

Public First Poll for More in Common

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

Methodology:

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

Public First is a member of the BPC and abides by its rules. For more information please contact the Public First Polling Team (polling@publicfirst.co.uk)

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

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|------------------------------|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 2013 | 276 | 291 | 178 | 187 | 135 | 166 | 191 | 89 | 248 | 169 | 83 | 780 | 821 | 248 |
| Weighted | 2013 | 290 | 270 | 166 | 187 | 145 | 187 | 166 | 83 | 228 | 187 | 104 | 776 | 809 | 255 |
| Labour | 37% | 40% | 34% | 32% | 35% | 36% | 40% | 34% | 38% | 46% | 28% | 45% | 25% | 49% | 28% |
| Conservative | 22% | 22% | 27% | 25% | 24% | 22% | 23% | 19% | 28% | 18% | 14% | 18% | 31% | 18% | 15% |
| Liberal Democrats | 6% | 6% | 9% | 6% | 5% | 10% | 2% | 7% | 2% | 6% | 7% | 1% | 4% | 8% | 5% |
| Reform UK / The Brexit Party | 5% | 4% | 3% | 4% | 6% | 4% | 5% | 7% | 3% | 4% | 5% | 6% | 10% | 1% | 1% |
| The Green Party | 5% | 7% | 4% | 6% | 8% | 4% | 5% | 7% | 2% | 5% | 4% | 3% | 4% | 7% | 5% |
| Another party | 4% | 1% | 0% | 0% | 2% | 1% | 2% | 1% | 1% | 1% | 25% | 6% | 3% | 4% | 2% |
| I would not vote | 7% | 8% | 6% | 7% | 5% | 7% | 7% | 5% | 12% | 6% | 3% | 7% | 4% | 2% | 29% |
| Don't Know | 15% | 12% | 17% | 21% | 14% | 17% | 15% | 18% | 14% | 13% | 13% | 12% | 20% | 11% | 14% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Age | | | | | | 2019 | | | | Voting Intention | | | |
|------------------------------|-------|-------|-------|-------|-------|-------|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|------|------|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | | |
| Unweighted | 2013 | 260 | 295 | 361 | 360 | 300 | 437 | 745 | 581 | 164 | 32 | 242 | 453 | 736 | 126 |
| Weighted | 2013 | 281 | 342 | 342 | 342 | 283 | 422 | 729 | 588 | 157 | 34 | 253 | 442 | 748 | 119 |
| Labour | 37% | 52% | 47% | 38% | 39% | 28% | 23% | 13% | 85% | 20% | 8% | 25% | 0% | 100% | 0% |
| Conservative | 22% | 11% | 18% | 19% | 21% | 24% | 35% | 54% | 3% | 5% | 3% | 9% | 100% | 0% | 0% |
| Liberal Democrats | 6% | 5% | 5% | 7% | 6% | 7% | 6% | 2% | 1% | 49% | 0% | 4% | 0% | 0% | 100% |
| Reform UK / The Brexit Party | 5% | 2% | 3% | 3% | 6% | 6% | 6% | 8% | 1% | 2% | 50% | 2% | 0% | 0% | 0% |
| The Green Party | 5% | 6% | 8% | 7% | 3% | 6% | 3% | 1% | 4% | 7% | 3% | 6% | 0% | 0% | 0% |
| Another party | 4% | 5% | 1% | 5% | 3% | 3% | 4% | 0% | 1% | 1% | 2% | 2% | 0% | 0% | 0% |
| I would not vote | 7% | 10% | 10% | 8% | 5% | 5% | 2% | 3% | 0% | 1% | 9% | 37% | 0% | 0% | 0% |
| Don't Know | 15% | 11% | 8% | 13% | 16% | 22% | 21% | 20% | 5% | 16% | 25% | 15% | 0% | 0% | 0% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Gender | | Social Grade | | | | Segment | | | | | | |
|------------------------------|-------|--------|--------|--------------|-----|-----|-----|---------------|---------------|--------------------------|--------------------|----------|--------------------------|--------------------|
| | | Male | Female | AB | C1 | C2 | DE | Activist left | Moderate left | Disengaged economic left | Comfortable centre | Populist | Disengaged right-leaning | Civic conservative |
| Unweighted | 2013 | 916 | 1090 | 592 | 569 | 373 | 471 | 256 | 422 | 409 | 155 | 519 | 104 | 148 |
| Weighted | 2013 | 991 | 1015 | 541 | 521 | 441 | 502 | 253 | 404 | 424 | 158 | 527 | 103 | 143 |
| Labour | 37% | 38% | 37% | 32% | 38% | 38% | 42% | 60% | 44% | 37% | 25% | 33% | 24% | 15% |
| Conservative | 22% | 23% | 21% | 30% | 21% | 20% | 16% | 3% | 15% | 18% | 35% | 25% | 30% | 58% |
| Liberal Democrats | 6% | 6% | 6% | 9% | 4% | 4% | 6% | 8% | 8% | 6% | 7% | 5% | 0% | 3% |
| Reform UK / The Brexit Party | 5% | 6% | 3% | 4% | 2% | 8% | 4% | 1% | 1% | 3% | 4% | 10% | 7% | 4% |
| The Green Party | 5% | 5% | 6% | 5% | 7% | 4% | 5% | 12% | 7% | 4% | 6% | 3% | 1% | 4% |
| Another party | 4% | 4% | 3% | 2% | 4% | 4% | 4% | 9% | 4% | 3% | 1% | 3% | 3% | 1% |
| I would not vote | 7% | 7% | 6% | 3% | 6% | 8% | 11% | 1% | 4% | 12% | 9% | 5% | 20% | 1% |
| Don't Know | 15% | 11% | 18% | 14% | 18% | 14% | 13% | 5% | 17% | 17% | 13% | 17% | 17% | 15% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(2.A) Vote Intention

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|------------------------------|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 1414 | 193 | 198 | 119 | 133 | 93 | 109 | 125 | 65 | 180 | 136 | 63 | 542 | 680 | 91 |
| Weighted | 1414 | 203 | 184 | 110 | 132 | 101 | 126 | 108 | 59 | 164 | 150 | 77 | 544 | 670 | 91 |
| Labour | 48% | 52% | 43% | 46% | 45% | 50% | 51% | 48% | 52% | 59% | 34% | 55% | 33% | 56% | 52% |
| Conservative | 29% | 28% | 37% | 35% | 29% | 29% | 32% | 26% | 38% | 23% | 17% | 25% | 42% | 21% | 28% |
| Liberal Democrats | 8% | 8% | 12% | 7% | 7% | 13% | 2% | 10% | 3% | 7% | 8% | 0% | 5% | 10% | 9% |
| Reform UK / The Brexit Party | 5% | 3% | 3% | 5% | 7% | 4% | 6% | 10% | 3% | 4% | 5% | 7% | 11% | 1% | 2% |
| The Green Party | 6% | 8% | 6% | 7% | 9% | 5% | 6% | 6% | 3% | 6% | 5% | 4% | 4% | 8% | 5% |
| Another party | 4% | 1% | 0% | 0% | 2% | 0% | 2% | 1% | 1% | 1% | 31% | 9% | 4% | 5% | 4% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(2.B) Vote Intention

| | Total | Age | | | | | | 2019 | | | | Voting Intention | | | |
|------------------------------|-------|-------|-------|-------|-------|-------|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|------|------|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | | |
| Unweighted | 1414 | 171 | 206 | 246 | 261 | 210 | 320 | 542 | 498 | 126 | 17 | 74 | 416 | 673 | 115 |
| Weighted | 1414 | 184 | 243 | 232 | 247 | 197 | 312 | 533 | 504 | 120 | 19 | 76 | 405 | 682 | 108 |
| Labour | 48% | 70% | 60% | 49% | 50% | 38% | 31% | 16% | 93% | 26% | 14% | 58% | 0% | 100% | 0% |
| Conservative | 29% | 11% | 21% | 23% | 28% | 34% | 46% | 70% | 2% | 5% | 5% | 18% | 100% | 0% | 0% |
| Liberal Democrats | 8% | 6% | 6% | 9% | 8% | 9% | 8% | 3% | 1% | 58% | 0% | 14% | 0% | 0% | 100% |
| Reform UK / The Brexit Party | 5% | 2% | 5% | 4% | 6% | 7% | 6% | 10% | 0% | 1% | 70% | 2% | 0% | 0% | 0% |
| The Green Party | 6% | 5% | 7% | 9% | 4% | 8% | 4% | 1% | 3% | 8% | 6% | 7% | 0% | 0% | 0% |
| Another party | 4% | 6% | 2% | 7% | 4% | 4% | 5% | 0% | 1% | 1% | 4% | 2% | 0% | 0% | 0% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(2.C) Vote Intention

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

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|---|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 726 | 107 | 95 | 57 | 66 | 47 | 64 | 62 | 35 | 110 | 46 | 37 | 186 | 394 | 66 |
| Weighted | 737 | 117 | 91 | 53 | 65 | 52 | 72 | 55 | 31 | 102 | 51 | 47 | 189 | 392 | 70 |
| Their policies on levelling up | 9% | 8% | 7% | 8% | 13% | 9% | 15% | 9% | 9% | 9% | 10% | 11% | 9% | 11% | 8% |
| Their policies on housing | 8% | 15% | 11% | 9% | 5% | 6% | 9% | 4% | 3% | 4% | 5% | 5% | 5% | 7% | 8% |
| I like my local Labour candidate | 7% | 11% | 5% | 9% | 3% | 4% | 4% | 3% | 5% | 12% | 2% | 9% | 6% | 8% | 5% |
| Their policies on immigration | 5% | 9% | 7% | 2% | 3% | 9% | 8% | 4% | 6% | 3% | 0% | 3% | 4% | 5% | 5% |
| I trust the Labour Party to represent my interests more | 43% | 41% | 41% | 32% | 43% | 42% | 39% | 48% | 44% | 51% | 51% | 39% | 39% | 47% | 39% |
| Their policies on NHS and health | 38% | 27% | 34% | 48% | 35% | 49% | 31% | 41% | 46% | 40% | 31% | 56% | 38% | 41% | 30% |
| To stop the Conservatives getting into power | 37% | 28% | 37% | 46% | 40% | 49% | 36% | 40% | 42% | 27% | 45% | 40% | 33% | 37% | 37% |
| Their policies on crime | 3% | 5% | 3% | 0% | 1% | 6% | 0% | 4% | 6% | 3% | 0% | 5% | 5% | 2% | 5% |
| Don't know | 3% | 1% | 3% | 2% | 3% | 2% | 8% | 5% | 3% | 4% | 3% | 2% | 4% | 2% | 7% |
| Their policies on the economy | 24% | 25% | 27% | 19% | 21% | 26% | 26% | 26% | 24% | 22% | 30% | 18% | 25% | 24% | 21% |
| I think Labour is more united | 23% | 27% | 23% | 28% | 23% | 14% | 22% | 21% | 19% | 23% | 23% | 29% | 22% | 23% | 19% |
| I trust Keir Starmer | 18% | 23% | 24% | 23% | 11% | 11% | 9% | 17% | 23% | 20% | 21% | 17% | 19% | 21% | 15% |
| Their policies on education | 13% | 20% | 18% | 8% | 9% | 11% | 16% | 12% | 11% | 11% | 7% | 10% | 13% | 14% | 15% |
| Their approach to climate change | 11% | 15% | 13% | 18% | 8% | 14% | 10% | 9% | 3% | 9% | 7% | 13% | 7% | 13% | 9% |

