

Public First January Omnibus 2024 (1997 v 2024 Election)

Fieldwork: 16th Jan - 22nd Jan 2024
Interview method: Online Survey
Population represented: UK Adults
Sample size: 2007

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) How interested would you say you are in politics?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Very interested	20%	28%	12%	26%	19%	23%	21%	17%	20%	16%	13%	20%	23%	15%	14%
Fairly interested	49%	49%	49%	50%	51%	44%	43%	50%	45%	47%	61%	53%	50%	54%	47%
Not very interested	20%	16%	25%	19%	20%	19%	23%	23%	23%	23%	25%	16%	16%	19%	29%
Not at all interested	10%	7%	13%	5%	10%	13%	13%	10%	11%	13%	0%	10%	11%	13%	10%
Don't know	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(1.B) How interested would you say you are in politics?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Very interested	20%	13%	17%	24%	21%	25%	19%	20%	26%	10%	22%	26%	29%	27%	8%
Fairly interested	49%	45%	49%	45%	52%	45%	56%	52%	52%	39%	56%	50%	50%	54%	32%
Not very interested	20%	27%	23%	19%	19%	15%	20%	19%	16%	29%	17%	17%	15%	11%	30%
Not at all interested	10%	14%	9%	12%	8%	15%	5%	9%	5%	22%	4%	6%	5%	8%	29%
Don't know	1%	1%	1%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(1.C) How interested would you say you are in politics?

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Very interested	20%	32%	19%	15%	13%	16%	25%	23%	11%	16%	27%	30%	46%
Fairly interested	49%	51%	53%	48%	44%	63%	50%	49%	47%	49%	49%	52%	41%
Not very interested	20%	14%	19%	22%	27%	15%	19%	20%	25%	22%	19%	11%	5%
Not at all interested	10%	2%	9%	14%	16%	5%	6%	8%	16%	13%	5%	7%	8%
Don't know	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(2.A) To what extent do you agree with the following statements?: Ordinary working people get their fair share of the nation s wealth

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Agree strongly	8%	10%	7%	12%	5%	8%	8%	2%	11%	7%	6%	8%	9%	12%	10%
Agree	18%	19%	17%	18%	22%	21%	18%	22%	18%	18%	18%	15%	17%	7%	17%
Neither agree nor disagree	17%	17%	16%	18%	18%	18%	19%	16%	20%	12%	15%	14%	16%	18%	22%
Disagree	28%	25%	31%	27%	27%	21%	29%	31%	26%	32%	33%	29%	29%	30%	21%
Disagree strongly	28%	28%	27%	24%	27%	30%	23%	29%	24%	29%	27%	32%	29%	32%	31%
Don't know	1%	1%	2%	2%	1%	2%	3%	1%	2%	2%	0%	1%	1%	1%	0%
Total Agree:	26%	29%	23%	30%	27%	29%	25%	24%	29%	25%	24%	23%	26%	19%	27%
Total Disagree:	56%	53%	58%	51%	55%	51%	52%	60%	50%	61%	61%	61%	58%	62%	52%
Net:	-29%	-24%	-35%	-21%	-28%	-23%	-27%	-36%	-21%	-35%	-37%	-38%	-33%	-43%	-25%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(2.B) To what extent do you agree with the following statements?: Ordinary working people get their fair share of the nation s wealth

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Agree strongly	8%	14%	9%	9%	7%	8%	4%	8%	8%	9%	6%	9%	11%	17%	8%
Agree	18%	21%	20%	17%	16%	14%	20%	19%	17%	18%	24%	15%	20%	7%	15%
Neither agree nor disagree	17%	18%	14%	11%	15%	20%	22%	18%	15%	20%	24%	11%	17%	12%	14%
Disagree	28%	27%	24%	28%	32%	25%	30%	27%	29%	26%	27%	28%	27%	19%	29%
Disagree strongly	28%	18%	30%	34%	29%	32%	23%	26%	31%	24%	19%	36%	23%	42%	30%
Don't know	1%	2%	3%	1%	1%	1%	2%	1%	0%	3%	1%	1%	1%	4%	4%
Total Agree:	26%	35%	29%	26%	23%	22%	24%	27%	25%	27%	30%	24%	31%	24%	24%
Total Disagree:	56%	45%	54%	62%	61%	58%	52%	53%	60%	51%	45%	65%	50%	61%	59%
Net:	-29%	-11%	-25%	-36%	-38%	-36%	-29%	-26%	-35%	-24%	-16%	-41%	-19%	-36%	-35%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(2.C) To what extent do you agree with the following statements?: Ordinary working people get their fair share of the nation s wealth

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Agree strongly	8%	10%	7%	9%	7%	7%	9%	11%	8%	7%	8%	10%	18%
Agree	18%	18%	20%	18%	16%	32%	14%	24%	19%	16%	17%	21%	22%
Neither agree nor disagree	17%	15%	19%	15%	17%	28%	10%	22%	16%	19%	18%	13%	8%
Disagree	28%	31%	27%	28%	26%	22%	32%	25%	28%	28%	28%	30%	29%
Disagree strongly	28%	25%	26%	27%	32%	11%	35%	17%	27%	27%	28%	25%	24%
Don't know	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	0%
Total Agree:	26%	28%	27%	27%	22%	39%	23%	35%	27%	23%	26%	31%	39%
Total Disagree:	56%	56%	53%	56%	58%	33%	67%	42%	55%	56%	56%	55%	52%
Net:	-29%	-28%	-26%	-29%	-36%	6%	-44%	-7%	-29%	-32%	-30%	-24%	-13%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(3.A) To what extent do you agree with the following statements?: Political parties which wish to overthrow democracy should be allowed to stand in elections

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Agree strongly	6%	9%	4%	6%	5%	7%	5%	6%	8%	7%	7%	6%	5%	9%	6%
Agree	17%	18%	16%	17%	15%	17%	19%	19%	17%	13%	17%	17%	16%	16%	19%
Neither agree nor disagree	23%	19%	27%	22%	25%	22%	24%	21%	22%	24%	21%	26%	23%	22%	22%
Disagree	21%	20%	21%	23%	20%	14%	19%	28%	18%	21%	17%	20%	22%	22%	28%
Disagree strongly	24%	30%	19%	25%	28%	28%	21%	23%	22%	22%	32%	25%	25%	22%	12%
Don't know	9%	5%	13%	7%	7%	12%	11%	3%	13%	14%	6%	7%	9%	9%	12%
Total Agree:	23%	26%	20%	23%	20%	25%	24%	26%	25%	20%	24%	23%	21%	25%	25%
Total Disagree:	45%	50%	40%	48%	48%	41%	40%	51%	40%	43%	49%	45%	47%	44%	40%
Net:	-22%	-24%	-20%	-25%	-28%	-17%	-16%	-25%	-15%	-23%	-25%	-22%	-26%	-19%	-15%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(3.B) To what extent do you agree with the following statements?: Political parties which wish to overthrow democracy should be allowed to stand in elections

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Agree strongly	6%	7%	9%	7%	6%	7%	4%	7%	7%	4%	7%	6%	7%	4%	6%
Agree	17%	19%	23%	16%	17%	12%	13%	15%	18%	18%	15%	18%	23%	23%	13%
Neither agree nor disagree	23%	30%	21%	22%	21%	25%	21%	22%	20%	31%	20%	23%	20%	35%	26%
Disagree	21%	15%	19%	21%	20%	20%	26%	23%	21%	17%	24%	19%	16%	16%	18%
Disagree strongly	24%	16%	18%	24%	28%	26%	31%	26%	28%	15%	28%	26%	27%	11%	17%
Don't know	9%	13%	11%	8%	8%	10%	6%	8%	6%	15%	6%	7%	6%	11%	19%
Total Agree:	23%	26%	31%	24%	23%	19%	16%	22%	24%	22%	22%	24%	31%	27%	20%
Total Disagree:	45%	31%	36%	45%	48%	46%	57%	49%	49%	31%	52%	45%	43%	27%	35%
Net:	-22%	-5%	-5%	-22%	-25%	-27%	-41%	-27%	-25%	-9%	-30%	-21%	-13%	0%	-16%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(3.C) To what extent do you agree with the following statements?: Political parties which wish to overthrow democracy should be allowed to stand in elections

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Agree strongly	6%	7%	6%	8%	5%	6%	6%	8%	6%	6%	6%	8%	14%
Agree	17%	20%	15%	15%	16%	17%	16%	21%	14%	18%	18%	17%	10%
Neither agree nor disagree	23%	19%	23%	23%	28%	22%	24%	24%	28%	25%	21%	21%	16%
Disagree	21%	22%	21%	19%	20%	23%	20%	19%	20%	18%	22%	21%	26%
Disagree strongly	24%	27%	28%	23%	19%	25%	26%	24%	20%	22%	26%	27%	31%
Don't know	9%	5%	8%	13%	11%	6%	8%	5%	12%	10%	7%	5%	2%
Total Agree:	23%	26%	21%	23%	21%	24%	23%	28%	20%	24%	24%	25%	24%
Total Disagree:	45%	49%	48%	42%	39%	49%	46%	43%	39%	41%	48%	48%	57%
Net:	-22%	-23%	-27%	-18%	-18%	-25%	-23%	-15%	-19%	-17%	-25%	-23%	-32%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(4.A) To what extent do you agree with the following statements?: There is one law for the rich and one for the poor

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Agree strongly	39%	40%	37%	36%	39%	37%	36%	35%	37%	45%	32%	42%	42%	46%	40%
Agree	34%	32%	36%	32%	32%	37%	35%	37%	37%	40%	45%	34%	35%	24%	25%
Neither agree nor disagree	14%	13%	14%	12%	16%	12%	16%	17%	15%	6%	13%	12%	12%	15%	25%
Disagree	8%	8%	8%	11%	10%	5%	8%	10%	7%	5%	7%	7%	6%	7%	6%
Disagree strongly	4%	5%	3%	7%	3%	7%	3%	1%	4%	3%	2%	3%	4%	5%	4%
Don't know	1%	1%	2%	2%	1%	2%	2%	1%	1%	1%	0%	1%	1%	3%	0%
Total Agree:	73%	73%	73%	68%	71%	74%	71%	72%	73%	84%	77%	77%	77%	70%	65%
Total Disagree:	12%	13%	10%	18%	13%	13%	11%	11%	11%	9%	10%	10%	10%	12%	10%
Net:	61%	59%	63%	50%	57%	61%	60%	61%	63%	76%	68%	66%	68%	58%	55%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(4.B) To what extent do you agree with the following statements?: There is one law for the rich and one for the poor

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Agree strongly	39%	38%	35%	45%	44%	42%	31%	40%	40%	34%	29%	46%	30%	69%	43%
Agree	34%	30%	38%	33%	34%	33%	37%	32%	37%	36%	32%	36%	44%	23%	33%
Neither agree nor disagree	14%	16%	14%	12%	11%	12%	16%	14%	12%	16%	18%	12%	12%	8%	12%
Disagree	8%	8%	8%	6%	6%	8%	11%	9%	7%	7%	14%	3%	8%	0%	6%
Disagree strongly	4%	5%	3%	3%	4%	5%	4%	4%	4%	5%	6%	2%	6%	0%	3%
Don't know	1%	3%	2%	1%	1%	1%	0%	1%	1%	2%	1%	1%	1%	0%	3%
Total Agree:	73%	68%	73%	78%	77%	75%	68%	72%	76%	70%	61%	82%	74%	92%	75%
Total Disagree:	12%	13%	11%	9%	10%	13%	15%	13%	11%	12%	20%	5%	14%	0%	9%
Net:	61%	55%	63%	69%	67%	62%	53%	59%	66%	58%	41%	77%	60%	92%	66%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(4.C) To what extent do you agree with the following statements?: There is one law for the rich and one for the poor

