

# Public First Poll for More in Common

**Fieldwork:** 28th Nov - 1st Dec 2022  
**Interview method:** Online Survey  
**Population represented:** GB Adults  
**Sample size:** 2013

## **Methodology:**

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride ([seb@publicfirst.co.uk](mailto:seb@publicfirst.co.uk))

(1.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	2013	276	291	178	187	135	166	191	89	248	169	83	780	821	248
Weighted	2013	290	270	166	187	145	187	166	83	228	187	104	776	809	255
Labour	37%	40%	34%	32%	35%	36%	40%	34%	38%	46%	28%	45%	25%	49%	28%
Conservative	22%	22%	27%	25%	24%	22%	23%	19%	28%	18%	14%	18%	31%	18%	15%
Liberal Democrats	6%	6%	9%	6%	5%	10%	2%	7%	2%	6%	7%	1%	4%	8%	5%
Reform UK / The Brexit Party	5%	4%	3%	4%	6%	4%	5%	7%	3%	4%	5%	6%	10%	1%	1%
The Green Party	5%	7%	4%	6%	8%	4%	5%	7%	2%	5%	4%	3%	4%	7%	5%
Another party	4%	1%	0%	0%	2%	1%	2%	1%	1%	1%	25%	6%	3%	4%	2%
I would not vote	7%	8%	6%	7%	5%	7%	7%	5%	12%	6%	3%	7%	4%	2%	29%
Don't Know	15%	12%	17%	21%	14%	17%	15%	18%	14%	13%	13%	12%	20%	11%	14%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(1.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	2013	260	295	361	360	300	437	745	581	164	32	242	453	736	126
Weighted	2013	281	342	342	342	283	422	729	588	157	34	253	442	748	119
Labour	37%	52%	47%	38%	39%	28%	23%	13%	85%	20%	8%	25%	0%	100%	0%
Conservative	22%	11%	18%	19%	21%	24%	35%	54%	3%	5%	3%	9%	100%	0%	0%
Liberal Democrats	6%	5%	5%	7%	6%	7%	6%	2%	1%	49%	0%	4%	0%	0%	100%
Reform UK / The Brexit Party	5%	2%	3%	3%	6%	6%	6%	8%	1%	2%	50%	2%	0%	0%	0%
The Green Party	5%	6%	8%	7%	3%	6%	3%	1%	4%	7%	3%	6%	0%	0%	0%
Another party	4%	5%	1%	5%	3%	3%	4%	0%	1%	1%	2%	2%	0%	0%	0%
I would not vote	7%	10%	10%	8%	5%	5%	2%	3%	0%	1%	9%	37%	0%	0%	0%
Don't Know	15%	11%	8%	13%	16%	22%	21%	20%	5%	16%	25%	15%	0%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(1.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	Activist left	Moderate left	Disengaged economic left	Comfortable centre	Populist	Disengaged right-leaning	Civic conservative
Unweighted	2013	916	1090	592	569	373	471	256	422	409	155	519	104	148
Weighted	2013	991	1015	541	521	441	502	253	404	424	158	527	103	143
Labour	37%	38%	37%	32%	38%	38%	42%	60%	44%	37%	25%	33%	24%	15%
Conservative	22%	23%	21%	30%	21%	20%	16%	3%	15%	18%	35%	25%	30%	58%
Liberal Democrats	6%	6%	6%	9%	4%	4%	6%	8%	8%	6%	7%	5%	0%	3%
Reform UK / The Brexit Party	5%	6%	3%	4%	2%	8%	4%	1%	1%	3%	4%	10%	7%	4%
The Green Party	5%	5%	6%	5%	7%	4%	5%	12%	7%	4%	6%	3%	1%	4%
Another party	4%	4%	3%	2%	4%	4%	4%	9%	4%	3%	1%	3%	3%	1%
I would not vote	7%	7%	6%	3%	6%	8%	11%	1%	4%	12%	9%	5%	20%	1%
Don't Know	15%	11%	18%	14%	18%	14%	13%	5%	17%	17%	13%	17%	17%	15%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(2.A) Vote Intention

	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	1414	193	198	119	133	93	109	125	65	180	136	63	542	680	91
Weighted	1414	203	184	110	132	101	126	108	59	164	150	77	544	670	91
Labour	48%	52%	43%	46%	45%	50%	51%	48%	52%	59%	34%	55%	33%	56%	52%
Conservative	29%	28%	37%	35%	29%	29%	32%	26%	38%	23%	17%	25%	42%	21%	28%
Liberal Democrats	8%	8%	12%	7%	7%	13%	2%	10%	3%	7%	8%	0%	5%	10%	9%
Reform UK / The Brexit Party	5%	3%	3%	5%	7%	4%	6%	10%	3%	4%	5%	7%	11%	1%	2%
The Green Party	6%	8%	6%	7%	9%	5%	6%	6%	3%	6%	5%	4%	4%	8%	5%
Another party	4%	1%	0%	0%	2%	0%	2%	1%	1%	1%	31%	9%	4%	5%	4%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(2.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	1414	171	206	246	261	210	320	542	498	126	17	74	416	673	115
Weighted	1414	184	243	232	247	197	312	533	504	120	19	76	405	682	108
Labour	48%	70%	60%	49%	50%	38%	31%	16%	93%	26%	14%	58%	0%	100%	0%
Conservative	29%	11%	21%	23%	28%	34%	46%	70%	2%	5%	5%	18%	100%	0%	0%
Liberal Democrats	8%	6%	6%	9%	8%	9%	8%	3%	1%	58%	0%	14%	0%	0%	100%
Reform UK / The Brexit Party	5%	2%	5%	4%	6%	7%	6%	10%	0%	1%	70%	2%	0%	0%	0%
The Green Party	6%	5%	7%	9%	4%	8%	4%	1%	3%	8%	6%	7%	0%	0%	0%
Another party	4%	6%	2%	7%	4%	4%	5%	0%	1%	1%	4%	2%	0%	0%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(2.C) Vote Intention

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable Populist centre	Disengaged right-leaning	Civic conservative	
Unweighted	1414	679	732	459	389	254	310	227	308	228	111	373	53	114
Weighted	1414	731	680	421	359	305	328	226	295	236	111	381	55	110
Labour	48%	47%	50%	39%	51%	50%	55%	65%	58%	51%	34%	43%	37%	18%
Conservative	29%	29%	29%	37%	27%	26%	22%	3%	18%	27%	45%	32%	51%	73%
Liberal Democrats	8%	7%	8%	11%	6%	5%	7%	8%	10%	10%	8%	6%	0%	3%
Reform UK / The Brexit Party	5%	6%	3%	4%	2%	10%	4%	1%	1%	4%	6%	11%	9%	2%
The Green Party	6%	5%	7%	5%	9%	4%	5%	13%	8%	5%	6%	3%	0%	3%
Another party	4%	5%	4%	3%	4%	5%	6%	9%	5%	3%	1%	4%	3%	1%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(3.A) You said that if there was an election tomorrow, you would vote for the Labour Party. Why is that? Please 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	726	107	95	57	66	47	64	62	35	110	46	37	186	394	66
Weighted	737	117	91	53	65	52	72	55	31	102	51	47	189	392	70
Their policies on levelling up	9%	8%	7%	8%	13%	9%	15%	9%	9%	9%	10%	11%	9%	11%	8%
Their policies on housing	8%	15%	11%	9%	5%	6%	9%	4%	3%	4%	5%	5%	5%	7%	8%
I like my local Labour candidate	7%	11%	5%	9%	3%	4%	4%	3%	5%	12%	2%	9%	6%	8%	5%
Their policies on immigration	5%	9%	7%	2%	3%	9%	8%	4%	6%	3%	0%	3%	4%	5%	5%
I trust the Labour Party to represent my interests more	43%	41%	41%	32%	43%	42%	39%	48%	44%	51%	51%	39%	39%	47%	39%
Their policies on NHS and health	38%	27%	34%	48%	35%	49%	31%	41%	46%	40%	31%	56%	38%	41%	30%
To stop the Conservatives getting into power	37%	28%	37%	46%	40%	49%	36%	40%	42%	27%	45%	40%	33%	37%	37%
Their policies on crime	3%	5%	3%	0%	1%	6%	0%	4%	6%	3%	0%	5%	5%	2%	5%
Don't know	3%	1%	3%	2%	3%	2%	8%	5%	3%	4%	3%	2%	4%	2%	7%
Their policies on the economy	24%	25%	27%	19%	21%	26%	26%	26%	24%	22%	30%	18%	25%	24%	21%
I think Labour is more united	23%	27%	23%	28%	23%	14%	22%	21%	19%	23%	23%	29%	22%	23%	19%
I trust Keir Starmer	18%	23%	24%	23%	11%	11%	9%	17%	23%	20%	21%	17%	19%	21%	15%
Their policies on education	13%	20%	18%	8%	9%	11%	16%	12%	11%	11%	7%	10%	13%	14%	15%
Their approach to climate change	11%	15%	13%	18%	8%	14%	10%	9%	3%	9%	7%	13%	7%	13%	9%

Note:

BASE: Would vote Labour in next election

Fieldwork: 28th Nov - 1st Dec 2022

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



(3.B) You said that if there was an election tomorrow, you would vote for the Labour Party. Why is that? Please 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	726	133	136	132	139	83	103	88	488	33	3	59	0	726	0
Weighted	737	145	158	126	134	77	97	89	494	31	3	63	0	737	0
Their policies on levelling up	9%	6%	10%	7%	10%	13%	14%	13%	10%	5%	0%	4%	*	9%	*
Their policies on housing	8%	13%	8%	11%	2%	5%	4%	3%	9%	7%	0%	6%	*	8%	*
I like my local Labour candidate	7%	9%	6%	7%	8%	3%	3%	0%	8%	3%	0%	4%	*	7%	*
Their policies on immigration	5%	7%	5%	6%	5%	3%	4%	3%	5%	5%	28%	5%	*	5%	*
I trust the Labour Party to represent my interests more	43%	38%	43%	37%	45%	51%	50%	35%	44%	43%	43%	47%	*	43%	*
Their policies on NHS and health	38%	30%	31%	36%	43%	46%	49%	36%	40%	48%	28%	21%	*	38%	*
To stop the Conservatives getting into power	37%	37%	32%	31%	38%	39%	49%	34%	33%	45%	28%	54%	*	37%	*
Their policies on crime	3%	4%	1%	3%	5%	4%	1%	3%	3%	3%	0%	0%	*	3%	*
Don't know	3%	3%	3%	3%	5%	1%	2%	3%	3%	0%	0%	6%	*	3%	*
Their policies on the economy	24%	21%	19%	33%	21%	29%	25%	28%	25%	20%	43%	16%	*	24%	*
I think Labour is more united	23%	30%	19%	22%	25%	15%	25%	23%	24%	21%	43%	18%	*	23%	*
I trust Keir Starmer	18%	12%	19%	15%	17%	25%	27%	15%	20%	40%	0%	11%	*	18%	*
Their policies on education	13%	14%	16%	16%	13%	7%	9%	10%	14%	14%	28%	17%	*	13%	*
Their approach to climate change	11%	17%	9%	11%	10%	13%	8%	11%	12%	14%	0%	9%	*	11%	*

Note:

BASE: Would vote Labour in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

(3.C) You said that if there was an election tomorrow, you would vote for the Labour Party. Why is that? Please select up to three.

