Deltapoll Survey Results

Prepared for the Mail on Sunday

DELTAPOLL

Sample Size: 1,518
Fieldwork: 6th - 9th November 2019

	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Weighted Sample	**1518**	**1500**	730	784	176	236	546	218	341	622	440	243	91
Unweighted Sample	1518	1500	725	789	160	249	536	240	333	450	346	183	114
	%	**%**	%	%	%	%	%	%	%	%	%	%	%
In the general election to be held on 12th December, which party will you vote for?													
[Excluding Don't Know and WNV]													
Conservative	**41**	40	42	41	32	20	36	50	58	100	0	0	0
Labour	**29**	28	26	32	44	51	32	23	12	0	100	0	0
Liberal Democrat	**16**	14	17	15	20	12	19	13	13	0	0	100	0
Brexit Party	**6**	11	8	5	2	7	5	8	8	0	0	0	100
UK Independence Party (UKIP)	**1**	1	0	3	1	1	1	3	2	0	0	0	0
Scottish National Party (SNP)	**3**	3	4	2	0	6	5	2	2	0	0	0	0
Plaid Cymru (PC)	**0**	1	0	0	0	0	0	0	0	0	0	0	0
Green	**2**	2	2	2	0	2	2	0	3	0	0	0	0
Some other party	**1**	0	1	0	1	0	0	0	1	0	0	0	0

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Sample Size: 1,518
Fieldwork: 6th - 9th November 2019

	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Weighted Sample	**1518**	640	591	337	149	159	287	548	473	140	108
Unweighted Sample	**1518**	651	644	337	147	117	286	506	421	114	197
	%	%	%	%	%	%	%	%	%	%	%
In the general election to be held on 12th December, which party will you vote for?											
[Excluding Don't Know and WNV]											
Conservative	**41**	62	17	87	69	16	2	83	6	8	17
Labour	**29**	15	44	2	1	56	78	2	71	9	6
Liberal Democrat	**16**	4	30	0	30	7	14	7	12	74	2
Brexit Party	**6**	13	1	10	0	12	0	7	4	3	21
UK Independence Party (UKIP)	**1**	3	0	0	0	10	0	0	3	0	5
Scottish National Party (SNP)	**3**	1	4	0	0	0	2	0	1	0	39
Plaid Cymru (PC)	**0**	0	0	0	0	0	1	0	0	0	3
Green	**2**	0	3	0	0	0	3	0	2	6	7
Some other party	**1**	1	0	1	0	0	1	1	0	0	1

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Weighted Sample	**1518**	205	491	253	361	77	131	859	659
Unweighted Sample	**1518**	199	512	261	334	77	135	794	724
	%	%	%	%	%	%	%	%	%
In the general election to be held on 12th December, which party will you vote for?									
[Excluding Don't Know and WNV]									
Conservative	**41**	35	44	56	41	45	15	36	49
Labour	**29**	30	24	22	40	18	30	33	23
Liberal Democrat	**16**	26	19	14	9	21	11	20	10
Brexit Party	**6**	9	6	2	9	8	3	5	8
UK Independence Party (UKIP)	**1**	0	3	1	1	2	1	1	3
Scottish National Party (SNP)	**3**	0	0	0	0	0	39	2	5
Plaid Cymru (PC)	**0**	0	0	0	0	6	0	0	1
Green	**2**	1	3	5	0	0	1	2	2
Some other party	**1**	0	1	1	0	0	0	1	0

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Sample Size: 1,518
Fieldwork: 6th - 9th November 2019

	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Weighted Sample	**1518**	190	130	413	628	320
Unweighted Sample	**1518**	182	140	403	630	322
	%	%	%	%	%	%
In the general election to be held on 12th December, which party will you vote for?						
[Excluding Don't Know and WNV]						
Conservative	**41**	43	57	37	45	48
Labour	**29**	37	23	40	20	31
Liberal Democrat	**16**	13	14	12	21	13
Brexit Party	**6**	6	5	8	6	6
UK Independence Party (UKIP)	**1**	0	0	1	3	0
Scottish National Party (SNP)	**3**	0	0	0	0	0
Plaid Cymru (PC)	**0**	0	0	1	0	0
Green	**2**	2	0	0	4	1
Some other party	**1**	0	0	0	1	0

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Now imagine that only the following parties were running in your constituency in the general election. Which party would you vote for?													
[Excluding Don't Know and WNV]													
Conservative	**46**	46	47	45	37	25	39	55	65	100	2	1	70
Labour	**30**	30	28	32	42	52	31	26	13	0	98	4	22
Liberal Democrat	**17**	16	18	16	20	13	21	14	14	0	1	94	3
Scottish National Party (SNP)	**3**	3	4	2	0	6	5	2	2	0	0	0	0
Plaid Cymru (PC)	**0**	1	0	1	0	0	1	0	0	0	0	0	0
Green Party	**3**	4	3	4	0	4	3	2	5	0	0	2	5
Which one of the following reasons comes closest to the main reason you will vote for the party you chose?													
I always vote this way	**26**	30	29	24	23	29	27	25	27	30	50	21	7
I think it is the best party	**42**	36	44	40	46	38	44	44	39	54	43	58	49
I really prefer another party but it has no chance of winning in this constituency	**6**	8	8	4	4	10	6	6	4	5	4	7	11
Other	**7**	9	7	7	5	7	7	4	9	7	1	8	21
None of these	**11**	11	8	13	13	6	12	12	12	4	1	4	6
Don’t know	**8**	6	5	11	10	10	5	9	9	1	1	2	6

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Now imagine that only the following parties were running in your constituency in the general election. Which party would you vote for?											
[Excluding Don't Know and WNV]											
Conservative	**46**	73	18	98	67	19	2	91	7	8	31
Labour	**30**	17	43	1	1	64	77	1	73	13	9
Liberal Democrat	**17**	6	30	0	28	12	16	7	15	71	4
Scottish National Party (SNP)	**3**	1	4	0	0	0	2	0	1	0	43
Plaid Cymru (PC)	**0**	0	1	0	1	0	1	0	0	0	3
Green Party	**3**	2	4	0	2	6	3	1	4	7	11
Which one of the following reasons comes closest to the main reason you will vote for the party you chose?											
I always vote this way	**26**	27	32	28	25	31	38	26	34	27	33
I think it is the best party	**42**	44	44	54	45	33	45	50	43	38	35
I really prefer another party but it has no chance of winning in this constituency	**6**	6	7	6	5	8	7	6	7	7	12
Other	**7**	8	5	5	9	8	1	6	3	13	11
None of these	**11**	7	6	4	11	10	4	7	6	9	6
Don’t know	**8**	8	6	3	6	10	5	6	6	6	2

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Now imagine that only the following parties were running in your constituency in the general election. Which party would you vote for? *[Excluding Don't Know and WNV]*									
Conservative	**46**	40	49	57	47	50	22	40	55
Labour	**30**	31	25	25	41	18	29	34	25
Liberal Democrat	**17**	28	21	12	10	22	10	21	11
Scottish National Party (SNP)	**3**	0	0	0	0	0	38	2	5
Plaid Cymru (PC)	**0**	0	0	0	0	9	0	0	1
Green Party	**3**	1	6	6	1	0	1	3	4
Which one of the following reasons comes closest to the main reason you will vote for the party you chose?									
I always vote this way	**26**	25	28	21	29	23	28	27	25
I think it is the best party	**42**	50	40	47	38	48	36	43	40
I really prefer another party but it has no chance of winning in this constituency	**6**	7	6	5	6	13	4	7	5
Other	**7**	7	8	5	6	4	8	6	7
None of these	**11**	8	10	13	12	10	13	10	12
Don’t know	**8**	3	9	9	8	2	10	6	11

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Now imagine that only the following parties were running in your constituency in the general election. Which party would you vote for?						
[Excluding Don't Know and WNV]						
Conservative	**46**	45	58	43	51	50
Labour	**30**	39	28	41	20	35
Liberal Democrat	**17**	12	13	14	22	12
Scottish National Party (SNP)	**3**	0	0	0	0	0
Plaid Cymru (PC)	**0**	0	0	1	0	0
Green Party	**3**	4	2	1	6	3
Which one of the following reasons comes closest to the main reason you will vote for the party you chose?						
I always vote this way	**26**	23	23	28	26	23
I think it is the best party	**42**	41	49	42	43	44
I really prefer another party but it has no chance of winning in this constituency	**6**	12	6	6	4	9
Other	**7**	5	7	5	7	6
None of these	**11**	14	8	11	10	12
Don’t know	**8**	6	7	7	9	7

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?													
The Prime Minister, Boris Johnson													
Very well	**13**	13	12	13	11	12	12	16	15	30	7	0	14
Quite well	**32**	35	33	31	25	23	31	32	42	57	12	24	48
Quite badly	**23**	21	22	24	31	30	23	16	18	10	27	24	25
Very badly	**27**	25	28	25	26	32	29	26	20	1	51	49	12
Don't know	**6**	7	5	7	7	3	6	10	4	2	3	3	1
Well (All)	**45**	48	45	44	36	35	43	48	57	87	19	24	62
Badly (All)	**50**	46	50	49	57	62	52	42	38	11	78	73	37
Net	**-5**	+2	-5	-5	-21	-27	-9	+6	+19	+76	-59	-49	+25
The leader of the Labour Party, Jeremy Corbyn													
Very well	**6**	7	6	6	15	10	5	3	2	1	21	2	3
Quite well	**16**	18	16	17	21	28	16	15	8	3	49	11	3
Quite badly	**22**	22	23	22	28	28	25	12	18	12	22	36	20
Very badly	**48**	46	50	46	21	26	48	61	67	82	5	45	72
Don't know	**8**	7	6	9	15	8	6	9	5	2	3	6	3
Well (All)	**22**	25	22	23	36	38	21	18	10	4	70	13	6
Badly (All)	**70**	68	73	68	49	54	73	73	85	94	27	81	92
Net	**-48**	-43	-51	-45	-13	-16	-52	-55	-75	-90	+43	-68	-86

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?											
The Prime Minister, Boris Johnson											
Very well	**13**	23	6	31	12	12	5	23	7	5	12
Quite well	**32**	46	20	53	44	34	7	51	16	23	35
Quite badly	**23**	16	28	10	31	18	29	18	28	21	19
Very badly	**27**	12	44	2	12	33	56	4	47	47	31
Don't know	**6**	4	2	3	1	3	2	4	2	4	3
Well (All)	**45**	69	26	84	56	46	12	74	23	28	47
Badly (All)	**50**	28	72	12	43	51	85	22	75	68	50
Net	**-5**	+41	-46	+72	+13	-5	-73	+52	-52	-40	-3
The leader of the Labour Party, Jeremy Corbyn											
Very well	**6**	3	9	1	1	9	16	2	14	4	3
Quite well	**16**	10	24	4	5	27	39	4	35	9	14
Quite badly	**22**	16	29	12	21	17	28	14	24	35	32
Very badly	**48**	66	34	80	72	40	13	76	22	46	46
Don't know	**8**	4	3	3	1	7	4	4	5	6	4
Well (All)	**22**	13	33	5	6	36	55	6	49	13	17
Badly (All)	**70**	82	63	92	93	57	41	90	46	81	78
Net	**-48**	-69	-30	-87	-87	-21	+14	-84	+3	-68	-61

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?									
The Prime Minister, Boris Johnson									
Very well	**13**	13	14	15	10	21	11	13	13
Quite well	**32**	28	30	34	37	33	23	29	35
Quite badly	**23**	25	21	28	21	10	29	23	23
Very badly	**27**	30	26	19	28	32	34	30	23
Don't know	**6**	4	9	5	4	4	4	5	7
Well (All)	**45**	41	44	49	47	54	34	42	48
Badly (All)	**50**	55	47	47	49	42	63	53	46
Net	**-5**	-14	-3	+2	-2	+12	-29	-11	+2
The leader of the Labour Party, Jeremy Corbyn									
Very well	**6**	10	4	5	6	2	10	6	6
Quite well	**16**	19	14	16	18	10	21	18	15
Quite badly	**22**	22	23	20	24	17	24	25	19
Very badly	**48**	39	49	53	48	67	34	46	50
Don't know	**8**	10	9	7	4	3	10	6	10
Well (All)	**22**	29	18	21	24	12	31	24	21
Badly (All)	**70**	61	72	73	72	84	58	71	69
Net	**-48**	-32	-54	-52	-48	-72	-27	-47	-48

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?						
The Prime Minister, Boris Johnson						
Very well	**13**	9	19	15	13	13
Quite well	**32**	35	36	29	33	35
Quite badly	**23**	22	22	18	25	22
Very badly	**27**	27	20	33	22	24
Don't know	**6**	8	3	5	7	6
Well (All)	**45**	44	55	44	46	48
Badly (All)	**50**	49	42	51	47	46
Net	**-5**	-5	+13	-7	-1	+2
The leader of the Labour Party, Jeremy Corbyn						
Very well	**6**	4	8	8	4	6
Quite well	**16**	14	15	19	15	15
Quite badly	**22**	22	13	24	23	19
Very badly	**48**	49	58	43	51	53
Don't know	**8**	10	6	6	8	8
Well (All)	**22**	18	23	27	19	21
Badly (All)	**70**	71	71	67	74	72
Net	**-48**	-53	-48	-40	-55	-51

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
The leader of the Liberal Democrats, Jo Swinson													
Very well	**5**	5	8	2	10	4	6	3	3	3	3	28	4
Quite well	**29**	26	28	30	24	31	29	24	34	21	35	53	11
Quite badly	**21**	21	20	22	19	23	22	22	19	27	22	11	19
Very badly	**22**	22	25	19	13	19	23	25	27	32	18	3	57
Don't know	**22**	25	18	26	34	23	20	27	16	17	22	6	9
Well (All)	**34**	31	36	32	34	35	35	27	37	24	38	81	15
Badly (All)	**43**	43	45	41	32	42	45	47	46	59	40	14	76
Net	**-9**	-12	-9	-9	+2	-7	-10	-20	-9	-35	-2	+67	-61
The leader of the Brexit Party, Nigel Farage													
Very well	**7**		8	5	4	6	5	11	8	10	3	0	44
Quite well	**23**		28	19	18	22	24	22	25	34	18	6	44
Quite badly	**24**		21	26	29	29	19	25	24	30	20	29	8
Very badly	**33**		34	31	29	34	37	27	30	17	51	56	2
Don't know	**14**		9	19	20	9	14	16	14	8	8	8	3
Well (All)	**30**		36	24	22	28	29	33	33	44	21	6	88
Badly (All)	**57**		55	57	58	63	56	52	54	47	71	85	10
Net	**-27**		-19	-33	-36	-35	-27	-19	-21	-3	-50	-79	+78
Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?													
A Conservative government led by Boris Johnson with Sajid Javid as Chancellor of the Exchequer	**48**	47	52	44	33	35	45	52	67	96	6	30	78
A Labour government led by Jeremy Corbyn with John McDonnell as Chancellor of the Exchequer	**28**	28	30	26	47	41	28	19	16	2	82	31	8
Don't know	**24**	25	18	29	20	24	27	29	17	3	12	39	14

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
The leader of the Liberal Democrats, Jo Swinson											
Very well	**5**	2	11	3	12	1	8	5	5	14	4
Quite well	**29**	21	39	14	40	38	34	22	36	55	27
Quite badly	**21**	26	18	29	12	22	21	25	23	19	16
Very badly	**22**	34	13	37	17	23	15	29	17	7	29
Don't know	**22**	17	19	17	18	15	22	18	19	5	25
Well (All)	**34**	23	50	17	52	39	42	27	41	69	31
Badly (All)	**43**	60	31	66	29	45	36	54	40	26	45
Net	**-9**	-37	+19	-49	+23	-6	+6	-27	+1	+43	-14
The leader of the Brexit Party, Nigel Farage											
Very well	**7**	14	2	13	5	10	1	10	4	1	16
Quite well	**23**	34	14	40	10	31	15	30	20	12	30
Quite badly	**24**	24	24	25	37	20	19	30	21	22	18
Very badly	**33**	17	53	12	43	28	57	21	46	58	21
Don't know	**14**	12	8	9	5	11	8	10	9	6	15
Well (All)	**30**	48	16	53	15	41	16	40	24	13	46
Badly (All)	**57**	41	77	37	80	48	76	51	67	80	39
Net	**-27**	+7	-61	+16	-65	-7	-60	-11	-43	-67	+7
Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?											
A Conservative government led by Boris Johnson with Sajid Javid as Chancellor of the Exchequer	**48**	71	30	93	80	34	6	88	15	33	50
A Labour government led by Jeremy Corbyn with John McDonnell as Chancellor of the Exchequer	**28**	13	47	2	5	42	74	3	64	29	22
Don't know	**24**	16	23	4	15	24	20	10	22	37	28

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
The leader of the Liberal Democrats, Jo Swinson									
Very well	**5**	13	5	5	2	6	2	6	4
Quite well	**29**	32	33	27	27	20	28	32	26
Quite badly	**21**	18	20	25	24	18	20	21	21
Very badly	**22**	17	20	29	23	34	17	21	23
Don't know	**22**	19	22	15	25	22	33	19	26
Well (All)	**34**	45	38	32	29	26	30	38	30
Badly (All)	**43**	35	40	54	47	52	37	42	44
Net	**-9**	+10	-2	-22	-18	-26	-7	-4	-14
The leader of the Brexit Party, Nigel Farage									
Very well	**7**	10	6	6	7	11	1	5	9
Quite well	**23**	22	24	18	23	32	23	22	24
Quite badly	**24**	16	28	24	23	21	22	24	23
Very badly	**33**	43	28	34	33	26	34	38	26
Don't know	**14**	9	14	18	14	11	20	11	18
Well (All)	**30**	32	30	24	30	43	24	27	33
Badly (All)	**57**	59	56	58	56	47	56	62	49
Net	**-27**	-27	-26	-34	-26	-4	-32	-35	-16
Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?									
A Conservative government led by Boris Johnson with Sajid Javid as Chancellor of the Exchequer	**48**	45	48	51	51	62	32	45	52
A Labour government led by Jeremy Corbyn with John McDonnell as Chancellor of the Exchequer	**28**	32	23	26	31	24	37	32	23
Don't know	**24**	23	28	23	18	15	32	23	24

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
The leader of the Liberal Democrats, Jo Swinson						
Very well	**5**	3	5	8	5	4
Quite well	**29**	26	29	26	33	27
Quite badly	**21**	25	18	20	21	22
Very badly	**22**	24	28	22	22	25
Don't know	**22**	22	20	24	19	21
Well (All)	**34**	29	34	34	38	31
Badly (All)	**43**	49	46	42	43	47
Net	**-9**	-20	-12	-8	-5	-16
The leader of the Brexit Party, Nigel Farage						
Very well	**7**	7	6	9	7	6
Quite well	**23**	17	34	25	21	24
Quite badly	**24**	23	22	20	27	23
Very badly	**33**	35	26	36	31	32
Don't know	**14**	19	12	11	15	16
Well (All)	**30**	24	40	34	28	30
Badly (All)	**57**	58	48	56	58	55
Net	**-27**	-34	-8	-22	-30	-25
Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?						
A Conservative government led by Boris Johnson with Sajid Javid as Chancellor of the Exchequer	**48**	46	56	48	51	50
A Labour government led by Jeremy Corbyn with John McDonnell as Chancellor of the Exchequer	**28**	30	20	35	23	26
Don't know	**24**	24	25	17	26	24

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Putting aside any support for a political party you may have, which of the following do you think would be best for the National Health Service?													
A Conservative government led by Boris Johnson with Matt Hancock as Health Secretary	**42**	40	44	39	29	31	38	46	59	86	6	29	56
A Labour government led by Jeremy Corbyn with John Ashworth as Health Secretary	**35**	34	37	33	54	48	32	26	25	7	85	41	22
Don't know	**24**	25	19	28	17	21	29	27	17	7	9	30	22
Putting aside any support for a political party you may have, which of the following do you think would be best for dealing with the issue of Brexit?													
A Conservative government led by Boris Johnson	**50**	51	51	49	32	35	46	57	71	96	10	33	80
A Labour government led Jeremy Corbyn	**27**	26	29	25	50	39	26	20	13	2	73	36	4
Don't know	**23**	23	20	26	17	26	28	23	16	3	16	31	16
Do you support or oppose a new General Election being held on 12th December?													
Support	**54**	56	58	51	50	62	49	54	60	62	65	57	55
Oppose	**26**	27	27	24	26	26	28	28	21	23	24	26	29
Don't know	**20**	17	15	24	24	12	24	18	19	14	11	17	16

