

## YouGov / Bright Blue Survey Results

Sample Size: 2098 adults in GB  
Fieldwork: 28th - 29th September 2023

	Vote in 2019 GE				2016 EU Ref		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	2098	686	508	178	739	781	1015	1083	220	866	518	493	1196	902	1811	105	183	506	348	254	703	
<b>Unweighted Sample</b>	2098	715	497	181	822	807	975	1123	156	876	534	532	1237	861	1821	103	174	506	354	220	741	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the \*\*young people in Britain\*\* at this time?  
Please tick up to three.

Inflation and cost of living	53	48	59	49	57	47	51	54	61	57	51	43	54	51	51	61	58	50	51	48	54
Housing	41	41	47	43	46	40	38	43	31	40	43	43	42	39	42	39	33	39	39	43	44
The environment and climate change	31	24	39	57	46	23	31	32	32	30	37	28	36	26	31	36	36	28	26	33	34
The economy	26	28	25	25	25	27	28	24	27	28	25	23	27	25	25	38	31	26	27	24	23
Education	25	27	27	26	26	26	23	27	28	22	28	27	27	23	26	15	23	26	27	24	26
Crime	19	22	14	11	12	23	17	20	18	19	16	21	16	22	20	15	9	18	21	25	19
Unemployment	19	21	16	9	14	21	15	21	19	17	16	24	16	22	18	15	24	21	18	15	18
Health	12	11	16	12	13	11	12	12	12	13	11	11	13	11	12	16	9	11	11	14	13
Immigration & Asylum	12	19	5	4	4	21	15	8	5	10	12	18	8	16	12	11	7	14	16	7	11
Britain leaving the EU	10	3	17	20	19	5	12	8	5	11	11	9	11	8	9	6	17	10	9	9	9
Family life & childcare	7	8	7	6	6	7	6	8	4	8	6	8	6	8	7	10	6	8	7	7	6
Energy supply	5	5	4	2	4	5	5	5	3	6	3	6	5	5	5	7	5	6	7	2	4
Tax	3	3	2	4	2	3	3	3	4	4	2	3	2	4	3	1	5	3	4	3	3
Welfare benefits	3	2	2	1	3	3	3	3	3	3	3	3	2	5	3	3	4	4	3	1	2
Social care	3	3	4	4	4	2	2	3	1	4	4	2	3	3	3	3	3	3	3	4	3
Pensions	2	2	1	1	2	2	2	2	1	2	1	3	2	2	2	1	4	1	2	2	2
Transport	2	2	2	3	2	2	2	2	3	2	2	1	2	2	2	4	0	2	2	0	3
Defence and security	2	3	1	1	1	2	2	1	2	1	2	2	1	2	2	3	0	2	2	2	1
None of these	1	1	0	1	0	1	1	0	1	0	1	1	1	0	1	1	0	0	0	2	1
Don't know	3	4	1	1	1	4	4	3	6	2	4	4	3	3	4	1	3	5	4	3	3

In your opinion, which of the following policy proposals or plans, if any, do you think would \*\*MOST\*\* appeal to younger voters? Please pick up to three.

