YouGov

	Total	Vote in 2024 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

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base: All GB adults	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Approve	20%	6%	42%	25%	32%	9%	24%	16%	26%	24%	19%	11%	29%	17%	18%	22%	15%	27%	23%	21%	16%	16%	19%
Disapprove	58%	84%	31%	50%	45%	80%	57%	60%	41%	49%	61%	79%	49%	59%	63%	58%	56%	63%	56%	57%	61%	58%	62%
Don't know	22%	10%	27%	25%	23%	12%	19%	24%	33%	27%	20%	11%	21%	25%	20%	20%	28%	10%	21%	21%	23%	26%	19%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
0 - Would never consider voting for them	36%	-	55%	37%	45%	25%	37%	35%	39%	42%	36%	22%	31%	30%	35%	40%	51%	43%	35%	35%	37%	37%	36%
1	6%	1%	11%	6%	8%	4%	7%	5%	9%	7%	6%	4%	7%	4%	6%	7%	7%	12%	7%	6%	5%	7%	6%
2	6%	1%	9%	10%	7%	6%	7%	6%	7%	7%	7%	4%	8%	7%	6%	6%	4%	5%	6%	6%	7%	8%	5%
3	5%	0%	7%	9%	5%	4%	5%	6%	7%	5%	5%	5%	5%	5%	4%	6%	8%	3%	5%	5%	8%	5%	3%
4	4%	-	4%	13%	4%	4%	4%	5%	7%	5%	2%	5%	6%	4%	4%	5%	3%	-	5%	4%	6%	3%	3%
5	10%	12%	6%	9%	7%	12%	10%	10%	12%	9%	9%	13%	11%	11%	12%	10%	6%	9%	11%	9%	10%	13%	10%
6	4%	5%	2%	6%	4%	5%	5%	4%	3%	3%	5%	5%	5%	5%	3%	3%	1%	4%	5%	3%	5%	3%	3%
7	5%	11%	2%	5%	5%	7%	5%	5%	1%	4%	7%	7%	2%	7%	7%	3%	4%	5%	5%	6%	4%	3%	7%
8	6%	18%	1%	2%	5%	10%	6%	7%	2%	4%	10%	9%	10%	8%	6%	4%	6%	7%	6%	6%	7%	5%	9%
9	3%	10%	1%	1%	1%	6%	3%	2%	1%	2%	3%	6%	3%	2%	3%	3%	3%	2%	2%	5%	1%	3%	-
10 - Would definitely consider voting for them	10%	41%	1%	2%	7%	17%	9%	11%	-	7%	10%	19%	7%	14%	10%	9%	2%	7%	12%	10%	9%	7%	10%
prefer not to answer	3%	-	2%	0%	2%	1%	2%	4%	10%	4%	0%	1%	5%	3%	2%	4%	5%	1%	3%	3%	2%	5%	7%

Fieldwork Dates : 9th - 11th November 2024

Sample Size: 1694 GB Adults

	Total	Vote in 2024 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

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
0 - Would never consider voting for them	33%	60%	6%	18%	17%	55%	33%	34%	14%	27%	36%	52%	24%	35%	40%	35%	24%	30%	27%	31%	45%	32%	35%
1	6%	11%	2%	3%	3%	9%	5%	6%	3%	4%	7%	9%	6%	6%	8%	3%	10%	7%	3%	6%	7%	8%	7%
2	5%	7%	1%	2%	5%	5%	5%	4%	6%	4%	5%	5%	3%	5%	5%	4%	6%	5%	6%	5%	2%	7%	2%
3	5%	8%	3%	8%	5%	4%	5%	6%	7%	4%	8%	5%	5%	5%	4%	6%	6%	6%	4%	5%	5%	7%	9%
4	5%	4%	5%	10%	6%	4%	6%	5%	11%	5%	6%	3%	7%	5%	6%	5%	7%	4%	6%	6%	5%	5%	4%
5	11%	8%	11%	19%	12%	7%	10%	11%	11%	14%	10%	6%	11%	12%	9%	8%	15%	10%	14%	9%	11%	9%	9%
6	7%	0%	11%	15%	11%	4%	9%	6%	12%	9%	5%	3%	9%	8%	5%	6%	11%	5%	9%	8%	6%	4%	4%
7	9%	1%	19%	11%	13%	6%	9%	8%	10%	12%	8%	4%	10%	6%	6%	13%	8%	12%	10%	10%	7%	4%	7%
8	5%	1%	10%	9%	8%	2%	5%	5%	6%	6%	6%	3%	5%	5%	6%	4%	5%	8%	6%	4%	5%	6%	6%
9	2%	-	7%	0%	3%	1%	2%	3%	3%	2%	3%	2%	5%	1%	3%	3%	0%	5%	3%	2%	1%	3%	1%
10 - Would definitely consider voting for them	8%	0%	25%	5%	15%	3%	8%	8%	7%	9%	7%	7%	10%	7%	8%	9%	3%	9%	11%	9%	4%	5%	8%
prefer not to answer	3%	-	2%	0%	2%	1%	2%	4%	10%	4%	0%	1%	5%	3%	2%	4%	5%	1%	3%	3%	2%	5%	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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
0 - Would never consider voting for them	28%	37%	13%	2%	13%	43%	32%	24%	15%	25%	30%	37%	21%	27%	31%	31%	23%	31%	21%	24%	40%	28%	30%
1	5%	5%	4%	1%	4%	7%	6%	4%	5%	3%	6%	7%	3%	5%	4%	5%	10%	4%	5%	4%	3%	5%	9%
2	7%	14%	5%	1%	6%	7%	7%	7%	6%	6%	10%	5%	6%	7%	7%	7%	5%	5%	9%	6%	4%	7%	9%
3	6%	8%	6%	0%	5%	6%	6%	6%	6%	6%	6%	6%	7%	5%	8%	3%	12%	5%	4%	8%	7%	4%	5%
4	6%	6%	8%	2%	7%	5%	6%	6%	9%	6%	6%	6%	4%	4%	9%	8%	6%	9%	4%	7%	7%	8%	5%
5	19%	18%	22%	15%	20%	17%	17%	21%	18%	22%	18%	15%	27%	19%	16%	18%	15%	19%	20%	19%	17%	19%	19%
6	8%	5%	13%	14%	14%	4%	8%	9%	6%	9%	8%	8%	6%	10%	7%	7%	10%	6%	12%	7%	7%	6%	6%
7	7%	2%	10%	19%	11%	3%	6%	8%	12%	8%	6%	4%	9%	7%	5%	8%	6%	9%	8%	7%	6%	8%	5%
8	5%	2%	9%	15%	8%	3%	5%	6%	7%	6%	4%	5%	8%	4%	5%	5%	5%	7%	6%	7%	4%	3%	3%
9	1%	1%	2%	6%	3%	0%	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%	1%	-	2%	2%	1%	2%	1%
10 - Would definitely consider voting for them	5%	2%	5%	25%	7%	3%	5%	5%	4%	5%	5%	5%	2%	7%	4%	4%	3%	3%	7%	5%	3%	5%	1%
prefer not to answer	3%	-	2%	0%	2%	1%	2%	4%	10%	4%	0%	1%	5%	3%	2%	4%	5%	1%	3%	3%	2%	5%	7%

Fieldwork Dates : 9th - 11th November 2024

Sample Size: 1694 GB Adults

![YouGov]

