BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Summary results of a conjoint experiment which explored which social care policies people would rather see put in place in England. They varied by the lifetime cap in place and the means-testing. Half respondents were asked it without being shown a rough cost, while the other half were shown this. Respondents were asked, which, if either, they would rather see implemented. They had the option to choose ‘Policy A’, ‘Policy B’ or ‘Neither’.

Respondents were shown three separate setups, and as such, saw six possible combinations in total.

Note: These figures are experimental test results, and are not intended for publication along any lines suggesting they are representative figures in terms of agreement/support.

YouGov Conjoint Results

Sample size: 5377 adults in England (18+)

Fieldwork: 21st - 28th September 2026

Message	Chosen organisation (probability)	Vote in 2024 GE					Gender		Age				Socio-economic classification (NS-SEC)			Region in England			
		Con	Lab	Lib Dem	Reform UK	Green	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	North	Midlands	London	Rest of South
Average sample per message (weighted)	*778*	152	189	76	90	49	380	398	78	327	188	185	260	178	235	213	153	109	302
Average sample per message (unweighted)	*775*	134	212	76	92	47	346	429	59	287	222	208	307	173	185	216	164	79	315
Combined Message																			
Cap: £50,000 Means test: £100,000	**0 57**	0 52	0 64	0 63	0 67	0 58	0 56	0 58	0 52	0 58	0 56	0 58	0 60	0 54	0 56	0 60	0 58	0 53	0 56
Cap: £50,000 Means test: £250,000	**0 54**	0 46	0 58	0 52	0 53	0 74	0 52	0 55	0 60	0 54	0 54	0 51	0 56	0 56	0 47	0 50	0 48	0 63	0 57
Cap: NA - Completely paid for Means test: NA - This would apply to everyone	**0 53**	0 49	0 54	0 53	0 56	0 59	0 49	0 56	0 52	0 54	0 50	0 53	0 51	0 56	0 52	0 52	0 49	0 59	0 53
Cap: £50,000 Means test: £23,000	**0 52**	0 51	0 53	0 55	0 43	0 52	0 49	0 56	0 60	0 53	0 50	0 50	0 53	0 55	0 51	0 54	0 48	0 53	0 53
Cap: £100,000 Means test: £100,000	**0 47**	0 44	0 50	0 46	0 44	0 52	0 45	0 49	0 55	0 44	0 50	0 46	0 49	0 48	0 41	0 46	0 49	0 38	0 50
Cap: £100,000 Means test: £23,000	**0 47**	0 43	0 54	0 48	0 45	0 72	0 46	0 48	0 46	0 48	0 45	0 48	0 50	0 47	0 45	0 50	0 37	0 49	0 49
