

YouGov Survey Results

Sample Size: 2132 Adults in GB
Fieldwork: 20th - 22nd September 2024

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South		
Weighted Sample	2132	384	548	196	230	751	794	1032	1100	224	881	527	501	1215	917	1844	102	185	505	350	258	731	
Unweighted Sample	2132	339	643	232	290	866	794	942	1190	136	844	565	587	1302	830	1830	121	181	532	358	201	739	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?

Conservative Party

Very favourable	4	19	1	0	0	3	6	5	4	3	3	4	8	5	4	5	4	2	4	3	3	6
Somewhat favourable	20	62	5	9	29	13	33	19	20	11	13	21	34	20	19	21	16	13	16	26	19	22
TOTAL FAVOURABLE	24	81	6	9	29	16	39	24	24	14	16	25	42	25	23	26	20	15	20	29	22	28
Somewhat unfavourable	21	13	20	32	32	22	23	22	21	16	22	22	22	22	21	22	20	18	22	23	18	23
Very unfavourable	46	2	72	54	36	58	32	50	43	56	51	48	32	47	45	45	56	57	50	38	49	43
TOTAL UNFAVOURABLE	67	15	92	86	68	80	55	72	64	72	73	70	54	69	66	67	76	75	72	61	67	66
Don't know	8	4	3	6	2	4	6	4	12	14	11	5	3	6	10	8	4	10	8	10	10	6
NET FAVOURABILITY	-43	66	-86	-77	-39	-64	-16	-48	-40	-58	-57	-45	-12	-44	-43	-41	-56	-60	-52	-32	-45	-38

Labour Party

Very favourable	6	1	21	3	0	12	3	6	6	6	6	8	6	8	4	6	10	3	6	6	9	6
Somewhat favourable	26	2	53	42	3	40	10	27	25	38	32	23	12	30	20	25	34	28	25	23	30	25
TOTAL FAVOURABLE	32	3	74	45	3	52	13	33	31	44	38	31	18	38	24	31	44	31	31	29	39	31
Somewhat unfavourable	20	19	16	28	12	21	17	21	20	23	20	21	18	22	18	20	17	26	18	21	23	19
Very unfavourable	39	76	6	22	84	21	65	41	36	17	28	44	61	34	45	40	34	29	41	39	25	44
TOTAL UNFAVOURABLE	59	95	22	50	96	42	82	62	56	40	48	65	79	56	63	60	51	55	59	60	48	63
Don't know	9	3	5	5	2	6	5	5	13	16	14	5	3	6	13	9	4	14	10	11	13	6
NET FAVOURABILITY	-27	-92	52	-5	-93	10	-69	-29	-25	4	-10	-34	-61	-18	-39	-29	-7	-24	-28	-31	-9	-32

Rishi Sunak

Very favourable	3	14	1	0	0	3	4	4	3	1	3	3	4	3	3	4	2	1	3	3	5	4
Somewhat favourable	21	53	9	17	26	17	30	19	22	11	14	21	36	22	19	21	19	13	17	24	19	24
TOTAL FAVOURABLE	24	67	10	17	26	20	34	23	25	12	17	24	40	25	22	25	21	14	20	27	24	28
Somewhat unfavourable	26	22	28	35	33	27	26	28	24	24	25	28	26	28	22	26	21	29	27	26	23	25
Very unfavourable	42	7	59	41	37	48	33	45	39	51	47	42	30	40	45	41	54	48	44	36	43	40
TOTAL UNFAVOURABLE	68	29	87	76	70	75	59	73	63	75	72	70	56	68	67	67	75	77	71	62	66	65
Don't know	8	5	3	8	4	5	7	4	12	12	11	6	4	6	11	9	4	9	9	11	10	7
NET FAVOURABILITY	-44	38	-77	-59	-44	-55	-25	-50	-38	-63	-55	-46	-16	-43	-45	-42	-54	-63	-51	-35	-42	-37

