**Fieldwork Dates: 25th - 27th November 2023**

**Sample size: 1768 GB Adults**

# YouGov

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**Do you approve or disapprove of the Government's record to date?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base: All GB adults | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Approve | 14% | 26% | 7% | 9% | 11% | 17% | 17% | 12% | 16% | 12% | 12% | 20% | 25% | 12% | 14% | 14% | 11% | 12% | 16% | 14% | 18% | 8% | 10% |
| Disapprove | 68% | 53% | 86% | 82% | 76% | 65% | 70% | 66% | 56% | 70% | 75% | 64% | 60% | 71% | 67% | 68% | 73% | 69% | 69% | 68% | 64% | 70% | 74% |
| Don't know | 17% | 21% | 7% | 9% | 12% | 18% | 13% | 21% | 29% | 18% | 13% | 16% | 16% | 17% | 20% | 17% | 16% | 19% | 15% | 18% | 18% | 22% | 15% |

**On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?**

**Conservatives**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| 0 - Would never consider voting for them | 40% | 10% | 69% | 42% | 52% | 27% | 38% | 42% | 38% | 46% | 44% | 26% | 28% | 37% | 40% | 47% | 52% | 35% | 34% | 41% | 39% | 49% | 46% |
| 1 | 7% | 5% | 8% | 14% | 8% | 7% | 7% | 7% | 7% | 7% | 8% | 7% | 8% | 8% | 8% | 7% | 3% | 8% | 8% | 7% | 7% | 7% | 5% |
| 2 | 5% | 3% | 6% | 9% | 6% | 4% | 6% | 5% | 9% | 4% | 5% | 6% | 8% | 6% | 4% | 4% | 7% | 5% | 7% | 6% | 3% | 7% | 5% |
| 3 | 5% | 6% | 3% | 9% | 4% | 5% | 5% | 4% | 4% | 5% | 5% | 4% | 6% | 5% | 5% | 4% | 2% | 6% | 5% | 5% | 6% | 4% | 3% |
| 4 | 4% | 5% | 3% | 6% | 3% | 5% | 4% | 3% | 5% | 4% | 2% | 4% | 8% | 3% | 4% | 4% | 4% | 2% | 4% | 5% | 3% | 3% | 3% |
| 5 | 9% | 12% | 2% | 8% | 6% | 11% | 7% | 10% | 9% | 8% | 8% | 11% | 8% | 11% | 7% | 7% | 8% | 8% | 10% | 8% | 10% | 6% | 8% |
| 6 | 5% | 9% | 2% | 4% | 4% | 7% | 6% | 5% | 5% | 5% | 4% | 7% | 5% | 7% | 3% | 4% | 2% | 9% | 7% | 4% | 4% | 4% | 6% |
| 7 | 7% | 14% | 3% | 2% | 4% | 10% | 6% | 7% | 4% | 5% | 6% | 11% | 7% | 8% | 6% | 5% | 6% | 6% | 7% | 7% | 8% | 5% | 5% |
| 8 | 5% | 11% | 1% | 1% | 2% | 8% | 5% | 4% | 2% | 3% | 7% | 7% | 2% | 4% | 8% | 5% | 2% | 7% | 6% | 5% | 5% | 4% | 1% |
| 9 | 2% | 6% | 1% | 1% | 3% | 3% | 3% | 2% | 2% | 2% | 1% | 4% | 2% | 3% | 2% | 3% | 2% | 3% | 3% | 2% | 3% | 1% | 2% |
| 10 - Would definitely consider voting for them | 6% | 16% | 0% | 1% | 4% | 11% | 7% | 6% | 2% | 4% | 7% | 11% | 7% | 6% | 7% | 6% | 8% | 3% | 9% | 4% | 6% | 4% | 9% |
| prefer not to answer | 5% | 3% | 3% | 3% | 3% | 3% | 6% | 4% | 12% | 7% | 1% | 1% | 11% | 3% | 6% | 4% | 4% | 8% | 1% | 7% | 6% | 7% | 7% |

**YouGov**

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**Labour**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| 0 - Would never consider voting for them | 23% | 39% | 4% | 9% | 8% | 37% | 24% | 22% | 13% | 18% | 23% | 37% | 13% | 26% | 24% | 26% | 18% | 20% | 17% | 21% | 29% | 26% | 32% |
| 1 | 5% | 8% | 2% | 2% | 4% | 7% | 6% | 4% | 2% | 4% | 6% | 8% | 4% | 4% | 5% | 6% | 6% | 6% | 6% | 5% | 5% | 4% | 5% |
| 2 | 5% | 6% | 3% | 6% | 4% | 7% | 4% | 6% | 6% | 4% | 5% | 7% | 4% | 6% | 6% | 5% | 5% | 4% | 6% | 6% | 5% | 3% | 7% |
| 3 | 6% | 10% | 2% | 5% | 5% | 8% | 7% | 5% | 2% | 6% | 7% | 6% | 5% | 6% | 7% | 5% | 6% | 4% | 7% | 5% | 5% | 6% | 7% |
| 4 | 5% | 6% | 3% | 7% | 5% | 6% | 6% | 5% | 7% | 5% | 5% | 6% | 5% | 6% | 3% | 6% | 3% | 6% | 6% | 5% | 4% | 6% | 4% |
| 5 | 12% | 11% | 6% | 15% | 13% | 12% | 10% | 14% | 11% | 14% | 12% | 10% | 9% | 14% | 12% | 9% | 21% | 9% | 12% | 12% | 15% | 9% | 12% |
| 6 | 6% | 5% | 8% | 11% | 9% | 3% | 6% | 6% | 9% | 5% | 7% | 5% | 8% | 5% | 7% | 5% | 4% | 10% | 7% | 7% | 4% | 10% | 2% |
| 7 | 8% | 4% | 11% | 15% | 11% | 5% | 8% | 8% | 13% | 9% | 7% | 4% | 10% | 8% | 8% | 7% | 7% | 7% | 9% | 10% | 6% | 7% | 4% |
| 8 | 7% | 3% | 16% | 10% | 11% | 4% | 8% | 7% | 9% | 10% | 5% | 5% | 13% | 6% | 7% | 7% | 6% | 14% | 10% | 6% | 8% | 5% | 6% |
| 9 | 3% | 0% | 8% | 4% | 6% | 1% | 3% | 3% | 2% | 2% | 4% | 4% | 4% | 2% | 3% | 4% | 2% | 2% | 3% | 3% | 3% | 4% | 4% |
| 10 - Would definitely consider voting for them | 14% | 4% | 36% | 14% | 23% | 7% | 13% | 15% | 15% | 15% | 16% | 8% | 13% | 13% | 12% | 16% | 16% | 10% | 16% | 15% | 11% | 13% | 12% |
| prefer not to answer | 5% | 3% | 3% | 3% | 3% | 3% | 6% | 4% | 12% | 7% | 1% | 1% | 11% | 3% | 6% | 4% | 4% | 8% | 1% | 7% | 6% | 7% | 7% |

**Liberal Democrats**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| 0 - Would never consider voting for them | 28% | 42% | 15% | 3% | 11% | 42% | 30% | 25% | 17% | 22% | 30% | 40% | 16% | 29% | 25% | 33% | 24% | 29% | 22% | 24% | 32% | 30% | 41% |
| 1 | 7% | 8% | 6% | 2% | 6% | 8% | 8% | 6% | 4% | 5% | 8% | 9% | 8% | 6% | 9% | 6% | 7% | 7% | 9% | 6% | 7% | 6% | 6% |
| 2 | 6% | 8% | 7% | 3% | 6% | 7% | 7% | 6% | 7% | 7% | 6% | 5% | 6% | 6% | 6% | 6% | 6% | 7% | 6% | 8% | 4% | 7% | 5% |
| 3 | 6% | 6% | 6% | 1% | 6% | 6% | 5% | 6% | 5% | 5% | 7% | 5% | 6% | 4% | 7% | 6% | 5% | 7% | 5% | 4% | 8% | 7% | 7% |
| 4 | 7% | 8% | 8% | 2% | 8% | 6% | 6% | 8% | 10% | 7% | 6% | 7% | 7% | 8% | 6% | 7% | 8% | 6% | 8% | 7% | 7% | 7% | 5% |
| 5 | 17% | 15% | 21% | 14% | 19% | 16% | 14% | 21% | 21% | 17% | 17% | 16% | 14% | 18% | 18% | 16% | 21% | 18% | 16% | 19% | 20% | 16% | 12% |
| 6 | 7% | 4% | 10% | 12% | 11% | 4% | 7% | 7% | 6% | 7% | 8% | 5% | 8% | 7% | 5% | 6% | 9% | 6% | 10% | 7% | 4% | 5% | 5% |
| 7 | 6% | 3% | 9% | 12% | 10% | 3% | 6% | 5% | 7% | 8% | 5% | 2% | 10% | 5% | 7% | 5% | 4% | 3% | 8% | 7% | 4% | 3% | 4% |
| 8 | 6% | 2% | 9% | 14% | 9% | 2% | 6% | 5% | 7% | 6% | 5% | 5% | 9% | 6% | 6% | 3% | 4% | 7% | 7% | 6% | 4% | 6% | 6% |
| 9 | 1% | 1% | 3% | 3% | 2% | 1% | 1% | 2% | 2% | 2% | 1% | 1% | 4% | 1% | 1% | 1% | - | 1% | 2% | 1% | 1% | 1% | 0% |
| 10 - Would definitely consider voting for them | 5% | 1% | 4% | 31% | 9% | 3% | 5% | 5% | 3% | 5% | 5% | 5% | 2% | 5% | 4% | 6% | 8% | 1% | 7% | 4% | 5% | 3% | 2% |
| prefer not to answer | 5% | 3% | 3% | 3% | 3% | 3% | 6% | 4% | 12% | 7% | 1% | 1% | 11% | 3% | 6% | 4% | 4% | 8% | 1% | 7% | 6% | 7% | 7% |