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Putting aside any support for a political party you may have, which of the following do you think would be best for the National Health Service?											
A Conservative government led by Boris Johnson with Matt Hancock as Health Secretary	**42**	64	26	85	70	29	5	78	13	29	37
A Labour government led by Jeremy Corbyn with John Ashworth as Health Secretary	**35**	20	51	8	5	51	78	7	69	45	34
Don't know	**24**	16	23	7	25	20	17	15	17	27	29
Putting aside any support for a political party you may have, which of the following do you think would be best for dealing with the issue of Brexit?											
A Conservative government led by Boris Johnson	**50**	75	31	94	78	45	5	87	19	41	46
A Labour government led Jeremy Corbyn	**27**	11	44	2	4	32	71	3	58	25	26
Don't know	**23**	14	25	4	18	23	24	10	22	34	28
Do you support or oppose a new General Election being held on 12th December?											
Support	**54**	56	58	64	55	52	61	61	60	54	52
Oppose	**26**	28	27	20	20	35	28	21	29	34	34
Don't know	**20**	17	15	16	25	13	11	19	11	12	13

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Putting aside any support for a political party you may have, which of the following do you think would be best for the National Health Service?									
A Conservative government led by Boris Johnson with Matt Hancock as Health Secretary	**42**	34	45	49	40	48	29	37	47
A Labour government led by Jeremy Corbyn with John Ashworth as Health Secretary	**35**	50	29	29	37	30	39	39	29
Don't know	**24**	15	26	22	23	21	32	23	24
Putting aside any support for a political party you may have, which of the following do you think would be best for dealing with the issue of Brexit?									
A Conservative government led by Boris Johnson	**50**	44	53	54	52	56	29	46	55
A Labour government led Jeremy Corbyn	**27**	35	20	27	28	30	37	32	21
Don't know	**23**	21	27	19	20	14	34	23	24
Do you support or oppose a new General Election being held on 12th December?									
Support	**54**	63	56	49	57	59	37	58	50
Oppose	**26**	24	22	30	26	22	35	27	25
Don't know	**20**	13	23	20	17	19	28	16	25

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Putting aside any support for a political party you may have, which of the following do you think would be best for the National Health Service?						
A Conservative government led by Boris Johnson with Matt Hancock as Health Secretary	**42**	38	49	35	48	42
A Labour government led by Jeremy Corbyn with John Ashworth as Health Secretary	**35**	37	30	44	29	34
Don't know	**24**	25	21	21	23	23
Putting aside any support for a political party you may have, which of the following do you think would be best for dealing with the issue of Brexit?						
A Conservative government led by Boris Johnson	**50**	49	54	46	56	51
A Labour government led Jeremy Corbyn	**27**	33	23	32	21	29
Don't know	**23**	18	23	22	23	20
Do you support or oppose a new General Election being held on 12th December?						
Support	**54**	60	50	56	57	56
Oppose	**26**	18	31	28	23	24
Don't know	**20**	22	19	16	20	21

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Do you support or oppose a second referendum on British membership of the European Union?													
Support	**42**	41	46	38	58	53	45	33	27	12	71	77	7
Oppose	**47**	50	46	49	31	37	44	55	64	77	23	20	91
Don't know	**11**	9	9	13	12	10	11	12	9	10	6	2	1
Thinking about the General Election being held on 12th December, which one of the following outcomes do you think would be most likely?													
An outright majority for the Conservative Party	**18**	21	20	16	10	14	15	24	26	38	5	6	27
The Conservatives being the biggest party in a hung parliament	**39**	30	43	36	30	43	37	37	45	51	29	45	48
Labour being the biggest party in a hung parliament	**14**	15	18	10	25	17	14	9	8	1	35	21	3
An outright majority for the Labour Party	**5**	6	3	6	9	6	5	3	1	0	16	2	0
Some other outcome	**6**	7	5	6	5	3	9	8	2	1	2	9	3
Don't know	**19**	21	11	26	21	17	19	19	18	8	13	18	20
And if there were a second referendum on British membership of the European Union, how would you vote?													
To Leave the EU	**42**	41	38	46	14	32	38	52	64	76	17	17	92
To Remain In the EU	**45**	43	47	43	66	60	46	33	29	15	77	82	3
Would not vote	**6**	9	8	5	13	5	7	5	3	4	2	0	4
Don't know	**6**	7	7	6	5	3	8	9	4	5	3	1	0
[Excluding Don't Know and WNV]													
To Leave the EU	**48**	49	45	52	18	35	45	61	69	84	18	17	97
To Remain In the EU	**52**	51	55	48	83	65	55	39	31	16	82	83	3

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Do you support or oppose a second referendum on British membership of the European Union?											
Support	**42**	14	75	8	54	30	83	21	65	66	31
Oppose	**47**	80	18	86	32	67	12	67	31	31	60
Don't know	**11**	7	7	6	14	3	5	12	4	3	9
Thinking about the General Election being held on 12th December, which one of the following outcomes do you think would be most likely?											
An outright majority for the Conservative Party	**18**	28	10	38	28	15	3	33	8	11	14
The Conservatives being the biggest party in a hung parliament	**39**	44	38	51	44	34	32	50	32	51	35
Labour being the biggest party in a hung parliament	**14**	5	24	1	3	15	35	2	29	19	14
An outright majority for the Labour Party	**5**	4	6	0	1	13	11	0	11	0	4
Some other outcome	**6**	3	6	1	2	7	6	2	6	7	8
Don't know	**19**	15	16	9	22	15	14	13	14	11	25
And if there were a second referendum on British membership of the European Union, how would you vote?											
To Leave the EU	**42**	84	8	89	20	73	2	65	26	25	53
To Remain In the EU	**45**	9	87	5	72	20	95	26	69	71	35
Would not vote	**6**	3	1	3	3	5	0	3	2	3	8
Don't know	**6**	3	3	3	5	3	3	7	3	1	4
[Excluding Don't Know and WNV]											
To Leave the EU	**48**	90	8	95	22	78	2	71	27	26	60
To Remain In the EU	**52**	10	92	5	78	22	98	29	73	74	40

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Do you support or oppose a second referendum on British membership of the European Union?									
Support	**42**	54	39	39	39	34	54	50	31
Oppose	**47**	43	49	47	48	57	39	42	54
Don't know	**11**	3	12	14	13	9	7	8	14
Thinking about the General Election being held on 12th December, which one of the following outcomes do you think would be most likely?									
An outright majority for the Conservative Party	**18**	18	16	21	18	35	8	15	21
The Conservatives being the biggest party in a hung parliament	**39**	36	45	33	40	25	43	43	34
Labour being the biggest party in a hung parliament	**14**	23	10	13	14	18	14	16	11
An outright majority for the Labour Party	**5**	4	4	3	5	3	11	5	4
Some other outcome	**6**	4	7	5	6	5	5	6	5
Don't know	**19**	16	18	25	18	14	19	14	24
And if there were a second referendum on British membership of the European Union, how would you vote?									
To Leave the EU	**42**	36	45	45	43	51	26	34	52
To Remain In the EU	**45**	54	42	42	43	33	62	52	35
Would not vote	**6**	4	7	6	4	13	10	8	5
Don't know	**6**	6	6	6	9	1	2	6	6
[Excluding Don't Know and WNV]									
To Leave the EU	**48**	40	52	52	50	61	30	40	60
To Remain In the EU	**52**	60	48	48	50	39	70	60	40

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Do you support or oppose a second referendum on British membership of the European Union?						
Support	**42**	42	36	45	39	39
Oppose	**47**	39	56	46	50	46
Don't know	**11**	20	8	9	11	15
Thinking about the General Election being held on 12th December, which one of the following outcomes do you think would be most likely?						
An outright majority for the Conservative Party	**18**	27	18	17	18	23
The Conservatives being the biggest party in a hung parliament	**39**	35	43	32	43	38
Labour being the biggest party in a hung parliament	**14**	13	10	18	12	12
An outright majority for the Labour Party	**5**	1	5	5	4	3
Some other outcome	**6**	3	6	7	6	4
Don't know	**19**	20	18	22	16	19
And if there were a second referendum on British membership of the European Union, how would you vote?						
To Leave the EU	**42**	42	50	39	45	45
To Remain In the EU	**45**	47	36	47	42	42
Would not vote	**6**	2	7	7	6	4
Don't know	**6**	7	7	7	6	7
[Excluding Don't Know and WNV]						
To Leave the EU	**48**	47	58	45	52	52
To Remain In the EU	**52**	53	42	55	48	48

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
And if there were a second referendum on British membership of the European Union, which outcome do you think would be most likely?													
A victory for Leave	**37**	38	36	37	29	31	35	40	46	57	23	18	67
A victory for Remain	**37**	36	43	32	58	52	38	24	22	17	58	58	15
Don't know	**26**	25	22	31	13	18	27	36	32	26	19	24	18
The UK is due to leave the European Union on 31st January next year. What do you think should happen next?													
Brexit should be abandoned altogether	**33**	31	36	30	48	43	35	23	21	9	56	67	2
Negotiators should try to get the Prime Minister's deal agreed because it is the only remaining chance of getting Brexit though	**17**	16	16	18	20	17	13	15	24	32	10	10	5
The Prime Minister should go back to the drawing board and come up with a more acceptable plan by the Brexit date of January 31st	**10**	12	10	11	14	13	10	9	8	10	9	7	8
Delay Article 50 to postpone Brexit and give the Prime Minister as much time as needed to come up with a more acceptable plan	**6**	5	6	5	3	5	8	5	5	2	10	7	3
Refuse to make any more concessions with the EU and leave without a Brexit deal if necessary	**23**	24	24	23	7	14	24	33	32	41	6	6	81
Don't know	**11**	11	7	14	8	8	10	15	11	5	9	3	0

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
And if there were a second referendum on British membership of the European Union, which outcome do you think would be most likely?											
A victory for Leave	**37**	61	16	63	19	55	17	49	31	19	40
A victory for Remain	**37**	14	58	10	45	24	58	21	47	64	32
Don't know	**26**	25	26	27	36	20	25	30	23	18	28
The UK is due to leave the European Union on 31st January next year. What do you think should happen next?											
Brexit should be abandoned altogether	**33**	9	60	5	51	21	67	18	51	48	18
Negotiators should try to get the Prime Minister's deal agreed because it is the only remaining chance of getting Brexit though	**17**	22	9	28	18	11	5	27	8	18	18
The Prime Minister should go back to the drawing board and come up with a more acceptable plan by the Brexit date of January 31st	**10**	11	10	10	7	13	9	9	11	11	12
Delay Article 50 to postpone Brexit and give the Prime Minister as much time as needed to come up with a more acceptable plan	**6**	4	9	1	6	11	8	2	9	11	9
Refuse to make any more concessions with the EU and leave without a Brexit deal if necessary	**23**	47	3	52	9	36	1	37	13	7	39
Don't know	**11**	6	9	3	10	8	10	7	9	5	5

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
And if there were a second referendum on British membership of the European Union, which outcome do you think would be most likely?									
A victory for Leave	**37**	34	39	36	36	42	33	32	42
A victory for Remain	**37**	46	29	33	39	36	53	44	29
Don't know	**26**	20	32	31	24	22	14	24	29
The UK is due to leave the European Union on 31st January next year. What do you think should happen next?									
Brexit should be abandoned altogether	**33**	40	29	32	31	29	47	39	25
Negotiators should try to get the Prime Minister's deal agreed because it is the only remaining chance of getting Brexit though	**17**	14	20	19	15	27	5	18	16
The Prime Minister should go back to the drawing board and come up with a more acceptable plan by the Brexit date of January 31st	**10**	12	9	8	12	10	10	11	9
Delay Article 50 to postpone Brexit and give the Prime Minister as much time as needed to come up with a more acceptable plan	**6**	9	5	5	4	4	8	7	4
Refuse to make any more concessions with the EU and leave without a Brexit deal if necessary	**23**	18	25	23	26	23	21	18	30
Don't know	**11**	7	11	13	12	7	8	7	16

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
And if there were a second referendum on British membership of the European Union, which outcome do you think would be most likely?						
A victory for Leave	**37**	30	36	39	38	33
A victory for Remain	**37**	37	29	43	32	34
Don't know	**26**	32	34	18	30	33
The UK is due to leave the European Union on 31st January next year. What do you think should happen next?						
Brexit should be abandoned altogether	**33**	32	22	38	30	28
Negotiators should try to get the Prime Minister's deal agreed because it is the only remaining chance of getting Brexit though	**17**	16	14	18	19	15
The Prime Minister should go back to the drawing board and come up with a more acceptable plan by the Brexit date of January 31st	**10**	8	13	11	11	10
Delay Article 50 to postpone Brexit and give the Prime Minister as much time as needed to come up with a more acceptable plan	**6**	5	9	4	6	6
Refuse to make any more concessions with the EU and leave without a Brexit deal if necessary	**23**	24	33	22	23	28
Don't know	**11**	15	10	7	12	13

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Which of the following do you think are the most important issues facing THE COUNTRY at this time? *[Please select up to three answers]*													
Britain leaving the EU	**54**	52	56	52	46	50	54	51	62	66	43	55	63
Health	**43**	37	38	47	28	37	37	44	63	40	43	49	42
Crime	**28**	26	29	27	28	23	28	30	29	37	22	20	32
Immigration & asylum	**28**	24	26	30	17	21	30	32	33	38	15	21	56
Economy	**28**	22	30	26	28	27	30	28	23	24	27	44	12
Housing	**18**	18	17	18	18	24	17	22	11	11	25	17	12
Environment	**18**	15	19	17	29	18	17	16	17	10	18	30	15
Welfare benefits	**14**	13	13	15	9	11	18	17	11	12	19	12	16
Education	**11**	11	9	13	14	16	8	9	13	10	14	15	3
Defence and security	**8**	8	9	7	8	6	9	10	6	12	6	8	10
Pensions	**7**	8	7	7	2	8	8	12	5	4	7	8	12
Family life / childcare	**6**	8	5	7	12	7	7	0	2	5	9	3	2
Tax	**6**	6	8	4	8	8	7	8	1	4	7	5	7
Transport	**3**	4	3	3	4	5	3	2	0	3	5	1	1
None of these	**0**	1	1	0	0	0	0	0	1	0	2	0	0
Don't know	**2**	3	2	2	3	2	3	0	1	2	2	0	0

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Which of the following do you think are the most important issues facing THE COUNTRY at this time? *[Please select up to three answers]*											
Britain leaving the EU	**54**	57	56	69	63	37	49	65	45	54	58
Health	**43**	44	49	39	42	52	51	40	50	54	32
Crime	**28**	32	21	34	18	29	25	29	26	23	23
Immigration & asylum	**28**	43	14	42	26	40	5	38	18	19	35
Economy	**28**	21	34	24	35	21	35	28	28	33	22
Housing	**18**	14	18	9	12	24	22	12	23	16	17
Environment	**18**	12	24	9	29	16	20	15	18	30	17
Welfare benefits	**14**	14	14	12	10	16	18	11	18	14	10
Education	**11**	8	13	8	13	7	12	10	12	23	5
Defence and security	**8**	10	7	11	8	10	7	10	8	4	10
Pensions	**7**	7	8	4	6	11	8	4	9	6	9
Family life / childcare	**6**	4	7	6	9	3	9	7	6	2	6
Tax	**6**	5	6	3	5	9	5	5	6	4	8
Transport	**3**	3	3	3	1	3	2	3	3	3	2
None of these	**0**	0	1	0	0	0	2	0	1	0	0
Don't know	**2**	2	0	2	1	3	0	1	1	0	4

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Which of the following do you think are the most important issues facing THE COUNTRY at this time? *[Please select up to three answers]*									
Britain leaving the EU	**54**	53	50	53	58	53	57	54	54
Health	**43**	52	39	42	46	43	35	40	47
Crime	**28**	38	25	40	24	32	8	27	28
Immigration & asylum	**28**	17	27	35	32	37	23	23	36
Economy	**28**	31	27	26	29	26	26	30	25
Housing	**18**	24	19	13	15	14	20	17	18
Environment	**18**	17	22	15	16	13	20	23	12
Welfare benefits	**14**	9	15	15	17	10	12	14	15
Education	**11**	9	10	11	12	14	14	13	9
Defence and security	**8**	7	7	8	8	14	9	6	10
Pensions	**7**	3	7	8	8	1	11	7	8
Family life / childcare	**6**	7	4	7	6	4	8	6	5
Tax	**6**	3	7	8	7	3	5	7	5
Transport	**3**	2	3	5	2	0	1	3	2
None of these	**0**	0	1	0	0	0	0	0	0
Don't know	**2**	1	4	0	1	1	3	1	2

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Which of the following do you think are the most important issues facing THE COUNTRY at this time? *[Please select up to three answers]*						
Britain leaving the EU	**54**	55	52	58	49	54
Health	**43**	44	41	45	42	43
Crime	**28**	25	21	31	31	24
Immigration & asylum	**28**	30	30	28	30	30
Economy	**28**	26	25	27	30	25
Housing	**18**	16	26	18	17	20
Environment	**18**	16	18	13	21	17
Welfare benefits	**14**	19	17	15	12	18
Education	**11**	10	9	9	13	10
Defence and security	**8**	9	4	11	6	7
Pensions	**7**	5	10	7	6	7
Family life / childcare	**6**	10	5	6	4	8
Tax	**6**	5	5	7	7	5
Transport	**3**	2	3	2	3	2
None of these	**0**	0	1	0	0	0
Don't know	**2**	2	0	0	3	1

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Which of the following do you think are the most important issues facing YOU AND YOUR FAMILY at this time? *[Please select up to three answers]*													
Health	**43**	41	39	46	31	34	39	48	57	39	40	49	32
Britain leaving the EU	**30**	31	32	29	20	27	29	33	39	37	29	31	38
Economy	**28**	27	32	25	30	25	31	24	28	30	32	29	16
Pensions	**23**	21	19	26	5	10	20	39	34	26	13	24	29
Crime	**19**	14	20	19	12	21	23	17	18	24	15	12	19
Environment	**17**	14	16	19	29	17	17	12	15	14	18	28	7
Welfare benefits	**16**	14	17	15	13	14	18	24	9	11	23	10	18
Housing	**15**	14	16	14	19	26	15	15	6	10	16	11	7
Tax	**14**	13	14	13	16	12	19	10	7	12	15	12	5
Education	**12**	13	9	15	23	17	13	3	7	10	15	17	6
Family life / childcare	**11**	12	9	13	14	15	16	2	3	10	16	7	4
Immigration & asylum	**10**	9	13	8	8	13	8	11	13	16	8	6	19
Transport	**6**	5	7	5	15	7	4	5	3	4	8	10	7
Defence and security	**4**	4	4	3	11	4	1	5	4	5	5	2	10
None of these	**4**	5	4	4	2	3	2	6	8	5	3	4	15
Don't know	**3**	3	3	2	6	5	2	0	2	3	1	2	5
Do you support or oppose the new Brexit deal that Prime Minister Boris Johnson has negotiated with the European Union?													
I support the new Brexit deal	**29**	33	33	25	21	24	24	34	41	59	9	14	44
I oppose the new Brexit deal	**33**	33	37	28	44	37	36	28	23	12	57	56	30
Don't know	**38**	34	30	46	35	38	40	37	37	29	33	30	26

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Which of the following do you think are the most important issues facing YOU AND YOUR FAMILY at this time? *[Please select up to three answers]*											
Health	**43**	44	47	42	37	49	45	41	47	52	38
Britain leaving the EU	**30**	31	37	38	44	17	36	39	28	26	28
Economy	**28**	22	34	22	40	19	36	29	29	30	17
Pensions	**23**	27	23	25	21	25	21	22	21	26	24
Crime	**19**	23	13	25	18	20	14	25	15	11	23
Environment	**17**	13	22	11	22	14	19	15	17	31	16
Welfare benefits	**16**	17	14	12	6	29	19	9	22	8	15
Housing	**15**	13	13	10	9	19	14	11	17	13	20
Tax	**14**	13	13	13	17	14	12	14	14	11	9
Education	**12**	9	12	9	9	11	14	8	14	11	10
Family life / childcare	**11**	11	10	10	5	13	14	9	15	4	13
Immigration & asylum	**10**	16	6	17	16	16	3	16	8	1	15
Transport	**6**	4	8	5	6	3	6	6	6	14	2
Defence and security	**4**	6	3	6	3	6	3	5	4	1	7
None of these	**4**	6	3	6	3	3	2	5	2	8	3
Don't know	**3**	2	2	2	3	3	1	2	2	2	5
Do you support or oppose the new Brexit deal that Prime Minister Boris Johnson has negotiated with the European Union?											
I support the new Brexit deal	**29**	49	12	61	27	29	5	48	13	23	35
I oppose the new Brexit deal	**33**	17	55	12	26	21	65	18	49	56	32
Don't know	**38**	35	33	27	47	50	30	34	38	21	33