Note:

BASE: Would vote Labour in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Age | | | | | | 2019 | | | | | Voting Intention | | |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|--------|------------------|------------------|----------------|------------------|--------|-------------------|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative | Labour | Liberal Democrats |
| Unweighted | 726 | 133 | 136 | 132 | 139 | 83 | 103 | 88 | 488 | 33 | 3 | 59 | 0 | 726 | 0 |
| Weighted | 737 | 145 | 158 | 126 | 134 | 77 | 97 | 89 | 494 | 31 | 3 | 63 | 0 | 737 | 0 |
| Their policies on levelling up | 9% | 6% | 10% | 7% | 10% | 13% | 14% | 13% | 10% | 5% | 0% | 4% | * | 9% | * |
| Their policies on housing | 8% | 13% | 8% | 11% | 2% | 5% | 4% | 3% | 9% | 7% | 0% | 6% | * | 8% | * |
| I like my local Labour candidate | 7% | 9% | 6% | 7% | 8% | 3% | 3% | 0% | 8% | 3% | 0% | 4% | * | 7% | * |
| Their policies on immigration | 5% | 7% | 5% | 6% | 5% | 3% | 4% | 3% | 5% | 5% | 28% | 5% | * | 5% | * |
| I trust the Labour Party to represent my interests more | 43% | 38% | 43% | 37% | 45% | 51% | 50% | 35% | 44% | 43% | 43% | 47% | * | 43% | * |
| Their policies on NHS and health | 38% | 30% | 31% | 36% | 43% | 46% | 49% | 36% | 40% | 48% | 28% | 21% | * | 38% | * |
| To stop the Conservatives getting into power | 37% | 37% | 32% | 31% | 38% | 39% | 49% | 34% | 33% | 45% | 28% | 54% | * | 37% | * |
| Their policies on crime | 3% | 4% | 1% | 3% | 5% | 4% | 1% | 3% | 3% | 3% | 0% | 0% | * | 3% | * |
| Don't know | 3% | 3% | 3% | 3% | 5% | 1% | 2% | 3% | 3% | 0% | 0% | 6% | * | 3% | * |
| Their policies on the economy | 24% | 21% | 19% | 33% | 21% | 29% | 25% | 28% | 25% | 20% | 43% | 16% | * | 24% | * |
| I think Labour is more united | 23% | 30% | 19% | 22% | 25% | 15% | 25% | 23% | 24% | 21% | 43% | 18% | * | 23% | * |
| I trust Keir Starmer | 18% | 12% | 19% | 15% | 17% | 25% | 27% | 15% | 20% | 40% | 0% | 11% | * | 18% | * |
| Their policies on education | 13% | 14% | 16% | 16% | 13% | 7% | 9% | 10% | 14% | 14% | 28% | 17% | * | 13% | * |
| Their approach to climate change | 11% | 17% | 9% | 11% | 10% | 13% | 8% | 11% | 12% | 14% | 0% | 9% | * | 11% | * |

Note:

BASE: Would vote Labour in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

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

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

Note:

BASE: Would vote Labour in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|---|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 453 | 63 | 80 | 44 | 44 | 30 | 39 | 39 | 25 | 48 | 25 | 16 | 245 | 151 | 41 |
| Weighted | 442 | 64 | 74 | 41 | 45 | 31 | 44 | 32 | 23 | 42 | 27 | 19 | 239 | 147 | 39 |
| Their policies on education | 9% | 21% | 7% | 9% | 7% | 3% | 14% | 2% | 8% | 4% | 0% | 6% | 7% | 10% | 12% |
| Their policies on crime | 9% | 14% | 3% | 14% | 20% | 4% | 8% | 3% | 3% | 10% | 3% | 9% | 9% | 8% | 11% |
| Their approach to climate change | 9% | 11% | 6% | 14% | 4% | 11% | 4% | 12% | 11% | 14% | 8% | 12% | 10% | 9% | 4% |
| Their policies on levelling up | 9% | 8% | 8% | 2% | 5% | 0% | 7% | 12% | 16% | 18% | 13% | 18% | 11% | 7% | 9% |
| Their policies one education | 5% | 13% | 4% | 2% | 5% | 3% | 10% | 0% | 4% | 4% | 0% | 6% | 5% | 7% | 5% |
| I trust the Conservative Party to represent my interests more | 42% | 35% | 54% | 29% | 35% | 45% | 43% | 48% | 51% | 43% | 45% | 30% | 40% | 46% | 46% |
| To stop Labour getting into power | 40% | 21% | 41% | 33% | 52% | 54% | 39% | 48% | 41% | 29% | 53% | 58% | 47% | 35% | 26% |
| Don't know | 4% | 3% | 5% | 9% | 2% | 3% | 11% | 5% | 0% | 0% | 0% | 6% | 3% | 5% | 7% |
| I trust Rishi Sunak | 35% | 39% | 37% | 22% | 43% | 22% | 33% | 33% | 19% | 35% | 66% | 18% | 33% | 40% | 25% |
| Their policies on housing | 3% | 7% | 1% | 2% | 2% | 0% | 0% | 5% | 0% | 9% | 0% | 6% | 4% | 2% | 0% |
| Their policies on the economy | 27% | 33% | 26% | 24% | 25% | 20% | 30% | 22% | 38% | 26% | 32% | 30% | 28% | 27% | 25% |
| I think the Conservatives are more united | 15% | 16% | 11% | 13% | 10% | 10% | 17% | 28% | 16% | 23% | 3% | 12% | 14% | 15% | 15% |
| Their policies on the NHS and health | 13% | 12% | 14% | 16% | 18% | 18% | 5% | 7% | 21% | 11% | 17% | 7% | 12% | 12% | 13% |
| Their policies on immigration | 11% | 6% | 15% | 16% | 7% | 0% | 9% | 12% | 11% | 16% | 8% | 27% | 14% | 7% | 7% |
| I like my local Conservative candidate | 10% | 5% | 12% | 6% | 10% | 19% | 12% | 16% | 7% | 10% | 9% | 6% | 12% | 9% | 8% |
| Other (Please specify) | 3% | 4% | 2% | 4% | 3% | 8% | 3% | 0% | 0% | 4% | 0% | 0% | 3% | 3% | 3% |

Note:

BASE: Would vote Conservative in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Age | | | | | | 2019 | | | | | Voting Intention | | |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|--------|------------------|------------------|----------------|------------------|--------|-------------------|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative | Labour | Liberal Democrats |
| Unweighted | 453 | 27 | 53 | 70 | 80 | 74 | 149 | 401 | 14 | 8 | 1 | 23 | 453 | 0 | 0 |
| Weighted | 442 | 30 | 60 | 63 | 73 | 68 | 147 | 392 | 15 | 7 | 1 | 22 | 442 | 0 | 0 |
| Their policies on education | 9% | 16% | 20% | 15% | 5% | 4% | 4% | 9% | 21% | 0% | 0% | 3% | 9% | * | * |
| Their policies on crime | 9% | 23% | 14% | 9% | 6% | 11% | 4% | 9% | 16% | 0% | 0% | 12% | 9% | * | * |
| Their approach to climate change | 9% | 6% | 14% | 5% | 10% | 6% | 11% | 10% | 0% | 0% | 0% | 4% | 9% | * | * |
| Their policies on levelling up | 9% | 7% | 5% | 9% | 12% | 11% | 8% | 9% | 0% | 11% | 0% | 8% | 9% | * | * |
| Their policies one education | 5% | 13% | 12% | 10% | 4% | 0% | 2% | 6% | 7% | 0% | 0% | 0% | 5% | * | * |
| I trust the Conservative Party to represent my interests more | 42% | 23% | 38% | 34% | 43% | 34% | 54% | 43% | 33% | 64% | 0% | 25% | 42% | * | * |
| To stop Labour getting into power | 40% | 11% | 24% | 28% | 45% | 44% | 53% | 43% | 19% | 11% | 100% | 21% | 40% | * | * |
| Don't know | 4% | 14% | 0% | 6% | 6% | 7% | 2% | 4% | 19% | 0% | 0% | 9% | 4% | * | * |
| I trust Rishi Sunak | 35% | 38% | 19% | 40% | 31% | 43% | 36% | 35% | 38% | 59% | 100% | 26% | 35% | * | * |
| Their policies on housing | 3% | 14% | 3% | 6% | 3% | 1% | 1% | 3% | 0% | 13% | 0% | 0% | 3% | * | * |
| Their policies on the economy | 27% | 10% | 24% | 28% | 15% | 34% | 35% | 29% | 7% | 14% | 0% | 23% | 27% | * | * |
| I think the Conservatives are more united | 15% | 12% | 28% | 25% | 8% | 12% | 9% | 14% | 24% | 27% | 0% | 16% | 15% | * | * |
| Their policies on the NHS and health | 13% | 27% | 21% | 15% | 13% | 5% | 10% | 13% | 23% | 0% | 0% | 12% | 13% | * | * |
| Their policies on immigration | 11% | 10% | 12% | 8% | 11% | 11% | 12% | 11% | 6% | 0% | 100% | 8% | 11% | * | * |
| I like my local Conservative candidate | 10% | 5% | 7% | 11% | 10% | 10% | 12% | 10% | 7% | 54% | 0% | 0% | 10% | * | * |
| Other (Please specify) | 3% | 4% | 0% | 1% | 3% | 5% | 3% | 3% | 0% | 0% | 0% | 11% | 3% | * | * |

