

Labour Together Survey Results

Sample size: 1002 adults in GB

Fieldwork: 21st - 22nd March 2024

	TOTAL	Gender		Age				Vote in 2016 EU Ref		Vote in 2019 GE			
		Male	Female	18-34	35-49	50-64	65+	Leave	Remain	Con	Lab	Lib.Dem	Did not vote
Unweighted Sample	1002	444	558	202	237	270	293	395	334	332	212	78	306
Weighted Sample	1002	489	513	269	251	245	237	373	353	301	222	79	312

HEADLINE VOTING INTENTION

[Excluding those who would not vote, or don't know who they would vote for and weighted by estimated turnout probability]

Conservative	23	21	25	16	14	19	40	29	16	54	3	6	18
Labour	44	45	44	60	51	42	26	30	58	17	86	37	45
Lib Dem	8	8	9	9	7	9	8	6	12	3	3	51	5
Green	6	6	7	9	8	6	3	4	6	2	3	4	16
Plaid Cymru	1	2	0	1	3	0	2	1	0	0	0	0	2
SNP	3	4	2	4	4	5	1	3	4	0	2	0	2
Someone else	13	14	13	1	13	18	21	26	4	24	2	2	12

If there were a general election held tomorrow, how would you vote?

Conservative Party	16	16	16	10	10	14	31	22	13	42	3	5	7
Labour Party	31	35	28	38	34	31	20	22	48	13	81	31	18
The Liberal Democrats	6	6	6	6	5	6	6	4	10	3	2	43	2
Scottish National Party	2	3	2	3	2	4	0	3	4	0	2	0	1
Plaid Cymru	1	2	0	0	2	0	1	1	0	0	0	0	1
The Green Party	5	4	5	6	5	4	2	3	5	1	3	4	7
Someone else	9	11	8	1	9	13	16	20	4	19	2	2	5
Will not vote	9	8	9	13	12	6	4	5	2	2	1	2	25
Don't know	19	14	24	20	19	20	17	20	13	20	5	12	30
Prefer not to say	2	1	3	3	2	1	1	1	2	1	0	1	5

	TOTAL	Gender		Age				Vote in 2016 EU Ref		Vote in 2019 GE			
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Unweighted Sample	1002	444	558	202	237	270	293	395	334	332	212	78	306
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Do you have a favourable or unfavourable view of each of the following? The Labour Party

Very favourable	13	14	12	17	10	15	10	10	14	4	32	19	10
Somewhat favourable	31	33	29	36	38	27	20	23	45	18	51	35	24
TOTAL FAVOURABLE	44	47	41	53	48	42	30	33	59	22	83	54	34
Somewhat unfavourable	18	17	18	13	19	19	19	20	17	21	8	17	20
Very unfavourable	25	27	23	12	18	28	44	40	18	50	5	20	16
TOTAL UNFAVOURABLE	43	44	41	25	37	47	63	60	35	71	13	37	36
Don't know	14	9	18	22	15	11	6	7	7	6	4	10	31
NET FAVOURABILITY	1	3	0	28	11	-5	-33	-27	24	-49	70	17	-2

Do you have a favourable or unfavourable view of each of the following? The Conservative Party

Very favourable	8	9	7	7	5	6	14	11	5	17	5	6	4
Somewhat favourable	18	18	17	15	14	15	27	22	14	35	3	16	15
TOTAL FAVOURABLE	26	27	24	22	19	21	41	33	19	52	8	22	19
Somewhat unfavourable	17	18	17	13	20	19	18	21	17	20	14	19	13
Very unfavourable	44	43	44	41	48	52	34	40	58	21	70	55	38
TOTAL UNFAVOURABLE	61	61	61	54	68	71	52	61	75	41	84	74	51
Don't know	13	11	15	24	12	8	6	7	5	6	7	4	30
NET FAVOURABILITY	-35	-34	-37	-32	-49	-50	-11	-28	-56	11	-76	-52	-32

Do you have a favourable or unfavourable view of each of the following? The Liberal Democrats

Very favourable	4	5	3	7	3	3	3	4	4	2	3	23	2
Somewhat favourable	25	24	26	23	28	25	24	19	39	17	36	60	18
TOTAL FAVOURABLE	29	29	29	30	31	28	27	23	43	19	39	83	20
Somewhat unfavourable	27	31	24	25	27	26	31	27	31	33	31	10	21
Very unfavourable	21	23	19	12	19	23	30	33	14	35	14	2	14
TOTAL UNFAVOURABLE	48	54	43	37	46	49	61	60	45	68	45	12	35
Don't know	23	18	28	33	23	23	12	17	13	13	16	5	45
NET FAVOURABILITY	-19	-25	-14	-7	-15	-21	-34	-37	-2	-49	-6	71	-15

