**Fieldwork Dates: 5th - 7th October 2024**

**Sample size: 1704 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 |

**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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base: All GB adults | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Approve | 18% | 8% | 34% | 34% | 28% | 8% | 23% | 13% | 30% | 19% | 21% | 9% | 22% | 20% | 14% | 19% | 13% | 21% | 22% | 19% | 19% | 13% | 9% |
| Disapprove | 59% | 78% | 39% | 38% | 46% | 79% | 58% | 60% | 40% | 53% | 60% | 80% | 50% | 60% | 62% | 61% | 64% | 54% | 55% | 60% | 59% | 60% | 68% |
| Don't know | 23% | 14% | 28% | 28% | 26% | 13% | 18% | 27% | 30% | 28% | 19% | 11% | 28% | 21% | 24% | 21% | 23% | 26% | 23% | 21% | 21% | 27% | 23% |

**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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| 0 - Would never consider voting for them | 39% | 1% | 57% | 31% | 48% | 25% | 39% | 39% | 48% | 44% | 38% | 25% | 36% | 30% | 39% | 47% | 50% | 41% | 37% | 39% | 35% | 48% | 39% |
| 1 | 6% | - | 8% | 10% | 8% | 4% | 6% | 5% | 5% | 6% | 7% | 4% | 6% | 6% | 5% | 5% | 5% | 4% | 4% | 7% | 4% | 4% | 12% |
| 2 | 5% | 1% | 7% | 12% | 6% | 4% | 5% | 5% | 7% | 6% | 4% | 3% | 7% | 5% | 5% | 4% | 4% | 4% | 5% | 4% | 5% | 5% | 7% |
| 3 | 5% | 1% | 6% | 11% | 6% | 5% | 6% | 4% | 3% | 6% | 6% | 4% | 8% | 5% | 4% | 3% | 5% | 8% | 5% | 5% | 8% | 3% | 1% |
| 4 | 5% | 4% | 5% | 7% | 4% | 6% | 6% | 4% | 4% | 6% | 5% | 4% | 4% | 6% | 6% | 4% | 4% | 9% | 4% | 5% | 5% | 5% | 6% |
| 5 | 9% | 7% | 7% | 15% | 8% | 10% | 9% | 10% | 8% | 8% | 10% | 10% | 13% | 8% | 11% | 9% | 5% | 8% | 11% | 7% | 10% | 10% | 7% |
| 6 | 4% | 6% | 3% | 3% | 3% | 6% | 4% | 5% | 3% | 4% | 5% | 6% | 3% | 6% | 5% | 3% | 2% | 5% | 5% | 5% | 4% | 3% | 4% |
| 7 | 7% | 14% | 2% | 4% | 5% | 11% | 7% | 7% | 2% | 4% | 8% | 11% | 6% | 8% | 5% | 5% | 7% | 7% | 8% | 5% | 7% | 7% | 7% |
| 8 | 5% | 18% | 1% | 5% | 3% | 9% | 5% | 6% | 2% | 3% | 7% | 9% | 5% | 5% | 3% | 6% | 9% | 7% | 5% | 7% | 4% | 5% | 4% |
| 9 | 2% | 8% | 1% | - | 1% | 3% | 2% | 3% | 1% | 1% | 2% | 4% | 3% | 2% | 1% | 2% | 2% | 2% | 4% | 2% | 1% | - | 1% |
| 10 - Would definitely consider voting for them | 9% | 41% | 1% | 1% | 7% | 15% | 9% | 8% | 1% | 6% | 8% | 18% | 6% | 12% | 12% | 6% | 4% | 5% | 9% | 9% | 12% | 6% | 6% |
| prefer not to answer | 5% | 1% | 2% | 2% | 2% | 2% | 3% | 6% | 16% | 5% | 1% | 1% | 5% | 5% | 3% | 5% | 5% | - | 3% | 4% | 7% | 4% | 6% |

**Fieldwork Dates: 5th - 7th October 2024**

**Sample size: 1704 GB Adults**

| | Total | Vote in 2024 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| 0 - Would never consider voting for them | 34% | 61% | 5% | 14% | 17% | 58% | 36% | 33% | 12% | 27% | 41% | 51% | 26% | 36% | 35% | 34% | 40% | 32% | 26% | 31% | 39% | 40% | 48% |
| 1 | 5% | 7% | 3% | 6% | 4% | 7% | 6% | 5% | 6% | 5% | 4% | 7% | 7% | 5% | 5% | 5% | 6% | 6% | 4% | 8% | 4% | 3% | 8% |
| 2 | 5% | 7% | 2% | 6% | 5% | 5% | 4% | 6% | 2% | 6% | 4% | 6% | 3% | 6% | 5% | 5% | 5% | 3% | 5% | 5% | 3% | 7% | 5% |
| 3 | 5% | 6% | 2% | 9% | 5% | 5% | 6% | 4% | 4% | 4% | 5% | 7% | 4% | 6% | 6% | 3% | 4% | 8% | 6% | 6% | 3% | 3% | 4% |
| 4 | 6% | 6% | 5% | 8% | 8% | 4% | 6% | 5% | 5% | 7% | 4% | 5% | 8% | 4% | 7% | 4% | 6% | 8% | 7% | 6% | 4% | 4% | 3% |
| 5 | 10% | 6% | 11% | 15% | 12% | 8% | 11% | 9% | 13% | 10% | 11% | 8% | 7% | 11% | 10% | 10% | 9% | 13% | 10% | 8% | 11% | 16% | 6% |
| 6 | 6% | 2% | 11% | 14% | 9% | 3% | 6% | 6% | 9% | 7% | 7% | 2% | 8% | 6% | 4% | 8% | 5% | 7% | 7% | 7% | 5% | 5% | 5% |
| 7 | 7% | 2% | 15% | 13% | 11% | 3% | 7% | 7% | 10% | 9% | 5% | 3% | 11% | 7% | 6% | 6% | 5% | 5% | 10% | 5% | 9% | 5% | 2% |
| 8 | 6% | 1% | 14% | 7% | 9% | 2% | 6% | 7% | 11% | 7% | 5% | 3% | 9% | 6% | 6% | 7% | 6% | 8% | 7% | 6% | 7% | 5% | 4% |
| 9 | 3% | 1% | 6% | 1% | 4% | 1% | 2% | 3% | 2% | 3% | 3% | 2% | 2% | 2% | 3% | 4% | 4% | 1% | 3% | 2% | 3% | 2% | 3% |
| 10 - Would definitely consider voting for them | 8% | 1% | 24% | 6% | 15% | 3% | 8% | 8% | 10% | 9% | 9% | 5% | 9% | 7% | 10% | 10% | 6% | 9% | 12% | 9% | 5% | 6% | 5% |
| prefer not to answer | 5% | 1% | 2% | 2% | 2% | 2% | 3% | 6% | 16% | 5% | 1% | 1% | 5% | 5% | 3% | 5% | 5% | - | 3% | 4% | 7% | 4% | 6% |

**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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| 0 - Would never consider voting for them | 29% | 32% | 13% | 1% | 17% | 43% | 32% | 25% | 14% | 29% | 31% | 33% | 26% | 26% | 35% | 31% | 27% | 21% | 20% | 27% | 33% | 33% | 44% |
| 1 | 5% | 8% | 3% | 1% | 4% | 6% | 5% | 5% | 3% | 4% | 6% | 8% | 5% | 4% | 5% | 6% | 6% | 6% | 5% | 6% | 5% | 2% | 7% |
| 2 | 6% | 10% | 4% | 3% | 5% | 7% | 6% | 6% | 4% | 6% | 7% | 6% | 7% | 6% | 4% | 5% | 8% | 6% | 6% | 8% | 4% | 7% | 4% |
| 3 | 6% | 8% | 6% | 2% | 4% | 8% | 6% | 6% | 4% | 6% | 5% | 6% | 2% | 7% | 7% | 5% | 6% | 9% | 5% | 7% | 5% | 6% | 6% |
| 4 | 7% | 10% | 9% | 3% | 7% | 7% | 7% | 7% | 9% | 6% | 6% | 9% | 7% | 6% | 6% | 8% | 6% | 17% | 6% | 8% | 6% | 10% | 4% |
| 5 | 16% | 18% | 19% | 12% | 19% | 13% | 15% | 17% | 15% | 16% | 17% | 14% | 16% | 16% | 16% | 15% | 16% | 16% | 17% | 14% | 17% | 17% | 14% |
| 6 | 8% | 6% | 14% | 13% | 12% | 4% | 8% | 8% | 5% | 9% | 7% | 6% | 8% | 6% | 6% | 8% | 14% | 7% | 11% | 8% | 6% | 5% | 3% |
| 7 | 7% | 2% | 13% | 13% | 9% | 3% | 7% | 6% | 13% | 6% | 5% | 5% | 12% | 6% | 7% | 6% | 4% | 3% | 10% | 6% | 6% | 6% | 3% |
| 8 | 6% | 3% | 10% | 21% | 10% | 4% | 5% | 7% | 8% | 6% | 7% | 5% | 5% | 8% | 6% | 5% | 5% | 7% | 8% | 6% | 6% | 6% | 4% |
| 9 | 2% | - | 2% | 10% | 3% | 1% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 2% | 3% | 2% | 2% | 2% | 2% | 1% |
| 10 - Would definitely consider voting for them | 5% | 2% | 6% | 18% | 7% | 2% | 4% | 5% | 7% | 3% | 6% | 4% | 6% | 6% | 4% | 4% | 2% | 4% | 7% | 4% | 4% | 3% | 4% |
| prefer not to answer | 5% | 1% | 2% | 2% | 2% | 2% | 3% | 6% | 16% | 5% | 1% | 1% | 5% | 5% | 3% | 5% | 5% | - | 3% | 4% | 7% | 4% | 6% |

