PUBLICFIRST 💬 Public First Poll for More in Common on Immigration and Economy

(94.B) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: The Conservative Party

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
0 - Definitely will not vote for this party at the next election	42%	45%	44%	42%	45%	46%	36%	13%	68%	54%	36%	49%	2%	66%	46%
1	4%	5%	4%	3%	4%	2%	3%	2%	4%	5%	7%	5%	0%	4%	5%
2	4%	7%	5%	5%	3%	4%	3%	3%	4%	5%	4%	9%	0%	5%	6%
3	5%	6%	4%	6%	5%	3%	4%	3%	5%	4%	8%	5%	1%	5%	9%
4	5%	6%	7%	6%	4%	4%	2%	4%	4%	4%	0%	5%	2%	4%	6%
5	11%	12%	10%	13%	11%	9%	11%	15%	5%	9%	17%	15%	5%	6%	11%
6	5%	8%	7%	3%	5%	4%	2%	6%	3%	7%	5%	3%	4%	4%	5%
7	5%	4%	5%	3%	6%	7%	6%	10%	2%	3%	7%	4%	9%	2%	4%
8	5%	3%	6%	7%	7%	4%	6%	12%	1%	4%	7%	2%	18%	2%	5%
9	4%	1%	4%	5%	3%	4%	6%	9%	1%	0%	5%	2%	16%	1%	1%
10 - Definitely will vote for this party at the next election	10%	5%	5%	7%	6%	12%	22%	24%	2%	2%	4%	2%	42%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.C) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: The Conservative Party

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
0 - Definitely will not vote for this party at the next election	42%	41%	44%	37%	46%	43%	43%	80%	43%	50%	18%	36%	29%	14%
1	4%	3%	4%	4%	3%	3%	4%	2%	6%	4%	4%	3%	2%	1%
2	4%	4%	5%	4%	3%	6%	5%	2%	5%	4%	7%	5%	4%	3%
3	5%	4%	5%	6%	5%	4%	4%	2%	6%	6%	3%	4%	5%	2%
4	5%	5%	4%	5%	4%	6%	4%	4%	4%	4%	8%	6%	3%	3%
5	11%	8%	14%	11%	10%	11%	12%	5%	14%	11%	14%	11%	12%	8%
6	5%	6%	4%	5%	5%	4%	4%	0%	4%	5%	12%	4%	6%	5%
7	5%	6%	5%	6%	5%	5%	4%	1%	4%	3%	10%	6%	4%	15%
8	5%	7%	4%	7%	5%	4%	5%	1%	4%	5%	6%	8%	7%	10%
9	4%	4%	4%	5%	3%	5%	3%	2%	4%	2%	6%	5%	6%	9%
10 - Definitely will vote for this party at the next election	10%	11%	9%	9%	9%	9%	13%	0%	6%	6%	13%	12%	22%	30%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.A) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: Liberal Democrat

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
0 - Definitely will not vote for this party at the next election	38%	30%	35%	33%	37%	39%	39%	43%	44%	39%	48%	37%	48%	30%	39%
1	6%	3%	4%	8%	8%	4%	9%	6%	5%	6%	5%	5%	6%	5%	9%
2	6%	4%	6%	6%	8%	6%	5%	6%	5%	6%	5%	7%	6%	5%	6%
3	7%	8%	7%	4%	7%	8%	9%	5%	6%	5%	4%	11%	6%	6%	6%
4	8%	10%	10%	6%	9%	5%	9%	6%	10%	9%	6%	9%	6%	9%	7%
5	13%	14%	11%	16%	16%	16%	11%	12%	15%	11%	12%	11%	11%	12%	17%
6	6%	11%	7%	5%	4%	3%	6%	6%	6%	6%	7%	5%	5%	8%	6%
7	6%	7%	9%	10%	4%	6%	4%	4%	4%	7%	4%	5%	4%	10%	6%
8	5%	5%	4%	5%	5%	6%	5%	6%	3%	4%	3%	6%	4%	7%	3%
9	2%	3%	1%	3%	2%	3%	1%	2%	2%	3%	3%	1%	1%	4%	1%
10 - Definitely will vote for this party at the next election	3%	4%	4%	3%	0%	4%	3%	4%	1%	2%	2%	2%	2%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.B) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: Liberal Democrat

		Age							2019					Voting Intention		
	Total	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
0 - Definitely will not vote for this party at the next election	38%	26%	29%	34%	42%	43%	49%	44%	37%	3%	47%	41%	47%	34%	1%
1	6%	7%	5%	7%	4%	5%	6%	5%	7%	1%	0%	7%	7%	6%	1%
2	6%	7%	5%	5%	4%	7%	6%	7%	6%	0%	11%	7%	7%	6%	1%
3	7%	8%	9%	8%	5%	6%	4%	7%	8%	3%	3%	6%	6%	8%	1%
4	8%	13%	10%	7%	8%	7%	5%	8%	9%	4%	12%	7%	8%	9%	3%
5	13%	15%	14%	15%	14%	12%	9%	12%	12%	13%	15%	18%	11%	12%	4%
6	6%	10%	7%	7%	6%	4%	5%	5%	7%	12%	4%	5%	6%	9%	5%
7	6%	3%	10%	5%	9%	5%	5%	4%	7%	16%	8%	5%	2%	8%	17%
8	5%	6%	5%	6%	3%	4%	4%	4%	5%	15%	0%	2%	3%	5%	21%
9	2%	1%	3%	2%	2%	2%	3%	1%	2%	12%	0%	0%	1%	1%	18%
10 - Definitely will vote for this party at the next election	3%	3%	3%	3%	4%	2%	2%	2%	1%	20%	0%	1%	1%	1%	27%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.C) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: Liberal Democrat

