

# YouGov Survey Results

Sample Size: 2233 GB Adults  
Fieldwork: 30th - 31st July 2024

|                   | Vote in 2024 GE |     |     |         | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Social Grade |      | Country |         |       | Region in England |       |          |        |               |   |
|-------------------|-----------------|-----|-----|---------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|---------|---------|-------|-------------------|-------|----------|--------|---------------|---|
|                   | Total           | 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   | 2233            | 402 | 574 | 205     | 241         | 787    | 832    | 1081 | 1152   | 234   | 922   | 552   | 525          | 1273 | 960     | 1932    | 107   | 194               | 529   | 366      | 270    | 766           |   |
| Unweighted Sample | 2233            | 340 | 653 | 228     | 317         | 898    | 851    | 1008 | 1225   | 155   | 881   | 611   | 586          | 1387 | 846     | 1899    | 118   | 216               | 555   | 385      | 201    | 758           |   |
|                   | %               | %   | %   | %       | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %       | %       | %     | %                 | %     | %        | %      | %             | % |

| How much do you trust the following to tell the truth? |   | 18-19      | 30-31      |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |           |
|--|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|
|  |   | Jan        | Jul        |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |           |
| Family doctors   | A great deal                            | 29         | 29         | 28         | 37         | 39         | 20         | 35         | 27         | 33         | 25         | 27         | 28         | 30         | 29         | 30         | 27         | 29         | 27         | 28         | 30         | 28         | 24         | 31        |
|  | A fair amount                           | 55         | 53         | 54         | 51         | 49         | 56         | 52         | 52         | 49         | 56         | 59         | 53         | 51         | 54         | 54         | 52         | 52         | 59         | 60         | 50         | 53         | 51         | 53        |
|  | <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>84</b>  | <b>82</b>  | <b>82</b>  | <b>88</b>  | <b>88</b>  | <b>76</b>  | <b>87</b>  | <b>79</b>  | <b>82</b>  | <b>81</b>  | <b>86</b>  | <b>81</b>  | <b>81</b>  | <b>83</b>  | <b>84</b>  | <b>79</b>  | <b>81</b>  | <b>86</b>  | <b>88</b>  | <b>80</b>  | <b>81</b>  | <b>75</b>  | <b>84</b> |
|  | Not much                                | 9          | 11         | 12         | 8          | 9          | 17         | 8          | 14         | 11         | 12         | 8          | 10         | 12         | 13         | 9          | 14         | 12         | 6          | 8          | 13         | 11         | 13         | 11        |
|  | Not at all                              | 3          | 3          | 4          | 2          | 2          | 4          | 2          | 4          | 3          | 3          | 1          | 3          | 4          | 3          | 3          | 3          | 3          | 1          | 4          | 3          | 4          | 6          | 2         |
|  | <b>TOTAL NOT MUCH / AT ALL</b>          | <b>12</b>  | <b>14</b>  | <b>16</b>  | <b>10</b>  | <b>11</b>  | <b>21</b>  | <b>10</b>  | <b>18</b>  | <b>14</b>  | <b>15</b>  | <b>9</b>   | <b>13</b>  | <b>16</b>  | <b>16</b>  | <b>12</b>  | <b>17</b>  | <b>15</b>  | <b>7</b>   | <b>12</b>  | <b>16</b>  | <b>15</b>  | <b>19</b>  | <b>13</b> |
| Don't know   | 4                                       | 4          | 2          | 2          | 1          | 3          | 2          | 3          | 4          | 4          | 5          | 5          | 3          | 2          | 3          | 5          | 4          | 6          | 1          | 4          | 4          | 6          | 4          |           |
| <b>NET TRUST</b>                                       | <b>72</b>                               | <b>68</b>  | <b>66</b>  | <b>78</b>  | <b>77</b>  | <b>55</b>  | <b>77</b>  | <b>61</b>  | <b>68</b>  | <b>66</b>  | <b>77</b>  | <b>68</b>  | <b>65</b>  | <b>67</b>  | <b>72</b>  | <b>62</b>  | <b>66</b>  | <b>79</b>  | <b>76</b>  | <b>64</b>  | <b>66</b>  | <b>56</b>  | <b>71</b>  |           |
| School teachers  | A great deal                            | 19         | 20         | 14         | 28         | 32         | 8          | 27         | 13         | 21         | 19         | 28         | 22         | 19         | 13         | 22         | 17         | 20         | 22         | 20         | 18         | 20         | 17         | 22        |
|  | A fair amount                           | 57         | 54         | 53         | 59         | 56         | 44         | 58         | 52         | 51         | 57         | 53         | 55         | 53         | 55         | 56         | 52         | 54         | 58         | 57         | 55         | 52         | 53         | 53        |
|  | <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>76</b>  | <b>74</b>  | <b>67</b>  | <b>87</b>  | <b>88</b>  | <b>52</b>  | <b>85</b>  | <b>65</b>  | <b>72</b>  | <b>76</b>  | <b>81</b>  | <b>77</b>  | <b>72</b>  | <b>68</b>  | <b>78</b>  | <b>69</b>  | <b>74</b>  | <b>80</b>  | <b>77</b>  | <b>73</b>  | <b>72</b>  | <b>70</b>  | <b>75</b> |
|  | Not much                                | 14         | 15         | 24         | 7          | 6          | 32         | 10         | 22         | 16         | 14         | 12         | 13         | 17         | 20         | 14         | 17         | 16         | 9          | 15         | 15         | 17         | 15         | 15        |
|  | Not at all                              | 4          | 5          | 4          | 2          | 1          | 11         | 2          | 7          | 6          | 3          | 3          | 4          | 6          | 5          | 4          | 5          | 5          | 4          | 5          | 6          | 5          | 5          | 4         |
|  | <b>TOTAL NOT MUCH / AT ALL</b>          | <b>18</b>  | <b>20</b>  | <b>28</b>  | <b>9</b>   | <b>7</b>   | <b>43</b>  | <b>12</b>  | <b>29</b>  | <b>22</b>  | <b>17</b>  | <b>15</b>  | <b>17</b>  | <b>23</b>  | <b>25</b>  | <b>18</b>  | <b>22</b>  | <b>21</b>  | <b>13</b>  | <b>20</b>  | <b>21</b>  | <b>22</b>  | <b>20</b>  | <b>19</b> |
| Don't know   | 6                                       | 6          | 5          | 4          | 5          | 6          | 4          | 6          | 6          | 6          | 4          | 6          | 6          | 7          | 4          | 9          | 6          | 6          | 3          | 6          | 6          | 10         | 6          |           |
| <b>NET TRUST</b>                                       | <b>58</b>                               | <b>54</b>  | <b>39</b>  | <b>78</b>  | <b>81</b>  | <b>9</b>   | <b>73</b>  | <b>36</b>  | <b>50</b>  | <b>59</b>  | <b>66</b>  | <b>60</b>  | <b>49</b>  | <b>43</b>  | <b>60</b>  | <b>47</b>  | <b>53</b>  | <b>67</b>  | <b>57</b>  | <b>52</b>  | <b>50</b>  | <b>50</b>  | <b>56</b>  |           |
| Members of the UK Parliament (MPs)                     | A great deal                            | 1          | 1          | 0          | 1          | 0          | 0          | 1          | 0          | 1          | 1          | 0          | 1          | 1          | 1          | 0          | 1          | 1          | 0          | 1          | 1          | 0          | 1          | 0         |