	Total	Vote in 2024 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

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base: All GB adults	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Health	43%	38%	57%	57%	52%	38%	38%	48%	33%	43%	47%	45%	38%	44%	41%	41%	53%	48%	44%	47%	40%	42%	37%
Immigration & Asylum	44%	69%	24%	28%	26%	71%	46%	42%	18%	35%	52%	64%	37%	49%	52%	41%	29%	39%	38%	42%	52%	49%	43%
Crime	19%	22%	15%	18%	16%	25%	22%	17%	13%	20%	18%	21%	27%	20%	16%	21%	8%	22%	17%	20%	21%	22%	17%
The economy	51%	54%	56%	51%	55%	46%	52%	50%	63%	53%	49%	46%	53%	50%	53%	50%	58%	46%	55%	57%	46%	47%	41%
Tax	16%	22%	12%	12%	12%	19%	17%	16%	19%	18%	15%	13%	15%	16%	19%	16%	11%	22%	17%	15%	22%	16%	11%
Pensions	9%	11%	7%	4%	7%	14%	11%	8%	1%	5%	10%	21%	8%	10%	6%	11%	11%	11%	7%	8%	12%	8%	15%
Education	11%	6%	17%	13%	13%	8%	8%	14%	15%	13%	9%	8%	12%	10%	9%	11%	17%	12%	14%	11%	7%	16%	6%
Family life & childcare	4%	3%	6%	5%	6%	3%	3%	6%	2%	8%	2%	2%	3%	4%	3%	6%	5%	5%	6%	4%	4%	1%	4%
Housing	21%	11%	24%	23%	24%	14%	21%	22%	33%	24%	17%	15%	31%	20%	18%	20%	26%	23%	21%	20%	21%	29%	21%
The environment	18%	8%	25%	29%	26%	8%	16%	19%	25%	20%	16%	12%	16%	19%	20%	15%	19%	16%	23%	20%	12%	15%	13%
Britain leaving the EU	14%	5%	18%	16%	22%	5%	15%	12%	13%	13%	15%	13%	16%	12%	13%	13%	21%	16%	17%	14%	12%	8%	14%
Transport	3%	1%	4%	3%	2%	2%	3%	2%	6%	3%	2%	1%	6%	1%	1%	5%	1%	3%	3%	3%	3%	2%	0%
Welfare benefits	9%	10%	6%	8%	8%	11%	8%	10%	4%	10%	12%	6%	5%	8%	10%	11%	9%	6%	6%	7%	9%	7%	26%
Defence and security	15%	30%	9%	21%	11%	23%	17%	14%	6%	9%	18%	28%	7%	19%	19%	13%	10%	20%	16%	15%	16%	13%	14%
None of these	1%	0%	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	0%	1%	1%	0%	1%	-	0%	0%	0%	-	3%
Don't know	2%	0%	2%	1%	2%	0%	2%	3%	11%	2%	2%	1%	2%	2%	1%	4%	1%	1%	2%	1%	3%	3%	7%

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	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very well	2%	1%	6%	1%	4%	1%	3%	1%	3%	2%	2%	2%	4%	2%	1%	4%	1%	2%	2%	3%	3%	1%	1%
Fairly well	20%	13%	36%	21%	29%	13%	24%	16%	21%	20%	22%	17%	22%	20%	20%	22%	14%	16%	22%	23%	17%	16%	15%
Fairly badly	30%	37%	26%	38%	29%	31%	30%	31%	33%	28%	30%	33%	31%	33%	27%	30%	29%	26%	34%	26%	31%	34%	28%
Very badly	34%	38%	17%	25%	24%	45%	29%	40%	33%	35%	31%	38%	32%	33%	37%	30%	40%	50%	31%	35%	37%	36%	35%
Don't know	13%	10%	16%	15%	14%	11%	13%	13%	10%	14%	15%	10%	12%	13%	15%	14%	15%	5%	11%	13%	13%	14%	20%

Fieldwork Dates : 9th - 11th November 2024

Sample Size: 1694 GB Adults

YouGov

	Total	Vote in 2024 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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very well	2%	1%	3%	0%	2%	1%	2%	1%	1%	3%	1%	1%	3%	1%	1%	2%	2%	3%	2%	2%	2%	-	3%
Fairly well	13%	3%	23%	14%	18%	4%	15%	11%	29%	12%	11%	7%	20%	8%	13%	15%	11%	16%	14%	15%	8%	13%	11%
Fairly badly	20%	20%	22%	34%	26%	14%	18%	23%	19%	24%	17%	18%	22%	23%	14%	21%	21%	18%	24%	20%	14%	24%	19%
Very badly	48%	69%	23%	29%	28%	74%	51%	46%	30%	39%	56%	64%	36%	51%	56%	46%	46%	50%	43%	44%	60%	50%	48%
Don't know	17%	7%	29%	23%	25%	7%	15%	20%	20%	21%	15%	11%	19%	17%	16%	17%	20%	13%	17%	18%	17%	12%	20%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very well	2%	1%	5%	1%	3%	1%	3%	1%	1%	3%	1%	1%	1%	1%	1%	4%	1%	3%	3%	2%	1%	0%	2%
Fairly well	17%	9%	29%	24%	24%	9%	19%	15%	27%	17%	18%	13%	18%	15%	17%	18%	21%	18%	19%	19%	13%	16%	16%
Fairly badly	26%	30%	24%	28%	27%	23%	24%	28%	34%	26%	21%	29%	25%	27%	24%	27%	30%	21%	27%	25%	24%	27%	29%
Very badly	32%	46%	13%	19%	18%	52%	34%	31%	18%	30%	34%	41%	35%	34%	35%	31%	23%	34%	30%	29%	41%	34%	31%
Don't know	22%	15%	29%	28%	28%	15%	20%	24%	21%	25%	25%	15%	21%	24%	23%	20%	25%	24%	21%	25%	21%	23%	23%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very well	3%	1%	6%	1%	3%	1%	5%	2%	8%	4%	0%	3%	6%	1%	4%	4%	3%	6%	3%	4%	2%	5%	1%
Fairly well	24%	14%	35%	34%	30%	16%	26%	22%	32%	25%	24%	18%	30%	23%	22%	26%	16%	26%	25%	26%	24%	18%	21%
Fairly badly	24%	29%	19%	23%	24%	24%	23%	26%	24%	23%	25%	26%	18%	25%	23%	24%	32%	27%	23%	24%	23%	30%	23%
Very badly	21%	30%	9%	13%	13%	32%	19%	23%	13%	20%	21%	26%	22%	21%	24%	18%	22%	25%	22%	20%	23%	17%	24%
Don't know	27%	26%	30%	30%	29%	25%	28%	27%	23%	28%	29%	27%	25%	30%	27%	28%	28%	17%	27%	26%	27%	31%	31%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very well	2%	0%	5%	1%	3%	1%	3%	1%	1%	2%	2%	1%	1%	1%	2%	3%	2%	4%	3%	3%	1%	0%	1%
Fairly well	19%	5%	38%	26%	28%	8%	22%	15%	26%	20%	19%	12%	25%	18%	15%	17%	19%	20%	23%	18%	15%	18%	13%
Fairly badly	28%	28%	24%	39%	28%	26%	27%	29%	34%	31%	22%	26%	27%	28%	27%	29%	29%	23%	29%	29%	28%	25%	25%
Very badly	40%	64%	16%	26%	27%	59%	40%	39%	23%	32%	44%	56%	35%	41%	44%	38%	35%	43%	37%	37%	43%	44%	44%
Don't know	12%	3%	17%	8%	13%	7%	8%	15%	16%	14%	13%	5%	12%	11%	12%	12%	15%	10%	9%	13%	13%	12%	17%