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable centre	Populist	Disengaged right-leaning	Civic conservative
Unweighted	726	328	395	188	210	136	191	151	183	143	38	168	23	20
Weighted	737	367	367	171	197	162	206	149	177	153	38	175	24	21
Their policies on levelling up	9%	10%	9%	13%	8%	11%	6%	8%	13%	8%	10%	9%	6%	5%
Their policies on housing	8%	8%	8%	6%	4%	11%	11%	7%	6%	8%	4%	9%	3%	23%
I like my local Labour candidate	7%	6%	7%	9%	4%	8%	6%	7%	7%	7%	6%	6%	0%	16%
Their policies on immigration	5%	6%	5%	4%	6%	4%	7%	7%	3%	8%	3%	4%	14%	0%
I trust the Labour Party to represent my interests more	43%	42%	44%	43%	45%	43%	42%	50%	42%	33%	46%	47%	42%	39%
Their policies on NHS and health	38%	38%	38%	38%	40%	31%	40%	39%	45%	28%	30%	42%	37%	24%
To stop the Conservatives getting into power	37%	34%	40%	40%	42%	33%	33%	48%	43%	38%	28%	26%	37%	5%
Their policies on crime	3%	3%	3%	1%	2%	5%	3%	1%	2%	4%	0%	5%	0%	8%
Don't know	3%	3%	4%	2%	3%	3%	4%	1%	2%	7%	5%	2%	8%	9%
Their policies on the economy	24%	26%	22%	29%	27%	21%	20%	26%	24%	16%	39%	27%	23%	24%
I think Labour is more united	23%	24%	23%	20%	23%	26%	25%	19%	22%	29%	22%	23%	23%	31%
I trust Keir Starmer	18%	23%	14%	19%	23%	15%	16%	16%	18%	14%	22%	26%	16%	12%
Their policies on education	13%	10%	16%	18%	11%	10%	14%	14%	14%	10%	16%	14%	12%	13%
Their approach to climate change	11%	13%	10%	13%	15%	7%	11%	18%	10%	10%	17%	6%	12%	16%

*Note:*

BASE: Would vote Labour in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

(4.A) You said that if there was an election tomorrow, you would vote for the Conservative Party. Why is that? Please 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	453	63	80	44	44	30	39	39	25	48	25	16	245	151	41
Weighted	442	64	74	41	45	31	44	32	23	42	27	19	239	147	39
Their policies on education	9%	21%	7%	9%	7%	3%	14%	2%	8%	4%	0%	6%	7%	10%	12%
Their policies on crime	9%	14%	3%	14%	20%	4%	8%	3%	3%	10%	3%	9%	9%	8%	11%
Their approach to climate change	9%	11%	6%	14%	4%	11%	4%	12%	11%	14%	8%	12%	10%	9%	4%
Their policies on levelling up	9%	8%	8%	2%	5%	0%	7%	12%	16%	18%	13%	18%	11%	7%	9%
Their policies one education	5%	13%	4%	2%	5%	3%	10%	0%	4%	4%	0%	6%	5%	7%	5%
I trust the Conservative Party to represent my interests more	42%	35%	54%	29%	35%	45%	43%	48%	51%	43%	45%	30%	40%	46%	46%
To stop Labour getting into power	40%	21%	41%	33%	52%	54%	39%	48%	41%	29%	53%	58%	47%	35%	26%
Don't know	4%	3%	5%	9%	2%	3%	11%	5%	0%	0%	0%	6%	3%	5%	7%
I trust Rishi Sunak	35%	39%	37%	22%	43%	22%	33%	33%	19%	35%	66%	18%	33%	40%	25%
Their policies on housing	3%	7%	1%	2%	2%	0%	0%	5%	0%	9%	0%	6%	4%	2%	0%
Their policies on the economy	27%	33%	26%	24%	25%	20%	30%	22%	38%	26%	32%	30%	28%	27%	25%
I think the Conservatives are more united	15%	16%	11%	13%	10%	10%	17%	28%	16%	23%	3%	12%	14%	15%	15%
Their policies on the NHS and health	13%	12%	14%	16%	18%	18%	5%	7%	21%	11%	17%	7%	12%	12%	13%
Their policies on immigration	11%	6%	15%	16%	7%	0%	9%	12%	11%	16%	8%	27%	14%	7%	7%
I like my local Conservative candidate	10%	5%	12%	6%	10%	19%	12%	16%	7%	10%	9%	6%	12%	9%	8%
Other (Please specify)	3%	4%	2%	4%	3%	8%	3%	0%	0%	4%	0%	0%	3%	3%	3%

Note:

BASE: Would vote Conservative in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

(4.B) You said that if there was an election tomorrow, you would vote for the Conservative Party. Why is that? Please 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	453	27	53	70	80	74	149	401	14	8	1	23	453	0	0
Weighted	442	30	60	63	73	68	147	392	15	7	1	22	442	0	0
Their policies on education	9%	16%	20%	15%	5%	4%	4%	9%	21%	0%	0%	3%	9%	*	*
Their policies on crime	9%	23%	14%	9%	6%	11%	4%	9%	16%	0%	0%	12%	9%	*	*
Their approach to climate change	9%	6%	14%	5%	10%	6%	11%	10%	0%	0%	0%	4%	9%	*	*
Their policies on levelling up	9%	7%	5%	9%	12%	11%	8%	9%	0%	11%	0%	8%	9%	*	*
Their policies one education	5%	13%	12%	10%	4%	0%	2%	6%	7%	0%	0%	0%	5%	*	*
I trust the Conservative Party to represent my interests more	42%	23%	38%	34%	43%	34%	54%	43%	33%	64%	0%	25%	42%	*	*
To stop Labour getting into power	40%	11%	24%	28%	45%	44%	53%	43%	19%	11%	100%	21%	40%	*	*
Don't know	4%	14%	0%	6%	6%	7%	2%	4%	19%	0%	0%	9%	4%	*	*
I trust Rishi Sunak	35%	38%	19%	40%	31%	43%	36%	35%	38%	59%	100%	26%	35%	*	*
Their policies on housing	3%	14%	3%	6%	3%	1%	1%	3%	0%	13%	0%	0%	3%	*	*
Their policies on the economy	27%	10%	24%	28%	15%	34%	35%	29%	7%	14%	0%	23%	27%	*	*
I think the Conservatives are more united	15%	12%	28%	25%	8%	12%	9%	14%	24%	27%	0%	16%	15%	*	*
Their policies on the NHS and health	13%	27%	21%	15%	13%	5%	10%	13%	23%	0%	0%	12%	13%	*	*
Their policies on immigration	11%	10%	12%	8%	11%	11%	12%	11%	6%	0%	100%	8%	11%	*	*
I like my local Conservative candidate	10%	5%	7%	11%	10%	10%	12%	10%	7%	54%	0%	0%	10%	*	*
Other (Please specify)	3%	4%	0%	1%	3%	5%	3%	3%	0%	0%	0%	11%	3%	*	*

*Note:*

BASE: Would vote Conservative in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

(4.C) You said that if there was an election tomorrow, you would vote for the Conservative Party. Why is that? Please select up to three.

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable centre	Populist	Disengaged right-leaning	Civic conservative
Unweighted	453	223	230	177	121	76	79	9	63	75	56	134	30	86
Weighted	442	229	213	164	109	90	80	8	60	75	56	131	31	83
Their policies on education	9%	8%	10%	8%	10%	8%	10%	0%	14%	6%	14%	8%	3%	8%
Their policies on crime	9%	13%	5%	7%	6%	17%	7%	19%	5%	14%	5%	13%	4%	3%
Their approach to climate change	9%	8%	10%	10%	9%	6%	12%	9%	19%	6%	6%	8%	12%	8%
Their policies on levelling up	9%	11%	7%	9%	9%	9%	8%	0%	11%	9%	13%	7%	7%	9%
Their policies one education	5%	6%	5%	4%	6%	5%	6%	0%	7%	4%	9%	4%	3%	5%
I trust the Conservative Party to represent my interests more	42%	42%	42%	44%	48%	37%	36%	41%	37%	34%	43%	37%	48%	59%
To stop Labour getting into power	40%	40%	40%	40%	40%	36%	45%	28%	36%	30%	37%	45%	58%	41%
Don't know	4%	4%	5%	1%	6%	6%	8%	0%	7%	6%	2%	4%	10%	2%
I trust Rishi Sunak	35%	34%	35%	43%	27%	26%	38%	31%	45%	22%	37%	35%	26%	39%
Their policies on housing	3%	3%	3%	3%	4%	4%	1%	0%	4%	2%	1%	6%	0%	2%
Their policies on the economy	27%	29%	25%	32%	29%	24%	19%	13%	33%	21%	25%	24%	30%	37%
I think the Conservatives are more united	15%	14%	15%	14%	11%	25%	10%	37%	12%	20%	14%	14%	12%	12%
Their policies on the NHS and health	13%	12%	14%	10%	11%	19%	17%	0%	8%	18%	14%	15%	12%	10%
Their policies on immigration	11%	10%	12%	12%	14%	8%	8%	9%	6%	14%	4%	15%	9%	11%
I like my local Conservative candidate	10%	9%	12%	10%	10%	17%	3%	37%	6%	5%	17%	11%	6%	12%
Other (Please specify)	3%	3%	3%	4%	1%	4%	2%	22%	0%	3%	7%	2%	0%	1%

Note:

BASE: Would vote Conservative in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

(5.A) You said that you don't know how you would vote if there was an election tomorrow. What are the main reasons for that? Please 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	316	34	50	38	28	24	27	37	12	34	22	10	161	89	38
Weighted	303	35	45	35	27	25	29	30	12	30	24	13	152	85	37
Don't know	6%	6%	4%	9%	0%	4%	8%	3%	9%	3%	8%	23%	2%	7%	8%
All parties are as bad as each other	45%	34%	39%	54%	46%	50%	48%	49%	36%	52%	48%	38%	56%	36%	39%
No politicians keep their promises	43%	41%	45%	30%	37%	57%	50%	35%	60%	56%	35%	40%	47%	45%	39%
I want to see the parties manifestos	33%	42%	31%	30%	33%	21%	30%	28%	46%	22%	52%	38%	35%	36%	28%
It depends on how the economy is doing closer to the time	28%	24%	33%	24%	35%	25%	30%	32%	16%	30%	32%	9%	31%	29%	17%
I like multiple parties and cannot choose	2%	0%	2%	0%	0%	0%	0%	4%	0%	0%	14%	0%	1%	0%	6%
I normally decide on the day how I would vote	2%	0%	2%	0%	6%	10%	0%	0%	0%	0%	0%	11%	1%	4%	0%
I want to see who my local candidates are	18%	5%	20%	31%	17%	16%	20%	9%	23%	14%	23%	19%	18%	22%	6%
I might change my mind before the next election	16%	8%	14%	19%	11%	21%	10%	33%	7%	20%	18%	11%	21%	17%	0%
I've not had time to think about it	14%	14%	10%	13%	18%	9%	15%	23%	9%	9%	21%	11%	8%	14%	21%
I'm not sure whether I will vote at all	11%	14%	9%	10%	8%	9%	16%	15%	16%	13%	5%	0%	8%	8%	31%
I want to see the party leaders debating each other	10%	11%	11%	8%	11%	9%	12%	10%	7%	5%	4%	17%	13%	6%	7%
Other (Please specify)	3%	6%	10%	2%	4%	0%	0%	0%	10%	3%	0%	0%	3%	5%	3%