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Keir Starmer																							
Very favourable	5	0	14	5	0	9	2	5	4	1	5	7	4	6	3	5	7	4	4	4	7	5	
Somewhat favourable	25	4	51	41	4	40	10	26	24	33	31	23	14	31	18	25	34	23	25	23	31	24	
TOTAL FAVOURABLE	30	4	65	46	4	49	12	31	28	34	36	30	18	37	21	30	41	27	29	27	38	29	
Somewhat unfavourable	19	20	20	27	8	21	15	19	19	26	20	20	14	19	19	18	19	27	17	18	22	18	
Very unfavourable	41	73	10	24	86	23	67	45	38	23	30	45	65	36	47	42	37	33	43	43	30	46	
TOTAL UNFAVOURABLE	60	93	30	51	94	44	82	64	57	49	50	65	79	55	66	60	56	60	60	61	52	64	
Don't know	10	3	6	4	1	7	5	5	14	17	14	5	3	7	13	10	3	13	11	13	11	8	
NET FAVOURABILITY	-30	-89	35	-5	-90	5	-70	-33	-29	-15	-14	-35	-61	-18	-45	-30	-15	-33	-31	-34	-14	-35	
The Liberal Democrats																							
Very favourable	6	2	6	25	0	9	4	8	4	5	6	5	6	6	5	6	2	10	4	4	4	8	
Somewhat favourable	31	19	48	61	14	48	20	29	33	28	33	31	30	36	25	31	47	29	29	28	37	30	
TOTAL FAVOURABLE	37	21	54	86	14	57	24	37	37	33	39	36	36	42	30	37	49	39	33	32	41	38	
Somewhat unfavourable	24	37	24	8	31	23	27	25	24	22	22	27	27	25	24	24	28	22	22	29	27	23	
Very unfavourable	21	31	9	2	47	9	35	27	16	14	17	22	29	18	25	22	15	16	25	20	12	24	
TOTAL UNFAVOURABLE	45	68	33	10	78	32	62	52	40	36	39	49	56	43	49	46	43	38	47	49	39	47	
Don't know	18	10	13	5	7	11	15	11	24	30	22	14	8	16	20	18	9	23	19	18	19	16	
NET FAVOURABILITY	-8	-47	21	76	-64	25	-38	-15	-3	-3	0	-13	-20	-1	-19	-9	6	1	-14	-17	2	-9	
The Green Party																							
Very favourable	9	2	13	11	1	13	3	7	10	16	10	7	5	10	6	8	18	5	7	9	10	9	
Somewhat favourable	31	17	46	47	12	46	19	30	31	30	35	30	25	34	27	30	34	34	29	28	34	31	
TOTAL FAVOURABLE	40	19	59	58	13	59	22	37	41	46	45	37	30	44	33	38	52	39	36	37	44	40	
Somewhat unfavourable	19	28	16	18	23	17	22	20	19	20	15	22	23	19	20	19	21	17	18	21	20	19	
Very unfavourable	23	35	9	10	52	12	36	30	15	12	18	24	33	22	24	22	16	33	25	19	15	24	
TOTAL UNFAVOURABLE	42	63	25	28	75	29	58	50	34	32	33	46	56	41	44	41	37	50	43	40	35	43	
Don't know	19	17	14	14	12	12	19	13	25	22	23	17	14	15	24	20	12	12	21	23	21	18	
NET FAVOURABILITY	-2	-44	34	30	-62	30	-36	-13	7	14	12	-9	-26	3	-11	-3	15	-11	-7	-3	9	-3	
Reform UK																							
Very favourable	11	10	1	2	63	2	23	15	8	7	7	12	19	9	14	12	15	5	14	11	7	12	
Somewhat favourable	15	33	6	4	32	6	29	18	13	6	12	18	22	14	17	16	13	13	13	18	15	17	
TOTAL FAVOURABLE	26	43	7	6	95	8	52	33	21	13	19	30	41	23	31	28	28	18	27	29	22	29	
Somewhat unfavourable	14	24	12	15	2	13	14	13	14	11	13	13	15	11	16	14	15	12	13	14	12	15	
Very unfavourable	48	22	74	74	2	74	22	48	48	58	52	48	36	56	37	47	51	55	48	41	53	46	
TOTAL UNFAVOURABLE	62	46	86	89	4	87	36	61	62	69	65	61	51	67	53	61	66	67	61	55	65	61	
Don't know	12	10	7	6	1	5	12	6	17	18	15	9	7	9	16	12	6	15	12	16	14	10	
NET FAVOURABILITY	-36	-3	-79	-83	91	-79	16	-28	-41	-56	-46	-31	-10	-44	-22	-33	-38	-49	-34	-26	-43	-32	

