

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

16-17
May '22

30-31
Jul '24

Do you think a universal basic income would improve or worsen the quality of life in the UK, or would it not make much difference?

Significantly improve quality of life	19	22	6	28	27	12	28	13	23	20	35	30	16	8	23	21	21	22	25	22	17	21	23
Somewhat improve quality of life	29	28	22	38	34	21	34	23	26	31	32	30	28	24	30	26	28	35	29	26	28	30	29
TOTAL IMPROVE QUALITY OF LIFE	48	50	28	66	61	33	62	36	49	51	67	60	44	32	53	47	49	57	54	48	45	51	52
Would not make much difference to quality of life	19	21	32	15	19	30	17	28	24	19	13	17	24	30	19	24	22	20	18	23	24	17	22
Somewhat worsen quality of life	9	8	14	5	7	11	6	10	8	8	6	6	8	11	8	7	8	1	8	7	8	8	9
Significantly worsen quality of life	6	6	14	3	2	14	4	12	7	6	1	4	8	12	7	5	7	3	6	7	9	5	6
TOTAL WORSEN QUALITY OF LIFE	15	14	28	8	9	25	10	22	15	14	7	10	16	23	15	12	15	4	14	14	17	13	15
Don't know	18	15	12	12	10	12	12	14	12	17	13	14	15	16	13	17	14	20	14	14	14	19	13

Do you think a universal basic income would reduce or increase poverty in the UK, or would it not make much difference?

Significantly reduce poverty	15	17	4	24	25	6	23	10	19	16	30	23	13	6	19	15	17	16	21	16	15	19	18
Somewhat reduce poverty	34	35	29	45	38	26	41	28	33	36	41	37	34	28	36	33	34	44	32	36	32	36	34
TOTAL REDUCE POVERTY	49	52	33	69	63	32	64	38	52	52	71	60	47	34	55	48	51	60	53	52	47	55	52
Would not make much difference to poverty	26	29	46	17	24	45	21	41	30	28	17	22	32	43	28	30	29	19	30	29	34	22	29
Somewhat increase poverty	5	4	8	3	2	7	3	6	5	4	1	3	4	6	4	4	4	1	3	5	5	3	5
Significantly increase poverty	3	3	4	2	2	8	2	5	4	3	1	2	5	4	3	4	3	3	3	3	4	3	3
TOTAL INCREASE POVERTY	8	7	12	5	4	15	5	11	9	7	2	5	9	10	7	8	7	4	6	8	9	6	8
Don't know	16	12	8	9	10	8	9	10	10	14	10	13	12	13	10	15	12	17	11	11	10	17	12

Do you think a universal basic income would increase or reduce economic growth in the UK, or would it not make much difference?

Significantly increase economic growth	11	10	2	14	13	6	15	5	11	9	9	15	8	3	11	8	10	9	11	11	7	10	9
Somewhat increase economic growth	23	24	16	33	27	15	30	18	24	24	33	27	23	16	25	22	23	28	25	24	24	25	22
TOTAL INCREASE ECONOMIC GROWTH	34	34	18	47	40	21	45	23	35	33	42	42	31	19	36	30	33	37	36	35	31	35	31
Would not make much difference to economic growth	23	25	30	22	25	27	20	28	24	25	20	22	25	31	22	28	25	22	24	22	27	27	25
Somewhat reduce economic growth	13	14	22	10	16	19	12	16	16	11	16	9	15	19	15	12	14	12	11	13	15	8	16
Significantly reduce economic growth	6	8	16	3	4	16	5	13	10	6	6	5	10	12	9	6	8	4	10	9	8	8	7
TOTAL REDUCE ECONOMIC GROWTH	19	22	38	13	20	35	17	29	26	17	22	14	25	31	24	18	22	16	21	22	23	16	23
Don't know	24	21	15	19	16	18	18	20	16	25	16	22	19	21	18	24	21	24	19	22	20	22	20

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

Do you think the UK government would be able to afford giving everyone a universal basic income, or not?

The government can afford to give its citizens a universal basic income	35	23	8	27	26	18	28	17	26	21	26	29	20	16	22	25	22	28	28	25	17	26	22
The government cannot afford to give its citizens a universal basic income	45	56	80	52	55	68	52	68	55	57	52	48	63	65	60	52	56	55	54	52	66	45	59
Don't know	20	21	12	21	19	14	21	15	19	22	22	23	17	19	18	24	21	17	18	23	17	29	19

Do you think a universal basic income would lead to more people in work, fewer people in work, or about the same?

More people in work	16	16	6	23	15	13	23	10	16	16	19	19	16	10	17	15	16	18	19	15	15	20	15
About the same	34	34	27	39	41	28	35	29	34	34	41	37	30	28	34	34	34	34	38	33	34	34	33
Fewer people in work	31	36	56	23	34	50	28	49	36	35	26	29	42	46	37	34	36	35	34	36	39	27	38
Don't know	18	14	10	15	11	9	14	12	13	15	14	15	12	15	12	17	15	13	9	16	12	19	14

If a universal basic income was introduced, do you think that people who **remain in work would tend to do more or fewer hours, or about the same?**

More hours	5	3	4	4	2	4	2	5	4	3	2	4	3	3	3	3	4	5	2	4	4	4	3
About the same	43	45	38	52	49	36	50	40	46	44	46	48	44	41	45	45	44	48	49	48	39	41	46
Fewer hours	31	35	45	29	36	44	32	40	36	34	37	32	40	35	37	33	36	27	35	34	42	29	36
Don't know	20	17	14	15	13	17	15	15	14	18	15	16	13	21	15	19	17	21	14	15	15	26	15

Would you support or oppose the government introducing a universal basic income in the UK?

Strongly support	21	21	7	27	24	13	28	13	23	20	30	29	17	8	21	22	21	20	23	20	18	25	22
Tend to support	27	25	14	34	30	18	29	19	24	26	35	26	23	22	25	25	24	33	28	26	25	29	22
TOTAL SUPPORT	48	46	21	61	54	31	57	32	47	46	65	55	40	30	46	47	45	53	51	46	43	54	44
Tend to oppose	16	17	27	11	19	24	15	21	18	16	12	13	20	23	18	15	17	17	15	16	20	10	19
Strongly oppose	12	16	34	7	6	29	11	26	19	14	7	10	20	26	18	14	16	13	17	17	18	12	17
TOTAL OPPOSE	28	33	61	18	25	53	26	47	37	30	19	23	40	49	36	29	33	30	32	33	38	22	36
Don't know	25	20	18	20	21	16	18	21	17	24	15	21	20	22	18	24	21	17	17	21	19	25	20

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

If a universal basic income was introduced in the UK, approximately what level do you think it should be set at?

[Asked only to those who would support UBI; n=1038]

At a level that is at least enough to pay for a person's basic living costs, even if they have no other form of income	54	50	46	49	51	49	51	50	53	47	57	44	54	57	50	50	51	43	46	51	45	45	55
At a level that is enough to cover some basic living costs, but is expected to be supplemented by other income from empl	41	45	44	48	49	46	46	45	42	49	43	50	42	37	48	42	44	50	53	45	49	44	41
Don't know	5	5	10	2	0	6	3	5	5	5	0	6	5	6	3	7	5	7	1	3	6	10	4

*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.