|  | A fair amount                           | 14         | 14         | 16         | 22         | 19         | 4          | 20         | 9          | 14         | 14         | 16         | 13         | 16         | 14         | 17         | 11         | 14         | 12         | 13         | 13         | 12         | 17         | 15        |
|  | <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>15</b>  | <b>15</b>  | <b>16</b>  | <b>23</b>  | <b>19</b>  | <b>4</b>   | <b>21</b>  | <b>9</b>   | <b>15</b>  | <b>15</b>  | <b>16</b>  | <b>14</b>  | <b>17</b>  | <b>15</b>  | <b>17</b>  | <b>12</b>  | <b>15</b>  | <b>12</b>  | <b>14</b>  | <b>14</b>  | <b>12</b>  | <b>18</b>  | <b>15</b> |
|  | Not much                                | 46         | 49         | 56         | 55         | 55         | 43         | 52         | 48         | 50         | 48         | 57         | 49         | 46         | 50         | 52         | 46         | 49         | 51         | 48         | 49         | 51         | 46         | 50        |
|  | Not at all                              | 32         | 30         | 26         | 17         | 21         | 52         | 22         | 41         | 30         | 30         | 17         | 30         | 33         | 33         | 26         | 35         | 29         | 33         | 37         | 30         | 31         | 27         | 29        |
|  | <b>TOTAL NOT MUCH / AT ALL</b>          | <b>78</b>  | <b>79</b>  | <b>82</b>  | <b>72</b>  | <b>76</b>  | <b>95</b>  | <b>74</b>  | <b>89</b>  | <b>80</b>  | <b>78</b>  | <b>74</b>  | <b>79</b>  | <b>79</b>  | <b>83</b>  | <b>78</b>  | <b>81</b>  | <b>78</b>  | <b>84</b>  | <b>85</b>  | <b>79</b>  | <b>82</b>  | <b>73</b>  | <b>79</b> |
| Don't know   | 7                                       | 6          | 2          | 5          | 5          | 1          | 5          | 2          | 5          | 6          | 10         | 8          | 4          | 2          | 5          | 7          | 6          | 4          | 2          | 6          | 6          | 10         | 5          |           |
| <b>NET TRUST</b>                                       | <b>-63</b>                              | <b>-64</b> | <b>-66</b> | <b>-49</b> | <b>-57</b> | <b>-91</b> | <b>-53</b> | <b>-80</b> | <b>-65</b> | <b>-63</b> | <b>-58</b> | <b>-65</b> | <b>-62</b> | <b>-68</b> | <b>-61</b> | <b>-69</b> | <b>-63</b> | <b>-72</b> | <b>-71</b> | <b>-65</b> | <b>-70</b> | <b>-55</b> | <b>-64</b> |           |

Sample Size: 2233 GB Adults  
Fieldwork: 30th - 31st July 2024

|   | Total       | 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 |            |
| <b>Weighted Sample</b>                  | <b>2233</b> | 402             | 574        | 205       | 241       | 787         | 832       | 1081       | 1152       | 234        | 922        | 552        | 525        | 1273         | 960        | 1932       | 107        | 194       | 529               | 366        | 270        | 766           |            |
| <b>Unweighted Sample</b>                | <b>2233</b> | 340             | 653        | 228       | 317       | 898         | 851       | 1008       | 1225       | 155        | 881        | 611        | 586        | 1387         | 846        | 1899       | 118        | 216       | 555               | 385        | 201        | 758           |            |
|   |             | %               | %          | %         | %         | %           | %         | %          | %          | %          | %          | %          | %          | %            | %          | %          | %          | %         | %                 | %          | %          | %             | %          |
| <b>My local MP</b>                      |             |                 |            |           |           |             |           |            |            |            |            |            |            |              |            |            |            |           |                   |            |            |               |            |
| A great deal                            | 5           | 6               | 7          | 8         | 12        | 1           | 10        | 4          | 5          | 6          | 3          | 5          | 7          | 7            | 6          | 5          | 6          | 5         | 2                 | 6          | 4          | 10            | 6          |
| A fair amount                           | 26          | 27              | 30         | 39        | 33        | 13          | 34        | 22         | 25         | 29         | 34         | 25         | 26         | 29           | 31         | 22         | 26         | 37        | 26                | 29         | 22         | 31            | 25         |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>31</b>   | <b>33</b>       | <b>37</b>  | <b>47</b> | <b>45</b> | <b>14</b>   | <b>44</b> | <b>26</b>  | <b>30</b>  | <b>35</b>  | <b>37</b>  | <b>30</b>  | <b>33</b>  | <b>36</b>    | <b>37</b>  | <b>27</b>  | <b>32</b>  | <b>42</b> | <b>28</b>         | <b>35</b>  | <b>26</b>  | <b>41</b>     | <b>31</b>  |
| Not much                                | 35          | 35              | 36         | 31        | 35        | 37          | 34        | 37         | 36         | 34         | 39         | 36         | 32         | 35           | 35         | 35         | 35         | 29        | 44                | 32         | 40         | 30            | 35         |
| Not at all                              | 22          | 19              | 18         | 11        | 9         | 35          | 12        | 26         | 23         | 16         | 11         | 19         | 23         | 18           | 17         | 22         | 19         | 20        | 19                | 20         | 20         | 14            | 20         |
| <b>TOTAL NOT MUCH / AT ALL</b>          | <b>57</b>   | <b>54</b>       | <b>54</b>  | <b>42</b> | <b>44</b> | <b>72</b>   | <b>46</b> | <b>63</b>  | <b>59</b>  | <b>50</b>  | <b>50</b>  | <b>55</b>  | <b>55</b>  | <b>53</b>    | <b>52</b>  | <b>57</b>  | <b>54</b>  | <b>49</b> | <b>63</b>         | <b>52</b>  | <b>60</b>  | <b>44</b>     | <b>55</b>  |
| Don't know                              | 12          | 13              | 10         | 11        | 11        | 14          | 10        | 11         | 11         | 15         | 13         | 15         | 12         | 12           | 11         | 16         | 14         | 8         | 9                 | 13         | 13         | 15            | 14         |
| <b>NET TRUST</b>                        | <b>-26</b>  | <b>-21</b>      | <b>-17</b> | <b>5</b>  | <b>1</b>  | <b>-58</b>  | <b>-2</b> | <b>-37</b> | <b>-29</b> | <b>-15</b> | <b>-13</b> | <b>-25</b> | <b>-22</b> | <b>-17</b>   | <b>-15</b> | <b>-30</b> | <b>-22</b> | <b>-7</b> | <b>-35</b>        | <b>-17</b> | <b>-34</b> | <b>-3</b>     | <b>-24</b> |
| <b>Senior police officers</b>           |             |                 |            |           |           |             |           |            |            |            |            |            |            |              |            |            |            |           |                   |            |            |               |            |