**YouGov**

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base: All GB adults | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Health | 43% | 39% | 54% | 48% | 53% | 39% | 37% | 49% | 33% | 42% | 46% | 47% | 31% | 48% | 44% | 41% | 42% | 47% | 49% | 41% | 43% | 36% | 44% |
| Immigration & Asylum | 41% | 69% | 17% | 25% | 20% | 68% | 42% | 40% | 22% | 27% | 53% | 63% | 30% | 45% | 44% | 43% | 32% | 35% | 35% | 40% | 48% | 44% | 44% |
| Crime | 21% | 30% | 16% | 8% | 14% | 29% | 20% | 21% | 21% | 17% | 24% | 24% | 29% | 18% | 22% | 23% | 13% | 16% | 17% | 23% | 21% | 22% | 21% |
| The economy | 55% | 52% | 59% | 61% | 59% | 51% | 57% | 52% | 52% | 58% | 56% | 47% | 46% | 54% | 58% | 55% | 58% | 56% | 58% | 56% | 51% | 55% | 51% |
| Tax | 13% | 12% | 11% | 7% | 12% | 9% | 15% | 10% | 18% | 18% | 8% | 5% | 18% | 10% | 12% | 14% | 13% | 12% | 13% | 14% | 12% | 16% | 6% |
| Pensions | 6% | 6% | 5% | 5% | 4% | 8% | 6% | 5% | 3% | 3% | 6% | 13% | 6% | 6% | 3% | 7% | 9% | 1% | 3% | 7% | 8% | 4% | 8% |
| Education | 11% | 7% | 18% | 15% | 16% | 8% | 8% | 15% | 11% | 15% | 7% | 9% | 11% | 11% | 14% | 12% | 8% | 12% | 17% | 10% | 8% | 13% | 7% |
| Family life & childcare | 6% | 4% | 9% | 6% | 8% | 4% | 5% | 7% | 7% | 10% | 3% | 2% | 8% | 5% | 5% | 6% | 8% | 6% | 7% | 6% | 6% | 5% | 2% |
| Housing | 22% | 15% | 29% | 23% | 26% | 15% | 21% | 24% | 34% | 23% | 18% | 20% | 30% | 22% | 21% | 20% | 23% | 24% | 18% | 23% | 23% | 27% | 23% |
| The environment | 23% | 11% | 36% | 43% | 37% | 13% | 25% | 22% | 23% | 25% | 26% | 19% | 24% | 27% | 23% | 19% | 22% | 26% | 28% | 25% | 19% | 20% | 21% |
| Britain leaving the EU | 15% | 8% | 19% | 26% | 24% | 7% | 16% | 13% | 15% | 16% | 15% | 12% | 18% | 12% | 17% | 13% | 18% | 17% | 18% | 16% | 12% | 12% | 13% |
| Transport | 3% | 2% | 4% | 4% | 2% | 4% | 4% | 2% | 4% | 4% | 3% | 3% | 6% | 2% | 2% | 5% | 3% | 5% | 2% | 3% | 3% | 8% | 2% |
| Welfare benefits | 9% | 10% | 9% | 5% | 9% | 11% | 9% | 9% | 7% | 12% | 9% | 7% | 9% | 8% | 8% | 12% | 14% | 11% | 6% | 9% | 9% | 10% | 20% |
| Defence and security | 10% | 19% | 1% | 8% | 5% | 16% | 11% | 9% | 5% | 6% | 11% | 17% | 11% | 12% | 8% | 8% | 10% | 8% | 11% | 9% | 11% | 6% | 13% |
| None of these | 0% | - | - | - | 0% | 0% | 1% | 0% | 2% | 0% | 0% | 0% | - | 0% | - | 1% | 1% | 1% | 0% | - | 0% | 1% | 2% |
| Don't know | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 4% | 3% | 1% | 0% | 2% | 1% | 1% | 2% | 4% | 3% | 1% | 2% | 3% | 1% | 3% |

**How well or badly do you think the government is handling the following issues?**

**National Health Service**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very well | 2% | 1% | 2% | - | 1% | 1% | 2% | 1% | 5% | 2% | 1% | 0% | 3% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 2% | 1% |
| Fairly well | 12% | 20% | 4% | 9% | 9% | 15% | 16% | 8% | 14% | 10% | 11% | 16% | 20% | 10% | 12% | 12% | 11% | 7% | 12% | 12% | 15% | 6% | 12% |
| Fairly badly | 25% | 36% | 12% | 22% | 20% | 30% | 26% | 24% | 22% | 23% | 23% | 31% | 25% | 27% | 27% | 22% | 20% | 25% | 26% | 26% | 21% | 28% | 21% |
| Very badly | 57% | 40% | 80% | 65% | 68% | 51% | 52% | 62% | 52% | 59% | 64% | 50% | 48% | 59% | 55% | 58% | 64% | 57% | 57% | 58% | 56% | 57% | 58% |
| Don't know | 5% | 3% | 2% | 4% | 3% | 4% | 4% | 5% | 7% | 6% | 2% | 3% | 3% | 4% | 6% | 5% | 4% | 10% | 4% | 3% | 6% | 7% | 7% |

**YouGov**

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**Immigration**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very well | 1% | 1% | 3% | - | 0% | 1% | 1% | 1% | 2% | 2% | 0% | 0% | 3% | 0% | - | 2% | 1% | - | 0% | 2% | 2% | 1% | 1% |
| Fairly well | 8% | 10% | 5% | 9% | 7% | 6% | 9% | 7% | 17% | 9% | 5% | 6% | 17% | 6% | 10% | 6% | 6% | 1% | 7% | 9% | 10% | 7% | 5% |
| Fairly badly | 25% | 27% | 21% | 29% | 29% | 21% | 23% | 27% | 27% | 27% | 21% | 25% | 27% | 28% | 24% | 19% | 28% | 31% | 28% | 24% | 26% | 25% | 18% |
| Very badly | 59% | 60% | 66% | 56% | 58% | 69% | 62% | 57% | 44% | 53% | 71% | 66% | 45% | 60% | 59% | 67% | 59% | 56% | 59% | 59% | 54% | 60% | 68% |
| Don't know | 7% | 3% | 5% | 6% | 6% | 4% | 5% | 8% | 10% | 10% | 3% | 3% | 7% | 5% | 7% | 7% | 6% | 11% | 5% | 6% | 8% | 7% | 8% |

**Crime**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very well | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 3% | 2% | 0% | - | 5% | 1% | 0% | 2% | 1% | - | 1% | 2% | 2% | 1% | - |
| Fairly well | 18% | 23% | 12% | 18% | 18% | 17% | 20% | 17% | 20% | 18% | 16% | 20% | 26% | 18% | 19% | 13% | 17% | 23% | 19% | 19% | 20% | 16% | 14% |
| Fairly badly | 35% | 40% | 30% | 39% | 35% | 35% | 35% | 35% | 40% | 30% | 36% | 41% | 30% | 37% | 43% | 32% | 33% | 32% | 40% | 32% | 35% | 32% | 35% |
| Very badly | 35% | 31% | 45% | 28% | 35% | 40% | 37% | 32% | 21% | 34% | 41% | 34% | 33% | 35% | 28% | 41% | 32% | 32% | 30% | 37% | 33% | 38% | 37% |
| Don't know | 11% | 5% | 10% | 13% | 11% | 7% | 6% | 15% | 15% | 15% | 6% | 6% | 6% | 10% | 10% | 12% | 17% | 13% | 10% | 10% | 11% | 13% | 13% |

**Education**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very well | 3% | 3% | 2% | 2% | 2% | 2% | 4% | 2% | 8% | 3% | 2% | 0% | 8% | 2% | 3% | 2% | 1% | 1% | 3% | 3% | 4% | 1% | 2% |
| Fairly well | 23% | 38% | 10% | 15% | 16% | 30% | 24% | 22% | 26% | 19% | 23% | 28% | 25% | 24% | 23% | 23% | 19% | 18% | 21% | 23% | 27% | 22% | 19% |
| Fairly badly | 34% | 33% | 32% | 35% | 34% | 33% | 34% | 34% | 40% | 30% | 33% | 39% | 35% | 35% | 35% | 31% | 33% | 35% | 38% | 32% | 32% | 38% | 25% |
| Very badly | 29% | 15% | 47% | 40% | 38% | 24% | 29% | 28% | 17% | 34% | 31% | 21% | 24% | 28% | 25% | 33% | 31% | 25% | 30% | 29% | 23% | 27% | 37% |
| Don't know | 12% | 10% | 9% | 8% | 10% | 11% | 9% | 14% | 8% | 14% | 11% | 12% | 9% | 11% | 14% | 10% | 16% | 20% | 9% | 12% | 14% | 12% | 17% |

**YouGov**

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

### Taxation

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very well | 2% | 2% | 2% | - | 1% | 2% | 2% | 1% | 4% | 1% | 1% | 1% | 4% | 1% | 2% | 2% | - | - | 1% | 2% | 2% | 1% | 1% |
| Fairly well | 20% | 36% | 9% | 22% | 17% | 26% | 20% | 20% | 15% | 14% | 23% | 30% | 23% | 21% | 18% | 20% | 16% | 24% | 23% | 20% | 19% | 17% | 18% |
| Fairly badly | 34% | 33% | 33% | 37% | 36% | 33% | 34% | 34% | 29% | 35% | 31% | 35% | 35% | 34% | 36% | 31% | 35% | 34% | 35% | 33% | 34% | 31% | 34% |
| Very badly | 33% | 21% | 50% | 32% | 38% | 30% | 36% | 30% | 33% | 37% | 35% | 25% | 33% | 33% | 31% | 35% | 37% | 30% | 34% | 34% | 32% | 36% | 30% |
| Don't know | 11% | 8% | 6% | 9% | 7% | 10% | 8% | 14% | 19% | 12% | 9% | 8% | 5% | 11% | 13% | 13% | 12% | 13% | 6% | 11% | 13% | 14% | 17% |

