

YouGov / WPI Strategy Survey Results

Sample Size: 4014 GB Adults
Fieldwork: 9th - 12th February 2024

	Westminster VI						Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade			
	Con	Lab	Lib Dem	SNP	Reform UK	Green	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE		
Weighted Sample	4014	579	1186	233	72	335	209	1312	971	341	1414	1495	1943	2071	422	1658	991	943	2288	1726	
Unweighted Sample	4014	613	1222	245	78	346	216	1367	960	340	1613	1500	1772	2242	319	1592	1043	1060	2435	1579	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]

Con	22	100	0	0	0	0	0	53	1	6	12	37	21	23	9	12	22	41	20	25
Lab	45	0	100	0	0	0	0	13	85	37	59	23	43	46	58	57	41	24	47	41
Lib Dem	9	0	0	100	0	0	0	4	3	47	12	5	9	9	6	9	9	8	10	6
SNP	3	0	0	0	100	0	0	0	0	0	4	1	3	2	2	3	3	2	3	3
Plaid Cymru	1	0	0	0	0	0	0	0	0	1	1	1	1	1	2	1	1	1	1	0
Reform UK	12	0	0	0	0	100	0	27	1	1	1	28	15	10	4	6	17	20	10	17
Green	7	0	0	0	0	0	100	2	8	7	9	4	7	8	17	10	5	3	8	6
Other	2	0	0	0	0	0	0	1	1	1	1	2	2	2	2	2	2	2	2	2

If there were a general election held tomorrow, which party would you vote for?

Conservative	14	100	0	0	0	0	0	37	1	5	10	25	14	14	5	8	15	29	15	14
Labour	30	0	100	0	0	0	0	9	71	30	48	16	30	29	30	38	28	17	34	24
Liberal Democrat	6	0	0	100	0	0	0	3	3	39	10	3	6	6	3	6	6	6	7	4
Scottish National Party (SNP)	2	0	0	0	100	0	0	0	0	0	4	1	2	1	1	2	2	1	2	2
Plaid Cymru	1	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	1	0	1	0
Reform UK	8	0	0	0	0	100	0	19	1	1	1	19	10	6	2	4	12	14	7	10
Green	5	0	0	0	0	0	100	1	7	6	7	3	5	5	9	7	3	3	6	4
Some other party	1	0	0	0	0	0	0	1	1	1	1	2	2	1	2	1	1	1	1	1
Would not vote	13	0	0	0	0	0	0	6	5	1	3	9	14	12	20	15	11	8	9	18
Don't know	17	0	0	0	0	0	0	22	8	15	13	20	12	22	18	14	19	20	16	19
Refused	3	0	0	0	0	0	0	2	3	3	2	2	4	3	9	4	2	1	3	5

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=48]

UK Independence Party (UKIP)	6	0	0	0	0	0	0	21	0	0	0	13	3	13	0	6	17	0	0	14
Women's Equality Party	1	0	0	0	0	0	0	4	0	0	5	0	2	0	0	0	0	5	0	3
Some other party	87	0	0	0	0	0	0	67	86	100	95	75	86	87	100	94	74	82	100	70
Don't know	6	0	0	0	0	0	0	7	14	0	0	12	9	0	0	0	9	13	0	13
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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	Country			Region in England				Have you made your mind up how you will vote in the upcoming GE?					NET: Has definitely made up their mind	NTE: Has not made up their mind	
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	I have definitely made my mind up	I have probably made my mind up	I haven't quite made my mind up	I haven't made my mind up at all			Don't know
Weighted Sample	4014	3464	201	349	967	666	486	1345	1099	984	319	35	32	1099	1370
Unweighted Sample	4014	3457	208	349	996	692	355	1414	1220	1103	377	46	42	1220	1568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]

Con	22	23	15	18	20	24	20	25	25	21	15	11	16	25	19
Lab	45	46	45	36	52	47	51	38	50	44	30	26	32	50	40
Lib Dem	9	9	8	5	8	5	7	13	6	11	12	5	5	6	11
SNP	3	0	0	27	0	0	0	0	3	2	2	3	1	3	2
Plaid Cymru	1	0	13	0	0	0	0	0	0	1	2	0	7	0	1
Reform UK	12	14	10	4	13	15	9	15	12	10	22	20	16	12	13
Green	7	8	5	7	7	7	11	8	4	9	14	17	14	4	10
Other	2	1	3	3	1	2	2	1	0	1	4	19	7	0	3

If there were a general election held tomorrow, which party would you vote for?