Do you have a favourable or unfavourable view of each of the following? Reform UK

Very favourable	8	10	6	5	6	8	13	16	3	16	4	2	4
Somewhat favourable	16	18	13	12	13	17	21	26	8	23	10	10	14
TOTAL FAVOURABLE	24	28	19	17	19	25	34	42	11	39	14	12	18
Somewhat unfavourable	19	22	15	18	23	19	16	21	18	21	23	15	12
Very unfavourable	29	32	26	26	28	33	31	17	52	21	46	55	17
TOTAL UNFAVOURABLE	48	54	41	44	51	52	47	38	70	42	69	70	29
Don't know	28	17	39	39	31	23	19	20	19	19	17	18	53
NET FAVOURABILITY	-24	-26	-22	-27	-32	-27	-13	4	-59	-3	-55	-58	-11

	TOTAL	Gender		Age				Vote in 2016 EU Ref		Vote in 2019 GE			
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Do you have a favourable or unfavourable view of each of the following? Rishi Sunak

Very favourable	7	8	6	7	2	6	13	10	5	14	6	5	4
Somewhat favourable	18	19	17	15	18	14	27	22	17	34	9	26	9
TOTAL FAVOURABLE	25	27	23	22	20	20	40	32	22	48	15	31	13
Somewhat unfavourable	23	25	21	16	24	28	25	26	26	24	29	15	20
Very unfavourable	39	38	40	42	43	43	28	34	47	20	52	50	41
TOTAL UNFAVOURABLE	62	63	61	58	67	71	53	60	73	44	81	65	61
Don't know	12	9	16	19	13	9	7	8	5	8	4	4	27
NET FAVOURABILITY	-37	-36	-38	-36	-47	-51	-13	-28	-51	4	-66	-34	-48

Do you have a favourable or unfavourable view of each of the following? Keir Starmer

Very favourable	8	11	7	7	9	10	8	7	9	2	22	9	5
Somewhat favourable	28	32	25	29	30	31	23	25	39	21	44	43	19
TOTAL FAVOURABLE	36	43	32	36	39	41	31	32	48	23	66	52	24
Somewhat unfavourable	21	20	21	21	22	19	21	18	25	23	15	20	21
Very unfavourable	26	27	25	13	22	31	40	42	17	48	13	15	18
TOTAL UNFAVOURABLE	47	47	46	34	44	50	61	60	42	71	28	35	39
Don't know	17	11	23	30	18	10	8	8	10	6	7	14	36
NET FAVOURABILITY	-11	-4	-14	2	-5	-9	-30	-28	6	-48	38	17	-15

Do you have a favourable or unfavourable view of each of the following? Nigel Farage

Very favourable	10	12	9	8	6	12	17	22	3	19	9	5	4
Somewhat favourable	18	22	14	11	20	17	24	27	10	31	7	12	15
TOTAL FAVOURABLE	28	34	23	19	26	29	41	49	13	50	16	17	19
Somewhat unfavourable	18	18	18	20	14	19	18	18	18	19	17	21	16
Very unfavourable	38	39	38	35	44	40	33	23	63	23	62	55	28
TOTAL UNFAVOURABLE	56	57	56	55	58	59	51	41	81	42	79	76	44
Don't know	16	10	22	27	16	13	8	9	6	8	5	7	37
NET FAVOURABILITY	-28	-23	-33	-36	-32	-30	-10	8	-68	8	-63	-59	-25

Do you have a favourable or unfavourable view of each of the following? David Cameron

Very favourable	4	6	3	4	5	2	5	6	3	7	6	3	2
Somewhat favourable	21	23	18	19	17	19	28	23	21	33	13	17	15
TOTAL FAVOURABLE	25	29	21	23	22	21	33	29	24	40	19	20	17
Somewhat unfavourable	26	26	25	24	29	26	25	27	28	26	28	36	23
Very unfavourable	34	36	33	32	33	41	31	36	41	25	49	35	28
TOTAL UNFAVOURABLE	60	62	58	56	62	67	56	63	69	51	77	71	51
Don't know	15	8	22	21	16	12	10	9	7	9	4	9	32
NET FAVOURABILITY	-35	-33	-37	-33	-40	-46	-23	-34	-45	-11	-58	-51	-34