Note:

BASE: Would vote Conservative in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

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

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

Note:

BASE: Would vote Conservative in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|---|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 316 | 34 | 50 | 38 | 28 | 24 | 27 | 37 | 12 | 34 | 22 | 10 | 161 | 89 | 38 |
| Weighted | 303 | 35 | 45 | 35 | 27 | 25 | 29 | 30 | 12 | 30 | 24 | 13 | 152 | 85 | 37 |
| Don't know | 6% | 6% | 4% | 9% | 0% | 4% | 8% | 3% | 9% | 3% | 8% | 23% | 2% | 7% | 8% |
| All parties are as bad as each other | 45% | 34% | 39% | 54% | 46% | 50% | 48% | 49% | 36% | 52% | 48% | 38% | 56% | 36% | 39% |
| No politicians keep their promises | 43% | 41% | 45% | 30% | 37% | 57% | 50% | 35% | 60% | 56% | 35% | 40% | 47% | 45% | 39% |
| I want to see the parties manifestos | 33% | 42% | 31% | 30% | 33% | 21% | 30% | 28% | 46% | 22% | 52% | 38% | 35% | 36% | 28% |
| It depends on how the economy is doing closer to the time | 28% | 24% | 33% | 24% | 35% | 25% | 30% | 32% | 16% | 30% | 32% | 9% | 31% | 29% | 17% |
| I like multiple parties and cannot choose | 2% | 0% | 2% | 0% | 0% | 0% | 0% | 4% | 0% | 0% | 14% | 0% | 1% | 0% | 6% |
| I normally decide on the day how I would vote | 2% | 0% | 2% | 0% | 6% | 10% | 0% | 0% | 0% | 0% | 0% | 11% | 1% | 4% | 0% |
| I want to see who my local candidates are | 18% | 5% | 20% | 31% | 17% | 16% | 20% | 9% | 23% | 14% | 23% | 19% | 18% | 22% | 6% |
| I might change my mind before the next election | 16% | 8% | 14% | 19% | 11% | 21% | 10% | 33% | 7% | 20% | 18% | 11% | 21% | 17% | 0% |
| I've not had time to think about it | 14% | 14% | 10% | 13% | 18% | 9% | 15% | 23% | 9% | 9% | 21% | 11% | 8% | 14% | 21% |
| I'm not sure whether I will vote at all | 11% | 14% | 9% | 10% | 8% | 9% | 16% | 15% | 16% | 13% | 5% | 0% | 8% | 8% | 31% |
| I want to see the party leaders debating each other | 10% | 11% | 11% | 8% | 11% | 9% | 12% | 10% | 7% | 5% | 4% | 17% | 13% | 6% | 7% |
| Other (Please specify) | 3% | 6% | 10% | 2% | 4% | 0% | 0% | 0% | 10% | 3% | 0% | 0% | 3% | 5% | 3% |

Note:

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

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Age | | | | | | 2019 | | | | | Voting Intention | | |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|--------|------------------|------------------|----------------|------------------|--------|-------------------|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative | Labour | Liberal Democrats |
| Unweighted | 316 | 30 | 27 | 46 | 55 | 65 | 93 | 152 | 31 | 27 | 8 | 39 | 0 | 0 | 0 |
| Weighted | 303 | 30 | 28 | 43 | 53 | 61 | 87 | 144 | 29 | 26 | 8 | 39 | 0 | 0 | 0 |
| Don't know | 6% | 20% | 8% | 4% | 9% | 2% | 2% | 1% | 6% | 8% | 0% | 15% | * | * | * |
| All parties are as bad as each other | 45% | 26% | 47% | 50% | 44% | 53% | 45% | 52% | 39% | 30% | 54% | 37% | * | * | * |
| No politicians keep their promises | 43% | 36% | 43% | 42% | 50% | 38% | 46% | 46% | 38% | 29% | 48% | 52% | * | * | * |
| I want to see the parties manifestos | 33% | 23% | 34% | 20% | 28% | 41% | 39% | 33% | 45% | 46% | 39% | 18% | * | * | * |
| It depends on how the economy is doing closer to the time | 28% | 16% | 17% | 31% | 23% | 28% | 37% | 38% | 16% | 27% | 37% | 14% | * | * | * |
| I like multiple parties and cannot choose | 2% | 11% | 0% | 2% | 2% | 0% | 0% | 0% | 8% | 4% | 0% | 3% | * | * | * |
| I normally decide on the day how I would vote | 2% | 8% | 0% | 2% | 0% | 4% | 1% | 1% | 0% | 4% | 0% | 0% | * | * | * |
| I want to see who my local candidates are | 18% | 15% | 13% | 10% | 9% | 27% | 22% | 16% | 21% | 20% | 12% | 7% | * | * | * |
| I might change my mind before the next election | 16% | 5% | 9% | 21% | 20% | 19% | 16% | 19% | 21% | 27% | 0% | 0% | * | * | * |
| I've not had time to think about it | 14% | 30% | 20% | 23% | 11% | 8% | 8% | 8% | 24% | 17% | 9% | 21% | * | * | * |
| I'm not sure whether I will vote at all | 11% | 7% | 29% | 12% | 7% | 7% | 10% | 9% | 6% | 4% | 0% | 35% | * | * | * |
| I want to see the party leaders debating each other | 10% | 4% | 0% | 10% | 4% | 18% | 12% | 11% | 6% | 13% | 13% | 3% | * | * | * |
| Other (Please specify) | 3% | 0% | 0% | 2% | 4% | 4% | 6% | 3% | 3% | 7% | 13% | 3% | * | * | * |

Note:

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

Fieldwork: 28th Nov - 1st Dec 2022

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

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

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

Note:

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

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|--|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 124 | 20 | 18 | 11 | 9 | 10 | 12 | 10 | 9 | 15 | 5 | 5 | 32 | 14 | 68 |
| Weighted | 132 | 23 | 17 | 12 | 10 | 10 | 14 | 9 | 10 | 14 | 6 | 7 | 32 | 15 | 75 |
| It is too stressful to think about | 7% | 10% | 5% | 8% | 18% | 11% | 0% | 11% | 0% | 7% | 0% | 0% | 4% | 7% | 7% |
| I'm not registered to vote | 6% | 14% | 0% | 6% | 0% | 0% | 16% | 0% | 11% | 0% | 0% | 0% | 0% | 0% | 7% |
| I don't have the time to go and vote | 6% | 9% | 0% | 0% | 8% | 0% | 13% | 8% | 0% | 21% | 0% | 0% | 0% | 7% | 9% |
| Voting doesn't change anything | 47% | 44% | 46% | 45% | 56% | 57% | 41% | 81% | 36% | 47% | 16% | 43% | 48% | 58% | 46% |
| All politicians are as bad as each other | 46% | 45% | 28% | 49% | 47% | 71% | 34% | 83% | 28% | 40% | 31% | 79% | 55% | 81% | 38% |
| Don't know | 4% | 10% | 11% | 7% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 6% | 5% |
| I have a moral or religious objection to voting | 3% | 5% | 5% | 0% | 0% | 0% | 0% | 0% | 0% | 6% | 18% | 0% | 0% | 0% | 3% |
| I am not eligible to vote | 3% | 0% | 0% | 0% | 0% | 9% | 7% | 0% | 0% | 0% | 0% | 21% | 0% | 0% | 4% |
| I cannot bring myself to support a political party | 28% | 31% | 22% | 26% | 45% | 0% | 17% | 53% | 28% | 52% | 18% | 0% | 37% | 37% | 22% |
| I can't be bothered to vote | 13% | 5% | 6% | 34% | 10% | 33% | 23% | 0% | 8% | 7% | 20% | 0% | 7% | 8% | 15% |
| I want to make a point by not voting | 12% | 16% | 5% | 0% | 38% | 0% | 0% | 11% | 32% | 6% | 49% | 0% | 29% | 0% | 10% |
| Other (Please specify) | 5% | 0% | 11% | 0% | 0% | 19% | 0% | 9% | 10% | 9% | 0% | 0% | 16% | 0% | 3% |

Note:

BASE: Would not vote in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Age | | | | | | 2019 | | | | | Voting Intention | | |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|--------|------------------|------------------|----------------|------------------|--------|-------------------|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative | Labour | Liberal Democrats |
| Unweighted | 124 | 23 | 27 | 28 | 19 | 16 | 11 | 18 | 3 | 1 | 3 | 87 | 0 | 0 | 0 |
| Weighted | 132 | 27 | 33 | 28 | 18 | 16 | 10 | 19 | 3 | 1 | 3 | 94 | 0 | 0 | 0 |
| It is too stressful to think about | 7% | 6% | 12% | 3% | 0% | 14% | 0% | 6% | 38% | 0% | 0% | 6% | * | * | * |
| I'm not registered to vote | 6% | 27% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 4% | * | * | * |
| I don't have the time to go and vote | 6% | 13% | 0% | 11% | 4% | 0% | 10% | 0% | 0% | 100% | 0% | 8% | * | * | * |
| Voting doesn't change anything | 47% | 26% | 57% | 34% | 69% | 55% | 52% | 45% | 62% | 0% | 100% | 47% | * | * | * |
| All politicians are as bad as each other | 46% | 21% | 40% | 57% | 51% | 65% | 66% | 70% | 0% | 0% | 61% | 43% | * | * | * |
| Don't know | 4% | 5% | 2% | 7% | 0% | 6% | 0% | 5% | 0% | 0% | 0% | 4% | * | * | * |
| I have a moral or religious objection to voting | 3% | 3% | 6% | 4% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 2% | * | * | * |
| I am not eligible to vote | 3% | 5% | 0% | 3% | 0% | 6% | 0% | 0% | 0% | 0% | 0% | 4% | * | * | * |
| I cannot bring myself to support a political party | 28% | 14% | 32% | 20% | 43% | 41% | 26% | 45% | 0% | 0% | 24% | 24% | * | * | * |
| I can't be bothered to vote | 13% | 17% | 8% | 24% | 5% | 13% | 0% | 0% | 0% | 0% | 0% | 17% | * | * | * |
| I want to make a point by not voting | 12% | 10% | 15% | 7% | 21% | 8% | 19% | 30% | 0% | 0% | 76% | 9% | * | * | * |
| Other (Please specify) | 5% | 0% | 12% | 4% | 0% | 8% | 8% | 13% | 0% | 0% | 0% | 5% | * | * | * |

Note:

BASE: Would not vote in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

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

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

Note:

BASE: Would not vote in next election

Fieldwork: 28th Nov - 1st Dec 2022

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

(7.A) Imagine Nigel Farage led a political party whose main pledge was to cut immigration into the UK. How likely or unlikely would you be to vote for that party at the next election? Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party.