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Which of the following do you think are the most important issues facing YOU AND YOUR FAMILY at this time? *[Please select up to three answers]*									
Health	**43**	53	40	41	46	33	38	42	44
Britain leaving the EU	**30**	26	27	31	37	29	32	29	32
Economy	**28**	30	26	24	38	21	20	31	25
Pensions	**23**	13	21	31	24	25	21	19	28
Crime	**19**	23	15	25	20	17	22	19	20
Environment	**17**	22	18	18	15	15	13	21	12
Welfare benefits	**16**	15	14	18	19	19	6	10	23
Housing	**15**	22	17	9	10	18	21	16	14
Tax	**14**	10	15	16	12	18	12	15	12
Education	**12**	9	12	10	13	10	15	15	8
Family life / childcare	**11**	10	10	16	11	11	10	12	9
Immigration & asylum	**10**	7	9	15	12	10	10	9	12
Transport	**6**	9	4	9	3	2	9	6	5
Defence and security	**4**	1	5	6	3	4	2	5	3
None of these	**4**	4	7	2	2	3	4	4	5
Don't know	**3**	1	4	2	2	5	2	3	2
Do you support or oppose the new Brexit deal that Prime Minister Boris Johnson has negotiated with the European Union?									
I support the new Brexit deal	**29**	32	31	29	28	37	15	29	29
I oppose the new Brexit deal	**33**	36	28	30	39	31	34	37	27
Don't know	**38**	32	41	41	33	31	51	34	44

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Which of the following do you think are the most important issues facing YOU AND YOUR FAMILY at this time? *[Please select up to three answers]*						
Health	**43**	41	42	47	42	41
Britain leaving the EU	**30**	30	31	33	29	30
Economy	**28**	30	19	33	29	26
Pensions	**23**	24	26	17	25	25
Crime	**19**	19	15	25	17	17
Environment	**17**	18	17	17	18	18
Welfare benefits	**16**	18	20	20	13	19
Housing	**15**	14	26	14	13	19
Tax	**14**	9	14	13	16	11
Education	**12**	14	7	9	13	11
Family life / childcare	**11**	14	8	12	11	11
Immigration & asylum	**10**	13	11	10	10	12
Transport	**6**	7	5	5	6	6
Defence and security	**4**	2	4	3	5	3
None of these	**4**	1	3	3	5	2
Don't know	**3**	3	6	1	3	4
Do you support or oppose the new Brexit deal that Prime Minister Boris Johnson has negotiated with the European Union?						
I support the new Brexit deal	**29**	24	40	28	31	31
I oppose the new Brexit deal	**33**	37	24	41	29	31
Don't know	**38**	39	37	31	40	38

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Which of the following statements comes closest to your own view?													
Brexit is the most important issue facing the country. No other issues are important at all compared to that	**12**	14	16	8	8	16	12	13	9	14	10	11	23
Other issues are important, but Brexit is more important than all of them	**41**	39	40	42	33	37	39	40	51	54	31	49	42
Brexit is important, but other issues are more important	**34**	30	33	35	34	38	35	33	32	29	41	33	31
Brexit is not really important at all. Other issues are most important.	**6**	9	6	6	14	6	5	7	4	1	13	5	1
Don't know	**7**	9	5	9	12	3	9	7	4	2	5	2	3
Which of the following do you think would be WORSE?													
Britain leaving the EU with Boris Johnson's new Brexit deal	**33**	33	35	31	45	52	33	24	20	13	71	38	16
A government led by Jeremy Corbyn	**51**	50	52	50	28	29	53	58	69	83	13	47	76
Don't know	**16**	17	13	19	26	18	15	18	11	4	16	15	8
Which of the following do you think would be WORSE?													
Britain leaving the EU without any sort of deal	**38**	38	40	37	54	63	40	26	19	13	75	55	17
A government led by Jeremy Corbyn	**49**	48	50	48	31	26	49	57	70	83	12	36	81
Don't know	**12**	14	10	14	15	11	12	17	10	4	13	9	2

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Which of the following statements comes closest to your own view?											
Brexit is the most important issue facing the country. No other issues are important at all compared to that	**12**	15	12	15	16	12	10	14	11	7	17
Other issues are important, but Brexit is more important than all of them	**41**	47	40	57	47	37	37	51	36	41	45
Brexit is important, but other issues are more important	**34**	30	37	24	32	40	40	31	40	44	29
Brexit is not really important at all. Other issues are most important.	**6**	2	8	1	3	4	11	1	9	6	2
Don't know	**7**	6	3	3	2	7	2	3	4	2	7
Which of the following do you think would be WORSE?											
Britain leaving the EU with Boris Johnson's new Brexit deal	**33**	20	50	16	19	35	69	16	58	37	30
A government led by Jeremy Corbyn	**51**	69	36	78	68	43	17	76	25	53	59
Don't know	**16**	11	14	6	13	22	13	9	16	11	11
Which of the following do you think would be WORSE?											
Britain leaving the EU without any sort of deal	**38**	21	58	15	24	42	74	17	63	54	30
A government led by Jeremy Corbyn	**49**	72	30	82	61	47	13	75	25	40	60
Don't know	**12**	7	13	3	15	11	13	8	12	6	10

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Which of the following statements comes closest to your own view?									
Brexit is the most important issue facing the country. No other issues are important at all compared to that	**12**	19	12	8	10	12	11	11	12
Other issues are important, but Brexit is more important than all of them	**41**	35	38	44	45	54	38	41	41
Brexit is important, but other issues are more important	**34**	39	37	32	31	24	35	37	30
Brexit is not really important at all. Other issues are most important.	**6**	6	5	7	7	1	9	6	6
Don't know	**7**	1	8	10	7	9	7	4	11
Which of the following do you think would be WORSE?									
Britain leaving the EU with Boris Johnson's new Brexit deal	**33**	43	27	27	37	33	39	37	28
A government led by Jeremy Corbyn	**51**	44	53	57	49	53	42	49	54
Don't know	**16**	13	19	16	14	14	19	14	19
Which of the following do you think would be WORSE?									
Britain leaving the EU without any sort of deal	**38**	49	38	32	36	30	48	46	28
A government led by Jeremy Corbyn	**49**	43	47	56	52	57	41	44	56
Don't know	**12**	8	15	12	12	13	11	10	16

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Which of the following statements comes closest to your own view?						
Brexit is the most important issue facing the country. No other issues are important at all compared to that	**12**	12	16	12	10	14
Other issues are important, but Brexit is more important than all of them	**41**	50	29	41	41	41
Brexit is important, but other issues are more important	**34**	28	40	34	34	33
Brexit is not really important at all. Other issues are most important.	**6**	4	10	6	6	6
Don't know	**7**	8	4	7	8	6
Which of the following do you think would be WORSE?						
Britain leaving the EU with Boris Johnson's new Brexit deal	**33**	43	28	37	27	37
A government led by Jeremy Corbyn	**51**	41	58	48	55	48
Don't know	**16**	16	14	14	17	15
Which of the following do you think would be WORSE?						
Britain leaving the EU without any sort of deal	**38**	44	30	42	35	38
A government led by Jeremy Corbyn	**49**	44	61	48	50	51
Don't know	**12**	12	9	10	15	11

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Thinking about the Prime Minister, Boris Johnson, to what extent do you agree or disagree with the following statements?		8-12 Aug											
He understands the lives of people like me													
Strongly agree	**6**	**5**	6	6	8	6	6	6	5	13	5	1	9
Somewhat agree	**21**	**22**	24	18	17	25	19	17	27	45	9	5	21
Somewhat disagree	**23**	**24**	21	24	17	24	22	20	27	24	18	19	27
Strongly disagree	**38**	**33**	39	37	42	38	40	37	31	5	63	67	29
Don't know	**12**	**16**	10	14	15	8	12	20	10	13	5	8	13
Agree (All)	**27**	**27**	30	24	25	31	25	23	32	58	14	6	30
Disagree (All)	**61**	**57**	60	61	59	62	62	57	58	29	81	86	56
Net Agreement	**-34**	**-30**	-30	-37	-34	-31	-37	-34	-26	+29	-67	-80	-26
He can be trusted to tell the truth, not simply say what people want to hear													
Strongly agree	**8**	**10**	10	7	11	8	7	9	8	16	8	2	16
Somewhat agree	**26**	**21**	26	25	24	25	23	27	31	50	11	15	27
Somewhat disagree	**17**	**20**	16	18	10	23	20	10	16	13	13	14	22
Strongly disagree	**34**	**29**	37	32	42	38	37	30	26	4	65	61	15
Don't know	**14**	**20**	10	18	12	6	12	23	19	18	4	7	20
Agree (All)	**34**	**31**	36	32	35	33	30	36	39	66	19	17	43
Disagree (All)	**51**	**49**	53	50	52	61	57	40	42	17	78	75	37
Net Agreement	**-17**	**-18**	-17	-18	-17	-28	-27	-4	-3	+49	-59	-58	+6

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Thinking about the Prime Minister, Boris Johnson, to what extent do you agree or disagree with the following statements?											
He understands the lives of people like me											
Strongly agree	**6**	10	3	12	5	8	2	10	4	3	7
Somewhat agree	**21**	33	10	45	26	18	5	39	9	6	19
Somewhat disagree	**23**	25	20	24	30	29	13	26	19	22	28
Strongly disagree	**38**	18	61	6	28	38	76	11	63	62	30
Don't know	**12**	15	6	13	11	8	4	14	5	7	16
Agree (All)	**27**	43	13	57	31	26	7	49	13	9	26
Disagree (All)	**61**	43	81	30	58	67	89	37	82	84	58
Net Agreement	**-34**	+0	-68	+27	-27	-41	-82	+12	-69	-75	-32
He can be trusted to tell the truth, not simply say what people want to hear											
Strongly agree	**8**	14	4	16	6	14	2	13	6	3	11
Somewhat agree	**26**	39	15	50	27	19	11	41	13	16	30
Somewhat disagree	**17**	15	20	11	25	19	17	17	18	21	25
Strongly disagree	**34**	16	55	5	27	38	66	10	57	55	25
Don't know	**14**	17	7	17	15	11	4	18	6	5	8
Agree (All)	**34**	53	19	66	33	33	13	54	19	19	41
Disagree (All)	**51**	31	75	16	52	57	83	27	75	76	50
Net Agreement	**-17**	+22	-56	+50	-19	-24	-70	+27	-56	-57	-9

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Thinking about the Prime Minister, Boris Johnson, to what extent do you agree or disagree with the following statements?									
He understands the lives of people like me									
Strongly agree	**6**	6	7	6	5	15	1	5	7
Somewhat agree	**21**	20	19	23	23	30	19	22	20
Somewhat disagree	**23**	18	22	28	23	17	27	19	27
Strongly disagree	**38**	47	34	26	43	29	48	42	31
Don't know	**12**	8	18	17	7	10	5	10	15
Agree (All)	**27**	26	26	29	28	45	20	27	27
Disagree (All)	**61**	65	56	54	66	46	75	61	58
Net Agreement	**-34**	-39	-30	-25	-38	-1	-55	-34	-31
He can be trusted to tell the truth, not simply say what people want to hear									
Strongly agree	**8**	12	5	12	10	12	2	7	11
Somewhat agree	**26**	19	28	30	18	43	28	28	23
Somewhat disagree	**17**	20	14	16	18	6	30	16	19
Strongly disagree	**34**	40	38	28	32	28	36	40	27
Don't know	**14**	8	15	14	21	11	5	9	21
Agree (All)	**34**	31	33	42	28	55	30	35	34
Disagree (All)	**51**	60	52	44	50	34	66	56	46
Net Agreement	**-17**	-29	-19	-2	-22	+21	-36	-21	-12

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Thinking about the Prime Minister, Boris Johnson, to what extent do you agree or disagree with the following statements?						
He understands the lives of people like me						
Strongly agree	**6**	3	7	8	7	5
Somewhat agree	**21**	24	29	20	20	26
Somewhat disagree	**23**	27	18	18	25	23
Strongly disagree	**38**	35	34	46	32	34
Don't know	**12**	12	13	8	16	12
Agree (All)	**27**	27	36	28	27	31
Disagree (All)	**61**	62	52	64	57	57
Net Agreement	**-34**	-35	-16	-36	-30	-26
He can be trusted to tell the truth, not simply say what people want to hear						
Strongly agree	**8**	5	5	14	8	5
Somewhat agree	**26**	24	31	21	27	27
Somewhat disagree	**17**	18	19	15	16	18
Strongly disagree	**34**	33	32	36	34	33
Don't know	**14**	19	13	13	15	17
Agree (All)	**34**	29	36	35	35	32
Disagree (All)	**51**	51	51	51	50	51
Net Agreement	**-17**	-22	-15	-16	-15	-19

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
He has strong principles that he always sticks to													
Strongly agree	**13**	**12**	14	12	11	11	11	15	16	27	6	5	23
Somewhat agree	**34**	**33**	33	34	33	37	37	27	30	48	23	31	40
Somewhat disagree	**18**	**19**	15	20	15	24	15	17	19	12	19	17	16
Strongly disagree	**24**	**17**	30	19	27	21	28	22	21	2	47	41	11
Don't know	**12**	**20**	9	15	13	6	10	19	14	12	5	6	10
Agree (All)	**47**	**45**	47	46	44	48	48	42	46	75	29	36	63
Disagree (All)	**42**	**36**	45	39	42	45	43	39	40	14	66	58	27
Net Agreement	**+5**	**+9**	+2	+7	+2	+3	+5	+3	+6	+61	-37	-22	+36
He has good judgement													
Strongly agree	**8**	**9**	7	9	9	8	6	10	10	19	3	0	13
Somewhat agree	**33**	**30**	34	32	24	29	33	33	41	64	14	23	41
Somewhat disagree	**19**	**21**	19	20	20	24	20	19	16	9	26	24	10
Strongly disagree	**25**	**19**	28	22	32	28	28	20	20	1	51	44	7
Don't know	**14**	**22**	11	17	15	11	14	18	14	6	6	9	30
Agree (All)	**41**	**39**	41	41	33	37	39	43	51	83	17	23	54
Disagree (All)	**44**	**40**	47	42	52	52	48	39	36	10	77	68	17
Net Agreement	**-3**	**-1**	-6	-1	-19	-15	-9	+4	+15	+73	-60	-45	+37
He is intelligent													
Strongly agree	**25**	**22**	24	25	16	19	21	27	38	52	9	14	33
Somewhat agree	**41**	**42**	41	42	22	37	47	44	43	42	34	39	50
Somewhat disagree	**12**	**13**	13	12	14	19	14	7	7	4	17	29	2
Strongly disagree	**15**	**10**	17	12	35	19	13	10	7	0	36	16	2
Don't know	**7**	**12**	6	9	13	7	5	12	5	1	4	3	12
Agree (All)	**66**	**64**	65	67	38	56	68	71	81	94	43	53	83
Disagree (All)	**27**	**23**	30	24	49	38	27	17	14	4	53	45	4
Net Agreement	**+39**	**+41**	+35	+43	-11	+18	+41	+54	+67	+90	-10	+8	+79

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
He has strong principles that he always sticks to											
Strongly agree	**13**	21	7	30	15	8	3	24	5	2	22
Somewhat agree	**34**	41	27	44	35	38	24	41	28	29	27
Somewhat disagree	**18**	16	18	13	19	19	16	16	19	21	20
Strongly disagree	**24**	10	41	3	16	22	55	6	42	38	26
Don't know	**12**	12	7	10	14	12	4	13	6	10	6
Agree (All)	**47**	62	34	74	50	46	27	65	33	31	49
Disagree (All)	**42**	26	59	16	35	41	71	22	61	59	46
Net Agreement	**+5**	+36	-25	+58	+15	+5	-44	+43	-28	-28	+3
He has good judgement											
Strongly agree	**8**	15	3	22	7	6	1	16	3	1	12
Somewhat agree	**33**	50	19	57	45	35	8	52	17	25	40
Somewhat disagree	**19**	13	27	8	25	21	29	15	26	24	16
Strongly disagree	**25**	9	43	2	13	22	56	5	45	39	20
Don't know	**14**	13	8	11	10	15	5	12	10	11	12
Agree (All)	**41**	65	22	79	52	41	9	68	20	26	52
Disagree (All)	**44**	22	70	10	38	43	85	20	71	63	36
Net Agreement	**-3**	+43	-48	+69	+14	-2	-76	+48	-51	-37	+16
He is intelligent											
Strongly agree	**25**	37	15	49	37	22	7	44	12	13	26
Somewhat agree	**41**	43	43	41	49	42	40	44	40	51	31
Somewhat disagree	**12**	10	15	5	9	17	16	6	15	19	19
Strongly disagree	**15**	5	24	1	2	10	36	1	27	14	18
Don't know	**7**	5	3	3	3	8	1	4	5	3	6
Agree (All)	**66**	80	58	90	86	64	47	88	52	64	57
Disagree (All)	**27**	15	39	6	11	27	52	7	42	33	37
Net Agreement	**+39**	+65	+19	+84	+75	+37	-5	+81	+10	+31	+20

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
He has strong principles that he always sticks to									
Strongly agree	**13**	22	12	12	12	12	8	11	16
Somewhat agree	**34**	24	37	35	33	37	33	37	29
Somewhat disagree	**18**	12	18	21	16	9	27	16	20
Strongly disagree	**24**	34	20	20	24	36	27	29	17
Don't know	**12**	8	14	12	15	6	5	7	18
Agree (All)	**47**	46	49	47	45	49	41	48	45
Disagree (All)	**42**	46	38	41	40	45	54	45	37
Net Agreement	**+5**	+0	+11	+6	+5	+4	-13	+3	+8
He has good judgement									
Strongly agree	**8**	13	8	9	6	14	1	7	10
Somewhat agree	**33**	25	33	39	34	44	24	32	34
Somewhat disagree	**19**	19	19	16	19	6	35	20	18
Strongly disagree	**25**	31	24	18	27	25	29	29	20
Don't know	**14**	12	15	18	14	10	10	12	18
Agree (All)	**41**	38	41	48	40	58	25	39	44
Disagree (All)	**44**	50	43	34	46	31	64	49	38
Net Agreement	**-3**	-12	-2	+14	-6	+27	-39	-10	+6
He is intelligent									
Strongly agree	**25**	26	25	26	28	29	9	23	27
Somewhat agree	**41**	39	40	46	41	35	42	41	41
Somewhat disagree	**12**	12	13	12	10	9	21	12	13
Strongly disagree	**15**	20	12	7	17	20	22	18	10
Don't know	**7**	3	10	9	6	7	5	6	10
Agree (All)	**66**	65	65	72	69	64	51	64	68
Disagree (All)	**27**	32	25	19	27	29	43	30	23
Net Agreement	**+39**	+33	+40	+53	+42	+35	+8	+34	+45

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
He has strong principles that he always sticks to						
Strongly agree	**13**	5	20	19	11	11
Somewhat agree	**34**	36	39	30	35	37
Somewhat disagree	**18**	17	17	13	19	17
Strongly disagree	**24**	26	13	30	21	21
Don't know	**12**	17	11	9	14	14
Agree (All)	**47**	41	59	49	46	48
Disagree (All)	**42**	43	30	43	40	38
Net Agreement	**+5**	-2	+29	+6	+6	+10
He has good judgement						
Strongly agree	**8**	3	9	14	7	5
Somewhat agree	**33**	37	38	25	37	37
Somewhat disagree	**19**	13	26	20	17	18
Strongly disagree	**25**	29	16	29	23	23
Don't know	**14**	18	12	12	16	16
Agree (All)	**41**	40	47	39	44	42
Disagree (All)	**44**	42	42	49	40	41
Net Agreement	**-3**	-2	+5	-10	+4	+1
He is intelligent						
Strongly agree	**25**	28	25	26	26	27
Somewhat agree	**41**	35	45	36	46	39
Somewhat disagree	**12**	12	13	11	11	12
Strongly disagree	**15**	16	13	20	9	15
Don't know	**7**	9	4	6	8	7
Agree (All)	**66**	63	70	62	72	66
Disagree (All)	**27**	28	26	31	20	27
Net Agreement	**+39**	+35	+44	+31	+52	+39