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Agree strongly	39%	34%	37%	41%	43%	19%	46%	32%	43%	37%	36%	38%	39%
Agree	34%	36%	37%	31%	33%	30%	36%	42%	34%	37%	35%	35%	35%
Neither agree nor disagree	14%	12%	13%	16%	14%	21%	11%	12%	13%	13%	14%	11%	10%
Disagree	8%	10%	8%	7%	5%	20%	4%	7%	7%	7%	9%	9%	7%
Disagree strongly	4%	6%	3%	3%	3%	8%	2%	6%	2%	5%	4%	5%	9%
Don't know	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	0%
Total Agree:	73%	71%	74%	73%	76%	50%	82%	74%	77%	74%	71%	73%	74%
Total Disagree:	12%	16%	12%	10%	9%	28%	6%	13%	8%	11%	13%	15%	16%
Net:	61%	55%	63%	62%	67%	21%	76%	62%	69%	63%	58%	58%	58%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(5.A) Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Improve	16%	20%	12%	20%	15%	15%	19%	15%	16%	16%	19%	14%	12%	16%	10%
Stay the same	30%	31%	29%	28%	34%	25%	29%	28%	33%	37%	30%	31%	29%	25%	26%
Get worse	47%	44%	50%	44%	46%	53%	45%	51%	42%	42%	44%	48%	52%	52%	58%
Don't know	7%	5%	9%	8%	5%	7%	8%	6%	9%	5%	7%	7%	7%	7%	6%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(5.B) Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Improve	16%	15%	14%	16%	13%	15%	22%	19%	16%	11%	25%	12%	15%	4%	11%
Stay the same	30%	30%	29%	30%	31%	27%	31%	33%	27%	31%	35%	28%	35%	24%	25%
Get worse	47%	47%	50%	47%	51%	51%	40%	42%	51%	49%	36%	52%	46%	68%	52%
Don't know	7%	8%	7%	8%	6%	6%	7%	6%	6%	9%	4%	8%	3%	4%	11%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(5.C) Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Improve	16%	19%	17%	14%	13%	36%	13%	16%	14%	15%	15%	21%	26%
Stay the same	30%	29%	31%	31%	29%	37%	28%	37%	31%	34%	28%	25%	28%
Get worse	47%	48%	46%	47%	48%	25%	51%	44%	48%	44%	51%	49%	41%
Don't know	7%	5%	6%	8%	9%	3%	8%	4%	7%	8%	6%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(6.A) Are you satisfied or dissatisfied with the way the Government is running the country?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Very satisfied	7%	8%	7%	12%	8%	7%	6%	5%	6%	8%	7%	5%	6%	6%	8%
Somewhat satisfied	20%	21%	19%	16%	21%	16%	24%	23%	23%	23%	26%	21%	17%	17%	8%
Somewhat dissatisfied	32%	29%	34%	28%	37%	34%	32%	32%	32%	33%	29%	32%	28%	35%	30%
Very dissatisfied	37%	38%	34%	39%	30%	39%	31%	36%	33%	34%	35%	38%	45%	40%	47%
Don't know	4%	3%	6%	4%	3%	3%	7%	3%	5%	2%	2%	4%	4%	2%	6%
Total Satisfied:	27%	30%	26%	28%	29%	24%	30%	29%	30%	31%	34%	26%	23%	23%	17%
Total Dissatisfied:	68%	68%	69%	67%	67%	73%	63%	68%	65%	66%	64%	70%	73%	75%	77%
Net:	-41%	-38%	-43%	-39%	-38%	-49%	-33%	-39%	-35%	-35%	-30%	-44%	-50%	-53%	-61%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(6.B) Are you satisfied or dissatisfied with the way the Government is running the country?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Very satisfied	7%	12%	10%	8%	7%	3%	6%	8%	8%	6%	8%	9%	10%	4%	5%
Somewhat satisfied	20%	13%	17%	19%	20%	22%	27%	24%	18%	20%	34%	12%	13%	24%	14%
Somewhat dissatisfied	32%	28%	30%	32%	33%	34%	34%	33%	31%	35%	32%	29%	36%	16%	38%
Very dissatisfied	37%	39%	38%	37%	37%	37%	32%	32%	42%	31%	23%	49%	38%	57%	32%
Don't know	4%	7%	5%	4%	3%	4%	2%	3%	2%	8%	3%	1%	3%	0%	10%
Total Satisfied:	27%	25%	27%	27%	27%	25%	32%	32%	26%	26%	42%	20%	22%	28%	20%
Total Dissatisfied:	68%	68%	68%	69%	70%	71%	66%	65%	73%	66%	55%	78%	74%	72%	70%
Net:	-41%	-42%	-42%	-42%	-44%	-45%	-34%	-33%	-47%	-39%	-13%	-58%	-52%	-44%	-51%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(6.C) Are you satisfied or dissatisfied with the way the Government is running the country?

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Very satisfied	7%	9%	8%	8%	6%	11%	7%	10%	7%	6%	8%	8%	15%
Somewhat satisfied	20%	20%	22%	19%	19%	53%	11%	17%	23%	17%	19%	19%	16%
Somewhat dissatisfied	32%	29%	34%	33%	32%	23%	31%	33%	34%	37%	29%	33%	41%
Very dissatisfied	37%	39%	33%	34%	39%	9%	49%	34%	32%	36%	40%	39%	26%
Don't know	4%	3%	3%	6%	4%	5%	2%	5%	4%	4%	5%	2%	2%
Total Satisfied:	27%	29%	30%	27%	25%	63%	18%	27%	30%	24%	27%	27%	31%
Total Dissatisfied:	68%	68%	67%	67%	71%	32%	80%	67%	66%	73%	68%	71%	67%
Net:	-41%	-40%	-37%	-41%	-46%	31%	-62%	-40%	-36%	-49%	-42%	-44%	-37%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(7.A) Considering everything the Conservative and Labour parties stand for, would you say that

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
There is a great deal of difference between them	24%	23%	24%	22%	26%	26%	24%	16%	27%	24%	25%	25%	22%	29%	15%
There is some difference between them	41%	42%	40%	46%	42%	37%	38%	46%	34%	41%	45%	46%	37%	35%	43%
There is not much difference between them	28%	30%	25%	25%	25%	28%	31%	30%	29%	28%	26%	25%	32%	30%	33%
Don't know	7%	4%	11%	6%	7%	10%	7%	8%	11%	7%	4%	5%	8%	7%	10%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(7.B) Considering everything the Conservative and Labour parties stand for, would you say that

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
There is a great deal of difference between them	24%	22%	23%	23%	25%	21%	28%	24%	28%	18%	22%	35%	29%	17%	16%
There is some difference between them	41%	44%	43%	42%	44%	35%	38%	35%	45%	39%	42%	46%	47%	16%	31%
There is not much difference between them	28%	19%	23%	27%	27%	40%	32%	37%	24%	26%	33%	15%	22%	64%	34%
Don't know	7%	15%	11%	7%	5%	4%	3%	4%	3%	17%	3%	4%	2%	4%	19%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(7.C) Considering everything the Conservative and Labour parties stand for, would you say that

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
There is a great deal of difference between them	24%	24%	23%	24%	25%	28%	37%	20%	24%	23%	24%	24%	33%
There is some difference between them	41%	46%	45%	37%	36%	50%	47%	49%	38%	42%	42%	47%	43%
There is not much difference between them	28%	27%	26%	31%	28%	19%	13%	29%	29%	25%	30%	25%	24%
Don't know	7%	4%	7%	8%	11%	3%	4%	2%	9%	10%	5%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(8.A) On balance do you agree or disagree with each of the following statements? : Labour is ready to form the next government

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Strongly agree	18%	20%	16%	21%	15%	18%	13%	12%	16%	14%	19%	26%	18%	28%	8%
Somewhat agree	26%	27%	26%	25%	29%	29%	24%	25%	21%	28%	31%	28%	27%	23%	22%
Neither agree nor disagree	19%	18%	20%	24%	17%	12%	18%	19%	23%	19%	14%	17%	19%	17%	23%
Somewhat disagree	14%	15%	14%	11%	13%	19%	17%	20%	12%	14%	13%	10%	18%	11%	26%
Strongly disagree	14%	15%	14%	11%	16%	12%	17%	18%	19%	13%	17%	14%	11%	14%	8%
Don't know	9%	6%	11%	8%	10%	11%	11%	6%	9%	12%	6%	6%	7%	7%	12%
Total Agree:	44%	47%	41%	47%	44%	46%	37%	37%	37%	42%	50%	54%	45%	51%	31%
Total Disagree:	29%	29%	28%	21%	29%	31%	34%	38%	30%	27%	30%	24%	29%	25%	34%
Net:	15%	18%	14%	25%	15%	15%	3%	-1%	7%	15%	20%	30%	16%	26%	-4%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(8.B) On balance do you agree or disagree with each of the following statements? : Labour is ready to form the next government

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Strongly agree	18%	11%	19%	21%	22%	16%	17%	13%	27%	10%	7%	39%	22%	12%	8%
Somewhat agree	26%	27%	30%	30%	24%	23%	24%	20%	30%	29%	18%	36%	36%	4%	23%
Neither agree nor disagree	19%	27%	22%	16%	14%	17%	18%	19%	15%	26%	19%	13%	20%	20%	26%
Somewhat disagree	14%	12%	11%	12%	16%	15%	18%	19%	13%	9%	23%	5%	12%	34%	11%
Strongly disagree	14%	7%	6%	13%	19%	21%	18%	25%	10%	6%	28%	3%	4%	30%	10%
Don't know	9%	15%	12%	8%	6%	9%	4%	6%	5%	20%	5%	4%	6%	0%	23%
Total Agree:	44%	38%	49%	51%	46%	38%	41%	32%	57%	39%	25%	75%	58%	17%	31%
Total Disagree:	29%	20%	17%	25%	35%	36%	36%	43%	23%	15%	51%	8%	16%	64%	21%
Net:	15%	19%	31%	26%	11%	2%	5%	-11%	34%	24%	-26%	67%	42%	-47%	10%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(8.C) On balance do you agree or disagree with each of the following statements? : Labour is ready to form the next government

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Strongly agree	18%	19%	18%	15%	18%	3%	41%	12%	16%	14%	18%	26%	36%
Somewhat agree	26%	30%	26%	23%	26%	14%	42%	30%	22%	27%	29%	30%	24%
Neither agree nor disagree	19%	18%	18%	19%	20%	21%	10%	29%	19%	18%	21%	17%	17%
Somewhat disagree	14%	15%	15%	15%	13%	27%	3%	15%	13%	14%	13%	12%	18%
Strongly disagree	14%	15%	14%	15%	13%	32%	1%	7%	19%	16%	12%	10%	2%
Don't know	9%	4%	9%	12%	11%	3%	4%	7%	11%	11%	7%	6%	2%
Total Agree:	44%	49%	44%	38%	44%	16%	82%	42%	38%	41%	47%	56%	60%
Total Disagree:	29%	30%	29%	30%	25%	59%	4%	22%	32%	30%	24%	22%	20%
Net:	15%	19%	15%	8%	18%	-43%	78%	20%	6%	11%	23%	34%	40%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(9.A) On balance do you agree or disagree with each of the following statements? : Keir Starmer is ready to be Prime Minister