# YouGov

**Fieldwork Dates: 5th - 7th October 2024**

**Sample size: 1704 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 |

**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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base: All GB adults | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Health | 45% | 43% | 60% | 55% | 57% | 36% | 39% | 51% | 37% | 45% | 47% | 46% | 46% | 44% | 46% | 43% | 42% | 61% | 48% | 48% | 44% | 44% | 32% |
| Immigration & Asylum | 44% | 68% | 25% | 34% | 24% | 71% | 49% | 39% | 23% | 35% | 51% | 63% | 29% | 52% | 44% | 42% | 42% | 37% | 39% | 42% | 49% | 43% | 58% |
| Crime | 19% | 21% | 12% | 12% | 13% | 25% | 19% | 19% | 16% | 20% | 18% | 19% | 31% | 16% | 14% | 23% | 15% | 18% | 18% | 19% | 20% | 16% | 24% |
| The economy | 48% | 50% | 58% | 55% | 54% | 41% | 47% | 49% | 52% | 51% | 48% | 42% | 54% | 44% | 50% | 49% | 50% | 50% | 53% | 52% | 46% | 46% | 33% |
| Tax | 14% | 14% | 9% | 13% | 10% | 15% | 15% | 12% | 18% | 18% | 10% | 8% | 15% | 12% | 15% | 14% | 12% | 13% | 14% | 13% | 17% | 14% | 7% |
| Pensions | 11% | 13% | 8% | 8% | 7% | 15% | 10% | 12% | 6% | 6% | 11% | 22% | 7% | 12% | 11% | 12% | 10% | 7% | 7% | 10% | 12% | 10% | 19% |
| Education | 8% | 7% | 12% | 11% | 11% | 6% | 7% | 9% | 10% | 8% | 9% | 8% | 7% | 7% | 9% | 9% | 9% | 12% | 10% | 7% | 9% | 8% | 4% |
| Family life & childcare | 6% | 4% | 6% | 5% | 7% | 4% | 3% | 7% | 4% | 9% | 3% | 2% | 9% | 5% | 5% | 6% | 6% | 2% | 7% | 4% | 7% | 4% | 7% |
| Housing | 23% | 11% | 29% | 23% | 26% | 18% | 23% | 24% | 32% | 26% | 20% | 18% | 35% | 22% | 24% | 20% | 22% | 23% | 23% | 24% | 18% | 26% | 31% |
| The environment | 18% | 11% | 25% | 29% | 27% | 10% | 17% | 19% | 24% | 20% | 20% | 11% | 19% | 19% | 17% | 16% | 19% | 23% | 20% | 23% | 16% | 12% | 10% |
| Britain leaving the EU | 12% | 6% | 16% | 13% | 19% | 7% | 12% | 11% | 11% | 9% | 14% | 14% | 8% | 11% | 13% | 12% | 22% | 7% | 15% | 10% | 11% | 11% | 11% |
| Transport | 3% | 4% | 4% | 5% | 3% | 3% | 4% | 2% | 6% | 3% | 2% | 3% | 5% | 3% | 3% | 4% | 2% | 4% | 4% | 3% | 3% | 5% | - |
| Welfare benefits | 10% | 8% | 7% | 8% | 8% | 11% | 8% | 13% | 9% | 11% | 11% | 9% | 7% | 10% | 10% | 12% | 14% | 8% | 6% | 10% | 9% | 9% | 28% |
| Defence and security | 18% | 29% | 13% | 17% | 16% | 25% | 23% | 13% | 6% | 13% | 22% | 27% | 13% | 22% | 17% | 14% | 20% | 17% | 20% | 18% | 13% | 17% | 21% |
| None of these | 0% | - | 0% | - | 0% | - | 1% | 0% | 1% | 1% | - | - | - | 1% | - | 1% | 0% | - | 0% | 0% | 1% | - | - |
| Don't know | 2% | 0% | 2% | 2% | 1% | 1% | 2% | 1% | 6% | 2% | 1% | - | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 0% | 2% | 4% | 2% |

**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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very well | 1% | 1% | 3% | 1% | 1% | 1% | 2% | 1% | 4% | 1% | 2% | 0% | 2% | 2% | 2% | 1% | - | - | 2% | 1% | 2% | 1% | 1% |
| Fairly well | 17% | 9% | 32% | 22% | 24% | 9% | 21% | 13% | 27% | 16% | 20% | 12% | 21% | 16% | 15% | 20% | 12% | 15% | 22% | 16% | 15% | 13% | 14% |
| Fairly badly | 31% | 42% | 28% | 33% | 29% | 35% | 30% | 33% | 34% | 28% | 30% | 38% | 32% | 31% | 34% | 30% | 32% | 27% | 34% | 30% | 30% | 32% | 30% |
| Very badly | 35% | 34% | 24% | 25% | 27% | 45% | 32% | 39% | 22% | 39% | 33% | 38% | 29% | 35% | 36% | 34% | 44% | 43% | 30% | 35% | 37% | 41% | 42% |
| Don't know | 15% | 13% | 14% | 19% | 19% | 10% | 15% | 14% | 12% | 17% | 15% | 13% | 15% | 16% | 13% | 15% | 12% | 14% | 13% | 17% | 16% | 13% | 13% |

**YouGov**

## 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | Vote in 2024 GE | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | New social grade | | | |
| Unweighted base | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very well | 1% | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | - | - | 2% | 1% | 2% | - | 1% |
| Fairly well | 13% | 3% | 28% | 15% | 22% | 3% | 14% | 12% | 21% | 13% | 15% | 6% | 16% | 13% | 10% | 14% | 10% | 11% | 15% | 13% | 12% | 12% | 9% |
| Fairly badly | 24% | 21% | 25% | 35% | 28% | 20% | 22% | 26% | 25% | 25% | 20% | 25% | 25% | 23% | 25% | 21% | 28% | 27% | 25% | 24% | 22% | 23% | 25% |
| Very badly | 46% | 69% | 21% | 27% | 26% | 70% | 49% | 43% | 31% | 41% | 49% | 59% | 35% | 49% | 49% | 45% | 49% | 38% | 41% | 45% | 48% | 51% | 54% |
| Don't know | 16% | 6% | 24% | 21% | 22% | 7% | 13% | 19% | 21% | 20% | 14% | 9% | 21% | 14% | 14% | 18% | 13% | 24% | 17% | 18% | 16% | 14% | 11% |

## 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very well | 2% | 1% | 4% | 1% | 4% | 0% | 3% | 1% | 5% | 2% | 3% | 2% | 1% | 2% | 3% | 3% | 2% | 1% | 4% | 2% | 3% | - | 1% |
| Fairly well | 19% | 11% | 34% | 36% | 28% | 11% | 18% | 19% | 23% | 19% | 22% | 14% | 19% | 19% | 18% | 19% | 20% | 18% | 22% | 18% | 17% | 19% | 15% |
| Fairly badly | 27% | 31% | 27% | 27% | 25% | 27% | 28% | 26% | 32% | 24% | 24% | 31% | 26% | 27% | 26% | 26% | 26% | 24% | 27% | 26% | 26% | 30% | 25% |
| Very badly | 31% | 39% | 13% | 14% | 18% | 47% | 34% | 28% | 19% | 32% | 30% | 35% | 30% | 30% | 32% | 33% | 30% | 26% | 27% | 29% | 34% | 29% | 43% |
| Don't know | 21% | 17% | 23% | 22% | 25% | 15% | 17% | 26% | 21% | 23% | 22% | 18% | 23% | 21% | 22% | 19% | 21% | 31% | 20% | 25% | 20% | 22% | 17% |

## 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very well | 2% | 1% | 2% | 2% | 2% | 1% | 3% | 2% | 8% | 3% | 1% | 0% | 3% | 2% | 1% | 4% | 1% | 1% | 2% | 3% | 3% | 1% | 1% |
| Fairly well | 24% | 19% | 39% | 29% | 32% | 17% | 26% | 22% | 30% | 26% | 25% | 17% | 29% | 26% | 23% | 23% | 18% | 20% | 29% | 24% | 21% | 23% | 20% |
| Fairly badly | 27% | 27% | 25% | 28% | 23% | 29% | 26% | 27% | 30% | 24% | 25% | 32% | 21% | 24% | 33% | 25% | 32% | 30% | 30% | 22% | 26% | 28% | 31% |
| Very badly | 18% | 23% | 8% | 8% | 14% | 25% | 20% | 17% | 12% | 19% | 19% | 19% | 19% | 17% | 19% | 19% | 23% | 18% | 15% | 18% | 21% | 20% | 22% |
| Don't know | 29% | 29% | 26% | 33% | 29% | 28% | 25% | 33% | 21% | 29% | 30% | 31% | 27% | 31% | 24% | 29% | 26% | 31% | 24% | 34% | 30% | 28% | 26% |

**YouGov**

| | Total | Vote in 2024 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very well | 1% | 1% | 2% | 2% | 2% | 0% | 1% | 1% | 1% | 0% | 2% | 0% | 1% | 1% | 1% | 1% | - | - | 1% | 1% | 1% | - | - |
| Fairly well | 16% | 6% | 32% | 22% | 26% | 7% | 19% | 14% | 23% | 18% | 18% | 9% | 20% | 16% | 14% | 18% | 14% | 16% | 19% | 16% | 17% | 15% | 9% |
| Fairly badly | 28% | 27% | 25% | 36% | 27% | 30% | 27% | 29% | 30% | 26% | 25% | 35% | 30% | 30% | 27% | 26% | 28% | 28% | 29% | 30% | 26% | 26% | 26% |
| Very badly | 34% | 50% | 18% | 15% | 23% | 47% | 35% | 33% | 24% | 33% | 35% | 39% | 29% | 32% | 38% | 34% | 42% | 29% | 32% | 33% | 34% | 37% | 40% |
| Don't know | 21% | 16% | 23% | 26% | 22% | 16% | 18% | 23% | 21% | 23% | 20% | 16% | 20% | 21% | 20% | 20% | 16% | 27% | 18% | 20% | 22% | 21% | 25% |

**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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very well | 1% | 1% | 1% | 2% | 1% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 1% | 1% | 1% | 0% | - | - | 2% | - | 1% | - | - |
| Fairly well | 22% | 12% | 37% | 23% | 30% | 15% | 27% | 17% | 20% | 23% | 25% | 16% | 26% | 20% | 22% | 22% | 22% | 19% | 25% | 19% | 22% | 17% | 23% |
| Fairly badly | 25% | 32% | 20% | 22% | 20% | 29% | 22% | 27% | 26% | 24% | 22% | 29% | 23% | 26% | 26% | 25% | 20% | 25% | 25% | 24% | 22% | 29% | 25% |
| Very badly | 20% | 22% | 10% | 6% | 12% | 26% | 21% | 19% | 24% | 22% | 18% | 19% | 15% | 18% | 21% | 24% | 25% | 19% | 17% | 19% | 23% | 23% | 28% |
| Don't know | 33% | 33% | 32% | 47% | 38% | 29% | 29% | 37% | 28% | 31% | 34% | 35% | 36% | 35% | 30% | 29% | 33% | 36% | 32% | 38% | 32% | 30% | 24% |

**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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very well | 2% | 2% | 4% | 2% | 4% | 1% | 4% | 1% | 3% | 3% | 3% | 1% | 3% | 2% | 2% | 2% | 3% | 3% | 3% | 4% | 3% | 0% | - |
| Fairly well | 23% | 14% | 40% | 39% | 34% | 15% | 29% | 17% | 23% | 19% | 31% | 20% | 26% | 23% | 24% | 21% | 21% | 27% | 28% | 22% | 22% | 21% | 14% |
| Fairly badly | 27% | 39% | 19% | 21% | 20% | 33% | 26% | 28% | 29% | 26% | 23% | 33% | 21% | 30% | 31% | 25% | 27% | 21% | 27% | 29% | 24% | 30% | 28% |
| Very badly | 25% | 26% | 14% | 8% | 15% | 32% | 22% | 28% | 26% | 28% | 21% | 24% | 25% | 22% | 25% | 29% | 27% | 26% | 21% | 22% | 30% | 27% | 33% |
| Don't know | 23% | 19% | 23% | 30% | 27% | 19% | 20% | 26% | 19% | 25% | 23% | 22% | 26% | 24% | 18% | 23% | 23% | 23% | 22% | 23% | 22% | 22% | 25% |

**Fieldwork Dates: 5th - 7th October 2024**

**Sample size: 1704 GB Adults**

**YouGov**

| | Total | Vote in 2024 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very well | 1% | 1% | 1% | - | 1% | 1% | 2% | 1% | 4% | 1% | 1% | 1% | 1% | 1% | 1% | 3% | 0% | - | 1% | 1% | 4% | 0% | - |
| Fairly well | 17% | 14% | 26% | 22% | 20% | 15% | 20% | 14% | 20% | 16% | 21% | 13% | 18% | 19% | 15% | 15% | 16% | 18% | 16% | 15% | 22% | 19% | 12% |
| Fairly badly | 23% | 28% | 22% | 24% | 22% | 24% | 22% | 24% | 26% | 22% | 22% | 25% | 23% | 25% | 25% | 21% | 23% | 18% | 29% | 21% | 21% | 22% | 22% |
| Very badly | 30% | 29% | 20% | 20% | 25% | 36% | 34% | 26% | 22% | 31% | 28% | 31% | 28% | 25% | 34% | 32% | 35% | 31% | 27% | 29% | 26% | 32% | 43% |
| Don't know | 29% | 28% | 30% | 34% | 32% | 25% | 22% | 35% | 27% | 29% | 28% | 30% | 30% | 30% | 25% | 29% | 26% | 33% | 27% | 34% | 28% | 27% | 24% |