Making homes cheaper for first-time buyers	65	68	65	68	67	65	62	67	63	62	66	69	67	61	65	67	64	63	68	56	67
Lowering university tuition fees	41	42	46	47	45	38	39	43	46	39	42	41	44	37	42	39	29	42	40	45	43
Introducing more ambitious policies on combatting climate change	33	26	47	52	49	24	34	32	31	34	36	29	38	26	33	35	35	30	29	39	34
Lowering taxes on working people	29	30	25	18	23	30	29	28	30	30	25	30	27	30	28	34	29	30	30	29	25
New controls on energy bills to bring down costs	24	23	23	25	24	24	26	23	21	25	22	26	24	24	23	38	29	25	25	18	22
Increasing spending for mental health services	18	12	27	23	24	13	13	23	23	21	18	10	19	16	18	13	17	19	15	18	19
Provide more financial support for young families	17	16	19	19	18	17	18	16	14	17	17	17	17	17	16	19	22	17	14	14	17
Introducing stricter controls on immigration	11	18	4	5	4	20	13	9	3	8	11	20	9	13	11	8	13	13	12	8	10
Providing more public sector jobs	6	4	7	4	6	4	5	6	6	5	5	6	5	6	5	2	9	5	4	9	5
Increasing the amount of benefits for people out of work	5	4	5	4	4	4	5	5	8	5	5	4	4	6	5	8	6	5	4	4	6
Reducing access to women-only spaces for transgender people	4	6	2	1	3	6	5	2	2	4	4	4	3	5	4	7	1	4	5	4	3
Measures to limit critical teaching of British history in schools	1	2	1	0	1	2	2	0	1	1	1	2	1	1	1	1	2	1	2	1	1
Don't know	7	9	3	3	3	9	8	7	7	7	7	9	6	9	8	4	6	7	7	8	8

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

And which of the following policy proposals or plans, if any, do you think would \*\*LEAST\*\* appeal to younger voters? Please pick up to three.

Measures to limit critical teaching of British history in schools	45	41	52	59	57	39	46	45	45	46	48	41	50	39	45	57	45	39	44	43	50
Reducing access to women-only spaces for transgender people	39	34	50	47	46	35	43	36	44	44	39	31	44	33	40	36	40	38	39	38	41
Introducing stricter controls on immigration	37	24	56	45	53	23	39	35	52	42	32	26	43	29	36	37	46	35	30	47	36
Providing more public sector jobs	22	31	19	22	22	29	21	23	12	18	27	30	24	21	23	26	17	24	23	16	24
Increasing the amount of benefits for people out of work	17	19	18	16	16	19	18	16	15	18	17	18	19	16	17	22	17	19	19	15	15
Introducing more ambitious policies on combatting climate change	12	14	9	5	8	15	11	12	10	11	10	15	10	15	11	14	13	11	11	11	12
Increasing spending for mental health services	8	10	4	13	6	10	10	6	4	6	10	12	8	8	8	6	8	6	10	9	9
New controls on energy bills to bring down costs	7	10	6	3	6	9	6	8	4	7	7	9	7	7	7	3	4	8	7	7	7
Lowering taxes on working people	6	6	6	8	6	6	6	5	3	6	7	5	6	5	5	6	7	7	4	4	6
Lowering university tuition fees	5	5	3	3	3	6	5	4	3	5	3	6	4	5	5	4	5	5	6	4	3
Provide more financial support for young families	5	6	5	7	4	6	4	6	3	6	5	5	6	4	5	9	3	5	7	7	4
Making homes cheaper for first-time buyers	3	2	3	3	2	3	3	2	2	3	2	3	2	3	3	2	2	2	3	4	3
Don't know	17	20	10	9	10	21	16	18	14	15	17	22	13	22	18	13	13	20	16	17	17

And from the following list, which proposals, if any, do you think would do the most to "improve the financial situation" of young people in the country? Please pick up to two.

Increasing the minimum wage	38	33	44	40	41	35	36	39	44	38	39	33	36	40	36	44	49	37	37	35	36
Bring down inflation	33	32	36	38	37	30	37	30	41	36	27	31	36	30	33	28	44	32	35	31	32
Increase the number of apprenticeships available	25	36	20	26	23	32	21	29	11	16	29	41	26	24	26	20	19	27	24	24	27
Lowering tuition fees	22	20	24	23	22	19	20	24	31	19	24	21	22	22	23	19	11	25	21	27	22
Lower taxes on working people	21	23	18	18	17	24	24	18	21	22	21	19	20	22	21	25	20	22	22	22	20
Increase subsidies for first-time home buyers	20	20	23	21	22	20	18	21	13	20	20	22	22	17	20	21	17	20	18	17	22
Decrease the cost of public transport	11	9	14	10	14	9	11	11	9	12	11	9	11	11	11	16	9	8	12	13	12
Increasing the amount of benefits for people out of work	3	2	3	2	2	3	3	3	4	3	3	2	2	4	2	5	3	2	3	3	2
Increasing child support allowance	3	2	4	2	3	2	2	3	5	3	2	2	3	3	3	0	3	4	4	1	3
Something else	2	2	2	3	2	2	3	1	0	3	2	1	2	2	2	4	5	2	1	4	1
Don't know	7	7	3	5	3	8	8	7	8	8	7	6	6	9	8	4	7	7	7	8	8

