

YouGov Segmentation Results

Sample Size: 4180 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 21st - 27th May 2025

	Reform UK Segment					
	Total	Disgusted Disruptors	Left Behind Collectivists	Traditional Conservatives	Melancholy Middle	Civic Pragmatist
Weighted Sample	4180	864	1005	615	778	918
Unweighted Sample	4180	899	965	717	771	828
	%	%	%	%	%	%

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						
0 - Would never consider voting for them		22	31	32	6	13
1		6	8	8	4	5
2		7	8	7	5	7
3		7	9	7	7	6
4		7	7	7	6	8
5		13	15	13	12	11
6		9	6	8	13	11
7		10	6	7	10	15
8		8	6	5	15	10
9		3	1	2	6	4
10 - Would definitely consider voting for them		7	3	5	14	10
TOTAL CONSIDERING (6+)		37	22	27	58	50
Prefer not to answer		0	0	0	1	0
Labour						
0 - Would never consider voting for them		66	88	73	80	51
1		7	4	7	7	10
2		6	3	7	6	9
3		4	1	3	3	8
4		3	1	3	1	6
5		5	1	3	2	6
6		2	1	2	0	4
7		2	0	1	1	4
8		1	0	1	0	2
9		1	0	0	0	1
10 - Would definitely consider voting for them		1	0	0	0	5
TOTAL CONSIDERING (6+)		7	1	4	1	11
Prefer not to answer		0	0	0	0	1
Liberal Democrats						
0 - Would never consider voting for them		46	65	53	64	28
1		9	7	9	10	11
2		8	6	9	7	11
3		8	7	7	7	10
4		6	4	7	4	7
5		9	6	8	4	11
6		5	3	3	1	6
7		4	1	3	1	6
8		2	1	1	0	3
9		1	0	1	1	2
10 - Would definitely consider voting for them		1	0	0	1	2
TOTAL CONSIDERING (6+)		13	5	8	4	19
Prefer not to answer		0	0	0	2	0

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		%	%	%	%	%
Reform UK						
0 - Would never consider voting for them		0	0	0	0	0
1		0	0	0	0	0
2		0	0	0	0	0
3		0	0	0	0	1
4		0	0	0	0	1
5		1	1	1	1	1
6		11	4	6	5	19
7		11	5	10	9	17
8		14	8	12	11	20
9		11	7	8	13	12
10 - Would definitely consider voting for them		52	74	62	59	28
TOTAL CONSIDERING (6+)		99	98	98	97	99
Prefer not to answer		0	1	0	1	0
Green Party						
0 - Would never consider voting for them		52	67	59	73	39
1		8	8	8	7	11
2		7	5	6	6	9
3		6	4	5	4	8
4		5	4	4	3	6
5		9	5	9	3	10
6		5	2	3	1	7
7		3	2	1	1	3
8		2	1	2	1	2
9		1	0	1	0	1
10 - Would definitely consider voting for them		2	2	1	0	2
TOTAL CONSIDERING (6+)		13	7	8	3	15
Prefer not to answer		1	0	0	0	2
Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.						
Immigration & Asylum		86	96	94	94	73
The economy		45	37	38	49	54
Crime		32	41	33	33	21
Defence and security		25	24	25	34	24
Health		22	14	22	11	26
Tax		16	14	13	16	22
Welfare benefits		14	13	13	13	14
Britain leaving the EU		12	17	12	18	7
Housing		12	10	14	6	14
Pensions		10	9	10	7	8
The environment		5	2	4	1	5
Education		3	2	3	3	6
Family life & childcare		3	2	3	1	3
Transport		1	0	1	1	2
None of these		0	0	0	0	0
Don't know		0	0	0	0	1
Thinking about your finances, which of the following best reflects your position?						
I am very comfortable financially		5	3	2	7	5
I am relatively comfortable financially		33	26	25	44	39
TOTAL COMFORTABLE		38	29	27	51	44
I do not often have money for luxuries, but can normally comfortably cover the essentials		40	43	38	39	41
I can only just afford my costs and often struggle to make ends meet		17	20	27	8	11
I cannot afford my costs, and often have to go without essentials like food and heating		4	6	7	1	3
TOTAL STRUGGLE		21	26	34	9	14
Don't know		1	2	1	1	1

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Please provide an estimate of the total value of your wealth and assets?