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
0 - Definitely will not vote for this party at the next election	38%	39%	37%	31%	36%	37%	47%	28%	28%	37%	28%	42%	61%	51%
1	6%	6%	6%	6%	6%	5%	6%	4%	7%	6%	7%	7%	2%	6%
2	6%	6%	5%	6%	6%	6%	5%	7%	6%	6%	7%	5%	6%	4%
3	7%	5%	8%	7%	6%	8%	5%	8%	7%	7%	6%	7%	5%	5%
4	8%	9%	8%	8%	9%	8%	8%	12%	10%	8%	5%	8%	4%	6%
5	13%	12%	14%	12%	13%	15%	12%	14%	16%	14%	11%	11%	10%	13%
6	6%	7%	6%	8%	8%	6%	4%	9%	6%	8%	10%	5%	3%	5%
7	6%	7%	6%	9%	6%	6%	5%	6%	9%	7%	10%	5%	1%	1%
8	5%	5%	4%	7%	5%	3%	3%	7%	5%	3%	10%	4%	5%	4%
9	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	4%	2%	1%	3%
10 - Definitely will vote for this party at the next election	3%	3%	3%	3%	3%	3%	2%	3%	4%	1%	3%	4%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.A) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: The Green Party

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
0 - Definitely will not vote for this party at the next election	40%	33%	37%	42%	36%	44%	35%	44%	40%	42%	59%	36%	51%	32%	42%
1	7%	5%	7%	6%	6%	5%	7%	9%	4%	10%	4%	7%	7%	6%	8%
2	6%	5%	6%	5%	8%	9%	6%	4%	6%	5%	3%	8%	5%	7%	5%
3	6%	5%	7%	5%	8%	6%	9%	7%	5%	5%	2%	9%	6%	6%	8%
4	7%	8%	6%	7%	5%	6%	6%	6%	10%	6%	7%	5%	5%	7%	6%
5	14%	15%	12%	19%	19%	13%	12%	14%	13%	13%	11%	14%	11%	14%	17%
6	7%	10%	8%	5%	5%	5%	7%	5%	10%	6%	5%	7%	4%	9%	5%
7	5%	5%	6%	5%	7%	3%	7%	4%	5%	4%	5%	6%	3%	7%	4%
8	3%	5%	5%	1%	2%	4%	3%	3%	3%	3%	1%	2%	2%	4%	3%
9	2%	4%	3%	2%	1%	2%	2%	2%	2%	2%	1%	3%	1%	4%	1%
10 - Definitely will vote for this party at the next election	3%	4%	2%	2%	2%	2%	5%	3%	2%	4%	0%	4%	2%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.B) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: The Green Party

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
0 - Definitely will not vote for this party at the next election	40%	27%	31%	35%	45%	48%	52%	52%	34%	22%	45%	44%	55%	35%	31%
1	7%	6%	5%	6%	8%	6%	8%	8%	6%	6%	0%	8%	8%	6%	6%
2	6%	7%	5%	7%	5%	6%	6%	6%	6%	5%	7%	5%	6%	6%	6%
3	6%	6%	7%	7%	6%	6%	5%	6%	7%	5%	4%	5%	4%	7%	9%
4	7%	10%	7%	8%	7%	5%	4%	5%	8%	5%	4%	7%	5%	9%	5%
5	14%	15%	17%	16%	13%	13%	11%	12%	13%	25%	12%	16%	9%	12%	20%
6	7%	10%	10%	8%	6%	3%	5%	4%	10%	12%	20%	5%	4%	9%	12%
7	5%	8%	6%	4%	5%	5%	3%	3%	8%	5%	0%	4%	2%	9%	1%
8	3%	4%	4%	4%	3%	3%	1%	1%	4%	7%	5%	2%	2%	3%	4%
9	2%	5%	2%	2%	2%	2%	2%	1%	2%	5%	0%	1%	1%	2%	3%
10 - Definitely will vote for this party at the next election	3%	3%	4%	3%	1%	3%	3%	2%	3%	1%	0%	2%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.C) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: The Green Party

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
0 - Definitely will not vote for this party at the next election	40%	43%	38%	37%	39%	39%	46%	19%	29%	42%	34%	47%	65%	51%
1	7%	6%	7%	8%	5%	5%	8%	4%	8%	6%	9%	6%	5%	12%
2	6%	6%	5%	6%	6%	6%	5%	5%	8%	7%	7%	4%	6%	3%
3	6%	7%	6%	6%	6%	6%	6%	4%	7%	7%	10%	6%	2%	4%
4	7%	7%	6%	5%	7%	10%	5%	6%	7%	8%	9%	5%	5%	4%
5	14%	11%	16%	14%	15%	13%	14%	15%	20%	13%	12%	11%	9%	15%
6	7%	7%	7%	7%	8%	5%	7%	12%	7%	7%	6%	6%	5%	2%
7	5%	5%	5%	6%	6%	5%	4%	13%	6%	5%	7%	4%	0%	2%
8	3%	3%	3%	5%	3%	3%	1%	11%	3%	1%	2%	2%	1%	3%
9	2%	2%	3%	3%	2%	2%	2%	5%	2%	2%	2%	2%	1%	0%
10 - Definitely will vote for this party at the next election	3%	3%	3%	2%	3%	4%	2%	5%	3%	1%	2%	4%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.A) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: Reform UK