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	Total	Vote in 2024 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

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very well	1%	2%	3%	-	2%	1%	2%	1%	2%	2%	1%	1%	-	1%	2%	2%	3%	4%	1%	2%	1%	2%	-
Fairly well	17%	9%	27%	24%	23%	11%	21%	14%	23%	17%	19%	14%	21%	18%	19%	14%	18%	15%	17%	19%	15%	19%	17%
Fairly badly	27%	30%	23%	28%	23%	29%	26%	27%	31%	27%	21%	30%	25%	26%	23%	30%	28%	29%	27%	27%	25%	29%	26%
Very badly	23%	31%	10%	6%	14%	34%	23%	23%	17%	23%	22%	25%	24%	22%	24%	23%	19%	31%	22%	18%	30%	20%	27%
Don't know	32%	28%	37%	42%	38%	26%	29%	34%	27%	32%	37%	29%	30%	34%	32%	31%	32%	21%	32%	34%	29%	31%	31%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very well	2%	0%	4%	3%	3%	1%	3%	1%	0%	2%	2%	2%	0%	2%	2%	2%	1%	5%	2%	2%	2%	1%	3%
Fairly well	24%	15%	39%	39%	33%	15%	28%	20%	27%	24%	27%	19%	23%	24%	22%	26%	24%	22%	26%	27%	18%	26%	17%
Fairly badly	29%	34%	22%	27%	25%	31%	26%	31%	31%	26%	26%	33%	30%	28%	29%	28%	31%	28%	30%	28%	28%	28%	27%
Very badly	27%	37%	12%	11%	17%	38%	26%	27%	24%	25%	27%	31%	25%	28%	29%	24%	23%	32%	26%	24%	33%	19%	32%
Don't know	19%	13%	23%	19%	22%	15%	17%	21%	18%	23%	18%	15%	22%	19%	17%	20%	21%	13%	17%	18%	19%	25%	21%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very well	2%	2%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	3%	1%	2%	2%	2%	2%	2%	0%
Fairly well	13%	11%	17%	14%	14%	12%	16%	11%	19%	15%	11%	10%	18%	12%	15%	14%	6%	13%	15%	15%	10%	12%	13%
Fairly badly	25%	23%	28%	28%	26%	21%	27%	23%	32%	25%	24%	22%	27%	24%	26%	25%	27%	17%	26%	24%	23%	28%	24%
Very badly	31%	31%	20%	24%	28%	37%	33%	29%	23%	29%	32%	37%	25%	31%	30%	32%	37%	40%	31%	29%	36%	27%	33%
Don't know	29%	33%	33%	34%	31%	28%	23%	36%	25%	29%	32%	30%	30%	32%	28%	26%	30%	28%	26%	31%	30%	31%	29%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very well	4%	1%	6%	1%	3%	2%	6%	1%	10%	5%	1%	1%	7%	2%	3%	5%	1%	2%	3%	4%	2%	5%	5%
Fairly well	21%	10%	32%	26%	26%	13%	25%	17%	35%	24%	15%	15%	27%	19%	21%	19%	22%	24%	25%	23%	15%	24%	15%
Fairly badly	21%	31%	12%	24%	17%	25%	20%	21%	15%	18%	23%	26%	11%	24%	21%	21%	18%	19%	20%	20%	21%	21%	22%
Very badly	21%	33%	6%	7%	12%	34%	21%	20%	8%	16%	24%	30%	20%	22%	21%	20%	15%	25%	19%	20%	26%	14%	22%
Don't know	34%	25%	44%	42%	43%	25%	27%	41%	31%	38%	37%	27%	35%	33%	33%	35%	43%	30%	33%	33%	35%	36%	36%

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	Total	Vote in 2024 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

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very well	2%	1%	4%	1%	3%	1%	2%	1%	1%	2%	1%	1%	0%	1%	1%	3%	1%	2%	2%	2%	1%	0%	1%
Fairly well	21%	7%	38%	30%	30%	12%	24%	17%	23%	23%	22%	14%	25%	20%	20%	21%	17%	19%	20%	24%	17%	18%	21%
Fairly badly	31%	39%	24%	38%	29%	30%	29%	32%	36%	30%	29%	32%	30%	33%	31%	28%	33%	28%	32%	33%	27%	40%	23%
Very badly	33%	47%	14%	17%	22%	48%	32%	35%	25%	29%	34%	43%	27%	33%	35%	34%	33%	43%	34%	30%	39%	28%	39%
Don't know	14%	6%	20%	14%	16%	9%	12%	15%	15%	15%	14%	10%	17%	13%	14%	14%	15%	7%	12%	12%	16%	15%	16%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very well	6%	2%	9%	3%	6%	3%	8%	3%	9%	8%	2%	3%	8%	5%	3%	7%	5%	7%	6%	6%	4%	8%	3%
Fairly well	27%	20%	37%	36%	34%	17%	31%	24%	39%	31%	23%	19%	32%	25%	31%	25%	29%	30%	31%	28%	24%	25%	23%
Fairly badly	14%	23%	8%	11%	11%	16%	13%	15%	10%	11%	13%	21%	10%	15%	14%	15%	14%	8%	12%	15%	14%	17%	12%
Very badly	19%	26%	6%	8%	8%	33%	19%	18%	11%	15%	21%	27%	14%	17%	19%	23%	15%	26%	17%	15%	24%	15%	25%
Don't know	35%	30%	40%	43%	40%	31%	29%	40%	30%	35%	40%	30%	36%	38%	34%	31%	36%	29%	34%	35%	35%	36%	37%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very well	2%	1%	4%	1%	3%	1%	3%	1%	3%	3%	1%	1%	4%	1%	2%	2%	1%	4%	2%	2%	2%	1%	1%
Fairly well	22%	13%	31%	23%	25%	14%	23%	20%	35%	23%	17%	18%	33%	20%	22%	20%	17%	23%	20%	24%	19%	23%	22%
Fairly badly	28%	32%	23%	33%	26%	29%	27%	28%	30%	25%	27%	32%	19%	29%	27%	31%	27%	27%	31%	27%	27%	30%	20%
Very badly	23%	32%	10%	13%	15%	33%	24%	22%	17%	22%	22%	27%	22%	22%	23%	24%	19%	27%	23%	22%	26%	15%	23%
Don't know	26%	21%	32%	30%	31%	24%	23%	30%	15%	28%	33%	22%	22%	29%	26%	23%	36%	18%	25%	24%	26%	30%	34%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very well	1%	1%	3%	-	2%	1%	2%	1%	1%	2%	2%	1%	-	1%	2%	2%	2%	2%	1%	2%	1%	0%	1%
Fairly well	17%	11%	27%	21%	23%	10%	21%	13%	25%	17%	15%	14%	17%	17%	19%	18%	15%	9%	21%	18%	15%	15%	8%
Fairly badly	30%	38%	26%	36%	31%	27%	27%	32%	33%	27%	27%	34%	32%	29%	31%	28%	29%	33%	31%	30%	31%	31%	21%
Very badly	29%	32%	16%	14%	19%	41%	29%	29%	21%	30%	28%	32%	24%	31%	27%	28%	32%	38%	26%	27%	33%	28%	37%
Don't know	23%	18%	28%	29%	26%	20%	22%	24%	21%	23%	28%	19%	26%	23%	21%	24%	22%	19%	21%	22%	20%	25%	33%