Conservative	14	15	11	13	13	15	14	17	24	21	15	15	13	24	13
Labour	30	30	31	25	34	29	34	26	50	44	30	27	34	50	27
Liberal Democrat	6	6	6	4	5	3	5	8	6	11	12	7	5	6	7
Scottish National Party (SNP)	2	0	0	19	0	0	0	0	3	2	2	2	1	3	2
Plaid Cymru	1	0	9	0	0	0	0	0	0	1	2	0	7	0	1
Reform UK	8	9	7	3	9	10	6	10	12	10	21	20	16	12	9
Green	5	5	3	5	5	5	7	5	4	9	15	13	14	4	7
Some other party	1	1	2	2	1	1	2	1	1	1	4	17	10	1	2
Would not vote	13	13	11	11	16	14	9	12	0	0	0	0	0	0	0
Don't know	17	17	16	15	15	20	14	19	0	0	0	0	0	0	31
Refused	3	4	3	2	3	3	10	3	0	0	0	0	0	0	0

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=48]

UK Independence Party (UKIP)	6	8	0	0	15	12	0	8	0	0	0	26	23	0	7
Women's Equality Party	1	2	0	0	0	0	0	5	0	0	4	0	0	0	2
Some other party	87	82	100	100	62	88	100	79	85	100	96	74	40	85	87
Don't know	6	8	0	0	23	0	0	8	15	0	0	0	37	15	4
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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Fieldwork: 9th - 12th February 2024

	Westminster VI							Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	SNP	Reform UK	Green	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	4014	579	1186	233	72	335	209	1312	971	341	1414	1495	1943	2071	422	1658	991	943	2288	1726	
Unweighted Sample	4014	613	1222	245	78	346	216	1367	960	340	1613	1500	1772	2242	319	1592	1043	1060	2435	1579	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?

0 - Certain NOT to vote	11	2	1	2	3	0	1	5	2	1	2	7	12	10	18	13	8	7	7	16
1	2	0	0	1	0	1	1	1	1	1	1	2	2	1	2	2	1	2	1	2
2	2	1	0	1	0	2	2	1	1	0	1	1	2	2	5	2	2	1	1	3
3	2	0	1	0	0	1	2	2	1	1	1	2	2	4	2	2	1	2	2	
4	2	1	1	2	0	1	3	1	1	2	1	2	1	3	2	1	1	2	2	
5	6	2	3	5	1	8	6	6	3	4	4	7	5	7	9	7	6	5	5	
6	3	3	3	3	3	1	4	2	2	1	2	3	3	7	4	2	2	3	3	
7	5	7	4	4	3	5	3	5	5	4	4	5	6	6	6	4	4	5	6	
8	7	11	7	6	8	6	4	10	6	5	6	9	6	7	7	7	8	7	7	
9	8	13	8	13	12	13	12	11	7	11	9	9	9	6	7	10	9	9	8	
10 - Absolutely certain to vote	51	60	71	64	69	63	61	56	71	71	70	54	51	52	32	49	56	60	58	43

Thinking about how you will vote at the general election, have you made your mind up how you will vote, or might you change your mind?