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Ed Davey																						
Very favourable	4	1	6	19	2	6	2	5	3	6	4	3	5	5	3	4	3	6	4	3	4	5
Somewhat favourable	23	16	36	39	11	35	16	26	20	21	21	26	23	27	18	22	35	23	20	21	32	21
TOTAL FAVOURABLE	27	17	42	58	13	41	18	31	23	27	25	29	28	32	21	26	38	29	24	24	36	26
Somewhat unfavourable	18	28	13	13	25	18	20	19	17	15	13	20	25	19	17	18	17	15	17	20	17	19
Very unfavourable	18	29	7	2	39	8	32	23	13	7	14	21	26	15	21	19	14	9	20	19	11	21
TOTAL UNFAVOURABLE	36	57	20	15	64	26	52	42	30	22	27	41	51	34	38	37	31	24	37	39	28	40
Don't know	37	25	37	27	23	33	30	27	46	51	47	29	22	34	41	37	31	47	41	36	36	34
NET FAVOURABILITY	-9	-40	22	43	-51	15	-34	-11	-7	5	-2	-12	-23	-2	-17	-11	7	5	-13	-15	8	-14
Nigel Farage																						
Very favourable	11	12	1	2	55	2	22	15	7	4	7	12	18	9	13	11	16	4	13	11	7	11
Somewhat favourable	17	33	6	3	35	6	30	20	14	11	12	19	24	16	17	17	18	13	14	20	15	17
TOTAL FAVOURABLE	28	45	7	5	90	8	52	35	21	15	19	31	42	25	30	28	34	17	27	31	22	28
Somewhat unfavourable	13	24	10	13	4	11	13	12	15	15	12	12	16	13	14	13	10	13	12	14	12	15
Very unfavourable	50	25	78	79	2	78	26	49	51	53	55	51	39	56	41	49	52	56	51	43	56	48
TOTAL UNFAVOURABLE	63	49	88	92	6	89	39	61	66	68	67	63	55	69	55	62	62	69	63	57	68	63
Don't know	10	6	5	3	3	3	9	5	15	17	14	6	3	7	14	10	3	14	10	13	10	8
NET FAVOURABILITY	-35	-4	-81	-87	84	-81	13	-26	-45	-53	-48	-32	-13	-44	-25	-34	-28	-52	-36	-26	-46	-35

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you approve or disapprove of the following things that the Labour Government has done since being elected in July?
Releasing some prisoners early in order to avoid jail overcrowding

Strongly approve	3	1	7	6	0	6	2	4	3	3	3	4	3	4	2	3	6	4	3	3	6	2
Somewhat approve	18	7	35	22	2	30	8	20	16	22	20	18	13	22	13	18	24	18	19	16	19	17
TOTAL APPROVE	21	8	42	28	2	36	10	24	19	25	23	22	16	26	15	21	30	22	22	19	25	19
Somewhat disapprove	26	24	29	34	14	28	23	25	28	32	25	24	28	27	26	26	30	28	28	30	20	25
Strongly disapprove	44	65	18	29	82	27	65	45	43	28	39	50	53	39	50	44	31	42	42	41	40	49
TOTAL DISAPPROVE	70	89	47	63	96	55	88	70	71	60	64	74	81	66	76	70	61	70	70	71	60	74
Don't know	9	3	11	10	2	10	2	7	11	15	13	4	3	8	10	9	9	9	8	9	15	7
NET APPROVAL	-49	-81	-5	-35	-94	-19	-78	-46	-52	-35	-41	-52	-65	-40	-61	-49	-31	-48	-48	-52	-35	-55