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	Total	Vote in 2024 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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very well	2%	1%	4%	0%	2%	1%	3%	1%	4%	4%	1%	1%	5%	2%	1%	2%	2%	3%	3%	3%	2%	2%	1%
Fairly well	21%	15%	31%	21%	23%	16%	23%	18%	27%	23%	18%	17%	26%	18%	22%	21%	17%	22%	21%	21%	21%	19%	20%
Fairly badly	28%	32%	23%	36%	30%	26%	26%	30%	29%	26%	27%	32%	22%	29%	27%	30%	31%	25%	29%	27%	28%	32%	24%
Very badly	21%	28%	9%	14%	16%	28%	23%	20%	19%	19%	21%	26%	17%	21%	24%	21%	19%	28%	22%	20%	21%	19%	25%
Don't know	28%	24%	34%	28%	29%	28%	25%	31%	21%	29%	32%	24%	30%	29%	25%	26%	31%	22%	25%	30%	28%	28%	30%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very well	2%	3%	4%	-	3%	2%	3%	1%	2%	2%	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%	3%	1%	1%
Fairly well	18%	10%	27%	20%	23%	10%	21%	15%	29%	19%	16%	12%	19%	16%	15%	20%	20%	21%	18%	21%	14%	21%	15%
Fairly badly	26%	30%	25%	32%	25%	28%	25%	28%	26%	25%	26%	28%	24%	25%	25%	29%	28%	28%	27%	24%	28%	29%	24%
Very badly	30%	40%	14%	16%	21%	43%	29%	31%	14%	28%	30%	40%	27%	31%	34%	29%	26%	29%	29%	27%	29%	31%	40%
Don't know	24%	17%	30%	32%	29%	16%	22%	26%	29%	26%	25%	18%	27%	27%	23%	20%	24%	20%	24%	26%	26%	19%	21%

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	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base: All GB adults	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very good	7%	7%	9%	7%	9%	6%	7%	6%	5%	5%	7%	10%	5%	6%	6%	9%	6%	7%	6%	8%	5%	8%	6%
Fairly good	48%	52%	50%	51%	51%	46%	49%	47%	54%	47%	46%	49%	58%	49%	44%	48%	45%	37%	51%	50%	43%	45%	45%
Fairly bad	28%	27%	26%	29%	26%	32%	27%	30%	23%	27%	31%	30%	20%	29%	34%	26%	31%	29%	28%	28%	29%	30%	25%
Very bad	10%	10%	6%	4%	7%	13%	8%	12%	5%	12%	11%	7%	7%	9%	12%	9%	9%	22%	7%	8%	14%	10%	12%
Don't know	8%	4%	9%	9%	7%	4%	9%	6%	14%	9%	5%	4%	11%	8%	5%	8%	9%	4%	8%	6%	8%	7%	12%

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	Total	Vote in 2024 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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base: All GB adults	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very good	2%	3%	4%	0%	3%	1%	4%	1%	4%	3%	2%	1%	4%	1%	3%	3%	2%	5%	2%	3%	2%	3%	2%
Fairly good	21%	24%	20%	22%	21%	20%	24%	18%	30%	20%	21%	20%	21%	23%	20%	23%	13%	22%	20%	24%	17%	23%	25%
Fairly bad	42%	42%	47%	53%	46%	40%	42%	43%	48%	38%	44%	46%	40%	43%	43%	44%	39%	36%	50%	40%	43%	41%	29%
Very bad	23%	21%	18%	19%	19%	30%	18%	27%	11%	26%	26%	20%	16%	23%	23%	21%	33%	34%	21%	22%	26%	22%	27%
Don't know	11%	9%	10%	6%	11%	10%	12%	10%	7%	13%	7%	13%	20%	11%	11%	8%	12%	3%	8%	11%	12%	11%	18%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base: All GB adults	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Get much better	5%	2%	9%	2%	7%	2%	6%	4%	8%	5%	4%	4%	8%	3%	3%	5%	9%	4%	5%	5%	4%	2%	6%
Get a little better	24%	12%	41%	33%	33%	14%	27%	21%	30%	23%	23%	23%	26%	23%	23%	28%	17%	21%	27%	25%	20%	24%	20%
Stay the same	29%	42%	22%	33%	25%	34%	35%	23%	24%	26%	32%	32%	33%	32%	32%	22%	24%	26%	29%	30%	29%	30%	22%
Get a little worse	20%	22%	14%	17%	18%	23%	15%	25%	21%	21%	17%	23%	11%	22%	19%	20%	27%	21%	19%	18%	23%	21%	23%
Get much worse	16%	17%	8%	10%	11%	22%	12%	20%	11%	18%	19%	13%	14%	15%	17%	18%	17%	21%	15%	16%	18%	14%	20%
Don't know	6%	5%	6%	5%	5%	6%	5%	7%	6%	7%	6%	5%	9%	5%	6%	6%	6%	7%	5%	6%	6%	9%	9%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base: All GB adults	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
The NHS provides better quality healthcare than in other European countries	17%	18%	21%	14%	18%	15%	16%	19%	22%	19%	18%	12%	21%	12%	21%	19%	15%	28%	17%	18%	16%	20%	19%
The NHS provides about the same quality of healthcare as in other European countries	26%	28%	29%	30%	29%	22%	31%	22%	35%	29%	25%	20%	30%	27%	23%	25%	32%	22%	30%	28%	24%	21%	23%
The NHS provides worse quality healthcare than in other European countries	30%	33%	22%	33%	29%	37%	28%	33%	17%	27%	33%	39%	28%	33%	31%	29%	28%	31%	33%	29%	32%	31%	23%
Don't know	26%	21%	27%	22%	24%	25%	25%	27%	27%	25%	24%	28%	20%	28%	26%	27%	26%	19%	21%	25%	28%	28%	36%

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	Total	Vote in 2024 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