| A great deal                            | 7           | 6               | 8          | 8         | 7         | 5           | 8         | 6          | 6          | 7          | 4          | 7          | 7          | 6            | 7          | 5          | 7          | 6         | 4                 | 6          | 8          | 5             | 7          |
| A fair amount                           | 40          | 38              | 47         | 46        | 50        | 25          | 42        | 35         | 37         | 40         | 42         | 37         | 36         | 42           | 41         | 35         | 39         | 39        | 38                | 37         | 37         | 36            | 41         |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>47</b>   | <b>44</b>       | <b>55</b>  | <b>54</b> | <b>57</b> | <b>30</b>   | <b>50</b> | <b>41</b>  | <b>43</b>  | <b>47</b>  | <b>46</b>  | <b>44</b>  | <b>43</b>  | <b>48</b>    | <b>48</b>  | <b>40</b>  | <b>46</b>  | <b>45</b> | <b>42</b>         | <b>43</b>  | <b>45</b>  | <b>41</b>     | <b>48</b>  |
| Not much                                | 31          | 32              | 30         | 30        | 27        | 37          | 32        | 33         | 30         | 34         | 29         | 30         | 33         | 34           | 31         | 33         | 31         | 33        | 33                | 31         | 36         | 29            | 30         |
| Not at all                              | 14          | 16              | 11         | 11        | 11        | 27          | 11        | 21         | 20         | 13         | 18         | 17         | 18         | 14           | 16         | 17         | 16         | 15        | 19                | 18         | 12         | 20            | 15         |
| <b>TOTAL NOT MUCH / AT ALL</b>          | <b>45</b>   | <b>48</b>       | <b>41</b>  | <b>41</b> | <b>38</b> | <b>64</b>   | <b>43</b> | <b>54</b>  | <b>50</b>  | <b>47</b>  | <b>47</b>  | <b>47</b>  | <b>51</b>  | <b>48</b>    | <b>47</b>  | <b>50</b>  | <b>47</b>  | <b>48</b> | <b>52</b>         | <b>49</b>  | <b>48</b>  | <b>49</b>     | <b>45</b>  |
| Don't know                              | 8           | 7               | 5          | 6         | 5         | 5           | 6         | 5          | 7          | 7          | 7          | 9          | 6          | 5            | 5          | 10         | 7          | 8         | 6                 | 8          | 8          | 10            | 6          |
| <b>NET TRUST</b>                        | <b>2</b>    | <b>-4</b>       | <b>14</b>  | <b>13</b> | <b>19</b> | <b>-34</b>  | <b>7</b>  | <b>-13</b> | <b>-7</b>  | <b>0</b>   | <b>-1</b>  | <b>-3</b>  | <b>-8</b>  | <b>0</b>     | <b>1</b>   | <b>-10</b> | <b>-1</b>  | <b>-3</b> | <b>-10</b>        | <b>-6</b>  | <b>-3</b>  | <b>-8</b>     | <b>3</b>   |
| <b>Local police officers in my area</b> |             |                 |            |           |           |             |           |            |            |            |            |            |            |              |            |            |            |           |                   |            |            |               |            |
| A great deal                            | 9           | 8               | 11         | 11        | 11        | 6           | 10        | 8          | 8          | 8          | 4          | 9          | 8          | 9            | 9          | 7          | 8          | 9         | 7                 | 8          | 9          | 7             | 9          |
| A fair amount                           | 49          | 46              | 50         | 51        | 54        | 40          | 52        | 44         | 45         | 47         | 45         | 44         | 46         | 51           | 48         | 44         | 46         | 46        | 50                | 45         | 46         | 41            | 49         |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>58</b>   | <b>54</b>       | <b>61</b>  | <b>62</b> | <b>65</b> | <b>46</b>   | <b>62</b> | <b>52</b>  | <b>53</b>  | <b>55</b>  | <b>49</b>  | <b>53</b>  | <b>54</b>  | <b>60</b>    | <b>57</b>  | <b>51</b>  | <b>54</b>  | <b>55</b> | <b>57</b>         | <b>53</b>  | <b>55</b>  | <b>48</b>     | <b>58</b>  |
| Not much                                | 24          | 26              | 25         | 23        | 23        | 28          | 24        | 28         | 27         | 25         | 33         | 26         | 25         | 24           | 27         | 25         | 26         | 22        | 26                | 27         | 27         | 25            | 26         |
| Not at all                              | 9           | 10              | 5          | 7         | 6         | 18          | 6         | 12         | 11         | 9          | 11         | 10         | 12         | 6            | 8          | 12         | 10         | 10        | 10                | 11         | 10         | 13            | 8          |
| <b>TOTAL NOT MUCH / AT ALL</b>          | <b>33</b>   | <b>36</b>       | <b>30</b>  | <b>30</b> | <b>29</b> | <b>46</b>   | <b>30</b> | <b>40</b>  | <b>38</b>  | <b>34</b>  | <b>44</b>  | <b>36</b>  | <b>37</b>  | <b>30</b>    | <b>35</b>  | <b>37</b>  | <b>36</b>  | <b>32</b> | <b>36</b>         | <b>38</b>  | <b>37</b>  | <b>38</b>     | <b>34</b>  |
| Don't know                              | 9           | 9               | 9          | 9         | 6         | 7           | 9         | 8          | 9          | 10         | 7          | 11         | 8          | 10           | 8          | 12         | 9          | 14        | 7                 | 10         | 9          | 14            | 8          |
| <b>NET TRUST</b>                        | <b>25</b>   | <b>18</b>       | <b>31</b>  | <b>32</b> | <b>36</b> | <b>0</b>    | <b>32</b> | <b>12</b>  | <b>15</b>  | <b>21</b>  | <b>5</b>   | <b>17</b>  | <b>17</b>  | <b>30</b>    | <b>22</b>  | <b>14</b>  | <b>18</b>  | <b>23</b> | <b>21</b>         | <b>15</b>  | <b>18</b>  | <b>10</b>     | <b>24</b>  |
| <b>UN officials</b>                     |             |                 |            |           |           |             |           |            |            |            |            |            |            |              |            |            |            |           |                   |            |            |               |            |
| A great deal                            | 8           | 10              | 5          | 17        | 20        | 1           | 16        | 4          | 10         | 9          | 17         | 11         | 8          | 5            | 12         | 7          | 10         | 11        | 11                | 9          | 7          | 10            | 11         |
| A fair amount                           | 36          | 33              | 29         | 43        | 42        | 15          | 45        | 25         | 33         | 34         | 36         | 36         | 33         | 28           | 37         | 29         | 33         | 31        | 36                | 35         | 31         | 34            | 33         |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>44</b>   | <b>43</b>       | <b>34</b>  | <b>60</b> | <b>62</b> | <b>16</b>   | <b>61</b> | <b>29</b>  | <b>43</b>  | <b>43</b>  | <b>53</b>  | <b>47</b>  | <b>41</b>  | <b>33</b>    | <b>49</b>  | <b>36</b>  | <b>43</b>  | <b>42</b> | <b>47</b>         | <b>44</b>  | <b>38</b>  | <b>44</b>     | <b>44</b>  |
