

Nearly half of Britons think reducing the cost of living should be a priority for the UK government

24 February 2022, London – Kantar Public publishes its latest barometer on British public opinion and voting intentions, which reveals that lowering the cost of living for UK households should top the government’s priority list. Just over half of Britons (52%) are now finding it harder to meet their monthly household budget compared to a year ago, which is the highest figure since March 2012. Many are pessimistic about the UK economy, with half thinking the economy is doing worse than it was a year ago.

Key findings from Kantar Public’s research, which took place between 17 and 21 February, include

- More than half of Britons (52%) are finding it harder to meet their monthly household budget than they were a year ago (+8 vs January 2022¹). This is the highest level recorded since March 2012.
- With regards to the outlook on the UK economy, one in two (51%) thinks it is doing worse than it was a year ago (+12 vs January 2022).
- 45% of Britons think reducing the cost of living for households should be a priority for the UK government.
- Nearly three in ten (27%) are of the opinion that Keir Starmer would be better than Boris Johnson at reducing the cost of living, compared to 18% for Boris Johnson. A majority (55%) said neither leader would be better or did not know who would be best.
- A quarter (24%) of Britons said Boris Johnson would be better than Keir Starmer at improving the economy, with 21% thinking the opposite. A majority (55%) said neither leader would be better or did not know who would be best
- Opinion is approximately evenly split on the topic of compulsory COVID-19 vaccination, but there is some movement in its favour. Nearly half (45%) now believe there should be compulsory vaccination (+5 vs January 2022) vs 47% who think that people should be allowed to choose for themselves (-3 vs January 2022).

Household-level economic situation

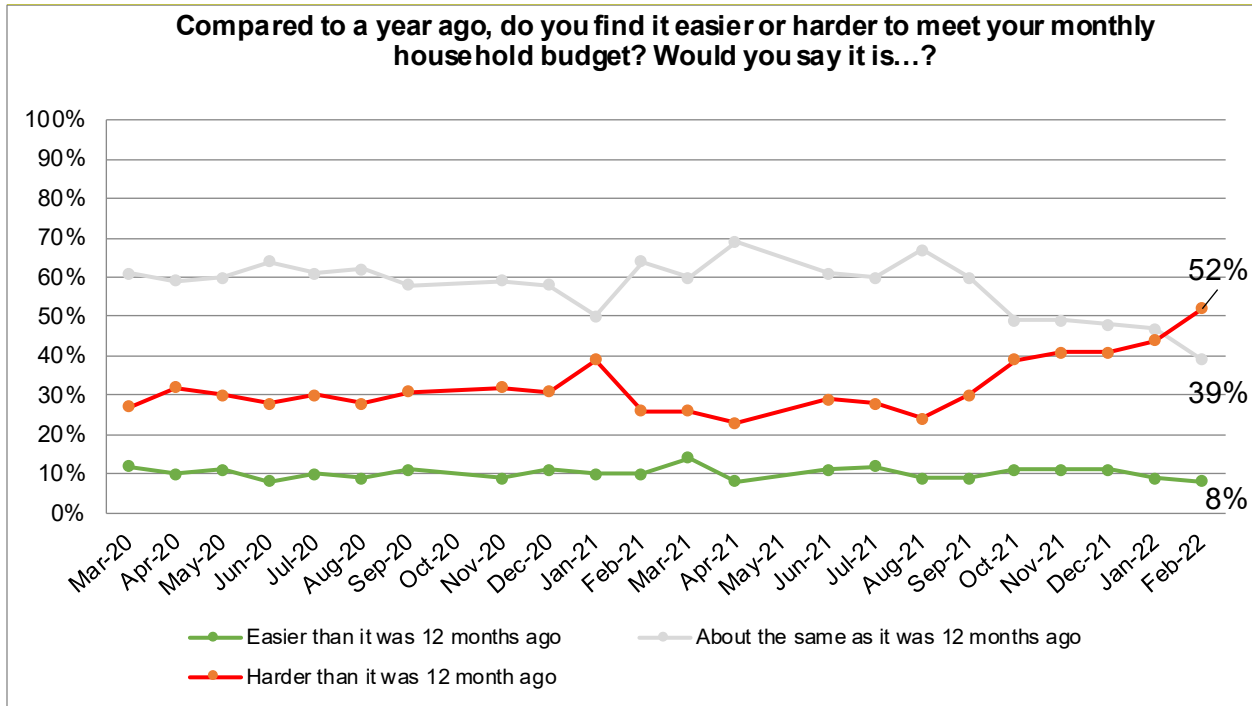
When asked about their household situation, over half of Britons (52%) are finding it harder to meet their monthly household budget than a year ago (+8 vs January 2022). This is the highest level recorded since March 2012. At the start of the coronavirus pandemic, in March 2020, only

¹ <https://kantarpublish.com/download/inspiration/81/January%20Barometer%20Tables%20FINAL.pdf>

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27% said they were finding it harder than it was a year ago: this figure has been ticking up sharply since September 2021 (see graph 1).

Graph 1: Proportion of Britons who are finding it easier / harder to meet their monthly household budget compared to a year ago.



- Among those who report that it is harder to meet their household budget, four in ten (42%) cite the rising cost of energy bills as the main reason (+1 vs January 2022) while 22% attribute it to the rising cost of food (+1).
- Nearly one quarter (24%) of Britons are behind with some or all of their bills (nc vs January 2022) while 68% are up to date with all of their bills (-3).
- Nearly one third (30%) of working Britons believe their job is less secure than it was a year ago. Only 15% believe their job is *more* secure than it was a year ago, although 47% believe their job security is much the same as it was.
- One in two GB adults (51%) thinks the British economy is doing worse than it was a year ago (+12 vs January 2022). One in three (30%) thinks it is doing much the same (-12) but only 19% think it is doing better (nc).
- Over a third (34%) think that the British economy will be doing worse than it is now in a years' time (+7 vs January 2022), 20% think it will be doing better (-7) while nearly half (46%) think it will be doing much the same as it is now.

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Policy priorities

When asked about the three most important priorities for the UK government if it is to improve public life in the UK, Britons cited the following policy areas

- reducing the cost of living (45%);
- investing more in the NHS (35%);
- reducing income inequality between the richest and the poorest (24%);
- more affordable housing (23%).

Party Leaders Rating

When it comes to party leaders, a plurality believes neither Boris Johnson nor Keir Starmer is best placed to tackle the UK's challenges. Furthermore, a large proportion simply don't know who would be better.

Britons tend to think Keir Starmer would do a better job than Boris Johnson at: reducing the cost of living, reducing serious crime, managing the NHS, tackling climate change, telling the truth and making decisions in the best interest of the general public.

With respect to improving the economy, managing the COVID-19 pandemic and Brexit, Britons are of the view that Boris Johnson would be better placed to deal with these challenges

However, neither leader scores a 30% preference on any of these issues and the difference between the two is mostly in single figures.