Their handling of the riots in July and August

Strongly approve	16	8	33	21	3	27	9	18	15	14	16	20	15	18	14	16	22	15	15	14	16	18
Somewhat approve	29	30	36	34	14	37	24	29	29	31	27	28	32	33	23	29	29	26	29	31	33	27
TOTAL APPROVE	45	38	69	55	17	64	33	47	44	45	43	48	47	51	37	45	51	41	44	45	49	45
Somewhat disapprove	16	27	11	15	17	12	20	15	17	11	16	17	17	16	16	16	14	18	15	17	14	16
Strongly disapprove	21	25	6	13	58	9	33	26	16	15	17	23	26	17	25	21	16	16	24	19	19	21
TOTAL DISAPPROVE	37	52	17	28	75	21	53	41	33	26	33	40	43	33	41	37	30	34	39	36	33	37
Don't know	19	10	14	17	7	14	13	12	24	29	24	13	10	16	22	18	19	24	17	19	19	18
NET APPROVAL	8	-14	52	27	-58	43	-20	6	11	19	10	8	4	18	-4	8	21	7	5	9	16	8

Keeping the limit on the number of children parents can claim child-related welfare benefits for set at two children

Strongly approve	33	45	29	29	47	29	45	34	33	17	33	37	37	34	33	34	32	30	32	36	31	34
Somewhat approve	28	32	30	27	30	29	29	30	27	25	27	34	27	28	29	28	26	30	31	31	17	29
TOTAL APPROVE	61	77	59	56	77	58	74	64	60	42	60	71	64	62	62	62	58	60	63	67	48	63
Somewhat disapprove	15	9	16	19	8	18	11	13	16	17	13	12	18	16	13	14	22	16	14	15	13	14
Strongly disapprove	11	6	13	10	7	12	8	12	11	19	11	10	9	10	13	11	7	13	12	7	16	11
TOTAL DISAPPROVE	26	15	29	29	15	30	19	25	27	36	24	22	27	26	26	25	29	29	26	22	29	25
Don't know	13	8	12	14	8	12	7	11	14	22	17	7	9	13	13	13	12	11	11	11	22	12
NET APPROVAL	35	62	30	27	62	28	55	39	33	6	36	49	37	36	36	37	29	31	37	45	19	38

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Making pensioners' winter fuel allowance payments means tested, so they only go to those on pension credit or other means-tested benefits

Strongly approve	13	7	21	20	3	17	7	14	12	12	17	12	5	15	9	13	14	8	11	15	14	13
Somewhat approve	21	12	30	25	13	30	13	21	21	19	27	21	11	24	17	20	25	26	21	18	20	21
TOTAL APPROVE	34	19	51	45	16	47	20	35	33	31	44	33	16	39	26	33	39	34	32	33	34	34
Somewhat disapprove	16	17	18	16	14	17	15	15	17	19	16	18	13	17	15	16	14	16	16	15	17	17
Strongly disapprove	41	61	23	34	66	30	61	42	39	18	26	46	70	36	47	41	39	39	47	40	30	41
TOTAL DISAPPROVE	57	78	41	50	80	47	76	57	56	37	42	64	83	53	62	57	53	55	63	55	47	58
Don't know	10	3	8	6	4	6	4	8	11	31	13	2	2	8	12	10	9	10	5	11	19	9
NET APPROVAL	-23	-59	10	-5	-64	0	-56	-22	-23	-6	2	-31	-67	-14	-36	-24	-14	-21	-31	-22	-13	-24