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Strongly agree	15%	17%	13%	16%	15%	18%	13%	10%	13%	10%	12%	19%	15%	23%	8%
Somewhat agree	23%	24%	22%	25%	24%	22%	20%	22%	18%	23%	26%	25%	24%	21%	24%
Neither agree nor disagree	19%	18%	21%	22%	15%	17%	20%	19%	21%	22%	20%	23%	19%	13%	16%
Somewhat disagree	13%	13%	14%	12%	14%	16%	14%	16%	13%	15%	12%	7%	13%	18%	16%
Strongly disagree	20%	21%	18%	14%	21%	17%	23%	24%	23%	22%	24%	19%	18%	15%	19%
Don't know	10%	7%	13%	10%	11%	10%	11%	10%	11%	9%	6%	7%	10%	10%	16%
Total Agree:	38%	41%	35%	41%	39%	40%	32%	31%	31%	33%	38%	44%	40%	44%	33%
Total Disagree:	33%	34%	32%	26%	35%	33%	36%	40%	36%	36%	36%	26%	30%	33%	35%
Net:	5%	7%	3%	15%	5%	7%	-4%	-8%	-5%	-4%	2%	19%	9%	11%	-2%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(9.B) On balance do you agree or disagree with each of the following statements? : Keir Starmer is ready to be Prime Minister

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Strongly agree	15%	6%	15%	16%	20%	15%	16%	12%	21%	10%	7%	30%	21%	12%	9%
Somewhat agree	23%	21%	22%	29%	24%	17%	22%	18%	29%	20%	16%	35%	30%	4%	18%
Neither agree nor disagree	19%	24%	25%	19%	14%	19%	17%	16%	19%	25%	16%	16%	27%	15%	26%
Somewhat disagree	13%	13%	13%	11%	13%	14%	16%	17%	12%	10%	20%	8%	11%	16%	8%
Strongly disagree	20%	14%	10%	17%	23%	28%	25%	31%	14%	11%	36%	5%	8%	53%	14%
Don't know	10%	23%	16%	8%	6%	7%	4%	5%	5%	23%	5%	7%	4%	0%	25%
Total Agree:	38%	27%	37%	45%	44%	32%	39%	30%	50%	30%	23%	64%	51%	16%	27%
Total Disagree:	33%	26%	23%	28%	36%	41%	41%	48%	26%	21%	56%	13%	18%	68%	23%
Net:	5%	1%	14%	17%	8%	-9%	-2%	-18%	25%	9%	-33%	51%	33%	-52%	4%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(9.C) On balance do you agree or disagree with each of the following statements? : Keir Starmer is ready to be Prime Minister

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Strongly agree	15%	17%	15%	13%	15%	3%	33%	14%	14%	11%	15%	20%	30%
Somewhat agree	23%	27%	25%	21%	19%	13%	37%	27%	19%	22%	24%	33%	26%
Neither agree nor disagree	19%	18%	19%	20%	21%	18%	14%	28%	18%	18%	21%	18%	11%
Somewhat disagree	13%	13%	14%	15%	13%	22%	6%	13%	14%	15%	15%	8%	13%
Strongly disagree	20%	19%	19%	22%	18%	40%	3%	12%	24%	21%	16%	15%	7%
Don't know	10%	6%	9%	10%	15%	5%	7%	7%	10%	13%	10%	8%	13%
Total Agree:	38%	43%	39%	33%	34%	15%	70%	41%	34%	33%	38%	52%	56%
Total Disagree:	33%	32%	33%	37%	30%	62%	9%	24%	38%	36%	31%	22%	20%
Net:	5%	11%	6%	-4%	4%	-47%	61%	17%	-4%	-3%	7%	30%	36%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(10.A) On balance do you agree or disagree with each of the following statements? : Most people will pay more in taxes if Labour wins the General Election

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Strongly agree	14%	17%	12%	14%	17%	11%	17%	17%	15%	15%	13%	13%	13%	7%	12%
Somewhat agree	24%	25%	23%	23%	23%	29%	23%	25%	23%	24%	27%	24%	19%	28%	22%
Neither agree nor disagree	25%	27%	24%	25%	25%	22%	27%	20%	28%	28%	29%	24%	30%	20%	27%
Somewhat disagree	15%	15%	15%	18%	15%	8%	11%	18%	10%	11%	14%	18%	16%	20%	17%
Strongly disagree	5%	5%	5%	6%	5%	8%	3%	2%	5%	4%	6%	6%	4%	10%	0%
Don't know	17%	12%	22%	14%	16%	21%	20%	19%	18%	18%	11%	15%	18%	15%	23%
Total Agree:	38%	41%	35%	37%	40%	40%	39%	42%	38%	39%	41%	37%	32%	34%	34%
Total Disagree:	20%	19%	20%	24%	19%	16%	14%	20%	16%	15%	20%	24%	20%	30%	17%
Net:	18%	22%	15%	12%	21%	24%	26%	22%	22%	24%	20%	13%	12%	4%	17%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(10.B) On balance do you agree or disagree with each of the following statements? : Most people will pay more in taxes if Labour wins the General Election

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Strongly agree	14%	7%	9%	12%	16%	18%	21%	22%	11%	7%	28%	5%	8%	32%	7%
Somewhat agree	24%	21%	24%	22%	21%	24%	20%	30%	23%	16%	33%	19%	26%	26%	15%
Neither agree nor disagree	25%	25%	23%	27%	26%	24%	27%	20%	27%	31%	17%	28%	36%	23%	30%
Somewhat disagree	15%	18%	17%	17%	15%	11%	11%	9%	19%	14%	7%	26%	12%	7%	13%
Strongly disagree	5%	4%	8%	5%	7%	5%	2%	4%	7%	4%	2%	9%	8%	0%	4%
Don't know	17%	25%	20%	18%	16%	18%	10%	14%	13%	28%	13%	12%	10%	12%	33%
Total Agree:	38%	29%	33%	33%	37%	42%	50%	52%	34%	23%	61%	24%	34%	58%	22%
Total Disagree:	20%	21%	25%	22%	22%	16%	13%	13%	26%	18%	9%	35%	20%	7%	16%
Net:	18%	7%	8%	11%	15%	26%	37%	39%	8%	5%	52%	-11%	14%	51%	5%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(10.C) On balance do you agree or disagree with each of the following statements? : Most people will pay more in taxes if Labour wins the General Election

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Strongly agree	14%	17%	14%	15%	11%	33%	5%	9%	17%	12%	14%	12%	13%
Somewhat agree	24%	25%	23%	24%	23%	37%	18%	29%	26%	22%	23%	26%	19%
Neither agree nor disagree	25%	27%	23%	24%	27%	14%	28%	36%	24%	25%	27%	25%	34%
Somewhat disagree	15%	16%	17%	12%	14%	4%	26%	12%	10%	14%	18%	16%	11%
Strongly disagree	5%	5%	5%	5%	5%	1%	9%	5%	5%	5%	4%	7%	10%
Don't know	17%	11%	18%	20%	21%	10%	15%	8%	18%	22%	14%	14%	13%
Total Agree:	38%	42%	37%	39%	34%	70%	23%	39%	43%	34%	37%	38%	32%
Total Disagree:	20%	20%	23%	17%	18%	6%	35%	17%	15%	19%	22%	23%	21%
Net:	18%	22%	14%	22%	16%	64%	-13%	22%	28%	15%	16%	15%	11%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(11.A) On balance do you agree or disagree with each of the following statements? : The trade unions would have too much power under a Labour government

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Strongly agree	15%	18%	13%	12%	14%	18%	19%	19%	17%	16%	17%	16%	10%	17%	12%
Somewhat agree	21%	24%	19%	21%	28%	14%	20%	24%	22%	26%	28%	22%	17%	11%	16%
Neither agree nor disagree	24%	22%	26%	30%	24%	24%	24%	20%	22%	18%	21%	23%	27%	26%	31%
Somewhat disagree	18%	19%	16%	17%	14%	22%	15%	20%	12%	20%	15%	24%	19%	24%	12%
Strongly disagree	9%	10%	8%	11%	8%	10%	8%	6%	9%	8%	8%	8%	13%	12%	7%
Don't know	12%	7%	17%	9%	13%	13%	14%	10%	18%	13%	11%	8%	13%	9%	22%
Total Agree:	37%	41%	32%	32%	42%	32%	39%	43%	39%	42%	44%	38%	28%	29%	28%
Total Disagree:	27%	29%	24%	28%	22%	31%	23%	26%	21%	27%	24%	31%	32%	36%	19%
Net:	10%	12%	8%	4%	20%	0%	15%	17%	18%	14%	21%	6%	-4%	-7%	9%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(11.B) On balance do you agree or disagree with each of the following statements? : The trade unions would have too much power under a Labour government

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Strongly agree	15%	6%	8%	12%	14%	21%	27%	25%	13%	5%	34%	5%	11%	28%	5%
Somewhat agree	21%	17%	24%	24%	19%	20%	24%	27%	21%	16%	31%	16%	22%	30%	16%
Neither agree nor disagree	24%	31%	27%	23%	25%	20%	20%	20%	22%	35%	17%	25%	22%	23%	34%
Somewhat disagree	18%	14%	16%	19%	21%	15%	20%	14%	24%	12%	8%	29%	31%	12%	11%
Strongly disagree	9%	10%	9%	9%	10%	13%	6%	5%	13%	7%	3%	18%	8%	4%	4%
Don't know	12%	21%	17%	13%	11%	11%	3%	9%	7%	25%	7%	8%	7%	4%	30%
Total Agree:	37%	24%	31%	36%	32%	41%	51%	52%	34%	21%	65%	21%	33%	57%	21%
Total Disagree:	27%	24%	24%	28%	31%	28%	26%	19%	37%	19%	12%	47%	39%	16%	15%
Net:	10%	0%	7%	8%	1%	13%	25%	33%	-3%	2%	53%	-26%	-6%	41%	6%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(11.C) On balance do you agree or disagree with each of the following statements? : The trade unions would have too much power under a Labour government

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Strongly agree	15%	17%	14%	16%	14%	40%	4%	11%	17%	17%	14%	11%	14%
Somewhat agree	21%	22%	21%	22%	20%	35%	16%	29%	24%	17%	23%	20%	23%
Neither agree nor disagree	24%	22%	23%	26%	27%	14%	27%	31%	25%	25%	24%	25%	17%
Somewhat disagree	18%	22%	19%	15%	14%	3%	30%	17%	14%	17%	19%	20%	31%
Strongly disagree	9%	10%	9%	6%	10%	3%	14%	7%	6%	7%	10%	14%	10%
Don't know	12%	7%	14%	14%	15%	5%	9%	5%	14%	17%	9%	9%	5%
Total Agree:	37%	39%	36%	39%	34%	75%	20%	40%	41%	34%	37%	31%	37%
Total Disagree:	27%	32%	28%	22%	25%	6%	44%	24%	20%	24%	29%	35%	41%
Net:	10%	7%	7%	17%	9%	69%	-24%	16%	21%	10%	7%	-4%	-4%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(12.A) On balance do you agree or disagree with each of the following statements? : Private enterprise is the best way to solve Britain’s economic problems

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Strongly agree	7%	10%	5%	8%	8%	7%	7%	7%	7%	9%	8%	7%	7%	7%	4%
Somewhat agree	24%	29%	19%	25%	24%	20%	25%	25%	27%	17%	23%	29%	24%	17%	23%
Neither agree nor disagree	33%	32%	35%	34%	32%	34%	34%	33%	32%	40%	38%	32%	30%	34%	35%
Somewhat disagree	12%	12%	13%	13%	12%	15%	13%	14%	11%	13%	8%	12%	10%	14%	15%
Strongly disagree	8%	8%	7%	9%	6%	9%	6%	7%	5%	7%	12%	7%	13%	11%	4%
Don't know	15%	9%	21%	11%	19%	16%	15%	14%	18%	14%	11%	13%	15%	16%	20%
Total Agree:	31%	39%	24%	33%	31%	26%	32%	32%	34%	25%	31%	36%	30%	24%	26%
Total Disagree:	20%	20%	20%	22%	18%	24%	19%	21%	16%	20%	20%	19%	24%	25%	19%
Net:	11%	18%	4%	11%	14%	2%	13%	11%	18%	5%	11%	18%	7%	-1%	7%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(12.B) On balance do you agree or disagree with each of the following statements? : Private enterprise is the best way to solve Britain’s economic problems

