

YouGov Conjoint Results

Sample Size: 4197 GB Adults

Fieldwork: 9th - 14th November 2025

	Total	Westminster VI					Vote in 2024 GE					2016 EU Ref	
		Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave
Weighted Sample	4197	447	506	343	906	539	756	1079	386	453	244	1473	1498
Unweighted Sample	4197	456	557	372	936	516	731	1193	425	506	237	1655	1568
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the above two categories do you think the Government currently spends more on?

Respondents were shown three random match-ups of two categories from the below list. Figures represent how often each spending area was picked as the one on which the government spends more

Interest on government debt	76	78	72	78	78	72	81	75	75	80	74	75	80
NHS and health	65	66	73	67	66	65	69	66	72	65	62	67	69
Working age social security benefits, such as Universal Credit and disability benefits	63	75	56	65	69	55	75	60	61	69	59	61	70
Public order & safety, such as policing, courts and prisons	51	46	51	59	47	53	44	51	52	45	55	51	46
Defence	49	40	46	44	39	64	39	51	51	37	63	55	38
State pension and benefits for pensioners	49	41	62	51	44	59	43	56	50	44	56	54	46
Education, schools and universities	45	44	48	48	44	48	43	48	49	44	46	45	42
Long-term care including social care	42	44	49	42	41	37	45	44	38	43	41	46	42
Overseas aid	42	47	25	29	54	28	47	32	33	52	31	32	51
Housing and community amenities	34	32	33	33	37	32	35	32	34	36	35	33	33
Transport	32	34	34	28	29	35	27	34	29	34	29	30	32