Lifting the ban on building new onshore wind farms in England

Strongly approve	27	14	46	38	10	38	18	34	21	32	30	29	19	31	23	27	32	27	28	24	31	26
Somewhat approve	30	31	30	39	27	34	29	29	31	25	28	31	34	31	28	30	32	30	30	32	23	30
TOTAL APPROVE	57	45	76	77	37	72	47	63	52	57	58	60	53	62	51	57	64	57	58	56	54	56
Somewhat disapprove	12	22	7	7	20	8	19	12	13	11	9	12	20	12	13	13	9	7	11	14	12	15
Strongly disapprove	9	15	1	4	28	4	17	11	8	2	6	12	16	9	10	10	8	7	12	9	7	9
TOTAL DISAPPROVE	21	37	8	11	48	12	36	23	21	13	15	24	36	21	23	23	17	14	23	23	19	24
Don't know	21	18	15	13	16	16	17	15	27	30	28	16	11	18	26	21	19	28	19	21	26	20
NET APPROVAL	36	8	68	66	-11	60	11	40	31	44	43	36	17	41	28	34	47	43	35	33	35	32

Scrapping the previous government's 'Rwanda plan' on immigration

Strongly approve	31	4	60	48	3	53	11	35	28	43	35	31	19	37	23	30	45	37	28	23	44	30
Somewhat approve	13	8	17	22	7	16	10	12	13	12	13	14	11	14	11	12	10	16	15	12	11	12
TOTAL APPROVE	44	12	77	70	10	69	21	47	41	55	48	45	30	51	34	42	55	53	43	35	55	42
Somewhat disapprove	15	30	7	11	22	10	23	15	16	6	12	20	21	14	17	16	9	12	17	19	14	15
Strongly disapprove	23	47	5	8	59	8	43	26	20	12	16	25	38	20	26	23	26	16	24	24	13	25
TOTAL DISAPPROVE	38	77	12	19	81	18	66	41	36	18	28	45	59	34	43	39	35	28	41	43	27	40
Don't know	18	11	11	11	9	12	13	13	23	29	25	10	10	14	23	18	10	19	17	22	18	18
NET APPROVAL	6	-65	65	51	-71	51	-45	6	5	37	20	0	-29	17	-9	3	20	25	2	-8	28	2

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Weighted Sample	2132	384	548	196	230	751	794	1032	1100	224	881	527	501	1215	917	1844	102	185	505	350	258	731
Unweighted Sample	2132	339	643	232	290	866	794	942	1190	136	844	565	587	1302	830	1830	121	181	532	358	201	739
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Suspending some arms sales to Israel																						
Strongly approve	31	13	49	43	12	44	19	30	31	37	33	30	25	33	27	30	45	35	27	28	35	31
Somewhat approve	24	23	28	34	11	27	20	24	24	31	23	24	24	25	23	24	21	28	22	24	26	24
TOTAL APPROVE	55	36	77	77	23	71	39	54	55	68	56	54	49	58	50	54	66	63	49	52	61	55
Somewhat disapprove	10	19	5	3	19	7	16	13	8	7	8	12	14	11	10	11	8	6	11	13	9	11
Strongly disapprove	14	28	4	5	40	8	24	19	10	6	11	16	22	13	16	15	12	11	16	14	14	15
TOTAL DISAPPROVE	24	47	9	8	59	15	40	32	18	13	19	28	36	24	26	26	20	17	27	27	23	26
Don't know	20	18	13	14	18	14	21	14	27	19	26	18	15	18	24	21	14	20	24	22	16	20
NET APPROVAL	31	-11	68	69	-36	56	-1	22	37	55	37	26	13	34	24	28	46	46	22	25	38	29
Agreeing new pay deals with striking junior doctors																						
Strongly approve	26	5	49	31	5	39	11	24	28	37	30	25	16	29	22	24	43	32	23	18	31	26
Somewhat approve	35	32	36	46	27	37	35	33	36	36	33	35	37	34	35	35	31	35	36	34	35	34
TOTAL APPROVE	61	37	85	77	32	76	46	57	64	73	63	60	53	63	57	59	74	67	59	52	66	60
Somewhat disapprove	16	30	7	12	30	11	23	16	16	8	12	20	22	16	16	17	12	11	15	19	13	18
Strongly disapprove	14	28	3	5	34	7	25	18	10	6	10	17	22	13	15	15	7	13	16	16	9	15
TOTAL DISAPPROVE	30	58	10	17	64	18	48	34	26	14	22	37	44	29	31	32	19	24	31	35	22	33
Don't know	9	5	5	6	5	5	6	8	11	13	16	3	3	7	12	9	7	8	11	13	12	6
NET APPROVAL	31	-21	75	60	-32	58	-2	23	38	59	41	23	9	34	26	27	55	43	28	17	44	27
Agreeing new pay deals with striking train drivers																						
Strongly approve	16	2	33	18	1	26	5	17	16	25	18	17	9	19	13	15	32	15	14	11	21	16
Somewhat approve	29	13	40	37	9	36	17	28	29	50	29	27	19	30	26	28	24	38	30	26	31	26
TOTAL APPROVE	45	15	73	55	10	62	22	45	45	75	47	44	28	49	39	43	56	53	44	37	52	42
Somewhat disapprove	18	27	11	18	25	15	25	15	20	6	15	20	26	18	18	18	17	18	18	18	15	19
Strongly disapprove	25	53	7	17	57	15	44	31	20	7	17	30	42	25	26	26	18	17	23	30	19	29
TOTAL DISAPPROVE	43	80	18	35	82	30	69	46	40	13	32	50	68	43	44	44	35	35	41	48	34	48
Don't know	12	5	9	10	7	9	8	9	15	11	21	6	4	9	17	13	8	11	14	15	14	10
NET APPROVAL	2	-65	55	20	-72	32	-47	-1	5	62	15	-6	-40	6	-5	-1	21	18	3	-11	18	-6