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Strongly agree	7%	7%	6%	8%	7%	9%	9%	11%	6%	4%	13%	6%	8%	8%	2%
Somewhat agree	24%	16%	22%	23%	24%	22%	32%	27%	26%	17%	34%	19%	28%	30%	17%
Neither agree nor disagree	33%	31%	30%	33%	35%	36%	34%	34%	32%	36%	31%	34%	36%	42%	35%
Somewhat disagree	12%	13%	17%	13%	12%	12%	9%	9%	14%	15%	9%	17%	12%	9%	11%
Strongly disagree	8%	10%	8%	9%	7%	7%	6%	6%	10%	5%	3%	12%	6%	7%	6%
Don't know	15%	23%	17%	15%	15%	14%	10%	12%	12%	23%	11%	12%	10%	4%	29%
Total Agree:	31%	23%	28%	31%	31%	31%	40%	38%	32%	21%	47%	25%	36%	38%	19%
Total Disagree:	20%	24%	25%	21%	19%	19%	15%	15%	24%	20%	11%	29%	18%	16%	17%
Net:	11%	-1%	3%	9%	11%	12%	25%	24%	8%	0%	35%	-4%	18%	22%	1%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(12.C) On balance do you agree or disagree with each of the following statements? : Private enterprise is the best way to solve Britain’s economic problems

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Strongly agree	7%	10%	7%	6%	5%	14%	6%	9%	6%	6%	8%	10%	15%
Somewhat agree	24%	30%	23%	24%	18%	36%	20%	28%	23%	21%	25%	23%	27%
Neither agree nor disagree	33%	31%	34%	32%	37%	33%	34%	33%	34%	36%	32%	32%	22%
Somewhat disagree	12%	13%	14%	11%	11%	8%	16%	15%	9%	12%	15%	15%	23%
Strongly disagree	8%	9%	7%	7%	8%	2%	10%	8%	8%	6%	9%	11%	9%
Don't know	15%	8%	14%	19%	21%	8%	14%	9%	20%	19%	11%	9%	5%
Total Agree:	31%	40%	30%	31%	23%	49%	26%	36%	29%	27%	33%	33%	42%
Total Disagree:	20%	22%	21%	18%	20%	10%	26%	23%	17%	18%	24%	26%	32%
Net:	11%	17%	9%	13%	3%	40%	0%	14%	12%	9%	10%	7%	10%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(13.A) On balance do you agree or disagree with each of the following statements? : Major public services and industries ought to be in state ownership

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Strongly agree	22%	26%	18%	21%	22%	20%	27%	21%	15%	23%	23%	23%	23%	26%	18%
Somewhat agree	28%	29%	28%	29%	28%	27%	21%	31%	26%	29%	25%	35%	30%	25%	27%
Neither agree nor disagree	25%	23%	26%	24%	24%	26%	23%	26%	31%	26%	31%	20%	24%	23%	31%
Somewhat disagree	8%	9%	7%	10%	7%	11%	9%	10%	9%	6%	6%	6%	6%	7%	4%
Strongly disagree	5%	6%	3%	6%	4%	5%	5%	4%	5%	4%	5%	4%	6%	8%	0%
Don't know	12%	6%	18%	10%	15%	11%	16%	9%	13%	12%	11%	12%	10%	12%	19%
Total Agree:	50%	54%	46%	50%	50%	48%	48%	51%	41%	52%	48%	58%	54%	51%	45%
Total Disagree:	13%	16%	10%	16%	10%	16%	13%	14%	15%	11%	11%	10%	12%	15%	4%
Net:	37%	39%	36%	34%	40%	32%	35%	37%	27%	41%	37%	48%	42%	36%	41%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(13.B) On balance do you agree or disagree with each of the following statements? : Major public services and industries ought to be in state ownership

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Strongly agree	22%	13%	16%	22%	22%	27%	27%	23%	26%	13%	19%	27%	27%	23%	13%
Somewhat agree	28%	31%	29%	30%	28%	26%	26%	26%	31%	28%	26%	33%	26%	42%	26%
Neither agree nor disagree	25%	28%	27%	25%	28%	21%	22%	27%	20%	31%	26%	23%	29%	31%	26%
Somewhat disagree	8%	5%	9%	5%	7%	9%	12%	9%	8%	6%	14%	5%	7%	4%	6%
Strongly disagree	5%	4%	4%	4%	4%	4%	8%	6%	5%	2%	8%	3%	4%	0%	3%
Don't know	12%	19%	16%	14%	11%	11%	6%	9%	9%	20%	8%	9%	6%	0%	26%
Total Agree:	50%	44%	45%	52%	50%	54%	53%	48%	57%	40%	44%	60%	53%	65%	39%
Total Disagree:	13%	9%	12%	9%	11%	14%	19%	16%	13%	9%	22%	8%	11%	4%	9%
Net:	37%	35%	33%	43%	40%	40%	34%	33%	44%	32%	22%	52%	42%	61%	30%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(13.C) On balance do you agree or disagree with each of the following statements? : Major public services and industries ought to be in state ownership

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Strongly agree	22%	24%	22%	22%	19%	15%	26%	26%	21%	17%	24%	24%	18%
Somewhat agree	28%	31%	28%	27%	27%	30%	32%	25%	25%	30%	28%	36%	29%
Neither agree nor disagree	25%	22%	25%	25%	29%	24%	22%	36%	28%	25%	25%	20%	23%
Somewhat disagree	8%	10%	10%	6%	6%	16%	6%	5%	8%	9%	8%	6%	15%
Strongly disagree	5%	7%	4%	4%	3%	8%	3%	4%	4%	5%	5%	5%	12%
Don't know	12%	6%	11%	16%	16%	6%	10%	4%	15%	15%	10%	9%	2%
Total Agree:	50%	55%	50%	49%	46%	46%	59%	51%	45%	47%	52%	60%	48%
Total Disagree:	13%	17%	14%	10%	9%	24%	9%	9%	11%	13%	13%	11%	27%
Net:	37%	39%	37%	39%	37%	21%	49%	42%	34%	33%	39%	49%	21%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(14.A) People have different views about whether it is more important to reduce taxes or keep up government spending. How about you? Which of these statements comes closest to your own view?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Taxes being cut, even if it means some reduction in government services, such as health, education and welfare	24%	27%	22%	26%	21%	25%	24%	33%	28%	20%	25%	24%	19%	21%	23%
Things should be left as they are	17%	18%	17%	21%	20%	12%	16%	13%	22%	19%	12%	19%	16%	11%	16%
Government services such as health, education and welfare should be extended, even if it means some increases in taxes	46%	47%	45%	42%	47%	49%	47%	43%	35%	45%	47%	48%	53%	57%	45%
Don't know	13%	9%	16%	11%	11%	14%	13%	11%	15%	16%	15%	10%	13%	11%	16%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(14.B) People have different views about whether it is more important to reduce taxes or keep up government spending. How about you? Which of these statements comes closest to your own view?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Taxes being cut, even if it means some reduction in government services, such as health, education and welfare	24%	29%	29%	30%	20%	21%	17%	27%	20%	26%	30%	19%	12%	42%	28%
Things should be left as they are	17%	19%	19%	17%	17%	15%	17%	19%	15%	17%	22%	14%	17%	32%	13%
Government services such as health, education and welfare should be extended, even if it means some increases in taxes	46%	38%	39%	42%	46%	49%	58%	41%	56%	35%	40%	56%	58%	22%	35%
Don't know	13%	14%	12%	11%	17%	15%	8%	13%	9%	22%	9%	11%	13%	4%	24%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(14.C) People have different views about whether it is more important to reduce taxes or keep up government spending. How about you? Which of these statements comes closest to your own view?

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Taxes being cut, even if it means some reduction in government services, such as health, education and welfare	24%	25%	24%	27%	21%	32%	22%	14%	22%	24%	26%	27%	24%
Things should be left as they are	17%	18%	17%	19%	16%	28%	13%	19%	16%	21%	18%	14%	19%
Government services such as health, education and welfare should be extended, even if it means some increases in taxes	46%	50%	47%	39%	48%	32%	55%	55%	46%	42%	44%	50%	54%
Don't know	13%	7%	12%	16%	16%	8%	10%	12%	15%	13%	11%	8%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(15.A) To what extent do you agree or disagree with the following?: Interest rates should be increased slightly, in order to keep down the level of inflation

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Strongly agree	8%	10%	6%	7%	10%	11%	10%	7%	7%	7%	12%	7%	5%	7%	7%
Tend to agree	29%	32%	27%	29%	28%	29%	28%	31%	28%	30%	27%	36%	29%	32%	21%
Neither agree nor disagree	26%	27%	26%	28%	27%	22%	25%	30%	29%	26%	24%	21%	28%	23%	32%
Tend to disagree	17%	16%	18%	18%	16%	14%	18%	19%	16%	17%	21%	20%	13%	15%	16%
Strongly disagree	9%	9%	9%	9%	6%	12%	8%	7%	12%	9%	7%	8%	11%	6%	12%
Don't know	11%	6%	15%	9%	13%	13%	10%	5%	7%	11%	8%	8%	14%	17%	12%
Total Agree:	37%	42%	33%	36%	38%	39%	39%	38%	35%	36%	39%	43%	34%	39%	27%
Total Disagree:	26%	25%	27%	26%	22%	26%	27%	26%	28%	26%	28%	28%	24%	21%	28%
Net:	12%	17%	6%	10%	16%	13%	12%	12%	7%	10%	11%	15%	10%	18%	-1%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(15.B) To what extent do you agree or disagree with the following?: Interest rates should be increased slightly, in order to keep down the level of inflation

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Strongly agree	8%	5%	8%	9%	9%	10%	7%	10%	8%	6%	9%	8%	8%	8%	7%
Tend to agree	29%	31%	27%	25%	28%	27%	37%	29%	34%	21%	33%	31%	36%	34%	19%
Neither agree nor disagree	26%	28%	25%	25%	26%	25%	28%	26%	24%	29%	24%	24%	30%	35%	31%
Tend to disagree	17%	12%	19%	19%	16%	18%	16%	18%	17%	16%	17%	19%	15%	16%	16%
Strongly disagree	9%	7%	10%	14%	9%	8%	5%	10%	7%	12%	9%	8%	4%	8%	12%
Don't know	11%	16%	10%	8%	12%	12%	8%	7%	10%	16%	8%	11%	7%	0%	16%
Total Agree:	37%	37%	36%	34%	37%	37%	43%	38%	42%	27%	42%	39%	44%	42%	26%
Total Disagree:	26%	20%	29%	34%	25%	25%	21%	28%	24%	28%	26%	27%	19%	24%	28%
Net:	12%	17%	6%	0%	12%	12%	22%	10%	18%	-1%	16%	12%	25%	18%	-2%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(15.C) To what extent do you agree or disagree with the following?: Interest rates should be increased slightly, in order to keep down the level of inflation

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Strongly agree	8%	10%	5%	12%	7%	9%	8%	9%	8%	6%	10%	7%	17%
Tend to agree	29%	34%	30%	28%	25%	34%	30%	39%	27%	26%	32%	34%	43%
Neither agree nor disagree	26%	22%	27%	28%	29%	25%	24%	25%	28%	30%	24%	21%	12%
Tend to disagree	17%	18%	18%	16%	15%	16%	20%	16%	15%	18%	16%	19%	10%
Strongly disagree	9%	10%	8%	8%	9%	9%	8%	8%	10%	9%	8%	10%	17%
Don't know	11%	6%	12%	9%	15%	7%	11%	4%	13%	11%	10%	9%	0%
Total Agree:	37%	43%	35%	40%	31%	43%	37%	47%	35%	32%	42%	41%	61%
Total Disagree:	26%	28%	26%	24%	24%	25%	28%	24%	24%	27%	24%	28%	27%
Net:	12%	15%	9%	16%	7%	18%	9%	23%	11%	5%	18%	12%	33%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(16.A) To what extent do you agree or disagree with the following?: Taxes should be increased slightly, in order to keep down the level of inflation

