

YouGov / Oxfam Survey Results



Sample Size: 2111 adults in GB
Fieldwork: 9th - 10th 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	2111	380	543	194	228	744	786	1022	1089	222	872	521	496	1203	908	1826	101	184	500	346	255	724	
Unweighted Sample	2111	287	642	217	326	822	806	970	1141	168	878	546	519	1298	813	1829	110	172	522	360	218	729	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following best reflects your view?

More should be done to improve relations between people in UK society	69	52	86	79	61	82	59	70	69	77	78	67	54	72	65	69	64	79	70	67	71	67
Everything that can reasonably be done to improve relations between people in UK society is currently being done	10	25	5	7	20	6	18	12	9	5	5	12	20	9	12	11	12	5	9	11	10	12
Don't know	20	24	9	13	20	12	24	19	22	18	17	21	26	18	23	20	24	15	20	22	19	21

Generally speaking, do you think the UK is more divided or united today compared to 10 years ago, or has there been no change?

Much more divided	48	39	52	47	69	52	53	51	45	38	49	56	45	50	46	48	56	51	50	42	50	48
A little more divided	24	33	28	27	15	26	23	24	24	22	25	21	28	24	25	25	18	21	27	26	20	25
TOTAL MORE DIVIDED	72	72	80	74	84	78	76	75	69	60	74	77	73	74	71	73	74	72	77	68	70	73
A little more united	4	4	5	4	2	5	3	3	4	5	4	4	3	5	3	4	3	5	4	5	4	3
Much more united	1	1	1	2	0	1	1	1	1	3	1	1	1	1	1	1	0	2	1	2	1	1
TOTAL MORE UNITED	5	5	6	6	2	6	4	4	5	8	5	5	4	6	4	5	3	7	5	7	5	4
No change – it was and still is divided	11	14	8	10	10	9	12	12	11	13	10	10	14	10	13	12	12	11	10	11	14	12
No change – it was and still is united	1	2	1	1	0	1	1	1	1	0	0	1	2	1	1	1	2	0	1	0	0	1
TOTAL NO CHANGE	12	16	9	11	10	10	13	13	12	13	10	11	16	11	14	13	14	11	11	11	14	13
Don't know	10	8	6	9	4	7	7	7	13	19	11	7	7	9	12	10	9	9	7	14	10	11

Thinking about how united or divided society is, which, if any, of the following best describe how you feel about society today? Please tick up to three options.

Concerned	47	46	55	51	55	49	48	47	47	46	48	44	48	50	43	47	47	44	45	44	49	50
Disheartened	42	40	45	47	46	46	45	41	44	29	42	46	45	43	40	42	42	45	42	44	37	43
Frustrated	31	28	35	34	38	33	32	34	29	40	32	30	27	33	29	31	27	35	32	30	27	32
Fearful	25	30	23	18	41	22	32	24	26	23	22	29	28	22	29	26	24	21	25	28	25	25
Negative	22	20	17	20	35	18	27	24	21	23	24	24	18	20	25	22	28	23	24	21	24	21
Indifferent	10	9	8	10	8	8	10	13	7	13	9	11	9	9	11	10	6	11	11	9	9	10
Optimistic	7	8	11	8	2	8	5	7	7	12	6	5	7	9	4	7	9	5	5	7	11	6
Calm	3	4	3	1	1	4	1	4	2	3	3	3	3	4	2	3	2	2	3	3	4	3
Unconcerned	3	3	3	3	2	3	2	4	2	5	3	3	3	3	3	3	4	2	3	3	4	4
Positive	2	4	4	1	1	2	2	2	3	4	2	1	3	3	2	2	3	2	2	3	3	2
Confident	1	3	2	0	0	1	1	2	1	3	1	1	1	2	1	1	1	2	1	1	3	1
None of these	2	1	1	2	1	2	2	2	2	3	2	2	3	2	3	2	1	1	2	2	1	3
Don't know	7	7	5	4	1	5	5	5	8	6	9	5	5	5	9	7	6	6	7	10	8	4

To what extent, if at all, do you think the level of division in UK society today is impacting on the progress on each of the following areas?