	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
						Region								EU 2016 Vote	
Unweighted	2030	261	266	164	170	159	175	181	89	245	208	112	770	820	267
Weighted	2030	293	272	168	188	147	188	167	84	230	188	105	773	822	265
0 - Definitely will not vote for this party at the next election	53%	47%	55%	59%	49%	46%	50%	52%	46%	56%	69%	54%	47%	61%	51%
1	7%	7%	7%	5%	7%	9%	7%	6%	3%	9%	4%	7%	6%	7%	9%
2	6%	4%	4%	8%	6%	6%	9%	3%	9%	5%	6%	6%	6%	5%	4%
3	6%	4%	7%	9%	4%	9%	10%	3%	7%	5%	4%	6%	6%	5%	7%
4	4%	7%	3%	4%	4%	4%	4%	4%	8%	4%	5%	4%	5%	4%	4%
5	10%	10%	10%	9%	17%	9%	9%	19%	15%	6%	5%	7%	10%	7%	15%
6	4%	6%	5%	2%	2%	4%	4%	1%	6%	3%	2%	5%	4%	4%	3%
7	3%	4%	3%	1%	5%	2%	2%	3%	4%	3%	1%	1%	4%	2%	2%
8	2%	2%	3%	1%	2%	3%	1%	4%	0%	4%	2%	3%	4%	1%	2%
9	2%	2%	1%	1%	1%	4%	1%	1%	1%	2%	0%	2%	3%	1%	0%
10 - Definitely will vote for this party at the next election	3%	6%	1%	2%	1%	4%	1%	4%	1%	3%	1%	4%	4%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.B) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: Reform UK

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	2030	284	344	342	364	313	383	731	596	139	25	268	432	797	141
Weighted	2030	284	347	347	344	285	423	746	589	140	25	265	441	795	141
0 - Definitely will not vote for this party at the next election	53%	41%	44%	48%	60%	61%	63%	49%	58%	60%	9%	52%	53%	58%	59%
1	7%	10%	6%	7%	5%	5%	7%	7%	6%	9%	0%	9%	7%	7%	11%
2	6%	7%	6%	6%	5%	6%	4%	6%	5%	6%	0%	5%	6%	5%	7%
3	6%	7%	7%	6%	8%	6%	4%	6%	7%	6%	7%	4%	6%	7%	5%
4	4%	7%	6%	6%	3%	4%	3%	4%	5%	2%	3%	4%	5%	5%	3%
5	10%	17%	14%	11%	9%	7%	6%	10%	8%	8%	16%	15%	9%	9%	5%
6	4%	2%	6%	5%	3%	2%	3%	5%	2%	4%	13%	4%	5%	3%	4%
7	3%	3%	3%	3%	3%	3%	2%	3%	3%	1%	4%	3%	3%	2%	3%
8	2%	2%	4%	3%	2%	1%	2%	3%	2%	2%	9%	2%	2%	2%	1%
9	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%	15%	0%	1%	1%	1%
10 - Definitely will vote for this party at the next election	3%	4%	3%	2%	2%	2%	3%	3%	1%	0%	23%	2%	2%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.C) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: Reform UK

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	2030	996	1024	543	485	457	529	229	388	477	134	530	155	117
Weighted	2030	999	1021	544	524	443	503	231	387	474	136	528	155	120
0 - Definitely will not vote for this party at the next election	53%	53%	54%	56%	55%	46%	54%	72%	56%	53%	47%	46%	53%	52%
1	7%	6%	7%	8%	6%	7%	7%	3%	10%	7%	13%	5%	5%	7%
2	6%	5%	6%	5%	6%	6%	6%	3%	8%	7%	7%	5%	3%	1%
3	6%	6%	6%	5%	4%	9%	7%	3%	6%	8%	4%	7%	6%	4%
4	4%	5%	4%	3%	5%	6%	4%	6%	5%	5%	4%	4%	2%	3%
5	10%	9%	12%	9%	9%	14%	9%	7%	9%	12%	10%	11%	13%	12%
6	4%	5%	3%	4%	4%	4%	3%	1%	1%	2%	7%	6%	5%	6%
7	3%	3%	2%	3%	4%	1%	2%	0%	2%	2%	3%	4%	5%	6%
8	2%	3%	2%	2%	3%	1%	3%	2%	1%	2%	3%	4%	3%	2%
9	2%	2%	1%	1%	1%	2%	1%	0%	0%	1%	0%	3%	3%	3%
10 - Definitely will vote for this party at the next election	3%	3%	2%	2%	2%	3%	4%	1%	1%	2%	2%	5%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.A) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: The Scottish National Party (SNP)

	Total				Region									EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales		Leave	Remain	I did not vote
Unweighted	208	0	0	0	0	0	0	0	0	0	208	0		70	104	23
Weighted	188	0	0	0	0	0	0	0	0	0	188	0		63	94	21
0 - Definitely will not vote for this party at the next election	41%	*	*	*	*	*	*	*	*	*	41%	*		55%	36%	27%
1	2%	*	*	*	*	*	*	*	*	*	2%	*		3%	2%	4%
2	3%	*	*	*	*	*	*	*	*	*	3%	*		1%	3%	0%
3	1%	*	*	*	*	*	*	*	*	*	1%	*		0%	1%	5%
4	1%	*	*	*	*	*	*	*	*	*	1%	*		0%	1%	5%
5	10%	*	*	*	*	*	*	*	*	*	10%	*		10%	3%	34%
6	3%	*	*	*	*	*	*	*	*	*	3%	*		2%	5%	0%
7	5%	*	*	*	*	*	*	*	*	*	5%	*		4%	4%	13%
8	5%	*	*	*	*	*	*	*	*	*	5%	*		4%	5%	4%
9	4%	*	*	*	*	*	*	*	*	*	4%	*		0%	7%	0%
10 - Definitely will vote for this party at the next election	22%	*	*	*	*	*	*	*	*	*	22%	*		15%	32%	4%