Note:

BASE: Don't know how they would vote in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

(5.B) You said that you don't know how you would vote if there was an election tomorrow. What are the main reasons for that? Please 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	316	30	27	46	55	65	93	152	31	27	8	39	0	0	0
Weighted	303	30	28	43	53	61	87	144	29	26	8	39	0	0	0
Don't know	6%	20%	8%	4%	9%	2%	2%	1%	6%	8%	0%	15%	*	*	*
All parties are as bad as each other	45%	26%	47%	50%	44%	53%	45%	52%	39%	30%	54%	37%	*	*	*
No politicians keep their promises	43%	36%	43%	42%	50%	38%	46%	46%	38%	29%	48%	52%	*	*	*
I want to see the parties manifestos	33%	23%	34%	20%	28%	41%	39%	33%	45%	46%	39%	18%	*	*	*
It depends on how the economy is doing closer to the time	28%	16%	17%	31%	23%	28%	37%	38%	16%	27%	37%	14%	*	*	*
I like multiple parties and cannot choose	2%	11%	0%	2%	2%	0%	0%	0%	8%	4%	0%	3%	*	*	*
I normally decide on the day how I would vote	2%	8%	0%	2%	0%	4%	1%	1%	0%	4%	0%	0%	*	*	*
I want to see who my local candidates are	18%	15%	13%	10%	9%	27%	22%	16%	21%	20%	12%	7%	*	*	*
I might change my mind before the next election	16%	5%	9%	21%	20%	19%	16%	19%	21%	27%	0%	0%	*	*	*
I've not had time to think about it	14%	30%	20%	23%	11%	8%	8%	8%	24%	17%	9%	21%	*	*	*
I'm not sure whether I will vote at all	11%	7%	29%	12%	7%	7%	10%	9%	6%	4%	0%	35%	*	*	*
I want to see the party leaders debating each other	10%	4%	0%	10%	4%	18%	12%	11%	6%	13%	13%	3%	*	*	*
Other (Please specify)	3%	0%	0%	2%	4%	4%	6%	3%	3%	7%	13%	3%	*	*	*

*Note:*

BASE: Don't know how they would vote in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

(5.C) You said that you don't know how you would vote if there was an election tomorrow. What are the main reasons for that? Please select up to three.

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable centre	Populist	Disengaged right-leaning	Civic conservative
Unweighted	316	111	203	85	108	53	65	15	72	72	22	92	19	24
Weighted	303	113	187	76	96	60	67	13	67	73	20	90	17	22
Don't know	6%	5%	6%	1%	4%	13%	6%	7%	1%	13%	5%	4%	11%	0%
All parties are as bad as each other	45%	38%	49%	44%	40%	47%	53%	37%	50%	47%	21%	53%	16%	41%
No politicians keep their promises	43%	37%	47%	44%	40%	40%	51%	45%	51%	49%	5%	47%	5%	47%
I want to see the parties manifestos	33%	43%	27%	40%	35%	29%	21%	43%	41%	21%	54%	27%	37%	41%
It depends on how the economy is doing closer to the time	28%	27%	29%	29%	32%	19%	31%	5%	25%	30%	32%	25%	48%	39%
I like multiple parties and cannot choose	2%	1%	2%	0%	2%	2%	3%	0%	0%	5%	0%	2%	0%	0%
I normally decide on the day how I would vote	2%	2%	2%	1%	0%	4%	5%	0%	0%	3%	6%	3%	0%	0%
I want to see who my local candidates are	18%	18%	17%	28%	18%	9%	11%	32%	24%	17%	26%	11%	17%	13%
I might change my mind before the next election	16%	17%	16%	13%	15%	21%	18%	6%	16%	15%	22%	19%	16%	11%
I've not had time to think about it	14%	11%	16%	12%	16%	10%	17%	23%	14%	13%	9%	14%	20%	9%
I'm not sure whether I will vote at all	11%	14%	8%	10%	11%	19%	5%	7%	9%	12%	13%	13%	6%	8%
I want to see the party leaders debating each other	10%	8%	10%	12%	12%	2%	10%	0%	15%	4%	20%	10%	5%	11%
Other (Please specify)	3%	5%	3%	4%	5%	2%	2%	6%	2%	5%	0%	1%	5%	13%

Note:

BASE: Don't know how they would vote in next election

Fieldwork: 28th Nov - 1st Dec 2022

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



(6.A) You said that if there was an election tomorrow, you would not vote. Why is that? Please 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	124	20	18	11	9	10	12	10	9	15	5	5	32	14	68
Weighted	132	23	17	12	10	10	14	9	10	14	6	7	32	15	75
It is too stressful to think about	7%	10%	5%	8%	18%	11%	0%	11%	0%	7%	0%	0%	4%	7%	7%
I'm not registered to vote	6%	14%	0%	6%	0%	0%	16%	0%	11%	0%	0%	0%	0%	0%	7%
I don't have the time to go and vote	6%	9%	0%	0%	8%	0%	13%	8%	0%	21%	0%	0%	0%	7%	9%
Voting doesn't change anything	47%	44%	46%	45%	56%	57%	41%	81%	36%	47%	16%	43%	48%	58%	46%
All politicians are as bad as each other	46%	45%	28%	49%	47%	71%	34%	83%	28%	40%	31%	79%	55%	81%	38%
Don't know	4%	10%	11%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	5%
I have a moral or religious objection to voting	3%	5%	5%	0%	0%	0%	0%	0%	0%	6%	18%	0%	0%	0%	3%
I am not eligible to vote	3%	0%	0%	0%	0%	9%	7%	0%	0%	0%	0%	21%	0%	0%	4%
I cannot bring myself to support a political party	28%	31%	22%	26%	45%	0%	17%	53%	28%	52%	18%	0%	37%	37%	22%
I can't be bothered to vote	13%	5%	6%	34%	10%	33%	23%	0%	8%	7%	20%	0%	7%	8%	15%
I want to make a point by not voting	12%	16%	5%	0%	38%	0%	0%	11%	32%	6%	49%	0%	29%	0%	10%
Other (Please specify)	5%	0%	11%	0%	0%	19%	0%	9%	10%	9%	0%	0%	16%	0%	3%

Note:

BASE: Would not vote in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

(6.B) You said that if there was an election tomorrow, you would not vote. Why is that? Please 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	124	23	27	28	19	16	11	18	3	1	3	87	0	0	0
Weighted	132	27	33	28	18	16	10	19	3	1	3	94	0	0	0
It is too stressful to think about	7%	6%	12%	3%	0%	14%	0%	6%	38%	0%	0%	6%	*	*	*
I'm not registered to vote	6%	27%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	*	*	*
I don't have the time to go and vote	6%	13%	0%	11%	4%	0%	10%	0%	0%	100%	0%	8%	*	*	*
Voting doesn't change anything	47%	26%	57%	34%	69%	55%	52%	45%	62%	0%	100%	47%	*	*	*
All politicians are as bad as each other	46%	21%	40%	57%	51%	65%	66%	70%	0%	0%	61%	43%	*	*	*
Don't know	4%	5%	2%	7%	0%	6%	0%	5%	0%	0%	0%	4%	*	*	*
I have a moral or religious objection to voting	3%	3%	6%	4%	0%	0%	0%	0%	0%	0%	0%	2%	*	*	*
I am not eligible to vote	3%	5%	0%	3%	0%	6%	0%	0%	0%	0%	0%	4%	*	*	*
I cannot bring myself to support a political party	28%	14%	32%	20%	43%	41%	26%	45%	0%	0%	24%	24%	*	*	*
I can't be bothered to vote	13%	17%	8%	24%	5%	13%	0%	0%	0%	0%	0%	17%	*	*	*
I want to make a point by not voting	12%	10%	15%	7%	21%	8%	19%	30%	0%	0%	76%	9%	*	*	*
Other (Please specify)	5%	0%	12%	4%	0%	8%	8%	13%	0%	0%	0%	5%	*	*	*

*Note:*

BASE: Would not vote in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

(6.C) You said that if there was an election tomorrow, you would not vote. Why is that? Please select up to three.

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable centre	Populist	Disengaged right-leaning	Civic conservative
Unweighted	124	59	64	18	30	29	47	3	17	47	10	24	21	2
Weighted	132	70	61	16	29	34	53	4	18	51	14	24	20	2
It is too stressful to think about	7%	6%	8%	5%	0%	13%	7%	0%	18%	7%	0%	4%	4%	0%
I'm not registered to vote	6%	8%	3%	11%	0%	0%	11%	44%	17%	2%	11%	0%	0%	0%
I don't have the time to go and vote	6%	6%	7%	0%	10%	3%	9%	23%	5%	10%	7%	0%	4%	0%
Voting doesn't change anything	47%	48%	46%	46%	50%	49%	44%	0%	41%	40%	31%	70%	59%	48%
All politicians are as bad as each other	46%	39%	55%	50%	47%	42%	47%	44%	59%	40%	26%	76%	33%	0%
Don't know	4%	4%	3%	5%	7%	3%	2%	0%	7%	5%	0%	0%	4%	0%
I have a moral or religious objection to voting	3%	2%	5%	0%	3%	6%	2%	33%	4%	0%	0%	5%	5%	0%
I am not eligible to vote	3%	2%	3%	0%	8%	0%	2%	0%	0%	4%	11%	0%	0%	0%
I cannot bring myself to support a political party	28%	27%	29%	39%	22%	25%	30%	77%	18%	31%	0%	39%	23%	52%
I can't be bothered to vote	13%	14%	12%	5%	7%	25%	10%	0%	19%	14%	19%	0%	20%	0%
I want to make a point by not voting	12%	21%	3%	22%	3%	12%	15%	33%	7%	17%	14%	8%	9%	0%
Other (Please specify)	5%	5%	4%	5%	7%	7%	4%	0%	11%	5%	0%	5%	5%	0%

*Note:*

BASE: Would not vote in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

(7.A) Imagine Nigel Farage led a political party whose main pledge was to cut immigration into the UK. How likely or unlikely would you be to vote for that party 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.

	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	2013	276	291	178	187	135	166	191	89	248	169	83	780	821	248
Weighted	2013	290	270	166	187	145	187	166	83	228	187	104	776	809	255
0- Definitely will not vote for this party at the next election	41%	37%	45%	44%	36%	43%	31%	44%	34%	42%	48%	46%	23%	59%	43%
1	4%	4%	2%	7%	2%	4%	5%	4%	2%	3%	3%	3%	4%	2%	4%
2	5%	5%	6%	4%	3%	7%	5%	3%	4%	3%	12%	6%	6%	5%	6%
3	5%	5%	5%	7%	7%	5%	6%	5%	7%	2%	4%	3%	6%	4%	6%
4	4%	4%	5%	4%	3%	4%	5%	5%	3%	5%	2%	2%	4%	4%	4%
5	10%	10%	9%	13%	12%	10%	11%	9%	10%	11%	10%	9%	13%	6%	17%
6	5%	4%	6%	7%	4%	4%	4%	4%	7%	3%	4%	7%	6%	3%	6%
7	7%	7%	6%	6%	7%	7%	8%	4%	8%	12%	3%	9%	10%	4%	5%
8	6%	7%	6%	2%	9%	2%	9%	8%	10%	5%	3%	2%	8%	4%	4%
9	3%	5%	2%	1%	6%	1%	5%	1%	4%	2%	2%	1%	3%	3%	0%
10- Definitely will vote for this party at the next election	10%	12%	9%	5%	12%	13%	11%	13%	12%	11%	8%	11%	17%	6%	6%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(7.B) Imagine Nigel Farage led a political party whose main pledge was to cut immigration into the UK. How likely or unlikely would you be to vote for that party 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.

