

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:

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)

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(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

(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.

	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 - 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.

	Gender			Social Grade				Segment						
	Total	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
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

(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

(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

(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?

	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	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

(4.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	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

(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

(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

(5.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

(5.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

(5.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

(6.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

(6.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

(6.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

(7.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

(7.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

(7.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?

	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
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

(8.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

(8.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

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

	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
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

(9.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

(9.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

(9.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

(10.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

(10.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

(10.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 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
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

(11.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

(11.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

(11.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 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
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

(12.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

(12.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

(12.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 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
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

(13.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

(13.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

(13.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

(14.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

(14.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

(14.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

(15.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

(15.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

(15.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 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 - 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

(16.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

(16.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

(16.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 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 - 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

(17.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

(17.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

(17.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 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	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

(18.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

(18.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

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

	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	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

(19.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

(19.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

(19.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 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	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

(20.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

(20.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

(20.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 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	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

(21.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

(21.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

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

	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	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

(22.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

(22.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

(22.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 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	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

(23.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

(23.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

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

	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	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

(24.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

(24.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

(24.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 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	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

(25.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

(25.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

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

	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	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

(26.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

(26.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

(26.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 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	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

(27.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

(27.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

(27.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 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	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

(28.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

(28.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

(28.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 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	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

(29.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

(29.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

(29.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 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	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

(30.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

(30.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

(30.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 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	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

(31.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

(31.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

(31.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 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	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

(32.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

(32.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

(32.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 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	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

(33.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

(33.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

(33.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 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	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

(34.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

(34.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

(34.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 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	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

(35.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

(35.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

(35.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 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	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

(36.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

(36.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

(36.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 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	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

(37.A) Do you think that Keir Starmer...: 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	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

(37.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

(37.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 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	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

(38.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

(38.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

(38.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 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	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

(39.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

(39.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

(39.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 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	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

(40.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

(40.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

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

	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	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

(41.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

(41.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

(41.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

(42.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

(42.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

(42.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 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%	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

(43.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

(43.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

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

	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	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

(44.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

(44.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

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

	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	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

(45.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

(45.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

(45.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 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	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

(46.A) Do you think that Keir Starmer...: 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	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

(46.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

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

	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	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