	Boris Johnson	Keir Starmer	Neither	Don't know
Reducing the cost of living	18%	27%	37%	18%
Reducing serious crime	17%	21%	39%	23%
Improving the economy	24%	21%	34%	21%
Managing the NHS	18%	28%	34%	20%
Tackling climate change	16%	22%	39%	23%
Managing the COVID-19-19 pandemic	27%	23%	31%	18%
Managing Brexit	26%	18%	36%	20%
Telling the Truth	12%	27%	44%	17%
Making decisions which are in the best interest of the general public	19%	27%	33%	20%

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Attitudes towards COVID-19

An increasing number of Britons think vaccines should be compulsory for all adults Satisfaction with the government's handling of the pandemic remains stable:

- 44% think the government has handled the pandemic very/fairly poorly (-2 vs January 2022), while 45% think the government has handled it very/fairly well (-1).
- 45% think that vaccines should be compulsory for all adults (+5 vs January 2022) but they are still slightly outnumbered by those who think that people should be allowed to choose for themselves (47%, -3).

Views on Brexit

The number of Britons who think Brexit has gone badly has increased:

- Nearly half (47%) of people think that Brexit has gone very/fairly badly (+8 vs January 2022).
- One in four (25%) think it has gone neither well nor badly (-3) but fewer than one in five (18%) think it has gone very/fairly well (-3%).

Voting intentions:

- Lab 39% (+1 vs January 2022)
- Con 34% (nc)
- L Dem 12% (+1)
- Green 6% (-1)
- SNP 4% (-1)
- Reform UK (formerly Brexit party) 2% (nc)
- UKIP 1% (nc)
- Plaid Cymru <1% (-1)
- Other 2% (+1)

-Ends-

Methodological information

The survey data and further details on the methodological approach of the Britain Barometer will be published here on the morning of Thursday 24 February.

A total of 1,090 interviews were conducted online among adults living in Great Britain between the 17th and 21st February 2022. All interviews were conducted online using the Kantar Research Express. The Kantar online access panel was the main sample source.

The data was weighted to match population totals for age, gender, 2019 General Election voting patterns, 2016 EU referendum voting patterns, education, region, and likelihood to vote in the next General Election. Any use of this research must cite Kantar Public as the source.

About Kantar Public:

Kantar Public is part of Kantar, the world's leading insights and consulting company. We combine expertise in human understanding with advanced technologies to provide the evidence and advisory services for successful decision-making in government and the public sector. By delivering global best practice through local expertise, we help our clients build a better public realm. For more information, please visit www.kantarpublic.com

Polling Methodological Note – February 2022

A representative sample of 1,090 adults in Great Britain were interviewed between the 17th and 21st February 2022. All interviews were conducted online using the Kantar Research Express. The Kantar online access panel was the main sample source.

The data was weighted to match population totals for age, gender, 2019 General Election voting patterns, 2016 EU referendum voting patterns, education, region, and likelihood to vote in the next General Election. Further details on the weighting are given on page two.

Voting intentions

The voting intention figures provided aim to show the current political opinion of the nation rather than to accurately predict the outcome of the next General Election.

As well as weighting the data, a Likelihood to Vote (LTV) Model has been used to estimate the voting probability of each respondent. These probabilities vary by stated likelihood of voting and whether reported voting in the 2019 general election. The probabilities themselves are based on those of respondents that participated in our polls immediately before and after the 2019 General Election.

Uncertainty

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that it lies within 2 points.

Sampling variance

We have estimated the sampling variation in our voting intention estimates using the methodology proposed by Kuha and Sturgis (2017¹). Bootstrap resampling was used to draw fifty sets of respondents from the achieved sample (in a way which matched the quota sampling design), each of these new samples was weighted and we have then used the distribution of estimates (from the resamples) to calculate margins of error (the range containing all but the two most extreme resample results).

- Conservative Party = 31.8% to 37.7%
- Labour Party = 36.0% to 41.9%
- Labour lead over Conservatives = -0.8%pts to 9.2%pts

¹ See: https://www.europeansurveyresearch.org/news/non-prob/INPS_06_Kuha.pdf and <https://rss.onlinelibrary.wiley.com/doi/full/10.1111/rssa.12329>

Weighting

Weights have been applied to the sample to ensure that it is representative of the general public in Great Britain aged 18+. The sources for the population totals are provided in each table.

Gender* and age

Source: ONS Mid Year-2020 Population Estimates:

	Unweighted count	Weighted count
Male 18-24	65	59
Male 25-34	89	94
Male 35-44	79	87
Male 45-54	89	91
Male 55-69	121	118
Male 70+	79	85
Female 18-24	70	56
Female 25-34	88	92
Female 35-44	93	88
Female 45-54	99	93
Female 55-69	168	123
Female 70+	50	104

*Those reporting an "other" gender are randomly allocated to male or female.

Region

Source: ONS Mid Year-2020 Population Estimates:

	Unweighted count	Weighted count
North East England	60	46
North West England	128	123
Yorkshire & Humber	118	92
East Midlands	86	82
West Midlands	99	99
East of England	109	104
London	140	147
South East England	146	153
South West England	73	96
Wales	59	54
Scotland	72	94

Education by age

Source: Annual Population Survey (Jan 2020-Dec 2020)

	Unweighted count	Weighted count
Aged 18-24 with a degree	45	22
Aged 25-44 with a degree	173	162
Aged 45-69 with a degree	151	122
Other	721	784

Kantar Public is a member of the British Polling Council and abides by its rules.

<http://www.britishpollingcouncil.org/>

Vote in the 2016 EU referendum*

Source: EU referendum & ONS Mid Year-2020 Population Estimates

	Unweighted percentage	Weighted percentage
Remain**	36%	28%
Leave**	42%	30%
Did not vote**	22%	42%

*An imputed response is given for those that did not say who they voted for in the referendum.

**The weighting targets have been revised to account for deaths and emigration since the 2016 referendum. The face-to-face 2017 British Election Survey was used to obtain estimated voting distributions for different age bands. ONS data was then used to estimate the number of deaths and the number of UK citizens to have emigrated since 2016 in each of these age bands. The size of each the Leave and Remain votes were then adjusted to reflect these population changes.

Vote in the 2019 General Election*

Source: General Election & ONS Mid Year-2020 Population Estimates

	Unweighted percentage	Weighted percentage
No vote	20%	39%
Labour	28%	20%
Conservative	36%	27%
Liberal Democrats	8%	7%
SNP/Plaid Cymru	3%	3%
Other	5%	4%

*An imputed response is given for those that prefer not to say who they voted for in the 2019 General Election.

Likelihood to Vote in General Election

We have estimated the likelihood that each respondent will vote in the next General Election. This value is based on respondents' stated intention to vote and whether they voted in the last general election. The expected population turnout has been included as a population total in the weighting matrix. This turnout has been estimated based on the relationship between sample and population turnout rates in the 2017 general election.