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

Thinking about the economic prospects of younger people today, do you think they have it easier, harder, or about the same as young people...

10 years ago

Much harder	15	11	19	16	18	12	13	16	11	16	15	12	13	17	15	17	12	15	13	18	15
Somewhat harder	41	35	51	54	50	35	38	43	39	42	40	40	45	35	40	38	44	38	43	41	40
<b>TOTAL HARDER</b>	<b>56</b>	<b>46</b>	<b>70</b>	<b>70</b>	<b>68</b>	<b>47</b>	<b>51</b>	<b>59</b>	<b>50</b>	<b>58</b>	<b>55</b>	<b>52</b>	<b>58</b>	<b>52</b>	<b>55</b>	<b>55</b>	<b>56</b>	<b>53</b>	<b>56</b>	<b>59</b>	<b>55</b>
About the same	26	35	18	21	22	32	29	22	19	24	28	29	27	24	26	25	22	27	27	22	26
Somewhat easier	8	9	7	3	5	9	9	8	16	8	7	7	7	10	8	5	9	8	8	9	9
Much easier	3	3	2	1	1	4	3	3	3	2	3	3	2	3	2	4	6	3	2	1	2
<b>TOTAL EASIER</b>	<b>11</b>	<b>12</b>	<b>9</b>	<b>4</b>	<b>6</b>	<b>13</b>	<b>12</b>	<b>11</b>	<b>19</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>13</b>	<b>10</b>	<b>9</b>	<b>15</b>	<b>11</b>	<b>10</b>	<b>10</b>	<b>11</b>
Don't know	8	7	4	5	4	7	8	9	12	8	7	9	6	11	8	12	7	9	6	8	9

20 years ago

Much harder	25	17	37	32	35	18	24	26	22	32	25	15	27	23	25	29	22	26	23	29	25
Somewhat harder	35	37	37	40	40	34	33	36	26	35	32	40	37	31	35	30	36	32	37	34	35
<b>TOTAL HARDER</b>	<b>60</b>	<b>54</b>	<b>74</b>	<b>72</b>	<b>75</b>	<b>52</b>	<b>57</b>	<b>62</b>	<b>48</b>	<b>67</b>	<b>57</b>	<b>55</b>	<b>64</b>	<b>54</b>	<b>60</b>	<b>59</b>	<b>58</b>	<b>58</b>	<b>60</b>	<b>63</b>	<b>60</b>
About the same	13	17	9	13	11	17	15	12	11	10	18	16	14	13	13	15	13	14	17	10	13
Somewhat easier	12	16	8	7	6	16	13	11	18	10	11	15	11	14	12	8	13	12	10	13	13
Much easier	6	7	3	3	3	7	5	6	8	5	5	6	4	7	5	7	8	6	4	5	5
<b>TOTAL EASIER</b>	<b>18</b>	<b>23</b>	<b>11</b>	<b>10</b>	<b>9</b>	<b>23</b>	<b>18</b>	<b>17</b>	<b>26</b>	<b>15</b>	<b>16</b>	<b>21</b>	<b>15</b>	<b>21</b>	<b>17</b>	<b>15</b>	<b>21</b>	<b>18</b>	<b>14</b>	<b>18</b>	<b>18</b>
Don't know	9	6	5	6	5	8	9	9	14	9	8	8	7	12	9	11	8	10	8	10	8