Note:

BASE: Scotland

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.B) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: The Scottish National Party (SNP)

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	208	16	23	30	40	44	55	48	37	15	1	28	33	54	16
Weighted	188	15	21	28	34	37	54	45	33	13	1	24	31	48	14
0 - Definitely will not vote for this party at the next election	41%	25%	35%	29%	41%	52%	46%	83%	53%	47%	100%	33%	78%	48%	65%
1	2%	0%	4%	0%	3%	2%	4%	0%	6%	7%	0%	7%	0%	4%	0%
2	3%	13%	4%	0%	0%	2%	3%	0%	6%	13%	0%	0%	0%	6%	13%
3	1%	0%	8%	0%	0%	0%	0%	0%	0%	0%	0%	4%	2%	2%	0%
4	1%	0%	4%	3%	0%	0%	2%	0%	0%	0%	0%	8%	3%	2%	0%
5	10%	13%	13%	16%	18%	9%	0%	4%	11%	6%	0%	26%	6%	11%	0%
6	3%	7%	5%	3%	8%	0%	2%	2%	3%	8%	0%	0%	0%	8%	7%
7	5%	12%	4%	5%	5%	4%	4%	4%	3%	7%	0%	10%	3%	11%	5%
8	5%	6%	0%	14%	4%	5%	1%	0%	0%	0%	0%	6%	0%	2%	6%
9	4%	6%	0%	0%	2%	2%	10%	0%	5%	7%	0%	0%	0%	6%	0%
10 - Definitely will vote for this party at the next election	22%	19%	22%	30%	20%	16%	23%	0%	13%	0%	0%	3%	0%	2%	0%

Note:

BASE: Scotland

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.C) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: The Scottish National Party (SNP)

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	208	106	101	47	47	49	64	19	47	43	16	52	14	17
Weighted	188	95	92	43	47	43	55	18	41	39	15	47	13	16
0 - Definitely will not vote for this party at the next election	41%	43%	39%	42%	44%	32%	43%	33%	28%	34%	49%	41%	61%	72%
1	2%	2%	3%	2%	0%	4%	3%	0%	7%	0%	0%	4%	0%	0%
2	3%	3%	3%	2%	6%	2%	2%	5%	7%	0%	6%	0%	7%	0%
3	1%	0%	2%	2%	2%	0%	0%	0%	4%	0%	0%	0%	0%	0%
4	1%	0%	3%	2%	0%	0%	3%	0%	0%	3%	0%	2%	6%	0%
5	10%	11%	8%	0%	10%	12%	15%	0%	11%	17%	6%	7%	14%	6%
6	3%	3%	4%	2%	10%	2%	0%	5%	4%	0%	13%	4%	0%	0%
7	5%	3%	8%	6%	0%	14%	2%	0%	2%	7%	11%	8%	0%	6%
8	5%	5%	4%	9%	4%	4%	3%	6%	9%	5%	6%	0%	6%	5%
9	4%	4%	5%	7%	5%	2%	3%	5%	2%	8%	0%	7%	0%	0%
10 - Definitely will vote for this party at the next election	22%	22%	21%	21%	15%	25%	26%	46%	21%	27%	8%	25%	5%	0%

Note:

BASE: Scotland

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(99.A) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: Plaid Cymru

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	112	0	0	0	0	0	0	0	0	0	0	112	47	40	14
Weighted	105	0	0	0	0	0	0	0	0	0	0	105	44	38	13
0 - Definitely will not vote for this party at the next election	28%	*	*	*	*	*	*	*	*	*	*	28%	38%	24%	28%
1	3%	*	*	*	*	*	*	*	*	*	*	3%	2%	7%	0%
2	9%	*	*	*	*	*	*	*	*	*	*	9%	2%	18%	7%
3	10%	*	*	*	*	*	*	*	*	*	*	10%	16%	5%	0%
4	4%	*	*	*	*	*	*	*	*	*	*	4%	4%	2%	7%
5	10%	*	*	*	*	*	*	*	*	*	*	10%	8%	7%	16%
6	8%	*	*	*	*	*	*	*	*	*	*	8%	8%	7%	7%
7	7%	*	*	*	*	*	*	*	*	*	*	7%	2%	7%	20%
8	5%	*	*	*	*	*	*	*	*	*	*	5%	4%	7%	0%
9	4%	*	*	*	*	*	*	*	*	*	*	4%	5%	2%	7%
10 - Definitely will vote for this party at the next election	6%	*	*	*	*	*	*	*	*	*	*	6%	4%	5%	7%

Note:

BASE: Wales

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(99.B) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: Plaid Cymru