	Unweighted percentage	Weighted percentage
Estimated Voting Age Population turnout if General Election were to be held tomorrow	82%	62%

The model was developed using data from respondents that participated in Kantar polls immediately prior to the 2019 general election and immediately after the election.

Further details

Please contact Joel Williams joel.williams@kantar.com for further details on the methodology used in this polling.

Gelikely.If the UK General Election were to be held tomorrow, do you think you would...

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Definitely vote (4)	381 35%	229 43%	151 27%	11 9%	34 18%	32 18%	57 31%	86 50%	162 63%	163 57%	101 48%	54 71%	43 59%	13 3%
		B	*	*	*	C*	CDEF*	CDEF	M	M	JM*	M*		
Probably vote (3)	242 22%	113 21%	128 23%	37 32%	54 29%	39 22%	31 17%	35 20%	45 18%	66 23%	65 31%	17 22%	13 18%	69 17%
				FH*	*	*	*	*	*		M	*	*	
Probably not vote (2)	172 16%	63 12%	108 20%	34 30%	40 22%	35 20%	26 14%	22 13%	14 5%	32 11%	28 14%	6 7%	10 14%	89 22%
		A	FGH*	H*	H*	*	*	*	*			*	*	IK
Definitely not vote (1)	257 24%	113 21%	142 26%	22 19%	48 26%	65 37%	63 34%	27 16%	33 13%	22 8%	9 4%	-	-	217 54%
		*	H*	CGH*	GH*	*	*	*	*	K	*	*	*	IJKL
Or would you prefer not to say?	38 3%	9 2%	25 5%	11 9%	10 6%	5 3%	7 4%	2 1%	4 1%	2 1%	5 2%	-	6 8%	17 4%
				GH*	*	*	*	*	*			*	I*	
NET : Definitely/probably Vote	623 57%	342 65%	279 50%	48 42%	87 47%	71 40%	88 48%	122 70%	207 80%	229 80%	166 80%	71 92%	55 77%	83 20%
		B	*	*	*	*	CDEF*	CDEF	M	M	IJLM*	M*		
NET : Definitely/probably Not Vote	429 39%	176 33%	251 45%	56 49%	88 47%	100 57%	89 48%	49 29%	47 18%	54 19%	38 18%	6 7%	10 14%	306 75%
		A	GH*	GH*	GH*	GH*	GH*	*	*	K	*	*	*	IJKL
Mean score	2.71	2.89	2.54	2.35	2.42	2.22	2.46	3.06	3.33	3.3	3.27	3.63	3.49	1.69
		B	*	*	*	*	CDEF*	CDEF	M	M	IJM*	M*		
Standard Deviation	1.192	1.193	1.166	0.93	1.088	1.146	1.268	1.126	1.052	0.957	0.867	0.622	0.758	0.883
Error Variance	0.001	0.003	0.003	0.008	0.007	0.008	0.009	0.007	0.004	0.003	0.004	0.005	0.009	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Gelikely.If the UK General Election were to be held tomorrow, do you think you would...

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Definitely vote (4)	381 35%	141 P	184 NP	55
Probably vote (3)	242 22%	84	83 P	65 16%
Probably not vote (2)	172 16%	65 O	32 10%	73 18%
Definitely not vote (1)	257 24%	39 O	17 5%	201 49%
Or would you prefer not to say?	38 3%	5 1%	10 3%	15 4%
NET : Definitely/probably Vote	623 57%	225 P	267 NP	120 29%
NET : Definitely/probably Not Vote	429 39%	104 O	49 15%	274 67%
Mean score	2.71	2.99 P	3.38 NP	1.93
Standard Deviation	1.192	1.051	0.87	1.109
Error Variance	0.001	0.003	0.002	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling February 2022 OnLineBus Survey (S6783 - 92199809-07)

finalvotingintention.Voting intention for next General Election

Base: All adults in GB 18+ excluding those who plan not to vote & those who refuse to say who they will vote for - weighted by likelihood of turning out in the General Election

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	899	455	442	111	140	129	148	170	201	339	278	85	87	104
Weighted Base	559	313	245	48	75	65	79	111	182	208	160	68	58	61
Labour	218 39%	129 41%	88 36%	31 65% FGH*	44 59% FGH*	36 56% FGH*	26 33% *	39 35% H	42 23% H	18 9% I	140 87% IKLM	22 32% I*	13 23% I*	24 40% I*
Conservative	192 34%	106 34%	87 35%	8 17% *	15 21% *	10 15% *	23 29% E*	37 33% CE	100 55% CDEFG	164 79% JKLM	4 2% J	5 8% *	6 10% J*	11 18% J*
Liberal Democrats	67 12%	34 11%	33 13%	7 14% *	7 10% *	6 10% *	18 23% DEGH*	9 9% C	19 11% C	10 5% I	11 7% J	33 48% IJLM*	4 7% *	8 13% I*
Green	33 6%	15 5%	19 8%	- * *	3 4% *	6 9% *	5 6% *	11 10% C	9 5% C	5 3% I	2 1% J	8 12% IJ*	9 15% IJ*	9 15% IJ*
SNP	20 4%	13 4%	6 3%	1 1% *	2 3% *	4 6% *	5 6% *	2 2% C	6 3% C	- - I	1 * J	- - *	16 28% IJKM*	3 4% I*
Reform UK	11 2%	6 2%	6 2%	- * *	- * *	1 1% *	1 1% *	5 4% C	5 2% C	7 3% I	- - J	- - *	4 7% J*	- * *
UKIP	8 1%	7 2%	1 *	1 1% *	- * *	1 2% *	- * *	4 4% C	1 1% C	2 1% I	- - J	- - *	2 4% *	4 6% IJ*
Plaid Cymru	1 *	1 *	- *	- * *	- * *	- * *	- * *	- * *	1 * *	- * *	- - *	- - *	- 1% *	1 1% *
Other	9 2%	3 1%	6 2%	- 1% *	2 3% *	1 2% *	1 1% *	4 3% C	- - I	1 1% I	3 2% J	- - *	3 5% *	2 3% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

finalvotingintention.Voting intention for next General Election

Base: All adults in GB 18+ excluding those who plan not to vote & those who refuse to say who they will vote for - weighted by likelihood of turning out in the General Election

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	899	408	375	103
Weighted Base	559	209	241	101
Labour	218 39%	42 20%	125 52%	50 50%
		N	N	N*
Conservative	192 34%	113 54%	52 21%	26 26%
		OP		*
Liberal Democrats	67 12%	14 7%	40 16%	10 10%
		N	N	*
Green	33 6%	9 4%	15 6%	8 8%
				*
SNP	20 4%	8 4%	7 3%	4 4%
				*
Reform UK	11 2%	11 5%	- -	- -
		O		*
UKIP	8 1%	7 4%	- -	1 1%
		O		*
Plaid Cymru	1 *	1 *	- *	- -
				*
Other	9 2%	4 2%	3 1%	1 1%
				*