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
He is a kind person													
Strongly agree	**8**	**6**	8	8	10	3	8	6	9	18	3	2	10
Somewhat agree	**28**	**29**	27	28	25	33	24	24	33	46	15	21	39
Somewhat disagree	**20**	**19**	22	17	28	21	20	19	14	10	23	38	10
Strongly disagree	**20**	**17**	23	18	20	26	22	16	17	1	44	31	7
Don't know	**24**	**30**	19	29	17	16	25	34	27	24	14	7	35
Agree (All)	**36**	**35**	35	36	35	36	32	30	42	64	18	23	49
Disagree (All)	**40**	**36**	45	35	48	47	42	35	31	11	67	69	17
Net Agreement	**-4**	**-1**	-10	+1	-13	-11	-10	-5	+11	+53	-49	-46	+32
He has the strength of character to handle a crisis well													
Strongly agree	**18**	**16**	17	18	13	13	17	19	24	39	5	9	25
Somewhat agree	**34**	**32**	36	33	28	36	33	36	36	52	19	24	47
Somewhat disagree	**15**	**18**	14	17	24	17	16	15	9	4	22	22	12
Strongly disagree	**20**	**17**	24	17	25	25	20	17	16	1	44	35	6
Don't know	**13**	**17**	10	15	10	9	14	13	14	4	9	11	10
Agree (All)	**52**	**48**	53	51	41	49	50	55	60	91	24	33	72
Disagree (All)	**35**	**35**	38	34	49	42	36	32	25	5	66	57	18
Net Agreement	**+17**	**+13**	+15	+17	-8	+7	+14	+23	+35	+86	-42	-24	+54
If I lent him some money, I'm sure he would pay me back on time													
Strongly agree	**15**	**10**	17	14	17	16	13	16	18	32	10	7	18
Somewhat agree	**27**	**25**	26	27	18	24	27	30	31	43	15	19	41
Somewhat disagree	**20**	**19**	21	18	28	18	25	12	13	8	25	23	7
Strongly disagree	**23**	**17**	26	20	25	34	22	20	17	2	44	43	13
Don't know	**16**	**29**	11	20	12	9	14	22	21	14	7	8	21
Agree (All)	**42**	**35**	43	41	35	40	40	46	49	75	25	26	59
Disagree (All)	**43**	**36**	47	38	53	52	47	32	30	10	69	66	20
Net Agreement	**-1**	**-1**	-4	+3	-18	-12	-7	+14	+19	+65	-44	-40	+39

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
He is a kind person											
Strongly agree	**8**	13	3	18	4	6	1	13	3	8	8
Somewhat agree	**28**	40	18	47	38	36	10	42	19	13	35
Somewhat disagree	**20**	14	28	9	19	21	30	13	26	36	12
Strongly disagree	**20**	8	35	3	8	15	43	4	34	37	23
Don't know	**24**	25	17	23	31	23	16	29	18	6	22
Agree (All)	**36**	53	21	65	42	42	11	55	22	21	43
Disagree (All)	**40**	22	63	12	27	36	73	17	60	73	35
Net Agreement	**-4**	+31	-42	+53	+15	+6	-62	+38	-38	-52	+8
He has the strength of character to handle a crisis well											
Strongly agree	**18**	28	11	39	28	11	2	33	5	10	23
Somewhat agree	**34**	45	24	48	37	42	17	47	26	32	31
Somewhat disagree	**15**	10	19	6	17	18	20	8	21	14	16
Strongly disagree	**20**	8	35	2	7	16	48	3	36	35	18
Don't know	**13**	9	11	5	11	12	13	8	12	10	12
Agree (All)	**52**	73	35	87	65	53	19	80	31	42	54
Disagree (All)	**35**	18	54	8	24	34	68	11	57	49	34
Net Agreement	**+17**	+55	-19	+79	+41	+19	-49	+69	-26	-7	+20
If I lent him some money, I'm sure he would pay me back on time											
Strongly agree	**15**	25	8	36	14	13	6	28	8	7	13
Somewhat agree	**27**	35	20	38	36	32	16	38	21	14	26
Somewhat disagree	**20**	13	25	8	19	16	25	12	23	29	30
Strongly disagree	**23**	10	36	4	12	21	47	6	39	38	20
Don't know	**16**	17	11	14	20	19	6	16	10	12	10
Agree (All)	**42**	60	28	74	50	45	22	66	29	21	39
Disagree (All)	**43**	23	61	12	31	37	72	18	62	67	50
Net Agreement	**-1**	+37	-33	+62	+19	+8	-50	+48	-33	-46	-11

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
He is a kind person									
Strongly agree	**8**	9	10	6	6	13	2	7	9
Somewhat agree	**28**	19	30	39	19	41	29	27	28
Somewhat disagree	**20**	31	19	13	18	12	25	22	17
Strongly disagree	**20**	24	19	17	22	18	22	23	16
Don't know	**24**	16	22	25	35	16	22	21	29
Agree (All)	**36**	28	40	45	25	54	31	34	37
Disagree (All)	**40**	55	38	30	40	30	47	45	33
Net Agreement	**-4**	-27	+2	+15	-15	+24	-16	-11	+4
He has the strength of character to handle a crisis well									
Strongly agree	**18**	25	18	20	14	21	6	16	20
Somewhat agree	**34**	22	34	37	40	34	35	35	33
Somewhat disagree	**15**	13	14	16	15	15	26	17	13
Strongly disagree	**20**	25	19	15	20	22	24	23	16
Don't know	**13**	14	15	13	10	8	10	9	17
Agree (All)	**52**	47	52	57	54	55	41	51	53
Disagree (All)	**35**	38	33	31	35	37	50	40	29
Net Agreement	**+17**	+9	+19	+26	+19	+18	-9	+11	+24
If I lent him some money, I'm sure he would pay me back on time									
Strongly agree	**15**	24	16	16	10	20	8	15	15
Somewhat agree	**27**	15	26	29	33	23	25	25	29
Somewhat disagree	**20**	22	19	17	14	25	35	22	17
Strongly disagree	**23**	28	23	19	23	20	21	26	18
Don't know	**16**	11	15	20	19	12	10	12	20
Agree (All)	**42**	39	42	45	43	43	33	40	44
Disagree (All)	**43**	50	42	36	37	45	56	48	35
Net Agreement	**-1**	-11	+0	+9	+6	-2	-23	-8	+9

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
He is a kind person						
Strongly agree	**8**	4	9	11	8	6
Somewhat agree	**28**	30	41	17	32	35
Somewhat disagree	**20**	17	12	21	20	15
Strongly disagree	**20**	21	15	25	18	19
Don't know	**24**	29	22	27	22	26
Agree (All)	**36**	34	50	28	40	41
Disagree (All)	**40**	38	27	46	38	34
Net Agreement	**-4**	-4	+23	-18	+2	+7
He has the strength of character to handle a crisis well						
Strongly agree	**18**	10	25	22	18	16
Somewhat agree	**34**	39	38	26	37	39
Somewhat disagree	**15**	17	14	16	12	16
Strongly disagree	**20**	20	13	24	17	17
Don't know	**13**	13	10	12	15	12
Agree (All)	**52**	49	63	48	55	55
Disagree (All)	**35**	37	27	40	29	33
Net Agreement	**+17**	+12	+36	+8	+26	+22
If I lent him some money, I'm sure he would pay me back on time						
Strongly agree	**15**	9	23	20	14	15
Somewhat agree	**27**	31	36	19	29	33
Somewhat disagree	**20**	12	15	20	20	13
Strongly disagree	**23**	26	16	26	22	22
Don't know	**16**	22	11	15	16	17
Agree (All)	**42**	40	59	39	43	48
Disagree (All)	**43**	38	31	46	42	35
Net Agreement	**-1**	+2	+28	-7	+1	+13

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
I would be happy for him to drive me home after a party													
Strongly agree	**12**	**8**	13	11	14	11	13	12	11	26	7	7	22
Somewhat agree	**24**	**24**	28	20	21	26	22	21	28	38	19	15	32
Somewhat disagree	**19**	**22**	16	21	16	19	22	18	15	15	13	27	5
Strongly disagree	**33**	**27**	32	34	38	36	33	29	32	10	55	48	20
Don't know	**13**	**19**	11	14	11	9	10	19	15	12	5	3	20
Agree (All)	**36**	**32**	41	31	35	37	35	33	39	64	26	22	54
Disagree (All)	**52**	**49**	48	55	54	55	55	47	47	25	68	75	25
Net Agreement	**-16**	**-17**	-7	-24	-19	-18	-20	-14	-8	+39	-42	-53	+29
He believes in fairness and equality													
Strongly agree	**10**	**11**	11	10	8	8	10	14	12	23	4	5	19
Somewhat agree	**30**	**29**	31	29	20	28	29	30	41	57	15	20	36
Somewhat disagree	**21**	**19**	20	22	32	26	22	13	15	10	26	31	17
Strongly disagree	**24**	**20**	26	21	28	28	25	21	18	1	49	37	7
Don't know	**15**	**22**	12	17	12	10	15	22	14	8	6	6	21
Agree (All)	**40**	**40**	42	39	28	36	39	44	53	80	19	25	55
Disagree (All)	**45**	**39**	46	43	60	54	47	34	33	11	75	68	24
Net Agreement	**-5**	**+1**	-4	-4	-32	-18	-8	+10	+20	+69	-56	-43	+31
I would be happy for him to look after my young children													
Strongly agree	**8**	**6**	8	8	12	6	7	9	8	18	5	2	15
Somewhat agree	**18**	**19**	22	13	12	22	16	17	19	30	14	8	25
Somewhat disagree	**18**	**23**	19	17	16	21	19	15	18	22	10	15	19
Strongly disagree	**40**	**33**	38	42	46	41	45	31	33	8	64	67	25
Don't know	**17**	**19**	14	19	14	9	13	27	22	22	7	8	16
Agree (All)	**26**	**25**	30	21	24	28	23	26	27	48	19	10	40
Disagree (All)	**58**	**56**	57	59	62	62	64	46	51	30	74	82	44
Net Agreement	**-32**	**-31**	-27	-38	-38	-34	-41	-20	-24	+18	-55	-72	-4

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
I would be happy for him to drive me home after a party											
Strongly agree	**12**	20	5	24	12	17	2	20	7	8	9
Somewhat agree	**24**	34	18	40	28	21	19	34	19	15	23
Somewhat disagree	**19**	17	18	11	15	26	16	16	19	26	18
Strongly disagree	**33**	16	52	10	34	26	58	16	47	48	35
Don't know	**13**	13	7	15	10	11	6	14	7	3	15
Agree (All)	**36**	54	23	64	40	38	21	54	26	23	32
Disagree (All)	**52**	33	70	21	49	52	74	32	66	74	53
Net Agreement	**-16**	+21	-47	+43	-9	-14	-53	+22	-40	-51	-21
He believes in fairness and equality											
Strongly agree	**10**	18	5	26	10	10	2	20	5	4	9
Somewhat agree	**30**	43	20	52	47	26	9	50	15	25	30
Somewhat disagree	**21**	17	26	12	23	27	29	16	28	24	19
Strongly disagree	**24**	9	38	2	7	19	51	3	41	38	29
Don't know	**15**	13	11	8	13	18	9	10	11	10	13
Agree (All)	**40**	61	25	78	57	36	11	70	20	29	39
Disagree (All)	**45**	26	64	14	30	46	80	19	69	62	48
Net Agreement	**-5**	+35	-39	+64	+27	-10	-69	+51	-49	-33	-9
I would be happy for him to look after my young children											
Strongly agree	**8**	13	4	16	7	10	2	14	5	5	7
Somewhat agree	**18**	27	12	33	19	22	12	27	15	8	21
Somewhat disagree	**18**	17	18	19	31	17	13	24	14	20	10
Strongly disagree	**40**	21	58	8	30	42	69	13	60	59	45
Don't know	**17**	22	8	24	13	10	4	22	6	9	16
Agree (All)	**26**	40	16	49	26	32	14	41	20	13	28
Disagree (All)	**58**	38	76	27	61	59	82	37	74	79	55
Net Agreement	**-32**	+2	-60	+22	-35	-27	-68	+4	-54	-66	-27

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
I would be happy for him to drive me home after a party									
Strongly agree	**12**	14	12	19	9	17	4	12	12
Somewhat agree	**24**	21	26	25	23	18	23	22	26
Somewhat disagree	**19**	23	19	13	19	18	19	19	18
Strongly disagree	**33**	33	30	29	36	36	45	37	28
Don't know	**13**	9	14	14	13	11	9	9	17
Agree (All)	**36**	35	38	44	32	35	27	34	38
Disagree (All)	**52**	56	49	42	55	54	64	56	46
Net Agreement	**-16**	-21	-11	+2	-23	-19	-37	-22	-8
He believes in fairness and equality									
Strongly agree	**10**	11	10	17	7	17	4	10	11
Somewhat agree	**30**	22	32	31	35	33	24	30	31
Somewhat disagree	**21**	30	18	18	17	11	40	22	20
Strongly disagree	**24**	27	23	19	26	29	19	27	20
Don't know	**15**	11	17	15	15	10	13	11	19
Agree (All)	**40**	33	42	48	42	50	28	40	42
Disagree (All)	**45**	57	41	37	43	40	59	49	40
Net Agreement	**-5**	-24	+1	+11	-1	+10	-31	-9	+2
I would be happy for him to look after my young children									
Strongly agree	**8**	13	8	7	7	13	4	8	8
Somewhat agree	**18**	15	19	21	14	15	21	17	19
Somewhat disagree	**18**	16	15	20	23	15	16	18	18
Strongly disagree	**40**	45	39	32	38	40	52	45	33
Don't know	**17**	11	19	20	18	17	7	13	22
Agree (All)	**26**	28	27	28	21	28	25	25	27
Disagree (All)	**58**	61	54	52	61	55	68	63	51
Net Agreement	**-32**	-33	-27	-24	-40	-27	-43	-38	-24

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
I would be happy for him to drive me home after a party						
Strongly agree	**12**	8	13	14	13	10
Somewhat agree	**24**	20	24	21	27	22
Somewhat disagree	**19**	15	18	17	21	16
Strongly disagree	**33**	40	28	37	27	35
Don't know	**13**	16	18	11	12	17
Agree (All)	**36**	28	37	35	40	32
Disagree (All)	**52**	55	46	54	48	51
Net Agreement	**-16**	-27	-9	-19	-8	-19
He believes in fairness and equality						
Strongly agree	**10**	8	18	11	10	12
Somewhat agree	**30**	35	32	24	34	34
Somewhat disagree	**21**	15	14	25	18	15
Strongly disagree	**24**	24	19	28	22	22
Don't know	**15**	18	17	12	15	17
Agree (All)	**40**	43	50	35	44	46
Disagree (All)	**45**	39	33	53	40	37
Net Agreement	**-5**	+4	+17	-18	+4	+9
I would be happy for him to look after my young children						
Strongly agree	**8**	5	12	12	7	8
Somewhat agree	**18**	16	18	14	20	16
Somewhat disagree	**18**	22	19	16	19	20
Strongly disagree	**40**	44	36	43	35	40
Don't know	**17**	14	17	16	20	15
Agree (All)	**26**	21	30	26	27	24
Disagree (All)	**58**	66	55	59	54	60
Net Agreement	**-32**	-45	-25	-33	-27	-36

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
I would enjoy spending time with him													
Strongly agree	**12**	**13**	14	11	10	11	12	13	14	27	7	5	30
Somewhat agree	**25**	**25**	30	20	23	22	25	21	28	41	15	14	31
Somewhat disagree	**17**	**21**	15	19	24	19	16	14	14	14	17	18	17
Strongly disagree	**34**	**27**	31	37	34	40	36	29	31	6	57	59	13
Don't know	**12**	**14**	10	14	8	8	10	23	12	12	3	3	10
Agree (All)	**37**	**38**	44	31	33	33	37	34	42	68	22	19	61
Disagree (All)	**51**	**48**	46	56	58	59	52	43	45	20	74	77	30
Net Agreement	**-14**	**-10**	-2	-25	-25	-26	-15	-9	-3	+48	-52	-58	+31
He is not afraid to make tough decisions													
Strongly agree	**24**	**22**	23	24	15	18	22	25	34	47	11	12	33
Somewhat agree	**39**	**43**	35	42	30	39	42	39	38	47	32	37	42
Somewhat disagree	**13**	**9**	16	11	16	14	16	11	8	3	20	25	11
Strongly disagree	**15**	**10**	17	12	28	18	13	9	11	1	30	24	4
Don't know	**10**	**16**	9	11	12	10	7	16	9	2	7	3	10
Agree (All)	**63**	**65**	58	66	45	57	64	64	72	94	43	49	75
Disagree (All)	**28**	**19**	33	23	44	32	29	20	19	4	50	49	15
Net Agreement	**+35**	**+46**	+25	+43	+1	+25	+35	+44	+53	+90	-7	+0	+60
He has what it takes to get the job done													
Strongly agree	**17**	**14**	17	16	11	12	15	18	24	35	7	9	23
Somewhat agree	**34**	**32**	35	34	23	33	33	40	39	57	15	22	48
Somewhat disagree	**16**	**19**	15	17	23	22	18	8	9	6	23	25	14
Strongly disagree	**22**	**16**	26	19	32	25	22	20	17	1	46	38	4
Don't know	**11**	**18**	7	15	11	8	12	14	10	2	8	6	11
Agree (All)	**51**	**46**	52	50	34	45	48	58	63	92	22	31	71
Disagree (All)	**38**	**35**	41	36	55	47	40	28	26	7	69	63	18
Net Agreement	**+13**	**+11**	+11	+14	-21	-2	+8	+30	+37	+85	-47	-32	+53

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
I would enjoy spending time with him											
Strongly agree	**12**	21	5	27	14	18	2	22	8	5	10
Somewhat agree	**25**	36	16	44	21	23	12	36	15	18	32
Somewhat disagree	**17**	15	18	11	25	19	17	17	18	19	14
Strongly disagree	**34**	15	56	5	32	30	65	13	53	52	28
Don't know	**12**	13	6	13	9	10	4	12	6	6	16
Agree (All)	**37**	57	21	71	35	41	14	58	23	23	42
Disagree (All)	**51**	30	74	16	57	49	82	30	71	71	42
Net Agreement	**-14**	+27	-53	+55	-22	-8	-68	+28	-48	-48	+0
He is not afraid to make tough decisions											
Strongly agree	**24**	38	13	48	26	26	5	39	12	17	26
Somewhat agree	**39**	41	36	43	52	36	29	48	33	43	28
Somewhat disagree	**13**	9	21	4	13	10	27	6	20	16	17
Strongly disagree	**15**	5	25	1	3	11	35	1	26	21	19
Don't know	**10**	8	6	4	5	17	5	5	9	2	11
Agree (All)	**63**	79	49	91	78	62	34	87	45	60	54
Disagree (All)	**28**	14	46	5	16	21	62	7	46	37	36
Net Agreement	**+35**	+65	+3	+86	+62	+41	-28	+80	-1	+23	+18
He has what it takes to get the job done											
Strongly agree	**17**	28	7	36	18	19	2	29	8	8	26
Somewhat agree	**34**	45	24	50	46	35	14	51	21	29	28
Somewhat disagree	**16**	13	21	10	20	21	22	12	22	15	17
Strongly disagree	**22**	6	38	0	7	13	53	2	39	38	19
Don't know	**11**	8	9	3	9	11	10	6	10	9	11
Agree (All)	**51**	73	31	86	64	54	16	80	29	37	54
Disagree (All)	**38**	19	59	10	27	34	75	14	61	53	36
Net Agreement	**+13**	+54	-28	+76	+37	+20	-59	+66	-32	-16	+18

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
I would enjoy spending time with him									
Strongly agree	**12**	15	13	16	10	16	4	12	13
Somewhat agree	**25**	22	27	31	19	23	27	25	24
Somewhat disagree	**17**	22	12	15	20	10	26	18	15
Strongly disagree	**34**	37	33	26	39	32	40	35	33
Don't know	**12**	5	16	12	11	20	3	9	16
Agree (All)	**37**	37	40	47	29	39	31	37	37
Disagree (All)	**51**	59	45	41	59	42	66	53	48
Net Agreement	**-14**	-22	-5	+6	-30	-3	-35	-16	-11
He is not afraid to make tough decisions									
Strongly agree	**24**	27	24	30	20	28	11	23	25
Somewhat agree	**39**	39	40	40	41	33	29	38	39
Somewhat disagree	**13**	9	12	12	14	9	27	15	11
Strongly disagree	**15**	18	11	8	18	20	22	18	10
Don't know	**10**	7	12	11	7	9	10	6	14
Agree (All)	**63**	66	64	70	61	61	40	61	64
Disagree (All)	**28**	27	23	20	32	29	49	33	21
Net Agreement	**+35**	+39	+41	+50	+29	+32	-9	+28	+43
He has what it takes to get the job done									
Strongly agree	**17**	22	16	21	14	25	5	15	19
Somewhat agree	**34**	26	35	33	40	35	27	34	34
Somewhat disagree	**16**	13	16	21	13	7	26	18	13
Strongly disagree	**22**	28	20	13	25	26	30	26	18
Don't know	**11**	10	13	12	9	7	13	7	16
Agree (All)	**51**	48	51	54	54	60	32	49	53
Disagree (All)	**38**	41	36	34	38	33	56	44	31
Net Agreement	**+13**	+7	+15	+20	+16	+27	-24	+5	+22