| Not much                                | 24          | 26              | 37         | 21        | 21        | 33          | 23        | 33         | 26         | 26         | 20         | 22         | 27         | 36           | 27         | 25         | 26         | 30        | 26                | 27         | 27         | 22            | 26         |
| Not at all                              | 14          | 15              | 16         | 7         | 4         | 40          | 7         | 25         | 20         | 11         | 8          | 14         | 19         | 17           | 13         | 19         | 15         | 17        | 15                | 15         | 19         | 15            | 14         |
| <b>TOTAL NOT MUCH / AT ALL</b>          | <b>38</b>   | <b>41</b>       | <b>53</b>  | <b>28</b> | <b>25</b> | <b>73</b>   | <b>30</b> | <b>58</b>  | <b>46</b>  | <b>37</b>  | <b>28</b>  | <b>36</b>  | <b>46</b>  | <b>53</b>    | <b>40</b>  | <b>44</b>  | <b>41</b>  | <b>47</b> | <b>41</b>         | <b>42</b>  | <b>46</b>  | <b>37</b>     | <b>40</b>  |
| Don't know                              | 17          | 16              | 13         | 12        | 13        | 12          | 10        | 14         | 11         | 20         | 18         | 17         | 13         | 14           | 12         | 20         | 16         | 10        | 12                | 15         | 17         | 19            | 15         |
| <b>NET TRUST</b>                        | <b>6</b>    | <b>2</b>        | <b>-19</b> | <b>32</b> | <b>37</b> | <b>-57</b>  | <b>31</b> | <b>-29</b> | <b>-3</b>  | <b>6</b>   | <b>25</b>  | <b>11</b>  | <b>-5</b>  | <b>-20</b>   | <b>9</b>   | <b>-8</b>  | <b>2</b>   | <b>-5</b> | <b>6</b>          | <b>2</b>   | <b>-8</b>  | <b>7</b>      | <b>4</b>   |

Sample Size: 2233 GB Adults  
Fieldwork: 30th - 31st July 2024

|   | Total       | 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 |   |
| <b>Weighted Sample</b>                      | <b>2233</b> | 402             | 574        | 205        | 241        | 787         | 832        | 1081       | 1152       | 234        | 922        | 552        | 525        | 1273         | 960        | 1932       | 107        | 194        | 529               | 366        | 270        | 766           |   |
| <b>Unweighted Sample</b>                    | <b>2233</b> | 340             | 653        | 228        | 317        | 898         | 851        | 1008       | 1225       | 155        | 881        | 611        | 586        | 1387         | 846        | 1899       | 118        | 216        | 555               | 385        | 201        | 758           |   |
|   |             | %               | %          | %          | %          | %           | %          | %          | %          | %          | %          | %          | %          | %            | %          | %          | %          | %          | %                 | %          | %          | %             | % |
| <b>People who run major pressure groups</b> |             |                 |            |            |            |             |            |            |            |            |            |            |            |              |            |            |            |            |                   |            |            |               |   |
| A great deal                                | 1           | 1               | 0          | 2          | 0          | 0           | 1          | 1          | 1          | 1          | 2          | 1          | 1          | 0            | 1          | 1          | 1          | 0          | 1                 | 1          | 1          | 1             |   |
| A fair amount                               | 12          | 11              | 6          | 16         | 14         | 5           | 14         | 7          | 11         | 11         | 22         | 9          | 11         | 9            | 12         | 10         | 11         | 18         | 11                | 12         | 7          | 14            |   |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>     | <b>13</b>   | <b>12</b>       | <b>6</b>   | <b>18</b>  | <b>14</b>  | <b>5</b>    | <b>15</b>  | <b>8</b>   | <b>12</b>  | <b>12</b>  | <b>24</b>  | <b>10</b>  | <b>12</b>  | <b>9</b>     | <b>13</b>  | <b>11</b>  | <b>12</b>  | <b>18</b>  | <b>12</b>         | <b>13</b>  | <b>8</b>   | <b>15</b>     |   |
| Not much                                    | 37          | 37              | 40         | 40         | 42         | 31          | 41         | 36         | 36         | 37         | 30         | 34         | 37         | 43           | 38         | 35         | 38         | 29         | 30                | 35         | 42         | 37            |   |
| Not at all                                  | 29          | 32              | 44         | 25         | 22         | 50          | 28         | 43         | 36         | 28         | 12         | 32         | 36         | 36           | 33         | 31         | 31         | 36         | 37                | 32         | 31         | 29            |   |
| <b>TOTAL NOT MUCH / AT ALL</b>              | <b>66</b>   | <b>69</b>       | <b>84</b>  | <b>65</b>  | <b>64</b>  | <b>81</b>   | <b>69</b>  | <b>79</b>  | <b>72</b>  | <b>65</b>  | <b>42</b>  | <b>66</b>  | <b>73</b>  | <b>79</b>    | <b>71</b>  | <b>66</b>  | <b>69</b>  | <b>65</b>  | <b>67</b>         | <b>67</b>  | <b>73</b>  | <b>66</b>     |   |
| Don't know                                  | 21          | 19              | 10         | 17         | 22         | 14          | 17         | 13         | 16         | 23         | 33         | 24         | 14         | 11           | 17         | 22         | 19         | 17         | 22                | 21         | 17         | 19            |   |
| <b>NET TRUST</b>                            | <b>-53</b>  | <b>-57</b>      | <b>-78</b> | <b>-47</b> | <b>-50</b> | <b>-76</b>  | <b>-54</b> | <b>-71</b> | <b>-60</b> | <b>-53</b> | <b>-18</b> | <b>-56</b> | <b>-61</b> | <b>-70</b>   | <b>-58</b> | <b>-55</b> | <b>-57</b> | <b>-47</b> | <b>-55</b>        | <b>-54</b> | <b>-65</b> | <b>-51</b>    |   |
| <b>Trade Union leaders</b>                  |             |                 |            |            |            |             |            |            |            |            |            |            |            |              |            |            |            |            |                   |            |            |               |   |
| A great deal                                | 7           | 5               | 1          | 8          | 7          | 0           | 6          | 3          | 4          | 6          | 13         | 5          | 5          | 2            | 5          | 6          | 5          | 4          | 8                 | 6          | 4          | 6             |   |
| A fair amount                               | 32          | 30              | 10         | 48         | 38         | 17          | 43         | 17         | 28         | 32         | 40         | 35         | 29         | 18           | 33         | 26         | 30         | 39         | 33                | 31         | 27         | 35            |   |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>     | <b>39</b>   | <b>35</b>       | <b>11</b>  | <b>56</b>  | <b>45</b>  | <b>17</b>   | <b>49</b>  | <b>20</b>  | <b>32</b>  | <b>38</b>  | <b>53</b>  | <b>40</b>  | <b>34</b>  | <b>20</b>    | <b>38</b>  | <b>32</b>  | <b>35</b>  | <b>43</b>  | <b>41</b>         | <b>37</b>  | <b>31</b>  | <b>41</b>     |   |