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|---|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 2013 | 276 | 291 | 178 | 187 | 135 | 166 | 191 | 89 | 248 | 169 | 83 | 780 | 821 | 248 |
| Weighted | 2013 | 290 | 270 | 166 | 187 | 145 | 187 | 166 | 83 | 228 | 187 | 104 | 776 | 809 | 255 |
| 0- Definitely will not vote for this party at the next election | 41% | 37% | 45% | 44% | 36% | 43% | 31% | 44% | 34% | 42% | 48% | 46% | 23% | 59% | 43% |
| 1 | 4% | 4% | 2% | 7% | 2% | 4% | 5% | 4% | 2% | 3% | 3% | 3% | 4% | 2% | 4% |
| 2 | 5% | 5% | 6% | 4% | 3% | 7% | 5% | 3% | 4% | 3% | 12% | 6% | 6% | 5% | 6% |
| 3 | 5% | 5% | 5% | 7% | 7% | 5% | 6% | 5% | 7% | 2% | 4% | 3% | 6% | 4% | 6% |
| 4 | 4% | 4% | 5% | 4% | 3% | 4% | 5% | 5% | 3% | 5% | 2% | 2% | 4% | 4% | 4% |
| 5 | 10% | 10% | 9% | 13% | 12% | 10% | 11% | 9% | 10% | 11% | 10% | 9% | 13% | 6% | 17% |
| 6 | 5% | 4% | 6% | 7% | 4% | 4% | 4% | 4% | 7% | 3% | 4% | 7% | 6% | 3% | 6% |
| 7 | 7% | 7% | 6% | 6% | 7% | 7% | 8% | 4% | 8% | 12% | 3% | 9% | 10% | 4% | 5% |
| 8 | 6% | 7% | 6% | 2% | 9% | 2% | 9% | 8% | 10% | 5% | 3% | 2% | 8% | 4% | 4% |
| 9 | 3% | 5% | 2% | 1% | 6% | 1% | 5% | 1% | 4% | 2% | 2% | 1% | 3% | 3% | 0% |
| 10- Definitely will vote for this party at the next election | 10% | 12% | 9% | 5% | 12% | 13% | 11% | 13% | 12% | 11% | 8% | 11% | 17% | 6% | 6% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(7.B) Imagine Nigel Farage led a political party whose main pledge was to cut immigration into the UK. How likely or unlikely would you be to vote for that party at the next election? Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party.

| | Total | Age | | | | | | 2019 | | | | Voting Intention | | | |
|---|-------|-------|-------|-------|-------|-------|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|-----|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | | |
| Unweighted | 2013 | 260 | 295 | 361 | 360 | 300 | 437 | 745 | 581 | 164 | 32 | 242 | 453 | 736 | 126 |
| Weighted | 2013 | 281 | 342 | 342 | 342 | 283 | 422 | 729 | 588 | 157 | 34 | 253 | 442 | 748 | 119 |
| 0- Definitely will not vote for this party at the next election | 41% | 37% | 39% | 38% | 44% | 45% | 42% | 27% | 51% | 60% | 9% | 44% | 30% | 50% | 54% |
| 1 | 4% | 5% | 2% | 4% | 4% | 3% | 4% | 4% | 2% | 4% | 0% | 5% | 4% | 3% | 5% |
| 2 | 5% | 7% | 5% | 4% | 3% | 6% | 6% | 6% | 5% | 2% | 3% | 7% | 6% | 5% | 3% |
| 3 | 5% | 7% | 5% | 4% | 5% | 5% | 6% | 6% | 4% | 5% | 0% | 7% | 6% | 4% | 6% |
| 4 | 4% | 6% | 6% | 4% | 3% | 2% | 3% | 5% | 5% | 3% | 0% | 2% | 6% | 5% | 4% |
| 5 | 10% | 12% | 11% | 12% | 9% | 8% | 10% | 11% | 8% | 7% | 9% | 16% | 11% | 7% | 5% |
| 6 | 5% | 4% | 4% | 5% | 5% | 4% | 5% | 7% | 3% | 2% | 7% | 5% | 7% | 4% | 3% |
| 7 | 7% | 6% | 6% | 7% | 8% | 7% | 6% | 9% | 6% | 4% | 7% | 5% | 9% | 6% | 5% |
| 8 | 6% | 5% | 7% | 8% | 6% | 5% | 5% | 9% | 5% | 5% | 11% | 3% | 8% | 5% | 8% |
| 9 | 3% | 4% | 3% | 4% | 2% | 2% | 2% | 3% | 3% | 3% | 9% | 1% | 3% | 4% | 3% |
| 10- Definitely will vote for this party at the next election | 10% | 7% | 12% | 10% | 11% | 12% | 11% | 14% | 8% | 6% | 45% | 6% | 11% | 8% | 5% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

(7.C) Imagine Nigel Farage led a political party whose main pledge was to cut immigration into the UK. How likely or unlikely would you be to vote for that party at the next election? Please indicate on a scale from 0 to 10 where 0 indicates that you definitely will not vote for the party, and 10 that you definitely will vote for the party.

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

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|---|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 806 | 119 | 105 | 59 | 88 | 49 | 78 | 74 | 44 | 108 | 49 | 33 | 449 | 209 | 92 |
| Weighted | 819 | 128 | 98 | 56 | 91 | 53 | 89 | 64 | 42 | 101 | 56 | 41 | 451 | 210 | 96 |
| I want to vote against established parties | 7% | 8% | 2% | 9% | 10% | 2% | 9% | 8% | 8% | 8% | 8% | 0% | 8% | 4% | 4% |
| The existing main parties have failed to tackle illegal immigration such as channel crossings | 40% | 29% | 49% | 50% | 39% | 36% | 36% | 45% | 38% | 34% | 53% | 42% | 55% | 23% | 20% |
| The existing main parties have failed to lower immigration | 38% | 33% | 47% | 28% | 42% | 46% | 26% | 41% | 24% | 42% | 43% | 46% | 52% | 23% | 20% |
| This country has become too 'politically correct' | 34% | 20% | 41% | 38% | 42% | 33% | 31% | 42% | 27% | 35% | 45% | 26% | 48% | 17% | 24% |
| It would put pressure on the Conservative Party to properly address people's concerns | 26% | 19% | 31% | 19% | 25% | 26% | 21% | 34% | 24% | 33% | 27% | 21% | 33% | 20% | 10% |
| I always consider all options at an election | 25% | 24% | 25% | 36% | 19% | 12% | 26% | 22% | 34% | 27% | 38% | 15% | 25% | 26% | 27% |
| We need a real alternative to Labour or the Conservatives | 23% | 19% | 18% | 24% | 32% | 12% | 17% | 34% | 27% | 23% | 28% | 19% | 30% | 14% | 13% |
| I don't like Keir Starmer | 22% | 14% | 17% | 25% | 26% | 26% | 21% | 30% | 18% | 22% | 31% | 18% | 29% | 12% | 13% |
| I am worried that other parties will betray Brexit and try and get closer to the European Union | 21% | 16% | 27% | 24% | 24% | 29% | 23% | 29% | 24% | 15% | 13% | 11% | 30% | 12% | 10% |
| It would put pressure on the Labour Party to properly address people's concerns | 17% | 14% | 19% | 18% | 17% | 19% | 14% | 20% | 12% | 16% | 25% | 14% | 20% | 14% | 9% |
| I'm looking for something new and different in politics | 17% | 17% | 18% | 16% | 17% | 19% | 11% | 18% | 17% | 17% | 20% | 14% | 18% | 13% | 18% |
| Nigel Farage represents people like me | 16% | 14% | 21% | 15% | 23% | 16% | 11% | 18% | 13% | 14% | 18% | 15% | 24% | 8% | 3% |
| I don't like Rishi Sunak | 16% | 17% | 8% | 11% | 13% | 19% | 17% | 23% | 14% | 17% | 26% | 13% | 17% | 15% | 12% |
| I trust Nigel Farage more than other party leaders | 15% | 8% | 16% | 7% | 19% | 12% | 14% | 25% | 20% | 14% | 18% | 14% | 21% | 7% | 5% |
| Don't know | 10% | 10% | 7% | 10% | 10% | 12% | 11% | 5% | 11% | 9% | 7% | 15% | 4% | 14% | 20% |
| Other (Please specify) | 2% | 3% | 4% | 2% | 4% | 2% | 3% | 1% | 2% | 0% | 0% | 0% | 1% | 5% | 2% |

Note:

BASE: Would consider voting for party led by Nigel Farage

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Age | | | | | | 2019 | | | | | Voting Intention | | |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|--------|------------------|------------------|----------------|------------------|--------|-------------------|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative | Labour | Liberal Democrats |
| Unweighted | 806 | 95 | 123 | 165 | 144 | 111 | 168 | 385 | 187 | 41 | 28 | 84 | 220 | 237 | 36 |
| Weighted | 819 | 105 | 147 | 155 | 140 | 107 | 165 | 378 | 197 | 41 | 30 | 90 | 215 | 252 | 34 |
| I want to vote against established parties | 7% | 7% | 3% | 6% | 11% | 8% | 6% | 6% | 4% | 6% | 20% | 7% | 5% | 4% | 10% |
| The existing main parties have failed to tackle illegal immigration such as channel crossings | 40% | 9% | 30% | 28% | 40% | 64% | 63% | 53% | 19% | 35% | 79% | 25% | 38% | 23% | 36% |
| The existing main parties have failed to lower immigration | 38% | 18% | 22% | 29% | 43% | 55% | 58% | 49% | 20% | 26% | 71% | 28% | 38% | 24% | 37% |
| This country has become too 'politically correct' | 34% | 14% | 28% | 22% | 35% | 50% | 52% | 45% | 14% | 32% | 71% | 22% | 38% | 18% | 37% |
| It would put pressure on the Conservative Party to properly address people's concerns | 26% | 14% | 21% | 16% | 30% | 36% | 36% | 35% | 17% | 25% | 35% | 8% | 29% | 19% | 29% |
| I always consider all options at an election | 25% | 19% | 21% | 31% | 24% | 26% | 27% | 27% | 24% | 28% | 8% | 20% | 27% | 24% | 19% |
| We need a real alternative to Labour or the Conservatives | 23% | 7% | 22% | 20% | 29% | 22% | 31% | 29% | 11% | 14% | 59% | 16% | 19% | 10% | 19% |
| I don't like Keir Starmer | 22% | 9% | 17% | 16% | 21% | 28% | 37% | 32% | 4% | 10% | 47% | 23% | 30% | 3% | 20% |
| I am worried that other parties will betray Brexit and try and get closer to the European Union | 21% | 9% | 16% | 13% | 23% | 25% | 38% | 31% | 9% | 22% | 52% | 8% | 27% | 8% | 14% |
| It would put pressure on the Labour Party to properly address people's concerns | 17% | 14% | 17% | 14% | 15% | 18% | 22% | 18% | 17% | 22% | 30% | 5% | 17% | 18% | 23% |
| I'm looking for something new and different in politics | 17% | 18% | 15% | 16% | 16% | 19% | 16% | 17% | 16% | 11% | 27% | 11% | 15% | 14% | 19% |
| Nigel Farage represents people like me | 16% | 8% | 10% | 10% | 19% | 23% | 27% | 24% | 8% | 10% | 51% | 4% | 19% | 9% | 15% |
| I don't like Rishi Sunak | 16% | 18% | 20% | 14% | 18% | 13% | 13% | 12% | 19% | 19% | 37% | 13% | 4% | 19% | 22% |
| I trust Nigel Farage more than other party leaders | 15% | 10% | 10% | 9% | 16% | 21% | 23% | 21% | 6% | 8% | 49% | 7% | 15% | 7% | 20% |
| Don't know | 10% | 23% | 6% | 11% | 11% | 3% | 6% | 6% | 11% | 7% | 0% | 22% | 8% | 10% | 6% |
| Other (Please specify) | 2% | 3% | 2% | 2% | 2% | 4% | 1% | 1% | 3% | 6% | 0% | 2% | 1% | 4% | 3% |

Note:

BASE: Would consider voting for party led by Nigel Farage

Fieldwork: 28th Nov - 1st Dec 2022

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

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

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

Note:

BASE: Would consider voting for party led by Nigel Farage

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|----------------|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 2013 | 276 | 291 | 178 | 187 | 135 | 166 | 191 | 89 | 248 | 169 | 83 | 780 | 821 | 248 |
| Weighted | 2013 | 290 | 270 | 166 | 187 | 145 | 187 | 166 | 83 | 228 | 187 | 104 | 776 | 809 | 255 |
| Leave | 35% | 26% | 33% | 35% | 43% | 32% | 40% | 46% | 46% | 37% | 30% | 33% | 79% | 6% | 12% |
| Remain | 50% | 56% | 55% | 51% | 44% | 57% | 43% | 40% | 37% | 48% | 60% | 54% | 13% | 91% | 36% |
| Would not vote | 7% | 10% | 8% | 5% | 5% | 4% | 8% | 8% | 12% | 8% | 5% | 5% | 2% | 1% | 36% |
| Don't Know | 7% | 8% | 4% | 9% | 8% | 7% | 10% | 6% | 5% | 6% | 6% | 8% | 6% | 2% | 16% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Age | | | | | | 2019 | | | | Voting Intention | | | |
|----------------|-------|-------|-------|-------|-------|-------|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|-----|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | | |
| Unweighted | 2013 | 260 | 295 | 361 | 360 | 300 | 437 | 745 | 581 | 164 | 32 | 242 | 453 | 736 | 126 |
| Weighted | 2013 | 281 | 342 | 342 | 342 | 283 | 422 | 729 | 588 | 157 | 34 | 253 | 442 | 748 | 119 |
| Leave | 35% | 14% | 25% | 29% | 39% | 46% | 55% | 63% | 19% | 14% | 84% | 18% | 59% | 21% | 21% |
| Remain | 50% | 57% | 58% | 56% | 50% | 45% | 39% | 29% | 73% | 81% | 9% | 38% | 33% | 70% | 72% |
| Would not vote | 7% | 15% | 11% | 9% | 5% | 3% | 2% | 3% | 4% | 1% | 5% | 31% | 5% | 4% | 3% |
| Don't Know | 7% | 14% | 7% | 6% | 6% | 6% | 5% | 5% | 4% | 4% | 2% | 12% | 4% | 5% | 4% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

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

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|--|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 99 | 10 | 19 | 12 | 12 | 8 | 4 | 9 | 2 | 4 | 12 | 7 | 99 | 0 | 0 |
| Weighted | 98 | 10 | 17 | 11 | 11 | 9 | 5 | 8 | 2 | 4 | 14 | 8 | 98 | 0 | 0 |
| Brexit damaged the economy | 69% | 78% | 42% | 76% | 50% | 76% | 100% | 78% | 100% | 76% | 83% | 60% | 69% | * | * |
| Brexit was badly handled | 63% | 71% | 46% | 59% | 56% | 62% | 21% | 69% | 100% | 73% | 85% | 71% | 63% | * | * |
| Brexit has not led to more money for the NHS | 54% | 46% | 68% | 44% | 75% | 50% | 21% | 20% | 100% | 73% | 57% | 57% | 54% | * | * |
| Brexit has damaged our relationships with other countries | 51% | 40% | 36% | 77% | 49% | 49% | 42% | 32% | 100% | 72% | 69% | 40% | 51% | * | * |
| Brexit has led to staff shortages across sectors | 51% | 41% | 32% | 75% | 50% | 52% | 42% | 39% | 49% | 76% | 62% | 54% | 51% | * | * |
| Brexit has not made any improvements to my life | 48% | 48% | 51% | 58% | 49% | 37% | 21% | 31% | 49% | 49% | 62% | 46% | 48% | * | * |
| The Leave campaign was dishonest | 46% | 39% | 35% | 60% | 75% | 54% | 21% | 20% | 100% | 22% | 25% | 86% | 46% | * | * |
| Brexit did not reduce immigration | 36% | 21% | 31% | 49% | 66% | 41% | 0% | 30% | 0% | 51% | 33% | 31% | 36% | * | * |
| Brexit has made it harder to travel abroad | 30% | 29% | 21% | 40% | 23% | 26% | 21% | 22% | 51% | 55% | 48% | 13% | 30% | * | * |
| Covid and the war in Ukraine mean it's better to be closer to the EU now | 29% | 31% | 36% | 18% | 52% | 38% | 19% | 23% | 49% | 27% | 17% | 14% | 29% | * | * |
| Other (Please Specify) | 6% | 0% | 8% | 16% | 8% | 0% | 0% | 10% | 0% | 0% | 0% | 14% | 6% | * | * |

Note:

BASE: Leavers who would now vote Remain

Fieldwork: 28th Nov - 1st Dec 2022

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

| | Total | Age | | | | | | 2019 | | | | Voting Intention | | | |
|--|-------|-------|-------|-------|-------|-------|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|-----|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | | |
| Unweighted | 99 | 7 | 13 | 19 | 25 | 13 | 22 | 32 | 40 | 4 | 1 | 8 | 10 | 51 | 4 |
| Weighted | 98 | 7 | 14 | 18 | 24 | 13 | 22 | 31 | 39 | 4 | 1 | 8 | 9 | 50 | 4 |
| Brexit damaged the economy | 69% | 89% | 42% | 65% | 75% | 64% | 79% | 61% | 73% | 48% | 100% | 72% | 52% | 73% | 46% |
| Brexit was badly handled | 63% | 68% | 29% | 56% | 71% | 71% | 73% | 45% | 66% | 80% | 100% | 83% | 31% | 56% | 79% |
| Brexit has not led to more money for the NHS | 54% | 23% | 44% | 42% | 59% | 78% | 64% | 42% | 61% | 80% | 0% | 43% | 42% | 59% | 57% |
| Brexit has damaged our relationships with other countries | 51% | 34% | 50% | 40% | 60% | 53% | 54% | 47% | 60% | 26% | 0% | 31% | 44% | 53% | 22% |
| Brexit has led to staff shortages across sectors | 51% | 48% | 15% | 37% | 58% | 46% | 79% | 49% | 50% | 26% | 100% | 56% | 52% | 49% | 22% |
| Brexit has not made any improvements to my life | 48% | 72% | 38% | 49% | 44% | 71% | 37% | 32% | 45% | 46% | 100% | 57% | 22% | 50% | 43% |
| The Leave campaign was dishonest | 46% | 27% | 30% | 44% | 47% | 64% | 54% | 31% | 54% | 48% | 0% | 47% | 30% | 52% | 23% |
| Brexit did not reduce immigration | 36% | 0% | 0% | 24% | 37% | 53% | 69% | 35% | 32% | 58% | 100% | 32% | 19% | 34% | 56% |
| Brexit has made it harder to travel abroad | 30% | 11% | 27% | 37% | 35% | 17% | 33% | 27% | 30% | 80% | 0% | 11% | 39% | 31% | 79% |
| Covid and the war in Ukraine mean it's better to be closer to the EU now | 29% | 11% | 14% | 27% | 32% | 32% | 42% | 25% | 35% | 26% | 100% | 22% | 31% | 32% | 0% |
| Other (Please Specify) | 6% | 0% | 9% | 0% | 0% | 14% | 13% | 8% | 3% | 0% | 0% | 17% | 0% | 5% | 0% |

Note:

BASE: Leavers who would now vote Remain

Fieldwork: 28th Nov - 1st Dec 2022

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

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

Note:

BASE: Leavers who would now vote Remain

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

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|---|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 49 | 6 | 8 | 5 | 5 | 0 | 6 | 7 | 2 | 5 | 4 | 1 | 0 | 49 | 0 |
| Weighted | 49 | 8 | 7 | 5 | 5 | 0 | 6 | 6 | 2 | 4 | 4 | 1 | 0 | 49 | 0 |
| Brexit is done we need to make a success of it | 54% | 13% | 87% | 68% | 42% | * | 34% | 59% | 54% | 82% | 79% | 0% | * | 54% | * |
| The EU is struggling | 49% | 33% | 58% | 34% | 36% | * | 66% | 43% | 54% | 80% | 52% | 0% | * | 49% | * |
| The benefits of membership are less than they were in 2016 | 29% | 42% | 0% | 17% | 37% | * | 32% | 28% | 0% | 54% | 55% | 0% | * | 29% | * |
| Brexit has given us back control over our borders | 27% | 27% | 34% | 17% | 24% | * | 17% | 29% | 0% | 36% | 31% | 100% | * | 27% | * |
| Having had a vote in 2016 it would be wrong to vote to Remain now | 22% | 0% | 24% | 17% | 19% | * | 17% | 28% | 100% | 17% | 21% | 100% | * | 22% | * |
| Debates about rejoining would take up too much time | 21% | 12% | 24% | 0% | 24% | * | 17% | 40% | 54% | 18% | 24% | 0% | * | 21% | * |
| The Remain campaign was dishonest | 19% | 73% | 0% | 17% | 0% | * | 34% | 14% | 0% | 0% | 0% | 0% | * | 19% | * |
| Brexit has been well handled | 13% | 12% | 14% | 49% | 21% | * | 0% | 15% | 0% | 0% | 0% | 0% | * | 13% | * |
| Brexit has been an economic success | 10% | 23% | 0% | 0% | 0% | * | 0% | 29% | 0% | 17% | 21% | 0% | * | 10% | * |
| Other (Please Specify) | 8% | 0% | 0% | 0% | 24% | * | 34% | 13% | 0% | 0% | 0% | 0% | * | 8% | * |

Note:

BASE: Remainers who would now vote Leave

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Age | | | | | | 2019 | | | | Voting Intention | | | |
|---|-------|-------|-------|-------|-------|-------|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|-----|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | | |
| Unweighted | 49 | 1 | 7 | 3 | 4 | 9 | 25 | 29 | 11 | 5 | 0 | 3 | 28 | 10 | 2 |
| Weighted | 49 | 1 | 9 | 3 | 4 | 9 | 24 | 28 | 12 | 5 | 0 | 3 | 27 | 11 | 2 |
| Brexit is done we need to make a success of it | 54% | 0% | 10% | 35% | 22% | 70% | 76% | 76% | 16% | 34% | * | 34% | 82% | 9% | 0% |
| The EU is struggling | 49% | 100% | 25% | 0% | 72% | 30% | 65% | 61% | 37% | 16% | * | 34% | 63% | 23% | 49% |
| The benefits of membership are less than they were in 2016 | 29% | 0% | 35% | 34% | 21% | 33% | 27% | 30% | 27% | 33% | * | 30% | 31% | 21% | 0% |
| Brexit has given us back control over our borders | 27% | 0% | 10% | 0% | 79% | 13% | 35% | 38% | 10% | 16% | * | 0% | 36% | 20% | 0% |
| Having had a vote in 2016 it would be wrong to vote to Remain now | 22% | 100% | 0% | 0% | 50% | 11% | 31% | 27% | 23% | 16% | * | 0% | 23% | 26% | 49% |
| Debates about rejoining would take up too much time | 21% | 0% | 0% | 31% | 21% | 32% | 25% | 31% | 6% | 17% | * | 0% | 28% | 7% | 51% |
| The Remain campaign was dishonest | 19% | 0% | 63% | 31% | 0% | 0% | 12% | 7% | 31% | 50% | * | 36% | 11% | 25% | 51% |
| Brexit has been well handled | 13% | 0% | 27% | 66% | 0% | 0% | 8% | 7% | 22% | 33% | * | 0% | 7% | 24% | 51% |
| Brexit has been an economic success | 10% | 100% | 29% | 0% | 0% | 0% | 7% | 6% | 0% | 66% | * | 0% | 9% | 0% | 49% |
| Other (Please Specify) | 8% | 0% | 13% | 0% | 0% | 13% | 8% | 8% | 7% | 0% | * | 36% | 8% | 7% | 0% |

Note:

BASE: Remainers who would now vote Leave

Fieldwork: 28th Nov - 1st Dec 2022

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

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

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

Note:

BASE: Remainers who would now vote Leave

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Region | | | | | | | | | | EU 2016 Vote | | | |
|--|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|--------------|-------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 2013 | 276 | 291 | 178 | 187 | 135 | 166 | 191 | 89 | 248 | 169 | 83 | 780 | 821 | 248 |
| Weighted | 2013 | 290 | 270 | 166 | 187 | 145 | 187 | 166 | 83 | 228 | 187 | 104 | 776 | 809 | 255 |
| Brexit was not a mistake, and we have already benefited from leaving the EU | 11% | 12% | 7% | 5% | 17% | 9% | 13% | 14% | 8% | 9% | 10% | 14% | 21% | 3% | 7% |
| Brexit was not a mistake, but we need to do more to benefit from it properly | 30% | 24% | 33% | 31% | 32% | 27% | 33% | 34% | 42% | 35% | 22% | 20% | 58% | 10% | 20% |
| Brexit was a mistake, but it is done now, debates about rejoining would take up too much time and energy | 21% | 24% | 24% | 26% | 15% | 25% | 18% | 19% | 12% | 18% | 21% | 19% | 8% | 32% | 19% |
| Brexit was a mistake, and we should consider rejoining the EU | 29% | 31% | 28% | 25% | 27% | 30% | 26% | 22% | 27% | 31% | 41% | 36% | 6% | 52% | 28% |
| Don't know | 9% | 10% | 8% | 13% | 10% | 10% | 10% | 11% | 11% | 6% | 6% | 11% | 7% | 3% | 26% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Age | | | | | | 2019 | | | | Voting Intention | | | |
|--|-------|-------|-------|-------|-------|-------|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|-----|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | | |
| Unweighted | 2013 | 260 | 295 | 361 | 360 | 300 | 437 | 745 | 581 | 164 | 32 | 242 | 453 | 736 | 126 |
| Weighted | 2013 | 281 | 342 | 342 | 342 | 283 | 422 | 729 | 588 | 157 | 34 | 253 | 442 | 748 | 119 |
| Brexit was not a mistake, and we have already benefited from leaving the EU | 11% | 9% | 12% | 10% | 11% | 8% | 14% | 18% | 6% | 2% | 29% | 6% | 20% | 6% | 3% |
| Brexit was not a mistake, but we need to do more to benefit from it properly | 30% | 13% | 23% | 27% | 32% | 38% | 42% | 50% | 17% | 16% | 57% | 21% | 44% | 19% | 21% |
| Brexit was a mistake, but it is done now, debates about rejoining would take up too much time and energy | 21% | 28% | 21% | 22% | 17% | 19% | 18% | 17% | 23% | 31% | 11% | 18% | 18% | 23% | 27% |
| Brexit was a mistake, and we should consider rejoining the EU | 29% | 31% | 35% | 32% | 31% | 27% | 22% | 10% | 46% | 47% | 3% | 30% | 12% | 45% | 43% |
| Don't know | 9% | 19% | 9% | 10% | 9% | 7% | 4% | 5% | 7% | 4% | 0% | 25% | 5% | 7% | 6% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

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

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|---|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 2013 | 276 | 291 | 178 | 187 | 135 | 166 | 191 | 89 | 248 | 169 | 83 | 780 | 821 | 248 |
| Weighted | 2013 | 290 | 270 | 166 | 187 | 145 | 187 | 166 | 83 | 228 | 187 | 104 | 776 | 809 | 255 |
| Much more likely to vote Labour | 18% | 21% | 17% | 17% | 17% | 21% | 13% | 16% | 12% | 24% | 18% | 18% | 6% | 30% | 15% |
| More likely to vote Labour | 16% | 19% | 16% | 14% | 16% | 16% | 21% | 12% | 15% | 14% | 14% | 14% | 6% | 23% | 13% |
| Neither more nor less likely to vote Labour | 28% | 26% | 29% | 27% | 24% | 28% | 26% | 27% | 28% | 25% | 38% | 31% | 23% | 32% | 35% |
| Less likely to vote Labour | 7% | 7% | 5% | 10% | 8% | 2% | 5% | 7% | 9% | 6% | 7% | 5% | 12% | 3% | 4% |
| Much less likely to vote Labour | 23% | 16% | 25% | 20% | 28% | 24% | 26% | 29% | 28% | 26% | 15% | 18% | 48% | 7% | 11% |
| Don't know | 9% | 11% | 9% | 12% | 8% | 9% | 9% | 9% | 7% | 4% | 8% | 13% | 6% | 5% | 21% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Age | | | | | | 2019 | | | | Voting Intention | | | |
|---|-------|-------|-------|-------|-------|-------|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|-----|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | | |
| Unweighted | 2013 | 260 | 295 | 361 | 360 | 300 | 437 | 745 | 581 | 164 | 32 | 242 | 453 | 736 | 126 |
| Weighted | 2013 | 281 | 342 | 342 | 342 | 283 | 422 | 729 | 588 | 157 | 34 | 253 | 442 | 748 | 119 |
| Much more likely to vote Labour | 18% | 22% | 22% | 22% | 19% | 15% | 11% | 6% | 36% | 21% | 0% | 14% | 5% | 37% | 18% |
| More likely to vote Labour | 16% | 31% | 23% | 17% | 12% | 10% | 5% | 6% | 23% | 29% | 6% | 10% | 10% | 22% | 22% |
| Neither more nor less likely to vote Labour | 28% | 22% | 26% | 28% | 32% | 29% | 30% | 25% | 28% | 35% | 22% | 33% | 27% | 27% | 33% |
| Less likely to vote Labour | 7% | 4% | 7% | 8% | 7% | 7% | 6% | 11% | 5% | 4% | 5% | 4% | 9% | 6% | 6% |
| Much less likely to vote Labour | 23% | 5% | 12% | 17% | 22% | 32% | 44% | 47% | 4% | 5% | 61% | 15% | 46% | 5% | 13% |
| Don't know | 9% | 16% | 11% | 9% | 8% | 7% | 4% | 5% | 4% | 7% | 6% | 24% | 4% | 3% | 8% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