YouGov Survey Results

Sample Size: 2132 Adults in GB
Fieldwork: 20th - 22nd September 2024

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
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Unweighted Sample	2132	339	643	232	290	866	794	942	1190	136	844	565	587	1302	830	1830	121	181	532	358	201	739
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the new Labour Government led by Keir Starmer, which of the following comes closest to your view?

I have high hopes for the Labour Government, and I am sure they are going to do a good job	19	1	48	24	2	32	8	18	19	25	21	20	11	24	12	19	27	13	19	17	19	19
I do not have high hopes for the Labour Government, but I am willing to give them the benefit of the doubt	35	23	42	50	13	42	24	35	34	49	38	33	24	37	31	34	35	44	31	34	40	33
I do not have high hopes for the Labour Government, and I am sure they are going to do a bad job	38	72	6	21	84	21	64	40	36	8	29	41	64	33	45	39	33	32	40	41	26	41
Don't know	9	3	4	6	1	5	5	6	11	18	12	6	2	7	12	9	5	11	9	8	15	7

How much of a change do you think the new Labour Government under Keir Starmer represents a change from the previous Conservative Government under Rishi Sunak?

Represents a major change	25	32	37	27	20	29	27	26	25	18	20	29	33	27	22	26	24	21	22	24	27	28
Represents a fair change	28	19	41	35	15	38	18	28	29	31	35	25	19	34	20	28	36	30	29	28	29	26
TOTAL DOES REPRESENT A CHANGE	53	51	78	62	35	67	45	54	54	49	55	54	52	61	42	54	60	51	51	52	56	54
Doesn't represent much of a change	20	22	14	20	28	18	24	21	18	14	16	23	24	19	20	19	16	22	18	24	18	19
Doesn't represent any change at all	13	16	2	10	32	8	19	15	11	8	12	15	15	10	17	13	15	11	17	10	9	14
TOTAL DOESN'T REPRESENT A CHANGE	33	38	16	30	60	26	43	36	29	22	28	38	39	29	37	32	31	33	35	34	27	33
Don't know	14	11	6	9	5	7	11	11	17	29	17	8	8	9	20	14	9	15	14	14	18	13

Do you think the Labour Government does or does not have a clear vision for the country?

Does	30	7	60	43	7	47	13	30	29	37	34	30	17	35	22	29	40	32	29	28	34	28
Does not	51	81	19	43	85	34	74	54	48	34	42	56	70	47	57	52	43	46	53	51	39	56
Don't know	19	11	20	14	8	19	13	16	22	29	24	15	13	18	21	19	16	22	18	21	27	16

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.