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Strongly agree	5%	7%	4%	5%	6%	5%	6%	4%	2%	5%	8%	5%	5%	9%	0%
Tend to agree	24%	25%	22%	21%	23%	21%	20%	29%	23%	16%	24%	29%	29%	23%	26%
Neither agree nor disagree	27%	27%	27%	28%	24%	22%	29%	23%	29%	31%	18%	25%	29%	31%	27%
Tend to disagree	22%	22%	22%	21%	23%	21%	29%	27%	25%	24%	25%	24%	15%	8%	20%
Strongly disagree	13%	13%	12%	14%	14%	20%	7%	11%	17%	11%	13%	11%	11%	9%	10%
Don't know	10%	6%	13%	10%	10%	11%	9%	6%	6%	12%	12%	6%	11%	20%	16%
Total Agree:	29%	32%	26%	26%	29%	27%	26%	33%	25%	21%	32%	34%	34%	32%	26%
Total Disagree:	35%	36%	34%	35%	36%	40%	36%	37%	41%	36%	38%	35%	26%	17%	30%
Net:	-6%	-4%	-8%	-9%	-7%	-14%	-9%	-4%	-17%	-15%	-6%	-1%	8%	15%	-4%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(16.B) To what extent do you agree or disagree with the following?: Taxes should be increased slightly, in order to keep down the level of inflation

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Strongly agree	5%	4%	7%	5%	5%	6%	4%	5%	6%	4%	4%	6%	8%	7%	4%
Tend to agree	24%	23%	22%	24%	24%	23%	25%	23%	27%	16%	24%	27%	30%	23%	13%
Neither agree nor disagree	27%	30%	22%	23%	23%	30%	31%	25%	28%	27%	23%	29%	26%	24%	31%
Tend to disagree	22%	17%	24%	22%	22%	21%	25%	26%	20%	22%	28%	20%	21%	20%	21%
Strongly disagree	13%	14%	16%	18%	13%	9%	7%	15%	9%	15%	15%	9%	7%	26%	15%
Don't know	10%	12%	9%	8%	12%	12%	8%	7%	10%	14%	7%	9%	8%	0%	15%
Total Agree:	29%	28%	29%	29%	29%	29%	29%	28%	33%	21%	28%	33%	38%	30%	17%
Total Disagree:	35%	31%	40%	40%	36%	29%	32%	41%	29%	38%	43%	29%	28%	46%	36%
Net:	-6%	-3%	-11%	-12%	-6%	0%	-3%	-13%	4%	-17%	-15%	4%	11%	-16%	-19%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(16.C) To what extent do you agree or disagree with the following?: Taxes should be increased slightly, in order to keep down the level of inflation

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Strongly agree	5%	6%	4%	6%	5%	5%	6%	7%	5%	4%	7%	5%	15%
Tend to agree	24%	25%	24%	25%	20%	24%	26%	27%	21%	23%	23%	27%	16%
Neither agree nor disagree	27%	23%	26%	27%	31%	23%	28%	26%	31%	26%	26%	21%	22%
Tend to disagree	22%	24%	24%	21%	19%	29%	19%	26%	20%	23%	21%	22%	32%
Strongly disagree	13%	14%	12%	11%	13%	12%	11%	10%	13%	13%	13%	15%	15%
Don't know	10%	7%	10%	10%	12%	6%	11%	4%	11%	11%	10%	10%	0%
Total Agree:	29%	32%	27%	31%	26%	30%	32%	34%	26%	27%	30%	32%	30%
Total Disagree:	35%	38%	36%	32%	32%	41%	30%	36%	33%	37%	34%	37%	47%
Net:	-6%	-7%	-9%	-1%	-6%	-11%	2%	-2%	-7%	-10%	-4%	-5%	-17%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(17.A) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Keir Starmer

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
I have heard of this person, and they are a STRENGTH to their party	43%	46%	40%	48%	43%	43%	38%	33%	37%	39%	45%	49%	48%	45%	39%
I have heard of this person, and they are a WEAKNESS to their party	36%	37%	34%	29%	37%	33%	39%	43%	38%	45%	37%	32%	34%	40%	27%
I have NOT heard of this person at all	5%	4%	6%	5%	5%	6%	3%	8%	6%	3%	2%	4%	4%	3%	15%
Don't know	16%	13%	20%	18%	14%	18%	20%	17%	19%	14%	16%	16%	15%	12%	20%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(17.B) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Keir Starmer

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
I have heard of this person, and they are a STRENGTH to their party	43%	31%	40%	47%	47%	42%	47%	35%	57%	32%	33%	65%	57%	16%	28%
I have heard of this person, and they are a WEAKNESS to their party	36%	31%	29%	32%	37%	43%	42%	51%	28%	24%	54%	21%	23%	80%	25%
I have NOT heard of this person at all	5%	16%	10%	3%	2%	1%	1%	2%	3%	11%	2%	4%	3%	4%	9%
Don't know	16%	22%	21%	18%	14%	14%	11%	12%	13%	33%	11%	10%	16%	0%	38%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(17.C) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Keir Starmer

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
I have heard of this person, and they are a STRENGTH to their party	43%	52%	41%	41%	37%	29%	71%	44%	37%	37%	45%	54%	65%
I have heard of this person, and they are a WEAKNESS to their party	36%	33%	38%	36%	36%	58%	15%	31%	40%	40%	33%	30%	17%
I have NOT heard of this person at all	5%	3%	6%	6%	5%	4%	3%	6%	4%	7%	5%	4%	10%
Don't know	16%	13%	16%	17%	21%	10%	11%	20%	19%	16%	17%	12%	8%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(18.A) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Rachel Reeves

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
I have heard of this person, and they are a STRENGTH to their party	25%	30%	21%	30%	23%	29%	24%	23%	25%	26%	25%	29%	23%	21%	14%
I have heard of this person, and they are a WEAKNESS to their party	17%	23%	12%	18%	19%	17%	20%	22%	12%	16%	13%	17%	18%	20%	17%
I have NOT heard of this person at all	34%	27%	40%	28%	37%	30%	34%	35%	37%	28%	37%	33%	33%	40%	51%
Don't know	23%	20%	27%	24%	22%	24%	21%	20%	27%	30%	25%	21%	26%	20%	18%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(18.B) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Rachel Reeves

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
I have heard of this person, and they are a STRENGTH to their party	25%	14%	15%	24%	30%	27%	37%	23%	34%	15%	25%	35%	41%	8%	12%
I have heard of this person, and they are a WEAKNESS to their party	17%	15%	14%	16%	17%	18%	23%	23%	17%	10%	26%	12%	13%	42%	11%
I have NOT heard of this person at all	34%	50%	46%	35%	32%	29%	18%	30%	30%	42%	26%	33%	26%	39%	43%
Don't know	23%	21%	25%	26%	22%	25%	22%	24%	19%	33%	22%	20%	20%	11%	35%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(18.C) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Rachel Reeves

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
I have heard of this person, and they are a STRENGTH to their party	25%	35%	26%	20%	19%	21%	36%	40%	22%	19%	28%	33%	42%
I have heard of this person, and they are a WEAKNESS to their party	17%	20%	15%	18%	17%	28%	10%	13%	18%	16%	19%	17%	22%
I have NOT heard of this person at all	34%	26%	37%	38%	34%	29%	31%	29%	34%	41%	31%	27%	21%
Don't know	23%	19%	22%	24%	30%	22%	22%	18%	26%	24%	22%	22%	15%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(19.A) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Angela Rayner

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
I have heard of this person, and they are a STRENGTH to their party	30%	32%	28%	32%	28%	32%	30%	25%	25%	30%	32%	40%	31%	30%	12%
I have heard of this person, and they are a WEAKNESS to their party	25%	30%	20%	20%	29%	23%	28%	29%	26%	28%	26%	24%	21%	27%	23%
I have NOT heard of this person at all	24%	21%	28%	29%	27%	20%	20%	26%	27%	19%	19%	19%	20%	29%	47%
Don't know	21%	17%	24%	20%	16%	26%	21%	20%	22%	24%	23%	18%	28%	15%	18%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(19.B) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Angela Rayner

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
I have heard of this person, and they are a STRENGTH to their party	30%	21%	22%	31%	37%	28%	37%	22%	42%	22%	23%	46%	45%	23%	18%
I have heard of this person, and they are a WEAKNESS to their party	25%	10%	18%	20%	26%	35%	37%	40%	21%	13%	44%	13%	17%	43%	14%
I have NOT heard of this person at all	24%	47%	37%	24%	21%	15%	8%	18%	19%	36%	15%	24%	17%	23%	36%
Don't know	21%	22%	23%	25%	17%	22%	17%	20%	18%	30%	18%	17%	20%	11%	32%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(19.C) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Angela Rayner

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
I have heard of this person, and they are a STRENGTH to their party	30%	37%	31%	28%	23%	18%	47%	36%	22%	29%	34%	37%	47%
I have heard of this person, and they are a WEAKNESS to their party	25%	28%	23%	24%	25%	45%	13%	17%	31%	20%	24%	23%	32%
I have NOT heard of this person at all	24%	17%	24%	29%	27%	18%	23%	24%	24%	29%	22%	19%	15%
Don't know	21%	18%	21%	19%	25%	19%	17%	22%	23%	21%	20%	22%	6%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(20.A) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Oliver Dowden

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
I have heard of this person, and they are a STRENGTH to their party	10%	12%	8%	16%	7%	9%	8%	14%	10%	10%	8%	10%	10%	5%	8%
I have heard of this person, and they are a WEAKNESS to their party	20%	27%	13%	20%	22%	22%	18%	20%	14%	18%	23%	19%	23%	21%	16%
I have NOT heard of this person at all	44%	38%	49%	40%	48%	42%	42%	47%	45%	40%	44%	45%	39%	51%	50%
Don't know	27%	23%	30%	23%	23%	28%	32%	19%	31%	33%	25%	27%	29%	23%	25%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(20.B) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Oliver Dowden

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
I have heard of this person, and they are a STRENGTH to their party	10%	14%	10%	10%	6%	8%	12%	10%	11%	7%	14%	8%	14%	4%	6%
I have heard of this person, and they are a WEAKNESS to their party	20%	10%	17%	19%	21%	24%	25%	18%	27%	9%	17%	26%	30%	35%	10%
I have NOT heard of this person at all	44%	53%	50%	43%	48%	39%	32%	46%	36%	50%	39%	42%	28%	49%	51%
Don't know	27%	23%	22%	28%	25%	29%	31%	26%	25%	34%	29%	23%	28%	11%	33%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(20.C) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Oliver Dowden

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
I have heard of this person, and they are a STRENGTH to their party	10%	14%	9%	9%	8%	17%	9%	17%	8%	9%	12%	14%	24%
I have heard of this person, and they are a WEAKNESS to their party	20%	29%	16%	19%	15%	13%	26%	22%	17%	15%	21%	26%	24%
I have NOT heard of this person at all	44%	31%	50%	47%	48%	42%	40%	38%	47%	48%	41%	35%	37%
Don't know	27%	26%	25%	26%	29%	29%	25%	23%	28%	28%	25%	25%	15%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(21.A) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Jeremy Hunt

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
I have heard of this person, and they are a STRENGTH to their party	32%	36%	29%	31%	39%	29%	36%	32%	32%	30%	30%	33%	32%	24%	31%
I have heard of this person, and they are a WEAKNESS to their party	39%	42%	36%	37%	35%	42%	36%	42%	37%	40%	35%	42%	41%	55%	33%
I have NOT heard of this person at all	8%	7%	10%	9%	10%	8%	5%	13%	11%	6%	8%	8%	8%	4%	12%
Don't know	20%	15%	25%	23%	16%	21%	23%	13%	21%	24%	26%	17%	19%	17%	24%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(21.B) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Jeremy Hunt