### Unemployment

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very well | 3% | 5% | 2% | 1% | 2% | 3% | 5% | 2% | 3% | 3% | 5% | 2% | 6% | 3% | 2% | 4% | 1% | 2% | 4% | 3% | 2% | 2% | 4% |
| Fairly well | 27% | 44% | 15% | 26% | 24% | 33% | 32% | 22% | 23% | 21% | 29% | 36% | 26% | 27% | 30% | 27% | 24% | 23% | 33% | 28% | 24% | 20% | 19% |
| Fairly badly | 29% | 26% | 31% | 35% | 32% | 28% | 27% | 32% | 31% | 28% | 29% | 32% | 31% | 31% | 33% | 23% | 27% | 38% | 31% | 25% | 32% | 34% | 29% |
| Very badly | 26% | 13% | 40% | 24% | 30% | 22% | 26% | 26% | 30% | 30% | 23% | 19% | 26% | 24% | 18% | 32% | 37% | 18% | 21% | 28% | 24% | 34% | 30% |
| Don't know | 15% | 12% | 12% | 13% | 12% | 14% | 10% | 19% | 12% | 18% | 14% | 11% | 10% | 15% | 17% | 14% | 12% | 20% | 11% | 17% | 17% | 10% | 18% |

### Inflation

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very well | 2% | 5% | 2% | 1% | 2% | 3% | 3% | 2% | 3% | 3% | 2% | 2% | 6% | 2% | 2% | 3% | 1% | - | 3% | 3% | 2% | 3% | 1% |
| Fairly well | 22% | 40% | 10% | 18% | 19% | 30% | 26% | 18% | 13% | 14% | 25% | 38% | 24% | 21% | 23% | 23% | 17% | 24% | 27% | 21% | 21% | 13% | 23% |
| Fairly badly | 29% | 31% | 26% | 36% | 29% | 29% | 29% | 30% | 32% | 29% | 30% | 30% | 23% | 33% | 33% | 26% | 29% | 29% | 33% | 31% | 32% | 21% | 20% |
| Very badly | 38% | 19% | 56% | 35% | 44% | 30% | 36% | 39% | 43% | 44% | 37% | 24% | 41% | 35% | 34% | 41% | 47% | 33% | 31% | 38% | 37% | 49% | 43% |
| Don't know | 9% | 6% | 6% | 10% | 6% | 8% | 6% | 11% | 9% | 11% | 7% | 6% | 6% | 9% | 9% | 8% | 6% | 14% | 6% | 8% | 7% | 15% | 13% |

**Fieldwork Dates: 25th - 27th November 2023**

**Sample size: 1768 GB Adults**

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**Britain's exit from the EU**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very well | 3% | 6% | 2% | 1% | 1% | 4% | 3% | 2% | 3% | 2% | 3% | 4% | 5% | 2% | 3% | 3% | 4% | 3% | 2% | 4% | 4% | 2% | 3% |
| Fairly well | 19% | 36% | 6% | 9% | 10% | 29% | 20% | 18% | 16% | 15% | 18% | 28% | 22% | 19% | 20% | 19% | 10% | 20% | 18% | 19% | 23% | 14% | 19% |
| Fairly badly | 24% | 28% | 21% | 20% | 21% | 25% | 24% | 24% | 30% | 23% | 22% | 25% | 19% | 26% | 25% | 23% | 25% | 19% | 26% | 24% | 23% | 25% | 19% |
| Very badly | 44% | 22% | 65% | 61% | 61% | 32% | 45% | 42% | 37% | 47% | 50% | 35% | 43% | 43% | 42% | 43% | 53% | 43% | 45% | 44% | 39% | 44% | 48% |
| Don't know | 11% | 9% | 6% | 9% | 6% | 10% | 7% | 14% | 13% | 13% | 8% | 9% | 11% | 10% | 10% | 12% | 9% | 15% | 9% | 10% | 12% | 15% | 11% |

**Defence**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very well | 5% | 6% | 3% | 4% | 4% | 4% | 7% | 3% | 11% | 4% | 5% | 4% | 10% | 4% | 3% | 6% | 4% | 2% | 5% | 6% | 5% | 4% | 2% |
| Fairly well | 33% | 46% | 28% | 38% | 33% | 36% | 36% | 31% | 30% | 31% | 32% | 40% | 32% | 34% | 35% | 32% | 30% | 40% | 37% | 31% | 34% | 29% | 34% |
| Fairly badly | 20% | 19% | 19% | 25% | 21% | 20% | 22% | 18% | 17% | 17% | 22% | 24% | 22% | 22% | 20% | 17% | 25% | 13% | 20% | 20% | 19% | 22% | 19% |
| Very badly | 18% | 14% | 23% | 15% | 18% | 20% | 20% | 15% | 12% | 19% | 20% | 16% | 14% | 18% | 12% | 22% | 22% | 17% | 16% | 21% | 15% | 18% | 19% |
| Don't know | 24% | 16% | 27% | 18% | 24% | 19% | 15% | 33% | 30% | 28% | 21% | 16% | 22% | 23% | 30% | 24% | 19% | 28% | 22% | 23% | 26% | 27% | 26% |

**The economy**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very well | 2% | 3% | 2% | 1% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 4% | 1% | 2% | 2% | 1% | 3% | 2% | 2% | 1% | 2% | 2% |
| Fairly well | 20% | 37% | 7% | 14% | 15% | 27% | 22% | 18% | 15% | 13% | 21% | 33% | 24% | 21% | 18% | 19% | 16% | 17% | 22% | 20% | 20% | 13% | 19% |
| Fairly badly | 29% | 30% | 26% | 31% | 28% | 29% | 28% | 31% | 32% | 30% | 27% | 29% | 28% | 30% | 33% | 28% | 25% | 31% | 32% | 27% | 32% | 26% | 26% |
| Very badly | 42% | 25% | 62% | 46% | 51% | 35% | 43% | 42% | 43% | 47% | 45% | 30% | 40% | 41% | 39% | 44% | 53% | 36% | 39% | 45% | 40% | 49% | 41% |
| Don't know | 7% | 5% | 4% | 7% | 4% | 7% | 5% | 8% | 7% | 8% | 5% | 6% | 5% | 6% | 8% | 7% | 6% | 13% | 5% | 5% | 7% | 10% | 13% |

**Fieldwork Dates: 25th - 27th November 2023**

**Sample size: 1768 GB Adults**



| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**Terrorism**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very well | 8% | 11% | 5% | 5% | 6% | 9% | 10% | 6% | 8% | 7% | 10% | 6% | 9% | 9% | 7% | 7% | 7% | 2% | 8% | 8% | 8% | 8% | 6% |
| Fairly well | 41% | 52% | 37% | 52% | 44% | 42% | 43% | 39% | 36% | 39% | 41% | 48% | 45% | 43% | 44% | 36% | 32% | 46% | 50% | 39% | 37% | 35% | 38% |
| Fairly badly | 17% | 15% | 17% | 19% | 16% | 17% | 17% | 17% | 19% | 15% | 20% | 17% | 15% | 19% | 14% | 18% | 15% | 16% | 17% | 15% | 20% | 15% | 18% |
| Very badly | 15% | 11% | 21% | 7% | 14% | 18% | 17% | 14% | 14% | 17% | 14% | 15% | 11% | 13% | 11% | 21% | 22% | 14% | 10% | 19% | 15% | 22% | 14% |
| Don't know | 19% | 11% | 20% | 17% | 20% | 14% | 13% | 25% | 22% | 23% | 16% | 14% | 19% | 15% | 23% | 18% | 24% | 22% | 15% | 19% | 21% | 21% | 24% |

**Transport**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very well | 2% | 3% | 2% | 1% | 1% | 2% | 3% | 2% | 7% | 2% | 2% | 1% | 6% | 1% | 2% | 3% | 2% | - | 2% | 3% | 2% | 3% | 2% |
| Fairly well | 19% | 27% | 11% | 13% | 13% | 23% | 20% | 18% | 23% | 19% | 16% | 22% | 29% | 19% | 21% | 15% | 18% | 12% | 19% | 19% | 21% | 18% | 19% |
| Fairly badly | 34% | 38% | 31% | 44% | 34% | 35% | 34% | 35% | 36% | 30% | 35% | 41% | 30% | 36% | 36% | 35% | 29% | 37% | 35% | 36% | 33% | 36% | 30% |
| Very badly | 31% | 20% | 46% | 36% | 41% | 26% | 34% | 27% | 23% | 31% | 38% | 26% | 27% | 31% | 24% | 36% | 36% | 27% | 36% | 31% | 25% | 29% | 31% |
| Don't know | 13% | 12% | 9% | 7% | 10% | 14% | 9% | 18% | 11% | 17% | 10% | 11% | 7% | 14% | 18% | 10% | 15% | 24% | 9% | 12% | 19% | 14% | 19% |

**Housing**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very well | 2% | 3% | 2% | 1% | 1% | 2% | 2% | 2% | 4% | 2% | 2% | 1% | 5% | 1% | 0% | 3% | 1% | - | 2% | 2% | 2% | 1% | - |
| Fairly well | 12% | 21% | 5% | 8% | 8% | 15% | 15% | 10% | 15% | 12% | 11% | 14% | 18% | 12% | 14% | 12% | 7% | 9% | 15% | 13% | 12% | 9% | 10% |
| Fairly badly | 32% | 39% | 26% | 34% | 30% | 37% | 31% | 33% | 33% | 30% | 28% | 41% | 29% | 32% | 35% | 31% | 36% | 38% | 32% | 30% | 38% | 35% | 28% |
| Very badly | 43% | 27% | 60% | 48% | 52% | 37% | 44% | 42% | 39% | 44% | 49% | 35% | 41% | 44% | 38% | 44% | 46% | 38% | 42% | 46% | 35% | 43% | 51% |
| Don't know | 11% | 10% | 7% | 9% | 9% | 10% | 8% | 13% | 9% | 12% | 10% | 9% | 7% | 11% | 12% | 11% | 10% | 15% | 9% | 10% | 12% | 13% | 12% |