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base: All GB adults	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Healthcare should be funded by general taxation from everyone	66%	64%	78%	70%	73%	63%	68%	64%	59%	66%	68%	66%	66%	63%	70%	63%	72%	74%	69%	68%	62%	69%	56%
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	13%	17%	11%	13%	12%	15%	15%	11%	13%	12%	12%	18%	16%	16%	10%	12%	10%	7%	16%	13%	14%	9%	10%
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%	6%	3%	5%	5%	6%	5%	6%	5%	6%	7%	4%	6%	5%	6%	7%	5%	4%	4%	7%	5%	4%	7%
None of these	5%	8%	4%	4%	4%	6%	4%	5%	2%	4%	7%	5%	4%	5%	6%	5%	1%	8%	5%	4%	5%	5%	6%
Don't know	11%	6%	5%	8%	7%	10%	8%	13%	21%	13%	6%	7%	9%	11%	8%	13%	12%	7%	6%	8%	15%	13%	21%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base: All GB adults	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
The NHS should provide all its own treatment, there should be no role for private providers in the NHS	26%	15%	32%	24%	30%	25%	31%	23%	22%	30%	31%	19%	29%	21%	26%	29%	37%	28%	26%	25%	33%	21%	25%
The NHS should be able to use private companies to provide treatment alongside its own services if they can provide it at NHS prices	62%	78%	60%	66%	63%	65%	58%	66%	51%	56%	63%	76%	59%	68%	62%	58%	52%	61%	65%	65%	55%	64%	57%
All NHS provision should be privatised, with the NHS paying private companies to provide treatment	3%	4%	1%	2%	2%	3%	4%	2%	6%	3%	2%	2%	4%	4%	3%	3%	2%	1%	3%	3%	2%	3%	3%
None of these	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	0%	1%	1%	2%	1%	1%	3%	2%	1%	1%	1%	-
Don't know	7%	2%	5%	6%	4%	5%	6%	8%	19%	9%	3%	3%	6%	6%	8%	10%	9%	7%	5%	5%	9%	10%	15%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base: All GB adults	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
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	35%	35%	36%	35%	39%	32%	37%	34%	44%	41%	28%	30%	37%	33%	39%	36%	35%	33%	39%	38%	31%	35%	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	49%	55%	51%	53%	49%	56%	50%	48%	30%	43%	58%	59%	43%	53%	50%	45%	46%	57%	49%	47%	53%	49%	45%
Don't know	16%	10%	14%	12%	13%	13%	13%	18%	27%	16%	14%	11%	20%	14%	10%	19%	19%	10%	12%	15%	16%	17%	25%

Fieldwork Dates : 9th - 11th November 2024

Sample Size: 1694 GB Adults

	Total	Vote in 2024 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

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base: All GB adults	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very good	7%	8%	10%	11%	7%	6%	8%	7%	12%	7%	7%	7%	9%	6%	7%	10%	7%	4%	8%	9%	5%	4%	10%
Fairly good	43%	49%	47%	46%	48%	41%	39%	48%	45%	45%	39%	45%	49%	44%	47%	42%	36%	36%	47%	43%	46%	42%	32%
Fairly bad	14%	13%	11%	8%	11%	16%	15%	14%	20%	14%	15%	11%	10%	15%	13%	15%	17%	16%	16%	11%	15%	17%	16%
Very bad	5%	3%	4%	2%	4%	5%	4%	5%	3%	6%	6%	2%	4%	4%	4%	4%	8%	14%	3%	5%	4%	5%	8%
Don't know	30%	26%	28%	32%	31%	32%	34%	27%	20%	29%	33%	34%	28%	32%	29%	29%	32%	30%	26%	32%	30%	33%	34%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base: All GB adults	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very good	2%	1%	4%	0%	2%	1%	4%	1%	7%	3%	1%	1%	3%	1%	2%	4%	4%	3%	3%	3%	3%	1%	1%
Fairly good	32%	35%	37%	30%	34%	30%	31%	33%	37%	35%	25%	32%	42%	31%	32%	35%	16%	31%	32%	35%	31%	32%	26%
Fairly bad	30%	30%	27%	39%	30%	33%	30%	30%	31%	28%	33%	32%	24%	31%	31%	30%	37%	31%	34%	25%	31%	35%	29%
Very bad	7%	7%	5%	5%	5%	10%	8%	7%	3%	9%	9%	6%	5%	8%	6%	7%	12%	10%	7%	6%	7%	9%	10%
Don't know	28%	27%	27%	27%	29%	27%	28%	28%	22%	25%	33%	30%	27%	30%	29%	24%	31%	25%	24%	31%	28%	24%	34%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base: All GB adults	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Get much better	4%	1%	7%	2%	3%	2%	6%	2%	14%	4%	2%	1%	8%	3%	1%	6%	5%	4%	5%	5%	4%	1%	5%
Get a little better	16%	9%	26%	16%	23%	9%	15%	16%	15%	19%	13%	13%	21%	13%	19%	15%	12%	17%	19%	16%	13%	16%	11%
Stay the same	34%	41%	34%	46%	33%	35%	35%	33%	35%	31%	34%	39%	39%	36%	33%	32%	33%	30%	34%	36%	32%	40%	30%
Get a little worse	19%	23%	11%	20%	15%	24%	17%	21%	18%	16%	18%	25%	11%	21%	18%	21%	15%	20%	19%	16%	23%	14%	20%
Get much worse	10%	12%	5%	3%	6%	15%	10%	10%	4%	12%	13%	8%	7%	9%	9%	11%	18%	16%	11%	9%	10%	13%	13%
Don't know	17%	13%	17%	13%	19%	14%	16%	17%	14%	18%	19%	14%	15%	18%	20%	14%	17%	13%	13%	18%	18%	15%	21%

Fieldwork Dates : 9th - 11th November 2024

Sample Size: 1694 GB Adults

	Total	Vote in 2024 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

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base: All GB adults	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
British schools provide better quality education than in other European countries	9%	9%	12%	7%	7%	9%	11%	7%	11%	12%	6%	5%	11%	7%	7%	12%	10%	9%	11%	9%	7%	5%	9%
British schools provide about the same quality of education as in other European countries	30%	36%	31%	33%	31%	30%	32%	28%	33%	31%	29%	28%	38%	30%	33%	26%	25%	30%	30%	31%	31%	30%	23%
British schools provide worse quality education than in other European countries	28%	25%	25%	25%	30%	28%	25%	31%	22%	27%	31%	30%	24%	28%	23%	28%	38%	32%	31%	25%	30%	27%	23%
Don't know	33%	30%	32%	35%	32%	33%	32%	34%	34%	31%	34%	37%	28%	36%	37%	34%	26%	29%	28%	34%	32%	38%	45%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base: All GB adults	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Local and central government have too much control over schools, and schools should have more freedom to make their own decisions	28%	32%	26%	29%	27%	30%	27%	29%	28%	29%	26%	28%	25%	26%	31%	28%	28%	31%	32%	27%	27%	23%	26%
Schools have too much freedom to make their own decisions, and local and central government should have more powers over them	18%	17%	20%	21%	18%	20%	21%	15%	15%	19%	21%	17%	19%	18%	16%	21%	18%	17%	18%	16%	17%	23%	23%
The current balance is about right	25%	31%	28%	24%	26%	23%	26%	24%	27%	23%	23%	30%	26%	27%	24%	23%	23%	24%	25%	26%	29%	21%	18%
Don't know	29%	20%	26%	26%	28%	27%	26%	32%	31%	30%	30%	24%	30%	29%	29%	27%	31%	28%	25%	31%	27%	33%	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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
A positive impact	32%	54%	27%	25%	28%	41%	35%	30%	21%	30%	33%	41%	28%	32%	35%	33%	30%	34%	35%	37%	31%	26%	22%
A negative impact	17%	7%	21%	23%	22%	14%	20%	14%	23%	17%	19%	13%	16%	17%	17%	16%	24%	20%	18%	16%	17%	18%	18%
Both equally	39%	31%	41%	41%	39%	37%	38%	40%	40%	41%	37%	37%	41%	39%	39%	41%	33%	36%	37%	37%	39%	47%	39%
Don't know	12%	8%	11%	10%	11%	8%	7%	16%	16%	13%	11%	8%	15%	12%	9%	10%	13%	10%	9%	10%	14%	9%	21%