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Do you have a favourable or unfavourable view of each of the following? Ed Davey

Very favourable	1	2	1	3	1	0	1	1	2	1	2	7	0
Somewhat favourable	15	17	13	10	16	16	18	13	21	13	19	38	9
TOTAL FAVOURABLE	16	19	14	13	17	16	19	14	23	14	21	45	9
Somewhat unfavourable	22	24	19	23	16	21	26	21	24	22	27	21	17
Very unfavourable	18	23	14	12	16	20	27	30	12	30	14	5	12
TOTAL UNFAVOURABLE	40	47	33	35	32	41	53	51	36	52	41	26	29
Don't know	44	34	53	52	51	43	28	35	40	34	38	29	62
NET FAVOURABILITY	-24	-28	-19	-22	-15	-25	-34	-37	-13	-38	-20	19	-20

Do you have a favourable or unfavourable view of each of the following? Richard Tice

Very favourable	5	7	3	5	4	4	5	8	2	8	2	4	3
Somewhat favourable	9	10	8	11	7	4	14	13	5	13	8	4	8
TOTAL FAVOURABLE	14	17	11	16	11	8	19	21	7	21	10	8	11
Somewhat unfavourable	12	15	9	13	13	11	10	11	11	12	14	11	10
Very unfavourable	14	19	9	14	13	18	12	9	22	9	20	24	10
TOTAL UNFAVOURABLE	26	34	18	27	26	29	22	20	33	21	34	35	20
Don't know	60	49	71	57	64	62	59	59	58	58	56	57	69
NET FAVOURABILITY	-12	-17	-7	-11	-15	-21	-3	1	-26	0	-24	-27	-9

	TOTAL	Gender		Age				Vote in 2016 EU Ref		Vote in 2019 GE			
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Do you have a favourable or unfavourable view of each of the following? The Green Party

Very favourable	7	7	7	10	7	7	2	5	8	3	9	14	6
Somewhat favourable	30	28	32	29	30	33	29	28	40	23	41	46	23
TOTAL FAVOURABLE	37	35	39	39	37	40	31	33	48	26	50	60	29
Somewhat unfavourable	19	23	16	16	23	17	21	19	25	27	23	19	12
Very unfavourable	20	25	16	14	16	21	31	30	15	32	15	9	14
TOTAL UNFAVOURABLE	39	48	32	30	39	38	52	49	40	59	38	28	26
Don't know	23	18	29	30	24	22	16	18	13	15	12	12	46
NET FAVOURABILITY	-2	-13	7	9	-2	2	-21	-16	8	-33	12	32	3

Which of the following, if any, do you think are the most important issues facing the country right now? Please tick up to four.

Inflation and cost of living	68	66	70	71	76	67	59	63	72	61	75	66	69
The economy	38	45	31	35	39	37	41	39	43	45	44	33	33
Health	46	41	51	37	45	48	56	48	55	48	56	41	39
Energy supply	20	25	15	15	18	22	26	26	17	22	21	12	18
Immigration & Asylum	34	34	34	17	32	36	53	53	21	59	15	16	27
The environment and climate change	21	18	23	24	21	20	18	17	26	14	27	35	18
Social care	14	13	15	8	17	17	14	15	17	13	16	24	8
Britain leaving the EU	10	11	9	11	9	11	8	6	14	8	11	15	9
Housing	19	18	19	30	14	16	13	14	19	11	21	25	23
Crime	18	17	20	16	15	22	20	26	11	22	9	17	21
Education	9	7	11	9	10	11	6	7	12	6	11	8	11
Defence and security	11	11	11	4	7	12	21	17	10	20	4	19	5
Tax	11	14	9	18	12	8	6	10	9	8	14	5	14
Pensions	9	9	10	2	6	12	19	12	10	13	9	5	5
Welfare benefits	5	6	5	1	9	6	7	7	6	7	6	2	3
Family life & childcare	5	4	5	7	6	2	3	4	6	4	3	5	7
Transport	3	3	3	4	1	4	2	2	5	2	4	7	2
Job security	4	4	3	7	2	4	1	3	3	3	3	4	5
None of these	1	1	1	1	2	0	0	0	0	0	0	0	3
Don't know	2	2	3	3	1	2	2	0	1	1	0	3	5

	TOTAL	Gender		Age				Vote in 2016 EU Ref		Vote in 2019 GE			
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How much impact, if any, do you believe that the performance of the UK's economy (i.e. how well or badly the country's economy is doing, generally speaking) has on your own personal financial situation?