| Not much                                    | 30          | 29              | 34         | 27         | 32         | 32          | 27         | 36         | 30         | 29         | 18         | 26         | 32         | 38           | 29         | 30         | 29         | 28         | 30                | 30         | 32         | 24            |   |
| Not at all                                  | 20          | 23              | 51         | 7          | 11         | 42          | 14         | 37         | 28         | 18         | 9          | 17         | 26         | 37           | 23         | 23         | 23         | 16         | 22                | 22         | 26         | 19            |   |
| <b>TOTAL NOT MUCH / AT ALL</b>              | <b>50</b>   | <b>52</b>       | <b>85</b>  | <b>34</b>  | <b>43</b>  | <b>74</b>   | <b>41</b>  | <b>73</b>  | <b>58</b>  | <b>47</b>  | <b>27</b>  | <b>43</b>  | <b>58</b>  | <b>75</b>    | <b>52</b>  | <b>53</b>  | <b>52</b>  | <b>44</b>  | <b>52</b>         | <b>52</b>  | <b>58</b>  | <b>43</b>     |   |
| Don't know                                  | 12          | 12              | 4          | 11         | 13         | 9           | 9          | 7          | 9          | 15         | 20         | 17         | 9          | 5            | 10         | 16         | 13         | 13         | 8                 | 11         | 11         | 16            |   |
| <b>NET TRUST</b>                            | <b>-11</b>  | <b>-17</b>      | <b>-74</b> | <b>22</b>  | <b>2</b>   | <b>-57</b>  | <b>8</b>   | <b>-53</b> | <b>-26</b> | <b>-9</b>  | <b>26</b>  | <b>-3</b>  | <b>-24</b> | <b>-55</b>   | <b>-14</b> | <b>-21</b> | <b>-17</b> | <b>-1</b>  | <b>-11</b>        | <b>-15</b> | <b>-27</b> | <b>-2</b>     |   |
| <b>Judges</b>                               |             |                 |            |            |            |             |            |            |            |            |            |            |            |              |            |            |            |            |                   |            |            |               |   |
| A great deal                                | 23          | 23              | 19         | 36         | 32         | 10          | 32         | 17         | 25         | 22         | 24         | 26         | 21         | 19           | 26         | 19         | 23         | 26         | 27                | 21         | 23         | 25            |   |
| A fair amount                               | 50          | 48              | 55         | 45         | 53         | 44          | 49         | 48         | 45         | 50         | 52         | 44         | 47         | 52           | 51         | 44         | 48         | 46         | 42                | 49         | 45         | 41            |   |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>     | <b>73</b>   | <b>71</b>       | <b>74</b>  | <b>81</b>  | <b>85</b>  | <b>54</b>   | <b>81</b>  | <b>65</b>  | <b>70</b>  | <b>72</b>  | <b>76</b>  | <b>70</b>  | <b>68</b>  | <b>71</b>    | <b>77</b>  | <b>63</b>  | <b>71</b>  | <b>72</b>  | <b>69</b>         | <b>70</b>  | <b>68</b>  | <b>66</b>     |   |
| Not much                                    | 14          | 17              | 18         | 11         | 9          | 29          | 12         | 22         | 17         | 17         | 15         | 15         | 20         | 18           | 15         | 20         | 17         | 15         | 19                | 17         | 18         | 19            |   |
| Not at all                                  | 6           | 6               | 5          | 3          | 1          | 12          | 3          | 8          | 7          | 4          | 1          | 6          | 7          | 6            | 3          | 9          | 5          | 7          | 9                 | 7          | 6          | 6             |   |
| <b>TOTAL NOT MUCH / AT ALL</b>              | <b>20</b>   | <b>23</b>       | <b>23</b>  | <b>14</b>  | <b>10</b>  | <b>41</b>   | <b>15</b>  | <b>30</b>  | <b>24</b>  | <b>21</b>  | <b>16</b>  | <b>21</b>  | <b>27</b>  | <b>24</b>    | <b>18</b>  | <b>29</b>  | <b>22</b>  | <b>22</b>  | <b>28</b>         | <b>24</b>  | <b>24</b>  | <b>19</b>     |   |
| Don't know                                  | 7           | 7               | 3          | 5          | 5          | 4           | 4          | 5          | 6          | 7          | 8          | 9          | 5          | 5            | 6          | 8          | 7          | 6          | 4                 | 7          | 8          | 8             |   |
| <b>NET TRUST</b>                            | <b>53</b>   | <b>48</b>       | <b>51</b>  | <b>67</b>  | <b>75</b>  | <b>13</b>   | <b>66</b>  | <b>35</b>  | <b>46</b>  | <b>51</b>  | <b>60</b>  | <b>49</b>  | <b>41</b>  | <b>47</b>    | <b>59</b>  | <b>34</b>  | <b>49</b>  | <b>50</b>  | <b>41</b>         | <b>46</b>  | <b>44</b>  | <b>56</b>     |   |
| <b>Academics</b>                            |             |                 |            |            |            |             |            |            |            |            |            |            |            |              |            |            |            |            |                   |            |            |               |   |
| A great deal                                | 17          | 17              | 10         | 29         | 29         | 5           | 26         | 8          | 18         | 17         | 30         | 21         | 15         | 9            | 23         | 11         | 17         | 22         | 16                | 17         | 14         | 20            |   |
| A fair amount                               | 50          | 49              | 51         | 52         | 57         | 41          | 57         | 45         | 47         | 51         | 49         | 50         | 48         | 49           | 52         | 46         | 49         | 48         | 54                | 48         | 52         | 43            |   |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>     | <b>67</b>   | <b>66</b>       | <b>61</b>  | <b>81</b>  | <b>86</b>  | <b>46</b>   | <b>83</b>  | <b>53</b>  | <b>65</b>  | <b>68</b>  | <b>79</b>  | <b>71</b>  | <b>63</b>  | <b>58</b>    | <b>75</b>  | <b>57</b>  | <b>66</b>  | <b>70</b>  | <b>70</b>         | <b>65</b>  | <b>66</b>  | <b>63</b>     |   |
| Not much                                    | 15          | 16              | 24         | 10         | 8          | 28          | 9          | 27         | 18         | 14         | 10         | 11         | 18         | 26           | 14         | 19         | 16         | 16         | 19                | 17         | 16         | 16            |   |
| Not at all                                  | 6           | 6               | 6          | 2          | 2          | 16          | 3          | 9          | 8          | 5          | 1          | 6          | 8          | 6            | 5          | 8          | 6          | 6          | 6                 | 6          | 7          | 6             |   |
| <b>TOTAL NOT MUCH / AT ALL</b>              | <b>21</b>   | <b>22</b>       | <b>30</b>  | <b>12</b>  | <b>10</b>  | <b>44</b>   | <b>12</b>  | <b>36</b>  | <b>26</b>  | <b>19</b>  | <b>11</b>  | <b>17</b>  | <b>26</b>  | <b>32</b>    | <b>19</b>  | <b>27</b>  | <b>22</b>  | <b>22</b>  | <b>25</b>         | <b>23</b>  | <b>23</b>  | <b>20</b>     |   |