**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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very well | 2% | 1% | 3% | 3% | 3% | 1% | 2% | 2% | 3% | 2% | 1% | 1% | 1% | 2% | 3% | 1% | 1% | 2% | 2% | 1% | 3% | 2% | - |
| Fairly well | 23% | 17% | 37% | 32% | 30% | 17% | 27% | 20% | 29% | 25% | 26% | 15% | 31% | 20% | 19% | 26% | 23% | 28% | 24% | 23% | 22% | 27% | 21% |
| Fairly badly | 21% | 25% | 17% | 26% | 19% | 26% | 23% | 20% | 22% | 18% | 20% | 29% | 18% | 25% | 26% | 18% | 19% | 15% | 25% | 21% | 18% | 19% | 23% |
| Very badly | 23% | 34% | 8% | 4% | 14% | 34% | 26% | 19% | 11% | 22% | 22% | 30% | 18% | 23% | 25% | 23% | 24% | 15% | 20% | 22% | 21% | 21% | 34% |
| Don't know | 31% | 23% | 35% | 36% | 35% | 22% | 22% | 39% | 35% | 33% | 31% | 25% | 32% | 30% | 26% | 31% | 34% | 41% | 28% | 33% | 35% | 31% | 21% |

**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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very well | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 7% | 1% | 2% | 1% | 2% | 2% | 1% | 2% | - | - | 2% | 1% | 3% | - | 1% |
| Fairly well | 21% | 13% | 40% | 31% | 33% | 10% | 26% | 17% | 28% | 20% | 26% | 15% | 26% | 20% | 18% | 23% | 17% | 25% | 26% | 21% | 20% | 18% | 12% |
| Fairly badly | 30% | 31% | 26% | 29% | 25% | 35% | 29% | 31% | 22% | 31% | 25% | 35% | 35% | 32% | 32% | 25% | 22% | 29% | 30% | 29% | 28% | 33% | 32% |
| Very badly | 29% | 42% | 15% | 11% | 19% | 41% | 29% | 30% | 25% | 28% | 29% | 35% | 20% | 27% | 33% | 33% | 38% | 29% | 26% | 29% | 30% | 31% | 37% |
| Don't know | 18% | 12% | 17% | 27% | 22% | 13% | 15% | 21% | 18% | 19% | 19% | 15% | 17% | 19% | 16% | 16% | 24% | 16% | 16% | 20% | 18% | 18% | 18% |

**YouGov**

| | Total | Vote in 2024 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 |

### 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very well | 4% | 2% | 7% | 4% | 7% | 3% | 5% | 3% | 6% | 5% | 5% | 2% | 5% | 4% | 5% | 3% | 5% | 6% | 5% | 4% | 4% | 3% | 6% |
| Fairly well | 27% | 20% | 40% | 42% | 35% | 21% | 29% | 26% | 33% | 30% | 29% | 19% | 33% | 26% | 23% | 29% | 31% | 29% | 33% | 23% | 29% | 27% | 23% |
| Fairly badly | 17% | 26% | 12% | 12% | 14% | 21% | 18% | 16% | 17% | 14% | 17% | 23% | 16% | 18% | 16% | 17% | 16% | 11% | 15% | 19% | 18% | 14% | 15% |
| Very badly | 18% | 24% | 8% | 3% | 8% | 29% | 21% | 16% | 11% | 19% | 17% | 21% | 16% | 18% | 23% | 17% | 19% | 16% | 15% | 18% | 17% | 22% | 28% |
| Don't know | 33% | 29% | 34% | 39% | 36% | 27% | 26% | 39% | 33% | 33% | 32% | 34% | 31% | 34% | 32% | 33% | 29% | 38% | 31% | 37% | 32% | 34% | 27% |

### 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very well | 2% | 1% | 2% | 3% | 3% | 1% | 2% | 2% | 4% | 2% | 2% | 1% | 3% | 2% | 1% | 2% | 1% | 3% | 2% | 2% | 4% | 1% | 1% |
| Fairly well | 22% | 15% | 35% | 28% | 28% | 15% | 25% | 19% | 31% | 23% | 23% | 14% | 31% | 21% | 18% | 22% | 15% | 27% | 27% | 20% | 23% | 19% | 15% |
| Fairly badly | 28% | 32% | 24% | 29% | 25% | 32% | 28% | 28% | 34% | 25% | 24% | 35% | 23% | 29% | 31% | 28% | 29% | 29% | 31% | 27% | 29% | 27% | 25% |
| Very badly | 19% | 25% | 10% | 3% | 15% | 25% | 21% | 17% | 12% | 23% | 19% | 18% | 16% | 17% | 22% | 21% | 25% | 17% | 15% | 21% | 17% | 24% | 27% |
| Don't know | 28% | 26% | 29% | 36% | 30% | 27% | 23% | 33% | 20% | 27% | 32% | 32% | 27% | 31% | 28% | 26% | 30% | 24% | 25% | 31% | 26% | 30% | 32% |

### 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very well | 2% | 1% | 2% | 2% | 2% | 1% | 3% | 1% | 7% | 1% | 2% | 1% | 3% | 2% | 1% | 2% | - | - | 3% | 1% | 2% | - | 2% |
| Fairly well | 17% | 13% | 31% | 20% | 25% | 10% | 18% | 16% | 20% | 16% | 19% | 13% | 16% | 15% | 17% | 20% | 13% | 15% | 21% | 16% | 16% | 14% | 13% |
| Fairly badly | 31% | 31% | 29% | 37% | 30% | 34% | 30% | 33% | 30% | 31% | 26% | 36% | 29% | 32% | 35% | 28% | 29% | 32% | 32% | 32% | 28% | 33% | 30% |
| Very badly | 29% | 33% | 18% | 13% | 21% | 37% | 28% | 29% | 23% | 29% | 29% | 31% | 27% | 28% | 27% | 30% | 35% | 27% | 25% | 28% | 30% | 30% | 39% |
| Don't know | 22% | 22% | 21% | 28% | 24% | 18% | 22% | 22% | 19% | 23% | 24% | 19% | 24% | 23% | 19% | 20% | 23% | 26% | 20% | 24% | 23% | 23% | 17% |

**Fieldwork Dates: 5th - 7th October 2024**

**Sample size: 1704 GB Adults**



| | Total | Vote in 2024 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 |

**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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very well | 2% | 1% | 4% | 1% | 3% | 1% | 3% | 2% | 5% | 2% | 2% | 1% | 3% | 3% | 2% | 3% | 1% | - | 2% | 3% | 3% | 1% | 0% |
| Fairly well | 23% | 19% | 35% | 33% | 28% | 17% | 27% | 19% | 30% | 23% | 23% | 18% | 27% | 24% | 21% | 21% | 20% | 19% | 25% | 22% | 22% | 26% | 16% |
| Fairly badly | 27% | 28% | 23% | 27% | 26% | 28% | 26% | 27% | 26% | 26% | 23% | 32% | 25% | 25% | 26% | 30% | 24% | 33% | 30% | 23% | 25% | 28% | 29% |
| Very badly | 21% | 26% | 11% | 10% | 16% | 25% | 22% | 19% | 18% | 21% | 20% | 22% | 19% | 20% | 24% | 20% | 21% | 19% | 16% | 22% | 21% | 18% | 29% |
| Don't know | 28% | 26% | 27% | 29% | 28% | 28% | 22% | 33% | 20% | 29% | 31% | 27% | 27% | 28% | 27% | 26% | 34% | 29% | 26% | 30% | 28% | 28% | 25% |

**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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very well | 1% | 2% | 1% | 3% | 2% | 1% | 2% | 1% | 4% | 1% | 2% | 1% | 3% | 1% | 2% | 2% | - | 1% | 2% | 2% | 1% | - | 1% |
| Fairly well | 16% | 8% | 32% | 18% | 25% | 8% | 19% | 13% | 21% | 17% | 19% | 9% | 23% | 14% | 15% | 18% | 13% | 14% | 19% | 16% | 17% | 13% | 10% |
| Fairly badly | 30% | 34% | 30% | 33% | 31% | 30% | 27% | 33% | 28% | 32% | 24% | 34% | 34% | 30% | 36% | 27% | 28% | 29% | 31% | 29% | 27% | 32% | 37% |
| Very badly | 31% | 41% | 18% | 16% | 20% | 46% | 32% | 30% | 17% | 28% | 36% | 40% | 19% | 34% | 32% | 33% | 39% | 24% | 27% | 29% | 33% | 33% | 45% |
| Don't know | 21% | 15% | 20% | 31% | 23% | 15% | 19% | 23% | 30% | 22% | 19% | 17% | 22% | 22% | 16% | 21% | 21% | 32% | 21% | 24% | 22% | 22% | 8% |

**What do you think is the most likely result of the next general election?**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| A large Conservative majority | 6% | 16% | 2% | 1% | 4% | 9% | 7% | 6% | 4% | 6% | 5% | 9% | 5% | 6% | 5% | 7% | 7% | 8% | 5% | 5% | 9% | 6% | 7% |
| A small Conservative majority | 10% | 22% | 6% | 6% | 7% | 16% | 9% | 11% | 4% | 6% | 10% | 19% | 10% | 13% | 9% | 7% | 9% | 6% | 10% | 12% | 9% | 8% | 9% |
| A hung Parliament, resulting in a Conservative led government | 12% | 21% | 5% | 12% | 9% | 19% | 14% | 10% | 5% | 9% | 13% | 21% | 10% | 16% | 11% | 10% | 13% | 8% | 14% | 12% | 14% | 9% | 9% |
| A hung Parliament, resulting in a Labour led government | 10% | 7% | 15% | 18% | 14% | 8% | 11% | 9% | 8% | 11% | 11% | 9% | 10% | 10% | 11% | 11% | 12% | 5% | 11% | 11% | 10% | 7% | 8% |
| A small Labour majority | 18% | 11% | 33% | 25% | 28% | 10% | 22% | 15% | 23% | 19% | 22% | 12% | 22% | 17% | 16% | 19% | 19% | 20% | 25% | 17% | 16% | 17% | 11% |
| A large Labour majority | 6% | 1% | 12% | 6% | 8% | 2% | 7% | 5% | 13% | 8% | 5% | 1% | 8% | 5% | 7% | 6% | 6% | 7% | 7% | 6% | 7% | 6% | 2% |
| Don't know | 37% | 22% | 28% | 31% | 31% | 36% | 30% | 44% | 42% | 42% | 34% | 29% | 35% | 33% | 41% | 41% | 33% | 46% | 28% | 37% | 35% | 47% | 53% |