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**Environment**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very well | 3% | 3% | 3% | 1% | 1% | 3% | 3% | 2% | 4% | 3% | 2% | 2% | 5% | 2% | 2% | 4% | 1% | 1% | 2% | 3% | 3% | 2% | 2% |
| Fairly well | 26% | 42% | 11% | 15% | 18% | 34% | 27% | 25% | 26% | 20% | 28% | 33% | 33% | 25% | 25% | 24% | 25% | 25% | 28% | 24% | 28% | 21% | 26% |
| Fairly badly | 27% | 28% | 26% | 37% | 28% | 26% | 28% | 26% | 29% | 27% | 22% | 31% | 25% | 28% | 31% | 24% | 25% | 26% | 28% | 27% | 26% | 31% | 21% |
| Very badly | 33% | 15% | 53% | 40% | 46% | 23% | 34% | 31% | 33% | 35% | 38% | 23% | 29% | 33% | 29% | 36% | 34% | 32% | 34% | 35% | 28% | 32% | 33% |
| Don't know | 12% | 12% | 7% | 6% | 8% | 14% | 9% | 15% | 8% | 15% | 11% | 11% | 8% | 12% | 12% | 12% | 15% | 16% | 9% | 11% | 14% | 13% | 18% |

**Welfare benefits**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very well | 3% | 6% | 2% | 2% | 2% | 5% | 5% | 2% | 3% | 3% | 4% | 4% | 9% | 3% | 2% | 3% | 2% | 1% | 4% | 4% | 5% | 2% | 1% |
| Fairly well | 20% | 32% | 9% | 19% | 17% | 25% | 22% | 19% | 16% | 15% | 20% | 31% | 22% | 20% | 20% | 23% | 15% | 15% | 21% | 19% | 24% | 17% | 16% |
| Fairly badly | 30% | 30% | 30% | 33% | 32% | 28% | 29% | 31% | 34% | 30% | 29% | 31% | 32% | 31% | 37% | 24% | 26% | 34% | 33% | 29% | 29% | 30% | 26% |
| Very badly | 32% | 18% | 51% | 35% | 39% | 28% | 32% | 32% | 27% | 38% | 33% | 22% | 25% | 32% | 24% | 36% | 45% | 28% | 29% | 33% | 26% | 39% | 42% |
| Don't know | 14% | 14% | 9% | 11% | 10% | 14% | 12% | 17% | 20% | 14% | 14% | 12% | 12% | 14% | 17% | 13% | 11% | 23% | 13% | 15% | 16% | 12% | 15% |

**How good or bad would you say the NHS services in your LOCAL area are?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base: All GB adults | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very good | 7% | 9% | 4% | 7% | 8% | 8% | 8% | 6% | 7% | 6% | 10% | 7% | 9% | 7% | 6% | 8% | 9% | 3% | 6% | 7% | 9% | 6% | 8% |
| Fairly good | 42% | 44% | 40% | 52% | 42% | 37% | 41% | 44% | 44% | 39% | 40% | 49% | 47% | 43% | 44% | 41% | 41% | 37% | 41% | 40% | 44% | 45% | 46% |
| Fairly bad | 31% | 30% | 36% | 33% | 34% | 33% | 33% | 30% | 28% | 34% | 33% | 26% | 25% | 34% | 32% | 32% | 27% | 32% | 34% | 35% | 26% | 30% | 29% |
| Very bad | 13% | 14% | 15% | 4% | 11% | 18% | 11% | 15% | 8% | 13% | 14% | 15% | 11% | 11% | 14% | 15% | 15% | 20% | 13% | 12% | 16% | 13% | 11% |
| Don't know | 6% | 4% | 5% | 4% | 5% | 4% | 7% | 5% | 12% | 7% | 3% | 3% | 7% | 5% | 4% | 6% | 7% | 9% | 6% | 6% | 5% | 7% | 6% |

**YouGov**

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**And how good or bad would you say the NHS services NATIONALLY are?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base: All GB adults | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very good | 3% | 2% | 3% | 3% | 4% | 2% | 4% | 3% | 9% | 3% | 2% | 2% | 6% | 3% | 4% | 3% | 3% | - | 2% | 3% | 5% | 2% | 2% |
| Fairly good | 21% | 22% | 19% | 24% | 20% | 19% | 25% | 18% | 30% | 20% | 19% | 23% | 31% | 17% | 22% | 24% | 19% | 18% | 20% | 20% | 24% | 23% | 21% |
| Fairly bad | 42% | 45% | 41% | 45% | 40% | 44% | 42% | 42% | 38% | 40% | 43% | 45% | 38% | 48% | 41% | 37% | 37% | 44% | 44% | 44% | 40% | 41% | 36% |
| Very bad | 25% | 23% | 30% | 24% | 29% | 28% | 21% | 29% | 11% | 25% | 30% | 26% | 15% | 25% | 26% | 27% | 33% | 28% | 27% | 24% | 24% | 24% | 25% |
| Don't know | 8% | 8% | 6% | 3% | 7% | 7% | 9% | 8% | 12% | 11% | 6% | 5% | 10% | 8% | 8% | 9% | 9% | 10% | 7% | 8% | 7% | 10% | 15% |

**Do you expect the NHS to get better, worse or stay the same over the next few years?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base: All GB adults | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Get much better | 2% | 2% | 2% | 3% | 2% | 1% | 4% | 1% | 8% | 2% | 1% | 1% | 9% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 3% | 2% | 1% |
| Get a little better | 13% | 13% | 13% | 9% | 11% | 11% | 14% | 12% | 26% | 10% | 10% | 15% | 20% | 11% | 15% | 13% | 9% | 14% | 12% | 14% | 14% | 17% | 10% |
| Stay the same | 20% | 26% | 14% | 26% | 18% | 22% | 24% | 16% | 14% | 19% | 21% | 23% | 20% | 22% | 19% | 21% | 18% | 8% | 21% | 21% | 23% | 15% | 17% |
| Get a little worse | 31% | 31% | 31% | 36% | 35% | 30% | 29% | 33% | 26% | 30% | 31% | 34% | 29% | 33% | 31% | 30% | 28% | 33% | 35% | 32% | 25% | 33% | 28% |
| Get much worse | 26% | 23% | 32% | 21% | 28% | 29% | 20% | 31% | 16% | 28% | 32% | 21% | 18% | 27% | 24% | 24% | 36% | 34% | 26% | 24% | 26% | 24% | 31% |
| Don't know | 8% | 6% | 7% | 5% | 5% | 7% | 9% | 7% | 9% | 10% | 6% | 5% | 5% | 7% | 9% | 10% | 7% | 11% | 4% | 7% | 9% | 10% | 14% |

**Thinking about how the NHS compares to the healthcare systems of other European countries, do you think...?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base: All GB adults | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| The NHS provides better quality healthcare than in other European countries | 21% | 18% | 25% | 21% | 19% | 20% | 19% | 23% | 26% | 24% | 21% | 14% | 26% | 18% | 23% | 23% | 20% | 13% | 19% | 21% | 22% | 28% | 14% |
| The NHS provides about the same quality of healthcare as in other European countries | 26% | 27% | 26% | 23% | 27% | 24% | 29% | 23% | 34% | 26% | 24% | 23% | 28% | 26% | 22% | 28% | 23% | 30% | 25% | 25% | 30% | 21% | 29% |
| The NHS provides worse quality healthcare than in other European countries | 28% | 31% | 26% | 37% | 31% | 31% | 28% | 28% | 16% | 24% | 32% | 36% | 24% | 30% | 26% | 28% | 28% | 28% | 35% | 30% | 23% | 21% | 21% |
| Don't know | 25% | 24% | 23% | 19% | 23% | 26% | 24% | 26% | 24% | 26% | 23% | 26% | 22% | 26% | 29% | 21% | 28% | 30% | 20% | 24% | 25% | 30% | 36% |

**Fieldwork Dates: 25th - 27th November 2023**

**Sample size: 1768 GB Adults**

![YouGov]

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**Thinking about how NHS healthcare is FUNDED, which of the following best reflects your view?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base: All GB adults | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Healthcare should be funded by general taxation from everyone | 65% | 61% | 77% | 74% | 76% | 60% | 64% | 66% | 60% | 64% | 72% | 64% | 57% | 65% | 69% | 68% | 65% | 62% | 66% | 67% | 64% | 62% | 63% |
| Healthcare should be funded by compulsory health insurance for everyone, paid for from taxation for the least well off, and deducted from other people's wages | 14% | 17% | 10% | 13% | 11% | 17% | 16% | 11% | 14% | 12% | 11% | 19% | 18% | 15% | 12% | 12% | 10% | 12% | 17% | 14% | 13% | 10% | 9% |
| Healthcare should only be funded by taxation for the least well off, with other people choosing to take out voluntary insurance if they wished | 6% | 7% | 4% | 3% | 4% | 6% | 6% | 5% | 9% | 7% | 4% | 4% | 9% | 5% | 5% | 6% | 4% | 10% | 7% | 6% | 5% | 5% | 4% |
| None of these | 5% | 5% | 2% | 5% | 3% | 6% | 5% | 5% | 2% | 5% | 5% | 4% | 3% | 5% | 5% | 5% | 6% | 5% | 3% | 4% | 5% | 6% | 6% |
| Don't know | 11% | 10% | 7% | 5% | 6% | 10% | 9% | 13% | 15% | 12% | 9% | 8% | 13% | 10% | 10% | 9% | 16% | 11% | 7% | 8% | 13% | 17% | 18% |