[Not shown to those who answered 'Don't know' or 'Would not vote'; n=2790]

I have definitely made my mind up, and there is no chance that I will change my mind	43	49	49	30	52	41	22	44	49	37	44	47	46	41	30	38	48	52	42	46
I have probably made my mind up and it is unlikely that I will change my mind	40	39	40	49	34	32	47	37	39	49	42	36	38	41	48	43	38	33	41	38
I haven't quite made my mind up and it's possible I will change my mind	13	9	9	18	11	22	25	15	10	14	12	14	13	14	17	15	11	13	15	11
I haven't made my mind up at all, and it's as likely as not that I'll change my mind	2	1	1	1	1	3	3	2	1	0	1	2	2	2	2	2	2	1	2	2
Don't know	2	1	1	1	1	2	3	2	1	0	1	2	1	2	4	2	1	1	1	3

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	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	I have definitely made my mind up	I have probably made my mind up	I haven't quite made my mind up	I haven't made my mind up at all			Don't know
Weighted Sample	4014	3464	201	349	967	666	486	1345	1099	984	319	35	32	1099	1370
Unweighted Sample	4014	3457	208	349	996	692	355	1414	1220	1103	377	46	42	1220	1568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?

0 - Certain NOT to vote	11	11	9	10	13	14	8	10	1	1	1	11	7	1	2
1	2	2	2	2	2	2	1	2	1	0	0	1	0	1	1
2	2	2	2	1	2	2	2	2	0	0	1	12	11	0	2
3	2	2	1	1	2	1	2	2	0	1	2	7	1	0	2
4	2	2	1	2	2	1	1	2	1	1	4	2	0	1	3
5	6	7	5	6	6	7	6	7	3	4	6	15	24	3	9
6	3	3	1	4	3	5	4	2	1	3	7	4	16	1	5
7	5	5	4	4	5	5	9	4	3	6	7	2	7	3	7
8	7	7	6	4	8	8	7	7	5	10	9	5	5	5	10
9	8	8	7	9	7	7	10	9	7	15	13	3	3	7	11
10 - Absolutely certain to vote	51	50	62	56	49	48	50	52	79	60	51	37	27	79	49

Thinking about how you will vote at the general election, have you made your mind up how you will vote, or might you change your mind?

[Not shown to those who answered 'Don't know' or 'Would not vote'; n=2790]

I have definitely made my mind up, and there is no chance that I will change my mind	43	43	41	46	48	46	38	40	100	0	0	0	0	100	0
I have probably made my mind up and it is unlikely that I will change my mind	40	40	43	39	38	37	42	41	0	100	0	0	0	0	70
I haven't quite made my mind up and it's possible I will change my mind	13	14	12	13	10	13	17	15	0	0	100	0	0	0	24
I haven't made my mind up at all, and it's as likely as not that I'll change my mind	2	2	1	1	2	2	1	2	0	0	0	100	0	0	3
Don't know	2	2	3	1	2	3	2	1	0	0	0	0	100	0	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the general election, which of the following best reflects how you will vote?

I will vote for the party that best reflects my values and principles	43	53	48	47	79	66	67	47	51	44	50	46	45	42	41	41	48	44	47	38
I will vote for the party that puts forwards the best specific policies	15	15	14	15	5	21	8	18	14	13	14	16	15	14	13	14	15	15	15	14
I will vote for the party that is best placed to stop a party I dislike from winning	13	10	26	24	4	4	12	9	22	24	19	10	13	13	11	15	13	10	15	10
I will vote for the party whose leader will make the best Prime Minister	6	12	6	5	1	2	4	8	5	6	6	7	5	6	5	5	5	8	6	6
I will vote for the party that puts up the best local candidate	3	4	1	5	1	3	1	4	2	7	3	4	3	4	1	2	3	6	3	3
None of these	12	3	2	1	5	3	3	7	4	3	4	10	14	10	16	14	10	10	8	18
Don't know	8	2	3	2	5	2	5	7	3	4	5	7	6	10	14	9	6	6	6	11

And which of the following issues will be most important to you in deciding how you vote? Please select up to three options.