**Fieldwork Dates: 5th - 7th October 2024**

**Sample size: 1704 GB Adults**


YouGov

| | Total | Vote in 2024 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 |

**Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?**

**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 |
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| Unweighted base | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Conservative | 10% | 40% | 1% | 3% | 7% | 17% | 11% | 10% | 3% | 7% | 10% | 20% | 8% | 13% | 10% | 9% | 7% | 11% | 8% | 12% | 12% | 7% | 11% |
| Labour | 29% | 11% | 63% | 38% | 45% | 14% | 32% | 26% | 32% | 33% | 29% | 21% | 37% | 27% | 26% | 31% | 28% | 25% | 38% | 28% | 29% | 21% | 18% |
| Liberal Democrat | 9% | 4% | 9% | 26% | 10% | 6% | 9% | 8% | 16% | 7% | 8% | 9% | 8% | 9% | 9% | 7% | 11% | 8% | 10% | 9% | 6% | 8% | 8% |
| Other | 12% | 3% | 4% | 2% | 8% | 17% | 13% | 10% | 8% | 11% | 16% | 10% | 9% | 11% | 13% | 12% | 12% | 13% | 9% | 14% | 10% | 16% | 10% |
| None | 18% | 21% | 12% | 13% | 12% | 25% | 18% | 19% | 9% | 18% | 20% | 22% | 18% | 18% | 20% | 17% | 20% | 20% | 18% | 18% | 17% | 16% | 27% |
| Don't know | 22% | 22% | 11% | 18% | 18% | 20% | 17% | 27% | 32% | 24% | 18% | 19% | 20% | 22% | 22% | 23% | 22% | 23% | 17% | 20% | 26% | 31% | 26% |

**Asylum and 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Conservative | 18% | 58% | 8% | 11% | 15% | 28% | 19% | 18% | 6% | 16% | 17% | 29% | 19% | 20% | 20% | 16% | 16% | 15% | 22% | 19% | 17% | 9% | 17% |
| Labour | 16% | 1% | 39% | 16% | 27% | 5% | 16% | 15% | 17% | 18% | 16% | 10% | 21% | 12% | 16% | 19% | 15% | 14% | 19% | 19% | 11% | 14% | 10% |
| Liberal Democrat | 7% | 0% | 10% | 22% | 11% | 2% | 7% | 7% | 16% | 6% | 7% | 5% | 8% | 8% | 8% | 4% | 8% | 9% | 10% | 5% | 7% | 5% | 7% |
| Other | 18% | 11% | 8% | 6% | 10% | 28% | 23% | 14% | 14% | 17% | 24% | 16% | 16% | 20% | 15% | 19% | 17% | 17% | 15% | 20% | 18% | 22% | 17% |
| None | 18% | 15% | 16% | 18% | 15% | 21% | 18% | 19% | 12% | 17% | 20% | 22% | 18% | 18% | 21% | 17% | 21% | 17% | 16% | 17% | 20% | 16% | 28% |
| Don't know | 23% | 15% | 18% | 28% | 21% | 16% | 18% | 27% | 35% | 25% | 16% | 19% | 19% | 23% | 20% | 25% | 23% | 28% | 18% | 19% | 27% | 33% | 22% |

**Law and order**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Conservative | 21% | 61% | 9% | 16% | 18% | 30% | 23% | 18% | 6% | 16% | 23% | 34% | 21% | 24% | 22% | 16% | 19% | 17% | 26% | 21% | 19% | 13% | 18% |
| Labour | 20% | 4% | 48% | 29% | 33% | 9% | 20% | 20% | 24% | 22% | 22% | 13% | 21% | 18% | 18% | 24% | 21% | 17% | 25% | 21% | 18% | 16% | 13% |
| Liberal Democrat | 6% | 1% | 6% | 16% | 8% | 2% | 6% | 5% | 10% | 6% | 5% | 4% | 8% | 6% | 5% | 4% | 7% | 5% | 7% | 5% | 6% | 4% | 3% |
| Other | 13% | 4% | 5% | 4% | 8% | 20% | 17% | 10% | 14% | 13% | 16% | 11% | 13% | 13% | 13% | 14% | 11% | 15% | 10% | 16% | 12% | 17% | 13% |
| None | 15% | 12% | 11% | 11% | 11% | 19% | 15% | 16% | 12% | 16% | 15% | 17% | 12% | 16% | 18% | 15% | 18% | 16% | 13% | 15% | 15% | 15% | 27% |
| Don't know | 25% | 17% | 21% | 24% | 23% | 20% | 19% | 31% | 34% | 28% | 20% | 22% | 26% | 23% | 25% | 27% | 24% | 29% | 20% | 22% | 30% | 35% | 25% |

**YouGov**

## Education and schools

| | 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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| | | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
| Unweighted base | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Conservative | 14% | 47% | 3% | 6% | 10% | 23% | 14% | 14% | 5% | 9% | 14% | 25% | 12% | 18% | 12% | 11% | 12% | 17% | 15% | 16% | 13% | 9% | 11% |
| Labour | 26% | 13% | 57% | 28% | 39% | 15% | 28% | 25% | 28% | 29% | 27% | 19% | 29% | 24% | 25% | 30% | 24% | 23% | 34% | 27% | 22% | 21% | 18% |
| Liberal Democrat | 8% | 4% | 10% | 33% | 13% | 6% | 10% | 7% | 11% | 8% | 9% | 8% | 11% | 10% | 7% | 6% | 10% | 4% | 11% | 7% | 8% | 6% | 9% |
| Other | 12% | 4% | 4% | 2% | 7% | 17% | 14% | 9% | 13% | 12% | 14% | 9% | 10% | 12% | 13% | 12% | 9% | 12% | 9% | 14% | 11% | 16% | 8% |
| None | 14% | 12% | 7% | 10% | 9% | 18% | 14% | 14% | 9% | 14% | 14% | 15% | 12% | 12% | 18% | 14% | 17% | 11% | 11% | 13% | 14% | 15% | 23% |
| Don't know | 26% | 21% | 18% | 21% | 22% | 22% | 21% | 31% | 34% | 27% | 22% | 23% | 25% | 24% | 25% | 28% | 26% | 33% | 19% | 22% | 32% | 34% | 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 |
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| | | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
| Unweighted base | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Conservative | 22% | 68% | 7% | 10% | 17% | 34% | 23% | 21% | 9% | 15% | 25% | 38% | 22% | 24% | 22% | 19% | 21% | 19% | 26% | 22% | 23% | 10% | 20% |
| Labour | 19% | 4% | 45% | 24% | 30% | 8% | 21% | 18% | 26% | 22% | 18% | 13% | 21% | 18% | 20% | 21% | 19% | 19% | 24% | 20% | 18% | 17% | 11% |
| Liberal Democrat | 8% | 3% | 12% | 23% | 12% | 4% | 10% | 6% | 12% | 8% | 7% | 6% | 10% | 9% | 7% | 6% | 7% | 7% | 11% | 8% | 6% | 6% | 6% |
| Other | 12% | 4% | 5% | 4% | 9% | 17% | 15% | 9% | 9% | 12% | 14% | 10% | 11% | 11% | 10% | 14% | 11% | 15% | 9% | 15% | 10% | 15% | 11% |
| None | 14% | 8% | 11% | 12% | 9% | 17% | 12% | 15% | 9% | 15% | 14% | 13% | 10% | 14% | 17% | 14% | 16% | 11% | 11% | 12% | 13% | 14% | 25% |
| Don't know | 25% | 13% | 20% | 27% | 24% | 20% | 20% | 31% | 35% | 27% | 22% | 21% | 26% | 24% | 24% | 26% | 26% | 29% | 19% | 22% | 30% | 37% | 25% |

## 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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| | | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
| Unweighted base | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Conservative | 15% | 52% | 5% | 6% | 12% | 25% | 16% | 14% | 3% | 12% | 17% | 25% | 12% | 17% | 17% | 14% | 11% | 13% | 19% | 14% | 14% | 10% | 16% |
| Labour | 24% | 6% | 52% | 33% | 37% | 12% | 26% | 22% | 29% | 26% | 24% | 18% | 30% | 21% | 23% | 25% | 25% | 21% | 30% | 24% | 23% | 18% | 17% |
| Liberal Democrat | 7% | 4% | 7% | 20% | 9% | 4% | 8% | 5% | 14% | 7% | 6% | 4% | 8% | 9% | 5% | 4% | 9% | 4% | 8% | 6% | 7% | 5% | 6% |
| Other | 12% | 4% | 6% | 3% | 8% | 17% | 15% | 10% | 12% | 12% | 15% | 10% | 11% | 13% | 12% | 13% | 13% | 11% | 10% | 15% | 11% | 15% | 10% |
| None | 15% | 12% | 11% | 11% | 10% | 19% | 14% | 15% | 7% | 15% | 15% | 17% | 17% | 14% | 17% | 13% | 17% | 13% | 12% | 14% | 14% | 16% | 23% |
| Don't know | 27% | 22% | 20% | 26% | 24% | 24% | 21% | 33% | 35% | 28% | 23% | 25% | 22% | 25% | 27% | 32% | 25% | 38% | 20% | 26% | 32% | 36% | 28% |

**YouGov**

| | | Vote in 2024 GE | | | EU Ref 2016 | | Gender | | Age | | | | Region | | | | | | New social grade | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 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 |

**The economy in general**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Conservative | 22% | 70% | 7% | 13% | 16% | 36% | 25% | 20% | 10% | 15% | 24% | 39% | 23% | 26% | 21% | 20% | 19% | 19% | 26% | 22% | 24% | 13% | 21% |
| Labour | 20% | 2% | 49% | 26% | 32% | 7% | 21% | 19% | 23% | 22% | 21% | 12% | 21% | 18% | 19% | 22% | 21% | 22% | 24% | 21% | 17% | 17% | 10% |
| Liberal Democrat | 6% | 2% | 6% | 22% | 9% | 2% | 7% | 5% | 12% | 5% | 6% | 5% | 7% | 8% | 4% | 4% | 5% | 5% | 8% | 7% | 4% | 4% | 4% |
| Other | 12% | 5% | 5% | 1% | 7% | 17% | 13% | 10% | 8% | 13% | 15% | 8% | 10% | 11% | 11% | 12% | 14% | 12% | 9% | 13% | 12% | 13% | 11% |
| None | 15% | 8% | 14% | 10% | 11% | 18% | 15% | 15% | 11% | 16% | 16% | 15% | 13% | 14% | 21% | 16% | 16% | 13% | 13% | 15% | 12% | 18% | 25% |
| Don't know | 25% | 13% | 20% | 28% | 24% | 19% | 18% | 31% | 36% | 28% | 18% | 21% | 25% | 24% | 24% | 26% | 25% | 30% | 19% | 21% | 31% | 34% | 28% |

**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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Conservative | 9% | 34% | 1% | 2% | 5% | 16% | 8% | 9% | 2% | 7% | 8% | 15% | 6% | 11% | 6% | 9% | 6% | 7% | 8% | 9% | 10% | 4% | 10% |
| Labour | 26% | 13% | 56% | 33% | 42% | 13% | 29% | 23% | 27% | 28% | 28% | 20% | 33% | 23% | 28% | 29% | 21% | 23% | 35% | 25% | 21% | 23% | 16% |
| Liberal Democrat | 8% | 5% | 8% | 27% | 9% | 5% | 9% | 7% | 14% | 6% | 7% | 8% | 7% | 10% | 8% | 5% | 11% | 6% | 10% | 9% | 7% | 4% | 6% |
| Other | 12% | 3% | 4% | 2% | 8% | 17% | 14% | 10% | 9% | 11% | 16% | 10% | 10% | 11% | 11% | 14% | 12% | 15% | 9% | 15% | 12% | 15% | 8% |
| None | 18% | 17% | 13% | 12% | 11% | 24% | 18% | 18% | 14% | 17% | 18% | 22% | 20% | 18% | 18% | 16% | 21% | 16% | 16% | 18% | 15% | 19% | 28% |
| Don't know | 28% | 27% | 18% | 24% | 24% | 25% | 22% | 33% | 34% | 30% | 23% | 25% | 25% | 27% | 29% | 27% | 29% | 33% | 22% | 24% | 35% | 34% | 31% |