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	112	19	16	14	19	20	24	28	56	4	1	10	19	50	5
Weighted	105	18	15	12	18	17	26	27	51	4	1	9	18	45	5
0 - Definitely will not vote for this party at the next election	28%	6%	19%	22%	37%	20%	51%	55%	18%	0%	0%	19%	55%	21%	23%
1	3%	0%	0%	13%	10%	0%	0%	0%	5%	0%	0%	9%	0%	4%	0%
2	9%	16%	20%	0%	5%	9%	5%	0%	11%	23%	0%	20%	0%	12%	17%
3	10%	25%	0%	0%	6%	10%	15%	17%	13%	0%	0%	0%	15%	12%	0%
4	4%	6%	13%	0%	5%	5%	0%	0%	7%	0%	0%	10%	0%	6%	0%
5	10%	6%	19%	16%	5%	16%	4%	3%	9%	25%	100%	22%	4%	11%	18%
6	8%	11%	12%	13%	10%	5%	0%	7%	7%	0%	0%	10%	5%	12%	0%
7	7%	11%	7%	14%	0%	10%	4%	0%	14%	0%	0%	0%	0%	10%	0%
8	5%	6%	6%	0%	10%	10%	0%	3%	9%	0%	0%	0%	0%	8%	17%
9	4%	0%	5%	7%	0%	0%	9%	7%	2%	0%	0%	0%	10%	0%	0%
10 - Definitely will vote for this party at the next election	6%	15%	0%	9%	5%	11%	0%	0%	2%	0%	0%	10%	0%	2%	0%

Note:

BASE: Wales

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(99.C) How likely is it that you would vote for each of the following parties at the next election?Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party: Plaid Cymru

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragma-tists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Tradition-alists	Backbone Conserva-tives
Unweighted	112	50	59	24	30	22	35	16	22	26	10	21	11	6
Weighted	105	46	56	23	30	19	32	15	20	23	11	20	10	6
0 - Definitely will not vote for this party at the next election	28%	36%	23%	30%	31%	20%	27%	18%	19%	27%	64%	11%	55%	38%
1	3%	2%	5%	0%	3%	9%	3%	0%	13%	0%	9%	0%	0%	0%
2	9%	6%	10%	0%	3%	9%	21%	0%	9%	11%	0%	10%	28%	0%
3	10%	13%	5%	7%	16%	5%	11%	21%	9%	8%	0%	12%	10%	14%
4	4%	4%	5%	4%	10%	5%	0%	6%	10%	4%	0%	0%	0%	16%
5	10%	7%	13%	8%	13%	13%	6%	6%	0%	20%	0%	19%	0%	18%
6	8%	8%	7%	16%	3%	13%	3%	6%	14%	4%	8%	12%	0%	0%
7	7%	6%	8%	4%	6%	9%	8%	18%	13%	8%	0%	0%	0%	0%
8	5%	4%	7%	8%	3%	13%	0%	6%	4%	12%	0%	5%	0%	0%
9	4%	2%	6%	3%	0%	0%	10%	0%	0%	4%	0%	11%	8%	0%
10 - Definitely will vote for this party at the next election	6%	10%	3%	8%	7%	5%	5%	19%	0%	0%	7%	15%	0%	0%

Note:

BASE: Wales

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.A) You said you voted for the Conservative party in 2019, but now no longer intend to.Which of the following are the main reasons for this?Select up to three

	Total		Region										EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	348	36	54	38	33	44	23	31	8	52	19	10	219	104	17
Weighted	353	43	55	39	38	41	25	29	8	49	17	10	222	106	17
The UK has left the European Union	9%	8%	7%	8%	11%	9%	15%	10%	0%	6%	17%	0%	5%	17%	5%
The Conservatives have become too heartless	9%	19%	11%	2%	7%	8%	16%	6%	0%	6%	5%	0%	8%	9%	6%
They've become too woke	9%	7%	7%	11%	6%	11%	8%	13%	13%	11%	5%	18%	12%	5%	11%
Jeremy Corbyn is no longer the leader of the Labour Party	8%	4%	4%	12%	11%	2%	14%	3%	22%	13%	0%	13%	9%	7%	6%
The Conservatives are abandoning their policies on protecting the environment and tackling climate change	8%	11%	13%	5%	12%	9%	10%	0%	11%	2%	0%	9%	9%	7%	0%
The Conservative Party has failed to tackle crime.	6%	2%	11%	3%	3%	6%	7%	9%	13%	9%	0%	8%	7%	6%	6%
I trust another political party more now	5%	11%	4%	3%	3%	5%	4%	10%	0%	4%	6%	0%	4%	7%	5%
The Conservative Party hasn't stopped illegal immigration such as channel crossings	24%	23%	19%	21%	18%	33%	4%	25%	38%	29%	36%	38%	32%	8%	17%
The Conservatives are not taking cost of living seriously enough	23%	20%	26%	19%	23%	10%	44%	20%	34%	29%	10%	28%	23%	24%	16%
They're incompetent	21%	10%	25%	28%	25%	20%	28%	23%	25%	14%	23%	26%	22%	19%	24%
The actions and decisions by Liz Truss during her time as Prime Minister	18%	24%	17%	27%	20%	19%	14%	6%	25%	16%	21%	10%	19%	16%	31%
We need a fresh start	17%	16%	11%	15%	14%	30%	16%	20%	0%	16%	31%	17%	16%	21%	5%
Conservative policies have damaged the economy	17%	11%	30%	18%	15%	8%	9%	23%	25%	17%	11%	9%	15%	20%	22%
I would probably still vote Conservative, but I'm not sure	16%	23%	14%	21%	14%	21%	4%	13%	14%	15%	10%	24%	15%	18%	23%
The Conservatives haven't delivered on their promise to 'level up' deprived parts of the country	15%	6%	8%	12%	13%	18%	28%	33%	13%	14%	22%	19%	18%	11%	5%
I do not believe Rishi Sunak is the right person to be Prime Minister	13%	13%	6%	10%	26%	27%	4%	12%	13%	15%	0%	0%	15%	9%	11%
Public services have got worse under the Conservatives	11%	8%	15%	21%	17%	9%	10%	4%	0%	7%	10%	0%	12%	10%	15%
The Conservatives are more interested in fighting culture wars than dealing with real issues	11%	3%	13%	21%	9%	6%	8%	13%	14%	11%	11%	19%	10%	14%	11%
Revelations about Downing street parties during the Covid lockdown	10%	18%	7%	11%	9%	11%	8%	12%	28%	7%	15%	0%	10%	11%	17%
None of the above	2%	2%	3%	2%	0%	0%	0%	3%	0%	6%	0%	0%	2%	2%	0%