Health and NHS	60	59	74	70	79	38	64	58	73	74	74	58	53	68	48	57	64	68	62	58
Economy and cost of living	56	53	68	63	62	44	59	53	65	63	66	50	56	57	57	63	55	46	61	50
Immigration	30	52	12	17	8	87	9	56	10	17	11	56	32	27	11	18	39	49	25	35
Climate change	22	12	30	34	29	4	70	12	35	37	34	12	21	24	29	27	18	16	27	16
Crime	15	22	10	8	5	32	5	22	9	10	10	23	16	14	9	12	18	19	14	16
Education	14	8	20	24	22	4	15	8	20	18	20	7	10	17	20	17	11	7	17	10
Housing	14	5	19	15	11	6	18	6	21	14	15	8	14	14	24	18	9	6	14	14
Taxation	13	15	12	14	6	13	7	15	10	12	12	12	15	11	13	16	12	8	13	12
Defence and security	13	26	8	9	3	28	4	25	5	8	9	21	17	9	7	9	15	20	13	12
Pensions	11	17	8	8	12	14	5	16	7	12	9	16	10	11	1	4	12	26	9	13
Welfare benefits	7	6	8	8	14	3	7	4	8	6	7	6	6	7	4	8	8	5	5	9
Transport	4	2	5	4	5	2	6	3	4	6	4	2	5	3	9	4	3	2	5	3
Some other issue	4	2	3	5	22	2	6	2	5	3	5	3	5	3	3	4	4	3	4	3
Don't know	7	2	1	2	0	1	2	2	2	2	2	4	7	7	14	8	5	4	4	10

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Weighted Sample	4014	3464	201	349	967	666	486	1345	1099	984	319	35	32	1099	1370
Unweighted Sample	4014	3457	208	349	996	692	355	1414	1220	1103	377	46	42	1220	1568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the general election, which of the following best reflects how you will vote?

I will vote for the party that best reflects my values and principles	43	43	45	44	46	42	46	41	64	48	45	33	16	64	41
I will vote for the party that puts forwards the best specific policies	15	15	16	13	14	14	17	15	7	19	26	9	6	7	21
I will vote for the party that is best placed to stop a party I dislike from winning	13	13	9	13	11	11	13	15	6	7	6	9	6	6	7
I will vote for the party whose leader will make the best Prime Minister	6	6	9	4	5	5	6	6	17	19	14	10	8	17	14
I will vote for the party that puts up the best local candidate	3	3	2	3	3	4	3	4	1	3	5	11	10	1	5
None of these	12	12	11	13	14	13	8	12	3	2	1	5	13	3	3
Don't know	8	8	7	10	7	10	8	7	1	1	4	22	41	1	10

And which of the following issues will be most important to you in deciding how you vote? Please select up to three options.

Health and NHS	60	60	61	66	58	61	55	62	66	66	62	45	41	66	64
Economy and cost of living	56	56	59	55	57	53	58	57	56	64	63	47	49	56	61
Immigration	30	31	24	20	32	33	25	31	33	28	31	35	32	33	30
Climate change	22	22	24	20	20	20	27	24	23	30	27	16	15	23	25
Crime	15	16	12	8	15	16	21	14	15	15	16	13	13	15	15
Education	14	13	14	18	14	13	10	14	15	16	14	22	23	15	15
Housing	14	14	12	10	12	12	24	14	14	14	14	10	17	14	13
Taxation	13	13	18	11	14	12	14	12	11	13	14	23	6	11	13
Defence and security	13	13	12	14	11	13	11	14	14	13	16	7	4	14	14
Pensions	11	11	10	10	11	12	7	12	12	9	13	13	14	12	11
Welfare benefits	7	7	8	8	8	5	6	7	6	8	6	15	7	6	7
Transport	4	4	5	3	4	3	8	3	3	5	7	5	2	3	5
Some other issue	4	3	3	10	4	4	4	3	4	3	4	5	0	4	3
Don't know	7	7	7	8	7	9	5	6	1	1	0	5	22	1	3

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Unweighted Sample	4014	613	1222	245	78	346	216	1367	960	340	1613	1500	1772	2242	319	1592	1043	1060	2435	1579	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the overall amount of money the Government raises in tax and spends on public services, do you think the Government...