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

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|---|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 2013 | 276 | 291 | 178 | 187 | 135 | 166 | 191 | 89 | 248 | 169 | 83 | 780 | 821 | 248 |
| Weighted | 2013 | 290 | 270 | 166 | 187 | 145 | 187 | 166 | 83 | 228 | 187 | 104 | 776 | 809 | 255 |
| We should re-join the EU | 30% | 33% | 24% | 25% | 26% | 37% | 29% | 22% | 22% | 35% | 39% | 36% | 6% | 52% | 30% |
| We should re-join the Single Market and Customs Union with the EU | 11% | 16% | 13% | 11% | 10% | 12% | 7% | 10% | 13% | 9% | 8% | 7% | 4% | 17% | 8% |
| We should re-join a Customs Union with the EU but not the Single Market | 6% | 7% | 6% | 5% | 8% | 6% | 2% | 4% | 5% | 5% | 6% | 6% | 6% | 6% | 3% |
| We should re-join the Single Market but not a Customs Union | 4% | 5% | 4% | 4% | 4% | 1% | 2% | 7% | 3% | 6% | 6% | 1% | 4% | 4% | 4% |
| We should renegotiate the trade deal we currently have with the EU, but not join the single market or customs union | 14% | 8% | 17% | 16% | 16% | 13% | 16% | 12% | 21% | 11% | 16% | 17% | 23% | 9% | 8% |
| We shouldn't make any changes to our relationship with the EU and leave things as they are | 10% | 9% | 9% | 10% | 10% | 9% | 11% | 13% | 9% | 12% | 6% | 10% | 20% | 2% | 6% |
| We should further reduce our alignment and links with the EU | 9% | 6% | 10% | 5% | 10% | 8% | 10% | 12% | 11% | 9% | 8% | 4% | 18% | 1% | 6% |
| Don't know | 17% | 15% | 17% | 25% | 16% | 15% | 22% | 21% | 16% | 14% | 12% | 20% | 18% | 9% | 34% |

Note:

BASE: All Respondents

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

| | Total | Age | | | | | | 2019 | | | | Voting Intention | | | |
|---|-------|-------|-------|-------|-------|-------|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|-----|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | | |
| Unweighted | 2013 | 260 | 295 | 361 | 360 | 300 | 437 | 745 | 581 | 164 | 32 | 242 | 453 | 736 | 126 |
| Weighted | 2013 | 281 | 342 | 342 | 342 | 283 | 422 | 729 | 588 | 157 | 34 | 253 | 442 | 748 | 119 |
| We should re-join the EU | 30% | 37% | 44% | 34% | 27% | 23% | 18% | 12% | 47% | 41% | 3% | 27% | 14% | 44% | 42% |
| We should re-join the Single Market and Customs Union with the EU | 11% | 14% | 11% | 12% | 12% | 10% | 6% | 7% | 15% | 21% | 5% | 7% | 8% | 15% | 14% |
| We should re-join a Customs Union with the EU but not the Single Market | 6% | 5% | 4% | 6% | 5% | 7% | 6% | 6% | 5% | 9% | 3% | 3% | 5% | 6% | 11% |
| We should re-join the Single Market but not a Customs Union | 4% | 6% | 6% | 3% | 3% | 4% | 3% | 4% | 3% | 5% | 8% | 5% | 6% | 4% | 4% |
| We should renegotiate the trade deal we currently have with the EU, but not join the single market or customs union | 14% | 4% | 7% | 11% | 17% | 17% | 24% | 22% | 9% | 10% | 21% | 9% | 23% | 9% | 12% |
| We shouldn't make any changes to our relationship with the EU and leave things as they are | 10% | 4% | 8% | 10% | 8% | 13% | 15% | 18% | 4% | 2% | 20% | 5% | 19% | 4% | 7% |
| We should further reduce our alignment and links with the EU | 9% | 3% | 6% | 5% | 9% | 12% | 14% | 16% | 3% | 1% | 35% | 8% | 12% | 3% | 3% |
| Don't know | 17% | 27% | 15% | 19% | 18% | 13% | 14% | 14% | 15% | 11% | 5% | 36% | 12% | 14% | 8% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

Note:

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

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|-----------------------------------|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 2013 | 276 | 291 | 178 | 187 | 135 | 166 | 191 | 89 | 248 | 169 | 83 | 780 | 821 | 248 |
| Weighted | 2013 | 290 | 270 | 166 | 187 | 145 | 187 | 166 | 83 | 228 | 187 | 104 | 776 | 809 | 255 |
| Very important | 41% | 44% | 45% | 37% | 43% | 41% | 33% | 36% | 36% | 44% | 48% | 31% | 42% | 51% | 23% |
| Somewhat important | 31% | 33% | 30% | 32% | 30% | 31% | 30% | 35% | 35% | 27% | 31% | 36% | 33% | 28% | 34% |
| Neither important nor unimportant | 11% | 8% | 9% | 13% | 11% | 10% | 16% | 11% | 11% | 17% | 5% | 11% | 11% | 8% | 17% |
| Somewhat unimportant | 2% | 3% | 1% | 2% | 4% | 1% | 4% | 0% | 4% | 1% | 3% | 1% | 3% | 2% | 1% |
| Very unimportant | 2% | 1% | 2% | 1% | 0% | 4% | 2% | 1% | 2% | 1% | 2% | 4% | 2% | 1% | 2% |
| Don't know | 12% | 11% | 12% | 15% | 12% | 12% | 15% | 16% | 11% | 9% | 10% | 18% | 9% | 11% | 24% |
| Total Important: | 72% | 77% | 75% | 69% | 73% | 73% | 63% | 72% | 71% | 71% | 79% | 67% | 75% | 78% | 56% |
| Total Unimportant: | 4% | 4% | 3% | 3% | 4% | 5% | 6% | 2% | 6% | 2% | 5% | 5% | 5% | 3% | 3% |
| Net: | 68% | 73% | 72% | 66% | 69% | 67% | 57% | 70% | 65% | 69% | 74% | 62% | 70% | 75% | 53% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Age | | | | | | 2019 | | | | Voting Intention | | | |
|-----------------------------------|-------|-------|-------|-------|-------|-------|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|-----|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | | |
| Unweighted | 2013 | 260 | 295 | 361 | 360 | 300 | 437 | 745 | 581 | 164 | 32 | 242 | 453 | 736 | 126 |
| Weighted | 2013 | 281 | 342 | 342 | 342 | 283 | 422 | 729 | 588 | 157 | 34 | 253 | 442 | 748 | 119 |
| Very important | 41% | 23% | 33% | 33% | 47% | 47% | 56% | 46% | 43% | 49% | 62% | 22% | 43% | 41% | 47% |
| Somewhat important | 31% | 36% | 32% | 37% | 26% | 31% | 27% | 34% | 31% | 26% | 17% | 32% | 37% | 33% | 29% |
| Neither important nor unimportant | 11% | 15% | 17% | 12% | 11% | 8% | 5% | 9% | 12% | 12% | 15% | 15% | 10% | 11% | 8% |
| Somewhat unimportant | 2% | 5% | 3% | 3% | 1% | 2% | 2% | 3% | 2% | 1% | 0% | 2% | 2% | 3% | 3% |
| Very unimportant | 2% | 1% | 1% | 1% | 3% | 2% | 2% | 2% | 1% | 2% | 0% | 2% | 1% | 2% | 2% |
| Don't know | 12% | 19% | 14% | 14% | 12% | 9% | 8% | 7% | 12% | 9% | 6% | 27% | 7% | 11% | 10% |
| Total Important: | 72% | 60% | 65% | 70% | 73% | 79% | 84% | 79% | 73% | 75% | 79% | 55% | 80% | 73% | 77% |
| Total Unimportant: | 4% | 5% | 4% | 4% | 4% | 4% | 4% | 4% | 3% | 3% | 0% | 4% | 4% | 4% | 5% |
| Net: | 68% | 54% | 61% | 66% | 70% | 75% | 80% | 75% | 70% | 72% | 79% | 51% | 76% | 69% | 72% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