(100.B) You said you voted for the Conservative party in 2019, but now no longer intend to.Which of the following are the main reasons for this?Select up to three

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	348	19	36	57	81	74	81	348	0	0	0	0	0	118	29
Weighted	353	19	36	60	77	67	93	353	0	0	0	0	0	120	29
The UK has left the European Union	9%	5%	5%	19%	7%	4%	8%	9%	*	*	*	*	*	11%	24%
The Conservatives have become too heartless	9%	24%	8%	7%	11%	1%	11%	9%	*	*	*	*	*	9%	15%
They've become too woke	9%	0%	7%	8%	12%	9%	10%	9%	*	*	*	*	*	5%	0%
Jeremy Corbyn is no longer the leader of the Labour Party	8%	5%	11%	7%	6%	4%	12%	8%	*	*	*	*	*	15%	6%
The Conservatives are abandoning their policies on protecting the environment and tackling climate change	8%	6%	5%	12%	10%	4%	6%	8%	*	*	*	*	*	6%	16%
The Conservative Party has failed to tackle crime.	6%	0%	11%	6%	4%	9%	6%	6%	*	*	*	*	*	4%	3%
I trust another political party more now	5%	18%	2%	8%	5%	4%	2%	5%	*	*	*	*	*	5%	8%
The Conservative Party hasn't stopped illegal immigration such as channel crossings	24%	10%	20%	18%	24%	24%	31%	24%	*	*	*	*	*	18%	6%
The Conservatives are not taking cost of living seriously enough	23%	20%	14%	34%	28%	20%	19%	23%	*	*	*	*	*	31%	37%
They're incompetent	21%	24%	25%	21%	29%	23%	13%	21%	*	*	*	*	*	28%	32%
The actions and decisions by Liz Truss during her time as Prime Minister	18%	16%	32%	15%	13%	19%	20%	18%	*	*	*	*	*	17%	26%
We need a fresh start	17%	21%	21%	29%	13%	18%	10%	17%	*	*	*	*	*	21%	41%
Conservative policies have damaged the economy	17%	10%	22%	24%	19%	11%	14%	17%	*	*	*	*	*	21%	21%
I would probably still vote Conservative, but I'm not sure	16%	27%	11%	7%	16%	25%	15%	16%	*	*	*	*	*	6%	6%
The Conservatives haven't delivered on their promise to 'level up' deprived parts of the country	15%	10%	3%	10%	17%	19%	21%	15%	*	*	*	*	*	15%	18%
I do not believe Rishi Sunak is the right person to be Prime Minister	13%	19%	6%	12%	11%	9%	21%	13%	*	*	*	*	*	10%	16%
Public services have got worse under the Conservatives	11%	6%	14%	11%	3%	15%	14%	11%	*	*	*	*	*	15%	3%
The Conservatives are more interested in fighting culture wars than dealing with real issues	11%	21%	21%	6%	11%	10%	9%	11%	*	*	*	*	*	11%	4%
Revelations about Downing street parties during the Covid lockdown	10%	16%	12%	8%	10%	13%	8%	10%	*	*	*	*	*	14%	6%
None of the above	2%	0%	0%	3%	0%	5%	2%	2%	*	*	*	*	*	0%	0%
Don't Know	4%	5%	5%	4%	4%	4%	2%	4%	*	*	*	*	*	2%	0%

(100.C) You said you voted for the Conservative party in 2019, but now no longer intend to.Which of the following are the main reasons for this?Select up to three