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
I have heard of this person, and they are a STRENGTH to their party	32%	22%	21%	30%	31%	32%	51%	39%	34%	21%	52%	23%	37%	19%	17%
I have heard of this person, and they are a WEAKNESS to their party	39%	29%	39%	42%	46%	44%	36%	39%	45%	29%	29%	52%	41%	65%	30%
I have NOT heard of this person at all	8%	27%	13%	7%	3%	4%	1%	4%	5%	17%	3%	6%	5%	8%	16%
Don't know	20%	22%	27%	21%	20%	20%	12%	18%	16%	33%	16%	18%	16%	7%	36%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(21.C) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Jeremy Hunt

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
I have heard of this person, and they are a STRENGTH to their party	32%	41%	33%	28%	26%	64%	25%	36%	32%	30%	33%	35%	32%
I have heard of this person, and they are a WEAKNESS to their party	39%	39%	40%	39%	40%	16%	49%	36%	38%	39%	40%	40%	54%
I have NOT heard of this person at all	8%	5%	8%	12%	9%	5%	7%	8%	8%	13%	6%	7%	8%
Don't know	20%	15%	20%	21%	25%	15%	18%	20%	22%	19%	21%	18%	6%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(22.A) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: David Lammy

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
I have heard of this person, and they are a STRENGTH to their party	16%	19%	12%	25%	15%	16%	13%	12%	19%	11%	10%	17%	12%	14%	12%
I have heard of this person, and they are a WEAKNESS to their party	21%	27%	15%	24%	20%	20%	23%	25%	16%	18%	22%	17%	27%	18%	15%
I have NOT heard of this person at all	39%	32%	46%	27%	45%	37%	37%	40%	43%	43%	43%	40%	31%	46%	59%
Don't know	25%	22%	27%	24%	20%	28%	27%	23%	23%	28%	25%	26%	30%	22%	14%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(22.B) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: David Lammy

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
I have heard of this person, and they are a STRENGTH to their party	16%	14%	16%	16%	16%	13%	18%	11%	24%	9%	13%	23%	34%	7%	7%
I have heard of this person, and they are a WEAKNESS to their party	21%	12%	14%	19%	24%	27%	27%	29%	20%	10%	30%	17%	16%	35%	11%
I have NOT heard of this person at all	39%	52%	45%	37%	38%	36%	29%	38%	31%	51%	35%	35%	26%	42%	49%
Don't know	25%	22%	25%	28%	22%	24%	26%	22%	25%	30%	23%	25%	24%	15%	33%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(22.C) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: David Lammy

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
I have heard of this person, and they are a STRENGTH to their party	16%	22%	19%	11%	10%	14%	21%	24%	9%	13%	20%	25%	36%
I have heard of this person, and they are a WEAKNESS to their party	21%	27%	17%	21%	18%	26%	16%	18%	21%	17%	23%	19%	29%
I have NOT heard of this person at all	39%	27%	41%	44%	45%	38%	36%	32%	46%	46%	33%	28%	20%
Don't know	25%	24%	24%	24%	27%	22%	27%	26%	24%	24%	24%	27%	15%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(23.A) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Yvette Cooper

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
I have heard of this person, and they are a STRENGTH to their party	26%	31%	21%	27%	23%	34%	30%	23%	23%	26%	26%	29%	26%	26%	12%
I have heard of this person, and they are a WEAKNESS to their party	19%	25%	13%	20%	20%	13%	21%	22%	15%	19%	17%	20%	16%	21%	21%
I have NOT heard of this person at all	33%	26%	39%	30%	38%	30%	26%	36%	38%	31%	38%	34%	28%	32%	43%
Don't know	22%	18%	26%	22%	19%	24%	24%	18%	24%	24%	19%	17%	30%	21%	24%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(23.B) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Yvette Cooper

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
I have heard of this person, and they are a STRENGTH to their party	26%	13%	17%	21%	27%	32%	42%	23%	38%	12%	25%	38%	44%	11%	9%
I have heard of this person, and they are a WEAKNESS to their party	19%	12%	15%	17%	19%	22%	25%	29%	16%	8%	31%	11%	14%	51%	10%
I have NOT heard of this person at all	33%	55%	43%	36%	32%	26%	13%	28%	25%	51%	24%	31%	25%	34%	47%
Don't know	22%	20%	24%	26%	22%	20%	20%	20%	21%	29%	21%	20%	17%	4%	33%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(23.C) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Yvette Cooper

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
I have heard of this person, and they are a STRENGTH to their party	26%	38%	25%	21%	19%	21%	37%	32%	20%	22%	29%	35%	48%
I have heard of this person, and they are a WEAKNESS to their party	19%	21%	17%	21%	16%	29%	10%	19%	21%	16%	19%	18%	21%
I have NOT heard of this person at all	33%	23%	36%	35%	38%	28%	32%	33%	35%	40%	31%	24%	21%
Don't know	22%	18%	22%	23%	26%	22%	21%	16%	24%	22%	21%	22%	10%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(24.A) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Rishi Sunak

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
I have heard of this person, and they are a STRENGTH to their party	31%	32%	30%	34%	32%	30%	39%	27%	37%	29%	23%	28%	24%	32%	34%
I have heard of this person, and they are a WEAKNESS to their party	55%	58%	53%	51%	59%	56%	43%	58%	47%	57%	60%	60%	66%	58%	43%
I have NOT heard of this person at all	2%	2%	2%	4%	0%	3%	1%	5%	2%	1%	2%	2%	2%	0%	6%
Don't know	12%	8%	15%	11%	9%	11%	17%	10%	15%	13%	14%	10%	8%	10%	16%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(24.B) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Rishi Sunak

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
I have heard of this person, and they are a STRENGTH to their party	31%	23%	27%	31%	29%	30%	43%	36%	31%	27%	49%	20%	28%	16%	22%
I have heard of this person, and they are a WEAKNESS to their party	55%	58%	55%	53%	58%	60%	49%	53%	60%	48%	41%	72%	55%	76%	48%
I have NOT heard of this person at all	2%	8%	3%	2%	0%	1%	0%	1%	1%	3%	1%	1%	4%	4%	3%
Don't know	12%	12%	15%	14%	13%	8%	8%	11%	8%	22%	9%	7%	12%	4%	26%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(24.C) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Rishi Sunak

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
I have heard of this person, and they are a STRENGTH to their party	31%	37%	31%	29%	27%	72%	18%	30%	31%	30%	30%	30%	33%
I have heard of this person, and they are a WEAKNESS to their party	55%	52%	54%	57%	57%	18%	73%	53%	54%	56%	55%	59%	53%
I have NOT heard of this person at all	2%	3%	2%	3%	1%	1%	1%	5%	2%	3%	2%	2%	4%
Don't know	12%	8%	13%	11%	15%	9%	8%	12%	13%	12%	12%	9%	10%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(25.A) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: James Cleverly

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
I have heard of this person, and they are a STRENGTH to their party	20%	23%	17%	22%	22%	19%	25%	20%	20%	16%	9%	18%	17%	17%	25%
I have heard of this person, and they are a WEAKNESS to their party	29%	37%	21%	31%	29%	27%	27%	29%	23%	29%	35%	30%	32%	28%	17%
I have NOT heard of this person at all	28%	22%	33%	25%	28%	26%	24%	33%	33%	26%	30%	30%	24%	30%	38%
Don't know	24%	18%	29%	21%	21%	28%	23%	18%	25%	29%	25%	22%	27%	24%	20%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(25.B) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: James Cleverly

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
I have heard of this person, and they are a STRENGTH to their party	20%	12%	14%	21%	19%	20%	28%	26%	20%	11%	36%	12%	20%	8%	8%
I have heard of this person, and they are a WEAKNESS to their party	29%	16%	24%	26%	31%	37%	37%	27%	40%	15%	24%	39%	40%	42%	16%
I have NOT heard of this person at all	28%	53%	38%	27%	26%	22%	9%	23%	20%	43%	18%	28%	18%	35%	42%
Don't know	24%	19%	24%	26%	24%	21%	26%	24%	20%	31%	23%	21%	21%	15%	35%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(25.C) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: James Cleverly

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
I have heard of this person, and they are a STRENGTH to their party	20%	26%	21%	16%	15%	42%	13%	18%	17%	17%	24%	24%	24%
I have heard of this person, and they are a WEAKNESS to their party	29%	36%	27%	28%	24%	16%	37%	30%	26%	21%	32%	36%	53%
I have NOT heard of this person at all	28%	17%	30%	32%	35%	20%	27%	29%	30%	35%	25%	20%	8%
Don't know	24%	21%	23%	24%	27%	21%	23%	23%	27%	26%	19%	20%	15%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(26.A) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Suella Braverman

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
I have heard of this person, and they are a STRENGTH to their party	20%	24%	17%	19%	20%	22%	24%	20%	19%	19%	19%	23%	19%	17%	18%
I have heard of this person, and they are a WEAKNESS to their party	47%	51%	44%	52%	53%	46%	39%	47%	44%	47%	46%	45%	49%	54%	33%
I have NOT heard of this person at all	17%	13%	21%	12%	18%	15%	18%	22%	20%	15%	16%	17%	14%	18%	32%
Don't know	15%	12%	18%	17%	8%	17%	20%	11%	17%	20%	19%	14%	18%	11%	16%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(26.B) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Suella Braverman

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
I have heard of this person, and they are a STRENGTH to their party	20%	13%	14%	18%	21%	25%	28%	35%	13%	13%	37%	12%	15%	34%	11%
I have heard of this person, and they are a WEAKNESS to their party	47%	34%	38%	47%	53%	50%	58%	39%	63%	30%	40%	61%	63%	54%	29%
I have NOT heard of this person at all	17%	34%	28%	19%	14%	10%	3%	12%	11%	31%	8%	16%	10%	8%	32%
Don't know	15%	19%	19%	17%	13%	15%	10%	13%	13%	25%	14%	11%	12%	4%	28%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(26.C) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Suella Braverman

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
I have heard of this person, and they are a STRENGTH to their party	20%	22%	19%	24%	16%	34%	11%	18%	23%	18%	18%	21%	24%
I have heard of this person, and they are a WEAKNESS to their party	47%	57%	49%	39%	43%	37%	60%	52%	38%	45%	55%	54%	57%
I have NOT heard of this person at all	17%	9%	16%	22%	22%	13%	15%	14%	22%	23%	12%	9%	8%
Don't know	15%	12%	16%	14%	19%	16%	14%	16%	17%	14%	15%	15%	11%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(27.A) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: David Cameron

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
I have heard of this person, and they are a STRENGTH to their party	35%	37%	33%	39%	37%	35%	37%	37%	30%	33%	32%	36%	31%	33%	31%
I have heard of this person, and they are a WEAKNESS to their party	46%	50%	42%	42%	48%	45%	40%	44%	47%	43%	52%	47%	50%	52%	38%
I have NOT heard of this person at all	4%	3%	4%	5%	2%	3%	1%	7%	3%	2%	0%	4%	5%	5%	8%
Don't know	16%	11%	21%	13%	12%	17%	22%	12%	19%	23%	15%	14%	15%	10%	22%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(27.B) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: David Cameron

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
I have heard of this person, and they are a STRENGTH to their party	35%	28%	29%	36%	42%	30%	41%	36%	40%	24%	50%	30%	39%	20%	24%
I have heard of this person, and they are a WEAKNESS to their party	46%	40%	45%	44%	43%	55%	47%	50%	46%	39%	37%	56%	45%	80%	35%
I have NOT heard of this person at all	4%	10%	7%	4%	1%	1%	0%	1%	2%	8%	1%	3%	3%	0%	7%
Don't know	16%	22%	19%	15%	13%	14%	12%	13%	11%	29%	13%	10%	13%	0%	34%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(27.C) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: David Cameron