This includes, for example, your savings, investments, shares, stock and option holdings in the company you work for, properties you own **OTHER THAN YOUR MAIN RESIDENCE**, works of art and other collectible items, and your pension fund **IF YOU ARE RETIRED**. Please exclude the value of your main home that you live in, any businesses that you own, your pension fund if you are not retired and please subtract the value of any debts secured against your assets, e.g. a mortgage you might have on a second home.

Up to £9,999	22	24	29	14	18	21
£10,000 to £24,999	12	13	11	9	12	15
£25,000 to £49,999	9	8	8	7	12	9
£50,000 to £74,999	4	4	3	5	5	4
£75,000 to £99,999	3	2	3	4	3	3
£100,000 to £249,999	7	6	6	12	9	7
£250,000 to £499,999	5	5	3	7	5	5
£500,000 to £749,999	2	1	1	3	2	2
£750,000 to £999,999	1	1	0	2	2	1
£1 million to £1,999,999	1	0	1	1	2	2
£2 million to £4,999,999	0	0	0	0	1	1
£5 million to £9,999,999	0	0	0	0	0	0
£10 million to £19,999,999	0	0	0	0	0	0
£20 million or more	0	0	0	0	0	0
Nothing	0	0	0	0	0	0
Don't know	10	10	10	8	9	9
Prefer not to answer	24	26	25	27	21	21

Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?

under £5,000 per year	2	2	1	1	2	2
£5,000 to £9,999 per year	3	4	4	1	3	3
£10,000 to £14,999 per year	7	8	9	5	4	5
£15,000 to £19,999 per year	6	6	7	4	6	7
£20,000 to £24,999 per year	8	7	10	8	7	8
£25,000 to £29,999 per year	7	8	7	5	7	8
£30,000 to £34,999 per year	6	5	7	6	7	6
£35,000 to £39,999 per year	5	4	6	5	6	5
£40,000 to £44,999 per year	5	4	5	5	5	6
£45,000 to £49,999 per year	4	3	3	4	5	3
£50,000 to £59,999 per year	7	8	5	5	6	9
£60,000 to £69,999 per year	5	4	5	8	4	6
£70,000 to £99,999 per year	7	7	4	9	10	7
£100,000 to £149,999 per year	3	3	2	4	3	6
£150,000 and over	1	1	0	3	2	2
Don't know	4	4	5	3	4	3
Prefer not to answer	20	24	20	24	18	16

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Gross PERSONAL income is an individual's total income received from all sources, including wages, salaries, or rents and before tax deductions...What is your gross personal income?

under £5,000 per year	5	5	5	4	6	3
£5,000 to £9,999 per year	6	7	7	4	4	7
£10,000 to £14,999 per year	13	11	16	12	11	13
£15,000 to £19,999 per year	8	9	8	6	9	8
£20,000 to £24,999 per year	8	10	8	9	7	9
£25,000 to £29,999 per year	8	8	9	6	9	8
£30,000 to £34,999 per year	7	4	7	7	7	8
£35,000 to £39,999 per year	6	6	5	5	5	8
£40,000 to £44,999 per year	3	4	2	5	5	3
£45,000 to £49,999 per year	2	2	3	3	2	2
£50,000 to £59,999 per year	4	3	2	5	6	3
£60,000 to £69,999 per year	2	1	2	3	3	1
£70,000 to £99,999 per year	2	2	1	4	2	3
£100,000 and over	1	0	1	2	1	3
Don't know	3	2	5	3	3	2
Prefer not to answer	21	24	20	23	20	19

Thinking about the **total value of your wealth**, would you say you are better or worse off than you thought you would be at this stage in your life, or are you about where you thought you would be?

Much better off	5	4	3	7	5	8
Slightly better off	12	7	9	14	16	16
TOTAL BETTER OFF	17	11	12	21	21	24
About where I thought I'd be	24	17	19	34	27	27
Slightly worse off	24	22	24	22	25	25
Much worse off	28	43	37	18	19	18
TOTAL WORSE OFF	52	65	61	40	44	43
Don't know	7	7	8	5	8	5

Thinking about the total value of your wealth do you think you've done better or worse over the last 10 years than...
...other people around you?

Much better	4	2	3	5	3	7
A little better	17	15	12	20	21	22
TOTAL BETTER	21	17	15	25	24	29
About the same	34	31	32	41	35	34
A little worse	20	21	22	17	22	16
Much worse	15	21	21	7	10	11
TOTAL WORSE	35	42	43	24	32	27
Don't know	10	10	10	10	9	9

...other people in the UK in general?