**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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Conservative | 16% | 52% | 4% | 7% | 8% | 29% | 16% | 16% | 4% | 10% | 15% | 32% | 13% | 18% | 14% | 16% | 12% | 15% | 16% | 16% | 18% | 11% | 13% |
| Labour | 16% | 5% | 37% | 13% | 24% | 7% | 17% | 15% | 19% | 19% | 14% | 10% | 18% | 14% | 14% | 18% | 17% | 16% | 18% | 17% | 15% | 12% | 10% |
| Liberal Democrat | 10% | 4% | 16% | 30% | 18% | 3% | 13% | 7% | 17% | 9% | 11% | 6% | 14% | 10% | 10% | 8% | 10% | 9% | 15% | 8% | 8% | 8% | 6% |
| Other | 16% | 8% | 7% | 5% | 9% | 25% | 19% | 12% | 11% | 14% | 22% | 14% | 14% | 15% | 16% | 15% | 18% | 19% | 12% | 18% | 14% | 19% | 16% |
| None | 18% | 14% | 15% | 16% | 16% | 18% | 17% | 18% | 12% | 18% | 19% | 17% | 15% | 18% | 20% | 17% | 18% | 14% | 17% | 18% | 15% | 11% | 29% |
| Don't know | 26% | 17% | 22% | 29% | 25% | 18% | 19% | 32% | 37% | 30% | 18% | 21% | 26% | 26% | 25% | 26% | 25% | 27% | 22% | 22% | 29% | 38% | 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 |

**Defence and security**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Conservative | 23% | 67% | 11% | 20% | 21% | 34% | 26% | 21% | 7% | 19% | 23% | 39% | 25% | 26% | 23% | 19% | 24% | 14% | 27% | 23% | 27% | 13% | 18% |
| Labour | 16% | 2% | 40% | 18% | 26% | 5% | 18% | 14% | 24% | 18% | 15% | 10% | 16% | 14% | 16% | 19% | 14% | 13% | 20% | 17% | 12% | 17% | 11% |
| Liberal Democrat | 3% | 0% | 5% | 14% | 5% | 1% | 4% | 3% | 6% | 4% | 2% | 2% | 7% | 4% | 1% | 3% | 4% | 3% | 5% | 3% | 3% | 3% | 3% |
| Other | 11% | 4% | 4% | 2% | 8% | 16% | 14% | 9% | 9% | 11% | 16% | 9% | 11% | 12% | 11% | 11% | 11% | 14% | 9% | 13% | 10% | 13% | 12% |
| None | 15% | 8% | 12% | 11% | 10% | 18% | 15% | 15% | 12% | 15% | 16% | 15% | 12% | 14% | 19% | 14% | 16% | 16% | 12% | 15% | 14% | 13% | 25% |
| Don't know | 31% | 20% | 27% | 35% | 30% | 25% | 23% | 39% | 42% | 34% | 27% | 26% | 29% | 30% | 29% | 33% | 31% | 40% | 27% | 29% | 35% | 41% | 31% |

**Generally speaking do you think the police are doing a good or bad job?**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base: All GB adults | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Very good job | 6% | 8% | 6% | 5% | 5% | 7% | 7% | 5% | 9% | 5% | 7% | 7% | 4% | 8% | 5% | 6% | 7% | 6% | 4% | 7% | 7% | 4% | 10% |
| Fairly good job | 48% | 61% | 50% | 61% | 54% | 45% | 46% | 49% | 38% | 43% | 51% | 58% | 37% | 50% | 49% | 47% | 47% | 54% | 52% | 48% | 47% | 46% | 37% |
| Fairly bad job | 25% | 19% | 29% | 20% | 25% | 26% | 25% | 26% | 28% | 25% | 26% | 23% | 29% | 24% | 23% | 30% | 20% | 19% | 25% | 25% | 25% | 27% | 24% |
| Very bad job | 12% | 8% | 8% | 7% | 8% | 16% | 15% | 10% | 6% | 16% | 11% | 9% | 17% | 11% | 13% | 11% | 13% | 7% | 10% | 11% | 11% | 14% | 21% |
| Don't know | 9% | 3% | 8% | 7% | 8% | 6% | 7% | 11% | 18% | 12% | 5% | 3% | 13% | 7% | 10% | 6% | 13% | 14% | 8% | 9% | 10% | 10% | 8% |

**Do you think the level of crime in your LOCAL area has gone up or down over the last few years, or has it stayed 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base: All GB adults | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Gone up a lot | 14% | 13% | 9% | 14% | 11% | 20% | 13% | 15% | 8% | 14% | 19% | 12% | 23% | 14% | 10% | 14% | 12% | 12% | 14% | 11% | 15% | 14% | 20% |
| Gone up a little | 30% | 31% | 30% | 29% | 28% | 30% | 30% | 30% | 31% | 32% | 25% | 30% | 31% | 31% | 33% | 29% | 25% | 22% | 29% | 33% | 29% | 32% | 24% |
| Stayed the same | 37% | 40% | 41% | 45% | 43% | 34% | 38% | 35% | 29% | 34% | 39% | 43% | 30% | 38% | 37% | 36% | 37% | 47% | 41% | 33% | 39% | 31% | 35% |
| Gone down a little | 4% | 2% | 4% | 2% | 3% | 4% | 5% | 2% | 8% | 4% | 2% | 3% | 3% | 3% | 4% | 5% | 4% | 3% | 3% | 4% | 3% | 5% | 4% |
| Gone down a lot | 1% | 0% | 1% | 0% | 1% | 1% | 3% | 0% | 6% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | - | 1% | 1% | 3% | 0% | 2% |
| Don't know | 14% | 14% | 15% | 10% | 15% | 12% | 11% | 17% | 18% | 15% | 14% | 12% | 12% | 12% | 14% | 16% | 19% | 16% | 12% | 18% | 11% | 18% | 14% |

**YouGov**

| | Total | Vote in 2024 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 the level of crime NATIONALLY has gone up or down over the last few years, or has it stayed 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base: All GB adults | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Gone up a lot | 34% | 42% | 26% | 28% | 24% | 48% | 33% | 35% | 20% | 32% | 39% | 40% | 37% | 36% | 32% | 35% | 29% | 29% | 30% | 32% | 36% | 34% | 48% |
| Gone up a little | 35% | 39% | 40% | 34% | 39% | 33% | 34% | 37% | 35% | 34% | 34% | 39% | 32% | 34% | 40% | 35% | 40% | 31% | 36% | 35% | 35% | 35% | 33% |
| Stayed the same | 13% | 9% | 18% | 20% | 17% | 8% | 16% | 10% | 17% | 15% | 13% | 9% | 15% | 14% | 13% | 12% | 7% | 16% | 18% | 13% | 11% | 11% | 7% |
| Gone down a little | 4% | 3% | 5% | 5% | 5% | 3% | 5% | 2% | 7% | 3% | 3% | 3% | 4% | 3% | 3% | 4% | 4% | 4% | 3% | 5% | 3% | 4% | 1% |
| Gone down a lot | 1% | - | 0% | 0% | 1% | 1% | 2% | 1% | 5% | 1% | 0% | 1% | 1% | 2% | 2% | 1% | 0% | - | 1% | - | 3% | - | 2% |
| Don't know | 13% | 6% | 10% | 13% | 14% | 8% | 11% | 15% | 17% | 15% | 12% | 7% | 12% | 11% | 10% | 13% | 21% | 20% | 11% | 15% | 11% | 16% | 9% |

**Generally speaking, how much confidence do you have in the police to deal with crime in your local area?**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| A lot of confidence | 3% | 6% | 4% | 3% | 3% | 4% | 4% | 3% | 3% | 3% | 3% | 6% | 3% | 4% | 1% | 3% | 5% | 5% | 3% | 3% | 4% | 3% | 6% |
| A fair amount of confidence | 38% | 45% | 42% | 41% | 42% | 35% | 37% | 39% | 40% | 35% | 40% | 40% | 30% | 38% | 41% | 38% | 40% | 48% | 39% | 41% | 37% | 37% | 32% |
| Not very much confidence | 36% | 33% | 36% | 40% | 35% | 38% | 37% | 35% | 35% | 34% | 35% | 41% | 37% | 37% | 36% | 35% | 33% | 34% | 38% | 34% | 37% | 34% | 36% |
| No confidence at all | 16% | 11% | 13% | 11% | 15% | 18% | 18% | 15% | 13% | 21% | 17% | 10% | 25% | 15% | 15% | 17% | 15% | 8% | 16% | 15% | 15% | 18% | 23% |
| Don't know | 6% | 5% | 5% | 5% | 5% | 5% | 4% | 8% | 9% | 8% | 5% | 3% | 6% | 6% | 6% | 7% | 8% | 5% | 4% | 7% | 8% | 9% | 3% |

**Generally speaking, do you think the sentences that the courts hand down to people who have been convicted of crimes are too harsh, not harsh enough, or get 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base: All GB adults | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Too harsh | 3% | 1% | 5% | 2% | 5% | 1% | 4% | 2% | 6% | 3% | 3% | 2% | 7% | 3% | 0% | 4% | 5% | - | 4% | 3% | 2% | 2% | 1% |
| Not harsh enough | 62% | 77% | 53% | 52% | 51% | 77% | 62% | 62% | 44% | 60% | 67% | 71% | 52% | 61% | 68% | 65% | 62% | 63% | 56% | 63% | 68% | 56% | 71% |
| Get the balance about right | 18% | 14% | 26% | 28% | 27% | 12% | 20% | 16% | 22% | 17% | 17% | 18% | 20% | 21% | 18% | 14% | 15% | 12% | 25% | 15% | 15% | 17% | 13% |
| Don't know | 17% | 9% | 16% | 19% | 18% | 10% | 14% | 20% | 28% | 20% | 13% | 9% | 21% | 15% | 15% | 17% | 18% | 25% | 14% | 19% | 14% | 24% | 15% |

**YouGov**

| | Total | Vote in 2024 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 |

**...someone suffering from a terminal illness?**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| The law should be changed to make this legal | 67% | 67% | 71% | 73% | 66% | 73% | 68% | 66% | 56% | 65% | 75% | 67% | 51% | 70% | 71% | 69% | 65% | 73% | 71% | 69% | 64% | 64% | 62% |
| The law should not be changed to make this legal | 13% | 17% | 12% | 14% | 14% | 12% | 14% | 12% | 19% | 13% | 11% | 12% | 20% | 11% | 12% | 11% | 16% | 15% | 12% | 12% | 14% | 13% | 15% |
| Not sure | 20% | 16% | 17% | 13% | 20% | 15% | 18% | 22% | 25% | 21% | 14% | 21% | 29% | 19% | 17% | 20% | 19% | 12% | 17% | 18% | 22% | 24% | 23% |