| Don't know                                  | 11          | 11              | 9          | 7          | 5          | 11          | 5          | 11         | 9          | 13         | 9          | 12         | 11         | 10           | 7          | 16         | 12         | 7          | 5                 | 11         | 10         | 15            |   |
| <b>NET TRUST</b>                            | <b>46</b>   | <b>44</b>       | <b>31</b>  | <b>69</b>  | <b>76</b>  | <b>2</b>    | <b>71</b>  | <b>17</b>  | <b>39</b>  | <b>49</b>  | <b>68</b>  | <b>54</b>  | <b>37</b>  | <b>26</b>    | <b>56</b>  | <b>30</b>  | <b>44</b>  | <b>48</b>  | <b>45</b>         | <b>42</b>  | <b>43</b>  | <b>41</b>     |   |

Sample Size: 2233 GB Adults  
Fieldwork: 30th - 31st July 2024

|   | Total       | 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 |            |
| <b>Weighted Sample</b>                  | <b>2233</b> | 402             | 574        | 205        | 241        | 787         | 832        | 1081       | 1152       | 234        | 922        | 552        | 525        | 1273         | 960        | 1932       | 107        | 194        | 529               | 366        | 270        | 766           |            |
| <b>Unweighted Sample</b>                | <b>2233</b> | 340             | 653        | 228        | 317        | 898         | 851        | 1008       | 1225       | 155        | 881        | 611        | 586        | 1387         | 846        | 1899       | 118        | 216        | 555               | 385        | 201        | 758           |            |
|   |             | %               | %          | %          | %          | %           | %          | %          | %          | %          | %          | %          | %          | %            | %          | %          | %          | %          | %                 | %          | %          | %             | %          |
| <b>The British government</b>           |             |                 |            |            |            |             |            |            |            |            |            |            |            |              |            |            |            |            |                   |            |            |               |            |
| A great deal                            | 2           | 2               | 1          | 5          | 2          | 1           | 3          | 1          | 2          | 2          | 3          | 2          | 3          | 1            | 2          | 2          | 2          | 4          | 2                 | 2          | 2          | 3             | 2          |
| A fair amount                           | 17          | 22              | 22         | 35         | 31         | 7           | 31         | 15         | 24         | 20         | 25         | 21         | 25         | 19           | 25         | 18         | 23         | 21         | 18                | 24         | 20         | 22            | 23         |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>19</b>   | <b>24</b>       | <b>23</b>  | <b>40</b>  | <b>33</b>  | <b>8</b>    | <b>34</b>  | <b>16</b>  | <b>26</b>  | <b>22</b>  | <b>28</b>  | <b>23</b>  | <b>28</b>  | <b>20</b>    | <b>27</b>  | <b>20</b>  | <b>25</b>  | <b>25</b>  | <b>20</b>         | <b>26</b>  | <b>22</b>  | <b>25</b>     | <b>25</b>  |
| Not much                                | 38          | 43              | 53         | 41         | 45         | 33          | 44         | 43         | 42         | 45         | 48         | 43         | 36         | 49           | 45         | 41         | 43         | 45         | 46                | 42         | 44         | 41            | 44         |
| Not at all                              | 38          | 28              | 20         | 16         | 19         | 57          | 18         | 38         | 28         | 28         | 18         | 27         | 32         | 29           | 23         | 34         | 27         | 29         | 33                | 29         | 29         | 25            | 25         |
| <b>TOTAL NOT MUCH / AT ALL</b>          | <b>76</b>   | <b>71</b>       | <b>73</b>  | <b>57</b>  | <b>64</b>  | <b>90</b>   | <b>62</b>  | <b>81</b>  | <b>70</b>  | <b>73</b>  | <b>66</b>  | <b>70</b>  | <b>68</b>  | <b>78</b>    | <b>68</b>  | <b>75</b>  | <b>70</b>  | <b>74</b>  | <b>79</b>         | <b>71</b>  | <b>73</b>  | <b>66</b>     | <b>69</b>  |
| Don't know                              | 5           | 5               | 3          | 4          | 3          | 2           | 4          | 3          | 4          | 6          | 5          | 7          | 4          | 1            | 4          | 6          | 5          | 2          | 2                 | 3          | 5          | 9             | 6          |
| <b>NET TRUST</b>                        | <b>-57</b>  | <b>-47</b>      | <b>-50</b> | <b>-17</b> | <b>-31</b> | <b>-82</b>  | <b>-28</b> | <b>-65</b> | <b>-44</b> | <b>-51</b> | <b>-38</b> | <b>-47</b> | <b>-40</b> | <b>-58</b>   | <b>-41</b> | <b>-55</b> | <b>-45</b> | <b>-49</b> | <b>-59</b>        | <b>-45</b> | <b>-51</b> | <b>-41</b>    | <b>-44</b> |
| <b>Journalists</b>                      |             |                 |            |            |            |             |            |            |            |            |            |            |            |              |            |            |            |            |                   |            |            |               |            |
| A great deal                            | 2           | 2               | 1          | 3          | 3          | 0           | 2          | 1          | 3          | 1          | 3          | 2          | 2          | 1            | 2          | 1          | 2          | 0          | 1                 | 2          | 1          | 3             | 3          |
| A fair amount                           | 22          | 20              | 21         | 29         | 23         | 10          | 26         | 15         | 20         | 21         | 26         | 21         | 17         | 21           | 22         | 19         | 20         | 26         | 18                | 21         | 17         | 25            | 20         |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>24</b>   | <b>22</b>       | <b>22</b>  | <b>32</b>  | <b>26</b>  | <b>10</b>   | <b>28</b>  | <b>16</b>  | <b>23</b>  | <b>22</b>  | <b>29</b>  | <b>23</b>  | <b>19</b>  | <b>22</b>    | <b>24</b>  | <b>20</b>  | <b>22</b>  | <b>26</b>  | <b>19</b>         | <b>23</b>  | <b>18</b>  | <b>28</b>     | <b>23</b>  |
| Not much                                | 41          | 42              | 43         | 41         | 45         | 36          | 42         | 42         | 39         | 44         | 44         | 39         | 43         | 43           | 42         | 41         | 42         | 41         | 42                | 40         | 45         | 38            | 42         |
| Not at all                              | 29          | 31              | 32         | 24         | 25         | 52          | 25         | 39         | 33         | 29         | 21         | 31         | 35         | 32           | 29         | 33         | 31         | 31         | 36                | 31         | 34         | 26            | 30         |
| <b>TOTAL NOT MUCH / AT ALL</b>          | <b>70</b>   | <b>73</b>       | <b>75</b>  | <b>65</b>  | <b>70</b>  | <b>88</b>   | <b>67</b>  | <b>81</b>  | <b>72</b>  | <b>73</b>  | <b>65</b>  | <b>70</b>  | <b>78</b>  | <b>75</b>    | <b>71</b>  | <b>74</b>  | <b>73</b>  | <b>72</b>  | <b>78</b>         | <b>71</b>  | <b>79</b>  | <b>64</b>     | <b>72</b>  |