	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	2013	260	295	361	360	300	437	745	581	164	32	242	453	736	126
Weighted	2013	281	342	342	342	283	422	729	588	157	34	253	442	748	119
0- Definitely will not vote for this party at the next election	41%	37%	39%	38%	44%	45%	42%	27%	51%	60%	9%	44%	30%	50%	54%
1	4%	5%	2%	4%	4%	3%	4%	4%	2%	4%	0%	5%	4%	3%	5%
2	5%	7%	5%	4%	3%	6%	6%	6%	5%	2%	3%	7%	6%	5%	3%
3	5%	7%	5%	4%	5%	5%	6%	6%	4%	5%	0%	7%	6%	4%	6%
4	4%	6%	6%	4%	3%	2%	3%	5%	5%	3%	0%	2%	6%	5%	4%
5	10%	12%	11%	12%	9%	8%	10%	11%	8%	7%	9%	16%	11%	7%	5%
6	5%	4%	4%	5%	5%	4%	5%	7%	3%	2%	7%	5%	7%	4%	3%
7	7%	6%	6%	7%	8%	7%	6%	9%	6%	4%	7%	5%	9%	6%	5%
8	6%	5%	7%	8%	6%	5%	5%	9%	5%	5%	11%	3%	8%	5%	8%
9	3%	4%	3%	4%	2%	2%	2%	3%	3%	3%	9%	1%	3%	4%	3%
10- Definitely will vote for this party at the next election	10%	7%	12%	10%	11%	12%	11%	14%	8%	6%	45%	6%	11%	8%	5%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(7.C) Imagine Nigel Farage led a political party whose main pledge was to cut immigration into the UK. How likely or unlikely would you be to vote for that party 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.

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable centre	Populist	Disengaged right-leaning	Civic conservative
Unweighted	2013	916	1090	592	569	373	471	256	422	409	155	519	104	148
Weighted	2013	991	1015	541	521	441	502	253	404	424	158	527	103	143
0- Definitely will not vote for this party at the next election	41%	41%	41%	49%	45%	34%	35%	76%	53%	39%	41%	23%	30%	24%
1	4%	4%	4%	3%	4%	3%	4%	2%	5%	4%	4%	4%	3%	3%
2	5%	5%	6%	5%	5%	7%	5%	3%	5%	6%	9%	6%	5%	4%
3	5%	5%	6%	4%	5%	6%	6%	2%	6%	6%	4%	6%	4%	8%
4	4%	4%	4%	2%	5%	3%	5%	3%	4%	5%	5%	4%	6%	5%
5	10%	9%	12%	8%	8%	14%	12%	4%	9%	12%	14%	12%	17%	10%
6	5%	4%	5%	5%	4%	3%	6%	1%	4%	4%	8%	5%	5%	7%
7	7%	7%	7%	6%	6%	9%	7%	1%	4%	8%	7%	8%	9%	13%
8	6%	7%	5%	6%	5%	6%	5%	2%	4%	6%	4%	9%	5%	9%
9	3%	3%	3%	3%	3%	2%	4%	2%	3%	2%	3%	4%	2%	3%
10- Definitely will vote for this party at the next election	10%	12%	9%	8%	10%	13%	11%	5%	3%	10%	3%	20%	14%	14%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(8.A) You said that you would consider (5/10 or more) voting for a party led by Nigel Farage promising to cut immigration at the next election. Why is that? Please 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	806	119	105	59	88	49	78	74	44	108	49	33	449	209	92
Weighted	819	128	98	56	91	53	89	64	42	101	56	41	451	210	96
I want to vote against established parties	7%	8%	2%	9%	10%	2%	9%	8%	8%	8%	8%	0%	8%	4%	4%
The existing main parties have failed to tackle illegal immigration such as channel crossings	40%	29%	49%	50%	39%	36%	36%	45%	38%	34%	53%	42%	55%	23%	20%
The existing main parties have failed to lower immigration	38%	33%	47%	28%	42%	46%	26%	41%	24%	42%	43%	46%	52%	23%	20%
This country has become too 'politically correct'	34%	20%	41%	38%	42%	33%	31%	42%	27%	35%	45%	26%	48%	17%	24%
It would put pressure on the Conservative Party to properly address people's concerns	26%	19%	31%	19%	25%	26%	21%	34%	24%	33%	27%	21%	33%	20%	10%
I always consider all options at an election	25%	24%	25%	36%	19%	12%	26%	22%	34%	27%	38%	15%	25%	26%	27%
We need a real alternative to Labour or the Conservatives	23%	19%	18%	24%	32%	12%	17%	34%	27%	23%	28%	19%	30%	14%	13%
I don't like Keir Starmer	22%	14%	17%	25%	26%	26%	21%	30%	18%	22%	31%	18%	29%	12%	13%
I am worried that other parties will betray Brexit and try and get closer to the European Union	21%	16%	27%	24%	24%	29%	23%	29%	24%	15%	13%	11%	30%	12%	10%
It would put pressure on the Labour Party to properly address people's concerns	17%	14%	19%	18%	17%	19%	14%	20%	12%	16%	25%	14%	20%	14%	9%
I'm looking for something new and different in politics	17%	17%	18%	16%	17%	19%	11%	18%	17%	17%	20%	14%	18%	13%	18%
Nigel Farage represents people like me	16%	14%	21%	15%	23%	16%	11%	18%	13%	14%	18%	15%	24%	8%	3%
I don't like Rishi Sunak	16%	17%	8%	11%	13%	19%	17%	23%	14%	17%	26%	13%	17%	15%	12%
I trust Nigel Farage more than other party leaders	15%	8%	16%	7%	19%	12%	14%	25%	20%	14%	18%	14%	21%	7%	5%
Don't know	10%	10%	7%	10%	10%	12%	11%	5%	11%	9%	7%	15%	4%	14%	20%
Other (Please specify)	2%	3%	4%	2%	4%	2%	3%	1%	2%	0%	0%	0%	1%	5%	2%

*Note:*

BASE: Would consider voting for party led by Nigel Farage

Fieldwork: 28th Nov - 1st Dec 2022

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

(8.B) You said that you would consider (5/10 or more) voting for a party led by Nigel Farage promising to cut immigration at the next election. Why is that? Please select all that 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	806	95	123	165	144	111	168	385	187	41	28	84	220	237	36
Weighted	819	105	147	155	140	107	165	378	197	41	30	90	215	252	34
I want to vote against established parties	7%	7%	3%	6%	11%	8%	6%	6%	4%	6%	20%	7%	5%	4%	10%
The existing main parties have failed to tackle illegal immigration such as channel crossings	40%	9%	30%	28%	40%	64%	63%	53%	19%	35%	79%	25%	38%	23%	36%
The existing main parties have failed to lower immigration	38%	18%	22%	29%	43%	55%	58%	49%	20%	26%	71%	28%	38%	24%	37%
This country has become too 'politically correct'	34%	14%	28%	22%	35%	50%	52%	45%	14%	32%	71%	22%	38%	18%	37%
It would put pressure on the Conservative Party to properly address people's concerns	26%	14%	21%	16%	30%	36%	36%	35%	17%	25%	35%	8%	29%	19%	29%
I always consider all options at an election	25%	19%	21%	31%	24%	26%	27%	27%	24%	28%	8%	20%	27%	24%	19%
We need a real alternative to Labour or the Conservatives	23%	7%	22%	20%	29%	22%	31%	29%	11%	14%	59%	16%	19%	10%	19%
I don't like Keir Starmer	22%	9%	17%	16%	21%	28%	37%	32%	4%	10%	47%	23%	30%	3%	20%
I am worried that other parties will betray Brexit and try and get closer to the European Union	21%	9%	16%	13%	23%	25%	38%	31%	9%	22%	52%	8%	27%	8%	14%
It would put pressure on the Labour Party to properly address people's concerns	17%	14%	17%	14%	15%	18%	22%	18%	17%	22%	30%	5%	17%	18%	23%
I'm looking for something new and different in politics	17%	18%	15%	16%	16%	19%	16%	17%	16%	11%	27%	11%	15%	14%	19%
Nigel Farage represents people like me	16%	8%	10%	10%	19%	23%	27%	24%	8%	10%	51%	4%	19%	9%	15%
I don't like Rishi Sunak	16%	18%	20%	14%	18%	13%	13%	12%	19%	19%	37%	13%	4%	19%	22%
I trust Nigel Farage more than other party leaders	15%	10%	10%	9%	16%	21%	23%	21%	6%	8%	49%	7%	15%	7%	20%
Don't know	10%	23%	6%	11%	11%	3%	6%	6%	11%	7%	0%	22%	8%	10%	6%
Other (Please specify)	2%	3%	2%	2%	2%	4%	1%	1%	3%	6%	0%	2%	1%	4%	3%

*Note:*

BASE: Would consider voting for party led by Nigel Farage

Fieldwork: 28th Nov - 1st Dec 2022

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



(8.C) You said that you would consider (5/10 or more) voting for a party led by Nigel Farage promising to cut immigration at the next election. Why is that? Please select all that apply

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable centre	Populist	Disengaged right-leaning	Civic conservative
Unweighted	806	374	428	215	205	176	209	36	115	168	56	296	53	82
Weighted	819	414	401	197	189	207	226	37	110	175	60	303	54	80
I want to vote against established parties	7%	9%	4%	8%	4%	9%	5%	11%	6%	8%	2%	8%	9%	3%
The existing main parties have failed to tackle illegal immigration such as channel crossings	40%	41%	38%	43%	38%	41%	38%	21%	37%	34%	29%	48%	35%	47%
The existing main parties have failed to lower immigration	38%	40%	36%	44%	36%	33%	39%	20%	30%	36%	26%	44%	33%	49%
This country has become too 'politically correct'	34%	37%	31%	38%	34%	38%	27%	23%	27%	25%	25%	40%	38%	49%
It would put pressure on the Conservative Party to properly address people's concerns	26%	30%	21%	33%	24%	26%	20%	27%	31%	17%	14%	29%	24%	34%
I always consider all options at an election	25%	28%	22%	27%	26%	24%	23%	24%	33%	23%	28%	23%	26%	23%
We need a real alternative to Labour or the Conservatives	23%	27%	18%	23%	22%	28%	17%	28%	20%	22%	19%	25%	21%	21%
I don't like Keir Starmer	22%	24%	19%	28%	17%	23%	20%	12%	14%	18%	13%	26%	22%	37%
I am worried that other parties will betray Brexit and try and get closer to the European Union	21%	24%	18%	28%	21%	21%	16%	4%	7%	18%	20%	27%	29%	30%
It would put pressure on the Labour Party to properly address people's concerns	17%	19%	14%	19%	15%	21%	12%	14%	17%	14%	13%	20%	9%	23%
I'm looking for something new and different in politics	17%	20%	13%	17%	16%	21%	13%	22%	18%	15%	16%	17%	18%	14%
Nigel Farage represents people like me	16%	23%	9%	16%	16%	18%	16%	4%	6%	12%	6%	23%	22%	27%
I don't like Rishi Sunak	16%	18%	14%	14%	15%	18%	16%	17%	16%	19%	13%	15%	15%	15%
I trust Nigel Farage more than other party leaders	15%	21%	8%	15%	12%	17%	15%	7%	2%	12%	10%	22%	12%	22%
Don't know	10%	7%	12%	8%	8%	8%	13%	13%	12%	16%	18%	5%	10%	1%
Other (Please specify)	2%	2%	2%	3%	3%	1%	2%	15%	3%	0%	5%	1%	1%	2%

*Note:*

BASE: Would consider voting for party led by Nigel Farage

Fieldwork: 28th Nov - 1st Dec 2022

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

(39.A) If the 2016 Brexit vote was repeated, how would you vote knowing what you know now?