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Polling February 2022 OnLineBus Survey (S6783 - 92199809-07)

finalvotingintention.Voting intention for next General Election

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	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	899	455	442	111	140	129	148	170	201	339	278	85	87	104
Weighted Base	691	371	318	79	97	86	95	134	201	229	184	75	69	129
Labour	273 39%	157 42%	114 36%	53 67% FGH*	54 55% FGH*	44 51% GH*	32 34% *	45 34%	45 22%	22 9%	159 87% IKLM	25 33% I*	19 27% I*	48 37% I*
Conservative	219 32%	117 31%	103 32%	13 16% *	21 22% *	11 13% *	25 27% *	42 31% CE	108 54% CDEFG	178 78% JKLM	4 2%	6 8% *	6 9% *	22 17% J*
Liberal Democrats	82 12%	39 10%	44 14%	9 12% *	10 10% *	7 8% *	23 25% DEGH*	11 8%	22 11%	12 5%	13 7%	35 47% IJLM*	5 8% *	15 12% *
Green	50 7%	17 5%	33 10% A	- * *	4 4% *	11 12% C*	7 7% *	16 12% C	12 6%	6 3%	3 1%	9 12% IJ*	10 14% IJ*	22 17% IJ*
SNP	25 4%	18 5%	7 2%	1 1% *	3 3% *	7 8% *	5 6% *	2 2%	7 3%	- -	1 *	- -	18 27% IJKM*	6 4% *
UKIP	14 2%	13 3% B	1 * *	2 3% *	- - *	3 4% *	- * *	7 5%	2 1%	3 1%	- -	- *	3 4% *	9 7% J*
Reform UK	13 2%	6 2%	7 2%	- - *	1 1% *	1 1% *	1 1% *	6 4%	5 2%	8 3%	- -	- *	4 6% J*	1 * *
Plaid Cymru	2 *	1 *	- *	- * *	- * *	- * *	- * *	- -	1 1%	- *	- -	- -	- * *	1 1% *
Other	14 2%	4 1%	10 3%	1 1% *	5 5% H*	1 2% *	1 1% *	6 4% H	- -	2 1%	4 2%	- *	3 5% *	5 4% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

finalvotingintention.Voting intention for next General Election

Base: All adults in GB 18+ excluding those who plan not to vote & those who refuse to say who they will vote for

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	899	408	375	103
Weighted Base	691	249	281	150
Labour	273 39%	52 21%	147 52%	73 49%
		N	N*	N*
Conservative	219 32%	125 50%	59 21%	33 22%
		OP		*
Liberal Democrats	82 12%	18 7%	45 16%	16 10%
			N	*
Green	50 7%	14 5%	19 7%	16 10%
				*
SNP	25 4%	10 4%	7 3%	8 5%
				*
UKIP	14 2%	12 5%	-	2 1%
		O		*
Reform UK	13 2%	13 5%	-	-
		O		*
Plaid Cymru	2 *	2 1%	-	-
			*	-
				*
Other	14 2%	5 2%	3 1%	3 2%
				*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Voting intention - main preference incl. 'Prefer not to say' and 'Definitely would not vote'

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Conservative	219 20%	117 22%	103 19%	13 11%	21 11%	11 6%	25 14%	42 24%	108 42%	178 63%	4 2%	6 8%	6 9%	22 5%
				*	*	*	*	CDE*	CDEFG	JKLM		*	*	
Labour	273 25%	157 30%	114 21%	53 46%	54 29%	44 25%	32 17%	45 26%	45 17%	22 8%	159 76%	25 32%	19 26%	48 12%
		B		DEFGH*	*	*	*	*	*		IKLM	IM*	IM*	
Liberal Democrats	82 8%	39 7%	44 8%	9 8%	10 5%	7 4%	23 13%	11 6%	22 8%	12 4%	13 6%	35 46%	5 8%	15 4%
				*	*	*	*	*	*			IJLM*	*	
UKIP	14 1%	13 2%	1 *	2 2%	- *	3 2%	- *	7 4%	2 1%	3 1%	- -	- -	3 4%	9 2%
				*	*	*	*	*	*			*	*	
SNP	25 2%	18 3%	7 1%	1 1%	3 1%	7 4%	5 3%	2 1%	7 3%	- -	1 *	- -	18 25%	6 1%
				*	*	*	*	*	*			*	IJKM*	
Plaid Cymru	2 *	1 *	- *	- *	- *	- *	- *	- *	1 *	- *	- -	- -	- *	1 *
				*	*	*	*	*	*			*	*	
Green	50 5%	17 3%	33 6%	- *	4 2%	11 6%	7 4%	16 9%	12 5%	6 2%	3 1%	9 12%	10 13%	22 6%
				*	*	*	*	C*				IJ*	IJ*	
Reform UK (Brexit Party)	13 1%	6 1%	7 1%	- *	1 *	1 *	1 *	6 3%	5 2%	8 3%	- -	- -	4 6%	1 *
				*	*	*	*	*	*			*	JM*	
Other	14 1%	4 1%	10 2%	1 1%	5 3%	1 1%	1 1%	6 3%	- -	2 1%	4 2%	- -	3 5%	5 1%
				*	*	*	*	*	*			*	*	
DK/PNS	142 13%	44 8%	94 17%	14 12%	41 22%	25 14%	26 14%	12 7%	24 9%	33 11%	15 7%	2 2%	3 4%	59 15%
			A	*	GH*	*	*	*	*	K		*	*	K

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Voting intention - main preference incl. 'Prefer not to say' and 'Definitely would not vote'

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Definitely not voting	257 24%	113 21%	142 26%	22 19% *	48 26% H*	65 37% CGH*	63 34% GH*	27 16% *	33 13%	22 8% K	9 4%	- *	- *	217 54% IJKL

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Voting intention - main preference incl. 'Prefer not to say' and 'Definitely would not vote'

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Conservative	219 20%	125 38% OP	59 18% P	33 8%
Labour	273 25%	52 16%	147 45% NP	73 18%
Liberal Democrats	82 8%	18 5%	45 14% NP	16 4%
UKIP	14 1%	12 4% O	- -	2 *
SNP	25 2%	10 3%	7 2%	8 2%
Plaid Cymru	2 *	2 *	- *	- -
Green	50 5%	14 4%	19 6%	16 4%
Reform UK (Brexit Party)	13 1%	13 4% OP	- -	- -
Other	14 1%	5 2%	3 1%	3 1%
DK/PNS	142 13%	45 13%	28 9%	58 14%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Voting intention - main preference incl. 'Prefer not to say' and 'Definitely would not vote'

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Weighted Base	1090	333	326	409
	257	39	17	201
Definitely not voting	24%	12%	5%	49%
		O		NO