Much better	4	2	3	8	3	7
A little better	20	15	13	26	24	24
TOTAL BETTER	24	17	16	34	27	31
About the same	29	27	28	33	32	29
A little worse	20	20	23	16	20	20
Much worse	16	24	22	7	10	11
TOTAL WORSE	36	44	45	23	30	31
Don't know	11	12	11	9	11	9

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Thinking about the total value of your wealth compared to others, which of the following does it make you feel? Please tick all that apply.

Grateful	26	19	19	26	32	35
Content	23	15	15	29	27	30
Frustrated	22	28	28	16	17	17
Depressed	20	27	31	9	13	15
Motivated to improve	15	10	9	14	18	23
Discouraged	15	22	22	7	12	10
Proud	9	5	6	11	8	14
Envious	7	8	9	4	6	9
None of these	12	14	12	17	10	9
Don't know	5	5	5	5	6	5

And still thinking about the total value of your wealth, do you think you will be in a better or worse situation than you are now **in 10 years time**, or do you think there will be no real change?

Much better	8	4	4	6	9	17
Slightly better	18	11	14	18	21	24
TOTAL BETTER	26	15	18	24	30	41
No real change	23	21	24	23	25	23
Slightly worse	17	17	17	19	18	15
Much worse	21	35	25	20	13	11
TOTAL WORSE	38	52	42	39	31	26
Don't know	13	12	16	13	13	11

Compared to the past, do you think the following have improved, declined, or stayed much the same?

Your local area

Improved a lot	1	0	0	1	1	4
Improved a little	7	2	3	3	9	16
TOTAL IMPROVED	8	2	3	4	10	20
Generally stayed much the same	27	16	22	29	34	35
Declined a little	32	29	33	39	32	30
Declined a lot	30	51	40	27	19	12
TOTAL DECLINED	62	80	73	66	51	42
Don't know	2	2	2	1	4	3

The UK in general

Improved a lot	1	0	0	1	1	4
Improved a little	3	0	1	1	4	9
TOTAL IMPROVED	4	0	1	2	5	13
Generally stayed much the same	6	1	3	4	12	9
Declined a little	20	6	14	18	32	33
Declined a lot	68	92	81	76	50	44
TOTAL DECLINED	88	98	95	94	82	77
Don't know	1	1	1	1	2	1

Thinking about Britain today, which of the following statements comes closest to your view?

There is only so much prosperity to go around - when some gain, others inevitably lose	42	51	47	32	34	41
Prosperity can grow and be shared - gains by some can benefit others too	31	18	25	41	39	36
Neither	15	22	15	19	12	11
Don't know	12	9	13	8	15	12

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In general, do you think young people growing up today will have a better or worse life than their parents?

Much better life than their parents	5	4	3	4	4	10
Slightly better life than their parents	13	6	9	13	15	22
TOTAL BETTER	18	10	12	17	19	32
There won't be really any difference	13	9	9	17	18	13
Slightly worse life than their parents	33	25	35	35	39	32
Much worse life than their parents	29	50	36	24	15	15
TOTAL WORSE	62	75	71	59	54	47
Don't know	7	5	7	6	9	6

Where would you place your views on the following scale?

Thinking about political leadership in general...

1 - It is more important to have a leader that shares my values, even if they don't have a clear set of policies	15	25	17	16	7	12
2	15	15	16	15	14	16
3	26	23	26	28	29	24
4	13	8	11	13	18	14
5 - It is more important to have a leader who has a clear set of policies, even if they don't share my values	21	21	19	19	20	25
Don't know	10	9	11	8	11	9

Where would you place your views on the following scale?

Thinking about the issues Britain faces...

1 - We need a strong leader prepared to break the rules to get things done	43	65	48	42	20	35
2	21	14	21	24	22	24
3	17	10	16	18	25	16
4	7	4	4	6	14	11
5 - We need calm and patient leadership within the system we have today	7	4	7	7	9	10
Don't know	5	3	4	4	9	4

Generally speaking, do you think taxes in the UK are too high, too low, or about right?