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	Total	Vote in 2024 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

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Too much regulation	20%	35%	9%	15%	14%	31%	26%	14%	10%	14%	22%	32%	16%	23%	21%	19%	12%	24%	23%	21%	22%	13%	13%
Too little regulation	24%	11%	33%	31%	31%	16%	26%	21%	32%	25%	24%	17%	28%	20%	25%	27%	24%	19%	27%	22%	18%	27%	25%
The balance is about right	29%	35%	31%	33%	28%	32%	31%	28%	22%	30%	30%	31%	31%	30%	31%	26%	32%	22%	26%	30%	31%	32%	28%
Don't know	27%	20%	27%	22%	27%	21%	17%	37%	36%	31%	24%	20%	24%	27%	24%	28%	32%	35%	24%	27%	29%	27%	34%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Businesses have to pay too much tax	18%	30%	7%	16%	13%	25%	21%	15%	10%	15%	19%	25%	17%	20%	18%	15%	18%	14%	20%	17%	21%	14%	11%
Businesses do not pay enough tax	34%	17%	45%	41%	41%	27%	39%	28%	40%	36%	32%	28%	34%	29%	39%	35%	39%	35%	36%	34%	32%	30%	34%
The balance is about right	22%	31%	24%	19%	22%	23%	22%	22%	19%	20%	25%	26%	23%	24%	21%	22%	18%	22%	24%	24%	20%	24%	17%
Don't know	26%	22%	24%	24%	23%	25%	18%	34%	31%	28%	25%	22%	25%	27%	21%	29%	25%	29%	21%	24%	27%	32%	38%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Shops should be allowed to open for as long as they want on Sundays	54%	45%	56%	54%	57%	50%	60%	49%	54%	61%	52%	44%	52%	53%	54%	51%	64%	59%	60%	53%	54%	52%	44%
Shops should only be allowed to open for six hours on Sundays	26%	31%	28%	32%	26%	29%	23%	30%	24%	21%	29%	36%	27%	29%	28%	26%	14%	27%	25%	29%	25%	28%	24%
Shops should not be allowed to open at all on Sundays	13%	22%	9%	12%	10%	18%	11%	14%	4%	9%	17%	18%	10%	14%	12%	15%	10%	6%	11%	12%	12%	14%	16%
Don't know	7%	2%	7%	2%	6%	4%	6%	8%	17%	10%	3%	2%	10%	4%	6%	8%	12%	8%	4%	6%	9%	6%	16%

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	Total	Vote in 2024 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

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
The world's climate is changing as a result of human activity	69%	63%	85%	85%	84%	54%	66%	72%	78%	72%	69%	61%	75%	69%	66%	68%	67%	79%	76%	72%	63%	67%	60%
The world's climate is changing but NOT because of human activity	15%	20%	6%	6%	6%	27%	18%	13%	7%	11%	18%	24%	12%	16%	15%	17%	15%	9%	11%	15%	22%	18%	12%
The world's climate is NOT changing	5%	8%	2%	1%	3%	8%	7%	3%	3%	6%	3%	5%	6%	4%	8%	3%	7%	5%	6%	3%	5%	6%	7%
Not sure	10%	9%	6%	9%	7%	11%	9%	11%	12%	11%	10%	10%	8%	11%	10%	12%	10%	7%	7%	10%	10%	9%	21%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Have been exaggerated - the threat is not as real as many scientists have said	24%	31%	13%	9%	11%	39%	30%	19%	16%	21%	27%	31%	21%	25%	24%	27%	21%	20%	22%	21%	30%	26%	23%
Have not been exaggerated - the threat is every bit as real as scientists have said	64%	59%	77%	82%	80%	48%	59%	68%	71%	65%	61%	59%	68%	65%	61%	59%	65%	70%	71%	67%	54%	58%	58%
Don't know	13%	10%	10%	9%	9%	13%	12%	13%	13%	14%	12%	10%	11%	11%	15%	14%	14%	10%	7%	12%	16%	15%	19%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Are doing and spending too much to try and reduce carbon emissions	26%	39%	12%	10%	14%	45%	32%	21%	12%	20%	31%	40%	20%	29%	29%	27%	20%	28%	24%	22%	34%	29%	28%
Are not doing or spending enough to try and reduce carbon emissions	39%	25%	48%	58%	49%	24%	37%	40%	56%	44%	32%	27%	44%	38%	38%	36%	41%	40%	44%	40%	33%	40%	29%
Are getting the balance about right	15%	19%	22%	12%	18%	14%	16%	14%	12%	14%	16%	17%	19%	14%	14%	15%	16%	15%	17%	16%	13%	13%	13%
Don't know	20%	17%	18%	20%	20%	18%	15%	25%	19%	22%	21%	16%	17%	19%	19%	22%	23%	17%	15%	22%	21%	18%	30%

YouGov

	Total	Vote in 2024 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

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Britain is doing more than most other countries to reduce carbon emissions	40%	57%	32%	44%	35%	52%	47%	33%	25%	31%	46%	56%	33%	43%	39%	41%	33%	42%	40%	40%	41%	38%	38%
Britain is doing less than most other countries to reduce carbon emissions	12%	6%	15%	13%	16%	6%	11%	13%	18%	18%	7%	4%	18%	9%	14%	11%	14%	14%	15%	12%	11%	7%	10%
Britain is doing about the same as most other countries to reduce carbon emissions	23%	22%	26%	24%	24%	19%	20%	25%	29%	21%	23%	22%	26%	23%	23%	21%	24%	16%	24%	22%	21%	25%	20%
Don't know	26%	15%	27%	19%	25%	22%	21%	30%	29%	29%	24%	19%	22%	25%	24%	27%	29%	28%	20%	26%	26%	29%	31%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	21%	29%	19%	13%	18%	29%	22%	21%	11%	18%	24%	29%	21%	18%	28%	24%	15%	20%	20%	19%	28%	21%	20%
Fairly important	37%	49%	33%	36%	35%	43%	36%	38%	29%	33%	38%	46%	32%	38%	35%	38%	38%	40%	34%	42%	34%	37%	36%
Not very important	23%	14%	28%	32%	27%	18%	25%	22%	31%	26%	23%	16%	28%	24%	21%	21%	26%	24%	28%	23%	21%	23%	18%
Not important at all	5%	3%	5%	7%	7%	3%	7%	4%	7%	6%	6%	3%	4%	5%	6%	4%	8%	4%	8%	6%	3%	6%	2%
Don't know	13%	5%	15%	12%	13%	8%	11%	15%	22%	17%	9%	6%	14%	15%	11%	12%	14%	11%	10%	11%	14%	14%	24%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	26%	35%	16%	17%	18%	38%	28%	24%	14%	22%	29%	36%	28%	23%	26%	26%	36%	25%	22%	26%	32%	21%	33%
Fairly important	37%	46%	37%	38%	40%	36%	38%	35%	32%	32%	42%	42%	32%	37%	35%	37%	40%	41%	38%	36%	35%	45%	31%
Not very important	17%	10%	22%	25%	20%	12%	17%	17%	24%	19%	16%	11%	19%	18%	17%	18%	10%	17%	21%	18%	16%	14%	8%
Not important at all	4%	0%	7%	7%	7%	2%	5%	4%	6%	6%	3%	3%	4%	4%	7%	5%	1%	6%	6%	5%	2%	4%	5%
Don't know	16%	9%	17%	13%	15%	12%	12%	20%	24%	22%	10%	7%	18%	18%	15%	15%	14%	11%	13%	16%	16%	17%	23%