| Don't know                              | 6           | 5               | 2          | 4          | 4          | 2           | 5          | 2          | 5          | 5          | 6          | 7          | 4          | 2            | 4          | 6          | 5          | 3          | 4                 | 6          | 3          | 8             | 5          |
| <b>NET TRUST</b>                        | <b>-46</b>  | <b>-51</b>      | <b>-53</b> | <b>-33</b> | <b>-44</b> | <b>-78</b>  | <b>-39</b> | <b>-65</b> | <b>-49</b> | <b>-51</b> | <b>-36</b> | <b>-47</b> | <b>-59</b> | <b>-53</b>   | <b>-47</b> | <b>-54</b> | <b>-51</b> | <b>-46</b> | <b>-59</b>        | <b>-48</b> | <b>-61</b> | <b>-36</b>    | <b>-49</b> |
| <b>The BBC</b>                          |             |                 |            |            |            |             |            |            |            |            |            |            |            |              |            |            |            |            |                   |            |            |               |            |
| A great deal                            | 8           | 9               | 5          | 16         | 16         | 1           | 16         | 4          | 11         | 8          | 9          | 11         | 11         | 7            | 11         | 7          | 9          | 14         | 6                 | 8          | 9          | 10            | 10         |
| A fair amount                           | 40          | 37              | 37         | 44         | 48         | 16          | 45         | 29         | 35         | 39         | 46         | 37         | 33         | 37           | 40         | 33         | 38         | 43         | 24                | 34         | 38         | 39            | 40         |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>48</b>   | <b>46</b>       | <b>42</b>  | <b>60</b>  | <b>64</b>  | <b>17</b>   | <b>61</b>  | <b>33</b>  | <b>46</b>  | <b>47</b>  | <b>55</b>  | <b>48</b>  | <b>44</b>  | <b>44</b>    | <b>51</b>  | <b>40</b>  | <b>47</b>  | <b>57</b>  | <b>30</b>         | <b>42</b>  | <b>47</b>  | <b>49</b>     | <b>50</b>  |
| Not much                                | 25          | 27              | 33         | 26         | 23         | 26          | 25         | 29         | 24         | 31         | 29         | 25         | 28         | 29           | 27         | 28         | 27         | 21         | 35                | 29         | 28         | 27            | 25         |
| Not at all                              | 21          | 22              | 23         | 10         | 11         | 54          | 12         | 34         | 26         | 18         | 12         | 21         | 25         | 25           | 19         | 27         | 21         | 20         | 32                | 25         | 22         | 17            | 20         |
| <b>TOTAL NOT MUCH / AT ALL</b>          | <b>46</b>   | <b>49</b>       | <b>56</b>  | <b>36</b>  | <b>34</b>  | <b>80</b>   | <b>37</b>  | <b>63</b>  | <b>50</b>  | <b>49</b>  | <b>41</b>  | <b>46</b>  | <b>53</b>  | <b>54</b>    | <b>46</b>  | <b>55</b>  | <b>48</b>  | <b>41</b>  | <b>67</b>         | <b>54</b>  | <b>50</b>  | <b>44</b>     | <b>45</b>  |
| Don't know                              | 6           | 4               | 2          | 3          | 2          | 3           | 2          | 3          | 4          | 4          | 3          | 6          | 4          | 2            | 3          | 6          | 4          | 1          | 2                 | 4          | 4          | 7             | 4          |
| <b>NET TRUST</b>                        | <b>2</b>    | <b>-3</b>       | <b>-14</b> | <b>24</b>  | <b>30</b>  | <b>-63</b>  | <b>24</b>  | <b>-30</b> | <b>-4</b>  | <b>-2</b>  | <b>14</b>  | <b>2</b>   | <b>-9</b>  | <b>-10</b>   | <b>5</b>   | <b>-15</b> | <b>-1</b>  | <b>16</b>  | <b>-37</b>        | <b>-12</b> | <b>-3</b>  | <b>5</b>      | <b>5</b>   |
| <b>GB News</b>                          |             |                 |            |            |            |             |            |            |            |            |            |            |            |              |            |            |            |            |                   |            |            |               |            |
| A great deal                            | 4           | 4               | 6          | 2          | 0          | 13          | 2          | 7          | 4          | 4          | 3          | 2          | 6          | 6            | 4          | 4          | 4          | 2          | 1                 | 5          | 5          | 3             | 4          |
| A fair amount                           | 22          | 21              | 31         | 14         | 12         | 38          | 13         | 30         | 20         | 23         | 16         | 17         | 25         | 28           | 19         | 24         | 22         | 22         | 20                | 22         | 26         | 15            | 21         |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>26</b>   | <b>25</b>       | <b>37</b>  | <b>16</b>  | <b>12</b>  | <b>51</b>   | <b>15</b>  | <b>37</b>  | <b>24</b>  | <b>27</b>  | <b>19</b>  | <b>19</b>  | <b>31</b>  | <b>34</b>    | <b>23</b>  | <b>28</b>  | <b>26</b>  | <b>24</b>  | <b>21</b>         | <b>27</b>  | <b>31</b>  | <b>18</b>     | <b>25</b>  |
| Not much                                | 23          | 28              | 34         | 25         | 28         | 26          | 24         | 32         | 26         | 29         | 26         | 28         | 24         | 31           | 26         | 30         | 28         | 29         | 25                | 27         | 29         | 26            | 28         |
| Not at all                              | 34          | 34              | 16         | 51         | 49         | 10          | 51         | 20         | 39         | 29         | 43         | 39         | 34         | 22           | 40         | 26         | 33         | 34         | 45                | 34         | 30         | 38            | 32         |
| <b>TOTAL NOT MUCH / AT ALL</b>          | <b>57</b>   | <b>62</b>       | <b>50</b>  | <b>76</b>  | <b>77</b>  | <b>36</b>   | <b>75</b>  | <b>52</b>  | <b>65</b>  | <b>58</b>  | <b>69</b>  | <b>67</b>  | <b>58</b>  | <b>53</b>    | <b>66</b>  | <b>56</b>  | <b>61</b>  | <b>63</b>  | <b>70</b>         | <b>61</b>  | <b>59</b>  | <b>64</b>     | <b>60</b>  |
| Don't know                              | 17          | 13              | 12         | 9          | 11         | 12          | 10         | 12         | 10         | 16         | 12         | 14         | 11         | 14           | 11         | 15         | 13         | 13         | 9                 | 13         | 9          | 17            | 14         |
| <b>NET TRUST</b>                        | <b>-31</b>  | <b>-37</b>      | <b>-13</b> | <b>-60</b> | <b>-65</b> | <b>15</b>   | <b>-60</b> | <b>-15</b> | <b>-41</b> | <b>-31</b> | <b>-50</b> | <b>-48</b> | <b>-27</b> | <b>-19</b>   | <b>-43</b> | <b>-28</b> | <b>-35</b> | <b>-39</b> | <b>-49</b>        | <b>-34</b> | <b>-28</b> | <b>-46</b>    | <b>-35</b> |

Sample Size: 2233 GB Adults  
Fieldwork: 30th - 31st July 2024

|   | Total       | 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 |           |