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	348	169	179	93	84	93	75	17	77	61	20	116	34	23
Weighted	353	171	182	93	93	91	73	17	78	62	21	117	33	23
The UK has left the European Union	9%	9%	8%	7%	12%	8%	6%	29%	6%	12%	12%	5%	8%	11%
The Conservatives have become too heartless	9%	10%	8%	10%	6%	11%	8%	10%	7%	8%	11%	12%	3%	4%
They've become too woke	9%	11%	8%	6%	10%	8%	14%	0%	1%	11%	4%	11%	26%	11%
Jeremy Corbyn is no longer the leader of the Labour Party	8%	8%	7%	11%	3%	12%	5%	0%	17%	10%	9%	4%	3%	0%
The Conservatives are abandoning their policies on protecting the environment and tackling climate change	8%	9%	6%	5%	12%	7%	5%	18%	2%	11%	6%	10%	3%	6%
The Conservative Party has failed to tackle crime.	6%	10%	3%	7%	5%	8%	5%	0%	3%	8%	11%	7%	10%	3%
I trust another political party more now	5%	7%	3%	6%	6%	4%	3%	0%	1%	7%	21%	5%	3%	5%
The Conservative Party hasn't stopped illegal immigration such as channel crossings	24%	25%	23%	20%	21%	23%	32%	0%	9%	27%	10%	28%	47%	35%
The Conservatives are not taking cost of living seriously enough	23%	21%	25%	18%	25%	23%	28%	16%	27%	23%	11%	28%	16%	13%
They're incompetent	21%	19%	24%	26%	15%	25%	19%	39%	26%	25%	9%	23%	7%	5%
The actions and decisions by Liz Truss during her time as Prime Minister	18%	14%	23%	19%	19%	21%	14%	23%	15%	21%	9%	18%	21%	27%
We need a fresh start	17%	20%	14%	22%	15%	16%	16%	35%	22%	18%	28%	14%	6%	11%
Conservative policies have damaged the economy	17%	16%	18%	19%	13%	16%	18%	23%	20%	15%	16%	16%	20%	7%
I would probably still vote Conservative, but I'm not sure	16%	13%	19%	19%	20%	9%	17%	13%	23%	11%	25%	11%	16%	28%
The Conservatives haven't delivered on their promise to 'level up' deprived parts of the country	15%	15%	16%	15%	19%	15%	10%	18%	20%	7%	4%	20%	11%	9%
I do not believe Rishi Sunak is the right person to be Prime Minister	13%	12%	15%	14%	10%	15%	14%	0%	12%	8%	10%	17%	24%	12%
Public services have got worse under the Conservatives	11%	12%	10%	11%	15%	6%	11%	6%	11%	6%	16%	15%	3%	14%
The Conservatives are more interested in fighting culture wars than dealing with real issues	11%	13%	9%	8%	16%	10%	10%	0%	10%	14%	14%	13%	3%	12%
Revelations about Downing street parties during the Covid lockdown	10%	12%	9%	12%	8%	14%	303%	6%	10%	16%	5%	11%	9%	7%

(101.A) Of those, which is the most important reason?

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	328	34	51	37	30	42	22	30	8	48	16	10	206	98	17
Weighted	334	40	52	38	35	39	24	28	8	45	14	10	209	101	17
Jeremy Corbyn is no longer the leader of the Labour Party	5%	0%	2%	10%	9%	0%	6%	3%	10%	11%	0%	13%	5%	5%	6%
The UK has left the European Union	4%	9%	2%	5%	6%	2%	4%	7%	0%	2%	5%	0%	3%	8%	0%
Public services have got worse under the Conservatives	2%	3%	2%	11%	0%	0%	0%	0%	0%	3%	0%	0%	2%	2%	8%
Revelations about Downing street parties during the Covid lockdown	2%	7%	2%	0%	0%	5%	4%	0%	0%	0%	6%	0%	3%	0%	10%
The Conservatives are not taking cost of living seriously enough	13%	9%	16%	8%	15%	4%	30%	12%	24%	12%	7%	9%	12%	15%	10%
We need a fresh start	8%	9%	6%	7%	3%	13%	12%	8%	0%	10%	12%	8%	8%	9%	0%
I do not believe Rishi Sunak is the right person to be Prime Minister	6%	6%	3%	0%	7%	13%	5%	6%	13%	9%	0%	0%	6%	5%	6%
The actions and decisions by Liz Truss during her time as Prime Minister	8%	12%	4%	3%	16%	8%	4%	3%	0%	13%	6%	0%	8%	7%	14%
Conservative policies have damaged the economy	7%	5%	16%	0%	6%	5%	0%	7%	12%	6%	13%	0%	6%	6%	12%
The Conservatives have become too heartless	2%	4%	2%	0%	0%	2%	4%	3%	0%	2%	0%	0%	2%	1%	0%
The Conservatives are more interested in fighting culture wars than dealing with real issues	3%	3%	4%	12%	0%	0%	5%	0%	14%	3%	0%	0%	2%	7%	0%
The Conservatives haven't delivered on their promise to 'level up' deprived parts of the country	5%	4%	0%	2%	7%	4%	8%	3%	0%	4%	20%	10%	6%	2%	0%
The Conservative Party hasn't stopped illegal immigration such as channel crossings	12%	9%	10%	13%	8%	12%	0%	14%	13%	16%	18%	38%	16%	4%	11%
The Conservatives are abandoning their policies on protecting the environment and tackling climate change	3%	3%	5%	0%	6%	5%	6%	0%	0%	0%	0%	0%	3%	3%	0%
The Conservative Party has failed to tackle crime.	1%	0%	0%	0%	0%	0%	4%	6%	0%	0%	0%	0%	1%	0%	0%
They've become too woke	2%	4%	0%	3%	0%	7%	4%	0%	0%	0%	0%	0%	2%	2%	0%
They're incompetent	10%	2%	14%	18%	6%	12%	4%	21%	14%	2%	6%	9%	8%	10%	17%
I trust another political party more now	2%	5%	4%	0%	0%	0%	0%	3%	0%	0%	0%	0%	2%	1%	0%
I would probably still vote Conservative, but I'm not sure	7%	6%	9%	8%	10%	7%	0%	4%	0%	6%	6%	13%	4%	13%	6%

304

Note:

(101.B) Of those, which is the most important reason?