	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	2013	276	291	178	187	135	166	191	89	248	169	83	780	821	248
Weighted	2013	290	270	166	187	145	187	166	83	228	187	104	776	809	255
Leave	35%	26%	33%	35%	43%	32%	40%	46%	46%	37%	30%	33%	79%	6%	12%
Remain	50%	56%	55%	51%	44%	57%	43%	40%	37%	48%	60%	54%	13%	91%	36%
Would not vote	7%	10%	8%	5%	5%	4%	8%	8%	12%	8%	5%	5%	2%	1%	36%
Don't Know	7%	8%	4%	9%	8%	7%	10%	6%	5%	6%	6%	8%	6%	2%	16%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(39.B) If the 2016 Brexit vote was repeated, how would you vote knowing what you know now?

	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	2013	260	295	361	360	300	437	745	581	164	32	242	453	736	126
Weighted	2013	281	342	342	342	283	422	729	588	157	34	253	442	748	119
Leave	35%	14%	25%	29%	39%	46%	55%	63%	19%	14%	84%	18%	59%	21%	21%
Remain	50%	57%	58%	56%	50%	45%	39%	29%	73%	81%	9%	38%	33%	70%	72%
Would not vote	7%	15%	11%	9%	5%	3%	2%	3%	4%	1%	5%	31%	5%	4%	3%
Don't Know	7%	14%	7%	6%	6%	6%	5%	5%	4%	4%	2%	12%	4%	5%	4%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(39.C) If the 2016 Brexit vote was repeated, how would you vote knowing what you know now?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable centre	Populist	Disengaged right-leaning	Civic conservative
Unweighted	2013	916	1090	592	569	373	471	256	422	409	155	519	104	148
Weighted	2013	991	1015	541	521	441	502	253	404	424	158	527	103	143
Leave	35%	38%	33%	32%	32%	44%	35%	10%	22%	32%	40%	53%	48%	52%
Remain	50%	50%	51%	60%	55%	40%	46%	86%	65%	43%	42%	37%	30%	42%
Would not vote	7%	7%	7%	4%	6%	8%	11%	3%	5%	15%	10%	5%	10%	3%
Don't Know	7%	4%	9%	4%	7%	9%	8%	1%	9%	10%	8%	6%	12%	2%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(40.A) You said that you voted to Leave the EU in 2016, but you would vote to Remain if the vote was repeated. What are the main reasons for this? Please 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	99	10	19	12	12	8	4	9	2	4	12	7	99	0	0
Weighted	98	10	17	11	11	9	5	8	2	4	14	8	98	0	0
Brexit damaged the economy	69%	78%	42%	76%	50%	76%	100%	78%	100%	76%	83%	60%	69%	*	*
Brexit was badly handled	63%	71%	46%	59%	56%	62%	21%	69%	100%	73%	85%	71%	63%	*	*
Brexit has not led to more money for the NHS	54%	46%	68%	44%	75%	50%	21%	20%	100%	73%	57%	57%	54%	*	*
Brexit has damaged our relationships with other countries	51%	40%	36%	77%	49%	49%	42%	32%	100%	72%	69%	40%	51%	*	*
Brexit has led to staff shortages across sectors	51%	41%	32%	75%	50%	52%	42%	39%	49%	76%	62%	54%	51%	*	*
Brexit has not made any improvements to my life	48%	48%	51%	58%	49%	37%	21%	31%	49%	49%	62%	46%	48%	*	*
The Leave campaign was dishonest	46%	39%	35%	60%	75%	54%	21%	20%	100%	22%	25%	86%	46%	*	*
Brexit did not reduce immigration	36%	21%	31%	49%	66%	41%	0%	30%	0%	51%	33%	31%	36%	*	*
Brexit has made it harder to travel abroad	30%	29%	21%	40%	23%	26%	21%	22%	51%	55%	48%	13%	30%	*	*
Covid and the war in Ukraine mean it's better to be closer to the EU now	29%	31%	36%	18%	52%	38%	19%	23%	49%	27%	17%	14%	29%	*	*
Other (Please Specify)	6%	0%	8%	16%	8%	0%	0%	10%	0%	0%	0%	14%	6%	*	*

*Note:*

BASE: Leavers who would now vote Remain

Fieldwork: 28th Nov - 1st Dec 2022

(40.B) You said that you voted to Leave the EU in 2016, but you would vote to Remain if the vote was repeated. What are the main reasons for this? Please select all that 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	99	7	13	19	25	13	22	32	40	4	1	8	10	51	4
Weighted	98	7	14	18	24	13	22	31	39	4	1	8	9	50	4
Brexit damaged the economy	69%	89%	42%	65%	75%	64%	79%	61%	73%	48%	100%	72%	52%	73%	46%
Brexit was badly handled	63%	68%	29%	56%	71%	71%	73%	45%	66%	80%	100%	83%	31%	56%	79%
Brexit has not led to more money for the NHS	54%	23%	44%	42%	59%	78%	64%	42%	61%	80%	0%	43%	42%	59%	57%
Brexit has damaged our relationships with other countries	51%	34%	50%	40%	60%	53%	54%	47%	60%	26%	0%	31%	44%	53%	22%
Brexit has led to staff shortages across sectors	51%	48%	15%	37%	58%	46%	79%	49%	50%	26%	100%	56%	52%	49%	22%
Brexit has not made any improvements to my life	48%	72%	38%	49%	44%	71%	37%	32%	45%	46%	100%	57%	22%	50%	43%
The Leave campaign was dishonest	46%	27%	30%	44%	47%	64%	54%	31%	54%	48%	0%	47%	30%	52%	23%
Brexit did not reduce immigration	36%	0%	0%	24%	37%	53%	69%	35%	32%	58%	100%	32%	19%	34%	56%
Brexit has made it harder to travel abroad	30%	11%	27%	37%	35%	17%	33%	27%	30%	80%	0%	11%	39%	31%	79%
Covid and the war in Ukraine mean it's better to be closer to the EU now	29%	11%	14%	27%	32%	32%	42%	25%	35%	26%	100%	22%	31%	32%	0%
Other (Please Specify)	6%	0%	9%	0%	0%	14%	13%	8%	3%	0%	0%	17%	0%	5%	0%

*Note:*

BASE: Leavers who would now vote Remain

Fieldwork: 28th Nov - 1st Dec 2022

(40.C) You said that you voted to Leave the EU in 2016, but you would vote to Remain if the vote was repeated. What are the main reasons for this? Please select all that apply.

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable Populist centre	Disengaged right-leaning	Civic conservative	
Unweighted	99	41	57	24	33	15	27	7	36	16	8	21	5	6
Weighted	98	42	55	22	30	18	28	7	35	18	7	20	5	6
Brexit damaged the economy	69%	75%	64%	64%	68%	64%	76%	65%	58%	94%	73%	66%	81%	58%
Brexit was badly handled	63%	68%	57%	60%	72%	35%	72%	52%	69%	71%	46%	58%	79%	37%
Brexit has not led to more money for the NHS	54%	55%	53%	60%	60%	43%	51%	52%	57%	55%	61%	52%	79%	19%
Brexit has damaged our relationships with other countries	51%	44%	55%	63%	48%	41%	51%	89%	56%	51%	66%	44%	19%	0%
Brexit has led to staff shortages across sectors	51%	55%	46%	56%	49%	47%	50%	77%	48%	59%	38%	55%	40%	19%
Brexit has not made any improvements to my life	48%	54%	42%	43%	47%	40%	58%	76%	33%	59%	48%	66%	38%	19%
The Leave campaign was dishonest	46%	47%	44%	46%	55%	25%	49%	53%	42%	36%	75%	64%	38%	0%
Brexit did not reduce immigration	36%	52%	24%	38%	41%	33%	29%	0%	39%	35%	24%	42%	59%	32%
Brexit has made it harder to travel abroad	30%	33%	25%	37%	30%	31%	23%	40%	28%	35%	37%	20%	60%	12%
Covid and the war in Ukraine mean it's better to be closer to the EU now	29%	34%	26%	17%	33%	37%	29%	23%	26%	17%	40%	45%	19%	35%
Other (Please Specify)	6%	12%	1%	4%	17%	0%	0%	13%	7%	0%	11%	8%	0%	0%

*Note:*

BASE: Leavers who would now vote Remain

(41.A) You said that you voted to Remain in the EU in 2016, but you would vote to Leave if the vote was repeated. What are the main reasons for this? Please 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	49	6	8	5	5	0	6	7	2	5	4	1	0	49	0
Weighted	49	8	7	5	5	0	6	6	2	4	4	1	0	49	0
Brexit is done we need to make a success of it	54%	13%	87%	68%	42%	*	34%	59%	54%	82%	79%	0%	*	54%	*
The EU is struggling	49%	33%	58%	34%	36%	*	66%	43%	54%	80%	52%	0%	*	49%	*
The benefits of membership are less than they were in 2016	29%	42%	0%	17%	37%	*	32%	28%	0%	54%	55%	0%	*	29%	*
Brexit has given us back control over our borders	27%	27%	34%	17%	24%	*	17%	29%	0%	36%	31%	100%	*	27%	*
Having had a vote in 2016 it would be wrong to vote to Remain now	22%	0%	24%	17%	19%	*	17%	28%	100%	17%	21%	100%	*	22%	*
Debates about rejoining would take up too much time	21%	12%	24%	0%	24%	*	17%	40%	54%	18%	24%	0%	*	21%	*
The Remain campaign was dishonest	19%	73%	0%	17%	0%	*	34%	14%	0%	0%	0%	0%	*	19%	*
Brexit has been well handled	13%	12%	14%	49%	21%	*	0%	15%	0%	0%	0%	0%	*	13%	*
Brexit has been an economic success	10%	23%	0%	0%	0%	*	0%	29%	0%	17%	21%	0%	*	10%	*
Other (Please Specify)	8%	0%	0%	0%	24%	*	34%	13%	0%	0%	0%	0%	*	8%	*