**...someone suffering from an painful, incurable but NOT terminal illness?**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| The law should be changed to make this legal | 45% | 40% | 45% | 44% | 45% | 44% | 45% | 44% | 38% | 46% | 51% | 38% | 36% | 43% | 50% | 46% | 44% | 49% | 46% | 48% | 43% | 41% | 39% |
| The law should not be changed to make this legal | 26% | 31% | 26% | 27% | 26% | 29% | 28% | 23% | 24% | 23% | 24% | 33% | 31% | 22% | 26% | 26% | 27% | 27% | 28% | 26% | 23% | 22% | 26% |
| Not sure | 30% | 29% | 29% | 29% | 29% | 27% | 27% | 33% | 39% | 31% | 24% | 30% | 33% | 34% | 24% | 27% | 29% | 24% | 26% | 26% | 34% | 37% | 35% |

**Would you support or oppose the reintroduction of the death penalty for the following crimes?**

**All cases of murder**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Would support the death penalty for this | 34% | 43% | 21% | 19% | 20% | 47% | 35% | 33% | 29% | 34% | 34% | 38% | 24% | 35% | 36% | 36% | 33% | 39% | 26% | 31% | 40% | 36% | 50% |
| Would oppose the death penalty for this | 49% | 44% | 67% | 66% | 65% | 38% | 50% | 49% | 50% | 48% | 52% | 48% | 59% | 48% | 48% | 50% | 42% | 48% | 63% | 52% | 41% | 37% | 37% |
| Don't know | 17% | 12% | 13% | 15% | 15% | 15% | 15% | 19% | 21% | 18% | 14% | 15% | 16% | 17% | 16% | 14% | 25% | 13% | 12% | 17% | 19% | 27% | 13% |

**Murder of a child**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Would support the death penalty for this | 53% | 62% | 37% | 38% | 35% | 68% | 54% | 52% | 48% | 52% | 52% | 57% | 45% | 52% | 58% | 53% | 50% | 64% | 43% | 48% | 62% | 59% | 66% |
| Would oppose the death penalty for this | 36% | 28% | 53% | 53% | 54% | 23% | 36% | 36% | 37% | 36% | 38% | 35% | 41% | 37% | 33% | 37% | 32% | 31% | 47% | 41% | 26% | 28% | 24% |
| Don't know | 11% | 10% | 9% | 9% | 11% | 9% | 10% | 12% | 15% | 12% | 10% | 9% | 14% | 11% | 9% | 10% | 18% | 5% | 10% | 11% | 12% | 14% | 9% |

**Fieldwork Dates: 5th - 7th October 2024**

**Sample size: 1704 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 |

**Murder of a police officer**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Would support the death penalty for this | 41% | 56% | 26% | 28% | 26% | 58% | 45% | 38% | 28% | 36% | 43% | 54% | 30% | 42% | 46% | 42% | 36% | 50% | 32% | 40% | 47% | 40% | 56% |
| Would oppose the death penalty for this | 43% | 32% | 61% | 61% | 61% | 28% | 42% | 43% | 48% | 45% | 43% | 35% | 51% | 41% | 41% | 44% | 39% | 38% | 55% | 45% | 34% | 32% | 31% |
| Don't know | 16% | 12% | 14% | 11% | 14% | 15% | 13% | 19% | 24% | 19% | 14% | 11% | 19% | 16% | 13% | 15% | 25% | 12% | 12% | 14% | 19% | 28% | 13% |

**Murder as part of a terrorist act**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Would support the death penalty for this | 56% | 71% | 39% | 42% | 38% | 73% | 59% | 52% | 44% | 53% | 57% | 63% | 44% | 55% | 60% | 58% | 54% | 63% | 46% | 54% | 63% | 58% | 67% |
| Would oppose the death penalty for this | 33% | 21% | 52% | 48% | 51% | 20% | 32% | 34% | 33% | 35% | 35% | 29% | 41% | 33% | 33% | 32% | 29% | 26% | 45% | 34% | 25% | 26% | 23% |
| Don't know | 11% | 8% | 10% | 10% | 11% | 7% | 9% | 14% | 23% | 12% | 8% | 8% | 16% | 11% | 7% | 10% | 17% | 10% | 9% | 11% | 12% | 16% | 10% |

**Multiple murders**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Would support the death penalty for this | 56% | 68% | 39% | 44% | 38% | 73% | 57% | 55% | 43% | 54% | 57% | 64% | 50% | 55% | 61% | 57% | 53% | 59% | 46% | 53% | 64% | 61% | 67% |
| Would oppose the death penalty for this | 34% | 23% | 51% | 48% | 52% | 20% | 34% | 34% | 40% | 35% | 35% | 29% | 39% | 34% | 34% | 35% | 29% | 31% | 47% | 37% | 24% | 26% | 21% |
| Don't know | 10% | 8% | 9% | 8% | 11% | 7% | 9% | 11% | 18% | 11% | 8% | 7% | 12% | 11% | 5% | 9% | 18% | 10% | 7% | 10% | 12% | 13% | 12% |

**Do you think it should or should not be legal for parents to smack their children?**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Should be legal for parents to smack their children | 54% | 74% | 42% | 56% | 47% | 70% | 64% | 45% | 30% | 46% | 63% | 72% | 50% | 57% | 56% | 53% | 51% | 54% | 54% | 57% | 55% | 45% | 56% |
| Should not be legal for parents to smack their children | 31% | 19% | 42% | 35% | 38% | 18% | 24% | 38% | 59% | 34% | 25% | 20% | 33% | 30% | 30% | 32% | 35% | 33% | 32% | 28% | 32% | 37% | 28% |
| Don't know | 14% | 8% | 16% | 9% | 16% | 12% | 12% | 17% | 11% | 20% | 12% | 8% | 18% | 13% | 14% | 15% | 14% | 13% | 13% | 14% | 13% | 17% | 16% |

**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 support or oppose the change in the law that allowed same-sex couples to marry?**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Strongly support | 53% | 34% | 70% | 68% | 64% | 38% | 46% | 59% | 66% | 61% | 53% | 31% | 58% | 49% | 49% | 56% | 53% | 57% | 59% | 53% | 51% | 48% | 42% |
| Tend to support | 23% | 33% | 17% | 19% | 20% | 30% | 24% | 22% | 9% | 16% | 29% | 35% | 17% | 25% | 26% | 21% | 24% | 21% | 22% | 23% | 21% | 25% | 29% |
| Tend to oppose | 7% | 11% | 4% | 6% | 5% | 11% | 10% | 5% | 6% | 5% | 5% | 14% | 5% | 9% | 6% | 6% | 11% | 6% | 8% | 7% | 9% | 3% | 6% |
| Strongly oppose | 8% | 11% | 5% | 3% | 5% | 12% | 11% | 6% | 11% | 8% | 6% | 11% | 13% | 8% | 10% | 7% | 5% | 8% | 6% | 8% | 11% | 9% | 12% |
| Don't know | 9% | 11% | 4% | 4% | 7% | 9% | 9% | 8% | 9% | 10% | 7% | 9% | 7% | 9% | 8% | 11% | 7% | 7% | 5% | 9% | 8% | 15% | 11% |

**Do you think hunting foxes with dogs should remain illegal, or should it be made legal again?**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Hunting foxes with dogs should remain illegal | 79% | 72% | 90% | 84% | 84% | 76% | 75% | 82% | 76% | 76% | 85% | 79% | 75% | 79% | 75% | 79% | 83% | 86% | 82% | 77% | 75% | 77% | 83% |
| Hunting foxes with dogs should be made legal again | 12% | 19% | 5% | 7% | 9% | 14% | 16% | 7% | 12% | 11% | 10% | 14% | 10% | 13% | 12% | 11% | 10% | 9% | 11% | 13% | 14% | 8% | 7% |
| Don't know | 10% | 9% | 4% | 9% | 7% | 9% | 8% | 11% | 11% | 14% | 4% | 7% | 14% | 8% | 13% | 10% | 7% | 4% | 7% | 9% | 11% | 14% | 10% |

**Which of the following best reflects your view on genetically modified (GM) food?**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| It is potentially dangerous and should not be allowed in food products | 34% | 36% | 34% | 27% | 34% | 39% | 30% | 39% | 29% | 32% | 40% | 36% | 36% | 34% | 30% | 37% | 37% | 32% | 36% | 34% | 35% | 28% | 38% |
| As long as they have been approved by the authorities they should be allowed in food products | 34% | 39% | 39% | 49% | 40% | 30% | 43% | 27% | 40% | 33% | 30% | 40% | 35% | 36% | 32% | 34% | 34% | 28% | 42% | 35% | 31% | 29% | 26% |
| Neither | 10% | 10% | 7% | 6% | 6% | 12% | 11% | 9% | 9% | 11% | 11% | 10% | 7% | 9% | 14% | 10% | 8% | 15% | 7% | 12% | 9% | 12% | 13% |
| Don't know | 21% | 15% | 19% | 18% | 20% | 19% | 16% | 26% | 22% | 25% | 19% | 15% | 22% | 20% | 23% | 19% | 21% | 25% | 15% | 19% | 24% | 30% | 23% |

**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 |

**Thinking about the licence fee and the services the BBC offers, do you think it does or does not offer good value for money?**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Does offer good value for money | 29% | 31% | 41% | 49% | 44% | 20% | 33% | 26% | 27% | 26% | 33% | 32% | 37% | 31% | 28% | 27% | 20% | 29% | 38% | 31% | 25% | 23% | 16% |
| Does not offer good value for money | 60% | 65% | 52% | 43% | 46% | 77% | 59% | 61% | 42% | 60% | 63% | 66% | 44% | 62% | 61% | 63% | 63% | 60% | 54% | 59% | 63% | 61% | 75% |
| Don't know | 11% | 4% | 7% | 8% | 10% | 3% | 9% | 13% | 31% | 14% | 3% | 2% | 19% | 7% | 11% | 9% | 17% | 11% | 8% | 11% | 13% | 16% | 9% |

**Thinking about how the BBC is funded, which of the following would you most like to see?**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| The BBC funded from the television licence, as at present | 22% | 21% | 29% | 37% | 35% | 14% | 23% | 21% | 21% | 20% | 25% | 22% | 32% | 21% | 21% | 23% | 13% | 16% | 28% | 24% | 16% | 20% | 14% |
| The BBC funded from a subscription model, with people having to pay a subscription to watch their channels | 14% | 13% | 13% | 13% | 14% | 16% | 17% | 11% | 8% | 14% | 15% | 15% | 14% | 13% | 17% | 10% | 19% | 14% | 11% | 16% | 16% | 12% | 13% |
| The BBC funded from advertising in commercial breaks | 35% | 44% | 31% | 25% | 23% | 50% | 34% | 36% | 23% | 30% | 39% | 44% | 25% | 37% | 34% | 36% | 37% | 43% | 35% | 30% | 36% | 36% | 42% |
| The BBC funded from general taxation | 9% | 7% | 13% | 11% | 11% | 6% | 11% | 7% | 12% | 9% | 6% | 9% | 8% | 9% | 7% | 12% | 5% | 5% | 9% | 10% | 8% | 5% | 9% |
| Something else | 5% | 6% | 3% | 2% | 5% | 5% | 5% | 4% | 6% | 5% | 4% | 3% | 3% | 6% | 3% | 4% | 3% | 8% | 6% | 4% | 4% | 6% | 4% |
| Don't know | 16% | 9% | 11% | 12% | 14% | 10% | 10% | 21% | 31% | 21% | 10% | 6% | 18% | 13% | 18% | 16% | 23% | 14% | 11% | 16% | 20% | 20% | 18% |