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
I would enjoy spending time with him						
Strongly agree	**12**	6	15	16	13	9
Somewhat agree	**25**	28	34	17	26	30
Somewhat disagree	**17**	12	16	17	17	14
Strongly disagree	**34**	40	29	38	30	35
Don't know	**12**	14	7	12	14	11
Agree (All)	**37**	34	49	33	39	39
Disagree (All)	**51**	52	45	55	47	49
Net Agreement	**-14**	-18	+4	-22	-8	-10
He is not afraid to make tough decisions						
Strongly agree	**24**	19	31	26	25	24
Somewhat agree	**39**	39	39	34	44	39
Somewhat disagree	**13**	12	15	13	11	13
Strongly disagree	**15**	15	9	19	11	12
Don't know	**10**	15	7	8	10	12
Agree (All)	**63**	58	70	60	69	63
Disagree (All)	**28**	27	24	32	22	25
Net Agreement	**+35**	+31	+46	+28	+47	+38
He has what it takes to get the job done						
Strongly agree	**17**	9	22	20	18	14
Somewhat agree	**34**	46	30	30	35	40
Somewhat disagree	**16**	12	15	16	15	13
Strongly disagree	**22**	22	18	27	19	21
Don't know	**11**	10	16	7	13	12
Agree (All)	**51**	55	52	50	53	54
Disagree (All)	**38**	34	33	43	34	34
Net Agreement	**+13**	+21	+19	+7	+19	+20

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Thinking about the Labour leader, Jeremy Corbyn, to what extent do you agree or disagree with the following statements?													
He understands the lives of people like me													
Strongly agree	**11**	**9**	9	13	18	18	9	10	7	2	38	5	5
Somewhat agree	**22**	**22**	25	19	30	35	21	18	15	12	41	27	22
Somewhat disagree	**23**	**24**	25	20	16	18	27	17	26	25	12	31	16
Strongly disagree	**32**	**32**	28	37	17	21	33	41	43	51	4	29	52
Don't know	**11**	**13**	12	11	19	9	10	13	9	10	6	8	5
Agree (All)	**33**	**31**	34	32	48	53	30	28	22	14	79	32	27
Disagree (All)	**55**	**56**	53	57	33	39	60	58	69	76	16	60	68
Net Agreement	**-22**	**-25**	-19	-25	+15	+14	-30	-30	-47	-62	+63	-28	-41
He can be trusted to tell the truth, not simply say what people want to hear													
Strongly agree	**9**	**8**	9	9	10	17	8	7	6	3	28	4	3
Somewhat agree	**21**	**22**	22	20	31	27	22	15	14	7	48	25	12
Somewhat disagree	**22**	**23**	24	20	18	26	24	16	22	20	12	34	23
Strongly disagree	**35**	**31**	34	35	22	20	32	48	47	59	6	31	49
Don't know	**13**	**16**	10	16	19	10	14	15	11	11	6	6	13
Agree (All)	**30**	**30**	31	29	41	44	30	22	20	10	76	29	15
Disagree (All)	**57**	**54**	58	55	40	46	56	64	69	79	18	65	72
Net Agreement	**-27**	**-24**	-27	-26	+1	-2	-26	-42	-49	-69	+58	-36	-57

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Thinking about the Labour leader, Jeremy Corbyn, to what extent do you agree or disagree with the following statements?											
He understands the lives of people like me											
Strongly agree	**11**	7	14	3	2	21	25	3	26	6	6
Somewhat agree	**22**	16	30	11	9	30	41	11	36	27	23
Somewhat disagree	**23**	24	23	27	28	21	17	28	17	28	30
Strongly disagree	**32**	46	24	51	43	22	12	46	15	37	31
Don't know	**11**	7	9	8	18	6	5	12	5	3	11
Agree (All)	**33**	23	44	14	11	51	66	14	62	33	29
Disagree (All)	**55**	70	47	78	71	43	29	74	32	65	61
Net Agreement	**-22**	-47	-3	-64	-60	+8	+37	-60	+30	-32	-32
He can be trusted to tell the truth, not simply say what people want to hear											
Strongly agree	**9**	5	15	1	2	12	25	2	20	4	10
Somewhat agree	**21**	14	29	7	18	32	41	11	39	19	11
Somewhat disagree	**22**	21	25	22	26	19	17	23	18	32	30
Strongly disagree	**35**	51	23	60	42	30	10	52	17	37	35
Don't know	**13**	10	8	10	13	7	7	12	7	8	15
Agree (All)	**30**	19	44	8	20	44	66	13	59	23	21
Disagree (All)	**57**	72	48	82	68	49	27	75	35	69	65
Net Agreement	**-27**	-53	-4	-74	-48	-5	+39	-62	+24	-46	-44

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Thinking about the Labour leader, Jeremy Corbyn, to what extent do you agree or disagree with the following statements?									
He understands the lives of people like me									
Strongly agree	**11**	14	9	12	14	9	8	12	11
Somewhat agree	**22**	36	21	17	24	10	20	26	18
Somewhat disagree	**23**	21	24	18	23	28	26	24	21
Strongly disagree	**32**	23	32	40	31	41	32	30	36
Don't know	**11**	6	14	13	8	12	14	10	14
Agree (All)	**33**	50	30	29	38	19	28	38	29
Disagree (All)	**55**	44	56	58	54	69	58	54	57
Net Agreement	**-22**	+6	-26	-29	-16	-50	-30	-16	-28
He can be trusted to tell the truth, not simply say what people want to hear									
Strongly agree	**9**	14	6	10	10	5	8	11	7
Somewhat agree	**21**	22	21	20	24	10	19	26	14
Somewhat disagree	**22**	24	23	16	18	31	28	24	19
Strongly disagree	**35**	33	34	35	36	46	28	30	41
Don't know	**13**	7	15	18	11	8	17	9	19
Agree (All)	**30**	36	27	30	34	15	27	37	21
Disagree (All)	**57**	57	57	51	54	77	56	54	60
Net Agreement	**-27**	-21	-30	-21	-20	-62	-29	-17	-39

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Thinking about the Labour leader, Jeremy Corbyn, to what extent do you agree or disagree with the following statements?						
He understands the lives of people like me						
Strongly agree	**11**	8	6	16	11	7
Somewhat agree	**22**	23	26	27	19	24
Somewhat disagree	**23**	23	17	24	22	20
Strongly disagree	**32**	27	37	28	36	31
Don't know	**11**	19	14	6	12	17
Agree (All)	**33**	31	32	43	30	31
Disagree (All)	**55**	50	54	52	58	51
Net Agreement	**-22**	-19	-22	-9	-28	-20
He can be trusted to tell the truth, not simply say what people want to hear						
Strongly agree	**9**	8	5	14	7	7
Somewhat agree	**21**	19	19	21	23	19
Somewhat disagree	**22**	21	17	23	21	19
Strongly disagree	**35**	31	41	35	36	35
Don't know	**13**	21	17	7	13	20
Agree (All)	**30**	27	24	35	30	26
Disagree (All)	**57**	52	58	58	57	54
Net Agreement	**-27**	-25	-34	-23	-27	-28

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
He has strong principles that he always sticks to													
Strongly agree	**12**	**10**	14	10	10	22	9	11	11	4	30	10	11
Somewhat agree	**27**	**31**	26	28	34	32	30	22	19	20	44	36	18
Somewhat disagree	**21**	**19**	24	18	24	21	22	22	18	22	15	23	23
Strongly disagree	**27**	**19**	24	29	16	16	26	26	41	43	4	24	42
Don't know	**13**	**20**	11	15	17	9	14	19	10	11	6	7	7
Agree (All)	**39**	**41**	40	38	44	54	39	33	30	24	74	46	29
Disagree (All)	**48**	**38**	48	47	40	37	48	48	59	65	19	47	65
Net Agreement	**-9**	**+3**	-8	-9	+4	+17	-9	-15	-29	-41	+55	-1	-36
He has good judgement													
Strongly agree	**7**	**6**	8	7	9	19	6	4	3	2	23	4	7
Somewhat agree	**18**	**19**	18	18	26	26	19	10	10	5	44	17	10
Somewhat disagree	**27**	**26**	29	24	32	25	27	24	27	30	21	37	24
Strongly disagree	**35**	**31**	35	35	17	19	33	46	52	58	5	32	48
Don't know	**13**	**18**	10	16	16	11	16	16	8	6	8	10	11
Agree (All)	**25**	**25**	26	25	35	45	25	14	13	7	67	21	17
Disagree (All)	**62**	**57**	64	59	49	44	60	70	79	88	26	69	72
Net Agreement	**-37**	**-32**	-38	-34	-14	+1	-35	-56	-66	-81	+41	-48	-55
He is intelligent													
Strongly agree	**12**	**13**	12	12	13	19	11	9	9	5	31	6	12
Somewhat agree	**38**	**38**	37	38	34	43	40	32	36	32	51	41	22
Somewhat disagree	**15**	**13**	16	14	18	14	15	13	16	13	12	21	17
Strongly disagree	**23**	**19**	22	23	19	16	22	26	27	39	3	23	27
Don't know	**13**	**18**	13	13	16	8	12	20	12	10	4	9	23
Agree (All)	**50**	**51**	49	50	47	62	51	41	45	37	82	47	34
Disagree (All)	**38**	**32**	38	37	37	30	37	39	43	52	15	44	44
Net Agreement	**+12**	**+19**	+11	+13	+10	+32	+14	+2	+2	-15	+67	+3	-10

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
He has strong principles that he always sticks to											
Strongly agree	**12**	8	16	4	4	19	25	4	24	11	12
Somewhat agree	**27**	21	34	19	25	32	42	21	39	24	23
Somewhat disagree	**21**	20	23	19	32	17	19	24	18	22	27
Strongly disagree	**27**	42	16	48	23	19	6	39	10	35	31
Don't know	**13**	10	10	10	16	13	8	12	9	9	7
Agree (All)	**39**	29	50	23	29	51	67	25	63	35	35
Disagree (All)	**48**	62	39	67	55	36	25	63	28	57	58
Net Agreement	**-9**	-33	+11	-44	-26	+15	+42	-38	+35	-22	-23
He has good judgement											
Strongly agree	**7**	6	9	2	2	16	14	2	16	5	7
Somewhat agree	**18**	10	27	5	2	22	46	4	36	14	19
Somewhat disagree	**27**	26	27	27	39	25	21	32	23	29	18
Strongly disagree	**35**	49	27	58	51	26	11	54	16	38	41
Don't know	**13**	9	9	8	7	12	7	8	8	15	16
Agree (All)	**25**	16	36	7	4	38	60	6	52	19	26
Disagree (All)	**62**	75	54	85	90	51	32	86	39	67	59
Net Agreement	**-37**	-59	-18	-78	-86	-13	+28	-80	+13	-48	-33
He is intelligent											
Strongly agree	**12**	8	16	5	5	17	25	5	22	7	15
Somewhat agree	**38**	33	45	30	42	46	52	35	49	38	31
Somewhat disagree	**15**	14	18	14	21	14	12	15	13	27	15
Strongly disagree	**23**	34	13	40	17	12	9	32	10	22	26
Don't know	**13**	11	8	10	16	11	3	12	5	6	13
Agree (All)	**50**	41	61	35	47	63	77	40	71	45	46
Disagree (All)	**38**	48	31	54	38	26	21	47	23	49	41
Net Agreement	**+12**	-7	+30	-19	+9	+37	+56	-7	+48	-4	+5

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
He has strong principles that he always sticks to									
Strongly agree	**12**	19	12	7	12	9	13	14	9
Somewhat agree	**27**	22	30	27	32	22	18	30	23
Somewhat disagree	**21**	23	21	19	16	16	37	22	20
Strongly disagree	**27**	23	23	31	29	43	20	22	32
Don't know	**13**	13	15	16	11	10	11	11	16
Agree (All)	**39**	41	42	34	44	31	31	44	32
Disagree (All)	**48**	46	44	50	45	59	57	44	52
Net Agreement	**-9**	-5	-2	-16	-1	-28	-26	+0	-20
He has good judgement									
Strongly agree	**7**	11	7	4	8	4	11	9	6
Somewhat agree	**18**	19	18	18	18	12	14	19	16
Somewhat disagree	**27**	19	26	26	33	27	26	29	23
Strongly disagree	**35**	41	32	40	33	46	30	31	41
Don't know	**13**	10	17	12	9	11	19	12	14
Agree (All)	**25**	30	25	22	26	16	25	28	22
Disagree (All)	**62**	60	58	66	66	73	56	60	64
Net Agreement	**-37**	-30	-33	-44	-40	-57	-31	-32	-42
He is intelligent									
Strongly agree	**12**	15	13	7	11	14	11	14	9
Somewhat agree	**38**	35	37	36	48	22	32	42	33
Somewhat disagree	**15**	17	16	15	10	11	23	16	13
Strongly disagree	**23**	27	20	29	19	34	17	17	30
Don't know	**13**	6	15	12	12	19	17	11	15
Agree (All)	**50**	50	50	43	59	36	43	56	42
Disagree (All)	**38**	44	36	44	29	45	40	33	43
Net Agreement	**+12**	+6	+14	-1	+30	-9	+3	+23	-1

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
He has strong principles that he always sticks to						
Strongly agree	**12**	13	9	13	11	11
Somewhat agree	**27**	20	34	31	28	26
Somewhat disagree	**21**	21	18	21	18	20
Strongly disagree	**27**	25	29	26	28	27
Don't know	**13**	21	10	10	14	17
Agree (All)	**39**	33	43	44	39	37
Disagree (All)	**48**	46	47	47	46	47
Net Agreement	**-9**	-13	-4	-3	-7	-10
He has good judgement						
Strongly agree	**7**	5	13	8	6	8
Somewhat agree	**18**	17	15	21	17	16
Somewhat disagree	**27**	29	22	25	28	26
Strongly disagree	**35**	33	39	36	36	35
Don't know	**13**	16	11	10	14	14
Agree (All)	**25**	22	28	29	23	24
Disagree (All)	**62**	62	61	61	64	61
Net Agreement	**-37**	-40	-33	-32	-41	-37
He is intelligent						
Strongly agree	**12**	9	14	16	10	11
Somewhat agree	**38**	35	38	37	41	37
Somewhat disagree	**15**	16	15	14	13	16
Strongly disagree	**23**	20	24	23	24	21
Don't know	**13**	20	9	10	12	16
Agree (All)	**50**	44	52	53	51	48
Disagree (All)	**38**	36	39	37	37	37
Net Agreement	**+12**	+8	+13	+16	+14	+11

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
He is a kind person													
Strongly agree	**9**	**6**	9	8	15	16	7	6	5	2	28	4	6
Somewhat agree	**25**	**27**	26	23	30	31	23	21	23	15	43	31	22
Somewhat disagree	**17**	**16**	19	16	19	22	19	16	12	18	15	19	14
Strongly disagree	**24**	**20**	24	25	16	14	27	25	33	41	5	21	32
Don't know	**25**	**31**	21	28	20	16	24	33	27	24	10	24	26
Agree (All)	**34**	**33**	35	31	45	47	30	27	28	17	71	35	28
Disagree (All)	**41**	**36**	43	41	35	36	46	41	45	59	20	40	46
Net Agreement	**-7**	**-3**	-8	-10	+10	+11	-16	-14	-17	-42	+51	-5	-18
He has the strength of character to handle a crisis well													
Strongly agree	**8**	**8**	7	9	10	18	6	5	6	2	25	3	8
Somewhat agree	**18**	**20**	21	14	25	28	18	10	11	7	41	20	3
Somewhat disagree	**23**	**23**	24	22	26	24	23	20	22	25	15	31	24
Strongly disagree	**36**	**31**	34	38	18	18	36	46	52	60	5	34	52
Don't know	**15**	**18**	14	17	20	12	18	19	9	6	13	12	12
Agree (All)	**26**	**28**	28	23	35	46	24	15	17	9	66	23	11
Disagree (All)	**59**	**54**	58	60	44	42	59	66	74	85	20	65	76
Net Agreement	**-33**	**-26**	-30	-37	-9	+4	-35	-51	-57	-76	+46	-42	-65
If I lent him some money, I'm sure he would pay me back on time													
Strongly agree	**14**	**12**	15	13	14	19	14	12	11	6	33	11	13
Somewhat agree	**26**	**27**	30	24	27	33	24	24	27	22	40	27	18
Somewhat disagree	**16**	**15**	18	13	22	17	17	13	12	14	15	25	10
Strongly disagree	**24**	**19**	23	26	20	18	24	28	28	38	5	19	34
Don't know	**20**	**27**	15	24	18	13	20	23	22	19	7	18	25
Agree (All)	**40**	**39**	45	37	41	52	38	36	38	28	73	38	31
Disagree (All)	**40**	**34**	41	39	42	35	41	41	40	52	20	44	44
Net Agreement	**+0**	**+5**	+4	-2	-1	+17	-3	-5	-2	-24	+53	-6	-13

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
He is a kind person											
Strongly agree	**9**	5	12	2	2	9	20	2	18	6	13
Somewhat agree	**25**	20	30	15	16	42	40	17	40	27	13
Somewhat disagree	**17**	15	23	18	27	10	23	20	18	21	14
Strongly disagree	**24**	37	15	41	29	16	5	35	9	25	36
Don't know	**25**	23	19	24	26	22	13	26	15	22	24
Agree (All)	**34**	25	42	17	18	51	60	19	58	33	26
Disagree (All)	**41**	52	38	59	56	26	28	55	27	46	50
Net Agreement	**-7**	-27	+4	-42	-38	+25	+32	-36	+31	-13	-24
He has the strength of character to handle a crisis well											
Strongly agree	**8**	7	10	2	2	19	17	2	18	4	8
Somewhat agree	**18**	10	25	6	7	19	39	7	34	16	18
Somewhat disagree	**23**	19	28	21	41	20	17	27	18	30	28
Strongly disagree	**36**	53	24	62	40	27	13	55	17	38	35
Don't know	**15**	11	13	9	9	14	14	10	13	11	12
Agree (All)	**26**	17	35	8	9	38	56	9	52	20	26
Disagree (All)	**59**	72	52	83	81	47	30	82	35	68	63
Net Agreement	**-33**	-55	-17	-75	-72	-9	+26	-73	+17	-48	-37
If I lent him some money, I'm sure he would pay me back on time											
Strongly agree	**14**	10	19	6	8	18	29	6	25	11	21
Somewhat agree	**26**	22	33	24	22	29	41	26	36	20	19
Somewhat disagree	**16**	15	19	15	19	13	16	15	16	25	14
Strongly disagree	**24**	32	17	33	31	17	8	32	11	26	28
Don't know	**20**	21	12	21	20	23	6	21	13	17	18
Agree (All)	**40**	32	52	30	30	47	70	32	61	31	40
Disagree (All)	**40**	47	36	48	50	30	24	47	27	51	42
Net Agreement	**+0**	-15	+16	-18	-20	+17	+46	-15	+34	-20	-2

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
He is a kind person									
Strongly agree	**9**	14	7	7	9	3	14	10	8
Somewhat agree	**25**	36	24	18	29	17	16	27	22
Somewhat disagree	**17**	14	18	19	16	9	27	19	15
Strongly disagree	**24**	22	22	32	23	38	19	22	28
Don't know	**25**	14	28	25	23	33	24	23	27
Agree (All)	**34**	50	31	25	38	20	30	37	30
Disagree (All)	**41**	36	40	51	39	47	46	41	43
Net Agreement	**-7**	+14	-9	-26	-1	-27	-16	-4	-13
He has the strength of character to handle a crisis well									
Strongly agree	**8**	8	10	5	7	8	10	9	7
Somewhat agree	**18**	26	15	16	19	16	15	21	14
Somewhat disagree	**23**	18	23	25	22	17	35	25	21
Strongly disagree	**36**	41	34	39	36	43	24	31	43
Don't know	**15**	7	18	15	16	15	16	15	16
Agree (All)	**26**	34	25	21	26	24	25	30	21
Disagree (All)	**59**	59	57	64	58	60	59	56	64
Net Agreement	**-33**	-25	-32	-43	-32	-36	-34	-26	-43
If I lent him some money, I'm sure he would pay me back on time									
Strongly agree	**14**	15	14	12	14	4	18	16	11
Somewhat agree	**26**	32	27	20	31	19	21	29	24
Somewhat disagree	**16**	20	14	17	12	17	23	17	15
Strongly disagree	**24**	21	23	31	23	24	22	22	27
Don't know	**20**	13	21	20	20	35	14	17	23
Agree (All)	**40**	47	41	32	45	23	39	45	35
Disagree (All)	**40**	41	37	48	35	41	45	39	42
Net Agreement	**+0**	+6	+4	-16	+10	-18	-6	+6	-7