*Note:*

BASE: Remainers who would now vote Leave

Fieldwork: 28th Nov - 1st Dec 2022

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



(41.B) You said that you voted to Remain in the EU in 2016, but you would vote to Leave if the vote was repeated. What are the main reasons for this? Please select all that 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	49	1	7	3	4	9	25	29	11	5	0	3	28	10	2
Weighted	49	1	9	3	4	9	24	28	12	5	0	3	27	11	2
Brexit is done we need to make a success of it	54%	0%	10%	35%	22%	70%	76%	76%	16%	34%	*	34%	82%	9%	0%
The EU is struggling	49%	100%	25%	0%	72%	30%	65%	61%	37%	16%	*	34%	63%	23%	49%
The benefits of membership are less than they were in 2016	29%	0%	35%	34%	21%	33%	27%	30%	27%	33%	*	30%	31%	21%	0%
Brexit has given us back control over our borders	27%	0%	10%	0%	79%	13%	35%	38%	10%	16%	*	0%	36%	20%	0%
Having had a vote in 2016 it would be wrong to vote to Remain now	22%	100%	0%	0%	50%	11%	31%	27%	23%	16%	*	0%	23%	26%	49%
Debates about rejoining would take up too much time	21%	0%	0%	31%	21%	32%	25%	31%	6%	17%	*	0%	28%	7%	51%
The Remain campaign was dishonest	19%	0%	63%	31%	0%	0%	12%	7%	31%	50%	*	36%	11%	25%	51%
Brexit has been well handled	13%	0%	27%	66%	0%	0%	8%	7%	22%	33%	*	0%	7%	24%	51%
Brexit has been an economic success	10%	100%	29%	0%	0%	0%	7%	6%	0%	66%	*	0%	9%	0%	49%
Other (Please Specify)	8%	0%	13%	0%	0%	13%	8%	8%	7%	0%	*	36%	8%	7%	0%

Note:

BASE: Remainers who would now vote Leave

Fieldwork: 28th Nov - 1st Dec 2022

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

(41.C) You said that you voted to Remain in the EU in 2016, but you would vote to Leave if the vote was repeated. What are the main reasons for this? Please select all that apply.

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable centre	Populist	Disengaged right-leaning	Civic conservative
Unweighted	49	29	20	21	13	5	10	4	6	5	5	14	4	11
Weighted	49	31	19	19	13	6	11	4	5	5	5	16	4	10
Brexit is done we need to make a success of it	54%	48%	64%	57%	42%	70%	56%	0%	100%	40%	64%	38%	75%	70%
The EU is struggling	49%	40%	63%	46%	61%	19%	55%	0%	46%	59%	36%	54%	48%	63%
The benefits of membership are less than they were in 2016	29%	35%	20%	36%	26%	30%	19%	24%	19%	0%	16%	45%	25%	32%
Brexit has given us back control over our borders	27%	20%	39%	32%	22%	34%	22%	0%	30%	0%	44%	26%	0%	54%
Having had a vote in 2016 it would be wrong to vote to Remain now	22%	21%	25%	27%	30%	19%	7%	24%	16%	40%	20%	13%	27%	32%
Debates about rejoining would take up too much time	21%	24%	16%	23%	14%	38%	15%	20%	0%	0%	79%	7%	48%	26%
The Remain campaign was dishonest	19%	24%	12%	19%	22%	30%	11%	36%	0%	0%	19%	27%	0%	27%
Brexit has been well handled	13%	15%	10%	15%	0%	32%	15%	0%	20%	0%	19%	21%	0%	10%
Brexit has been an economic success	10%	9%	13%	8%	7%	45%	0%	0%	0%	19%	0%	17%	0%	15%
Other (Please Specify)	8%	4%	16%	10%	0%	19%	11%	21%	0%	0%	24%	7%	0%	10%

*Note:*

BASE: Remainers who would now vote Leave

Fieldwork: 28th Nov - 1st Dec 2022

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

(42.A) Which do you agree with more?

	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	2013	276	291	178	187	135	166	191	89	248	169	83	780	821	248
Weighted	2013	290	270	166	187	145	187	166	83	228	187	104	776	809	255
Brexit was not a mistake, and we have already benefited from leaving the EU	11%	12%	7%	5%	17%	9%	13%	14%	8%	9%	10%	14%	21%	3%	7%
Brexit was not a mistake, but we need to do more to benefit from it properly	30%	24%	33%	31%	32%	27%	33%	34%	42%	35%	22%	20%	58%	10%	20%
Brexit was a mistake, but it is done now, debates about rejoining would take up too much time and energy	21%	24%	24%	26%	15%	25%	18%	19%	12%	18%	21%	19%	8%	32%	19%
Brexit was a mistake, and we should consider rejoining the EU	29%	31%	28%	25%	27%	30%	26%	22%	27%	31%	41%	36%	6%	52%	28%
Don't know	9%	10%	8%	13%	10%	10%	10%	11%	11%	6%	6%	11%	7%	3%	26%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(42.B) Which do you agree with more?

	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	2013	260	295	361	360	300	437	745	581	164	32	242	453	736	126
Weighted	2013	281	342	342	342	283	422	729	588	157	34	253	442	748	119
Brexit was not a mistake, and we have already benefited from leaving the EU	11%	9%	12%	10%	11%	8%	14%	18%	6%	2%	29%	6%	20%	6%	3%
Brexit was not a mistake, but we need to do more to benefit from it properly	30%	13%	23%	27%	32%	38%	42%	50%	17%	16%	57%	21%	44%	19%	21%
Brexit was a mistake, but it is done now, debates about rejoining would take up too much time and energy	21%	28%	21%	22%	17%	19%	18%	17%	23%	31%	11%	18%	18%	23%	27%
Brexit was a mistake, and we should consider rejoining the EU	29%	31%	35%	32%	31%	27%	22%	10%	46%	47%	3%	30%	12%	45%	43%
Don't know	9%	19%	9%	10%	9%	7%	4%	5%	7%	4%	0%	25%	5%	7%	6%

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(42.C) Which do you agree with more?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable centre	Populist	Disengaged right-leaning	Civic conservative
Unweighted	2013	916	1090	592	569	373	471	256	422	409	155	519	104	148
Weighted	2013	991	1015	541	521	441	502	253	404	424	158	527	103	143
Brexit was not a mistake, and we have already benefited from leaving the EU	11%	11%	10%	8%	9%	15%	11%	5%	3%	10%	8%	16%	24%	19%
Brexit was not a mistake, but we need to do more to benefit from it properly	30%	33%	27%	29%	30%	33%	27%	6%	25%	28%	36%	40%	35%	45%
Brexit was a mistake, but it is done now, debates about rejoining would take up too much time and energy	21%	19%	23%	22%	21%	19%	21%	18%	28%	22%	22%	17%	15%	19%
Brexit was a mistake, and we should consider rejoining the EU	29%	30%	29%	36%	31%	21%	28%	70%	35%	24%	24%	20%	11%	12%
Don't know	9%	7%	11%	4%	9%	12%	13%	1%	9%	17%	10%	7%	15%	5%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(43.A) If Keir Starmer made re-joining the EU a part of the next Labour manifesto, how would it affect the likelihood of you voting for Labour?

	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	2013	276	291	178	187	135	166	191	89	248	169	83	780	821	248
Weighted	2013	290	270	166	187	145	187	166	83	228	187	104	776	809	255
Much more likely to vote Labour	18%	21%	17%	17%	17%	21%	13%	16%	12%	24%	18%	18%	6%	30%	15%
More likely to vote Labour	16%	19%	16%	14%	16%	16%	21%	12%	15%	14%	14%	14%	6%	23%	13%
Neither more nor less likely to vote Labour	28%	26%	29%	27%	24%	28%	26%	27%	28%	25%	38%	31%	23%	32%	35%
Less likely to vote Labour	7%	7%	5%	10%	8%	2%	5%	7%	9%	6%	7%	5%	12%	3%	4%
Much less likely to vote Labour	23%	16%	25%	20%	28%	24%	26%	29%	28%	26%	15%	18%	48%	7%	11%
Don't know	9%	11%	9%	12%	8%	9%	9%	9%	7%	4%	8%	13%	6%	5%	21%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(43.B) If Keir Starmer made re-joining the EU a part of the next Labour manifesto, how would it affect the likelihood of you voting for Labour?

	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	2013	260	295	361	360	300	437	745	581	164	32	242	453	736	126
Weighted	2013	281	342	342	342	283	422	729	588	157	34	253	442	748	119
Much more likely to vote Labour	18%	22%	22%	22%	19%	15%	11%	6%	36%	21%	0%	14%	5%	37%	18%
More likely to vote Labour	16%	31%	23%	17%	12%	10%	5%	6%	23%	29%	6%	10%	10%	22%	22%
Neither more nor less likely to vote Labour	28%	22%	26%	28%	32%	29%	30%	25%	28%	35%	22%	33%	27%	27%	33%
Less likely to vote Labour	7%	4%	7%	8%	7%	7%	6%	11%	5%	4%	5%	4%	9%	6%	6%
Much less likely to vote Labour	23%	5%	12%	17%	22%	32%	44%	47%	4%	5%	61%	15%	46%	5%	13%
Don't know	9%	16%	11%	9%	8%	7%	4%	5%	4%	7%	6%	24%	4%	3%	8%

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(43.C) If Keir Starmer made re-joining the EU a part of the next Labour manifesto, how would it affect the likelihood of you voting for Labour?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable centre	Populist	Disengaged right-leaning	Civic conservative
Unweighted	2013	916	1090	592	569	373	471	256	422	409	155	519	104	148
Weighted	2013	991	1015	541	521	441	502	253	404	424	158	527	103	143
Much more likely to vote Labour	18%	20%	16%	20%	17%	17%	18%	40%	20%	15%	11%	15%	8%	7%
More likely to vote Labour	16%	17%	14%	15%	19%	14%	15%	24%	16%	18%	17%	12%	11%	8%
Neither more nor less likely to vote Labour	28%	26%	30%	30%	28%	25%	28%	26%	33%	27%	37%	23%	28%	29%
Less likely to vote Labour	7%	7%	6%	6%	7%	8%	5%	3%	7%	7%	6%	8%	5%	9%
Much less likely to vote Labour	23%	25%	21%	24%	20%	25%	23%	5%	14%	20%	20%	35%	33%	43%
Don't know	9%	6%	12%	5%	9%	11%	11%	2%	10%	14%	9%	7%	15%	4%

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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



(44.A) Re-joining the Single Market and Customs Union with the EU would reduce trade barriers. A condition of re-joining the single market is accepting free movement of people and following EU product rules. Re-joining the Customs Union means not being able to make our own trade deals outside of the EU but means we would not have to accept free movement of people. How, if at all, should the UK change its relationship with the EU?