Taxes too much and spends too much on public services	25	27	20	20	12	55	15	33	17	12	18	32	29	22	22	27	25	24	25	26
Taxes too little and doesn't spend enough on public services	32	18	49	46	44	15	52	22	51	51	48	24	33	32	29	32	35	32	38	25
Gets the balance about right	14	37	8	14	12	12	9	22	8	15	12	17	15	13	11	11	14	19	14	14
Don't know	28	18	22	20	32	19	25	23	24	21	22	27	23	34	38	30	26	25	24	35

If the next Government needs to raise more money, which of the following would you prefer to see?

Reducing the money the Government spends on public services	18	29	10	12	6	45	10	27	8	8	10	25	23	13	18	16	17	20	18	17
Increasing the money the Government takes in taxes	34	32	46	46	45	19	55	29	47	50	48	29	35	32	25	32	37	37	38	28
Increasing the money the Government borrows	17	11	22	19	28	13	12	13	22	21	20	14	17	16	15	19	17	14	18	14
Don't know	32	29	22	22	20	23	23	31	23	21	23	32	25	39	42	33	29	29	26	41

**How interested, if at all, are you in each of the following?
What Labour say they would do if they win the election?**

Very interested	24	13	51	25	9	10	18	16	45	35	37	17	24	24	21	26	25	21	30	17
Fairly interested	31	28	39	42	34	16	49	27	39	40	38	26	31	31	33	35	29	25	33	28
TOTAL INTERESTED	55	41	90	67	43	26	67	43	84	75	75	43	55	55	54	61	54	46	63	45
Not very interested	16	23	5	15	31	23	17	20	8	12	12	19	15	17	16	14	15	20	15	17
Not interested at all	24	34	2	17	24	51	15	35	5	12	10	36	26	21	15	18	28	32	19	30
TOTAL NOT INTERESTED	40	57	7	32	55	74	32	55	13	24	22	55	41	38	31	32	43	52	34	47
Don't know	6	2	2	1	1	0	0	2	3	2	3	2	4	7	15	7	3	2	4	8

What the Conservatives say they would do if they win the election?

Very interested	14	35	11	11	0	13	10	23	12	11	14	17	13	14	10	10	15	21	16	11
Fairly interested	27	51	23	28	15	30	23	38	22	28	25	32	26	28	27	25	27	31	28	26
TOTAL INTERESTED	41	86	34	39	15	43	33	61	34	39	39	49	39	42	37	35	42	52	44	37
Not very interested	21	10	22	28	27	26	18	19	20	28	22	20	21	20	21	20	20	21	21	20
Not interested at all	32	2	40	33	56	31	48	16	43	31	36	27	35	30	26	37	35	25	31	34
TOTAL NOT INTERESTED	53	12	62	61	83	57	66	35	63	59	58	47	56	50	47	57	55	46	52	54
Don't know	6	2	3	1	1	1	1	3	4	2	3	3	5	7	16	7	3	2	4	9

Sample Size: 4014 GB Adults
Fieldwork: 9th - 12th February 2024

	Country			Region in England				Have you made your mind up how you will vote in the upcoming GE?					NET: Has definitely made up their mind	NTE: Has not made up their mind	
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	I have definitely made my mind up	I have probably made my mind up	I haven't quite made my mind up	I haven't made my mind up at all			Don't know
Weighted Sample	4014	3464	201	349	967	666	486	1345	1099	984	319	35	32	1099	1370
Unweighted Sample	4014	3457	208	349	996	692	355	1414	1220	1103	377	46	42	1220	1568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the overall amount of money the Government raises in tax and spends on public services, do you think the Government...