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
He is a kind person						
Strongly agree	**9**	6	10	9	8	8
Somewhat agree	**25**	24	27	33	21	25
Somewhat disagree	**17**	15	13	16	19	14
Strongly disagree	**24**	19	29	24	27	23
Don't know	**25**	36	21	18	25	30
Agree (All)	**34**	30	37	42	29	33
Disagree (All)	**41**	34	42	40	46	37
Net Agreement	**-7**	-4	-5	+2	-17	-4
He has the strength of character to handle a crisis well						
Strongly agree	**8**	7	10	7	9	8
Somewhat agree	**18**	18	13	22	16	16
Somewhat disagree	**23**	28	15	17	24	23
Strongly disagree	**36**	30	43	40	37	35
Don't know	**15**	17	19	14	15	18
Agree (All)	**26**	25	23	29	25	24
Disagree (All)	**59**	58	58	57	61	58
Net Agreement	**-33**	-33	-35	-28	-36	-34
If I lent him some money, I'm sure he would pay me back on time						
Strongly agree	**14**	9	15	15	13	11
Somewhat agree	**26**	23	29	31	25	26
Somewhat disagree	**16**	14	12	16	16	13
Strongly disagree	**24**	22	34	21	26	27
Don't know	**20**	31	10	17	20	23
Agree (All)	**40**	32	44	46	38	37
Disagree (All)	**40**	36	46	37	42	40
Net Agreement	**+0**	-4	-2	+9	-4	-3

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
I would be happy for him to drive me home after a party													
Strongly agree	**10**	**7**	12	9	16	16	9	8	7	4	27	11	10
Somewhat agree	**24**	**24**	27	21	29	30	23	24	18	16	44	29	14
Somewhat disagree	**17**	**18**	19	16	18	22	18	13	17	15	14	19	23
Strongly disagree	**34**	**35**	29	39	21	20	35	39	48	54	5	30	48
Don't know	**14**	**15**	13	15	16	12	15	16	10	11	10	11	5
Agree (All)	**34**	**31**	39	30	45	46	32	32	25	20	71	40	24
Disagree (All)	**51**	**53**	48	55	39	42	53	52	65	69	19	49	71
Net Agreement	**-17**	**-22**	-9	-25	+6	+4	-21	-20	-40	-49	+52	-9	-47
He believes in fairness and equality													
Strongly agree	**14**	**12**	15	14	16	22	14	9	11	4	39	11	10
Somewhat agree	**30**	**33**	32	28	36	36	30	23	25	22	42	40	21
Somewhat disagree	**18**	**15**	19	18	10	17	21	21	17	23	11	19	21
Strongly disagree	**25**	**21**	24	26	21	16	24	28	33	41	3	24	38
Don't know	**13**	**19**	10	16	17	9	10	19	13	11	5	6	11
Agree (All)	**44**	**45**	47	42	52	58	44	32	36	26	81	51	31
Disagree (All)	**43**	**36**	43	44	31	33	45	49	50	64	14	43	59
Net Agreement	**+1**	**+9**	+4	-2	+21	+25	-1	-17	-14	-38	+67	+8	-28
I would be happy for him to look after my young children													
Strongly agree	**7**	**7**	9	5	10	10	6	6	6	2	23	3	8
Somewhat agree	**17**	**18**	18	15	28	22	15	12	13	8	35	16	11
Somewhat disagree	**20**	**21**	22	18	17	26	21	18	16	18	24	23	10
Strongly disagree	**41**	**34**	37	45	27	31	40	47	53	58	9	45	60
Don't know	**15**	**20**	14	17	19	11	18	17	11	14	8	14	10
Agree (All)	**24**	**25**	27	20	38	32	21	18	19	10	58	19	19
Disagree (All)	**61**	**55**	59	63	44	57	61	65	69	76	33	68	70
Net Agreement	**-37**	**-30**	-32	-43	-6	-25	-40	-47	-50	-66	+25	-49	-51

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
I would be happy for him to drive me home after a party											
Strongly agree	**10**	8	15	3	6	18	22	4	20	9	11
Somewhat agree	**24**	16	31	13	15	32	44	15	41	22	21
Somewhat disagree	**17**	18	18	19	17	17	16	19	16	18	19
Strongly disagree	**34**	47	24	53	52	24	7	51	13	37	37
Don't know	**14**	11	12	11	10	9	11	11	10	13	12
Agree (All)	**34**	24	46	16	21	50	66	19	61	31	32
Disagree (All)	**51**	65	42	72	69	41	23	70	29	55	56
Net Agreement	**-17**	-41	+4	-56	-48	+9	+43	-51	+32	-24	-24
He believes in fairness and equality											
Strongly agree	**14**	8	22	4	3	19	34	4	31	11	13
Somewhat agree	**30**	25	33	23	28	39	36	27	36	28	38
Somewhat disagree	**18**	20	20	24	25	14	18	24	16	17	9
Strongly disagree	**25**	37	16	40	26	19	5	34	10	36	29
Don't know	**13**	9	10	8	17	9	8	11	8	7	11
Agree (All)	**44**	33	55	27	31	58	70	31	67	39	51
Disagree (All)	**43**	57	36	64	51	33	23	58	26	53	38
Net Agreement	**+1**	-24	+19	-37	-20	+25	+47	-27	+41	-14	+13
I would be happy for him to look after my young children											
Strongly agree	**7**	5	10	2	1	14	17	2	16	5	6
Somewhat agree	**17**	11	23	10	7	21	33	8	29	20	10
Somewhat disagree	**20**	17	26	19	19	18	29	20	25	21	16
Strongly disagree	**41**	52	32	57	62	34	15	57	22	40	46
Don't know	**15**	15	9	14	11	13	6	13	9	15	22
Agree (All)	**24**	16	33	12	8	35	50	10	45	25	16
Disagree (All)	**61**	69	58	76	81	52	44	77	47	61	62
Net Agreement	**-37**	-53	-25	-64	-73	-17	+6	-67	-2	-36	-46

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
I would be happy for him to drive me home after a party									
Strongly agree	**10**	14	10	9	11	4	11	12	8
Somewhat agree	**24**	34	23	24	23	13	23	28	19
Somewhat disagree	**17**	14	17	16	17	26	21	20	15
Strongly disagree	**34**	28	33	38	37	41	31	29	41
Don't know	**14**	10	18	13	12	16	13	11	17
Agree (All)	**34**	48	33	33	34	17	34	40	27
Disagree (All)	**51**	42	50	54	54	67	52	49	56
Net Agreement	**-17**	+6	-17	-21	-20	-50	-18	-9	-29
He believes in fairness and equality									
Strongly agree	**14**	21	13	12	15	10	15	15	13
Somewhat agree	**30**	32	33	25	28	30	28	34	24
Somewhat disagree	**18**	15	17	17	21	20	23	18	19
Strongly disagree	**25**	25	23	32	23	34	18	22	29
Don't know	**13**	8	15	14	13	6	16	11	15
Agree (All)	**44**	53	46	37	43	40	43	49	37
Disagree (All)	**43**	40	40	49	44	54	41	40	48
Net Agreement	**+1**	+13	+6	-12	-1	-14	+2	+9	-11
I would be happy for him to look after my young children									
Strongly agree	**7**	8	7	4	8	3	12	8	6
Somewhat agree	**17**	24	17	17	17	8	10	19	13
Somewhat disagree	**20**	22	17	17	25	11	26	22	17
Strongly disagree	**41**	37	38	48	41	62	33	36	48
Don't know	**15**	10	22	14	9	16	20	15	16
Agree (All)	**24**	32	24	21	25	11	22	27	19
Disagree (All)	**61**	59	55	65	66	73	59	58	65
Net Agreement	**-37**	-27	-31	-44	-41	-62	-37	-31	-46

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
I would be happy for him to drive me home after a party						
Strongly agree	**10**	8	7	13	10	8
Somewhat agree	**24**	21	17	28	24	19
Somewhat disagree	**17**	11	22	19	17	15
Strongly disagree	**34**	39	40	30	35	39
Don't know	**14**	21	14	10	14	18
Agree (All)	**34**	29	24	41	34	27
Disagree (All)	**51**	50	62	49	52	54
Net Agreement	**-17**	-21	-38	-8	-18	-27
He believes in fairness and equality						
Strongly agree	**14**	14	11	16	14	13
Somewhat agree	**30**	30	25	31	31	28
Somewhat disagree	**18**	15	20	22	16	17
Strongly disagree	**25**	22	32	23	27	26
Don't know	**13**	19	11	9	12	16
Agree (All)	**44**	44	36	47	45	41
Disagree (All)	**43**	37	52	45	43	43
Net Agreement	**+1**	+7	-16	+2	+2	-2
I would be happy for him to look after my young children						
Strongly agree	**7**	4	8	8	6	6
Somewhat agree	**17**	15	10	19	18	13
Somewhat disagree	**20**	22	20	22	17	21
Strongly disagree	**41**	46	49	39	41	47
Don't know	**15**	12	14	11	18	13
Agree (All)	**24**	19	18	27	24	19
Disagree (All)	**61**	68	69	61	58	68
Net Agreement	**-37**	-49	-51	-34	-34	-49

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
I would enjoy spending time with him													
Strongly agree	**6**	**6**	6	6	9	7	5	5	6	1	23	2	5
Somewhat agree	**15**	**15**	18	12	26	23	14	12	8	6	35	17	8
Somewhat disagree	**20**	**20**	21	19	18	26	23	14	15	16	24	23	13
Strongly disagree	**46**	**41**	43	49	29	29	44	56	64	72	8	45	62
Don't know	**13**	**17**	12	13	18	14	14	13	7	6	11	13	12
Agree (All)	**21**	**21**	24	18	35	30	19	17	14	7	58	19	13
Disagree (All)	**66**	**61**	64	68	47	55	67	70	79	88	32	68	75
Net Agreement	**-45**	**-40**	-40	-50	-12	-25	-48	-53	-65	-81	+26	-49	-62
He is not afraid to make tough decisions													
Strongly agree	**8**	**8**	7	9	9	15	7	5	6	2	26	4	3
Somewhat agree	**24**	**26**	24	24	32	34	22	20	16	14	40	31	18
Somewhat disagree	**25**	**20**	26	24	22	24	26	29	23	25	19	31	29
Strongly disagree	**29**	**27**	29	30	20	16	30	26	46	48	4	26	44
Don't know	**14**	**19**	14	14	17	12	15	21	9	10	11	7	6
Agree (All)	**32**	**34**	31	33	41	49	29	25	22	16	66	35	21
Disagree (All)	**54**	**47**	55	54	42	40	56	55	69	73	23	57	73
Net Agreement	**-22**	**-13**	-24	-21	-1	+9	-27	-30	-47	-57	+43	-22	-52
He has what it takes to get the job done													
Strongly agree	**8**	**8**	7	8	12	16	5	6	4	1	26	1	9
Somewhat agree	**19**	**19**	21	17	27	28	21	8	11	6	41	27	5
Somewhat disagree	**23**	**23**	22	24	19	28	24	25	18	21	21	28	19
Strongly disagree	**40**	**34**	40	40	24	21	38	46	62	68	4	37	58
Don't know	**10**	**16**	10	11	17	7	11	15	5	4	9	6	10
Agree (All)	**27**	**27**	28	25	39	44	26	14	15	7	67	28	14
Disagree (All)	**63**	**57**	62	64	43	49	62	71	80	89	25	65	77
Net Agreement	**-36**	**-30**	-34	-39	-4	-5	-36	-57	-65	-82	+42	-37	-63

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
I would enjoy spending time with him											
Strongly agree	**6**	4	9	1	2	11	15	1	14	4	4
Somewhat agree	**15**	11	21	7	3	25	32	6	29	19	10
Somewhat disagree	**20**	16	24	14	21	18	27	16	24	19	29
Strongly disagree	**46**	60	36	69	72	36	15	69	22	44	48
Don't know	**13**	10	10	9	3	10	11	8	10	14	9
Agree (All)	**21**	15	30	8	5	36	47	7	43	23	14
Disagree (All)	**66**	76	60	83	93	54	42	85	46	63	77
Net Agreement	**-45**	-61	-30	-75	-88	-18	+5	-78	-3	-40	-63
He is not afraid to make tough decisions											
Strongly agree	**8**	4	13	2	2	11	20	2	17	6	7
Somewhat agree	**24**	20	28	14	21	35	37	16	37	22	17
Somewhat disagree	**25**	23	28	25	28	23	24	27	23	34	27
Strongly disagree	**29**	43	19	49	31	20	9	43	12	35	42
Don't know	**14**	9	12	10	19	11	11	13	11	4	7
Agree (All)	**32**	24	41	16	23	46	57	18	54	28	24
Disagree (All)	**54**	66	47	74	59	43	33	70	35	69	69
Net Agreement	**-22**	-42	-6	-58	-36	+3	+24	-52	+19	-41	-45
He has what it takes to get the job done											
Strongly agree	**8**	6	9	1	2	16	15	1	17	5	6
Somewhat agree	**19**	12	26	6	5	29	40	6	36	19	19
Somewhat disagree	**23**	20	29	20	31	20	25	23	22	29	32
Strongly disagree	**40**	56	28	66	58	30	9	63	16	41	37
Don't know	**10**	6	8	7	4	6	11	7	9	5	5
Agree (All)	**27**	18	35	7	7	45	55	7	53	24	25
Disagree (All)	**63**	76	57	86	89	50	34	86	38	70	69
Net Agreement	**-36**	-58	-22	-79	-82	-5	+21	-79	+15	-46	-44

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
I would enjoy spending time with him									
Strongly agree	**6**	7	6	5	8	3	8	7	5
Somewhat agree	**15**	24	16	10	16	4	12	19	10
Somewhat disagree	**20**	15	17	24	19	15	36	21	19
Strongly disagree	**46**	43	45	51	48	58	31	41	52
Don't know	**13**	11	15	10	10	20	13	12	13
Agree (All)	**21**	31	22	15	24	7	20	26	15
Disagree (All)	**66**	58	62	75	67	73	67	62	71
Net Agreement	**-45**	-27	-40	-60	-43	-66	-47	-36	-56
He is not afraid to make tough decisions									
Strongly agree	**8**	11	8	5	10	5	7	9	6
Somewhat agree	**24**	26	24	27	22	13	24	26	20
Somewhat disagree	**25**	19	27	20	25	23	36	27	23
Strongly disagree	**29**	35	26	33	29	45	19	26	34
Don't know	**14**	9	16	16	14	13	14	12	17
Agree (All)	**32**	37	32	32	32	18	31	35	26
Disagree (All)	**54**	54	53	53	54	68	55	53	57
Net Agreement	**-22**	-17	-21	-21	-22	-50	-24	-18	-31
He has what it takes to get the job done									
Strongly agree	**8**	9	8	7	8	3	8	8	7
Somewhat agree	**19**	27	18	12	20	21	17	22	14
Somewhat disagree	**23**	20	25	24	18	17	36	24	21
Strongly disagree	**40**	37	38	45	44	52	26	36	45
Don't know	**10**	7	12	12	9	7	14	9	13
Agree (All)	**27**	36	26	19	28	24	25	30	21
Disagree (All)	**63**	57	63	69	62	69	62	60	66
Net Agreement	**-36**	-21	-37	-50	-34	-45	-37	-30	-45

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
I would enjoy spending time with him						
Strongly agree	**6**	4	8	7	5	6
Somewhat agree	**15**	11	9	21	15	10
Somewhat disagree	**20**	22	20	18	18	21
Strongly disagree	**46**	45	48	45	50	46
Don't know	**13**	18	16	9	13	17
Agree (All)	**21**	15	17	28	20	16
Disagree (All)	**66**	67	68	63	68	67
Net Agreement	**-45**	-52	-51	-35	-48	-51
He is not afraid to make tough decisions						
Strongly agree	**8**	8	9	12	6	8
Somewhat agree	**24**	16	22	21	28	18
Somewhat disagree	**25**	32	24	21	22	29
Strongly disagree	**29**	23	34	33	31	28
Don't know	**14**	21	10	13	14	17
Agree (All)	**32**	24	31	33	34	26
Disagree (All)	**54**	55	58	54	53	57
Net Agreement	**-22**	-31	-27	-21	-19	-31
He has what it takes to get the job done						
Strongly agree	**8**	7	8	9	7	7
Somewhat agree	**19**	17	16	23	18	17
Somewhat disagree	**23**	24	13	19	23	19
Strongly disagree	**40**	40	47	42	41	43
Don't know	**10**	11	17	7	10	13
Agree (All)	**27**	24	24	32	25	24
Disagree (All)	**63**	64	60	61	64	62
Net Agreement	**-36**	-40	-36	-29	-39	-38

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Suppose the government had to choose between the three options below. Which do you think it should choose?													
Reduce taxes and spend less on health, education and social benefits	**8**		8	9	18	16	9	1	2	7	13	3	9
Keep taxes and spending on these services at the same level as now	**41**		44	38	49	45	44	37	31	53	34	40	43
Increase taxes and spend more on health, education and social benefits	**42**		41	44	19	30	38	53	63	35	46	55	40
Don't know	**8**		7	10	14	9	9	9	3	5	7	2	7
Do you think that the British economy would be better or worse off if the Conservative Party formed the next government, or would it make no difference?													
Better off	**22**		27	18	27	16	17	26	31	54	9	6	30
Worse off	**31**		33	29	40	44	33	24	18	4	61	48	20
Would make no real difference to the British economy	**34**		30	37	11	25	36	46	41	36	21	33	46
Don't know	**13**		10	16	23	15	14	5	10	5	9	13	4

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Suppose the government had to choose between the three options below. Which do you think it should choose?											
Reduce taxes and spend less on health, education and social benefits	**8**	11	5	8	4	17	5	7	10	3	13
Keep taxes and spending on these services at the same level as now	**41**	42	42	46	60	31	37	53	35	36	28
Increase taxes and spend more on health, education and social benefits	**42**	42	46	39	31	47	48	35	48	58	50
Don't know	**8**	6	7	6	5	4	9	6	7	3	9
Do you think that the British economy would be better or worse off if the Conservative Party formed the next government, or would it make no difference?											
Better off	**22**	34	11	53	23	11	7	45	9	7	17
Worse off	**31**	15	49	5	13	33	69	7	56	41	31
Would make no real difference to the British economy	**34**	41	30	36	46	37	18	39	24	45	40
Don't know	**13**	10	10	5	18	20	7	9	11	7	13

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Suppose the government had to choose between the three options below. Which do you think it should choose?									
Reduce taxes and spend less on health, education and social benefits	**8**	12	6	12	7	6	10	8	9
Keep taxes and spending on these services at the same level as now	**41**	37	39	49	40	41	42	45	36
Increase taxes and spend more on health, education and social benefits	**42**	46	46	34	44	46	32	41	44
Don't know	**8**	5	9	5	9	7	16	6	11
Do you think that the British economy would be better or worse off if the Conservative Party formed the next government, or would it make no difference?									
Better off	**22**	25	20	23	24	33	14	22	23
Worse off	**31**	36	26	26	35	28	44	35	25
Would make no real difference to the British economy	**34**	27	40	39	29	29	25	31	38
Don't know	**13**	12	13	13	12	11	17	12	14

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Suppose the government had to choose between the three options below. Which do you think it should choose?						
Reduce taxes and spend less on health, education and social benefits	**8**	10	5	8	9	8
Keep taxes and spending on these services at the same level as now	**41**	47	46	43	37	47
Increase taxes and spend more on health, education and social benefits	**42**	34	44	40	47	38
Don't know	**8**	9	5	9	7	8
Do you think that the British economy would be better or worse off if the Conservative Party formed the next government, or would it make no difference?						
Better off	**22**	21	32	24	22	26
Worse off	**31**	37	22	35	25	31
Would make no real difference to the British economy	**34**	30	35	27	41	32
Don't know	**13**	12	11	14	13	11