**And thinking about how NHS healthcare is PROVIDED, which of the following best reflects your view?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base: All GB adults | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| The NHS should provide all its own treatment, there should be no role for private providers in the NHS | 29% | 17% | 42% | 28% | 35% | 23% | 30% | 29% | 31% | 33% | 30% | 21% | 25% | 27% | 24% | 36% | 34% | 33% | 25% | 28% | 28% | 35% | 37% |
| The NHS should be able to use private companies to provide treatment alongside its own services if they can provide it at NHS prices | 57% | 70% | 49% | 68% | 58% | 64% | 57% | 58% | 45% | 51% | 61% | 71% | 56% | 62% | 61% | 51% | 53% | 53% | 64% | 60% | 54% | 45% | 52% |
| All NHS provision should be privatised, with the NHS paying private companies to provide treatment | 3% | 4% | 2% | 0% | 1% | 4% | 4% | 2% | 6% | 3% | 3% | 3% | 5% | 2% | 3% | 4% | 1% | 1% | 3% | 4% | 4% | 3% | 0% |
| None of these | 2% | 2% | 1% | 1% | 1% | 2% | 1% | 2% | 0% | 2% | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 3% | 2% | 1% | 3% | 2% | 1% |
| Don't know | 9% | 7% | 7% | 3% | 5% | 7% | 8% | 9% | 18% | 12% | 5% | 3% | 12% | 7% | 11% | 8% | 9% | 11% | 6% | 8% | 11% | 15% | 9% |

**YouGov**

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**Which of the following best reflects your view?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base: All GB adults | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Local health services should have the ability to set their own priorities and respond to local needs, even if this means different drugs and services are only available in certain areas | 37% | 33% | 45% | 41% | 41% | 33% | 38% | 36% | 40% | 44% | 33% | 28% | 46% | 38% | 31% | 38% | 35% | 27% | 36% | 40% | 36% | 37% | 31% |
| The NHS should provide the same drugs and services across the whole country, even if this means local health services have less ability to set their own priorities or respond to local needs | 46% | 52% | 41% | 48% | 48% | 51% | 46% | 46% | 38% | 38% | 53% | 57% | 36% | 48% | 49% | 45% | 43% | 53% | 52% | 45% | 43% | 40% | 46% |
| Don't know | 17% | 15% | 13% | 11% | 11% | 16% | 16% | 18% | 22% | 19% | 14% | 15% | 19% | 14% | 19% | 17% | 21% | 20% | 12% | 15% | 21% | 23% | 23% |

**How good or bad would you say the education and schools in your LOCAL area are?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base: All GB adults | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very good | 7% | 8% | 5% | 12% | 8% | 7% | 7% | 7% | 8% | 8% | 6% | 7% | 12% | 7% | 5% | 7% | 6% | 4% | 9% | 7% | 7% | 7% | 4% |
| Fairly good | 43% | 45% | 42% | 49% | 46% | 39% | 40% | 45% | 49% | 42% | 39% | 46% | 41% | 45% | 46% | 43% | 35% | 36% | 48% | 38% | 47% | 41% | 35% |
| Fairly bad | 17% | 15% | 19% | 14% | 15% | 18% | 19% | 15% | 17% | 17% | 19% | 14% | 12% | 16% | 18% | 17% | 21% | 12% | 17% | 17% | 16% | 17% | 16% |
| Very bad | 7% | 6% | 7% | 5% | 6% | 9% | 8% | 6% | 7% | 10% | 6% | 3% | 9% | 5% | 4% | 9% | 9% | 7% | 6% | 6% | 8% | 8% | 10% |
| Don't know | 27% | 26% | 27% | 21% | 26% | 28% | 26% | 27% | 20% | 24% | 30% | 32% | 25% | 26% | 26% | 24% | 29% | 40% | 21% | 32% | 23% | 27% | 36% |

**And how good or bad would you say education and schools NATIONALLY are?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base: All GB adults | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very good | 3% | 3% | 2% | 5% | 2% | 3% | 4% | 2% | 9% | 3% | 1% | 1% | 7% | 3% | 2% | 2% | 2% | - | 3% | 3% | 3% | 2% | 1% |
| Fairly good | 33% | 38% | 29% | 34% | 34% | 30% | 33% | 32% | 41% | 30% | 32% | 36% | 39% | 28% | 35% | 36% | 28% | 31% | 37% | 30% | 36% | 30% | 26% |
| Fairly bad | 29% | 27% | 33% | 32% | 31% | 29% | 30% | 28% | 26% | 29% | 32% | 28% | 20% | 35% | 27% | 28% | 27% | 26% | 32% | 29% | 25% | 32% | 26% |
| Very bad | 10% | 9% | 10% | 10% | 9% | 12% | 10% | 9% | 6% | 11% | 10% | 9% | 9% | 9% | 10% | 11% | 14% | 6% | 8% | 11% | 11% | 9% | 10% |
| Don't know | 25% | 23% | 26% | 20% | 25% | 26% | 23% | 28% | 18% | 27% | 24% | 27% | 24% | 25% | 25% | 22% | 29% | 38% | 19% | 27% | 25% | 27% | 38% |

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|  | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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|  |  | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**Do you expect standard in schools to get better, worse or stay the same over the next few years?**

|  | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| **Unweighted base** | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| **Base: All GB adults** | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Get much better | 2% | 2% | 1% | 2% | 1% | 1% | 3% | 1% | 9% | 2% | 0% | 1% | 8% | 1% | 1% | 2% | 0% | 2% | 2% | 3% | 3% | 2% | 2% |
| Get a little better | 12% | 13% | 13% | 12% | 13% | 10% | 13% | 12% | 21% | 13% | 8% | 12% | 19% | 12% | 12% | 12% | 8% | 11% | 15% | 13% | 13% | 11% | 7% |
| Stay the same | 32% | 37% | 25% | 37% | 31% | 33% | 32% | 31% | 31% | 29% | 31% | 38% | 27% | 33% | 34% | 33% | 29% | 22% | 31% | 32% | 35% | 30% | 27% |
| Get a little worse | 23% | 21% | 28% | 23% | 26% | 24% | 23% | 23% | 18% | 22% | 28% | 23% | 17% | 28% | 19% | 22% | 18% | 31% | 24% | 25% | 19% | 26% | 21% |
| Get much worse | 14% | 14% | 15% | 14% | 12% | 17% | 13% | 14% | 8% | 15% | 14% | 12% | 15% | 11% | 14% | 13% | 21% | 14% | 15% | 11% | 14% | 11% | 19% |
| Don't know | 17% | 12% | 18% | 13% | 16% | 15% | 16% | 18% | 13% | 19% | 18% | 14% | 14% | 14% | 19% | 18% | 23% | 21% | 14% | 17% | 17% | 21% | 24% |

**Thinking about how British schools compare to the education systems in other European countries, do you think...?**

|  | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| **Unweighted base** | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| **Base: All GB adults** | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| British schools provide better quality education than in other European countries | 10% | 10% | 11% | 9% | 8% | 8% | 11% | 10% | 19% | 12% | 7% | 6% | 25% | 8% | 9% | 9% | 8% | 5% | 11% | 11% | 11% | 9% | 7% |
| British schools provide about the same quality of education as in other European countries | 28% | 29% | 29% | 32% | 33% | 26% | 31% | 25% | 31% | 27% | 27% | 30% | 24% | 30% | 26% | 30% | 25% | 29% | 31% | 29% | 29% | 25% | 22% |
| British schools provide worse quality education than in other European countries | 28% | 29% | 31% | 34% | 31% | 30% | 26% | 30% | 20% | 28% | 31% | 28% | 26% | 30% | 26% | 27% | 28% | 33% | 31% | 25% | 25% | 28% | 35% |
| Don't know | 33% | 33% | 29% | 26% | 28% | 36% | 32% | 35% | 30% | 33% | 34% | 35% | 26% | 32% | 39% | 33% | 39% | 34% | 27% | 35% | 35% | 38% | 36% |

**YouGov**

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**Thinking about the amount of freedom schools are given to govern themselves, and the amount of control local and central government have over them, do you think...**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base: All GB adults | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Local and central government have too much control over schools, and schools should have more freedom to make their own decisions | 29% | 27% | 33% | 33% | 31% | 27% | 27% | 30% | 29% | 31% | 26% | 27% | 31% | 32% | 28% | 27% | 23% | 19% | 33% | 27% | 28% | 26% | 27% |
| Schools have too much freedom to make their own decisions, and local and central government should have more powers over them | 20% | 26% | 18% | 21% | 20% | 25% | 23% | 17% | 17% | 16% | 26% | 23% | 15% | 19% | 22% | 26% | 14% | 17% | 22% | 19% | 20% | 18% | 23% |
| The current balance is about right | 20% | 21% | 18% | 21% | 22% | 18% | 22% | 19% | 28% | 17% | 20% | 23% | 22% | 20% | 18% | 20% | 25% | 20% | 24% | 21% | 18% | 20% | 16% |
| Don't know | 31% | 25% | 31% | 25% | 27% | 31% | 28% | 34% | 26% | 36% | 28% | 27% | 32% | 29% | 32% | 27% | 38% | 45% | 22% | 33% | 34% | 37% | 34% |

**Generally speaking, do you think large businesses have a positive or negative impact on Britain?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| A positive impact | 29% | 42% | 20% | 28% | 30% | 32% | 30% | 28% | 20% | 26% | 30% | 38% | 30% | 30% | 28% | 28% | 31% | 27% | 36% | 29% | 25% | 28% | 19% |
| A negative impact | 18% | 12% | 27% | 20% | 20% | 18% | 22% | 14% | 18% | 19% | 20% | 13% | 15% | 17% | 19% | 22% | 15% | 12% | 19% | 19% | 17% | 16% | 18% |
| Both equally | 40% | 36% | 41% | 47% | 41% | 39% | 37% | 43% | 41% | 39% | 40% | 40% | 39% | 39% | 41% | 37% | 41% | 50% | 36% | 41% | 44% | 36% | 44% |
| Don't know | 13% | 10% | 12% | 4% | 9% | 11% | 10% | 16% | 20% | 16% | 10% | 9% | 15% | 14% | 12% | 13% | 12% | 11% | 10% | 11% | 14% | 20% | 20% |