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Vote2019.The last General Election was held on 12th December 2019. Did you manage to vote in that General Election?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
No, did not vote	406 37%	164 31%	235 42%	56 48%	85 46%	89 51%	83 45%	56 32%	37 14%	-	-	-	-	406 100%
			A	H*	H*	GH*	H*	H*				*	*	IJKL
Yes, Conservative	284 26%	138 26%	147 26%	8 7%	15 8%	26 15%	41 22%	58 33%	137 53%	284 100%	-	-	-	-
				*	*	*	CD*	CDE*	CDEFG	JKLM		*	*	
Yes, Labour	208 19%	113 21%	95 17%	31 27%	45 24%	39 22%	29 16%	34 20%	31 12%	-	208 100%	-	-	-
				H*	H*	*	*	*		-	IKLM	*	*	
Yes, Liberal Democrat	77 7%	49 9%	28 5%	7 6%	10 6%	6 3%	14 8%	14 8%	25 10%	-	-	77 100%	-	-
				*	*	*	*	*		-	-	IJLM*	*	
Yes, SNP - Scottish National Party	25 2%	19 4%	7 1%	2 2%	3 2%	5 3%	6 3%	2 1%	6 2%	-	-	-	25 35%	-
				*	*	*	*	*		-	-	*	IJKM*	
Yes, Green Party	19 2%	9 2%	10 2%	2 2%	2 1%	1 1%	2 1%	4 2%	9 4%	-	-	-	19 27%	-
				*	*	*	*	*		-	-	*	IJKM*	
Yes, Brexit Party	17 2%	9 2%	8 1%	4 3%	- *	2 1%	- *	1 *	9 3%	-	-	-	17 23%	-
				*	*	*	*	*		-	-	*	IJKM*	
Yes, Plaid Cymru	4 *	4 1%	- *	- *	3 2%	- *	1 1%	- *	- *	-	-	-	4 6%	-
				*	*	*	*	*		-	-	*	IJM*	
Other party or individual	6 1%	1 *	5 1%	- *	- *	- *	3 2%	2 1%	- *	-	-	-	6 8%	-
				*	*	*	*	*		-	-	*	IJM*	
Prefer not to answer	43 4%	22 4%	20 4%	5 5%	22 12%	6 4%	4 2%	3 2%	1 1%	-	-	-	-	-
				*	FGH*	*	*	*		-	-	*	*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Vote2019.The last General Election was held on 12th December 2019. Did you manage to vote in that General Election?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
No, did not vote	406 37%	58 17%	46 14%	298 73%
Yes, Conservative	284 26%	189 57%	71 22%	22 5%
Yes, Labour	208 19%	34 10%	124 38%	48 12%
Yes, Liberal Democrat	77 7%	15 4%	54 16%	7 2%
Yes, SNP - Scottish National Party	25 2%	10 3%	12 4%	4 1%
Yes, Green Party	19 2%	6 2%	11 3%	2 1%
Yes, Brexit Party	17 2%	15 4%	- *	2 *
Yes, Plaid Cymru	4 *	1 *	2 *	2 1%
Other party or individual	6 1%	3 1%	- *	3 1%
Prefer not to answer	43 4%	4 1%	7 2%	20 5%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Euref.On 23rd June 2016 a referendum was held on the UK's membership of the European Union. How did you vote in this referendum?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Leave	333 31%	163 31%	170 31%	16 14% *	29 16% *	37 21% *	54 29% C*	60 35% CD*	137 53% CDEFG	189 66% JKLM	34 16%	15 19% *	34 47% JKM*	58 14%
Remain	326 30%	187 36% B	137 25%	30 26% *	49 27% *	39 22% *	56 30% *	62 36% *	90 35%	71 25% M	124 60% ILM	54 70% ILM*	25 34% M*	46 11%
Did not vote	409 38%	173 33%	231 42% A	64 56% GH*	98 53% GH*	99 56% GH*	72 39% H*	46 27% H*	30 12%	22 8%	48 23% IK	7 9% *	13 18% *	298 73% IJKL
Don't know	22 2%	4 1%	17 3%	5 4% *	8 4% *	- * *	2 1% *	5 3% *	1 * *	2 1%	3 1%	1 2% *	- * *	4 1%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Euref.On 23rd June 2016 a referendum was held on the UK's membership of the European Union. How did you vote in this referendum?

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Leave	333 31%	333 100% OP	-	-
Remain	326 30%	-	326 100% NP	-
Did not vote	409 38%	-	-	409 100% NO
Don't know	22 2%	-	-	-

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

PublicPriorityIndex2. Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Growing the UK's economy	245 22%	142 27%	103 19%	15 13%	30 16%	26 15%	40 22%	46 27%	89 34%	102 36%	34 16%	19 25%	13 19%	75 18%
		B	*	*	*	*	C*	CDE	JLM	*	*	*	*	*
Reducing crime	196 18%	86 16%	106 19%	26 22%	25 13%	41 23%	39 21%	30 17%	35 14%	59 21%	31 15%	9 11%	18 25%	71 17%
		*	*	*	*	*	*	*	*	*	*	*	*	*
Investing more in the NHS	384 35%	173 33%	207 37%	38 33%	58 31%	48 28%	58 32%	74 43%	107 42%	87 31%	78 38%	29 38%	27 37%	142 35%
		*	*	*	*	*	*	*	*	*	*	*	*	*
Investing more in social care for the elderly	201 18%	86 16%	114 21%	11 9%	21 11%	27 16%	22 12%	54 31%	66 26%	67 23%	23 11%	27 35%	16 22%	60 15%
		*	*	*	*	*	*	CDEF*	CDF	J	JM*	*	*	*
Reducing the national debt	110 10%	66 12%	44 8%	11 10%	18 10%	20 12%	13 7%	14 8%	32 13%	40 14%	22 11%	6 8%	8 11%	32 8%
		*	*	*	*	*	*	*	*	*	*	*	*	*
Investing more in education	80 7%	38 7%	42 8%	12 11%	14 8%	19 11%	9 5%	10 6%	15 6%	25 9%	21 10%	4 6%	4 6%	20 5%
		*	*	*	*	*	*	*	*	*	*	*	*	*
Stricter border controls to reduce immigration	239 22%	113 21%	126 23%	9 8%	28 15%	28 16%	38 20%	44 25%	93 36%	107 38%	19 9%	9 11%	19 27%	78 19%
		*	*	*	*	*	*	C*	CDEF	JKM	*	J*	J	J
Reducing income inequality between the richest and the poorest	265 24%	121 23%	142 26%	21 19%	24 13%	58 33%	56 30%	49 28%	57 22%	48 17%	75 36%	21 27%	18 26%	94 23%
		*	*	*	*	D*	D*	D*	*	IM	*	*	*	*
Reducing unemployment	147 13%	76 14%	68 12%	22 19%	44 24%	31 18%	24 13%	10 6%	14 6%	25 9%	24 11%	9 12%	10 14%	72 18%
		*	*	GH*	GH*	GH*	*	*	*	*	*	*	*	I
Affordable housing	251 23%	112 21%	137 25%	20 18%	65 35%	38 22%	35 19%	36 21%	55 21%	39 14%	69 33%	18 23%	11 15%	100 25%
		*	*	*	CFH*	*	*	*	*	IL	*	*	*	I