Taxes too much and spends too much on public services	25	26	26	23	26	25	25	26	27	23	28	42	22	27	24
Taxes too little and doesn't spend enough on public services	32	33	34	30	33	31	37	32	36	42	37	16	19	36	35
Gets the balance about right	14	14	13	13	13	16	13	14	17	14	18	7	8	17	13
Don't know	28	28	28	34	29	28	25	28	20	22	17	35	52	20	28

If the next Government needs to raise more money, which of the following would you prefer to see?

Reducing the money the Government spends on public services	18	18	15	13	18	17	20	18	20	16	22	22	12	20	17
Increasing the money the Government takes in taxes	34	33	35	36	30	36	32	34	39	42	39	21	13	39	35
Increasing the money the Government borrows	17	16	17	21	19	12	19	16	19	18	19	13	4	19	16
Don't know	32	32	33	30	33	35	28	32	22	24	21	44	72	22	32

How interested, if at all, are you in each of the following?
What Labour say they would do if they win the election?

Very interested	24	25	26	17	24	22	31	24	35	30	25	20	3	35	24
Fairly interested	31	30	32	35	30	30	35	29	27	40	44	37	24	27	38
TOTAL INTERESTED	55	55	58	52	54	52	66	53	62	70	69	57	27	62	62
Not very interested	16	16	16	18	15	15	13	17	12	15	17	15	25	12	17
Not interested at all	24	24	19	22	25	26	14	25	23	15	12	24	29	23	16
TOTAL NOT INTERESTED	40	40	35	40	40	41	27	42	35	30	29	39	54	35	33
Don't know	6	5	7	8	5	7	7	4	1	1	2	4	20	1	5

What the Conservatives say they would do if they win the election?

Very interested	14	14	15	9	14	11	15	15	17	15	17	9	5	17	15
Fairly interested	27	28	28	20	23	30	32	28	24	34	40	31	26	24	33
TOTAL INTERESTED	41	42	43	29	37	41	47	43	41	49	57	40	31	41	48
Not very interested	21	20	22	24	21	18	19	21	16	24	24	21	26	16	24
Not interested at all	32	32	29	40	37	32	27	30	40	26	17	35	23	40	23
TOTAL NOT INTERESTED	53	52	51	64	58	50	46	51	56	50	41	56	49	56	47
Don't know	6	6	6	7	6	8	7	4	2	1	2	4	20	2	6

Sample Size: 4014 GB Adults
Fieldwork: 9th - 12th February 2024

	Westminster VI							Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	SNP	Reform UK	Green	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	4014	579	1186	233	72	335	209	1312	971	341	1414	1495	1943	2071	422	1658	991	943	2288	1726	
Unweighted Sample	4014	613	1222	245	78	346	216	1367	960	340	1613	1500	1772	2242	319	1592	1043	1060	2435	1579	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Potential debates between the party leaders?

Very interested	11	11	16	15	9	14	8	11	16	14	14	10	12	10	12	11	11	10	13	9
Fairly interested	27	31	35	28	25	21	34	25	34	30	32	24	27	26	29	28	25	25	29	24
TOTAL INTERESTED	38	42	51	43	34	35	42	36	50	44	46	34	39	36	41	39	36	35	42	33
Not very interested	28	31	29	33	24	27	38	30	28	36	31	29	26	30	26	28	28	30	30	26
Not interested at all	28	25	16	23	41	37	18	31	19	19	21	35	29	27	17	26	33	33	26	32
TOTAL NOT INTERESTED	56	56	45	56	65	64	56	61	47	55	52	64	55	57	43	54	61	63	56	58
Don't know	6	3	4	1	1	2	2	3	4	2	3	3	5	7	17	8	2	2	3	10

What the Chancellor announces in the March budget?

