YouGov / Persuasion Survey Results

Sample Size: 6137 adults in GB (18+)
Fieldwork: 1st - 4th October 2024

	Total	Vote in 2024 GE				Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
		Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	6137	1105	1577	565	663	1971	1341	445	2162	2285	2970	3167	644	2535	1516	1442	3498	2639	5308	295	534	1454	1006	743	2105
Unweighted Sample	6137	1021	1712	674	824	2070	1471	537	2451	2360	2771	3366	340	2376	1615	1806	3692	2445	5227	345	565	1516	1015	538	2158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You've just seen a hypothetical Labour argument for raising taxes on the wealthiest and allow for more government borrowing to invest in infrastructure. You've also seen a Conservative argument against. If you had to say, which argument did you find most convincing?

[Asked to respondents assigned to the Conservative attack; n=2050]

	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Labour argument for	**43**	9	74	56	12	18	76	64	59	26	42	43	54	48	41	29	47	37	42	38	50	45	39	50	38
Conservative argument against	**25**	67	5	13	46	51	3	12	16	40	27	23	17	17	28	38	25	25	26	21	20	20	27	23	30
Neither	**27**	19	17	27	38	27	19	20	21	30	27	27	22	28	26	29	23	31	27	34	27	27	29	22	26
Don't know	**6**	5	4	3	4	4	3	3	4	4	4	7	8	6	5	4	5	6	6	8	2	7	5	4	6

You've just seen a hypothetical Labour argument for raising taxes on the wealthiest and allow for more government borrowing to invest in infrastructure. You've also seen a business argument against. If you had to say, which argument did you find most convincing?

[Asked to respondents assigned to the Business attack; n=2015]

	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Labour argument for	**43**	14	72	58	17	19	75	64	60	24	42	43	56	50	37	29	48	35	42	40	48	45	36	48	41
Business argument against	**26**	57	8	17	51	51	7	14	17	42	29	24	13	19	31	39	26	27	27	26	19	25	31	18	29
Neither	**21**	21	12	17	25	21	12	15	16	23	22	19	14	19	22	25	17	25	20	23	23	21	21	22	20
Don't know	**11**	8	7	7	7	9	6	7	7	11	7	14	16	12	9	6	9	13	11	12	10	10	12	11	10

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	Total	Labour Message Seen						Business / Conservative Attack		Con2019 > Lab 2024 Voters
		Conservative / Business Attack Only	Labour cleaning up the mess	Let's rebuild our NHS	Let's rebuild Britain	Fair to ask top earners to pay more	Control / No message	Conservative	Business	
Weighted Sample	6137	1021	1030	1008	1021	1011	1047	2557	2532	189
Unweighted Sample	6137	1023	1012	1022	1016	1020	1044	2559	2534	206
	%	%	%	%	%	%	%	%	%	%

You've just seen a hypothetical Labour argument for raising taxes on the wealthiest and allow for more government borrowing to invest in infrastructure. You've also seen a Conservative argument against. If you had to say, which argument did you find most convincing?

[Asked to respondents assigned to the Conservative attack; n=2050]

	Total	Conservative / Business Attack Only	Labour cleaning up the mess	Let's rebuild our NHS	Let's rebuild Britain	Fair to ask top earners to pay more	Control / No message	Conservative	Business	Con2019 > Lab 2024 Voters
Labour argument for	**43**	0	34	46	40	50	0	43	0	56
Conservative argument against	**25**	0	30	23	26	20	0	25	0	17
Neither	**27**	0	28	24	30	26	0	27	0	25
Don't know	**6**	0	7	7	4	4	0	6	0	1

You've just seen a hypothetical Labour argument for raising taxes on the wealthiest and allow for more government borrowing to invest in infrastructure. You've also seen a business argument against. If you had to say, which argument did you find most convincing?

[Asked to respondents assigned to the Business attack; n=2015]

	Total	Conservative / Business Attack Only	Labour cleaning up the mess	Let's rebuild our NHS	Let's rebuild Britain	Fair to ask top earners to pay more	Control / No message	Conservative	Business	Con2019 > Lab 2024 Voters
Labour argument for	**43**	0	38	42	41	50	0	0	43	41
Business argument against	**26**	0	28	27	27	21	0	0	26	23
Neither	**21**	0	24	22	20	18	0	0	21	26
Don't know	**11**	0	10	9	12	11	0	0	11	10

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Sample Size: 6137 adults in GB (18+)
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	Total	Control Group	Conservative Attack Only	Labour cleaning up the mess and Conservative Attack	Let's rebuild our NHS and Conservative Attack	Let's rebuild Britain and Conservative Attack	Fair to ask top earners to pay more and Conservative Attack	Business Attack Only	Labour cleaning up the mess and Business Attack	Let's rebuild our NHS and Business Attack
							Labour Message Seen by Business / Conservative Attack			
Weighted Sample	6137	1047	503	524	523	515	493	518	506	485
Unweighted Sample	6137	1044	519	509	524	502	505	504	503	498
	%	%	%	%	%	%	%	%	%	%

You've just seen a hypothetical Labour argument for raising taxes on the wealthiest and allow for more government borrowing to invest in infrastructure. You've also seen a Conservative argument against. If you had to say, which argument did you find most convincing?