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Do you think that the British economy would be better or worse off if the Labour Party formed the next government, or would it make no difference?													
Better off	**18**		18	17	32	28	16	11	10	1	51	21	6
Worse off	**51**		51	51	31	35	46	61	74	87	12	46	73
Would make no real difference to the British economy	**17**		20	15	15	21	21	20	8	7	25	19	12
Don't know	**14**		11	17	23	17	17	8	7	4	12	14	9
Please think about how much, if at all, you trust the Conservative Party to...													
Manage the British economy effectively													
Trust a lot	**15**		17	13	18	9	9	20	25	37	4	4	20
Trust a little	**33**		34	32	26	33	30	33	41	51	17	26	47
Do not trust very much	**25**		27	24	21	30	30	22	19	8	37	42	15
Do not trust them at all	**18**		16	19	23	20	20	16	9	1	37	25	13
Don't know	**9**		6	11	11	7	11	9	6	3	4	2	5
Trust (All)	**48**		51	45	44	42	39	53	66	88	21	30	67
Not Trust (All)	**43**		43	43	44	50	50	38	28	9	74	67	28
Net Trust	**+5**		+8	+2	+0	-8	-11	+15	+38	+79	-53	-37	+39
Help the British economy to grow													
Trust a lot	**16**		18	14	15	9	12	22	26	41	7	1	24
Trust a little	**35**		35	36	32	35	35	30	41	50	22	34	42
Do not trust very much	**22**		23	21	17	27	24	22	19	5	34	38	12
Do not trust them at all	**16**		15	16	21	19	19	13	9	1	33	22	13
Don't know	**10**		8	12	15	9	11	13	6	3	4	5	9
Trust (All)	**51**		53	50	47	44	47	52	67	91	29	35	66
Not Trust (All)	**38**		38	37	38	46	43	35	28	6	67	60	25
Net Trust	**+13**		+15	+13	+9	-2	+4	+17	+39	+85	-38	-25	+41

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Do you think that the British economy would be better or worse off if the Labour Party formed the next government, or would it make no difference?											
Better off	**18**	9	26	2	3	28	43	2	40	19	14
Worse off	**51**	70	39	85	75	37	17	81	23	53	47
Would make no real difference to the British economy	**17**	12	21	6	14	22	24	10	23	19	26
Don't know	**14**	9	13	7	8	12	16	7	14	9	13
Please think about how much, if at all, you trust the Conservative Party to...											
Manage the British economy effectively											
Trust a lot	**15**	25	8	39	18	9	5	31	6	5	12
Trust a little	**33**	42	26	49	56	28	12	52	18	27	27
Do not trust very much	**25**	18	36	7	19	29	41	11	36	49	33
Do not trust them at all	**18**	9	27	2	3	25	39	2	34	17	19
Don't know	**9**	7	4	3	5	9	4	5	5	2	10
Trust (All)	**48**	67	34	88	74	37	17	83	24	32	39
Not Trust (All)	**43**	27	63	9	22	54	80	13	70	66	52
Net Trust	**+5**	+40	-29	+79	+52	-17	-63	+70	-46	-34	-13
Help the British economy to grow											
Trust a lot	**16**	28	6	43	16	8	3	34	5	4	13
Trust a little	**35**	43	29	46	59	35	15	51	25	31	29
Do not trust very much	**22**	14	36	6	19	22	43	9	34	45	20
Do not trust them at all	**16**	8	24	1	3	23	36	1	31	16	26
Don't know	**10**	8	5	3	3	11	2	4	5	5	13
Trust (All)	**51**	71	35	89	75	43	18	85	30	35	42
Not Trust (All)	**38**	22	60	7	22	45	79	10	65	61	46
Net Trust	**+13**	+49	-25	+82	+53	-2	-61	+75	-35	-26	-4

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Do you think that the British economy would be better or worse off if the Labour Party formed the next government, or would it make no difference?									
Better off	**18**	22	14	12	22	19	23	19	16
Worse off	**51**	49	52	56	52	53	37	49	54
Would make no real difference to the British economy	**17**	18	20	15	14	18	18	19	15
Don't know	**14**	11	14	17	11	10	22	13	15
Please think about how much, if at all, you trust the Conservative Party to...									
Manage the British economy effectively									
Trust a lot	**15**	24	15	12	14	20	9	13	17
Trust a little	**33**	19	33	38	37	33	33	33	33
Do not trust very much	**25**	30	27	23	24	17	24	28	22
Do not trust them at all	**18**	19	14	17	19	21	26	19	15
Don't know	**9**	7	11	10	6	9	8	6	13
Trust (All)	**48**	43	48	50	51	53	42	46	50
Not Trust (All)	**43**	49	41	40	43	38	50	47	37
Net Trust	**+5**	-6	+7	+10	+8	+15	-8	-1	+13
Help the British economy to grow									
Trust a lot	**16**	21	15	15	18	25	5	14	19
Trust a little	**35**	29	34	39	37	34	39	37	33
Do not trust very much	**22**	26	25	20	19	10	25	23	20
Do not trust them at all	**16**	17	12	14	18	24	22	19	12
Don't know	**10**	7	14	12	7	7	8	7	15
Trust (All)	**51**	50	49	54	55	59	44	51	52
Not Trust (All)	**38**	43	37	34	37	34	47	42	32
Net Trust	**+13**	+7	+12	+20	+18	+25	-3	+9	+20

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Do you think that the British economy would be better or worse off if the Labour Party formed the next government, or would it make no difference?						
Better off	**18**	20	13	23	14	17
Worse off	**51**	48	59	46	56	52
Would make no real difference to the British economy	**17**	15	16	17	18	15
Don't know	**14**	17	12	13	12	15
Please think about how much, if at all, you trust the Conservative Party to...						
Manage the British economy effectively						
Trust a lot	**15**	10	22	20	14	15
Trust a little	**33**	41	29	24	37	36
Do not trust very much	**25**	19	24	28	26	21
Do not trust them at all	**18**	25	12	22	13	20
Don't know	**9**	6	12	7	11	9
Trust (All)	**48**	51	51	44	51	51
Not Trust (All)	**43**	44	36	50	39	41
Net Trust	**+5**	+7	+15	-6	+12	+10
Help the British economy to grow						
Trust a lot	**16**	16	20	22	14	18
Trust a little	**35**	36	37	26	40	37
Do not trust very much	**22**	18	20	24	22	19
Do not trust them at all	**16**	20	8	21	11	15
Don't know	**10**	9	15	7	12	11
Trust (All)	**51**	52	57	48	54	55
Not Trust (All)	**38**	38	28	45	33	34
Net Trust	**+13**	+14	+29	+3	+21	+21

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Spend public money wisely													
Trust a lot	**11**		13	9	12	8	7	13	17	27	2	1	14
Trust a little	**31**		32	31	25	32	30	30	37	53	17	34	39
Do not trust very much	**25**		24	26	30	28	25	27	21	9	31	33	27
Do not trust them at all	**22**		22	22	19	26	27	19	15	3	47	29	14
Don't know	**10**		9	12	13	6	11	11	10	8	3	3	6
Trust (All)	**42**		45	40	37	40	37	43	54	80	19	35	53
Not Trust (All)	**47**		46	48	49	54	52	46	36	12	78	62	41
Net Trust	**-5**		-1	-8	-12	-14	-15	-3	+18	+68	-59	-27	+12
Reduce economic inequality in Britain													
Trust a lot	**5**		7	4	5	4	6	6	6	13	2	1	9
Trust a little	**24**		25	24	26	27	22	20	28	46	15	19	25
Do not trust very much	**27**		25	29	26	28	25	30	29	23	23	32	30
Do not trust them at all	**29**		32	27	26	32	34	26	22	4	57	40	20
Don't know	**14**		11	16	17	9	13	17	15	13	3	7	15
Trust (All)	**29**		32	28	31	31	28	26	34	59	17	20	34
Not Trust (All)	**56**		57	56	52	60	59	56	51	27	80	72	50
Net Trust	**-27**		-25	-28	-21	-29	-31	-30	-17	+32	-63	-52	-16
Help the poorest people in society													
Trust a lot	**6**		8	4	4	6	7	5	6	12	5	0	11
Trust a little	**22**		22	22	20	17	20	19	30	46	10	14	24
Do not trust very much	**26**		24	27	32	31	24	25	23	26	16	34	27
Do not trust them at all	**34**		36	33	32	36	38	36	27	4	66	44	23
Don't know	**12**		9	14	11	9	11	14	14	11	3	7	15
Trust (All)	**28**		30	26	24	23	27	24	36	58	15	14	35
Not Trust (All)	**60**		60	60	64	67	62	61	50	30	82	78	50
Net Trust	**-32**		-30	-34	-40	-44	-35	-37	-14	+28	-67	-64	-15

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Spend public money wisely											
Trust a lot	**11**	18	5	28	10	7	3	22	4	3	11
Trust a little	**31**	40	24	50	46	22	14	49	18	27	36
Do not trust very much	**25**	22	29	9	25	35	28	15	32	41	24
Do not trust them at all	**22**	10	36	4	4	26	53	3	42	27	20
Don't know	**10**	9	6	9	14	9	2	11	4	2	9
Trust (All)	**42**	58	29	78	56	29	17	71	22	30	47
Not Trust (All)	**47**	32	65	13	29	61	81	18	74	68	44
Net Trust	**-5**	+26	-36	+65	+27	-32	-64	+53	-52	-38	+3
Reduce economic inequality in Britain											
Trust a lot	**5**	10	3	14	7	3	2	11	2	1	7
Trust a little	**24**	34	17	47	35	18	12	42	15	14	17
Do not trust very much	**27**	27	30	22	38	32	23	27	26	38	30
Do not trust them at all	**29**	15	44	2	5	39	61	4	53	41	35
Don't know	**14**	14	7	14	15	8	2	16	4	6	11
Trust (All)	**29**	44	20	61	42	21	14	53	17	15	24
Not Trust (All)	**56**	42	74	24	43	71	84	31	79	79	65
Net Trust	**-27**	+2	-54	+37	-1	-50	-70	+22	-62	-64	-41
Help the poorest people in society											
Trust a lot	**6**	10	3	15	6	5	2	11	3	3	6
Trust a little	**22**	31	16	44	29	12	11	38	11	16	23
Do not trust very much	**26**	27	24	25	33	26	17	30	22	30	25
Do not trust them at all	**34**	20	51	5	13	49	70	7	62	46	34
Don't know	**12**	12	6	11	18	7	0	15	2	6	12
Trust (All)	**28**	41	19	59	35	17	13	49	14	19	29
Not Trust (All)	**60**	47	75	30	46	75	87	37	84	76	59
Net Trust	**-32**	-6	-56	+29	-11	-58	-74	+12	-70	-57	-30

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Spend public money wisely									
Trust a lot	**11**	18	9	7	11	20	10	9	14
Trust a little	**31**	28	32	38	30	33	24	33	29
Do not trust very much	**25**	25	28	20	26	15	32	27	23
Do not trust them at all	**22**	21	19	22	26	23	26	25	18
Don't know	**10**	8	13	14	8	9	8	6	16
Trust (All)	**42**	46	41	45	41	53	34	42	43
Not Trust (All)	**47**	46	47	42	52	38	58	52	41
Net Trust	**-5**	+0	-6	+3	-11	+15	-24	-10	+2
Reduce economic inequality in Britain									
Trust a lot	**5**	7	6	3	8	3	1	5	6
Trust a little	**24**	23	25	29	17	40	25	24	25
Do not trust very much	**27**	31	32	22	25	20	25	28	26
Do not trust them at all	**29**	32	23	27	38	20	33	33	24
Don't know	**14**	7	15	18	12	16	16	9	20
Trust (All)	**29**	30	31	32	25	43	26	29	31
Not Trust (All)	**56**	63	55	49	63	40	58	61	50
Net Trust	**-27**	-33	-24	-17	-38	+3	-32	-32	-19
Help the poorest people in society									
Trust a lot	**6**	7	4	7	7	9	3	5	7
Trust a little	**22**	19	23	26	18	35	18	21	23
Do not trust very much	**26**	37	29	20	24	14	21	27	25
Do not trust them at all	**34**	32	30	30	41	27	50	39	28
Don't know	**12**	6	14	17	10	15	8	7	18
Trust (All)	**28**	26	27	33	25	44	21	26	30
Not Trust (All)	**60**	69	59	50	65	41	71	66	53
Net Trust	**-32**	-43	-32	-17	-40	+3	-50	-40	-23

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Spend public money wisely						
Trust a lot	**11**	7	14	15	9	10
Trust a little	**31**	28	33	28	35	30
Do not trust very much	**25**	22	26	22	27	24
Do not trust them at all	**22**	28	17	28	16	24
Don't know	**10**	14	9	6	13	12
Trust (All)	**42**	35	47	43	44	40
Not Trust (All)	**47**	50	43	50	43	48
Net Trust	**-5**	-15	+4	-7	+1	-8
Reduce economic inequality in Britain						
Trust a lot	**5**	5	6	7	5	5
Trust a little	**24**	24	32	20	26	27
Do not trust very much	**27**	19	25	26	32	21
Do not trust them at all	**29**	36	22	38	22	30
Don't know	**14**	17	15	8	16	16
Trust (All)	**29**	29	38	27	31	32
Not Trust (All)	**56**	55	47	64	54	51
Net Trust	**-27**	-26	-9	-37	-23	-19
Help the poorest people in society						
Trust a lot	**6**	5	5	9	5	5
Trust a little	**22**	15	35	18	25	23
Do not trust very much	**26**	23	26	26	28	24
Do not trust them at all	**34**	39	28	40	27	35
Don't know	**12**	17	5	7	15	12
Trust (All)	**28**	20	40	27	30	28
Not Trust (All)	**60**	62	54	66	55	59
Net Trust	**-32**	-42	-14	-39	-25	-31

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Not saddle future generations with debt													
Trust a lot	**10**		12	8	4	9	7	16	15	24	5	2	8
Trust a little	**25**		27	23	26	22	22	19	33	44	14	13	40
Do not trust very much	**28**		26	29	27	35	28	24	23	17	31	43	19
Do not trust them at all	**24**		24	24	27	24	28	26	15	3	46	31	19
Don't know	**14**		12	16	16	10	15	16	13	13	4	10	13
Trust (All)	**35**		39	31	30	31	29	35	48	68	19	15	48
Not Trust (All)	**52**		50	53	54	59	56	50	38	20	77	74	38
Net Trust	**-17**		-11	-22	-24	-28	-27	-15	+10	+48	-58	-59	+10
Lower taxation													
Trust a lot	**7**		10	5	12	5	6	7	8	15	4	3	11
Trust a little	**25**		24	25	19	24	19	32	32	39	21	11	31
Do not trust very much	**31**		30	32	25	32	34	23	33	30	27	40	24
Do not trust them at all	**22**		23	22	27	30	26	18	12	3	42	35	20
Don't know	**15**		13	17	17	9	15	20	14	13	5	10	14
Trust (All)	**32**		34	30	31	29	25	39	40	54	25	14	42
Not Trust (All)	**53**		53	54	52	62	60	41	45	33	69	75	44
Net Trust	**-21**		-19	-24	-21	-33	-35	-2	-5	+21	-44	-61	-2
Support British businesses													
Trust a lot	**19**		21	16	19	11	13	21	32	41	5	10	24
Trust a little	**38**		39	38	26	34	42	43	37	50	28	37	42
Do not trust very much	**20**		20	21	25	29	19	13	18	5	35	30	9
Do not trust them at all	**13**		12	13	18	18	15	11	5	1	27	17	10
Don't know	**10**		8	12	13	8	10	13	8	3	4	6	14
Trust (All)	**57**		60	54	45	45	55	64	69	91	33	47	66
Not Trust (All)	**33**		32	34	43	47	34	24	23	6	62	47	19
Net Trust	**+24**		+28	+20	+2	-2	+21	+40	+46	+85	-29	+0	+47

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Not saddle future generations with debt											
Trust a lot	**10**	18	4	26	12	11	1	20	4	3	5
Trust a little	**25**	35	18	48	29	16	13	40	15	23	23
Do not trust very much	**28**	23	33	12	29	33	34	21	34	42	24
Do not trust them at all	**24**	11	38	3	12	27	50	5	41	29	30
Don't know	**14**	13	8	11	19	12	1	14	5	3	17
Trust (All)	**35**	53	22	74	41	27	14	60	19	26	28
Not Trust (All)	**52**	34	71	15	41	60	84	26	75	71	54
Net Trust	**-17**	+19	-49	+59	+0	-33	-70	+34	-56	-45	-26
Lower taxation											
Trust a lot	**7**	9	5	13	9	4	2	12	4	5	9
Trust a little	**25**	33	21	45	26	21	18	37	19	20	17
Do not trust very much	**31**	29	35	23	46	26	31	32	29	46	27
Do not trust them at all	**22**	13	32	3	5	33	45	4	40	23	25
Don't know	**15**	16	7	15	14	15	4	15	7	5	22
Trust (All)	**32**	42	26	58	35	25	20	49	23	25	26
Not Trust (All)	**53**	42	67	26	51	59	76	36	69	69	52
Net Trust	**-21**	+0	-41	+32	-16	-34	-56	+13	-46	-44	-26
Support British businesses											
Trust a lot	**19**	27	13	40	30	10	7	36	7	9	18
Trust a little	**38**	44	34	50	48	38	27	50	31	39	32
Do not trust very much	**20**	13	30	5	17	22	36	8	32	35	25
Do not trust them at all	**13**	7	19	1	2	20	28	1	24	11	14
Don't know	**10**	9	4	4	4	10	3	5	5	6	11
Trust (All)	**57**	71	47	90	78	48	34	86	38	48	50
Not Trust (All)	**33**	20	49	6	19	42	64	9	56	46	39
Net Trust	**+24**	+51	-2	+84	+59	+6	-30	+77	-18	+2	+11

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Not saddle future generations with debt									
Trust a lot	**10**	11	10	10	11	13	5	9	12
Trust a little	**25**	22	28	26	21	28	20	27	22
Do not trust very much	**28**	36	27	26	28	13	24	28	27
Do not trust them at all	**24**	24	20	17	28	31	35	27	20
Don't know	**14**	7	15	20	11	15	16	10	19
Trust (All)	**35**	33	38	36	32	41	25	36	34
Not Trust (All)	**52**	60	47	43	56	44	59	55	47
Net Trust	**-17**	-27	-9	-7	-24	-3	-34	-19	-13
Lower taxation									
Trust a lot	**7**	13	6	6	8	6	2	6	9
Trust a little	**25**	27	26	26	21	32	20	26	23
Do not trust very much	**31**	25	33	31	33	15	35	32	30
Do not trust them at all	**22**	24	17	18	28	22	32	25	19
Don't know	**15**	11	18	19	9	25	10	11	20
Trust (All)	**32**	40	32	32	29	38	22	32	32
Not Trust (All)	**53**	49	50	49	61	37	67	57	49
Net Trust	**-21**	-9	-18	-17	-32	+1	-45	-25	-17
Support British businesses									
Trust a lot	**19**	23	16	15	22	26	18	16	22
Trust a little	**38**	29	43	43	36	38	27	41	34
Do not trust very much	**20**	22	19	20	19	19	27	22	18
Do not trust them at all	**13**	18	10	9	15	9	20	14	12
Don't know	**10**	8	12	13	7	9	8	7	14
Trust (All)	**57**	52	59	58	58	64	45	57	56
Not Trust (All)	**33**	40	29	29	34	28	47	36	30
Net Trust	**+24**	+12	+30	+29	+24	+36	-2	+21	+26

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Not saddle future generations with debt						
Trust a lot	**10**	10	12	12	9	11
Trust a little	**25**	23	34	18	29	28
Do not trust very much	**28**	21	24	30	30	23
Do not trust them at all	**24**	26	20	32	16	23
Don't know	**14**	19	10	8	16	15
Trust (All)	**35**	33	46	30	38	39
Not Trust (All)	**52**	47	44	62	46	46
Net Trust	**-17**	-14	+2	-32	-8	-7
Lower taxation						
Trust a lot	**7**	9	9	9	6	9
Trust a little	**25**	18	26	22	29	22
Do not trust very much	**31**	31	32	26	34	31
Do not trust them at all	**22**	28	20	30	14	25
Don't know	**15**	15	13	12	17	14
Trust (All)	**32**	27	35	31	35	31
Not Trust (All)	**53**	59	52	56	48	56
Net Trust	**-21**	-32	-17	-25	-13	-25
Support British businesses						
Trust a lot	**19**	19	16	20	18	18
Trust a little	**38**	38	43	34	42	40
Do not trust very much	**20**	20	17	19	20	19
Do not trust them at all	**13**	16	10	19	8	13
Don't know	**10**	7	14	7	12	10
Trust (All)	**57**	57	59	54	60	58
Not Trust (All)	**33**	36	27	38	28	32
Net Trust	**+24**	+21	+32	+16	+32	+26