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

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|-----------------------------------|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 2013 | 276 | 291 | 178 | 187 | 135 | 166 | 191 | 89 | 248 | 169 | 83 | 780 | 821 | 248 |
| Weighted | 2013 | 290 | 270 | 166 | 187 | 145 | 187 | 166 | 83 | 228 | 187 | 104 | 776 | 809 | 255 |
| Very important | 16% | 19% | 14% | 12% | 15% | 21% | 15% | 15% | 8% | 22% | 19% | 12% | 11% | 23% | 13% |
| Somewhat important | 33% | 37% | 32% | 38% | 34% | 31% | 32% | 34% | 27% | 31% | 34% | 26% | 26% | 39% | 34% |
| Neither important nor unimportant | 19% | 21% | 20% | 17% | 21% | 14% | 19% | 16% | 19% | 18% | 19% | 23% | 19% | 16% | 23% |
| Somewhat unimportant | 6% | 5% | 5% | 8% | 10% | 7% | 6% | 5% | 11% | 6% | 4% | 6% | 9% | 5% | 4% |
| Very unimportant | 9% | 6% | 12% | 5% | 8% | 9% | 9% | 10% | 10% | 8% | 10% | 11% | 19% | 3% | 1% |
| Don't know | 17% | 12% | 17% | 20% | 13% | 18% | 20% | 19% | 25% | 15% | 14% | 22% | 16% | 15% | 25% |
| Total Important: | 49% | 56% | 46% | 50% | 49% | 52% | 47% | 49% | 35% | 53% | 53% | 38% | 36% | 62% | 46% |
| Total Unimportant: | 15% | 11% | 17% | 13% | 18% | 16% | 15% | 15% | 21% | 14% | 14% | 17% | 28% | 7% | 5% |
| Net: | 34% | 46% | 28% | 38% | 31% | 36% | 32% | 34% | 13% | 40% | 39% | 21% | 8% | 54% | 41% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Age | | | | | | 2019 | | | | Voting Intention | | | |
|-----------------------------------|-------|-------|-------|-------|-------|-------|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|-----|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | | |
| Unweighted | 2013 | 260 | 295 | 361 | 360 | 300 | 437 | 745 | 581 | 164 | 32 | 242 | 453 | 736 | 126 |
| Weighted | 2013 | 281 | 342 | 342 | 342 | 283 | 422 | 729 | 588 | 157 | 34 | 253 | 442 | 748 | 119 |
| Very important | 16% | 16% | 20% | 21% | 19% | 15% | 9% | 12% | 21% | 24% | 3% | 13% | 14% | 20% | 27% |
| Somewhat important | 33% | 39% | 35% | 34% | 32% | 35% | 27% | 31% | 36% | 37% | 21% | 27% | 33% | 38% | 34% |
| Neither important nor unimportant | 19% | 21% | 20% | 20% | 18% | 14% | 19% | 18% | 21% | 15% | 19% | 22% | 19% | 18% | 20% |
| Somewhat unimportant | 6% | 5% | 5% | 4% | 6% | 9% | 9% | 9% | 4% | 3% | 2% | 5% | 9% | 6% | 2% |
| Very unimportant | 9% | 1% | 4% | 2% | 10% | 12% | 20% | 17% | 3% | 2% | 38% | 2% | 15% | 3% | 2% |
| Don't know | 17% | 19% | 17% | 18% | 15% | 15% | 17% | 13% | 14% | 19% | 18% | 30% | 10% | 15% | 14% |
| Total Important: | 49% | 55% | 55% | 55% | 51% | 50% | 36% | 43% | 57% | 61% | 23% | 40% | 46% | 59% | 62% |
| Total Unimportant: | 15% | 5% | 9% | 6% | 16% | 20% | 29% | 26% | 8% | 5% | 40% | 7% | 24% | 9% | 4% |
| Net: | 34% | 49% | 46% | 49% | 35% | 29% | 7% | 17% | 50% | 56% | -17% | 33% | 22% | 50% | 57% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

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

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|-----------------------------------|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 2013 | 276 | 291 | 178 | 187 | 135 | 166 | 191 | 89 | 248 | 169 | 83 | 780 | 821 | 248 |
| Weighted | 2013 | 290 | 270 | 166 | 187 | 145 | 187 | 166 | 83 | 228 | 187 | 104 | 776 | 809 | 255 |
| Very important | 20% | 25% | 21% | 20% | 19% | 20% | 17% | 12% | 18% | 21% | 24% | 21% | 9% | 33% | 18% |
| Somewhat important | 28% | 32% | 28% | 23% | 27% | 31% | 27% | 24% | 16% | 28% | 32% | 30% | 17% | 35% | 27% |
| Neither important nor unimportant | 18% | 19% | 17% | 18% | 18% | 14% | 21% | 21% | 19% | 21% | 15% | 12% | 22% | 13% | 24% |
| Somewhat unimportant | 8% | 5% | 7% | 8% | 11% | 7% | 11% | 9% | 9% | 8% | 9% | 6% | 13% | 4% | 4% |
| Very unimportant | 11% | 7% | 12% | 11% | 13% | 12% | 9% | 15% | 17% | 8% | 12% | 12% | 24% | 3% | 3% |
| Don't know | 15% | 12% | 17% | 20% | 12% | 16% | 15% | 19% | 20% | 14% | 8% | 18% | 15% | 12% | 24% |
| Total Important: | 48% | 57% | 48% | 44% | 46% | 52% | 44% | 36% | 34% | 49% | 56% | 51% | 26% | 68% | 45% |
| Total Unimportant: | 19% | 12% | 18% | 19% | 25% | 19% | 20% | 24% | 26% | 16% | 21% | 18% | 38% | 7% | 7% |
| Net: | 29% | 45% | 30% | 25% | 21% | 33% | 23% | 12% | 9% | 32% | 34% | 33% | -12% | 61% | 38% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Age | | | | | | 2019 | | | | Voting Intention | | | |
|-----------------------------------|-------|-------|-------|-------|-------|-------|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|-----|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | | |
| Unweighted | 2013 | 260 | 295 | 361 | 360 | 300 | 437 | 745 | 581 | 164 | 32 | 242 | 453 | 736 | 126 |
| Weighted | 2013 | 281 | 342 | 342 | 342 | 283 | 422 | 729 | 588 | 157 | 34 | 253 | 442 | 748 | 119 |
| Very important | 20% | 16% | 23% | 23% | 24% | 21% | 15% | 11% | 28% | 35% | 3% | 19% | 11% | 29% | 34% |
| Somewhat important | 28% | 39% | 30% | 34% | 23% | 25% | 20% | 22% | 35% | 34% | 10% | 25% | 24% | 35% | 31% |
| Neither important nor unimportant | 18% | 20% | 20% | 17% | 16% | 16% | 18% | 21% | 17% | 11% | 18% | 20% | 23% | 15% | 14% |
| Somewhat unimportant | 8% | 8% | 6% | 6% | 10% | 7% | 10% | 13% | 5% | 4% | 9% | 4% | 15% | 5% | 7% |
| Very unimportant | 11% | 2% | 7% | 4% | 13% | 16% | 22% | 22% | 3% | 2% | 48% | 4% | 19% | 4% | 3% |
| Don't know | 15% | 16% | 14% | 16% | 15% | 14% | 14% | 12% | 12% | 14% | 13% | 29% | 8% | 12% | 10% |
| Total Important: | 48% | 55% | 53% | 57% | 47% | 46% | 35% | 32% | 63% | 69% | 12% | 44% | 35% | 64% | 65% |
| Total Unimportant: | 19% | 10% | 13% | 10% | 23% | 23% | 32% | 35% | 8% | 6% | 57% | 8% | 34% | 9% | 10% |
| Net: | 29% | 45% | 40% | 47% | 24% | 23% | 3% | -2% | 55% | 63% | -45% | 35% | 1% | 54% | 55% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

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

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Region | | | | | | | | | | | EU 2016 Vote | | |
|-----------------------------------|-------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|--------------|--------|----------------|
| | | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Leave | Remain | I did not vote |
| Unweighted | 2013 | 276 | 291 | 178 | 187 | 135 | 166 | 191 | 89 | 248 | 169 | 83 | 780 | 821 | 248 |
| Weighted | 2013 | 290 | 270 | 166 | 187 | 145 | 187 | 166 | 83 | 228 | 187 | 104 | 776 | 809 | 255 |
| Very important | 17% | 22% | 17% | 17% | 15% | 17% | 18% | 16% | 13% | 19% | 19% | 7% | 18% | 19% | 11% |
| Somewhat important | 33% | 31% | 35% | 33% | 36% | 34% | 34% | 30% | 35% | 31% | 36% | 25% | 34% | 33% | 29% |
| Neither important nor unimportant | 22% | 25% | 20% | 24% | 19% | 15% | 23% | 17% | 23% | 24% | 22% | 26% | 20% | 20% | 28% |
| Somewhat unimportant | 5% | 4% | 3% | 5% | 6% | 9% | 7% | 5% | 4% | 5% | 5% | 7% | 5% | 6% | 2% |
| Very unimportant | 5% | 6% | 6% | 4% | 7% | 4% | 3% | 7% | 9% | 3% | 6% | 5% | 7% | 4% | 5% |
| Don't know | 18% | 13% | 19% | 18% | 17% | 21% | 15% | 24% | 16% | 18% | 14% | 30% | 15% | 18% | 24% |
| Total Important: | 50% | 53% | 52% | 49% | 51% | 52% | 52% | 46% | 48% | 50% | 54% | 32% | 53% | 52% | 40% |
| Total Unimportant: | 10% | 9% | 9% | 9% | 13% | 13% | 10% | 12% | 13% | 8% | 10% | 12% | 12% | 10% | 8% |
| Net: | 40% | 43% | 43% | 41% | 39% | 39% | 42% | 34% | 35% | 41% | 44% | 20% | 40% | 43% | 33% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

| | Total | Age | | | | | | 2019 | | | | Voting Intention | | | |
|-----------------------------------|-------|-------|-------|-------|-------|-------|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|-----|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | | |
| Unweighted | 2013 | 260 | 295 | 361 | 360 | 300 | 437 | 745 | 581 | 164 | 32 | 242 | 453 | 736 | 126 |
| Weighted | 2013 | 281 | 342 | 342 | 342 | 283 | 422 | 729 | 588 | 157 | 34 | 253 | 442 | 748 | 119 |
| Very important | 17% | 15% | 20% | 15% | 20% | 18% | 16% | 19% | 18% | 18% | 21% | 10% | 21% | 18% | 19% |
| Somewhat important | 33% | 30% | 31% | 37% | 27% | 34% | 37% | 37% | 34% | 29% | 20% | 25% | 39% | 35% | 36% |
| Neither important nor unimportant | 22% | 29% | 20% | 18% | 22% | 24% | 19% | 21% | 21% | 23% | 14% | 25% | 22% | 22% | 18% |
| Somewhat unimportant | 5% | 5% | 6% | 6% | 6% | 3% | 5% | 5% | 7% | 4% | 10% | 3% | 4% | 7% | 2% |
| Very unimportant | 5% | 3% | 5% | 5% | 5% | 5% | 8% | 7% | 4% | 4% | 19% | 3% | 5% | 3% | 7% |
| Don't know | 18% | 18% | 18% | 19% | 20% | 17% | 15% | 13% | 16% | 20% | 15% | 33% | 10% | 16% | 18% |
| Total Important: | 50% | 45% | 51% | 52% | 47% | 52% | 53% | 55% | 52% | 48% | 41% | 35% | 60% | 52% | 55% |
| Total Unimportant: | 10% | 8% | 10% | 11% | 11% | 8% | 13% | 12% | 10% | 9% | 30% | 6% | 9% | 10% | 9% |
| Net: | 40% | 37% | 41% | 41% | 36% | 44% | 40% | 44% | 42% | 39% | 11% | 29% | 51% | 42% | 46% |

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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

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

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

Note:

BASE: All Respondents

Fieldwork: 28th Nov - 1st Dec 2022

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