Much too high	41	60	45	49	28	26
A little too high	36	27	35	36	39	42
TOTAL TOO HIGH	77	87	80	85	67	68
About right	15	9	11	12	19	23
A little too low	2	2	2	0	5	3
Much too low	1	0	1	0	1	1
TOTAL TOO LOW	3	2	3	0	6	4
Don't know	5	3	6	3	8	6

Where would you place your views on the following scale?

Money raised from taxes is generally...

1 - Wasted and spent on the wrong things	61	86	75	63	38	42
2	23	11	18	28	32	28
3	10	2	4	7	21	16
4	2	1	0	2	3	5
5 - Used effectively and spent on the right things	2	0	0	0	2	7
Don't know	2	1	2	1	5	3

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Where would you place your views on the following scale?

Thinking about government spending...

1 - People like me get our fair share of government spending	2	0	2	2	3	4
2	4	0	2	4	6	7
3	13	5	7	17	20	20
4	21	11	16	23	28	26
5 - People like me do not tend to get our fair share of government spending	56	80	70	51	35	38
Don't know	4	3	3	3	8	6

Do you think the level of immigration into Britain over the last ten years has been good or bad for the country?

Mostly good for the country	3	0	0	0	4	9
Mostly bad for the country	79	94	89	89	62	62
Both good and bad for the country	17	6	11	11	32	26
Don't know	1	0	0	1	3	3

On the subject of climate change do you think:

The climate is changing because of human activity, and the threat is every bit as real as scientists have said	30	16	26	16	30	57
The climate is changing because of human activity, but the threat is not as real as many scientists have said	33	36	33	38	38	24
The climate is changing but NOT because of human activity	23	31	27	34	17	10
The climate is NOT changing	6	11	7	7	4	2
Don't know	7	6	7	5	11	8

When it comes to the balance between free speech and protecting people from hateful or offensive speech, which do you think should be prioritised more?

Priority should be more on protecting free speech	71	83	81	86	58	49
Priority should be more on protecting people from offensive or hateful speech	20	12	13	8	29	38
Don't know	9	5	7	6	13	13

To what extent, if at all, do you feel you have the power over...
...your day-to-day life in general?

A great deal	15	10	9	17	13	24
A fair amount	47	41	41	52	54	50
TOTAL A GREAT DEAL / FAIR AMOUNT	62	51	50	69	67	74
Not very much	28	32	36	21	25	21
Not at all	9	16	12	7	5	4
TOTAL NOT VERY MUCH / AT ALL	37	48	48	28	30	25
Don't know	2	1	1	2	3	1

...what happens in your local community?

A great deal	1	1	1	0	1	4
A fair amount	10	4	6	8	14	16
TOTAL A GREAT DEAL / FAIR AMOUNT	11	5	7	8	15	20
Not very much	47	37	40	54	55	52
Not at all	39	56	50	34	26	24
TOTAL NOT VERY MUCH / AT ALL	86	93	90	88	81	76
Don't know	3	2	2	3	4	4

<p>Regardless of whether you'd want to do each of the following, please say whether you think you would or would not be able to do so _if they were necessary_?</p> <p>Improve your financial situation (e.g. through reducing how much you spend, reducing my bills, or through increasing my income)</p>						
Would be able to do this if necessary	51	41	41	60	58	61
Would not be able to do this if necessary	40	52	50	31	30	33
Don't know	9	7	9	9	12	6
<p>Improve your housing situation (e.g. moving to a better house/flat or upgrading your current property)</p>						
Would be able to do this if necessary	41	30	29	50	49	50
Would not be able to do this if necessary	50	64	60	40	38	40
Don't know	10	6	10	10	13	10
<p>Relocate where you live within the UK for family, work or other reasons</p>						
Would be able to do this if necessary	48	40	38	57	53	55
Would not be able to do this if necessary	41	52	50	34	33	35
Don't know	11	9	12	9	14	10
<p>Thinking generally about your day-to-day life, to what extent, if at all, would you say you are...</p> <p>...treated with respect?</p>						
A great deal	7	3	3	6	7	13
A fair amount	47	34	37	53	56	58
TOTAL A GREAT DEAL / FAIR AMOUNT	54	37	40	59	63	71
Not very much	32	39	38	30	27	23
Not at all	10	20	16	7	4	3
TOTAL NOT VERY MUCH / AT ALL	42	59	54	37	31	26
Don't know	5	4	5	5	6	3
<p>...valued by society?</p>						
A great deal	2	0	1	1	2	7
A fair amount	19	9	10	19	26	33
TOTAL A GREAT DEAL / FAIR AMOUNT	21	9	11	20	28	40
Not very much	44	41	47	51	45	41
Not at all	25	43	34	19	14	11
TOTAL NOT VERY MUCH / AT ALL	69	84	81	70	59	52
Don't know	9	6	8	10	13	9
<p>...rewarded for hard work?</p>						
A great deal	4	1	1	2	4	10
A fair amount	27	15	15	36	36	38
TOTAL A GREAT DEAL / FAIR AMOUNT	31	16	16	38	40	48
Not very much	39	39	45	39	37	34
Not at all	22	38	31	13	14	12
TOTAL NOT VERY MUCH / AT ALL	61	77	76	52	51	46
Don't know	8	6	7	11	9	7
<p>Please say which of the following statements comes closest to your view, even if you don't agree with either entirely?</p>						
Life in today's Britain is a lottery: you have to be born in the right family or get lucky to succeed	58	76	77	30	45	49
Life in today's Britain is a fair game: if you work hard, you will succeed	31	16	17	55	38	40
Don't know	11	8	7	15	16	11