Cap: £100,000 Means test: £250,000	**0 46**	0 48	0 52	0 49	0 42	0 46	0 44	0 48	0 59	0 42	0 44	0 51	0 47	0 44	0 47	0 50	0 44	0 47	0 44
Cap: £250,000 Means test: £100,000	**0 37**	0 28	0 43	0 46	0 36	0 30	0 36	0 37	0 45	0 34	0 40	0 34	0 37	0 39	0 34	0 32	0 45	0 29	0 38
Cap: £250,000 Means test: £250,000	**0 36**	0 37	0 44	0 39	0 27	0 40	0 33	0 38	0 32	0 37	0 33	0 36	0 41	0 35	0 33	0 34	0 34	0 34	0 38
Cap: £50,000 Means test: NA - You would pay for all of it	**0 34**	0 39	0 37	0 33	0 35	0 36	0 33	0 35	0 29	0 37	0 28	0 36	0 37	0 33	0 34	0 33	0 31	0 32	0 37
Cap: £250,000 Means test: £23,000	**0 33**	0 32	0 36	0 38	0 21	0 26	0 29	0 36	0 35	0 32	0 34	0 32	0 34	0 29	0 35	0 32	0 35	0 26	0 34
Cap: NA - No limit Means test: £100,000	**0 31**	0 25	0 33	0 35	0 34	0 35	0 30	0 33	0 39	0 34	0 24	0 31	0 34	0 33	0 27	0 29	0 35	0 28	0 33
Cap: NA - No limit Means test: £250,000	**0 30**	0 27	0 32	0 28	0 32	0 35	0 30	0 29	0 30	0 30	0 28	0 31	0 31	0 28	0 30	0 29	0 28	0 28	0 31
Cap: NA - No limit Means test: £23,000	**0 27**	0 27	0 26	0 36	0 18	0 39	0 27	0 27	0 33	0 27	0 27	0 24	0 23	0 25	0 32	0 27	0 18	0 28	0 31
Cap: £100,000 Means test: NA - You would pay for all of it	**0 27**	0 25	0 31	0 26	0 32	0 23	0 29	0 26	0 35	0 29	0 23	0 26	0 31	0 26	0 25	0 31	0 32	0 29	0 22
Cap: £500,000 Means test: £100,000	**0 27**	0 27	0 28	0 23	0 23	0 25	0 31	0 24	0 37	0 29	0 28	0 21	0 27	0 24	0 26	0 23	0 25	0 30	0 30
Cap: £500,000 Means test: £250,000	**0 26**	0 19	0 29	0 37	0 19	0 28	0 27	0 25	0 26	0 28	0 25	0 24	0 25	0 31	0 21	0 24	0 32	0 24	0 26
Cap: £500,000 Means test: £23,000	**0 25**	0 25	0 23	0 26	0 24	0 32	0 26	0 25	0 28	0 27	0 22	0 23	0 23	0 24	0 28	0 28	0 25	0 24	0 24
Cap: £250,000 Means test: NA - You would pay for all of it	**0 17**	0 22	0 17	0 21	0 19	0 06	0 18	0 16	0 14	0 19	0 16	0 17	0 22	0 16	0 14	0 16	0 20	0 22	0 15
Cap: £500,000 Means test: NA - You would pay for all of it	**0 10**	0 13	0 13	0 07	0 06	0 07	0 12	0 08	0 07	0 12	0 08	0 09	0 13	0 10	0 06	0 08	0 11	0 11	0 10
Cap: NA - No limit Means test: NA - You would pay for all of it	**0 09**	0 09	0 13	0 10	0 04	0 04	0 11	0 07	0 09	0 13	0 04	0 06	0 11	0 09	0 07	0 10	0 11	0 06	0 08