[Asked to respondents assigned to the Conservative attack; n=2050]

	Total	Control Group	Conservative Attack Only	Labour cleaning up the mess and Conservative Attack	Let's rebuild our NHS and Conservative Attack	Let's rebuild Britain and Conservative Attack	Fair to ask top earners to pay more and Conservative Attack	Business Attack Only	Labour cleaning up the mess and Business Attack	Let's rebuild our NHS and Business Attack
Labour argument for	43	0	0	34	46	40	50	0	0	0
Conservative argument against	25	0	0	30	23	26	20	0	0	0
Neither	27	0	0	28	24	30	26	0	0	0
Don't know	6	0	0	7	7	4	4	0	0	0

You've just seen a hypothetical Labour argument for raising taxes on the wealthiest and allow for more government borrowing to invest in infrastructure. You've also seen a business argument against. If you had to say, which argument did you find most convincing?

[Asked to respondents assigned to the Business attack; n=2015]

	Total	Control Group	Conservative Attack Only	Labour cleaning up the mess and Conservative Attack	Let's rebuild our NHS and Conservative Attack	Let's rebuild Britain and Conservative Attack	Fair to ask top earners to pay more and Conservative Attack	Business Attack Only	Labour cleaning up the mess and Business Attack	Let's rebuild our NHS and Business Attack
Labour argument for	43	0	0	0	0	0	0	0	38	42
Business argument against	26	0	0	0	0	0	0	0	28	27
Neither	21	0	0	0	0	0	0	0	24	22
Don't know	11	0	0	0	0	0	0	0	10	9

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Sample Size: 6137 adults in GB (18+)
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	Total	Let's rebuild Britain and Business Attack	Fair to ask top earners to pay more and Business Attack	Conservative / Business Attack seen by Con19 > Lab24 Voters		Labour message seen by Con19 > Lab24 Voters					Control Group
				Conservative Attack	Business Attack	Conservative or Business Attack only	Labour cleaning up the mess	Let's rebuild our NHS	Let's rebuild Britain and Conservative Attack	Fair to ask top earners to pay more and Conservative Attack	
Weighted Sample	6137	506	517	96	67	29	24	27	41	43	26
Unweighted Sample	6137	514	515	101	76	32	25	30	42	48	29
	%	%	%	%	%	%	%	%	%	%	%

You've just seen a hypothetical Labour argument for raising taxes on the wealthiest and allow for more government borrowing to invest in infrastructure. You've also seen a Conservative argument against. If you had to say, which argument did you find most convincing?

[Asked to respondents assigned to the Conservative attack; n=2050]

	Total	Let's rebuild Britain and Business Attack	Fair to ask top earners to pay more and Business Attack	Conservative Attack	Business Attack	Conservative or Business Attack only	Labour cleaning up the mess	Let's rebuild our NHS	Let's rebuild Britain and Conservative Attack	Fair to ask top earners to pay more and Conservative Attack	Control Group
Labour argument for	**43**	0	0	56	0	0	22	58	56	74	0
Conservative argument against	**25**	0	0	17	0	0	44	13	18	5	0
Neither	**27**	0	0	25	0	0	34	29	26	19	0
Don't know	**6**	0	0	1	0	0	0	0	0	2	0

You've just seen a hypothetical Labour argument for raising taxes on the wealthiest and allow for more government borrowing to invest in infrastructure. You've also seen a business argument against. If you had to say, which argument did you find most convincing?

[Asked to respondents assigned to the Business attack; n=2015]

	Total	Let's rebuild Britain and Business Attack	Fair to ask top earners to pay more and Business Attack	Conservative Attack	Business Attack	Conservative or Business Attack only	Labour cleaning up the mess	Let's rebuild our NHS	Let's rebuild Britain and Conservative Attack	Fair to ask top earners to pay more and Conservative Attack	Control Group
Labour argument for	**43**	41	50	0	41	0	30	47	33	52	0
Business argument against	**26**	27	21	0	23	0	19	25	23	23	0
Neither	**21**	20	18	0	26	0	44	15	33	19	0
Don't know	**11**	12	11	0	10	0	8	13	11	6	0

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