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
I have heard of this person, and they are a STRENGTH to their party	35%	41%	34%	33%	31%	63%	33%	41%	33%	34%	38%	39%	29%
I have heard of this person, and they are a WEAKNESS to their party	46%	44%	46%	48%	45%	25%	51%	41%	47%	44%	44%	44%	57%
I have NOT heard of this person at all	4%	3%	4%	3%	5%	1%	3%	4%	3%	4%	4%	4%	5%
Don't know	16%	12%	16%	16%	19%	11%	13%	14%	17%	18%	14%	13%	10%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(28.A) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Grant Shapps

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
I have heard of this person, and they are a STRENGTH to their party	18%	20%	15%	23%	22%	14%	17%	12%	22%	15%	14%	22%	14%	8%	17%
I have heard of this person, and they are a WEAKNESS to their party	32%	40%	24%	31%	30%	35%	28%	41%	23%	29%	39%	31%	38%	39%	26%
I have NOT heard of this person at all	29%	23%	34%	26%	31%	26%	26%	30%	32%	28%	28%	28%	27%	33%	39%
Don't know	21%	16%	26%	20%	17%	25%	29%	17%	23%	27%	19%	18%	21%	20%	18%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(28.B) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Grant Shapps

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
I have heard of this person, and they are a STRENGTH to their party	18%	13%	13%	16%	19%	16%	27%	22%	19%	11%	32%	13%	15%	12%	7%
I have heard of this person, and they are a WEAKNESS to their party	32%	17%	23%	28%	36%	44%	40%	34%	40%	16%	28%	39%	45%	58%	19%
I have NOT heard of this person at all	29%	49%	43%	31%	24%	22%	12%	23%	23%	44%	18%	31%	17%	27%	44%
Don't know	21%	21%	21%	25%	20%	19%	22%	21%	18%	29%	22%	17%	22%	4%	30%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(28.C) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Grant Shapps

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
I have heard of this person, and they are a STRENGTH to their party	18%	22%	20%	17%	12%	36%	13%	23%	16%	17%	18%	21%	34%
I have heard of this person, and they are a WEAKNESS to their party	32%	40%	29%	30%	30%	21%	39%	30%	30%	27%	35%	37%	36%
I have NOT heard of this person at all	29%	20%	30%	33%	32%	20%	29%	26%	31%	34%	28%	22%	15%
Don't know	21%	18%	22%	21%	26%	22%	19%	21%	22%	21%	20%	19%	14%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(29.A) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Victoria Atkins

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
I have heard of this person, and they are a STRENGTH to their party	9%	12%	6%	15%	8%	7%	7%	12%	11%	7%	6%	11%	6%	5%	4%
I have heard of this person, and they are a WEAKNESS to their party	12%	16%	9%	14%	12%	11%	9%	14%	9%	12%	11%	12%	15%	14%	17%
I have NOT heard of this person at all	56%	54%	58%	51%	61%	56%	57%	55%	55%	54%	62%	54%	52%	66%	68%
Don't know	23%	18%	27%	20%	20%	26%	27%	19%	25%	27%	21%	23%	27%	16%	12%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(29.B) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Victoria Atkins

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
I have heard of this person, and they are a STRENGTH to their party	9%	12%	13%	10%	5%	7%	8%	8%	11%	9%	10%	12%	12%	4%	3%
I have heard of this person, and they are a WEAKNESS to their party	12%	11%	11%	15%	12%	12%	13%	11%	17%	7%	11%	16%	19%	16%	6%
I have NOT heard of this person at all	56%	58%	51%	51%	61%	61%	56%	59%	52%	55%	57%	52%	47%	68%	58%
Don't know	23%	19%	24%	25%	22%	21%	23%	22%	20%	29%	22%	20%	22%	11%	32%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(29.C) Here is a list of politicians. Which, if any, you have heard of? And for each one you know, would you say they are a strength or a weakness to their party?: Victoria Atkins

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
I have heard of this person, and they are a STRENGTH to their party	9%	14%	8%	7%	7%	11%	11%	12%	7%	7%	10%	17%	19%
I have heard of this person, and they are a WEAKNESS to their party	12%	16%	10%	12%	11%	10%	14%	17%	10%	9%	13%	19%	28%
I have NOT heard of this person at all	56%	50%	58%	60%	57%	54%	53%	48%	58%	63%	55%	42%	38%
Don't know	23%	20%	23%	22%	25%	24%	22%	23%	25%	21%	21%	23%	15%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(30.A) Which, if any, of the following words would you use to describe Keir Starmer? Please select all that apply.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Charismatic	9%	10%	8%	14%	11%	5%	6%	12%	6%	13%	2%	13%	3%	10%	7%
Selfish	7%	7%	6%	6%	4%	12%	8%	1%	7%	8%	5%	7%	12%	5%	6%
Unpatriotic	7%	9%	5%	5%	10%	6%	11%	7%	6%	7%	9%	7%	9%	5%	6%
Inspirational	6%	7%	5%	9%	8%	6%	5%	2%	5%	7%	4%	8%	3%	5%	3%
Unfriendly	6%	6%	6%	6%	4%	7%	7%	1%	6%	8%	11%	5%	7%	5%	6%
Selfless	5%	6%	3%	8%	4%	4%	2%	3%	3%	2%	7%	8%	3%	3%	7%
Extreme	4%	4%	3%	6%	1%	3%	2%	2%	5%	4%	0%	5%	5%	3%	3%
Right-wing	4%	4%	4%	3%	6%	3%	2%	3%	2%	4%	0%	6%	4%	4%	3%
Intelligent	31%	34%	27%	37%	33%	36%	28%	34%	24%	21%	39%	32%	25%	37%	19%
Boring	24%	27%	20%	17%	24%	30%	26%	26%	26%	26%	20%	22%	28%	21%	19%
Untrustworthy	22%	24%	20%	14%	20%	24%	26%	26%	24%	26%	27%	21%	27%	21%	16%
Competent	22%	24%	20%	26%	22%	25%	19%	19%	15%	27%	18%	25%	22%	27%	13%
Thoughtful	18%	21%	14%	20%	19%	18%	14%	22%	12%	16%	23%	21%	13%	11%	23%
Moderate	17%	21%	12%	23%	14%	21%	21%	13%	10%	10%	20%	19%	13%	16%	31%
A strong leader	17%	17%	16%	22%	17%	15%	11%	13%	18%	12%	20%	22%	13%	20%	10%
Left-wing	17%	21%	12%	18%	17%	21%	15%	11%	22%	14%	25%	13%	13%	16%	15%
Honest	15%	18%	11%	18%	17%	12%	11%	13%	14%	11%	16%	21%	13%	14%	10%
Trustworthy	15%	16%	15%	18%	18%	15%	11%	15%	12%	8%	20%	21%	11%	20%	10%
Incompetent	15%	16%	13%	13%	13%	12%	22%	16%	21%	13%	23%	13%	14%	10%	9%
Friendly	14%	15%	13%	19%	12%	19%	12%	7%	12%	17%	14%	18%	6%	9%	9%
Liar	13%	15%	10%	13%	10%	12%	19%	10%	15%	13%	12%	13%	17%	12%	7%
Modern	12%	13%	11%	15%	17%	13%	8%	13%	9%	11%	7%	13%	13%	10%	7%
Decisive	10%	10%	10%	13%	11%	9%	7%	9%	11%	13%	7%	12%	5%	11%	7%
Patriotic	10%	12%	7%	11%	9%	15%	7%	3%	9%	7%	11%	12%	10%	14%	3%
None of the above	3%	3%	4%	5%	1%	0%	4%	3%	7%	5%	9%	2%	1%	6%	0%
Don't know	14%	9%	19%	12%	14%	16%	10%	18%	13%	13%	2%	14%	13%	12%	31%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(30.B) Which, if any, of the following words would you use to describe Keir Starmer? Please select all that apply.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Charismatic	9%	11%	12%	16%	6%	5%	6%	7%	12%	7%	7%	15%	13%	0%	6%
Selfish	7%	10%	8%	8%	4%	9%	4%	8%	5%	8%	6%	4%	5%	8%	10%
Unpatriotic	7%	7%	4%	6%	8%	12%	7%	13%	3%	6%	13%	0%	5%	23%	7%
Inspirational	6%	9%	4%	8%	9%	2%	5%	6%	7%	4%	4%	11%	9%	8%	3%
Unfriendly	6%	11%	5%	5%	5%	6%	5%	7%	3%	6%	7%	2%	4%	24%	5%
Selfless	5%	6%	6%	6%	3%	3%	4%	5%	5%	3%	3%	8%	8%	8%	1%
Extreme	4%	10%	3%	4%	4%	1%	1%	3%	3%	5%	4%	3%	2%	7%	4%
Right-wing	4%	6%	8%	4%	1%	3%	2%	2%	5%	3%	1%	5%	4%	0%	1%
Intelligent	31%	20%	24%	28%	30%	33%	44%	27%	40%	22%	26%	46%	43%	24%	17%
Boring	24%	15%	12%	20%	20%	37%	35%	33%	20%	14%	38%	12%	17%	15%	17%
Untrustworthy	22%	18%	17%	15%	25%	31%	27%	34%	16%	15%	35%	9%	13%	60%	17%
Competent	22%	9%	14%	24%	24%	21%	35%	20%	32%	11%	19%	37%	27%	8%	11%
Thoughtful	18%	8%	13%	17%	19%	18%	26%	16%	24%	11%	14%	29%	21%	0%	11%
Moderate	17%	14%	11%	16%	13%	20%	26%	13%	24%	11%	16%	20%	33%	8%	9%
A strong leader	17%	8%	16%	22%	19%	18%	15%	14%	22%	15%	10%	29%	21%	0%	15%
Left-wing	17%	11%	9%	15%	21%	24%	18%	23%	16%	9%	26%	11%	9%	15%	10%
Honest	15%	11%	8%	19%	15%	14%	20%	14%	21%	7%	11%	29%	16%	8%	7%
Trustworthy	15%	10%	9%	17%	18%	18%	18%	14%	20%	7%	11%	29%	15%	0%	8%
Incompetent	15%	15%	9%	11%	13%	19%	21%	24%	8%	11%	25%	4%	7%	55%	13%
Friendly	14%	16%	11%	17%	13%	9%	15%	12%	20%	6%	10%	24%	21%	8%	4%
Liar	13%	12%	9%	12%	13%	18%	14%	21%	8%	9%	20%	5%	7%	38%	12%
Modern	12%	11%	12%	16%	10%	12%	11%	11%	15%	8%	7%	22%	12%	8%	7%
Decisive	10%	8%	14%	12%	9%	11%	7%	10%	13%	5%	6%	20%	11%	0%	4%
Patriotic	10%	8%	5%	13%	9%	8%	14%	9%	12%	7%	9%	12%	12%	8%	7%
None of the above	3%	2%	3%	2%	4%	3%	5%	3%	3%	5%	4%	2%	3%	7%	7%
Don't know	14%	31%	23%	12%	9%	7%	5%	6%	9%	31%	5%	8%	9%	0%	33%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(30.C) Which, if any, of the following words would you use to describe Keir Starmer? Please select all that apply.