	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	2013	276	291	178	187	135	166	191	89	248	169	83	780	821	248
Weighted	2013	290	270	166	187	145	187	166	83	228	187	104	776	809	255
We should re-join the EU	30%	33%	24%	25%	26%	37%	29%	22%	22%	35%	39%	36%	6%	52%	30%
We should re-join the Single Market and Customs Union with the EU	11%	16%	13%	11%	10%	12%	7%	10%	13%	9%	8%	7%	4%	17%	8%
We should re-join a Customs Union with the EU but not the Single Market	6%	7%	6%	5%	8%	6%	2%	4%	5%	5%	6%	6%	6%	6%	3%
We should re-join the Single Market but not a Customs Union	4%	5%	4%	4%	4%	1%	2%	7%	3%	6%	6%	1%	4%	4%	4%
We should renegotiate the trade deal we currently have with the EU, but not join the single market or customs union	14%	8%	17%	16%	16%	13%	16%	12%	21%	11%	16%	17%	23%	9%	8%
We shouldn't make any changes to our relationship with the EU and leave things as they are	10%	9%	9%	10%	10%	9%	11%	13%	9%	12%	6%	10%	20%	2%	6%
We should further reduce our alignment and links with the EU	9%	6%	10%	5%	10%	8%	10%	12%	11%	9%	8%	4%	18%	1%	6%
Don't know	17%	15%	17%	25%	16%	15%	22%	21%	16%	14%	12%	20%	18%	9%	34%

*Note:*

BASE: All Respondents

(44.B) Re-joining the Single Market and Customs Union with the EU would reduce trade barriers. A condition of re-joining the single market is accepting free movement of people and following EU product rules. Re-joining the Customs Union means not being able to make our own trade deals outside of the EU but means we would not have to accept free movement of people. How, if at all, should the UK change its relationship with the EU?

	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	2013	260	295	361	360	300	437	745	581	164	32	242	453	736	126
Weighted	2013	281	342	342	342	283	422	729	588	157	34	253	442	748	119
We should re-join the EU	30%	37%	44%	34%	27%	23%	18%	12%	47%	41%	3%	27%	14%	44%	42%
We should re-join the Single Market and Customs Union with the EU	11%	14%	11%	12%	12%	10%	6%	7%	15%	21%	5%	7%	8%	15%	14%
We should re-join a Customs Union with the EU but not the Single Market	6%	5%	4%	6%	5%	7%	6%	6%	5%	9%	3%	3%	5%	6%	11%
We should re-join the Single Market but not a Customs Union	4%	6%	6%	3%	3%	4%	3%	4%	3%	5%	8%	5%	6%	4%	4%
We should renegotiate the trade deal we currently have with the EU, but not join the single market or customs union	14%	4%	7%	11%	17%	17%	24%	22%	9%	10%	21%	9%	23%	9%	12%
We shouldn't make any changes to our relationship with the EU and leave things as they are	10%	4%	8%	10%	8%	13%	15%	18%	4%	2%	20%	5%	19%	4%	7%
We should further reduce our alignment and links with the EU	9%	3%	6%	5%	9%	12%	14%	16%	3%	1%	35%	8%	12%	3%	3%
Don't know	17%	27%	15%	19%	18%	13%	14%	14%	15%	11%	5%	36%	12%	14%	8%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

(44.C) Re-joining the Single Market and Customs Union with the EU would reduce trade barriers. A condition of re-joining the single market is accepting free movement of people and following EU product rules. Re-joining the Customs Union means not being able to make our own trade deals outside of the EU but means we would not have to accept free movement of people. How, if at all, should the UK change its relationship with the EU?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable centre	Populist	Disengaged right-leaning	Civic conservative
Unweighted	2013	916	1090	592	569	373	471	256	422	409	155	519	104	148
Weighted	2013	991	1015	541	521	441	502	253	404	424	158	527	103	143
We should re-join the EU	30%	30%	30%	33%	32%	23%	30%	59%	35%	30%	21%	21%	22%	15%
We should re-join the Single Market and Customs Union with the EU	11%	12%	9%	11%	12%	11%	8%	16%	14%	6%	15%	9%	7%	9%
We should re-join a Customs Union with the EU but not the Single Market	6%	6%	5%	8%	6%	4%	5%	5%	6%	5%	6%	6%	3%	7%
We should re-join the Single Market but not a Customs Union	4%	5%	4%	3%	5%	5%	4%	7%	4%	4%	4%	4%	2%	3%
We should renegotiate the trade deal we currently have with the EU, but not join the single market or customs union	14%	16%	13%	17%	14%	13%	12%	5%	16%	11%	18%	17%	8%	25%
We shouldn't make any changes to our relationship with the EU and leave things as they are	10%	10%	9%	10%	7%	12%	10%	1%	6%	9%	12%	15%	12%	15%
We should further reduce our alignment and links with the EU	9%	11%	7%	8%	7%	14%	7%	2%	3%	9%	7%	11%	22%	17%
Don't know	17%	10%	24%	11%	17%	19%	23%	5%	18%	26%	17%	16%	24%	10%

*Note:*

(45.A) Thinking about various different ways to ‘make Brexit work’, how important, if at all, do you think each of the following are?: Reaching an agreement with the EU on the Northern Ireland Protocol to reduce checks on goods crossing the border and removing the oversight of the European Court of Justice

	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	2013	276	291	178	187	135	166	191	89	248	169	83	780	821	248
Weighted	2013	290	270	166	187	145	187	166	83	228	187	104	776	809	255
Very important	41%	44%	45%	37%	43%	41%	33%	36%	36%	44%	48%	31%	42%	51%	23%
Somewhat important	31%	33%	30%	32%	30%	31%	30%	35%	35%	27%	31%	36%	33%	28%	34%
Neither important nor unimportant	11%	8%	9%	13%	11%	10%	16%	11%	11%	17%	5%	11%	11%	8%	17%
Somewhat unimportant	2%	3%	1%	2%	4%	1%	4%	0%	4%	1%	3%	1%	3%	2%	1%
Very unimportant	2%	1%	2%	1%	0%	4%	2%	1%	2%	1%	2%	4%	2%	1%	2%
Don't know	12%	11%	12%	15%	12%	12%	15%	16%	11%	9%	10%	18%	9%	11%	24%
Total Important:	72%	77%	75%	69%	73%	73%	63%	72%	71%	71%	79%	67%	75%	78%	56%
Total Unimportant:	4%	4%	3%	3%	4%	5%	6%	2%	6%	2%	5%	5%	5%	3%	3%
Net:	68%	73%	72%	66%	69%	67%	57%	70%	65%	69%	74%	62%	70%	75%	53%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(45.B) Thinking about various different ways to ‘make Brexit work’, how important, if at all, do you think each of the following are?: Reaching an agreement with the EU on the Northern Ireland Protocol to reduce checks on goods crossing the border and removing the oversight of the European Court of Justice

	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	2013	260	295	361	360	300	437	745	581	164	32	242	453	736	126
Weighted	2013	281	342	342	342	283	422	729	588	157	34	253	442	748	119
Very important	41%	23%	33%	33%	47%	47%	56%	46%	43%	49%	62%	22%	43%	41%	47%
Somewhat important	31%	36%	32%	37%	26%	31%	27%	34%	31%	26%	17%	32%	37%	33%	29%
Neither important nor unimportant	11%	15%	17%	12%	11%	8%	5%	9%	12%	12%	15%	15%	10%	11%	8%
Somewhat unimportant	2%	5%	3%	3%	1%	2%	2%	3%	2%	1%	0%	2%	2%	3%	3%
Very unimportant	2%	1%	1%	1%	3%	2%	2%	2%	1%	2%	0%	2%	1%	2%	2%
Don't know	12%	19%	14%	14%	12%	9%	8%	7%	12%	9%	6%	27%	7%	11%	10%
Total Important:	72%	60%	65%	70%	73%	79%	84%	79%	73%	75%	79%	55%	80%	73%	77%
Total Unimportant:	4%	5%	4%	4%	4%	4%	4%	4%	3%	3%	0%	4%	4%	4%	5%
Net:	68%	54%	61%	66%	70%	75%	80%	75%	70%	72%	79%	51%	76%	69%	72%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(45.C) Thinking about various different ways to ‘make Brexit work’, how important, if at all, do you think each of the following are?: Reaching an agreement with the EU on the Northern Ireland Protocol to reduce checks on goods crossing the border and removing the oversight of the European Court of Justice

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable Populist centre	Disengaged right-leaning	Civic conservative	
Unweighted	2013	916	1090	592	569	373	471	256	422	409	155	519	104	148
Weighted	2013	991	1015	541	521	441	502	253	404	424	158	527	103	143
Very important	41%	46%	36%	50%	40%	36%	36%	49%	41%	31%	39%	48%	21%	48%
Somewhat important	31%	30%	32%	31%	35%	29%	31%	27%	36%	32%	31%	28%	35%	35%
Neither important nor unimportant	11%	11%	11%	7%	10%	16%	11%	9%	8%	13%	15%	10%	20%	7%
Somewhat unimportant	2%	3%	2%	2%	1%	3%	4%	4%	1%	4%	4%	2%	2%	1%
Very unimportant	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	4%	0%
Don't know	12%	8%	17%	7%	12%	14%	17%	9%	12%	19%	8%	11%	18%	8%
Total Important:	72%	76%	69%	81%	75%	65%	67%	77%	77%	63%	70%	76%	56%	84%
Total Unimportant:	4%	5%	4%	5%	2%	5%	5%	6%	3%	5%	6%	3%	5%	1%
Net:	68%	72%	65%	76%	74%	60%	62%	71%	75%	57%	64%	73%	50%	83%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(46.A) Thinking about various different ways to ‘make Brexit work’, how important, if at all, do you think each of the following are?: Seeking a ‘Swiss-style’ relationship with the EU, in which the UK rejoins the Single Market

	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	2013	276	291	178	187	135	166	191	89	248	169	83	780	821	248
Weighted	2013	290	270	166	187	145	187	166	83	228	187	104	776	809	255
Very important	16%	19%	14%	12%	15%	21%	15%	15%	8%	22%	19%	12%	11%	23%	13%
Somewhat important	33%	37%	32%	38%	34%	31%	32%	34%	27%	31%	34%	26%	26%	39%	34%
Neither important nor unimportant	19%	21%	20%	17%	21%	14%	19%	16%	19%	18%	19%	23%	19%	16%	23%
Somewhat unimportant	6%	5%	5%	8%	10%	7%	6%	5%	11%	6%	4%	6%	9%	5%	4%
Very unimportant	9%	6%	12%	5%	8%	9%	9%	10%	10%	8%	10%	11%	19%	3%	1%
Don't know	17%	12%	17%	20%	13%	18%	20%	19%	25%	15%	14%	22%	16%	15%	25%
Total Important:	49%	56%	46%	50%	49%	52%	47%	49%	35%	53%	53%	38%	36%	62%	46%
Total Unimportant:	15%	11%	17%	13%	18%	16%	15%	15%	21%	14%	14%	17%	28%	7%	5%
Net:	34%	46%	28%	38%	31%	36%	32%	34%	13%	40%	39%	21%	8%	54%	41%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(46.B) Thinking about various different ways to ‘make Brexit work’, how important, if at all, do you think each of the following are?: Seeking a ‘Swiss-style’ relationship with the EU, in which the UK rejoins the Single Market

	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	2013	260	295	361	360	300	437	745	581	164	32	242	453	736	126
Weighted	2013	281	342	342	342	283	422	729	588	157	34	253	442	748	119
Very important	16%	16%	20%	21%	19%	15%	9%	12%	21%	24%	3%	13%	14%	20%	27%
Somewhat important	33%	39%	35%	34%	32%	35%	27%	31%	36%	37%	21%	27%	33%	38%	34%
Neither important nor unimportant	19%	21%	20%	20%	18%	14%	19%	18%	21%	15%	19%	22%	19%	18%	20%
Somewhat unimportant	6%	5%	5%	4%	6%	9%	9%	9%	4%	3%	2%	5%	9%	6%	2%
Very unimportant	9%	1%	4%	2%	10%	12%	20%	17%	3%	2%	38%	2%	15%	3%	2%
Don't know	17%	19%	17%	18%	15%	15%	17%	13%	14%	19%	18%	30%	10%	15%	14%
Total Important:	49%	55%	55%	55%	51%	50%	36%	43%	57%	61%	23%	40%	46%	59%	62%
Total Unimportant:	15%	5%	9%	6%	16%	20%	29%	26%	8%	5%	40%	7%	24%	9%	4%
Net:	34%	49%	46%	49%	35%	29%	7%	17%	50%	56%	-17%	33%	22%	50%	57%