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Thinking about the term 'woke', which of the following statements comes closest to your view?

'Wokeness' is a bad thing, and has resulted in certain groups in society gaining unfair advantages	76	89	83	90	67	55
'Wokeness' is a good thing, and has in general resulted in a fairer and more equal society	4	0	2	0	5	12
Neither of these	7	3	4	5	15	11
I don't know what this term means	12	8	11	5	13	21

Thinking about when people protest for a cause they believe in, which of the following comes closest to your view?

Resorting to violence is always wrong	73	66	70	79	78	75
There are some circumstances where resorting to violence can be justified	21	27	24	15	15	20
Don't know	6	6	5	6	7	5

Main source of news

Television	34	29	34	31	37	39
A news app on a mobile or tablet device	14	12	14	15	15	14
Social network websites	12	14	13	8	12	14
A newspaper's website	9	9	10	14	9	7
Radio	8	9	6	10	9	10
A news website not associated with a newspaper	7	8	7	6	10	6
A printed copy of a newspaper	5	5	3	8	4	5
Email newsletters or RSS feeds	1	0	1	1	0	0
Blogs not associated with major media organisations	1	2	1	1	1	1
Don't know	1	2	1	1	1	1
None of the above	7	10	10	5	4	4

Which, if any, of the following words describe your feelings about the way politics works in the UK these days? Please tick up to three options.

Frustrated	54	54	57	59	53	48
Disgusted	43	67	55	47	22	24
Angry	40	61	48	44	24	23
Pessimistic	34	31	33	45	37	29
Detached	22	18	24	21	22	23
Confused	14	6	11	10	20	20
Afraid	13	17	13	12	10	10
Indifferent	9	5	9	7	14	11
Bored	7	3	6	6	11	9
Hopeful	4	1	1	1	6	12
Happy	1	0	0	0	1	3
Proud	1	0	0	0	1	3
Confident	1	0	0	0	1	5
Inspired	1	0	0	0	1	2
Included	1	0	0	0	1	3
None of these	2	2	2	2	2	3
Don't know	3	1	2	1	4	4

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	%	%	%	%	%	%

SEGMENTATION QUESTIONS

On the following scale, please say whether you agree or disagree with the following statements?

I am proud to be British

1 - Strongly agree	32	28	29	40	21	42
2	15	10	13	16	16	22
3	16	12	15	17	22	15
4 - Neither agree nor disagree	19	20	23	15	23	14
5	8	10	8	6	10	4
6	4	6	4	3	5	2
7 - Strongly disagree	6	14	8	4	2	1

The UK is the envy of other countries around the world

1 - Strongly agree	4	2	2	3	1	9
2	5	1	3	4	4	12
3	9	2	6	8	13	17
4 - Neither agree nor disagree	23	11	19	23	32	33
5	17	10	17	23	23	17
6	12	10	16	12	15	8
7 - Strongly disagree	29	63	37	27	12	5

There is a good sense of community spirit in my local area

1 - Strongly agree	6	4	3	3	4	15
2	11	5	6	13	10	20
3	20	12	16	20	24	27
4 - Neither agree nor disagree	30	24	31	34	36	25
5	14	15	15	16	17	9
6	8	11	12	7	6	3
7 - Strongly disagree	12	29	17	8	4	1