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



PublicPriorityIndex2. Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Tackling climate change and protecting the environment	229 21%	108 21%	116 21%	25 22%	35 19%	38 22%	43 23%	39 23%	49 19%	54 19%	51 25%	24 31%	17 23%	76 19%
				*	*	*	*	*				*	*	
Reducing the cost of living for households	490 45%	202 38%	282 51%	36 32%	80 43%	83 48%	95 52%	78 45%	116 45%	118 42%	82 39%	38 50%	28 39%	210 52%
			A	*	*	*	C*	*				*	*	J
None of these	30 3%	14 3%	16 3%	5 4%	16 9%	- -	7 4%	2 1%	1 *	4 1%	6 3%	- -	- -	18 4%
				*	EGH*	*	*	*				*	*	
Don't know	39 4%	17 3%	22 4%	3 3%	5 3%	9 5%	9 5%	3 2%	10 4%	8 3%	5 2%	- -	- *	25 6%
				*	*	*	*	*				*	*	
Prefer not to answer	6 1%	6 1%	- *	- *	1 *	- -	1 *	5 3%	- -	- *	1 1%	- -	- -	5 1%
				*	*	*	*	*				*	*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



PublicPriorityIndex2. Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Growing the UK's economy	245 22%	101 30% P	81 25% P	62 15%
Reducing crime	196 18%	68 20%	49 15%	71 17%
Investing more in the NHS	384 35%	92 27%	144 44% N	142 35%
Investing more in social care for the elderly	201 18%	72 22%	63 19%	64 16%
Reducing the national debt	110 10%	38 11%	40 12%	31 8%
Investing more in education	80 7%	24 7%	28 9%	27 7%
Stricter border controls to reduce immigration	239 22%	139 42% OP	33 10%	61 15%
Reducing income inequality between the richest and the poorest	265 24%	74 22%	87 27%	100 24%
Reducing unemployment	147 13%	36 11%	36 11%	72 18%
Affordable housing	251 23%	58 18%	90 28% N	94 23%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



PublicPriorityIndex2. Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	1090	333	326	409
Tackling climate change and protecting the environment	229 21%	50 15%	96 30% NP	81 20%
Reducing the cost of living for households	490 45%	151 45%	126 39%	204 50%
None of these	30 3%	6 2%	2 1%	22 5%
Don't know	39 4%	7 2%	8 3%	21 5%
Prefer not to answer	6 1%	- *	1 *	5 1%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

JobSecurity.Do you feel that your current job is...?

Base: All adults GB 18+ working full/part time

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	669	341	326	87	149	149	148	106	30	210	215	47	51	117
Weighted Base	629	335	290	64	156	150	134	100	25	131	145	37	40	241
More secure than it was 12 months ago	93 15%	54 16%	39 14%	14 22% G*	33 21% *	26 18% *	11 9% *	7 7% *	1 4% **	23 17%	20 14%	8 20% *	9 22% **	28 12% *
Less secure than it was 12 months ago	187 30%	107 32%	80 28%	24 37% G*	56 36% G*	54 36% G*	38 28% *	12 12% *	4 15% **	34 26%	52 36%	8 22% *	9 22% **	73 30% *
Much the same as it was 12 months ago	292 47%	151 45%	141 49%	24 37% *	53 34% *	60 40% *	69 52% *	69 69% CDE*	18 72% **	65 49%	63 43%	17 46% *	16 39% **	121 50% *
Don't know	56 9%	23 7%	29 10%	2 4% *	15 9% *	9 6% *	16 12% *	12 12% *	2 9% **	9 7%	10 7%	5 12% *	7 17% **	20 8% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



JobSecurity.Do you feel that your current job is...?

Base: All adults GB 18+ working full/part time

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	669	247	292	114
Weighted Base	629	151	207	255
More secure than it was 12 months ago	93 15%	27 18%	32 15%	34 14%
				*
Less secure than it was 12 months ago	187 30%	47 31%	66 32%	73 29%
				*
Much the same as it was 12 months ago	292 47%	65 43%	98 47%	124 49%
				*
Don't know	56 9%	13 8%	11 6%	23 9%
				*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



PastEconomy.Compared to a year ago, do you think that the British economy is doing...?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Better than it was 12 months ago	203 19%	125 24%	78 14%	19 17%	35 19%	23 13%	24 13%	25 14%	77 30%	96 34%	32 15%	20 26%	13 19%	34 8%
		B	*	*	*	*	*	*	EFG	JM		M*	*	
Much the same as it was 12 months ago	330 30%	178 34%	146 26%	41 35%	61 33%	47 27%	69 38%	46 26%	67 26%	89 31%	73 35%	17 22%	27 38%	107 26%
		*	*	*	*	*	*	*	*	*	*	*	*	*
Worse than it was 12 months ago	557 51%	225 43%	330 60%	56 48%	89 48%	106 60%	91 49%	103 59%	113 44%	100 35%	104 50%	40 52%	31 44%	265 65%
		A	*	*	*	H*	*	H*		I	I*	*	*	IJL

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

PastEconomy.Compared to a year ago, do you think that the British economy is doing...?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Better than it was 12 months ago	203 19%	95 28% OP	62 19% P	44 11%
Much the same as it was 12 months ago	330 30%	109 33%	93 28%	116 28%
Worse than it was 12 months ago	557 51%	129 39%	171 52% N	249 61% N

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FutureEconomy.Thinking about the year ahead, in 12 months time do you think the British economy will be doing...?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Better than it is now	222 20%	128 24%	90 16%	29 25%	45 24%	27 15%	22 12%	31 18%	68 26%	89 31%	35 17%	14 18%	18 26%	58 14%
		B		*	*	*	*	*	F	JM		*	*	
Much the same as it is now	498 46%	228 43%	267 48%	53 46%	84 45%	61 35%	87 47%	86 49%	127 49%	146 51%	80 38%	40 51%	27 38%	184 45%
				*	*	*	*	*	J			*	*	
Worse than it is now	370 34%	171 32%	198 36%	34 29%	57 31%	87 50%	74 40%	56 33%	62 24%	50 18%	94 45%	23 30%	26 36%	163 40%
				*	*	CDGH*	H*	*			I	I*	I*	I

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FutureEconomy.Thinking about the year ahead, in 12 months time do you think the British economy will be doing...?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Better than it is now	222 20%	95 28% OP	65 20%	57 14%
Much the same as it is now	498 46%	161 48%	141 43%	182 45%
Worse than it is now	370 34%	78 23%	121 37%	169 41%
			N	N

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

HHBudget.Compared to a year ago, do you find it easier or harder to meet your monthly household budget?