**Overall, would you say the British press is a force for good or bad?**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Good | 25% | 41% | 22% | 34% | 24% | 29% | 27% | 23% | 26% | 18% | 24% | 39% | 29% | 28% | 25% | 20% | 25% | 17% | 29% | 25% | 26% | 20% | 20% |
| Bad | 52% | 39% | 57% | 50% | 55% | 50% | 55% | 50% | 48% | 60% | 56% | 36% | 49% | 52% | 54% | 56% | 46% | 54% | 51% | 52% | 53% | 50% | 57% |
| Don't know | 23% | 20% | 21% | 16% | 21% | 21% | 17% | 28% | 27% | 22% | 20% | 24% | 22% | 20% | 21% | 24% | 29% | 29% | 21% | 23% | 21% | 30% | 23% |

**Fieldwork Dates: 5th - 7th October 2024**

**Sample size: 1704 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 the following newspapers and media sources, do you think they are generally more favourable towards Labour and the left, to the Conservatives and the right, or are they neutral?**

**Sun**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Is generally much more favourable towards Labour and/or the left | 7% | 13% | 2% | 9% | 6% | 11% | 6% | 8% | 2% | 6% | 7% | 11% | 6% | 8% | 5% | 8% | 7% | 7% | 7% | 6% | 8% | 8% | 8% |
| Is generally a little more favourable towards Labour and/or the left | 9% | 17% | 7% | 9% | 8% | 12% | 11% | 8% | 4% | 8% | 10% | 14% | 7% | 9% | 10% | 10% | 12% | 6% | 10% | 10% | 11% | 7% | 6% |
| Is generally neutral | 5% | 6% | 4% | 2% | 4% | 5% | 6% | 4% | 7% | 5% | 4% | 4% | 7% | 4% | 5% | 4% | 4% | 6% | 4% | 3% | 7% | 6% | 5% |
| Is generally a little more favourable Conservatives and/or the right | 15% | 19% | 18% | 15% | 18% | 15% | 20% | 10% | 13% | 13% | 17% | 15% | 19% | 17% | 12% | 11% | 15% | 11% | 17% | 17% | 12% | 10% | 11% |
| Is generally much more favourable Conservatives and/or the right | 18% | 8% | 32% | 26% | 29% | 10% | 21% | 15% | 19% | 17% | 21% | 16% | 23% | 16% | 18% | 21% | 14% | 15% | 24% | 19% | 12% | 15% | 15% |
| Don't know | 46% | 38% | 36% | 39% | 35% | 48% | 36% | 55% | 54% | 50% | 41% | 40% | 39% | 45% | 50% | 46% | 48% | 55% | 38% | 45% | 50% | 54% | 55% |

**Mirror**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Is generally much more favourable towards Labour and/or the left | 17% | 32% | 15% | 21% | 17% | 25% | 23% | 12% | 4% | 11% | 24% | 29% | 18% | 19% | 19% | 17% | 10% | 17% | 20% | 18% | 16% | 12% | 18% |
| Is generally a little more favourable towards Labour and/or the left | 18% | 19% | 23% | 26% | 25% | 16% | 21% | 14% | 8% | 14% | 21% | 25% | 19% | 17% | 16% | 18% | 19% | 17% | 22% | 18% | 16% | 15% | 14% |
| Is generally neutral | 4% | 3% | 5% | 1% | 4% | 3% | 5% | 4% | 5% | 5% | 4% | 3% | 5% | 3% | 4% | 6% | 3% | 3% | 3% | 3% | 5% | 7% | 5% |
| Is generally a little more favourable Conservatives and/or the right | 6% | 4% | 10% | 2% | 8% | 3% | 6% | 5% | 9% | 8% | 3% | 1% | 13% | 5% | 5% | 4% | 3% | 5% | 6% | 7% | 4% | 6% | 3% |
| Is generally much more favourable Conservatives and/or the right | 4% | 0% | 5% | 5% | 7% | 1% | 5% | 4% | 4% | 6% | 3% | 2% | 4% | 4% | 3% | 5% | 4% | 1% | 4% | 5% | 2% | 3% | 5% |
| Don't know | 51% | 42% | 43% | 45% | 40% | 51% | 40% | 62% | 69% | 56% | 45% | 40% | 41% | 51% | 54% | 50% | 61% | 57% | 45% | 49% | 57% | 58% | 54% |

**Times**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Is generally much more favourable towards Labour and/or the left | 2% | 2% | - | 1% | 1% | 3% | 2% | 1% | 2% | 3% | 1% | 1% | 2% | 1% | 2% | 2% | 1% | 4% | 1% | 2% | 1% | 4% | 2% |
| Is generally a little more favourable towards Labour and/or the left | 4% | 5% | 3% | 1% | 3% | 4% | 5% | 3% | 5% | 3% | 3% | 3% | 7% | 3% | 5% | 2% | 3% | 2% | 5% | 2% | 6% | 1% | 3% |
| Is generally neutral | 11% | 16% | 10% | 13% | 10% | 13% | 14% | 8% | 12% | 10% | 9% | 15% | 12% | 12% | 10% | 10% | 11% | 10% | 14% | 11% | 9% | 12% | 9% |
| Is generally a little more favourable Conservatives and/or the right | 19% | 20% | 27% | 27% | 27% | 16% | 23% | 15% | 13% | 16% | 22% | 23% | 21% | 20% | 17% | 19% | 16% | 16% | 25% | 20% | 14% | 14% | 15% |
| Is generally much more favourable Conservatives and/or the right | 14% | 11% | 20% | 20% | 22% | 10% | 16% | 13% | 8% | 12% | 19% | 16% | 15% | 14% | 12% | 16% | 15% | 14% | 16% | 15% | 16% | 14% | 7% |
| Don't know | 50% | 45% | 41% | 38% | 38% | 54% | 41% | 60% | 60% | 55% | 45% | 42% | 42% | 50% | 54% | 51% | 55% | 56% | 40% | 51% | 55% | 55% | 64% |

**Fieldwork Dates: 5th - 7th October 2024**

**Sample size: 1704 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 |

**Daily Telegraph**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Is generally much more favourable towards Labour and/or the left | 2% | 2% | 0% | - | 1% | 3% | 2% | 1% | 2% | 3% | 1% | 1% | 4% | 1% | 3% | 1% | 2% | 4% | 1% | 1% | 2% | 4% | 2% |
| Is generally a little more favourable towards Labour and/or the left | 3% | 5% | 1% | 1% | 2% | 3% | 3% | 3% | 4% | 2% | 2% | 3% | 5% | 2% | 3% | 2% | 1% | 3% | 2% | 3% | 4% | 3% | 1% |
| Is generally neutral | 5% | 7% | 4% | 4% | 4% | 5% | 5% | 4% | 5% | 5% | 4% | 5% | 3% | 5% | 5% | 4% | 4% | 6% | 3% | 4% | 7% | 3% | 6% |
| Is generally a little more favourable Conservatives and/or the right | 16% | 25% | 14% | 16% | 17% | 19% | 19% | 12% | 9% | 12% | 17% | 25% | 23% | 16% | 16% | 14% | 13% | 12% | 20% | 16% | 12% | 13% | 15% |
| Is generally much more favourable Conservatives and/or the right | 23% | 14% | 37% | 43% | 39% | 14% | 28% | 18% | 12% | 22% | 29% | 24% | 23% | 25% | 20% | 23% | 23% | 17% | 30% | 26% | 17% | 18% | 14% |
| Don't know | 52% | 46% | 43% | 37% | 38% | 56% | 42% | 62% | 68% | 56% | 47% | 42% | 42% | 50% | 54% | 56% | 57% | 59% | 44% | 49% | 58% | 59% | 62% |

**Guardian**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Is generally much more favourable towards Labour and/or the left | 20% | 29% | 16% | 26% | 22% | 23% | 25% | 15% | 14% | 18% | 20% | 24% | 30% | 22% | 19% | 14% | 19% | 14% | 26% | 22% | 14% | 13% | 14% |
| Is generally a little more favourable towards Labour and/or the left | 17% | 11% | 26% | 23% | 26% | 11% | 20% | 13% | 13% | 16% | 20% | 16% | 18% | 18% | 14% | 16% | 14% | 13% | 21% | 20% | 11% | 13% | 9% |
| Is generally neutral | 8% | 8% | 10% | 7% | 10% | 6% | 10% | 7% | 13% | 7% | 9% | 9% | 8% | 8% | 7% | 10% | 7% | 11% | 8% | 7% | 8% | 9% | 11% |
| Is generally a little more favourable Conservatives and/or the right | 6% | 8% | 8% | 5% | 7% | 7% | 6% | 7% | 5% | 6% | 7% | 7% | 4% | 6% | 6% | 9% | 6% | 6% | 6% | 5% | 8% | 7% | 8% |
| Is generally much more favourable Conservatives and/or the right | 3% | 3% | 4% | 3% | 2% | 4% | 3% | 3% | 5% | 3% | 3% | 4% | 2% | 3% | 4% | 4% | 2% | 3% | 2% | 3% | 6% | 4% | 1% |
| Don't know | 46% | 42% | 35% | 36% | 34% | 49% | 36% | 55% | 51% | 50% | 42% | 40% | 38% | 43% | 49% | 47% | 52% | 52% | 36% | 42% | 53% | 54% | 56% |

**Express**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Is generally much more favourable towards Labour and/or the left | 2% | 3% | 1% | 1% | 2% | 3% | 3% | 1% | 3% | 4% | 1% | 2% | 3% | 3% | 2% | 2% | 1% | 3% | 3% | 3% | 1% | 4% | 2% |
| Is generally a little more favourable towards Labour and/or the left | 4% | 6% | 3% | 3% | 3% | 4% | 3% | 4% | 4% | 3% | 3% | 4% | 7% | 4% | 2% | 3% | 4% | 5% | 4% | 4% | 4% | 1% | 3% |
| Is generally neutral | 5% | 7% | 3% | 2% | 4% | 5% | 5% | 4% | 5% | 5% | 3% | 5% | 4% | 5% | 3% | 5% | 3% | 6% | 4% | 5% | 7% | 3% | 4% |
| Is generally a little more favourable Conservatives and/or the right | 13% | 19% | 13% | 15% | 15% | 15% | 16% | 9% | 5% | 9% | 16% | 19% | 12% | 13% | 16% | 12% | 12% | 10% | 15% | 11% | 13% | 11% | 13% |
| Is generally much more favourable Conservatives and/or the right | 19% | 11% | 31% | 31% | 32% | 14% | 27% | 13% | 9% | 18% | 25% | 22% | 24% | 19% | 17% | 21% | 19% | 14% | 25% | 20% | 13% | 20% | 14% |
| Don't know | 57% | 54% | 49% | 48% | 45% | 59% | 46% | 68% | 75% | 61% | 52% | 48% | 49% | 57% | 60% | 58% | 61% | 62% | 49% | 58% | 62% | 61% | 64% |