**Thinking about how business is regulated in Britain today, do you think businesses face too much regulation, too little regulation, or is the balance about right?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Too much regulation | 16% | 25% | 7% | 13% | 11% | 23% | 20% | 12% | 9% | 14% | 17% | 20% | 14% | 16% | 18% | 16% | 14% | 10% | 18% | 15% | 16% | 14% | 10% |
| Too little regulation | 26% | 17% | 39% | 25% | 32% | 21% | 28% | 23% | 31% | 27% | 25% | 21% | 25% | 24% | 25% | 27% | 31% | 22% | 25% | 27% | 26% | 23% | 25% |
| The balance is about right | 30% | 36% | 25% | 35% | 30% | 31% | 30% | 29% | 24% | 26% | 32% | 37% | 37% | 30% | 28% | 28% | 24% | 32% | 32% | 31% | 29% | 25% | 29% |
| Don't know | 29% | 22% | 30% | 27% | 26% | 26% | 22% | 36% | 36% | 33% | 27% | 22% | 24% | 30% | 29% | 29% | 31% | 37% | 25% | 27% | 29% | 38% | 36% |

**Fieldwork Dates: 25th - 27th November 2023**

**Sample size: 1768 GB Adults**



| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**And thinking about the taxes that most businesses in Britain pay, do you think businesses have to pay too much tax, do not pay enough tax, or is the balance about right?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Businesses have to pay too much tax | 14% | 19% | 9% | 11% | 9% | 19% | 16% | 12% | 13% | 14% | 12% | 14% | 18% | 14% | 10% | 15% | 17% | 4% | 17% | 11% | 13% | 14% | 13% |
| Businesses do not pay enough tax | 41% | 30% | 55% | 49% | 48% | 35% | 46% | 36% | 43% | 42% | 44% | 34% | 35% | 40% | 44% | 43% | 42% | 33% | 43% | 41% | 34% | 44% | 43% |
| The balance is about right | 21% | 29% | 17% | 20% | 22% | 22% | 22% | 21% | 14% | 18% | 22% | 30% | 26% | 21% | 20% | 21% | 17% | 25% | 22% | 25% | 24% | 14% | 13% |
| Don't know | 25% | 22% | 19% | 20% | 20% | 24% | 17% | 32% | 30% | 27% | 22% | 21% | 21% | 25% | 26% | 22% | 24% | 37% | 19% | 23% | 30% | 27% | 32% |

**Current Sunday trading laws mean that most shops in England & Wales are only allowed to open for 6 hours on Sundays. Which of the following best reflects your view?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Shops should be allowed to open for as long as they want on Sundays | 54% | 49% | 57% | 59% | 58% | 48% | 60% | 49% | 66% | 58% | 52% | 45% | 57% | 53% | 48% | 55% | 72% | 49% | 58% | 56% | 49% | 51% | 55% |
| Shops should only be allowed to open for six hours on Sundays | 26% | 31% | 29% | 26% | 28% | 28% | 21% | 31% | 18% | 21% | 29% | 34% | 22% | 29% | 29% | 26% | 6% | 34% | 26% | 27% | 25% | 27% | 21% |
| Shops should not be allowed to open at all on Sundays | 13% | 16% | 9% | 11% | 10% | 20% | 13% | 14% | 7% | 11% | 16% | 18% | 12% | 13% | 15% | 14% | 10% | 14% | 11% | 11% | 18% | 15% | 17% |
| Don't know | 7% | 4% | 5% | 4% | 4% | 4% | 7% | 6% | 9% | 10% | 3% | 3% | 9% | 5% | 8% | 5% | 12% | 4% | 5% | 7% | 8% | 6% | 7% |

**On the subject of climate change do you think:**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| The world's climate is changing as a result of human activity | 67% | 59% | 81% | 88% | 86% | 52% | 64% | 71% | 70% | 69% | 67% | 64% | 72% | 71% | 66% | 63% | 62% | 64% | 74% | 71% | 59% | 63% | 60% |
| The world's climate is changing but NOT because of human activity | 16% | 26% | 7% | 8% | 8% | 26% | 19% | 14% | 12% | 11% | 20% | 24% | 12% | 16% | 18% | 18% | 18% | 15% | 15% | 12% | 22% | 17% | 20% |
| The world's climate is NOT changing | 4% | 4% | 3% | 1% | 2% | 7% | 6% | 3% | 7% | 5% | 3% | 3% | 5% | 3% | 4% | 7% | 6% | 3% | 2% | 4% | 5% | 5% | 7% |
| Not sure | 12% | 11% | 9% | 3% | 5% | 14% | 12% | 12% | 11% | 14% | 10% | 9% | 11% | 10% | 12% | 12% | 14% | 17% | 9% | 12% | 13% | 15% | 13% |

**Fieldwork Dates: 25th - 27th November 2023**

**Sample size: 1768 GB Adults**



| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**Do you think concerns about climate change have or have not been exaggerated?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Have been exaggerated - the threat is not as real as many scientists have said | 23% | 35% | 13% | 11% | 10% | 38% | 29% | 18% | 16% | 21% | 26% | 28% | 21% | 23% | 22% | 27% | 22% | 18% | 22% | 21% | 26% | 24% | 27% |
| Have not been exaggerated - the threat is every bit as real as scientists have said | 64% | 52% | 79% | 85% | 85% | 47% | 59% | 68% | 69% | 62% | 64% | 62% | 63% | 64% | 66% | 59% | 67% | 67% | 69% | 67% | 56% | 60% | 59% |
| Don't know | 13% | 13% | 8% | 4% | 5% | 15% | 12% | 14% | 15% | 17% | 9% | 10% | 16% | 12% | 12% | 14% | 11% | 15% | 10% | 11% | 18% | 16% | 14% |

**Generally speaking, do you think the government is doing and spending too much to try and reduce carbon emissions, not doing or spending enough to reduce carbon emissions, or are they getting the balance about right?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Are doing and spending too much to try and reduce carbon emissions | 22% | 34% | 12% | 7% | 9% | 36% | 27% | 16% | 16% | 17% | 24% | 29% | 23% | 22% | 15% | 25% | 23% | 18% | 20% | 21% | 22% | 22% | 27% |
| Are not doing or spending enough to try and reduce carbon emissions | 46% | 28% | 65% | 70% | 67% | 28% | 44% | 47% | 56% | 50% | 44% | 35% | 45% | 47% | 49% | 42% | 45% | 47% | 54% | 46% | 43% | 42% | 32% |
| Are getting the balance about right | 15% | 23% | 10% | 15% | 12% | 18% | 17% | 14% | 12% | 13% | 15% | 22% | 18% | 14% | 17% | 17% | 12% | 12% | 15% | 17% | 15% | 15% | 16% |
| Don't know | 17% | 15% | 13% | 8% | 11% | 18% | 12% | 23% | 17% | 20% | 16% | 15% | 14% | 17% | 19% | 16% | 20% | 22% | 12% | 17% | 20% | 22% | 25% |

**Compared to other countries around the world, do you think Britain is doing more or less to reduce carbon emmissions, or about the same?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Britain is doing more than most other countries to reduce carbon emissions | 34% | 56% | 19% | 26% | 24% | 51% | 40% | 28% | 19% | 26% | 39% | 50% | 33% | 35% | 34% | 33% | 32% | 34% | 38% | 33% | 32% | 26% | 37% |
| Britain is doing less than most other countries to reduce carbon emissions | 20% | 8% | 33% | 25% | 29% | 9% | 20% | 20% | 31% | 26% | 15% | 8% | 23% | 18% | 21% | 21% | 17% | 22% | 21% | 20% | 17% | 27% | 14% |
| Britain is doing about the same as most other countries to reduce carbon emissions | 23% | 20% | 25% | 31% | 28% | 20% | 22% | 23% | 24% | 22% | 23% | 23% | 22% | 25% | 21% | 21% | 23% | 21% | 22% | 26% | 24% | 16% | 20% |
| Don't know | 24% | 16% | 23% | 18% | 20% | 21% | 18% | 29% | 26% | 26% | 23% | 19% | 21% | 22% | 24% | 25% | 29% | 23% | 18% | 21% | 28% | 31% | 28% |

**YouGov**

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**How important, if at all, do you think the following are to the British economy these days?**

**Car manufacturing**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 28% | 42% | 20% | 21% | 22% | 38% | 29% | 27% | 20% | 21% | 30% | 43% | 27% | 29% | 22% | 33% | 24% | 31% | 26% | 27% | 32% | 27% | 31% |
| Fairly important | 41% | 41% | 45% | 42% | 45% | 41% | 42% | 41% | 32% | 43% | 45% | 40% | 39% | 44% | 46% | 39% | 34% | 35% | 47% | 42% | 39% | 39% | 35% |
| Not very important | 14% | 10% | 19% | 23% | 19% | 10% | 16% | 12% | 18% | 14% | 15% | 11% | 17% | 13% | 14% | 13% | 17% | 15% | 16% | 14% | 12% | 16% | 11% |
| Not important at all | 3% | 1% | 4% | 3% | 3% | 3% | 4% | 3% | 3% | 5% | 3% | 0% | 4% | 2% | 2% | 2% | 6% | 9% | 3% | 3% | 3% | 3% | 4% |
| Don't know | 13% | 6% | 12% | 11% | 10% | 8% | 9% | 17% | 26% | 18% | 8% | 5% | 14% | 12% | 15% | 13% | 20% | 10% | 9% | 14% | 14% | 15% | 19% |