Fieldwork Dates : 9th - 11th November 2024

Sample Size: 1694 GB Adults

YouGov

	Total	Vote in 2024 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

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	41%	48%	40%	40%	38%	53%	46%	37%	21%	35%	44%	59%	41%	40%	38%	42%	41%	50%	41%	42%	43%	33%	42%
Fairly important	36%	41%	33%	43%	39%	32%	34%	39%	40%	37%	39%	31%	38%	35%	40%	35%	40%	28%	38%	37%	34%	42%	31%
Not very important	8%	5%	11%	7%	9%	6%	8%	7%	13%	9%	6%	4%	7%	8%	9%	7%	9%	8%	10%	7%	7%	7%	5%
Not important at all	1%	-	2%	1%	1%	1%	1%	1%	3%	2%	1%	0%	1%	1%	2%	2%	-	2%	2%	1%	1%	-	1%
Don't know	14%	6%	15%	11%	13%	9%	10%	16%	23%	17%	11%	6%	14%	15%	12%	13%	10%	11%	9%	13%	14%	18%	21%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	31%	36%	33%	31%	32%	35%	34%	28%	17%	28%	35%	38%	32%	28%	30%	34%	31%	30%	32%	31%	30%	30%	26%
Fairly important	40%	45%	37%	43%	41%	40%	42%	38%	43%	37%	42%	43%	39%	41%	44%	38%	40%	33%	43%	38%	41%	38%	35%
Not very important	10%	7%	10%	10%	8%	9%	8%	11%	11%	12%	7%	7%	9%	9%	7%	10%	13%	17%	9%	11%	9%	10%	8%
Not important at all	3%	1%	2%	2%	2%	2%	2%	3%	5%	3%	3%	1%	4%	2%	4%	2%	2%	6%	3%	2%	2%	4%	4%
Don't know	17%	11%	18%	13%	16%	15%	14%	21%	25%	21%	14%	11%	15%	20%	15%	17%	15%	14%	12%	18%	17%	19%	28%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	19%	12%	25%	22%	25%	15%	20%	17%	11%	21%	20%	16%	30%	17%	13%	21%	17%	17%	22%	19%	15%	19%	17%
Fairly important	32%	35%	32%	39%	36%	30%	31%	32%	34%	29%	31%	37%	30%	34%	33%	31%	32%	25%	37%	32%	28%	32%	28%
Not very important	26%	34%	22%	22%	20%	33%	26%	25%	22%	23%	27%	31%	19%	25%	30%	27%	26%	31%	22%	27%	30%	27%	24%
Not important at all	9%	10%	6%	5%	6%	11%	11%	8%	9%	10%	10%	8%	10%	8%	11%	7%	11%	18%	8%	10%	12%	6%	9%
Don't know	14%	8%	14%	11%	13%	10%	12%	17%	24%	17%	12%	8%	11%	18%	12%	14%	14%	11%	11%	13%	16%	16%	23%

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	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	22%	28%	23%	22%	23%	24%	25%	20%	19%	23%	21%	24%	27%	21%	24%	23%	19%	21%	24%	24%	21%	22%	17%
Fairly important	46%	51%	41%	47%	46%	49%	46%	45%	37%	41%	50%	53%	45%	45%	48%	45%	48%	42%	48%	44%	44%	47%	44%
Not very important	13%	12%	13%	16%	14%	11%	14%	12%	17%	13%	11%	12%	10%	13%	13%	13%	17%	15%	13%	15%	13%	11%	9%
Not important at all	2%	1%	2%	1%	2%	3%	3%	2%	3%	3%	4%	1%	4%	2%	2%	3%	-	5%	2%	1%	4%	2%	5%
Don't know	17%	9%	20%	15%	16%	14%	13%	20%	25%	20%	14%	10%	15%	20%	13%	17%	17%	16%	13%	16%	18%	18%	26%

YouGov

	Total	Vote in 2024 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	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	38%	48%	37%	32%	37%	45%	40%	37%	25%	34%	39%	52%	40%	33%	42%	42%	32%	48%	38%	39%	39%	39%	35%
Fairly important	43%	42%	45%	48%	46%	40%	43%	42%	43%	43%	46%	38%	42%	45%	40%	41%	48%	35%	44%	43%	41%	42%	40%
Not very important	6%	4%	5%	7%	5%	6%	6%	7%	11%	7%	6%	5%	7%	7%	6%	6%	8%	3%	8%	6%	7%	4%	4%
Not important at all	2%	1%	1%	1%	2%	1%	1%	2%	1%	3%	1%	1%	0%	2%	2%	1%	1%	5%	2%	1%	1%	1%	3%
Don't know	11%	4%	12%	11%	11%	7%	9%	13%	21%	14%	8%	4%	11%	13%	10%	10%	11%	9%	7%	11%	12%	13%	18%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	38%	51%	32%	27%	32%	50%	39%	37%	22%	28%	43%	58%	33%	34%	43%	42%	33%	46%	35%	39%	39%	42%	35%
Fairly important	33%	34%	34%	33%	34%	31%	31%	34%	32%	36%	32%	29%	31%	34%	33%	30%	38%	26%	32%	34%	35%	30%	29%
Not very important	15%	9%	17%	26%	18%	10%	17%	13%	21%	17%	16%	7%	23%	15%	11%	14%	16%	13%	20%	13%	13%	13%	13%
Not important at all	3%	2%	3%	2%	4%	3%	4%	3%	3%	5%	2%	2%	3%	4%	4%	3%	1%	6%	4%	4%	1%	4%	3%
Don't know	11%	4%	13%	12%	12%	6%	9%	13%	22%	14%	8%	4%	10%	13%	9%	11%	12%	9%	9%	10%	12%	11%	19%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	39%	46%	40%	47%	42%	39%	47%	32%	30%	36%	43%	44%	48%	41%	33%	37%	38%	35%	48%	40%	34%	35%	29%
Fairly important	36%	37%	37%	38%	36%	38%	32%	40%	35%	34%	36%	40%	31%	32%	42%	37%	43%	43%	33%	36%	41%	36%	34%
Not very important	8%	8%	7%	5%	6%	9%	7%	8%	10%	8%	7%	8%	6%	9%	10%	9%	3%	3%	8%	8%	9%	7%	5%
Not important at all	2%	0%	1%	1%	1%	2%	2%	2%	4%	2%	2%	1%	3%	2%	1%	1%	2%	6%	2%	2%	1%	3%	4%
Don't know	15%	9%	15%	10%	14%	12%	12%	18%	22%	19%	13%	6%	13%	16%	14%	16%	14%	12%	10%	14%	14%	19%	28%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	31%	39%	30%	33%	29%	38%	29%	33%	15%	27%	37%	39%	33%	28%	35%	34%	27%	26%	30%	31%	32%	35%	28%
Fairly important	45%	43%	48%	50%	50%	42%	45%	44%	41%	47%	43%	45%	46%	46%	41%	42%	52%	49%	49%	45%	43%	40%	42%
Not very important	10%	13%	8%	7%	8%	11%	12%	8%	16%	8%	11%	10%	10%	10%	11%	11%	7%	11%	10%	12%	9%	8%	9%
Not important at all	2%	1%	1%	1%	2%	2%	2%	2%	3%	3%	1%	1%	2%	2%	2%	2%	1%	5%	3%	1%	1%	4%	2%
Don't know	12%	4%	12%	8%	11%	7%	12%	12%	25%	15%	8%	5%	10%	14%	11%	11%	13%	9%	9%	10%	14%	14%	19%