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YouGov Conjoint Results

Sample size: 5377 adults in England (18+)

Fieldwork: 21st - 28th September 2026

Message	Chosen organisation (probability)	Vote in 2024 GE					Gender		Age				Socio-economic classification (NS-SEC)			Region in England			
		Con	Lab	Lib Dem	Reform UK	Green	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	North	Midlands	London	Rest of South
Average sample per message (weighted)	*758*	141	204	73	85	43	363	395	83	314	190	172	264	170	217	209	139	104	306
Average sample per message (unweighted)	*761*	127	221	77	89	44	330	431	62	280	223	197	315	168	171	213	151	78	319
Combined Message																			
Cap: £50,000 Means test: £100,000	**0.43**	0.43	0.49	0.52	0.39	0.39	0.38	0.46	0.44	0.40	0.45	0.44	0.40	0.43	0.46	0.42	0.44	0.44	0.42
Cap: £50,000 Means test: £250,000	**0.45**	0.44	0.49	0.40	0.50	0.43	0.49	0.42	0.50	0.43	0.46	0.46	0.47	0.44	0.40	0.36	0.54	0.55	0.44
Cap: NA - Completely paid for Means test: NA - This would apply to everyone	**0.41**	0.42	0.36	0.35	0.51	0.46	0.40	0.43	0.36	0.40	0.37	0.50	0.36	0.44	0.39	0.46	0.42	0.45	0.37
Cap: £50,000 Means test: £23,000	**0.39**	0.43	0.47	0.33	0.33	0.50	0.37	0.42	0.41	0.39	0.36	0.43	0.40	0.38	0.42	0.38	0.36	0.41	0.42
Cap: £100,000 Means test: £100,000	**0.47**	0.56	0.49	0.44	0.34	0.47	0.45	0.48	0.39	0.47	0.50	0.47	0.50	0.50	0.41	0.46	0.50	0.42	0.47
Cap: £100,000 Means test: £23,000	**0.45**	0.44	0.54	0.53	0.42	0.57	0.42	0.48	0.44	0.44	0.48	0.45	0.51	0.43	0.38	0.41	0.43	0.52	0.47
Cap: £100,000 Means test: £250,000	**0.45**	0.45	0.54	0.56	0.35	0.50	0.40	0.50	0.47	0.46	0.44	0.44	0.56	0.44	0.36	0.43	0.48	0.40	0.47
Cap: £250,000 Means test: £100,000	**0.46**	0.49	0.49	0.56	0.43	0.46	0.43	0.50	0.43	0.51	0.44	0.43	0.48	0.47	0.47	0.52	0.44	0.44	0.45
Cap: £250,000 Means test: £250,000	**0.39**	0.45	0.46	0.46	0.27	0.39	0.39	0.39	0.41	0.38	0.40	0.40	0.45	0.42	0.32	0.31	0.38	0.45	0.43
Cap: £50,000 Means test: NA - You would pay for all of it	**0.26**	0.30	0.26	0.27	0.23	0.25	0.26	0.25	0.16	0.24	0.29	0.29	0.27	0.29	0.24	0.27	0.25	0.27	0.25
Cap: £250,000 Means test: £23,000	**0.39**	0.38	0.42	0.44	0.34	0.46	0.41	0.37	0.38	0.43	0.36	0.36	0.42	0.39	0.39	0.38	0.33	0.46	0.41
Cap: NA - No limit Means test: £100,000	**0.37**	0.29	0.38	0.45	0.42	0.50	0.33	0.41	0.41	0.39	0.37	0.31	0.42	0.32	0.33	0.38	0.36	0.41	0.35
Cap: NA - No limit Means test: £250,000	**0.33**	0.27	0.38	0.37	0.41	0.35	0.36	0.29	0.34	0.32	0.37	0.29	0.37	0.32	0.31	0.33	0.37	0.29	0.33
Cap: NA - No limit Means test: £23,000	**0.31**	0.29	0.30	0.40	0.19	0.45	0.30	0.31	0.47	0.30	0.25	0.31	0.30	0.31	0.30	0.28	0.32	0.24	0.34
Cap: £100,000 Means test: NA - You would pay for all of it	**0.29**	0.22	0.31	0.45	0.23	0.38	0.32	0.27	0.43	0.28	0.26	0.29	0.35	0.24	0.26	0.23	0.31	0.31	0.32
Cap: £500,000 Means test: £100,000	**0.32**	0.30	0.41	0.35	0.17	0.35	0.33	0.31	0.29	0.37	0.25	0.29	0.34	0.35	0.28	0.36	0.25	0.26	0.34
Cap: £500,000 Means test: £250,000	**0.29**	0.24	0.38	0.32	0.24	0.21	0.29	0.29	0.30	0.29	0.33	0.25	0.32	0.29	0.30	0.31	0.27	0.20	0.32
Cap: £500,000 Means test: £23,000	**0.30**	0.26	0.29	0.31	0.34	0.43	0.26	0.33	0.33	0.32	0.26	0.26	0.32	0.28	0.27	0.30	0.29	0.35	0.27
Cap: £250,000 Means test: NA - You would pay for all of it	**0.21**	0.21	0.24	0.29	0.15	0.15	0.25	0.18	0.16	0.25	0.18	0.21	0.27	0.20	0.20	0.21	0.17	0.27	0.21
Cap: £500,000 Means test: NA - You would pay for all of it	**0.14**	0.18	0.16	0.12	0.09	0.07	0.17	0.12	0.26	0.15	0.09	0.13	0.17	0.13	0.14	0.10	0.17	0.14	0.16
Cap: NA - No limit Means test: NA - You would pay for all of it	**0.12**	0.12	0.09	0.20	0.16	0.06	0.16	0.08	0.21	0.11	0.10	0.10	0.15	0.06	0.12	0.09	0.10	0.10	0.15

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