| <b>Weighted Sample</b>                  | <b>2233</b> | 402             | 574       | 205       | 241        | 787         | 832        | 1081       | 1152       | 234       | 922        | 552        | 525        | 1273         | 960        | 1932       | 107        | 194        | 529               | 366        | 270        | 766           |           |
| <b>Unweighted Sample</b>                | <b>2233</b> | 340             | 653       | 228       | 317        | 898         | 851        | 1008       | 1225       | 155       | 881        | 611        | 586        | 1387         | 846        | 1899       | 118        | 216        | 555               | 385        | 201        | 758           |           |
|   |             | %               | %         | %         | %          | %           | %          | %          | %          | %         | %          | %          | %          | %            | %          | %          | %          | %          | %                 | %          | %          | %             |           |
| <b>Scientists</b>                       |             |                 |           |           |            |             |            |            |            |           |            |            |            |              |            |            |            |            |                   |            |            |               |           |
| A great deal                            | 31          | 33              | 22        | 46        | 46         | 17          | 46         | 20         | 35         | 30        | 46         | 39         | 28         | 20           | 39         | 25         | 32         | 32         | 38                | 32         | 28         | 34            | 34        |
| A fair amount                           | 49          | 48              | 59        | 45        | 47         | 45          | 45         | 53         | 46         | 51        | 44         | 44         | 49         | 58           | 47         | 50         | 49         | 43         | 48                | 48         | 55         | 45            | 48        |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>80</b>   | <b>81</b>       | <b>81</b> | <b>91</b> | <b>93</b>  | <b>62</b>   | <b>91</b>  | <b>73</b>  | <b>81</b>  | <b>81</b> | <b>90</b>  | <b>83</b>  | <b>77</b>  | <b>78</b>    | <b>86</b>  | <b>75</b>  | <b>81</b>  | <b>75</b>  | <b>86</b>         | <b>80</b>  | <b>83</b>  | <b>79</b>     | <b>82</b> |
| Not much                                | 10          | 10              | 14        | 5         | 3          | 22          | 6          | 16         | 10         | 10        | 6          | 7          | 14         | 14           | 8          | 13         | 10         | 14         | 10                | 11         | 9          | 7             | 11        |
| Not at all                              | 5           | 4               | 2         | 1         | 1          | 9           | 1          | 6          | 5          | 3         | 1          | 4          | 5          | 4            | 3          | 5          | 4          | 5          | 4                 | 4          | 4          | 6             | 3         |
| <b>TOTAL NOT MUCH / AT ALL</b>          | <b>15</b>   | <b>14</b>       | <b>16</b> | <b>6</b>  | <b>4</b>   | <b>31</b>   | <b>7</b>   | <b>22</b>  | <b>15</b>  | <b>13</b> | <b>7</b>   | <b>11</b>  | <b>19</b>  | <b>18</b>    | <b>11</b>  | <b>18</b>  | <b>14</b>  | <b>19</b>  | <b>14</b>         | <b>15</b>  | <b>13</b>  | <b>13</b>     | <b>14</b> |
| Don't know                              | 5           | 5               | 3         | 2         | 2          | 6           | 2          | 5          | 4          | 6         | 3          | 6          | 4          | 5            | 3          | 7          | 5          | 7          | 1                 | 6          | 4          | 8             | 4         |
| <b>NET TRUST</b>                        | <b>65</b>   | <b>67</b>       | <b>65</b> | <b>85</b> | <b>89</b>  | <b>31</b>   | <b>84</b>  | <b>51</b>  | <b>66</b>  | <b>68</b> | <b>83</b>  | <b>72</b>  | <b>58</b>  | <b>60</b>    | <b>75</b>  | <b>57</b>  | <b>67</b>  | <b>56</b>  | <b>72</b>         | <b>65</b>  | <b>70</b>  | <b>66</b>     | <b>68</b> |
| <b>Keir Starmer</b>                     |             |                 |           |           |            |             |            |            |            |           |            |            |            |              |            |            |            |            |                   |            |            |               |           |
| A great deal                            | 7           | 1               | 19        | 10        | 1          | 13          | 3          | 8          | 6          | 5         | 6          | 11         | 6          | 8            | 5          | 7          | 8          | 6          | 7                 | 7          | 8          | 7             |           |
| A fair amount                           | 28          | 12              | 52        | 42        | 6          | 39          | 16         | 28         | 27         | 38        | 32         | 26         | 19         | 33           | 21         | 27         | 29         | 36         | 27                | 25         | 31         | 26            |           |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>35</b>   | <b>13</b>       | <b>71</b> | <b>52</b> | <b>7</b>   | <b>52</b>   | <b>19</b>  | <b>36</b>  | <b>33</b>  | <b>43</b> | <b>38</b>  | <b>37</b>  | <b>25</b>  | <b>41</b>    | <b>26</b>  | <b>34</b>  | <b>37</b>  | <b>42</b>  | <b>34</b>         | <b>32</b>  | <b>39</b>  | <b>33</b>     |           |
| Not much                                | 27          | 35              | 18        | 29        | 25         | 28          | 27         | 26         | 28         | 31        | 27         | 23         | 30         | 28           | 26         | 27         | 30         | 27         | 27                | 29         | 22         | 27            |           |
| Not at all                              | 29          | 47              | 5         | 12        | 64         | 14          | 48         | 30         | 27         | 11        | 23         | 33         | 42         | 23           | 36         | 29         | 26         | 27         | 29                | 28         | 27         | 30            |           |
| <b>TOTAL NOT MUCH / AT ALL</b>          | <b>56</b>   | <b>82</b>       | <b>23</b> | <b>41</b> | <b>89</b>  | <b>42</b>   | <b>75</b>  | <b>56</b>  | <b>55</b>  | <b>42</b> | <b>50</b>  | <b>56</b>  | <b>72</b>  | <b>51</b>    | <b>62</b>  | <b>56</b>  | <b>56</b>  | <b>54</b>  | <b>56</b>         | <b>57</b>  | <b>49</b>  | <b>57</b>     |           |
| Don't know                              | 10          | 5               | 6         | 6         | 5          | 5           | 6          | 6          | 13         | 14        | 13         | 8          | 3          | 8            | 12         | 10         | 8          | 4          | 10                | 11         | 12         | 10            |           |
| <b>NET TRUST</b>                        | <b>-21</b>  | <b>-69</b>      | <b>48</b> | <b>11</b> | <b>-82</b> | <b>10</b>   | <b>-56</b> | <b>-20</b> | <b>-22</b> | <b>1</b>  | <b>-12</b> | <b>-19</b> | <b>-47</b> | <b>-10</b>   | <b>-36</b> | <b>-22</b> | <b>-19</b> | <b>-12</b> | <b>-22</b>        | <b>-25</b> | <b>-10</b> | <b>-24</b>    |           |

\*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.