YouGov

	Total	Vote in 2024 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

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	35%	38%	33%	33%	34%	42%	34%	37%	21%	31%	39%	46%	40%	33%	38%	37%	32%	31%	34%	35%	37%	39%	33%
Fairly important	38%	41%	41%	41%	39%	37%	39%	38%	46%	38%	35%	39%	40%	38%	38%	38%	40%	34%	40%	41%	39%	35%	30%
Not very important	12%	15%	12%	10%	14%	11%	15%	9%	11%	12%	15%	10%	9%	12%	12%	12%	10%	18%	15%	11%	11%	9%	11%
Not important at all	2%	1%	1%	2%	1%	1%	2%	1%	1%	3%	1%	0%	-	1%	1%	2%	3%	4%	2%	1%	1%	2%	4%
Don't know	13%	5%	13%	13%	13%	9%	11%	14%	20%	17%	10%	5%	10%	15%	12%	12%	15%	13%	9%	12%	13%	15%	23%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	38%	44%	40%	37%	38%	41%	38%	37%	24%	35%	43%	43%	46%	33%	39%	38%	42%	36%	40%	37%	38%	41%	28%
Fairly important	41%	44%	40%	45%	42%	42%	41%	41%	41%	41%	40%	43%	39%	44%	39%	41%	37%	42%	41%	42%	42%	38%	42%
Not very important	10%	7%	9%	9%	9%	10%	10%	10%	16%	11%	8%	9%	4%	11%	13%	11%	11%	9%	11%	11%	9%	10%	8%
Not important at all	2%	1%	2%	1%	2%	1%	2%	2%	3%	2%	2%	1%	3%	2%	2%	1%	3%	6%	2%	3%	1%	1%	2%
Don't know	9%	3%	10%	7%	8%	5%	9%	9%	16%	11%	7%	4%	7%	10%	8%	10%	9%	8%	6%	7%	9%	10%	20%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	52%	69%	43%	55%	48%	64%	52%	52%	31%	43%	56%	74%	44%	51%	54%	53%	52%	57%	50%	51%	55%	57%	45%
Fairly important	27%	22%	33%	23%	29%	23%	27%	27%	36%	28%	29%	19%	31%	26%	28%	26%	29%	21%	30%	30%	25%	20%	25%
Not very important	8%	5%	10%	10%	11%	5%	9%	8%	10%	11%	7%	3%	13%	7%	5%	10%	6%	13%	9%	8%	7%	9%	9%
Not important at all	2%	1%	1%	3%	2%	1%	2%	2%	2%	3%	1%	1%	2%	2%	2%	2%	1%	3%	3%	2%	1%	1%	2%
Don't know	11%	3%	12%	9%	10%	6%	10%	12%	20%	15%	7%	4%	10%	13%	10%	9%	12%	7%	8%	9%	13%	12%	19%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	19%	17%	19%	16%	19%	19%	19%	18%	10%	20%	20%	17%	21%	16%	20%	20%	17%	18%	20%	17%	18%	22%	15%
Fairly important	46%	50%	51%	56%	50%	50%	45%	47%	34%	44%	45%	56%	46%	48%	45%	43%	52%	39%	50%	46%	43%	43%	46%
Not very important	19%	22%	15%	17%	16%	19%	20%	18%	29%	15%	20%	21%	18%	18%	19%	20%	17%	29%	17%	21%	22%	16%	16%
Not important at all	3%	4%	2%	1%	3%	3%	3%	3%	2%	4%	4%	2%	4%	3%	3%	4%	1%	4%	4%	3%	3%	3%	3%
Don't know	13%	8%	13%	11%	12%	9%	12%	14%	25%	17%	10%	4%	11%	14%	14%	13%	12%	9%	10%	13%	13%	16%	20%

YouGov

	Total	Vote in 2024 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

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	20%	23%	22%	12%	18%	22%	20%	20%	18%	20%	23%	18%	28%	18%	20%	21%	14%	21%	22%	18%	22%	22%	18%
Fairly important	43%	47%	43%	55%	45%	45%	44%	42%	39%	40%	42%	51%	47%	43%	45%	39%	47%	40%	48%	43%	42%	39%	35%
Not very important	16%	15%	13%	17%	16%	17%	18%	14%	13%	15%	16%	19%	11%	16%	16%	19%	20%	12%	14%	20%	17%	12%	15%
Not important at all	2%	3%	2%	1%	2%	2%	2%	2%	-	3%	2%	2%	0%	2%	2%	2%	3%	5%	2%	2%	2%	2%	2%
Don't know	19%	12%	21%	15%	18%	14%	15%	22%	30%	22%	18%	10%	14%	21%	17%	20%	16%	21%	14%	17%	18%	25%	31%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Very important	30%	32%	31%	29%	30%	34%	31%	29%	21%	25%	33%	40%	34%	27%	35%	29%	28%	29%	31%	29%	31%	30%	26%
Fairly important	40%	47%	40%	46%	41%	44%	43%	38%	32%	38%	43%	45%	41%	41%	42%	37%	49%	37%	42%	40%	41%	37%	39%
Not very important	11%	11%	10%	11%	11%	10%	10%	12%	16%	13%	9%	8%	8%	12%	9%	14%	7%	15%	11%	14%	10%	8%	10%
Not important at all	2%	2%	2%	1%	2%	1%	1%	2%	1%	3%	2%	0%	2%	1%	1%	3%	2%	4%	2%	2%	1%	3%	3%
Don't know	17%	9%	17%	14%	17%	11%	14%	19%	31%	21%	13%	6%	15%	20%	13%	17%	15%	15%	13%	16%	17%	22%	22%

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
Unweighted base	1694	272	496	176	662	615	761	933	155	657	414	468	176	581	282	418	147	90	524	482	327	193	168
Base	1694	305	437	157	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	200	173
Much better	3%	5%	2%	2%	3%	3%	4%	2%	3%	3%	2%	3%	3%	3%	2%	3%	3%	5%	4%	3%	3%	0%	2%
A little better	15%	21%	15%	16%	14%	15%	15%	14%	15%	14%	15%	16%	14%	14%	11%	17%	11%	26%	18%	14%	13%	12%	13%
Exactly the same	26%	33%	24%	26%	24%	32%	31%	22%	18%	25%	26%	32%	24%	28%	30%	25%	24%	17%	21%	29%	27%	31%	27%
A little worse	25%	22%	30%	26%	30%	23%	23%	26%	22%	22%	28%	28%	27%	25%	24%	26%	21%	20%	27%	23%	25%	25%	25%
Much worse	13%	8%	11%	15%	12%	14%	14%	12%	14%	13%	15%	10%	10%	11%	14%	13%	21%	17%	13%	12%	14%	13%	14%
Don't know	18%	11%	18%	14%	17%	14%	13%	23%	28%	23%	13%	11%	21%	19%	18%	16%	20%	15%	16%	19%	19%	19%	20%

Cell Contents (Column Percentages)