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Please think about how much, if at all, you trust the Labour Party to...													
Manage the British economy effectively													
Trust a lot	**7**		6	7	7	15	6	4	4	1	22	1	3
Trust a little	**23**		23	23	35	34	23	18	11	7	52	26	10
Do not trust very much	**28**		29	27	16	28	32	25	30	30	20	36	24
Do not trust them at all	**32**		33	32	20	16	28	45	49	60	2	28	51
Don't know	**11**		9	12	21	7	12	8	7	3	4	8	11
Trust (All)	**30**		29	30	42	49	29	22	15	8	74	27	13
Not Trust (All)	**60**		62	59	36	44	60	70	79	90	22	64	75
Net Trust	**-30**		-33	-29	+6	+5	-31	-48	-64	-82	+52	-37	-62
Help the British economy to grow													
Trust a lot	**7**		6	8	14	15	5	3	5	2	21	3	2
Trust a little	**23**		23	23	27	33	23	24	14	8	55	24	15
Do not trust very much	**28**		28	28	23	28	31	24	27	31	17	39	29
Do not trust them at all	**32**		33	30	18	15	31	41	44	54	2	30	42
Don't know	**10**		9	11	19	10	10	8	10	6	5	4	12
Trust (All)	**30**		29	31	41	48	28	27	19	10	76	27	17
Not Trust (All)	**60**		61	58	41	43	62	65	71	85	19	69	71
Net Trust	**-30**		-32	-27	+0	+5	-34	-38	-52	-75	+57	-42	-54
Spend public money wisely													
Trust a lot	**9**		8	10	16	16	7	7	5	1	30	2	3
Trust a little	**23**		25	21	40	33	23	15	12	7	47	34	12
Do not trust very much	**24**		23	26	13	28	26	23	24	25	18	30	23
Do not trust them at all	**36**		37	35	18	16	35	45	54	64	3	26	55
Don't know	**8**		7	8	12	7	8	9	4	2	2	7	8
Trust (All)	**32**		33	31	56	49	30	22	17	8	77	36	15
Not Trust (All)	**60**		60	61	31	44	61	68	78	89	21	56	78
Net Trust	**-28**		-27	-30	+25	+5	-31	-46	-61	-81	+56	-20	-63

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Please think about how much, if at all, you trust the Labour Party to...											
Manage the British economy effectively											
Trust a lot	**7**	6	8	3	2	13	14	2	13	2	8
Trust a little	**23**	13	36	7	11	33	52	8	45	21	21
Do not trust very much	**28**	26	31	22	42	30	24	29	27	38	23
Do not trust them at all	**32**	47	21	63	41	13	7	55	9	31	35
Don't know	**11**	8	4	5	4	11	3	5	6	8	12
Trust (All)	**30**	19	44	10	13	46	66	10	58	23	29
Not Trust (All)	**60**	73	52	85	83	43	31	84	36	69	58
Net Trust	**-30**	-54	-8	-75	-70	+3	+35	-74	+22	-46	-29
Help the British economy to grow											
Trust a lot	**7**	5	10	1	1	15	17	1	17	0	7
Trust a little	**23**	16	31	8	8	38	47	8	45	26	17
Do not trust very much	**28**	27	32	27	39	26	23	32	23	40	24
Do not trust them at all	**32**	46	20	59	39	13	9	52	10	29	31
Don't know	**10**	6	7	4	12	9	5	7	6	4	21
Trust (All)	**30**	21	41	9	9	53	64	9	62	26	24
Not Trust (All)	**60**	73	52	86	78	39	32	84	33	69	55
Net Trust	**-30**	-52	-11	-77	-69	+14	+32	-75	+29	-43	-31
Spend public money wisely											
Trust a lot	**9**	5	14	1	2	16	25	1	22	3	9
Trust a little	**23**	15	32	7	19	38	42	11	41	21	22
Do not trust very much	**24**	24	26	22	26	23	22	23	23	38	21
Do not trust them at all	**36**	51	24	67	50	13	9	61	10	34	37
Don't know	**8**	5	4	3	4	10	2	4	5	5	11
Trust (All)	**32**	20	46	8	21	54	67	12	63	24	31
Not Trust (All)	**60**	75	50	89	76	36	31	84	33	72	58
Net Trust	**-28**	-55	-4	-81	-55	+18	+36	-72	+30	-48	-27

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Please think about how much, if at all, you trust the Labour Party to...									
Manage the British economy effectively									
Trust a lot	**7**	11	5	3	9	4	9	7	6
Trust a little	**23**	27	20	21	23	20	31	24	20
Do not trust very much	**28**	24	28	32	30	28	20	30	25
Do not trust them at all	**32**	30	35	34	31	39	22	29	37
Don't know	**11**	9	12	10	8	9	17	10	12
Trust (All)	**30**	38	25	24	32	24	40	31	26
Not Trust (All)	**60**	54	63	66	61	67	42	59	62
Net Trust	**-30**	-16	-38	-42	-29	-43	-2	-28	-36
Help the British economy to grow									
Trust a lot	**7**	9	7	3	8	5	12	8	6
Trust a little	**23**	24	20	21	27	19	27	25	21
Do not trust very much	**28**	25	26	38	27	23	21	30	25
Do not trust them at all	**32**	35	33	31	30	37	21	28	36
Don't know	**10**	7	13	7	8	16	17	9	12
Trust (All)	**30**	33	27	24	35	24	39	33	27
Not Trust (All)	**60**	60	59	69	57	60	42	58	61
Net Trust	**-30**	-27	-32	-45	-22	-36	-3	-25	-34
Spend public money wisely									
Trust a lot	**9**	11	8	4	12	4	15	11	7
Trust a little	**23**	30	18	22	24	22	31	24	22
Do not trust very much	**24**	22	25	28	24	19	22	26	22
Do not trust them at all	**36**	31	39	39	36	44	22	33	39
Don't know	**8**	6	10	7	4	11	10	6	9
Trust (All)	**32**	41	26	26	36	26	46	35	29
Not Trust (All)	**60**	53	64	67	60	63	44	59	61
Net Trust	**-28**	-12	-38	-41	-24	-37	+2	-24	-32

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Please think about how much, if at all, you trust the Labour Party to...						
Manage the British economy effectively						
Trust a lot	**7**	8	5	9	5	7
Trust a little	**23**	19	27	26	19	22
Do not trust very much	**28**	33	16	27	30	26
Do not trust them at all	**32**	30	45	30	34	36
Don't know	**11**	10	7	8	12	9
Trust (All)	**30**	27	32	35	24	29
Not Trust (All)	**60**	63	61	57	64	62
Net Trust	**-30**	-36	-29	-22	-40	-33
Help the British economy to grow						
Trust a lot	**7**	5	5	9	6	5
Trust a little	**23**	26	24	24	21	25
Do not trust very much	**28**	26	25	28	30	26
Do not trust them at all	**32**	29	42	31	32	34
Don't know	**10**	14	4	8	11	10
Trust (All)	**30**	31	29	33	27	30
Not Trust (All)	**60**	55	67	59	62	60
Net Trust	**-30**	-24	-38	-26	-35	-30
Spend public money wisely						
Trust a lot	**9**	10	9	10	7	10
Trust a little	**23**	20	24	30	18	22
Do not trust very much	**24**	24	18	22	27	22
Do not trust them at all	**36**	37	44	34	38	40
Don't know	**8**	9	5	4	10	7
Trust (All)	**32**	30	33	40	25	32
Not Trust (All)	**60**	61	62	56	65	62
Net Trust	**-28**	-31	-29	-16	-40	-30

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Reduce economic inequality in Britain													
Trust a lot	**12**		13	10	18	18	9	9	10	1	35	6	3
Trust a little	**30**		30	29	31	37	30	27	25	19	45	33	25
Do not trust very much	**24**		26	22	20	21	24	29	23	33	13	39	18
Do not trust them at all	**24**		22	26	15	14	25	27	31	39	3	16	36
Don't know	**11**		9	13	16	10	11	9	10	8	5	5	17
Trust (All)	**42**		43	39	49	55	39	36	35	20	80	39	28
Not Trust (All)	**48**		48	48	35	35	49	56	54	72	16	55	54
Net Trust	**-6**		-5	-9	+14	+20	-10	-20	-19	-52	+64	-16	-26
Help the poorest people in society													
Trust a lot	**17**		16	17	22	25	13	18	13	4	46	7	12
Trust a little	**37**		41	33	41	36	33	40	38	32	41	58	24
Do not trust very much	**18**		17	18	13	16	21	15	18	23	9	19	23
Do not trust them at all	**20**		19	22	12	15	25	20	22	33	3	15	27
Don't know	**8**		7	9	12	8	8	8	8	8	2	2	13
Trust (All)	**54**		57	50	63	61	46	58	51	36	87	65	36
Not Trust (All)	**38**		36	40	25	31	46	35	40	56	12	34	50
Net Trust	**+16**		+21	+10	+38	+30	+0	+23	+11	-20	+75	+31	-14
Not saddle future generations with debt													
Trust a lot	**6**		6	6	13	12	5	2	3	2	18	4	2
Trust a little	**20**		19	22	32	34	20	17	8	7	53	14	7
Do not trust very much	**26**		27	24	20	30	28	23	23	21	23	44	23
Do not trust them at all	**38**		39	36	19	14	37	48	58	66	3	32	54
Don't know	**10**		9	11	17	11	9	9	8	5	3	6	15
Trust (All)	**26**		25	28	45	46	25	19	11	9	71	18	9
Not Trust (All)	**64**		66	60	39	44	65	71	81	87	26	76	77
Net Trust	**-38**		-41	-32	+6	+2	-40	-52	-70	-78	+45	-58	-68

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Reduce economic inequality in Britain											
Trust a lot	**12**	7	15	1	3	21	25	2	26	9	9
Trust a little	**30**	25	35	19	14	44	43	20	42	36	32
Do not trust very much	**24**	25	28	32	36	16	20	32	18	32	17
Do not trust them at all	**24**	35	14	41	30	11	5	35	7	21	29
Don't know	**11**	8	8	7	17	9	6	10	7	3	13
Trust (All)	**42**	32	50	20	17	65	68	22	68	45	41
Not Trust (All)	**48**	60	42	73	66	27	25	67	25	53	46
Net Trust	**-6**	-28	+8	-53	-49	+38	+43	-45	+43	-8	-5
Help the poorest people in society											
Trust a lot	**17**	11	23	4	5	28	36	5	34	12	15
Trust a little	**37**	32	44	34	39	39	47	37	43	46	21
Do not trust very much	**18**	21	17	25	22	14	10	22	11	24	24
Do not trust them at all	**20**	29	12	31	22	11	5	27	8	15	28
Don't know	**8**	7	5	6	12	9	2	9	4	2	12
Trust (All)	**54**	43	67	38	44	67	83	42	77	58	36
Not Trust (All)	**38**	50	29	56	44	25	15	49	19	39	52
Net Trust	**+16**	-7	+38	-18	+0	+42	+68	-7	+58	+19	-16
Not saddle future generations with debt											
Trust a lot	**6**	5	8	2	1	10	15	1	14	2	6
Trust a little	**20**	14	28	7	7	34	42	8	41	16	13
Do not trust very much	**26**	22	34	22	32	27	31	23	29	36	25
Do not trust them at all	**38**	51	26	63	56	19	8	60	11	42	39
Don't know	**10**	8	4	6	4	9	3	7	5	4	17
Trust (All)	**26**	19	36	9	8	44	57	9	55	18	19
Not Trust (All)	**64**	73	60	85	88	46	39	83	40	78	64
Net Trust	**-38**	-54	-24	-76	-80	-2	+18	-74	+15	-60	-45

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Reduce economic inequality in Britain									
Trust a lot	**12**	15	11	8	15	6	11	12	11
Trust a little	**30**	33	25	29	29	36	42	35	23
Do not trust very much	**24**	28	25	26	20	19	20	24	23
Do not trust them at all	**24**	17	25	29	25	31	16	21	28
Don't know	**11**	7	15	8	11	8	11	8	15
Trust (All)	**42**	48	36	37	44	42	53	47	34
Not Trust (All)	**48**	45	50	55	45	50	36	45	51
Net Trust	**-6**	+3	-14	-18	-1	-8	+17	+2	-17
Help the poorest people in society									
Trust a lot	**17**	22	17	10	20	8	13	17	15
Trust a little	**37**	46	31	39	37	26	44	41	31
Do not trust very much	**18**	12	20	21	15	27	14	17	18
Do not trust them at all	**20**	15	20	23	21	30	20	18	23
Don't know	**8**	5	11	6	8	8	9	6	12
Trust (All)	**54**	68	48	49	57	34	57	58	46
Not Trust (All)	**38**	27	40	44	36	57	34	35	41
Net Trust	**+16**	+41	+8	+5	+21	-23	+23	+23	+5
Not saddle future generations with debt									
Trust a lot	**6**	10	5	3	7	4	14	7	5
Trust a little	**20**	27	17	20	23	15	22	22	19
Do not trust very much	**26**	22	28	31	23	21	20	28	23
Do not trust them at all	**38**	34	36	39	41	53	27	36	40
Don't know	**10**	7	15	7	6	8	18	7	14
Trust (All)	**26**	37	22	23	30	19	36	29	24
Not Trust (All)	**64**	56	64	70	64	74	47	64	63
Net Trust	**-38**	-19	-42	-47	-34	-55	-11	-35	-39

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Reduce economic inequality in Britain						
Trust a lot	**12**	13	7	13	12	11
Trust a little	**30**	26	25	36	25	26
Do not trust very much	**24**	27	17	22	26	23
Do not trust them at all	**24**	20	35	23	25	26
Don't know	**11**	14	15	6	12	14
Trust (All)	**42**	39	32	49	37	37
Not Trust (All)	**48**	47	52	45	51	49
Net Trust	**-6**	-8	-20	+4	-14	-12
Help the poorest people in society						
Trust a lot	**17**	12	14	20	17	13
Trust a little	**37**	38	33	41	34	36
Do not trust very much	**18**	19	22	14	19	20
Do not trust them at all	**20**	17	26	19	21	21
Don't know	**8**	14	5	6	9	10
Trust (All)	**54**	50	47	61	51	49
Not Trust (All)	**38**	36	48	33	40	41
Net Trust	**+16**	+14	-1	+28	+11	+8
Not saddle future generations with debt						
Trust a lot	**6**	6	2	8	5	4
Trust a little	**20**	22	28	25	15	24
Do not trust very much	**26**	31	17	23	28	26
Do not trust them at all	**38**	31	45	38	40	37
Don't know	**10**	10	8	5	11	9
Trust (All)	**26**	28	30	33	20	28
Not Trust (All)	**64**	62	62	61	68	63
Net Trust	**-38**	-34	-32	-28	-48	-35

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	Total	31 Oct - 2 Nov	Gender		Age					Voting Intention			
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Con	Lab	Lib Dem	Brexit Party
Lower taxation													
Trust a lot	**7**		6	9	17	13	4	6	4	3	21	2	2
Trust a little	**24**		24	25	32	36	25	19	14	13	40	29	24
Do not trust very much	**27**		29	25	21	24	29	26	28	27	27	38	21
Do not trust them at all	**31**		34	29	19	16	30	40	45	51	5	22	42
Don't know	**10**		8	12	12	10	11	9	10	6	6	10	11
Trust (All)	**31**		30	34	49	49	29	25	18	16	61	31	26
Not Trust (All)	**58**		63	54	40	40	59	66	73	78	32	60	63
Net Trust	**-27**		-33	-20	+9	+9	-30	-41	-55	-62	+29	-29	-37
Support British businesses													
Trust a lot	**9**		7	11	13	17	7	6	5	2	29	4	3
Trust a little	**30**		34	27	33	35	33	31	22	18	50	34	27
Do not trust very much	**25**		22	27	17	26	26	21	28	33	14	32	13
Do not trust them at all	**25**		28	24	16	13	24	32	36	43	3	25	38
Don't know	**10**		9	11	21	8	9	9	8	5	4	5	19
Trust (All)	**39**		41	38	46	52	40	37	27	20	79	38	30
Not Trust (All)	**50**		50	51	33	39	50	53	64	76	17	57	51
Net Trust	**-11**		-9	-13	+13	+13	-10	-16	-37	-56	+62	-19	-21
Which of the following statements comes closest to your own view?													
Taking everything into account Britain would be better off if there were more billionaires in this country	**24**		29	19	26	26	22	22	26	35	21	24	29
Taking everything into account Britain would be better off if there were fewer billionaires in this country	**44**		44	44	44	49	48	34	41	35	58	42	37
Don't know	**32**		27	37	30	25	31	43	34	30	21	35	34

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	Total	EU Ref Vote		Past Vote Political Groups				GE 17 Vote			
		Leave	Remain	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	Con	Lab	Lib Dem	Other
Lower taxation											
Trust a lot	**7**	4	9	3	2	7	15	3	13	5	7
Trust a little	**24**	21	28	16	16	40	35	16	38	28	14
Do not trust very much	**27**	27	31	27	30	28	33	26	31	31	26
Do not trust them at all	**31**	41	22	49	41	14	9	46	10	30	41
Don't know	**10**	6	9	5	12	10	8	9	8	7	11
Trust (All)	**31**	25	37	19	18	47	50	19	51	33	21
Not Trust (All)	**58**	68	53	76	71	42	42	72	41	61	67
Net Trust	**-27**	-43	-16	-57	-53	+5	+8	-53	+10	-28	-46
Support British businesses											
Trust a lot	**9**	7	10	3	1	15	19	2	20	3	8
Trust a little	**30**	22	41	16	22	46	57	19	52	25	23
Do not trust very much	**25**	26	29	30	41	20	15	33	17	41	23
Do not trust them at all	**25**	38	14	45	29	12	4	39	7	27	31
Don't know	**10**	7	5	6	6	8	4	7	5	5	15
Trust (All)	**39**	29	51	19	23	61	76	21	72	28	31
Not Trust (All)	**50**	64	43	75	70	32	19	72	24	68	54
Net Trust	**-11**	-35	+8	-56	-47	+29	+57	-51	+48	-40	-23
Which of the following statements comes closest to your own view?											
Taking everything into account Britain would be better off if there were more billionaires in this country	**24**	29	20	36	28	24	16	34	19	23	22
Taking everything into account Britain would be better off if there were fewer billionaires in this country	**44**	42	51	31	38	52	60	31	57	46	52
Don't know	**32**	30	29	33	34	24	25	34	24	31	26

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
Lower taxation									
Trust a lot	**7**	11	5	6	9	7	4	8	6
Trust a little	**24**	27	17	25	26	23	39	25	23
Do not trust very much	**27**	24	34	29	22	17	21	30	23
Do not trust them at all	**31**	30	32	32	32	39	25	29	34
Don't know	**10**	8	12	8	11	14	10	8	14
Trust (All)	**31**	38	22	31	35	30	43	33	29
Not Trust (All)	**58**	54	66	61	54	56	46	59	57
Net Trust	**-27**	-16	-44	-30	-19	-26	-3	-26	-28
Support British businesses									
Trust a lot	**9**	10	9	7	10	5	9	9	8
Trust a little	**30**	36	27	32	34	19	27	32	28
Do not trust very much	**25**	22	24	28	25	31	24	27	23
Do not trust them at all	**25**	27	25	26	24	33	23	22	30
Don't know	**10**	5	14	7	7	12	17	10	11
Trust (All)	**39**	46	36	39	44	24	36	41	36
Not Trust (All)	**50**	49	49	54	49	64	47	49	53
Net Trust	**-11**	-3	-13	-15	-5	-40	-11	-8	-17
Which of the following statements comes closest to your own view?									
Taking everything into account Britain would be better off if there were more billionaires in this country	**24**	36	19	26	24	20	20	25	23
Taking everything into account Britain would be better off if there were fewer billionaires in this country	**44**	39	43	42	45	37	60	48	38
Don't know	**32**	25	38	32	31	43	20	27	39

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	Total	Marginal Constituencies				
		Lab Marginal (Eng + Wales)	Con Marginal (Eng + Wales)	Safe Lab	Safe Con	Lab + Con Marginals (All)
Lower taxation						
Trust a lot	**7**	8	11	10	5	9
Trust a little	**24**	23	28	24	21	25
Do not trust very much	**27**	21	20	27	31	21
Do not trust them at all	**31**	24	39	33	32	30
Don't know	**10**	24	3	6	11	15
Trust (All)	**31**	31	39	34	26	34
Not Trust (All)	**58**	45	59	60	63	51
Net Trust	**-27**	-14	-20	-26	-37	-17
Support British businesses						
Trust a lot	**9**	8	7	11	8	7
Trust a little	**30**	32	27	36	28	30
Do not trust very much	**25**	28	21	22	27	25
Do not trust them at all	**25**	23	36	24	26	29
Don't know	**10**	9	9	7	11	9
Trust (All)	**39**	40	34	47	36	37
Not Trust (All)	**50**	51	57	46	53	54
Net Trust	**-11**	-11	-23	+1	-17	-17
Which of the following statements comes closest to your own view?						
Taking everything into account Britain would be better off if there were more billionaires in this country	**24**	19	24	29	23	21
Taking everything into account Britain would be better off if there were fewer billionaires in this country	**44**	46	47	39	42	46
Don't know	**32**	36	29	33	34	33

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