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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



(46.C) Thinking about various different ways to ‘make Brexit work’, how important, if at all, do you think each of the following are?: Seeking a ‘Swiss-style’ relationship with the EU, in which the UK rejoins the Single Market

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable Populist centre	Disengaged right-leaning	Civic conservative	
Unweighted	2013	916	1090	592	569	373	471	256	422	409	155	519	104	148
Weighted	2013	991	1015	541	521	441	502	253	404	424	158	527	103	143
Very important	16%	17%	15%	18%	17%	13%	16%	29%	13%	15%	7%	18%	13%	10%
Somewhat important	33%	35%	31%	35%	34%	35%	28%	38%	38%	29%	39%	28%	37%	33%
Neither important nor unimportant	19%	19%	19%	18%	18%	18%	22%	14%	17%	21%	22%	20%	17%	19%
Somewhat unimportant	6%	7%	5%	7%	7%	6%	5%	4%	6%	4%	9%	8%	4%	11%
Very unimportant	9%	11%	6%	11%	6%	9%	8%	3%	5%	8%	11%	12%	9%	17%
Don't know	17%	11%	23%	11%	18%	18%	20%	12%	21%	23%	12%	15%	20%	10%
Total Important:	49%	52%	47%	53%	51%	49%	45%	67%	51%	45%	46%	46%	49%	43%
Total Unimportant:	15%	18%	12%	18%	13%	15%	13%	8%	11%	12%	20%	20%	13%	28%
Net:	34%	34%	35%	35%	38%	33%	32%	59%	40%	33%	26%	27%	36%	15%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(47.A) Thinking about various different ways to ‘make Brexit work’, how important, if at all, do you think each of the following are?: Rejoining a Customs Union with the European Union

	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	2013	276	291	178	187	135	166	191	89	248	169	83	780	821	248
Weighted	2013	290	270	166	187	145	187	166	83	228	187	104	776	809	255
Very important	20%	25%	21%	20%	19%	20%	17%	12%	18%	21%	24%	21%	9%	33%	18%
Somewhat important	28%	32%	28%	23%	27%	31%	27%	24%	16%	28%	32%	30%	17%	35%	27%
Neither important nor unimportant	18%	19%	17%	18%	18%	14%	21%	21%	19%	21%	15%	12%	22%	13%	24%
Somewhat unimportant	8%	5%	7%	8%	11%	7%	11%	9%	9%	8%	9%	6%	13%	4%	4%
Very unimportant	11%	7%	12%	11%	13%	12%	9%	15%	17%	8%	12%	12%	24%	3%	3%
Don't know	15%	12%	17%	20%	12%	16%	15%	19%	20%	14%	8%	18%	15%	12%	24%
Total Important:	48%	57%	48%	44%	46%	52%	44%	36%	34%	49%	56%	51%	26%	68%	45%
Total Unimportant:	19%	12%	18%	19%	25%	19%	20%	24%	26%	16%	21%	18%	38%	7%	7%
Net:	29%	45%	30%	25%	21%	33%	23%	12%	9%	32%	34%	33%	-12%	61%	38%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(47.B) Thinking about various different ways to ‘make Brexit work’, how important, if at all, do you think each of the following are?: Rejoining a Customs Union with the European Union

	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	2013	260	295	361	360	300	437	745	581	164	32	242	453	736	126
Weighted	2013	281	342	342	342	283	422	729	588	157	34	253	442	748	119
Very important	20%	16%	23%	23%	24%	21%	15%	11%	28%	35%	3%	19%	11%	29%	34%
Somewhat important	28%	39%	30%	34%	23%	25%	20%	22%	35%	34%	10%	25%	24%	35%	31%
Neither important nor unimportant	18%	20%	20%	17%	16%	16%	18%	21%	17%	11%	18%	20%	23%	15%	14%
Somewhat unimportant	8%	8%	6%	6%	10%	7%	10%	13%	5%	4%	9%	4%	15%	5%	7%
Very unimportant	11%	2%	7%	4%	13%	16%	22%	22%	3%	2%	48%	4%	19%	4%	3%
Don't know	15%	16%	14%	16%	15%	14%	14%	12%	12%	14%	13%	29%	8%	12%	10%
Total Important:	48%	55%	53%	57%	47%	46%	35%	32%	63%	69%	12%	44%	35%	64%	65%
Total Unimportant:	19%	10%	13%	10%	23%	23%	32%	35%	8%	6%	57%	8%	34%	9%	10%
Net:	29%	45%	40%	47%	24%	23%	3%	-2%	55%	63%	-45%	35%	1%	54%	55%

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(47.C) Thinking about various different ways to ‘make Brexit work’, how important, if at all, do you think each of the following are?: Rejoining a Customs Union with the European Union

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable Populist centre	Disengaged right-leaning	Civic conservative	
Unweighted	2013	916	1090	592	569	373	471	256	422	409	155	519	104	148
Weighted	2013	991	1015	541	521	441	502	253	404	424	158	527	103	143
Very important	20%	22%	18%	25%	20%	16%	19%	41%	22%	18%	13%	18%	10%	11%
Somewhat important	28%	29%	27%	28%	32%	26%	25%	33%	30%	26%	33%	22%	28%	32%
Neither important nor unimportant	18%	18%	19%	17%	16%	18%	21%	9%	16%	17%	24%	22%	24%	16%
Somewhat unimportant	8%	8%	8%	7%	7%	11%	8%	5%	9%	6%	9%	9%	8%	10%
Very unimportant	11%	14%	8%	13%	9%	12%	9%	3%	5%	10%	11%	17%	13%	21%
Don't know	15%	9%	20%	10%	15%	17%	18%	8%	18%	22%	10%	12%	17%	10%
Total Important:	48%	51%	45%	53%	52%	42%	44%	74%	52%	44%	46%	40%	39%	43%
Total Unimportant:	19%	22%	16%	20%	17%	23%	17%	9%	14%	16%	21%	26%	20%	31%
Net:	29%	28%	29%	33%	35%	19%	27%	65%	38%	28%	25%	14%	18%	12%

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(48.A) Thinking about various different ways to ‘make Brexit work’, how important, if at all, do you think each of the following are?: Creating a new international organisation that allows democratic European nations with “shared core values” to find space for cooperation, but does not involve joining the European Union.

	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	2013	276	291	178	187	135	166	191	89	248	169	83	780	821	248
Weighted	2013	290	270	166	187	145	187	166	83	228	187	104	776	809	255
Very important	17%	22%	17%	17%	15%	17%	18%	16%	13%	19%	19%	7%	18%	19%	11%
Somewhat important	33%	31%	35%	33%	36%	34%	34%	30%	35%	31%	36%	25%	34%	33%	29%
Neither important nor unimportant	22%	25%	20%	24%	19%	15%	23%	17%	23%	24%	22%	26%	20%	20%	28%
Somewhat unimportant	5%	4%	3%	5%	6%	9%	7%	5%	4%	5%	5%	7%	5%	6%	2%
Very unimportant	5%	6%	6%	4%	7%	4%	3%	7%	9%	3%	6%	5%	7%	4%	5%
Don't know	18%	13%	19%	18%	17%	21%	15%	24%	16%	18%	14%	30%	15%	18%	24%
Total Important:	50%	53%	52%	49%	51%	52%	52%	46%	48%	50%	54%	32%	53%	52%	40%
Total Unimportant:	10%	9%	9%	9%	13%	13%	10%	12%	13%	8%	10%	12%	12%	10%	8%
Net:	40%	43%	43%	41%	39%	39%	42%	34%	35%	41%	44%	20%	40%	43%	33%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(48.B) Thinking about various different ways to ‘make Brexit work’, how important, if at all, do you think each of the following are?: Creating a new international organisation that allows democratic European nations with “shared core values” to find space for cooperation, but does not involve joining the European Union.

	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	2013	260	295	361	360	300	437	745	581	164	32	242	453	736	126
Weighted	2013	281	342	342	342	283	422	729	588	157	34	253	442	748	119
Very important	17%	15%	20%	15%	20%	18%	16%	19%	18%	18%	21%	10%	21%	18%	19%
Somewhat important	33%	30%	31%	37%	27%	34%	37%	37%	34%	29%	20%	25%	39%	35%	36%
Neither important nor unimportant	22%	29%	20%	18%	22%	24%	19%	21%	21%	23%	14%	25%	22%	22%	18%
Somewhat unimportant	5%	5%	6%	6%	6%	3%	5%	5%	7%	4%	10%	3%	4%	7%	2%
Very unimportant	5%	3%	5%	5%	5%	5%	8%	7%	4%	4%	19%	3%	5%	3%	7%
Don't know	18%	18%	18%	19%	20%	17%	15%	13%	16%	20%	15%	33%	10%	16%	18%
Total Important:	50%	45%	51%	52%	47%	52%	53%	55%	52%	48%	41%	35%	60%	52%	55%
Total Unimportant:	10%	8%	10%	11%	11%	8%	13%	12%	10%	9%	30%	6%	9%	10%	9%
Net:	40%	37%	41%	41%	36%	44%	40%	44%	42%	39%	11%	29%	51%	42%	46%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(48.C) Thinking about various different ways to ‘make Brexit work’, how important, if at all, do you think each of the following are?: Creating a new international organisation that allows democratic European nations with “shared core values” to find space for cooperation, but does not involve joining the European Union.

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Activist left	Moderate left	Disengaged economic left	Comfortable Populist centre	Disengaged right-leaning	Civic conservative	
Unweighted	2013	916	1090	592	569	373	471	256	422	409	155	519	104	148
Weighted	2013	991	1015	541	521	441	502	253	404	424	158	527	103	143
Very important	17%	19%	16%	19%	18%	16%	16%	18%	15%	13%	12%	24%	8%	23%
Somewhat important	33%	33%	33%	37%	34%	30%	30%	27%	35%	29%	39%	35%	37%	32%
Neither important nor unimportant	22%	23%	21%	20%	21%	24%	22%	23%	21%	22%	23%	20%	24%	22%
Somewhat unimportant	5%	6%	4%	5%	6%	5%	5%	11%	4%	5%	4%	3%	6%	8%
Very unimportant	5%	7%	4%	6%	4%	6%	5%	7%	4%	6%	6%	5%	5%	5%
Don't know	18%	13%	23%	13%	17%	20%	22%	15%	21%	24%	16%	13%	20%	11%
Total Important:	50%	51%	49%	56%	52%	45%	46%	45%	50%	42%	51%	58%	45%	54%
Total Unimportant:	10%	13%	8%	11%	10%	11%	10%	17%	7%	11%	10%	8%	11%	13%
Net:	40%	38%	41%	45%	42%	34%	36%	28%	43%	31%	41%	51%	34%	42%

*Note:*

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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