**Oil and gas extraction**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 29% | 41% | 22% | 23% | 24% | 40% | 32% | 27% | 14% | 24% | 34% | 41% | 27% | 27% | 23% | 34% | 43% | 30% | 27% | 30% | 33% | 26% | 32% |
| Fairly important | 38% | 40% | 36% | 44% | 39% | 37% | 40% | 35% | 40% | 35% | 39% | 41% | 38% | 41% | 39% | 35% | 31% | 35% | 39% | 40% | 35% | 40% | 32% |
| Not very important | 13% | 7% | 19% | 17% | 19% | 8% | 14% | 13% | 17% | 16% | 12% | 9% | 16% | 14% | 15% | 12% | 8% | 13% | 17% | 10% | 14% | 13% | 11% |
| Not important at all | 4% | 2% | 6% | 3% | 6% | 2% | 4% | 4% | 6% | 6% | 4% | 1% | 5% | 4% | 6% | 4% | 4% | 7% | 6% | 4% | 3% | 5% | 4% |
| Don't know | 15% | 9% | 16% | 13% | 12% | 13% | 10% | 21% | 23% | 19% | 11% | 8% | 13% | 15% | 17% | 15% | 14% | 15% | 12% | 16% | 16% | 16% | 21% |

**Power generation**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 45% | 58% | 38% | 47% | 46% | 54% | 49% | 41% | 24% | 37% | 55% | 61% | 37% | 45% | 44% | 47% | 54% | 45% | 45% | 47% | 48% | 37% | 44% |
| Fairly important | 34% | 32% | 40% | 30% | 36% | 32% | 33% | 35% | 36% | 37% | 33% | 30% | 37% | 37% | 37% | 30% | 29% | 33% | 36% | 34% | 32% | 35% | 31% |
| Not very important | 6% | 2% | 8% | 10% | 6% | 4% | 7% | 4% | 13% | 7% | 3% | 3% | 10% | 4% | 4% | 8% | 3% | 11% | 6% | 5% | 4% | 11% | 4% |
| Not important at all | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 3% | 2% | 1% | 0% | 3% | 2% | 2% | 1% | - | 1% | 2% | 1% | 3% | 2% | 1% |
| Don't know | 13% | 6% | 13% | 12% | 11% | 10% | 9% | 18% | 23% | 17% | 8% | 6% | 12% | 13% | 14% | 14% | 14% | 9% | 11% | 13% | 13% | 15% | 20% |

**YouGov**

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

### Software development

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 33% | 41% | 30% | 37% | 37% | 37% | 37% | 30% | 18% | 27% | 38% | 46% | 35% | 35% | 30% | 30% | 38% | 33% | 36% | 35% | 32% | 28% | 29% |
| Fairly important | 39% | 39% | 41% | 40% | 38% | 40% | 40% | 37% | 38% | 38% | 40% | 39% | 42% | 39% | 38% | 39% | 31% | 37% | 40% | 38% | 38% | 42% | 35% |
| Not very important | 10% | 9% | 12% | 7% | 10% | 8% | 10% | 10% | 16% | 13% | 7% | 6% | 9% | 9% | 11% | 13% | 7% | 9% | 11% | 10% | 11% | 10% | 9% |
| Not important at all | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 3% | 2% | 1% | 1% | 1% | 2% | 2% | 2% | 0% | 3% | 2% | 2% | 1% | 2% | 2% |
| Don't know | 16% | 10% | 15% | 15% | 14% | 14% | 11% | 21% | 25% | 20% | 14% | 9% | 13% | 15% | 18% | 16% | 24% | 18% | 11% | 16% | 18% | 19% | 26% |

### Arts and creative industries

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 20% | 16% | 28% | 25% | 27% | 17% | 22% | 18% | 16% | 20% | 26% | 16% | 32% | 16% | 19% | 18% | 21% | 25% | 20% | 18% | 21% | 18% | 25% |
| Fairly important | 33% | 35% | 34% | 40% | 38% | 30% | 34% | 32% | 25% | 32% | 32% | 40% | 37% | 35% | 33% | 31% | 30% | 29% | 35% | 38% | 31% | 30% | 25% |
| Not very important | 24% | 30% | 17% | 19% | 18% | 29% | 23% | 25% | 28% | 20% | 23% | 29% | 16% | 27% | 21% | 26% | 22% | 23% | 27% | 22% | 24% | 22% | 21% |
| Not important at all | 8% | 10% | 8% | 6% | 5% | 12% | 11% | 6% | 9% | 10% | 7% | 6% | 6% | 7% | 10% | 11% | 5% | 9% | 8% | 7% | 8% | 13% | 7% |
| Don't know | 15% | 10% | 13% | 11% | 12% | 12% | 10% | 19% | 22% | 19% | 11% | 8% | 10% | 14% | 16% | 14% | 22% | 14% | 10% | 15% | 16% | 17% | 22% |

### Online and internet companies

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 23% | 26% | 23% | 23% | 26% | 24% | 24% | 22% | 17% | 20% | 27% | 27% | 27% | 22% | 20% | 23% | 27% | 26% | 22% | 24% | 24% | 20% | 24% |
| Fairly important | 46% | 49% | 46% | 49% | 48% | 46% | 46% | 45% | 41% | 44% | 47% | 49% | 46% | 50% | 44% | 44% | 39% | 47% | 50% | 47% | 45% | 41% | 36% |
| Not very important | 14% | 14% | 14% | 14% | 12% | 15% | 17% | 11% | 19% | 15% | 11% | 14% | 12% | 13% | 17% | 16% | 14% | 8% | 15% | 13% | 14% | 19% | 10% |
| Not important at all | 2% | 1% | 2% | 1% | 2% | 2% | 3% | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 3% | 3% | - | 4% | 2% | 1% | 1% | 3% | 4% |
| Don't know | 15% | 10% | 15% | 14% | 13% | 13% | 10% | 20% | 22% | 19% | 12% | 9% | 13% | 15% | 17% | 14% | 20% | 15% | 11% | 15% | 16% | 18% | 25% |

**YouGov**

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

### Building and construction

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 38% | 51% | 35% | 38% | 39% | 44% | 39% | 38% | 27% | 31% | 45% | 50% | 38% | 40% | 37% | 37% | 39% | 35% | 34% | 38% | 44% | 34% | 42% |
| Fairly important | 40% | 38% | 44% | 39% | 42% | 39% | 41% | 39% | 36% | 42% | 41% | 39% | 37% | 40% | 45% | 40% | 35% | 41% | 45% | 43% | 34% | 40% | 30% |
| Not very important | 8% | 6% | 9% | 13% | 9% | 6% | 11% | 6% | 14% | 10% | 6% | 6% | 10% | 8% | 6% | 9% | 9% | 11% | 10% | 5% | 8% | 12% | 8% |
| Not important at all | 1% | 0% | 2% | 1% | 0% | 1% | 1% | 1% | 1% | 2% | 0% | 0% | 2% | 1% | 1% | 0% | 0% | 2% | 2% | 0% | 0% | 0% | 4% |
| Don't know | 12% | 6% | 11% | 10% | 10% | 9% | 9% | 16% | 22% | 16% | 8% | 5% | 12% | 11% | 11% | 13% | 17% | 11% | 9% | 13% | 13% | 13% | 17% |

### Manufacturing

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 41% | 56% | 33% | 31% | 36% | 52% | 43% | 39% | 27% | 30% | 51% | 55% | 34% | 39% | 43% | 45% | 38% | 38% | 36% | 42% | 46% | 40% | 40% |
| Fairly important | 34% | 31% | 38% | 34% | 35% | 31% | 34% | 33% | 33% | 38% | 29% | 31% | 37% | 35% | 33% | 31% | 31% | 38% | 36% | 32% | 29% | 35% | 37% |
| Not very important | 12% | 7% | 15% | 23% | 16% | 8% | 12% | 11% | 16% | 13% | 11% | 9% | 13% | 11% | 11% | 12% | 10% | 13% | 16% | 12% | 10% | 9% | 4% |
| Not important at all | 3% | 1% | 4% | 2% | 3% | 1% | 3% | 2% | 3% | 4% | 2% | 1% | 6% | 3% | 2% | 1% | 4% | 2% | 3% | 1% | 2% | 2% | 5% |
| Don't know | 12% | 5% | 10% | 10% | 10% | 8% | 8% | 15% | 21% | 16% | 7% | 4% | 10% | 12% | 11% | 12% | 17% | 9% | 8% | 12% | 13% | 13% | 15% |

### Financial services

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 40% | 46% | 37% | 56% | 45% | 42% | 48% | 33% | 32% | 37% | 42% | 48% | 50% | 38% | 38% | 40% | 41% | 40% | 47% | 41% | 31% | 39% | 39% |
| Fairly important | 37% | 38% | 41% | 30% | 37% | 38% | 34% | 40% | 36% | 36% | 40% | 36% | 31% | 40% | 40% | 37% | 28% | 40% | 36% | 37% | 42% | 36% | 31% |
| Not very important | 8% | 8% | 7% | 3% | 7% | 7% | 8% | 7% | 9% | 8% | 6% | 8% | 6% | 7% | 6% | 9% | 12% | 5% | 7% | 7% | 9% | 7% | 7% |
| Not important at all | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 3% |
| Don't know | 14% | 8% | 13% | 10% | 11% | 12% | 8% | 18% | 21% | 17% | 11% | 7% | 11% | 14% | 14% | 12% | 17% | 12% | 8% | 14% | 16% | 17% | 19% |

![YouGov]