Very interested	26	42	27	30	18	30	25	36	27	29	30	32	25	27	11	23	30	35	30	21
Fairly interested	42	47	47	47	47	42	44	44	46	45	47	42	42	41	31	44	42	42	43	39
TOTAL INTERESTED	68	89	74	77	65	72	69	80	73	74	77	74	67	68	42	67	72	77	73	60
Not very interested	14	8	14	12	20	17	20	10	14	15	13	13	14	14	23	13	14	13	14	15
Not interested at all	11	2	7	9	13	10	9	8	8	8	7	10	13	10	15	13	11	8	9	15
TOTAL NOT INTERESTED	25	10	21	21	33	27	29	18	22	23	20	23	27	24	38	26	25	21	23	30
Don't know	7	2	5	2	2	1	3	2	5	3	3	3	5	8	20	8	3	2	4	10

Imagine that the Chancellor had some money to spend at the Budget this Spring. What would you most like to see him spend it on? Please select up to three options.

Increasing how much people can earn before paying income tax	45	56	42	50	43	64	43	56	38	51	44	54	44	46	31	38	49	61	45	45
Cutting council tax	37	41	36	33	21	41	36	39	36	32	34	41	36	37	25	36	39	41	33	42
Cutting the basic rate of income tax	28	34	27	20	30	39	22	34	26	23	27	33	33	24	24	26	31	32	28	29
Increasing support for childcare	21	11	32	26	31	7	36	11	35	23	29	12	19	22	29	27	12	15	24	16
Increasing how much people can earn before paying the higher rate of income tax	18	23	19	22	14	20	14	19	18	22	19	18	18	18	19	20	17	15	22	14
Cutting the rate of National Insurance	16	14	16	19	21	16	17	14	17	12	16	15	17	15	16	21	16	7	16	16
Cutting inheritance tax	15	25	10	18	1	27	9	23	9	16	12	20	14	16	11	11	18	21	16	14
Cutting stamp duty	10	15	9	10	6	12	7	13	8	11	10	11	8	11	6	9	9	13	11	9
None of these	8	5	9	8	16	4	13	6	10	8	10	7	9	6	6	8	10	7	9	7
Don't know	9	2	5	4	4	3	6	5	6	7	5	5	8	10	23	10	5	5	6	13

Sample Size: 4014 GB Adults
Fieldwork: 9th - 12th February 2024

	Country			Region in England				Have you made your mind up how you will vote in the upcoming GE?					NET: Has definitely made up their mind	NTE: Has not made up their mind	
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	I have definitely made my mind up	I have probably made my mind up	I haven't quite made my mind up	I haven't made my mind up at all			Don't know
Weighted Sample	4014	3464	201	349	967	666	486	1345	1099	984	319	35	32	1099	1370
Unweighted Sample	4014	3457	208	349	996	692	355	1414	1220	1103	377	46	42	1220	1568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Potential debates between the party leaders?															
Very interested	11	11	14	11	10	10	15	11	15	12	13	5	3	15	11
Fairly interested	27	27	27	24	25	26	35	25	30	34	33	30	11	30	29
TOTAL INTERESTED	38	38	41	35	35	36	50	36	45	46	46	35	14	45	40
Not very interested	28	28	30	28	27	27	27	30	27	32	35	30	40	27	32
Not interested at all	28	28	21	31	32	30	16	29	25	19	17	31	24	25	22
TOTAL NOT INTERESTED	56	56	51	59	59	57	43	59	52	51	52	61	64	52	54
Don't know	6	6	8	7	6	7	8	5	3	2	1	4	22	3	5
What the Chancellor announces in the March budget?															
Very interested	26	26	28	22	26	22	26	29	32	29	36	17	10	32	29
Fairly interested	42	41	44	43	40	46	44	39	45	49	45	39	33	45	44
TOTAL INTERESTED	68	67	72	65	66	68	70	68	77	78	81	56	43	77	73
Not very interested	14	15	14	14	15	12	13	16	12	15	16	26	23	12	15
Not interested at all	11	11	6	13	13	11	9	10	9	5	2	15	11	9	6
TOTAL NOT INTERESTED	25	26	20	27	28	23	22	26	21	20	18	41	34	21	21
Don't know	7	6	9	8	7	8	8	5	3	2	1	4	23	3	6
Imagine that the Chancellor had some money to spend at the Budget this Spring. What would you most like to see him spend it on? Please select up to three options.															
Increasing how much people can earn before paying income tax	45	46	44	44	44	47	39	48	48	49	50	47	33	48	47
Cutting council tax	37	37	43	28	42	38	36	34	39	35	40	37	43	39	36
Cutting the basic rate of income tax	28	29	28	26	30	30	26	28	29	28	32	35	28	29	29
Increasing support for childcare	21	21	15	24	19	19	28	20	23	25	26	13	9	23	22
Increasing how much people can earn before paying the higher rate of income tax	18	18	14	20	16	16	22	19	19	19	25	15	11	19	19
Cutting the rate of National Insurance	16	16	17	15	19	15	16	15	16	16	18	4	22	16	15
Cutting inheritance tax	15	16	9	11	13	14	17	18	17	14	16	13	9	17	15
Cutting stamp duty	10	10	8	7	10	10	9	11	10	10	12	8	3	10	10
None of these	8	7	9	11	7	8	6	8	9	8	6	8	0	9	7
Don't know	9	9	8	10	9	9	10	8	4	4	2	7	31	4	8