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Charismatic	9%	12%	12%	7%	6%	5%	17%	9%	5%	9%	12%	13%	9%
Selfish	7%	7%	4%	7%	9%	5%	3%	6%	8%	6%	7%	8%	9%
Unpatriotic	7%	5%	9%	9%	6%	11%	1%	1%	7%	11%	6%	6%	4%
Inspirational	6%	9%	6%	5%	5%	2%	12%	6%	3%	6%	9%	4%	13%
Unfriendly	6%	6%	4%	7%	6%	8%	2%	6%	7%	4%	6%	7%	5%
Selfless	5%	7%	2%	4%	5%	3%	8%	7%	2%	4%	7%	4%	13%
Extreme	4%	5%	4%	2%	3%	3%	3%	3%	4%	4%	3%	5%	5%
Right-wing	4%	5%	3%	4%	3%	2%	3%	5%	3%	3%	5%	4%	5%
Intelligent	31%	38%	31%	28%	25%	21%	52%	34%	21%	27%	40%	39%	40%
Boring	24%	23%	24%	22%	25%	38%	12%	21%	25%	26%	22%	22%	9%
Untrustworthy	22%	18%	22%	26%	22%	34%	6%	12%	25%	27%	19%	14%	19%
Competent	22%	28%	24%	17%	18%	12%	40%	25%	16%	21%	24%	29%	40%
Thoughtful	18%	22%	17%	15%	15%	8%	31%	20%	12%	16%	20%	20%	21%
Moderate	17%	24%	15%	15%	13%	12%	22%	28%	11%	14%	20%	23%	36%
A strong leader	17%	20%	18%	14%	14%	5%	32%	15%	14%	14%	17%	25%	25%
Left-wing	17%	16%	18%	18%	14%	27%	12%	12%	19%	15%	17%	14%	13%
Honest	15%	19%	16%	13%	12%	5%	30%	13%	10%	12%	17%	19%	49%
Trustworthy	15%	19%	19%	11%	13%	7%	34%	11%	11%	13%	16%	24%	36%
Incompetent	15%	14%	16%	17%	12%	28%	2%	8%	18%	16%	13%	13%	10%
Friendly	14%	17%	13%	13%	13%	8%	24%	17%	11%	11%	17%	17%	13%
Liar	13%	12%	11%	16%	13%	17%	4%	10%	17%	14%	9%	10%	14%
Modern	12%	11%	12%	10%	16%	7%	21%	10%	11%	13%	11%	12%	18%
Decisive	10%	14%	11%	7%	8%	6%	18%	11%	7%	8%	12%	19%	19%
Patriotic	10%	16%	8%	8%	7%	6%	16%	12%	8%	7%	12%	14%	17%
None of the above	3%	1%	5%	3%	4%	3%	1%	5%	4%	2%	4%	2%	9%
Don't know	14%	9%	11%	16%	18%	7%	8%	12%	13%	20%	12%	8%	6%

Note:

BASE: All Respondents

(31.A) Which, if any, of the following words would you use to describe Tony Blair? Please select all that apply.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Thoughtful	8%	9%	7%	10%	8%	8%	11%	4%	10%	4%	10%	5%	7%	12%	6%
Modern	8%	9%	7%	10%	10%	5%	9%	14%	7%	1%	10%	9%	9%	2%	6%
Honest	7%	9%	5%	9%	5%	2%	10%	4%	12%	5%	10%	6%	8%	5%	6%
Unfriendly	7%	9%	5%	9%	7%	4%	7%	8%	5%	8%	8%	7%	5%	9%	5%
Unpatriotic	7%	10%	5%	6%	7%	5%	12%	9%	9%	7%	5%	6%	8%	4%	5%
Extreme	5%	5%	6%	6%	5%	7%	6%	6%	6%	7%	0%	4%	2%	7%	0%
Inspirational	5%	7%	4%	8%	7%	1%	6%	8%	3%	3%	7%	6%	6%	0%	0%
Right-wing	5%	7%	3%	6%	6%	8%	4%	4%	3%	3%	0%	5%	6%	9%	0%
Trustworthy	5%	6%	4%	6%	5%	4%	6%	4%	6%	1%	10%	4%	7%	0%	0%
Untrustworthy	31%	35%	27%	25%	30%	36%	36%	32%	29%	33%	20%	35%	31%	29%	28%
Selfless	3%	3%	2%	3%	2%	1%	1%	2%	5%	0%	5%	3%	4%	2%	0%
Liar	28%	34%	23%	27%	29%	26%	30%	28%	20%	27%	22%	29%	31%	43%	28%
Intelligent	24%	28%	20%	25%	28%	14%	27%	17%	22%	22%	32%	22%	29%	25%	6%
A strong leader	21%	22%	19%	21%	24%	13%	23%	22%	21%	13%	30%	21%	22%	16%	24%
Charismatic	18%	20%	16%	23%	17%	7%	16%	17%	19%	13%	17%	21%	19%	16%	23%
Selfish	16%	18%	14%	16%	16%	16%	17%	16%	13%	17%	15%	13%	15%	20%	17%
Competent	16%	19%	13%	16%	16%	5%	18%	14%	14%	18%	20%	21%	18%	14%	13%
Incompetent	16%	17%	16%	14%	19%	22%	10%	20%	12%	20%	12%	19%	12%	14%	17%
Decisive	13%	15%	11%	20%	8%	7%	9%	10%	17%	9%	17%	14%	15%	13%	11%
Boring	13%	13%	13%	10%	12%	11%	16%	9%	10%	20%	21%	14%	11%	17%	6%
Moderate	11%	12%	11%	10%	10%	7%	11%	7%	18%	12%	16%	12%	13%	12%	6%
Left-wing	11%	14%	9%	9%	9%	12%	20%	13%	10%	13%	5%	13%	6%	17%	5%
Friendly	11%	11%	10%	12%	11%	5%	10%	9%	13%	6%	15%	11%	11%	9%	24%
Patriotic	11%	11%	10%	11%	9%	2%	8%	14%	15%	9%	15%	14%	11%	7%	24%
None of the above	2%	2%	3%	0%	3%	5%	4%	1%	2%	1%	5%	2%	4%	2%	0%
Don't know	15%	9%	19%	13%	12%	25%	10%	13%	20%	14%	12%	10%	15%	13%	25%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(31.B) Which, if any, of the following words would you use to describe Tony Blair? Please select all that apply.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Thoughtful	8%	4%	4%	10%	7%	8%	12%	7%	11%	6%	7%	13%	10%	0%	6%
Modern	8%	7%	9%	6%	10%	6%	10%	6%	10%	6%	7%	9%	18%	0%	7%
Honest	7%	7%	9%	7%	8%	3%	7%	6%	10%	3%	7%	10%	7%	0%	4%
Unfriendly	7%	7%	7%	4%	11%	8%	4%	10%	6%	3%	7%	7%	5%	17%	5%
Unpatriotic	7%	1%	5%	4%	13%	11%	10%	16%	3%	3%	13%	3%	1%	39%	5%
Extreme	5%	5%	11%	4%	4%	4%	4%	7%	4%	4%	5%	6%	5%	18%	2%
Inspirational	5%	5%	5%	6%	6%	5%	6%	5%	6%	6%	4%	7%	8%	0%	4%
Right-wing	5%	5%	6%	3%	5%	8%	4%	4%	7%	4%	3%	9%	5%	0%	3%
Trustworthy	5%	5%	7%	7%	4%	2%	4%	5%	5%	4%	5%	7%	2%	0%	5%
Untrustworthy	31%	19%	21%	31%	32%	37%	42%	42%	27%	18%	42%	24%	28%	40%	18%
Selfless	3%	2%	2%	3%	3%	4%	1%	2%	3%	3%	2%	2%	2%	0%	4%
Liar	28%	18%	23%	30%	33%	30%	32%	38%	26%	15%	35%	25%	18%	62%	19%
Intelligent	24%	11%	18%	25%	24%	22%	36%	18%	33%	17%	25%	27%	39%	14%	18%
A strong leader	21%	10%	22%	25%	21%	18%	24%	16%	27%	18%	18%	26%	29%	7%	20%
Charismatic	18%	9%	16%	22%	21%	19%	18%	15%	25%	8%	17%	21%	25%	0%	13%
Selfish	16%	8%	14%	15%	15%	20%	20%	25%	12%	7%	20%	13%	9%	39%	9%
Competent	16%	10%	15%	19%	17%	15%	17%	12%	21%	15%	14%	21%	22%	7%	16%
Incompetent	16%	11%	11%	13%	19%	19%	23%	26%	10%	12%	20%	12%	9%	47%	13%
Decisive	13%	11%	11%	15%	13%	11%	14%	10%	17%	9%	12%	13%	21%	7%	13%
Boring	13%	9%	11%	10%	16%	17%	13%	18%	10%	12%	17%	10%	5%	24%	12%
Moderate	11%	11%	10%	10%	13%	10%	13%	6%	17%	7%	10%	15%	16%	0%	7%
Left-wing	11%	6%	9%	9%	14%	12%	15%	17%	9%	8%	18%	7%	10%	24%	8%
Friendly	11%	10%	7%	13%	12%	6%	14%	10%	12%	9%	9%	15%	13%	7%	9%
Patriotic	11%	7%	10%	13%	10%	13%	12%	9%	14%	7%	10%	16%	10%	7%	7%
None of the above	2%	1%	2%	3%	2%	4%	2%	3%	3%	2%	2%	3%	0%	8%	3%
Don't know	15%	35%	19%	11%	9%	12%	5%	10%	7%	31%	7%	10%	12%	9%	33%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

(31.C) Which, if any, of the following words would you use to describe Tony Blair? Please select all that apply.

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Thoughtful	8%	10%	8%	4%	8%	6%	11%	14%	6%	6%	9%	14%	0%
Modern	8%	9%	11%	4%	7%	8%	10%	16%	8%	5%	8%	13%	15%
Honest	7%	8%	10%	6%	5%	7%	10%	8%	5%	5%	8%	12%	0%
Unfriendly	7%	5%	7%	7%	8%	3%	6%	3%	6%	7%	6%	8%	0%
Unpatriotic	7%	7%	7%	8%	7%	9%	3%	1%	10%	8%	4%	4%	5%
Extreme	5%	4%	4%	9%	5%	5%	5%	6%	5%	8%	4%	3%	11%
Inspirational	5%	8%	5%	4%	4%	5%	8%	14%	4%	4%	6%	9%	0%
Right-wing	5%	4%	6%	5%	6%	4%	5%	4%	4%	5%	5%	4%	18%
Trustworthy	5%	6%	5%	2%	6%	6%	7%	4%	4%	4%	6%	10%	5%
Untrustworthy	31%	34%	29%	32%	28%	35%	21%	31%	31%	28%	32%	25%	26%
Selfless	3%	1%	2%	4%	3%	2%	2%	5%	3%	3%	1%	4%	0%
Liar	28%	31%	28%	27%	25%	28%	19%	25%	27%	27%	28%	28%	25%
Intelligent	24%	32%	23%	19%	19%	25%	28%	26%	21%	21%	24%	28%	33%
A strong leader	21%	30%	21%	13%	17%	20%	28%	28%	17%	16%	25%	30%	35%
Charismatic	18%	23%	17%	14%	14%	16%	22%	22%	14%	12%	23%	23%	43%
Selfish	16%	16%	15%	17%	15%	15%	11%	13%	14%	17%	15%	13%	21%
Competent	16%	20%	16%	13%	12%	12%	23%	18%	14%	10%	18%	24%	24%
Incompetent	16%	14%	13%	19%	21%	16%	10%	15%	18%	20%	12%	10%	10%
Decisive	13%	21%	13%	8%	8%	12%	15%	24%	10%	11%	14%	20%	24%
Boring	13%	9%	13%	10%	18%	14%	10%	7%	19%	16%	6%	5%	5%
Moderate	11%	16%	12%	8%	8%	10%	17%	11%	8%	11%	11%	16%	32%
Left-wing	11%	12%	9%	12%	12%	17%	9%	7%	13%	14%	11%	3%	7%
Friendly	11%	14%	8%	9%	11%	9%	14%	16%	10%	10%	12%	14%	0%
Patriotic	11%	14%	12%	7%	8%	12%	14%	11%	10%	6%	13%	13%	7%
None of the above	2%	1%	3%	2%	4%	2%	2%	0%	3%	2%	2%	2%	0%
Don't know	15%	8%	12%	21%	19%	7%	14%	12%	17%	17%	15%	13%	5%

Note:

BASE: All Respondents