A lot	20	19	21	20	24	20	16	18	21	20	19	20	21
A fair amount	49	49	48	48	51	45	51	49	50	51	48	60	43
TOTAL A LOT / FAIR AMOUNT	69	68	69	68	75	65	67	67	71	71	67	80	64
Not very much	19	22	16	19	12	22	25	23	22	23	23	15	13
Not at all	4	3	5	3	6	3	2	3	2	2	3	0	6
TOTAL NOT MUCH / AT ALL	23	25	21	22	18	25	27	26	24	25	26	15	19
Don't know	9	7	10	10	8	11	5	6	5	4	6	5	16

And how well or badly do you think the UK's economy is performing at the moment?

Very well	2	3	1	5	1	1	1	3	1	2	3	2	2
Quite well	15	19	11	12	10	13	26	22	11	31	10	10	7
TOTAL WELL	17	22	12	17	11	14	27	25	12	33	13	12	9
Quite badly	49	51	47	47	53	52	45	47	54	43	47	58	50
Very badly	25	21	30	28	29	24	20	21	28	16	36	23	28
TOTAL BADLY	74	72	77	75	82	76	65	68	82	59	83	81	78
Don't know	9	6	11	9	7	11	8	7	5	8	4	6	14

And over the next 12 months, do you think that the economy is going to get better, worse or remain the same?

Get a lot better	3	6	1	5	2	2	4	6	2	6	4	3	1
Get a bit better	24	30	19	24	19	21	34	26	28	38	20	34	15
TOTAL BETTER	27	36	20	29	21	23	38	32	30	44	24	37	16
Stay about the same	33	34	32	26	39	37	30	37	32	31	33	37	29
Get a bit worse	19	17	20	26	16	16	16	15	20	14	22	16	24
Get a lot worse	11	9	13	7	14	15	8	10	9	6	13	5	16
TOTAL WORSE	30	26	33	33	30	31	24	25	29	20	35	21	40
Don't know	10	5	14	12	9	8	8	6	8	6	9	4	16

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Which of the following, if any, do you blame MOST for...the economy currently performing badly?

[Asked only to those who think the economy is currently performing badly; n=737]

The current Conservative government (elected in 2019)	41	41	41	42	43	42	37	38	46	29	54	32	43
Previous Conservative governments (including those from 2010-2019)	20	23	18	18	18	26	20	16	29	13	26	38	13
Previous Labour governments	6	5	7	10	4	4	5	7	4	10	8	0	4
Businesses	2	3	2	3	4	1	1	1	3	3	2	4	3
Global factors	19	23	16	14	17	17	31	26	12	35	5	19	18
Dont know	10	3	15	12	11	9	7	10	6	9	4	6	18
None of the above	2	2	1	1	4	1	0	2	0	1	1	0	2

Which of the following, if any, do you blame MOST for...the economy getting worse?

[Asked only to those who believe the economy is getting worse; n= 301]

The current Conservative government (elected in 2019)	59	59	60	54	58	67	59	61	67	46	64	73	58
Previous Conservative governments (including those from 2010-2019)	12	14	11	13	7	12	18	12	17	15	19	18	6
Previous Labour governments	3	3	4	6	1	4	2	4	1	7	3	4	3
Businesses	5	7	2	10	3	2	1	3	7	5	9	0	3
Global factors	9	10	8	7	10	9	10	11	2	20	1	0	11
Dont know	9	4	12	8	14	6	7	7	4	6	4	5	15
None of the above	3	3	3	2	6	0	3	2	2	1	1	0	4

How much attention, if any, are you paying to the upcoming UK general election?

A great deal	16	21	11	17	12	13	22	17	21	19	19	26	7
A fair amount	42	45	40	40	46	41	42	46	48	50	51	45	29
TOTAL GREAT DEAL / FAIR AMOUNT	58	66	51	57	58	54	64	63	69	69	70	71	36
Not very much	30	24	37	26	28	36	32	32	26	29	25	23	38
None at all	11	10	13	17	13	10	4	5	5	3	4	6	27
TOTAL NOT MUCH / AT ALL	41	34	50	43	41	46	36	37	31	32	29	29	65