Sample Size: 4014 GB Adults
Fieldwork: 9th - 12th February 2024

	Westminster VI							Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade	
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Unweighted Sample	4014	613	1222	245	78	346	216	1367	960	340	1613	1500	1772	2242	319	1592	1043	1060	2435	1579	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that after the general election the next Chancellor needed to raise more money. If you HAD to choose, which ****one**** of the following would you most like to see him do?

Increase taxes on business (like corporation tax or business rates)	41	28	55	47	56	26	56	32	55	46	52	34	41	41	39	47	40	32	43	38
Cut spending on public services	10	19	4	5	1	32	3	17	4	3	4	16	13	7	9	8	10	13	10	10
Increase taxes on income (like income tax or national insurance)	10	12	12	12	8	7	14	9	12	15	12	9	12	8	9	8	13	11	12	7
Increase the amount of money the Government borrows each year	8	9	9	9	12	8	8	8	9	10	8	9	8	9	8	9	8	9	9	7
Increase taxes on spending (like VAT)	6	11	5	6	1	8	4	9	3	8	6	7	6	6	2	5	6	9	7	5
Increase taxes on property (like council tax or stamp duty)	3	3	4	5	5	2	2	3	3	4	4	3	4	3	4	4	3	3	4	3
Don't know	22	19	12	16	16	17	12	21	13	13	14	22	17	26	29	20	19	23	15	30

*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.

Sample Size: 4014 GB Adults
Fieldwork: 9th - 12th February 2024

	Country			Region in England				Have you made your mind up how you will vote in the upcoming GE?					NET: Has definitely made up their mind	NTE: Has not made up their mind	
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	I have definitely made my mind up	I have probably made my mind up	I haven't quite made my mind up	I haven't made my mind up at all			Don't know
Weighted Sample	4014	3464	201	349	967	666	486	1345	1099	984	319	35	32	1099	1370
Unweighted Sample	4014	3457	208	349	996	692	355	1414	1220	1103	377	46	42	1220	1568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that after the general election the next Chancellor needed to raise more money. If you HAD to choose, which ****one**** of the following would you most like to see him do?

Increase taxes on business (like corporation tax or business rates)	41	41	37	43	41	38	47	40	11	12	9	5	5	11	10
Cut spending on public services	10	10	10	7	10	10	10	10	6	6	8	11	1	6	6
Increase taxes on income (like income tax or national insurance)	10	9	12	12	9	11	9	9	4	4	3	2	4	4	3
Increase the amount of money the Government borrows each year	8	8	15	8	10	8	5	8	43	47	49	30	20	43	43
Increase taxes on spending (like VAT)	6	6	6	6	5	6	5	7	12	10	12	16	6	12	9
Increase taxes on property (like council tax or stamp duty)	3	3	4	3	2	3	5	4	10	7	9	11	5	10	7
Don't know	22	22	16	21	23	25	18	21	14	14	10	24	60	14	21

**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.*