Multiculturalism has had a positive impact on the country

1 - Strongly agree	3	1	1	0	2	10
2	4	1	1	1	5	12
3	8	2	2	2	17	18
4 - Neither agree nor disagree	18	6	11	8	33	33
5	14	7	13	16	22	15
6	12	9	16	15	12	6
7 - Strongly disagree	40	74	55	59	8	7

Immigration is a threat to British culture and values

1 - Strongly agree	67	92	86	82	27	48
2	13	3	8	11	20	23
3	8	2	4	3	18	14
4 - Neither agree nor disagree	6	0	1	1	15	10
5	2	1	0	1	7	3
6	2	0	0	0	7	1
7 - Strongly disagree	2	1	1	1	4	2

In the UK, if you do a hard day's work, you will get a good day's pay

1 - Strongly agree	7	4	4	7	3	16
2	8	3	3	10	5	17
3	13	6	8	19	16	19
4 - Neither agree nor disagree	25	18	24	32	33	22
5	20	20	22	19	26	15
6	10	13	14	5	10	5
7 - Strongly disagree	17	35	26	7	7	6

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The welfare state should be there to help everyone and anyone, when they need it						
1 - Strongly agree	17	2	31	2	8	31
2	11	1	15	3	9	23
3	16	5	24	10	23	18
4 - Neither agree nor disagree	20	17	20	24	27	16
5	15	19	7	25	23	8
6	6	11	1	11	7	2
7 - Strongly disagree	14	44	2	25	3	2
Young people today don't have enough respect for traditional British values						
1 - Strongly agree	48	68	60	53	13	43
2	20	13	18	22	18	28
3	14	8	10	14	24	15
4 - Neither agree nor disagree	11	6	8	8	25	10
5	4	2	2	1	11	2
6	2	1	1	1	6	1
7 - Strongly disagree	2	2	1	1	3	1
Certain crimes are worthy of the death penalty and it should be brought back						
1 - Strongly agree	52	71	64	53	6	58
2	14	9	13	15	9	23
3	10	6	7	13	15	9
4 - Neither agree nor disagree	11	8	8	10	21	8
5	4	1	2	3	14	1
6	3	1	2	2	11	1
7 - Strongly disagree	7	4	4	4	23	1
The UK and the EU should have a closer relationship with one another						
1 - Strongly agree	9	4	7	2	6	21
2	9	3	7	3	9	20
3	14	7	10	7	19	23
4 - Neither agree nor disagree	26	21	31	20	35	24
5	13	13	13	18	17	6
6	7	9	8	13	6	3
7 - Strongly disagree	22	43	24	36	8	3
The UK and the USA should have a closer relationship with one another						
1 - Strongly agree	21	32	22	26	9	18
2	15	12	13	20	10	21
3	21	17	19	21	27	20
4 - Neither agree nor disagree	30	25	32	26	35	31
5	7	5	7	5	13	6
6	2	3	2	1	4	2
7 - Strongly disagree	3	6	5	2	2	2
Climate change is something we need to act on now						
1 - Strongly agree	12	6	10	3	8	30
2	9	3	6	3	10	23
3	16	9	13	11	22	24
4 - Neither agree nor disagree	24	25	27	22	31	16
5	11	9	13	17	15	4
6	7	8	8	12	7	1
7 - Strongly disagree	20	40	24	31	6	2