UK poverty																						
Impacts a great deal	41	22	54	45	32	49	33	39	43	48	46	38	32	44	37	40	44	47	44	36	46	37
Impacts a fair amount	37	39	37	41	41	35	40	37	36	36	34	40	37	36	38	37	31	39	36	37	31	39
TOTAL IMPACTS A GREAT DEAL / FAIR AMOUNT	78	61	91	86	73	84	73	76	79	84	80	78	69	80	75	77	75	86	80	73	77	76
Doesn't impact very much	10	21	4	7	12	7	13	12	7	6	6	11	15	9	10	10	11	5	8	8	9	12
Doesn't impact at all	3	5	1	1	4	2	4	5	2	2	3	2	6	3	4	3	4	3	1	4	4	4
TOTAL DOES NOT IMPACT VERY MUCH / AT ALL	13	26	5	8	16	9	17	17	9	8	9	13	21	12	14	13	15	8	9	12	13	16
Don't know	10	13	4	6	11	7	10	8	12	8	11	9	10	8	12	10	10	6	11	15	9	8
Global poverty																						
Impacts a great deal	16	7	20	16	5	19	9	12	19	21	16	16	12	16	14	16	14	16	17	14	18	14
Impacts a fair amount	29	20	38	34	19	34	22	25	32	41	31	26	23	30	28	28	35	31	26	26	40	27
TOTAL IMPACTS A GREAT DEAL / FAIR AMOUNT	45	27	58	50	24	53	31	37	51	62	47	42	35	46	42	44	49	47	43	40	58	41
Doesn't impact very much	27	35	25	29	31	28	31	32	22	25	26	26	30	28	26	27	28	28	25	28	14	31
Doesn't impact at all	12	15	6	9	30	7	18	17	7	2	10	13	17	11	12	12	9	12	12	10	12	12
TOTAL DOES NOT IMPACT VERY MUCH / AT ALL	39	50	31	38	61	35	49	49	29	27	36	39	47	39	38	39	37	40	37	38	26	43
Don't know	17	22	11	12	15	12	20	14	21	12	17	19	19	15	21	18	13	13	19	21	16	17
Climate change																						
Impacts a great deal	20	11	26	19	13	26	12	18	21	21	22	19	17	22	16	19	22	20	17	17	30	19
Impacts a fair amount	31	27	38	42	22	35	28	30	32	37	33	30	27	31	32	31	37	29	33	29	25	33
TOTAL IMPACTS A GREAT DEAL / FAIR AMOUNT	51	38	64	61	35	61	40	48	53	58	55	49	44	53	48	50	59	49	50	46	55	52
Doesn't impact very much	23	32	22	18	24	21	26	25	22	29	20	24	25	23	23	23	16	24	22	25	24	24
Doesn't impact at all	14	15	8	11	32	10	20	18	10	4	13	15	18	14	14	14	15	17	14	13	8	16
TOTAL DOES NOT IMPACT VERY MUCH / AT ALL	37	47	30	29	56	31	46	43	32	33	33	39	43	37	37	37	31	41	36	38	32	40
Don't know	12	16	6	10	10	8	14	9	16	8	12	13	13	11	15	13	11	9	14	17	14	9
Racial equality																						
Impacts a great deal	30	19	40	31	28	36	22	28	32	44	33	27	22	33	27	31	25	26	32	28	37	29
Impacts a fair amount	41	42	45	45	32	47	40	40	41	35	40	42	43	42	39	40	42	46	40	40	40	40
TOTAL IMPACTS A GREAT DEAL / FAIR AMOUNT	71	61	85	76	60	83	62	68	73	79	73	69	65	75	66	71	67	72	72	68	77	69
Doesn't impact very much	12	18	8	11	15	7	18	14	10	8	9	14	17	12	12	12	16	13	11	11	7	14
Doesn't impact at all	6	8	2	3	13	3	8	9	3	5	5	7	6	5	7	6	5	3	5	6	7	7
TOTAL DOES NOT IMPACT VERY MUCH / AT ALL	18	26	10	14	28	10	26	23	13	13	14	21	23	17	19	18	21	16	16	17	14	21
Don't know	11	13	6	10	11	7	12	9	14	7	13	11	11	8	15	11	12	12	12	15	9	10
Gender equality																						
Impacts a great deal	20	11	24	24	16	25	15	18	22	27	24	19	11	23	16	20	19	22	18	18	24	20
Impacts a fair amount	36	32	45	40	22	41	31	32	39	42	38	30	36	38	33	36	41	31	39	36	38	33
TOTAL IMPACTS A GREAT DEAL / FAIR AMOUNT	56	43	69	64	38	66	46	50	61	69	62	49	47	61	49	56	60	53	57	54	62	53
Doesn't impact very much	21	29	20	22	26	20	25	24	18	17	17	26	25	20	22	21	20	24	20	19	15	24
Doesn't impact at all	9	13	4	4	20	4	14	14	4	6	8	11	11	8	11	9	8	9	8	9	6	11
TOTAL DOES NOT IMPACT VERY MUCH / AT ALL	30	42	24	26	46	24	39	38	22	23	25	37	36	28	33	30	28	33	28	28	21	35
Don't know	14	15	7	11	16	10	15	11	16	9	13	15	17	11	18	14	12	14	14	17	15	12

Generally speaking, which, if any, of the following do you think is the most important way to help people feel more united? Please tick up to three options.

Being more open and tolerant towards everyone in society	43	35	53	52	19	57	30	40	45	52	43	45	36	45	40	43	43	39	43	42	46	43
Having less divisive media organisations	35	31	41	44	30	45	31	39	32	25	40	36	30	40	29	34	41	39	31	32	39	36
Politicians and public figures limiting the divisive language they use	32	28	44	49	19	45	25	35	29	23	31	36	32	36	26	31	34	37	31	22	35	34
More effective regulation of social media platforms	26	33	27	35	21	28	28	24	27	19	22	26	35	26	24	26	29	20	24	27	23	28
More support for local community groups and events	25	22	31	27	15	27	21	20	30	37	28	21	20	26	23	25	23	27	26	26	27	24
Building a shared national identity	20	26	17	21	28	17	25	25	16	18	18	23	21	21	19	20	18	19	19	20	23	21
People taking action to support or volunteer to help others	15	11	17	14	13	13	13	12	18	26	15	14	13	16	15	16	10	15	16	18	14	15
Holding more national or international events	8	6	8	10	9	6	8	8	7	12	11	5	3	8	8	8	8	5	9	7	10	7
More funding for arts and culture	6	2	10	6	2	7	4	5	7	11	8	4	3	6	6	6	9	5	4	8	10	5
Other [See Tab1]	5	5	3	2	16	4	8	7	4	4	6	5	5	5	6	5	7	6	4	4	6	7
Not applicable – I don't think anything will help people to feel more united	11	14	3	2	18	4	16	11	10	10	6	12	18	8	14	11	8	11	14	11	8	9
Don't know	6	7	5	3	6	4	6	6	6	5	8	5	4	5	7	6	9	6	6	9	4	5

**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.*