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**Retailling**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 33% | 37% | 34% | 34% | 32% | 37% | 34% | 31% | 24% | 30% | 37% | 36% | 36% | 28% | 34% | 36% | 30% | 35% | 32% | 34% | 33% | 29% | 35% |
| Fairly important | 44% | 48% | 45% | 43% | 48% | 45% | 45% | 44% | 34% | 42% | 47% | 50% | 41% | 48% | 43% | 42% | 45% | 46% | 47% | 44% | 43% | 45% | 39% |
| Not very important | 10% | 8% | 10% | 13% | 10% | 8% | 11% | 9% | 18% | 10% | 8% | 9% | 12% | 10% | 10% | 10% | 9% | 6% | 12% | 9% | 10% | 12% | 7% |
| Not important at all | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 2% | 1% | 0% | 1% | 2% | 1% | 2% | 1% | 3% | 2% | 1% | 1% | 1% | 2% |
| Don't know | 11% | 6% | 10% | 9% | 9% | 8% | 8% | 15% | 22% | 15% | 7% | 4% | 11% | 12% | 12% | 10% | 15% | 10% | 8% | 12% | 13% | 13% | 16% |

**Transport**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 34% | 39% | 34% | 32% | 35% | 38% | 35% | 34% | 27% | 30% | 36% | 45% | 35% | 32% | 33% | 37% | 38% | 34% | 32% | 35% | 39% | 31% | 35% |
| Fairly important | 40% | 43% | 41% | 41% | 41% | 41% | 42% | 39% | 37% | 40% | 43% | 38% | 42% | 42% | 43% | 39% | 30% | 41% | 42% | 42% | 36% | 43% | 35% |
| Not very important | 11% | 9% | 11% | 16% | 11% | 10% | 13% | 9% | 10% | 12% | 8% | 11% | 9% | 11% | 9% | 12% | 11% | 9% | 14% | 9% | 11% | 8% | 8% |
| Not important at all | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 2% | - | 3% | 0% | 3% | 2% | 1% |
| Don't know | 13% | 8% | 12% | 10% | 11% | 10% | 9% | 17% | 24% | 17% | 10% | 5% | 12% | 13% | 14% | 11% | 19% | 15% | 9% | 13% | 12% | 16% | 21% |

**Tourism**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 40% | 46% | 41% | 42% | 42% | 45% | 40% | 41% | 30% | 36% | 48% | 45% | 44% | 38% | 43% | 37% | 46% | 50% | 40% | 41% | 41% | 36% | 41% |
| Fairly important | 38% | 39% | 42% | 38% | 40% | 39% | 38% | 38% | 29% | 37% | 38% | 43% | 34% | 42% | 34% | 39% | 36% | 31% | 41% | 38% | 38% | 34% | 33% |
| Not very important | 9% | 8% | 7% | 10% | 8% | 7% | 12% | 7% | 16% | 10% | 7% | 7% | 10% | 9% | 9% | 11% | 5% | 10% | 9% | 8% | 7% | 15% | 8% |
| Not important at all | 3% | 3% | 3% | 2% | 1% | 2% | 3% | 2% | 6% | 3% | 1% | 1% | 4% | 3% | 3% | 2% | - | - | 3% | 2% | 2% | 3% | 3% |
| Don't know | 10% | 5% | 9% | 8% | 9% | 7% | 7% | 13% | 18% | 14% | 6% | 3% | 8% | 9% | 12% | 11% | 13% | 9% | 7% | 10% | 12% | 13% | 14% |

**YouGov**

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

### Agriculture

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 47% | 60% | 42% | 36% | 45% | 57% | 48% | 46% | 29% | 35% | 56% | 65% | 39% | 47% | 49% | 46% | 51% | 44% | 44% | 47% | 52% | 44% | 45% |
| Fairly important | 32% | 27% | 38% | 39% | 37% | 28% | 34% | 30% | 29% | 36% | 32% | 25% | 35% | 32% | 29% | 31% | 28% | 37% | 34% | 35% | 25% | 29% | 30% |
| Not very important | 9% | 6% | 8% | 13% | 8% | 6% | 10% | 8% | 16% | 11% | 5% | 6% | 12% | 9% | 7% | 10% | 5% | 7% | 12% | 7% | 8% | 11% | 5% |
| Not important at all | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 5% | 2% | 2% | 0% | 3% | 2% | 2% | 1% | 1% | 2% | 2% | 1% | 3% | 3% | 3% |
| Don't know | 11% | 5% | 9% | 10% | 9% | 8% | 7% | 15% | 22% | 16% | 6% | 3% | 11% | 10% | 12% | 11% | 16% | 10% | 9% | 11% | 12% | 12% | 17% |

### Recreation and leisure industries

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 19% | 19% | 22% | 20% | 22% | 18% | 21% | 18% | 13% | 20% | 23% | 17% | 24% | 15% | 21% | 19% | 21% | 25% | 17% | 19% | 24% | 18% | 18% |
| Fairly important | 47% | 50% | 49% | 49% | 50% | 47% | 48% | 46% | 38% | 43% | 51% | 52% | 48% | 50% | 43% | 45% | 43% | 49% | 48% | 52% | 41% | 45% | 42% |
| Not very important | 18% | 19% | 16% | 16% | 15% | 21% | 21% | 15% | 20% | 17% | 14% | 23% | 16% | 19% | 17% | 19% | 17% | 15% | 20% | 16% | 19% | 16% | 15% |
| Not important at all | 3% | 5% | 3% | 4% | 2% | 4% | 3% | 4% | 4% | 3% | 4% | 3% | 2% | 4% | 4% | 4% | 1% | 3% | 5% | 1% | 3% | 5% | 5% |
| Don't know | 13% | 7% | 11% | 12% | 11% | 10% | 8% | 17% | 25% | 17% | 8% | 5% | 11% | 12% | 15% | 13% | 18% | 9% | 10% | 12% | 13% | 16% | 20% |

### Legal services

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 20% | 22% | 21% | 19% | 19% | 21% | 22% | 18% | 21% | 19% | 19% | 21% | 31% | 16% | 18% | 21% | 17% | 20% | 19% | 21% | 20% | 17% | 21% |
| Fairly important | 43% | 46% | 45% | 40% | 45% | 44% | 41% | 45% | 36% | 40% | 47% | 48% | 38% | 45% | 44% | 44% | 40% | 43% | 43% | 44% | 44% | 41% | 39% |
| Not very important | 17% | 19% | 16% | 20% | 17% | 20% | 22% | 13% | 13% | 16% | 18% | 21% | 12% | 20% | 20% | 17% | 18% | 14% | 22% | 17% | 17% | 15% | 12% |
| Not important at all | 3% | 2% | 3% | 4% | 2% | 2% | 3% | 2% | 3% | 2% | 3% | 2% | 5% | 2% | 2% | 3% | 2% | 3% | 4% | 2% | 2% | 4% | 1% |
| Don't know | 17% | 11% | 15% | 17% | 16% | 13% | 12% | 22% | 27% | 22% | 13% | 9% | 15% | 17% | 17% | 16% | 23% | 20% | 12% | 16% | 17% | 22% | 27% |

**YouGov**

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
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| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |

**Telecommunications**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Very important | 29% | 37% | 28% | 30% | 32% | 33% | 33% | 26% | 18% | 23% | 36% | 40% | 31% | 30% | 29% | 26% | 33% | 31% | 27% | 30% | 31% | 26% | 33% |
| Fairly important | 43% | 43% | 45% | 45% | 44% | 45% | 44% | 43% | 34% | 43% | 44% | 46% | 41% | 44% | 44% | 44% | 35% | 48% | 46% | 43% | 42% | 42% | 40% |
| Not very important | 10% | 9% | 11% | 10% | 9% | 9% | 12% | 9% | 15% | 13% | 7% | 7% | 11% | 10% | 8% | 12% | 12% | 6% | 12% | 10% | 10% | 10% | 6% |
| Not important at all | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 1% | 3% | 1% | 3% | 2% | 1% | 1% | 2% | 1% | 2% | 2% | 2% |
| Don't know | 16% | 9% | 14% | 13% | 13% | 11% | 10% | 21% | 31% | 20% | 11% | 6% | 13% | 16% | 16% | 16% | 19% | 14% | 13% | 16% | 16% | 20% | 19% |

**Thinking back over the past few years, do you think businesses are behaving better or worse than they were 10 years ago?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | London | Rest of South | Midlands | North | Scotland | Wales | AB | C1 | C2 | D | E |
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| Unweighted base | 1768 | 599 | 448 | 156 | 706 | 648 | 801 | 967 | 178 | 702 | 440 | 448 | 207 | 600 | 299 | 424 | 144 | 94 | 546 | 519 | 323 | 208 | 172 |
| Base | 1768 | 609 | 453 | 160 | 656 | 700 | 859 | 909 | 193 | 737 | 426 | 412 | 212 | 594 | 293 | 426 | 152 | 90 | 495 | 513 | 371 | 217 | 172 |
| Much better | 3% | 4% | 1% | 3% | 2% | 3% | 3% | 3% | 7% | 2% | 3% | 3% | 7% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 5% | 4% | 2% |
| A little better | 17% | 20% | 18% | 18% | 20% | 14% | 20% | 14% | 19% | 18% | 14% | 17% | 27% | 15% | 15% | 18% | 16% | 9% | 19% | 18% | 16% | 17% | 11% |
| Exactly the same | 21% | 24% | 19% | 25% | 21% | 24% | 23% | 20% | 18% | 20% | 22% | 26% | 18% | 22% | 21% | 23% | 18% | 21% | 21% | 21% | 21% | 20% | 26% |
| A little worse | 27% | 27% | 28% | 28% | 27% | 29% | 25% | 28% | 19% | 25% | 28% | 30% | 22% | 30% | 26% | 23% | 29% | 27% | 31% | 25% | 26% | 22% | 25% |
| Much worse | 15% | 9% | 21% | 14% | 16% | 15% | 16% | 14% | 9% | 16% | 18% | 12% | 9% | 14% | 16% | 16% | 21% | 16% | 14% | 16% | 11% | 20% | 15% |
| Don't know | 17% | 16% | 14% | 12% | 14% | 16% | 13% | 21% | 28% | 18% | 15% | 12% | 15% | 17% | 19% | 17% | 13% | 25% | 13% | 17% | 21% | 18% | 21% |

Cell Contents (Column Percentages)