**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 |

**Daily Mail**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Is generally much more favourable towards Labour and/or the left | 2% | 3% | 1% | 1% | 2% | 3% | 3% | 2% | 3% | 3% | 1% | 2% | 2% | 2% | 3% | 3% | 2% | 5% | 2% | 2% | 3% | 4% | 2% |
| Is generally a little more favourable towards Labour and/or the left | 3% | 5% | 2% | 1% | 2% | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 5% | 3% | 2% | 3% | 2% | 4% | 2% | 3% | 4% | 3% | 2% |
| Is generally neutral | 4% | 5% | 3% | 3% | 3% | 5% | 5% | 4% | 7% | 4% | 3% | 3% | 5% | 4% | 4% | 5% | 3% | 4% | 4% | 3% | 5% | 4% | 5% |
| Is generally a little more favourable Conservatives and/or the right | 15% | 28% | 13% | 13% | 12% | 20% | 17% | 13% | 12% | 12% | 14% | 23% | 19% | 15% | 15% | 14% | 16% | 6% | 15% | 17% | 14% | 10% | 15% |
| Is generally much more favourable Conservatives and/or the right | 32% | 22% | 49% | 49% | 50% | 23% | 39% | 26% | 20% | 30% | 40% | 33% | 36% | 35% | 27% | 32% | 27% | 30% | 41% | 34% | 22% | 29% | 24% |
| Don't know | 44% | 37% | 33% | 33% | 31% | 46% | 34% | 53% | 56% | 47% | 39% | 37% | 34% | 41% | 49% | 45% | 49% | 52% | 35% | 40% | 51% | 51% | 52% |

**BBC**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Is generally much more favourable towards Labour and/or the left | 13% | 27% | 4% | 3% | 5% | 25% | 17% | 9% | 6% | 9% | 16% | 21% | 12% | 16% | 14% | 11% | 11% | 9% | 14% | 14% | 12% | 9% | 15% |
| Is generally a little more favourable towards Labour and/or the left | 10% | 20% | 5% | 5% | 8% | 14% | 11% | 9% | 2% | 10% | 9% | 13% | 12% | 10% | 12% | 8% | 5% | 6% | 10% | 10% | 8% | 7% | 12% |
| Is generally neutral | 25% | 21% | 38% | 42% | 37% | 16% | 30% | 21% | 28% | 23% | 26% | 26% | 25% | 26% | 20% | 28% | 21% | 29% | 32% | 24% | 22% | 25% | 16% |
| Is generally a little more favourable Conservatives and/or the right | 12% | 6% | 19% | 17% | 18% | 7% | 11% | 13% | 14% | 12% | 14% | 9% | 16% | 11% | 11% | 13% | 14% | 6% | 12% | 12% | 13% | 9% | 12% |
| Is generally much more favourable Conservatives and/or the right | 6% | 1% | 8% | 8% | 7% | 5% | 7% | 5% | 7% | 6% | 6% | 4% | 6% | 5% | 4% | 5% | 12% | 7% | 4% | 6% | 6% | 6% | 9% |
| Don't know | 34% | 25% | 27% | 24% | 25% | 33% | 25% | 43% | 44% | 40% | 28% | 26% | 29% | 31% | 40% | 36% | 36% | 43% | 27% | 33% | 39% | 44% | 36% |

**Channel 4 News**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Is generally much more favourable towards Labour and/or the left | 9% | 13% | 4% | 4% | 7% | 14% | 15% | 3% | 5% | 10% | 9% | 9% | 11% | 10% | 9% | 7% | 7% | 8% | 10% | 12% | 6% | 7% | 7% |
| Is generally a little more favourable towards Labour and/or the left | 11% | 12% | 13% | 12% | 13% | 9% | 12% | 10% | 9% | 11% | 12% | 10% | 17% | 10% | 9% | 10% | 11% | 9% | 14% | 11% | 10% | 5% | 10% |
| Is generally neutral | 26% | 23% | 39% | 39% | 39% | 19% | 30% | 22% | 16% | 22% | 31% | 31% | 22% | 28% | 22% | 28% | 27% | 20% | 33% | 23% | 22% | 25% | 21% |
| Is generally a little more favourable Conservatives and/or the right | 3% | 4% | 3% | 3% | 3% | 2% | 3% | 2% | 7% | 3% | 3% | 0% | 6% | 3% | 2% | 2% | 1% | 1% | 1% | 2% | 5% | 1% | 4% |
| Is generally much more favourable Conservatives and/or the right | 1% | 0% | 1% | 0% | 1% | 0% | 1% | 1% | - | 1% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | - | 0% | 1% | 2% | 0% | - |
| Don't know | 51% | 49% | 40% | 41% | 38% | 55% | 39% | 62% | 63% | 53% | 44% | 50% | 43% | 48% | 56% | 53% | 55% | 61% | 42% | 51% | 55% | 60% | 58% |

**Fieldwork Dates: 5th - 7th October 2024**

**Sample size: 1704 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 |

**Sky News**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Is generally much more favourable towards Labour and/or the left | 5% | 8% | - | - | 2% | 9% | 8% | 2% | 1% | 6% | 6% | 5% | 4% | 6% | 6% | 4% | 3% | 7% | 6% | 5% | 3% | 5% | 6% |
| Is generally a little more favourable towards Labour and/or the left | 5% | 7% | 3% | 5% | 4% | 6% | 6% | 4% | 7% | 4% | 5% | 6% | 8% | 6% | 3% | 3% | 5% | 5% | 5% | 6% | 6% | 1% | 4% |
| Is generally neutral | 23% | 29% | 27% | 25% | 26% | 23% | 27% | 18% | 17% | 21% | 24% | 26% | 21% | 24% | 24% | 24% | 19% | 19% | 25% | 21% | 24% | 20% | 20% |
| Is generally a little more favourable Conservatives and/or the right | 10% | 6% | 14% | 16% | 15% | 6% | 15% | 6% | 14% | 12% | 10% | 6% | 13% | 9% | 10% | 11% | 12% | 6% | 12% | 13% | 8% | 7% | 7% |
| Is generally much more favourable Conservatives and/or the right | 5% | 1% | 9% | 5% | 9% | 1% | 4% | 5% | 4% | 4% | 8% | 3% | 11% | 3% | 3% | 5% | 4% | 6% | 6% | 5% | 5% | 4% | 4% |
| Don't know | 53% | 49% | 46% | 49% | 44% | 55% | 40% | 65% | 57% | 53% | 48% | 55% | 44% | 52% | 54% | 54% | 58% | 58% | 47% | 51% | 55% | 63% | 59% |

**ITN**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| Is generally much more favourable towards Labour and/or the left | 5% | 7% | 1% | 1% | 2% | 10% | 8% | 3% | 1% | 5% | 6% | 6% | 7% | 5% | 6% | 4% | 4% | 6% | 4% | 5% | 4% | 7% | 8% |
| Is generally a little more favourable towards Labour and/or the left | 8% | 15% | 3% | 4% | 6% | 12% | 10% | 6% | 3% | 7% | 10% | 9% | 8% | 10% | 9% | 5% | 5% | 7% | 10% | 9% | 6% | 3% | 7% |
| Is generally neutral | 24% | 31% | 33% | 37% | 34% | 24% | 30% | 19% | 6% | 18% | 30% | 37% | 22% | 25% | 23% | 25% | 24% | 19% | 30% | 23% | 20% | 20% | 23% |
| Is generally a little more favourable Conservatives and/or the right | 4% | 3% | 6% | 5% | 7% | 2% | 5% | 4% | 4% | 4% | 6% | 3% | 8% | 3% | 3% | 6% | 5% | 3% | 7% | 3% | 5% | 1% | 1% |
| Is generally much more favourable Conservatives and/or the right | 2% | 0% | 2% | 0% | 2% | 0% | 2% | 1% | 4% | 1% | 2% | 1% | 3% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 3% | 1% | 2% |
| Don't know | 57% | 43% | 55% | 52% | 49% | 52% | 46% | 68% | 83% | 64% | 46% | 44% | 52% | 55% | 59% | 59% | 61% | 64% | 48% | 58% | 62% | 67% | 58% |

**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 |

**Where do you get most of your news about news and current affairs?**

| | 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 | 1704 | 281 | 510 | 177 | 694 | 616 | 772 | 932 | 154 | 650 | 427 | 473 | 175 | 588 | 282 | 422 | 149 | 88 | 534 | 481 | 323 | 198 | 168 |
| Base | 1704 | 308 | 438 | 157 | 632 | 675 | 828 | 876 | 186 | 711 | 411 | 397 | 206 | 584 | 279 | 404 | 148 | 82 | 477 | 494 | 358 | 205 | 170 |
| National TV news | 43% | 66% | 46% | 51% | 47% | 52% | 44% | 42% | 23% | 32% | 51% | 64% | 39% | 46% | 45% | 44% | 38% | 35% | 52% | 45% | 38% | 33% | 36% |
| Regional TV news | 23% | 35% | 24% | 31% | 24% | 29% | 23% | 23% | 10% | 15% | 28% | 39% | 10% | 24% | 24% | 29% | 26% | 18% | 26% | 24% | 23% | 19% | 19% |
| National newspapers | 11% | 20% | 9% | 15% | 13% | 13% | 12% | 10% | 6% | 8% | 8% | 23% | 16% | 14% | 9% | 9% | 8% | 6% | 17% | 8% | 11% | 7% | 10% |
| Regional or local newspapers | 4% | 7% | 4% | 6% | 4% | 4% | 5% | 3% | 3% | 4% | 3% | 7% | 6% | 5% | 2% | 4% | 6% | 2% | 5% | 5% | 3% | 3% | 1% |
| News websites (e.g. BBC, Guardian, Daily Mail) | 42% | 44% | 53% | 57% | 50% | 36% | 45% | 38% | 39% | 43% | 45% | 37% | 48% | 44% | 39% | 37% | 40% | 39% | 56% | 41% | 32% | 35% | 33% |
| Social media (e.g. Facebook or Twitter) | 28% | 15% | 35% | 26% | 31% | 18% | 25% | 31% | 51% | 38% | 19% | 9% | 34% | 25% | 24% | 30% | 31% | 33% | 29% | 26% | 31% | 28% | 25% |
| National radio | 18% | 18% | 23% | 26% | 25% | 16% | 19% | 16% | 7% | 14% | 28% | 20% | 19% | 19% | 19% | 15% | 18% | 15% | 25% | 15% | 19% | 10% | 13% |
| Local radio | 10% | 11% | 9% | 8% | 9% | 11% | 9% | 11% | 8% | 9% | 13% | 9% | 5% | 9% | 12% | 12% | 11% | 9% | 9% | 10% | 12% | 6% | 9% |
| Word of mouth | 10% | 5% | 10% | 11% | 10% | 6% | 7% | 12% | 20% | 13% | 7% | 2% | 11% | 7% | 7% | 14% | 9% | 13% | 10% | 11% | 12% | 6% | 8% |
| Friends/relatives | 14% | 12% | 15% | 11% | 15% | 9% | 11% | 16% | 22% | 19% | 10% | 5% | 17% | 13% | 13% | 14% | 12% | 17% | 14% | 15% | 15% | 11% | 12% |
| Other | 5% | 2% | 4% | 3% | 5% | 5% | 6% | 4% | 3% | 6% | 5% | 3% | 6% | 5% | 4% | 5% | 3% | 5% | 5% | 6% | 3% | 3% | 6% |
| None of these - I don't really follow news and current affairs | 11% | 6% | 6% | 5% | 6% | 11% | 11% | 11% | 19% | 12% | 10% | 7% | 11% | 10% | 11% | 11% | 8% | 21% | 6% | 11% | 12% | 18% | 15% |
| Don't know | 2% | - | 1% | 1% | 2% | 1% | 2% | 2% | 2% | 3% | 1% | - | 1% | 1% | 3% | 3% | 1% | 1% | 1% | 1% | 2% | 4% | 3% |

Cell Contents (Column Percentages)