30 years ago

Much harder	38	29	50	47	49	29	37	38	33	46	37	27	41	33	38	35	37	38	37	37	39
Somewhat harder	20	22	21	24	22	22	19	21	13	19	22	25	21	19	20	23	19	17	24	19	21
<b>TOTAL HARDER</b>	<b>58</b>	<b>51</b>	<b>71</b>	<b>71</b>	<b>71</b>	<b>51</b>	<b>56</b>	<b>59</b>	<b>46</b>	<b>65</b>	<b>59</b>	<b>52</b>	<b>62</b>	<b>52</b>	<b>58</b>	<b>58</b>	<b>56</b>	<b>55</b>	<b>61</b>	<b>56</b>	<b>60</b>
About the same	11	15	9	8	9	13	12	9	13	8	13	12	11	10	11	7	10	12	10	11	10
Somewhat easier	10	12	5	11	7	13	9	10	13	7	10	13	8	12	10	11	11	7	9	12	11
Much easier	11	15	8	3	6	15	13	10	14	9	10	15	10	13	11	11	13	14	10	8	11
<b>TOTAL EASIER</b>	<b>21</b>	<b>27</b>	<b>13</b>	<b>14</b>	<b>13</b>	<b>28</b>	<b>22</b>	<b>20</b>	<b>27</b>	<b>16</b>	<b>20</b>	<b>28</b>	<b>18</b>	<b>25</b>	<b>21</b>	<b>22</b>	<b>24</b>	<b>21</b>	<b>19</b>	<b>20</b>	<b>22</b>
Don't know	11	7	7	7	7	8	9	12	15	12	9	9	8	14	11	13	10	11	10	13	9

Thinking about the interests of different groups in society.

Which, if any, of the following, do you think the

Conservative Party looks out for the interests of **\*\*most\*\***?

The 'Greatest Generation' (people born roughly before 1945)	8	4	13	13	13	6	8	7	3	8	12	5	9	6	8	6	10	9	7	7	7
Baby boomers (people born roughly between 1945 and 1964)	31	23	46	47	46	22	36	27	38	39	28	17	37	23	31	37	31	29	27	35	33
Generation X (people born roughly between 1965 and 1979)	11	11	11	9	9	10	13	10	25	13	7	7	11	11	11	12	10	11	14	10	11
Millennials (people born roughly between 1980 and 1995)	5	9	2	2	3	7	5	5	5	3	6	7	5	5	5	4	4	4	6	2	6
Generation Z (people born roughly between 1996 and 2015)	4	8	2	2	2	7	4	4	4	3	4	7	3	5	4	6	4	4	4	4	4
None of these	17	17	15	15	14	21	15	18	5	12	19	27	16	18	16	14	23	20	18	13	14
Don't know	24	28	11	12	13	28	19	29	20	23	23	29	19	31	25	20	20	23	24	29	24

And looking at the same list, which if any, of the following,

do you think the Conservative Party looks out for the

interests of **\*\*least\*\***?

The 'Greatest Generation' (people born roughly before 1945)	7	12	4	7	5	12	8	7	2	4	9	14	7	9	7	8	10	5	7	7	8
Baby boomers (people born roughly between 1945 and 1964)	10	15	6	7	8	13	10	10	7	4	10	20	9	11	10	11	9	11	12	7	9
Generation X (people born roughly between 1965 and 1979)	7	8	8	7	7	7	8	6	9	7	11	2	7	7	7	11	4	8	5	8	7
Millennials (people born roughly between 1980 and 1995)	12	9	20	14	17	10	11	12	3	21	6	6	12	11	12	10	12	11	12	11	13
Generation Z (people born roughly between 1996 and 2015)	32	21	44	47	43	19	37	27	58	34	31	18	38	24	32	28	32	32	30	36	32
None of these	8	9	7	5	6	11	7	9	3	7	10	12	7	10	8	11	8	10	12	5	6
Don't know	24	28	11	13	15	27	19	29	18	23	24	28	20	29	24	20	24	23	23	25	25

\*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.