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	328	18	34	53	78	68	77	328	0	0	0	0	0	115	29
Weighted	334	18	34	56	74	62	89	334	0	0	0	0	0	117	29
Jeremy Corbyn is no longer the leader of the Labour Party	5%	6%	9%	5%	3%	3%	7%	5%	*	*	*	*	*	12%	3%
The UK has left the European Union	4%	0%	3%	11%	5%	1%	2%	4%	*	*	*	*	*	7%	17%
Public services have got worse under the Conservatives	2%	0%	3%	5%	0%	5%	2%	2%	*	*	*	*	*	3%	3%
Revelations about Downing street parties during the Covid lockdown	2%	5%	0%	0%	3%	2%	4%	2%	*	*	*	*	*	2%	0%
The Conservatives are not taking cost of living seriously enough	13%	11%	5%	19%	15%	10%	11%	13%	*	*	*	*	*	20%	7%
We need a fresh start	8%	6%	13%	18%	6%	7%	3%	8%	*	*	*	*	*	9%	21%
I do not believe Rishi Sunak is the right person to be Prime Minister	6%	8%	7%	0%	5%	4%	10%	6%	*	*	*	*	*	3%	3%
The actions and decisions by Liz Truss during her time as Prime Minister	8%	6%	12%	8%	4%	11%	6%	8%	*	*	*	*	*	5%	7%
Conservative policies have damaged the economy	7%	11%	5%	10%	6%	6%	5%	7%	*	*	*	*	*	6%	11%
The Conservatives have become too heartless	2%	6%	0%	2%	4%	0%	2%	2%	*	*	*	*	*	2%	0%
The Conservatives are more interested in fighting culture wars than dealing with real issues	3%	11%	7%	3%	3%	3%	1%	3%	*	*	*	*	*	5%	0%
The Conservatives haven't delivered on their promise to 'level up' deprived parts of the country	5%	0%	0%	0%	1%	9%	10%	5%	*	*	*	*	*	3%	4%
The Conservative Party hasn't stopped illegal immigration such as channel crossings	12%	0%	9%	4%	15%	10%	20%	12%	*	*	*	*	*	4%	3%
The Conservatives are abandoning their policies on protecting the environment and tackling climate change	3%	0%	3%	2%	4%	2%	3%	3%	*	*	*	*	*	2%	0%
The Conservative Party has failed to tackle crime.	1%	0%	0%	0%	0%	3%	1%	1%	*	*	*	*	*	1%	0%
They've become too woke	2%	0%	3%	0%	4%	3%	1%	2%	*	*	*	*	*	2%	0%
They're incompetent	10%	11%	20%	10%	14%	6%	4%	10%	*	*	*	*	*	11%	18%
I trust another political party more now	2%	7%	0%	2%	1%	3%	0%	2%	*	*	*	*	*	2%	0%
I would probably still vote Conservative, but I'm not sure	7%	12%	3%	0%	7%	12%	8%	7%	*	*	*	*	*	3%	3%

Note:

BASE: Conservative in 2019 Vote Intention not Conservative

(101.C) Of those, which is the most important reason?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged Battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	328	160	168	88	79	88	70	17	71	58	19	111	32	20
Weighted	334	161	173	89	88	87	68	17	72	60	21	112	32	20
Jeremy Corbyn is no longer the leader of the Labour Party	5%	5%	5%	8%	3%	5%	4%	0%	13%	6%	10%	2%	0%	0%
The UK has left the European Union	4%	7%	2%	4%	6%	5%	2%	17%	1%	6%	0%	4%	3%	5%
Public services have got worse under the Conservatives	2%	4%	1%	2%	7%	0%	0%	0%	5%	0%	7%	2%	0%	6%
Revelations about Downing street parties during the Covid lockdown	2%	3%	1%	4%	1%	2%	1%	6%	0%	6%	0%	2%	3%	0%
The Conservatives are not taking cost of living seriously enough	13%	12%	13%	12%	12%	12%	16%	11%	17%	8%	12%	17%	8%	0%
We need a fresh start	8%	9%	8%	7%	9%	7%	11%	7%	9%	8%	19%	8%	3%	9%
I do not believe Rishi Sunak is the right person to be Prime Minister	6%	7%	5%	7%	5%	5%	6%	0%	5%	2%	5%	6%	18%	5%
The actions and decisions by Liz Truss during her time as Prime Minister	8%	6%	9%	4%	6%	12%	8%	6%	4%	13%	0%	7%	14%	8%
Conservative policies have damaged the economy	7%	5%	8%	7%	7%	4%	7%	6%	7%	8%	12%	5%	9%	4%
The Conservatives have become too heartless	2%	2%	2%	2%	0%	4%	1%	5%	1%	2%	0%	3%	0%	0%
The Conservatives are more interested in fighting culture wars than dealing with real issues	3%	2%	5%	1%	6%	3%	3%	0%	3%	7%	5%	4%	0%	0%
The Conservatives haven't delivered on their promise to 'level up' deprived parts of the country	5%	5%	4%	6%	3%	3%	5%	7%	6%	2%	4%	7%	0%	0%
The Conservative Party hasn't stopped illegal immigration such as channel crossings	12%	14%	10%	5%	12%	15%	17%	0%	3%	10%	0%	17%	30%	18%
The Conservatives are abandoning their policies on protecting the environment and tackling climate change	3%	1%	4%	1%	5%	3%	2%	6%	0%	6%	0%	3%	0%	7%
The Conservative Party has failed to tackle crime.	1%	1%	1%	0%	1%	2%	0%	0%	0%	1%	0%	2%	0%	0%
They've become too woke	2%	2%	2%	2%	0%	2%	4%	0%	0%	2%	0%	2%	6%	4%
They're incompetent	10%	8%	11%	14%	5%	12%	8%	22%	13%	10%	10%	9%	0%	6%
I trust another political party more now	2%	3%	0%	1%	3%	1%	0%	0%	0%	2%	11%	2%	0%	0%
I would probably still vote Conservative, but I'm not sure	7%	5%	9%	12%	9%	1%	3%	7%	14%	3%	6%	1%	6%	27%