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		%	%	%	%	%
The NHS should be available and free at the point of need for anyone and everyone who requires its services						
1 - Strongly agree	22	1	40	5	14	41
2	13	1	18	6	12	23
3	13	2	19	11	18	13
4 - Neither agree nor disagree	15	11	15	17	25	11
5	14	21	6	24	19	7
6	7	14	1	14	6	3
7 - Strongly disagree	15	50	1	23	6	3
On the following scale, please say whether you agree or disagree with the following statements?						
The UK's economy is rigged to advantage the rich and powerful						
1 - Strongly agree	35	61	57	1	11	30
2	19	19	22	6	18	27
3	16	8	11	19	25	18
4 - Neither agree nor disagree	19	10	9	37	28	19
5	6	2	1	17	9	4
6	3	0	0	9	5	1
7 - Strongly disagree	2	0	0	11	2	1
Traditional parties and politicians don't care about people like						
1 - Strongly agree	50	80	72	36	16	36
2	20	13	16	23	21	28
3	14	5	7	20	25	16
4 - Neither agree nor disagree	12	2	4	16	25	15
5	3	0	1	4	8	4
6	1	0	0	1	4	1
7 - Strongly disagree	0	0	0	0	1	0
To fix the UK, we need a strong leader willing to break the rules						
1 - Strongly agree	43	67	53	36	15	38
2	19	13	19	23	19	23
3	13	6	11	14	23	15
4 - Neither agree nor disagree	16	10	12	17	25	16
5	5	1	3	3	11	5
6	2	1	1	3	5	2
7 - Strongly disagree	2	2	2	4	3	1
The UK needs a strong leader to take the country back from the rich and powerful						
1 - Strongly agree	40	64	58	5	14	43
2	16	15	18	5	12	25
3	13	8	11	8	22	15
4 - Neither agree nor disagree	19	10	11	38	30	14
5	6	2	2	18	12	2
6	3	0	0	11	5	0
7 - Strongly disagree	3	0	0	15	4	1
Experts in this country don't understand the lives of people like me						
1 - Strongly agree	45	75	62	32	17	33
2	21	14	21	25	19	25
3	15	6	9	18	24	19
4 - Neither agree nor disagree	15	4	7	21	30	18
5	3	1	1	4	7	3
6	1	0	0	0	2	1
7 - Strongly disagree	1	1	0	1	1	0

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On the following scale, please say whether you agree or disagree with the following statements?						
It is important for me to get respect from others						
1 - Strongly agree	13	15	14	9	7	19
2	16	14	13	15	14	23
3	24	19	21	24	30	25
4 - Neither agree nor disagree	38	44	43	42	37	27
5	5	4	5	5	8	4
6	2	1	2	2	2	1
7 - Strongly disagree	2	3	3	2	1	1
It is important to me to listen to people who are different from me						
1 - Strongly agree	14	14	12	11	11	19
2	19	14	17	14	19	28
3	27	20	25	27	35	28
4 - Neither agree nor disagree	32	38	37	36	29	21
5	4	4	5	7	5	2
6	2	3	1	2	1	0
7 - Strongly disagree	3	7	3	3	1	1
Tradition is important to me						
1 - Strongly agree	35	49	41	40	16	30
2	26	23	25	27	24	30
3	21	13	18	20	31	24
4 - Neither agree nor disagree	14	11	13	11	22	13
5	3	2	2	1	6	2
6	1	1	1	0	1	0
7 - Strongly disagree	1	1	0	0	1	1
Men and women each have different roles to play in society						
1 - Strongly agree	25	36	28	25	11	23
2	18	15	17	23	14	22
3	20	16	18	22	28	19
4 - Neither agree nor disagree	28	27	28	26	31	27
5	4	3	3	2	8	4
6	2	2	2	1	4	2
7 - Strongly disagree	3	3	4	2	4	2
These days, everyone is treated equally in the eyes of the law						
1 - Strongly agree	2	1	2	2	2	5
2	4	1	2	3	3	10
3	5	1	2	3	11	10
4 - Neither agree nor disagree	16	5	11	10	26	27
5	17	5	15	16	28	21
6	13	9	13	15	15	12
7 - Strongly disagree	43	79	56	51	14	15
Britain is a safe place to live						
1 - Strongly agree	2	0	1	2	2	6
2	8	1	2	7	13	18
3	17	4	9	14	29	28
4 - Neither agree nor disagree	21	14	20	20	28	24
5	22	19	26	30	20	15
6	12	17	18	14	6	5
7 - Strongly disagree	18	45	24	12	3	3
White men are sentenced more harshly than others who commit the same crimes						
1 - Strongly agree	30	58	40	37	5	8
2	11	10	15	17	8	8
3	11	7	10	17	15	8
4 - Neither agree nor disagree	34	20	29	24	52	46
5	6	2	2	2	10	11
6	3	1	1	2	3	7
7 - Strongly disagree	5	2	2	1	7	12
These days, being proudly British is treated like a criminal offence						
1 - Strongly agree	46	75	63	56	12	22
2	19	13	20	21	18	22
3	15	6	9	16	25	19
4 - Neither agree nor disagree	13	4	6	4	26	22
5	4	1	0	1	10	6
6	2	0	1	0	5	3
7 - Strongly disagree	2	1	1	1	3	5

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.