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Easier than it was 12 months ago	91 8%	54 10%	37 7%	19 16% GH*	35 19% FGH*	20 12% GH*	12 7% *	2 1% *	3 1%	21 7%	21 10%	8 10% *	8 11% *	26 6%
About the same as it was 12 months ago	430 39%	223 42%	202 36%	51 45% E*	65 35% *	48 27% *	70 38% *	63 36% *	133 52% DEG	137 48% JM	74 35%	29 38% *	31 44% *	143 35%
Harder than it was 12 month ago	568 52%	251 48%	315 57% A	45 39% *	85 46% *	107 61% C*	101 55% *	108 62% CDH*	122 47%	126 44%	114 55%	40 52% *	33 46% *	237 58% I

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

HHBudget.Compared to a year ago, do you find it easier or harder to meet your monthly household budget?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Easier than it was 12 months ago	91 8%	22 6%	27 8%	39 10%
About the same as it was 12 months ago	430 39%	152 45%	129 40%	141 34%
Harder than it was 12 month ago	568 52%	160 48%	170 52%	229 56%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

HHIncReason.What has been the main reason it has been harder to meet your monthly household budget?

Base: All adults GB 18+ who are finding it harder to meet their monthly household budget than 12 months ago

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	546	226	318	53	74	93	104	111	111	173	163	46	44	105
Weighted Base	568	251	315	45	85	107	101	108	122	126	114	40	33	237
The cost of food	124 22%	47 19%	77 24%	7 15% **	12 14% *	25 24% *	17 17% *	27 25% *	36 29% *	35 27% *	26 23% *	10 26% *	7 23% **	39 16% *
The cost of petrol/diesel	38 7%	23 9%	15 5%	5 10% **	13 15% H*	7 7% *	7 7% *	4 3% *	2 2% *	6 5% *	11 9% *	3 7% *	- 1% **	18 8% *
The cut to universal credit	35 6%	21 8%	14 4%	5 12% **	7 8% *	5 5% *	4 4% *	9 8% *	4 4% *	3 3% *	4 4% *	- - *	5 14% **	21 9% *
The end of furlough	10 2%	2 1%	8 3%	1 1% **	4 5% *	- * *	5 5% *	- - *	- - *	- * *	2 2% *	- - *	- 1% **	7 3% *
A recent job loss/change in job	43 8%	18 7%	25 8%	3 6% **	15 17% *	8 8% *	4 4% *	9 8% *	4 3% *	5 4% *	6 5% *	1 3% *	1 4% **	29 12% *
The cost of energy bills	239 42%	112 44%	128 41%	18 39% **	23 27% *	37 34% *	43 43% *	50 46% *	68 56% D*	66 53% *	48 42% *	21 52% *	16 50% **	88 37% *
The cost of debt repayments and credit card bills	17 3%	7 3%	10 3%	- * **	2 2% *	5 5% *	7 7% *	1 1% *	2 2% *	3 2% *	2 2% *	3 6% *	- 1% **	6 3% *
A period of sick leave	9 2%	- *	9 3%	1 2% **	4 4% *	- - *	5 5% *	- - *	- - *	- - *	2 2% *	- - *	- 1% **	7 3% *
Some other reason	38 7%	15 6%	22 7%	2 5% **	4 4% *	11 10% *	8 8% *	8 7% *	5 4% *	7 5% *	9 8% *	2 6% *	2 7% **	15 6% *
Don't know	16 3%	8 3%	8 3%	4 9% **	3 3% *	8 7% *	- - *	2 2% *	- - *	- - *	3 3% *	- - *	- - **	8 3% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



HHIncReason.What has been the main reason it has been harder to meet your monthly household budget?

Base: All adults GB 18+ who are finding it harder to meet their monthly household budget than 12 months ago

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	546	220	214	101
Weighted Base	568	160	170	229
The cost of food	124 22%	39 24%	45 27%	39 17%
The cost of petrol/diesel	38 7%	8 5%	10 6%	20 9%
The cut to universal credit	35 6%	9 5%	5 3%	20 9%
The end of furlough	10 2%	1 *	2 1%	7 3%
A recent job loss/change in job	43 8%	8 5%	12 7%	23 10%
The cost of energy bills	239 42%	79 49%	76 45%	82 36%
The cost of debt repayments and credit card bills	17 3%	3 2%	10 6%	4 2%
A period of sick leave	9 2%	- *	1 1%	8 3%
Some other reason	38 7%	14 9%	9 5%	13 6%
Don't know	16 3%	- -	- -	13 6%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Corona1.How well do you think the UK government is handling the Covid-19 Pandemic?

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Very well	92 8%	43 8%	46 8%	7 6% *	18 10% *	3 1% *	7 4% *	13 8% *	44 17% CEF	53 19% JKM	13 6% *	2 3% *	6 8% *	15 4% *
Fairly well	402 37%	185 35%	217 39%	32 28% *	57 31% *	60 34% *	68 37% *	73 42% *	113 44% C	149 52% JLM	55 27% *	35 45% JM*	25 35% *	119 29% *
Fairly poorly	242 22%	123 23%	117 21%	41 36% DH*	37 20% *	41 23% *	44 24% *	39 23% *	40 16% *	33 12% I	54 26% I*	19 25% *	23 32% I*	103 25% I
Very poorly	245 22%	129 24%	114 21%	26 22% *	48 26% *	46 26% *	52 28% *	31 18% *	42 16% *	34 12% IK	73 35% *	16 20% *	14 20% *	102 25% I
Not sure	109 10%	48 9%	61 11%	9 8% *	25 14% *	25 15% *	13 7% *	17 10% *	18 7% *	15 5% *	13 6% *	5 7% *	3 5% *	66 16% IJ

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Corona1.How well do you think the UK government is handling the Covid-19 pandemic?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Very well	92 8%	59 18% OP	19 6%	13 3%
Fairly well	402 37%	136 41%	126 39%	132 32%
Fairly poorly	242 22%	62 19%	76 23%	99 24%
Very poorly	245 22%	54 16%	85 26% N	106 26% N
Not sure	109 10%	23 7%	20 6%	59 15% NO

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - Summary Table

Base: All adults GB 18+

	...reduce the cost of living for households	...reduce serious crime	...improve the economy	...manage the NHS	...tackle climate change	...manage the Covid-19 pandemic	...manage Brexit	...tell the truth	...make decisions which are in the best interest of the general public?
Unweighted Base	1090	1090	1090	1090	1090	1090	1090	1090	1090
Weighted Base	1090	1090	1090	1090	1090	1090	1090	1090	1090
Boris Johnson	191 18%	188 17%	266 24%	201 18%	173 16%	297 27%	279 26%	127 12%	211 19%
Keir Starmer	293 27%	230 21%	228 21%	300 28%	242 22%	254 23%	194 18%	299 27%	294 27%
Neither	406 37%	421 39%	369 34%	369 34%	427 39%	341 31%	395 36%	484 44%	364 33%
Don't know	200 18%	251 23%	226 21%	220 20%	247 23%	198 18%	222 20%	181 17%	221 20%

Polling February 2022 OnLineBus Survey (S6783 - 92199809-07)

LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...reduce the cost of living for households

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Boris Johnson	191 18%	87 16%	104 19%	18 15% *	46 25% EF*	18 10% *	20 11% *	29 17% *	61 24% EF	101 36% JKLM	18 9%	6 8%	13 19% *	40 10% *
Keir Starmer	293 27%	176 33% B	112 20%	43 37% DH*	39 21% *	66 38% DH*	43 23% *	42 24% *	59 23% *	31 11%	116 55% ILM	36 47% IM*	24 33% I*	81 20% I
Neither	406 37%	186 35%	217 39%	37 32% *	49 27% *	71 41% *	86 47% D*	66 38% *	97 38% *	125 44% J	55 26%	27 35% *	27 38% *	164 40% J
Don't know	200 18%	79 15%	121 22%	17 15% *	51 28% E*	20 11% *	35 19% *	36 21% *	41 16% *	27 9%	19 9%	8 11% *	7 10% *	121 30% IJKL

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...reduce the cost of living for households

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Boris Johnson	191 18%	80 24% OP	50 15%	56 14%
Keir Starmer	293 27%	58 17%	131 40% NP	102 25%
Neither	406 37%	158 47% OP	98 30%	147 36%
Don't know	200 18%	37 11%	47 15%	104 25% NO

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...reduce serious crime

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Boris Johnson	188 17%	95 18%	93 17%	12 11% *	36 19% *	16 9% *	23 13% *	31 18% *	69 27% CEF	113 40% JKLM	13 6%	5 7% *	16 23% JKM*	36 9%
Keir Starmer	230 21%	145 27% B	85 15%	36 31% F*	42 23% *	54 31% F*	21 11% *	31 18% *	47 18%	20 7%	105 50% ILM	31 40% IM*	16 22% I*	51 13%
Neither	421 39%	198 37%	220 40%	47 41% *	49 26% *	68 39% *	98 53% DH*	68 39% *	93 36%	115 41% J	57 27%	27 35% *	33 45% J*	176 43% J
Don't know	251 23%	90 17%	157 28% A	20 17% *	59 32% *	37 21% *	42 23% *	44 25% *	49 19%	36 13%	33 16%	14 18% *	7 10% *	143 35% IJKL

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...reduce serious crime

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Boris Johnson	188 17%	92 27% OP	51 15%	39 10%
Keir Starmer	230 21%	39 12%	113 35% NP	76 19%
Neither	421 39%	159 48% O	103 31%	156 38%
Don't know	251 23%	45 13%	60 19%	137 34% NO

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...improve the economy

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Boris Johnson	266 24%	128 24%	138 25%	24 21% *	48 26% E*	20 11% *	26 14% *	48 28% EF*	101 39% CEF	156 55% JKLM	20 9% *	11 14% *	22 30% JM*	54 13%
Keir Starmer	228 21%	150 28% B	78 14%	32 28% F*	32 17% *	54 31% F*	23 12% *	34 20% *	53 21%	17 6%	104 50% IM	27 35% IM*	26 36% IM*	52 13%
Neither	369 34%	169 32%	192 35%	35 30% *	62 34% *	71 40% H*	93 50% CDGH*	48 28% *	60 24%	83 29%	58 28%	22 29% *	19 27% *	169 42% IJ
Don't know	226 21%	81 15%	146 26% A	25 22% *	43 23% *	30 17% *	42 23% *	43 25% *	43 17%	29 10%	27 13%	17 22% IL*	5 7% *	130 32% IJL

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...improve the economy

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Boris Johnson	266 24%	129 39%	72 22%	60 15%
Keir Starmer	228 21%	44 13%	115 35%	68 17%
Neither	369 34%	114 34%	89 27%	160 39%
Don't know	226 21%	46 14%	49 15%	121 29%
				NO

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...manage the NHS

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Boris Johnson	201 18%	100 19%	101 18%	24 21% *	34 18% *	17 10% *	23 13% *	37 21% *	66 26% EF	111 39% JKLM	21 10%	8 10% *	16 23% JM*	42 10%
Keir Starmer	300 28%	173 33% B	125 23%	47 41% DF*	44 24% *	61 35% F*	33 18% *	46 27% *	70 27%	37 13%	121 58% ILM	36 46% IM*	21 29% I*	81 20%
Neither	369 34%	166 32%	200 36%	26 23% *	49 27% *	65 37% *	82 45% CD*	56 32% *	90 35%	110 39% J	43 21%	26 33% *	22 31% *	154 38% J
Don't know	220 20%	89 17%	128 23%	18 16% *	58 31% CH*	33 19% *	45 25% H*	34 20% *	32 12%	26 9%	23 11%	8 10% *	12 17% *	128 32% IJK

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...manage the NHS

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Boris Johnson	201 18%	97 OP	54	50
Keir Starmer	300 28%	56 17%	147 45%	94 23%
Neither	369 34%	144 OP	89 27%	130 32%
Don't know	220 20%	37 11%	37 11%	134 33%
				NO

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...tackle climate change

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Boris Johnson	173 16%	84 16%	89 16%	26 22% E*	31 17% *	14 8% *	21 12% *	27 16% *	55 21% E	94 33% JKM	14 7% *	6 8% *	18 25% JKM*	39 10%
Keir Starmer	242 22%	157 30% B	83 15%	39 34% FGH*	41 22% *	57 33% FG*	24 13% *	29 17% *	51 20%	20 7%	110 53% IKLM	27 35% IM*	22 31% IM*	56 14%
Neither	427 39%	190 36%	232 42%	34 30% *	63 34% *	69 39% *	95 52% CD*	68 39% *	99 38%	127 45% J	54 26%	31 40% J*	21 29% *	181 45% J
Don't know	247 23%	96 18%	151 27% A	16 14% *	51 27% *	35 20% *	43 23% *	50 29% C*	53 21%	44 15%	31 15%	13 17% *	11 15% *	130 32% IJKL

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...tackle climate change

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Boris Johnson	173 16%	80 24% OP	47 14%	46 11%
Keir Starmer	242 22%	41 12%	120 37% NP	75 18%
Neither	427 39%	156 47% O	108 33%	159 39%
Don't know	247 23%	57 17%	51 16%	129 31% NO

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...manage the Covid-19 pandemic

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Boris Johnson	297 27%	139 26%	158 28%	25 22% *	46 25% *	25 14% *	34 18% *	57 33% EF*	110 43% CDEF	171 60% JKLM	25 12%	14 18% *	23 32% JM*	59 14%
Keir Starmer	254 23%	154 29% B	98 18%	48 42% DFGH*	31 17% *	53 30% *	31 17% *	37 22% *	54 21%	26 9%	105 50% ILM	30 39% IM*	19 27% I*	65 16%
Neither	341 31%	160 30%	179 32%	30 26% *	58 31% *	73 42% GH*	81 44% CGH*	43 25% *	56 22%	65 23%	53 25%	26 34% *	21 29% *	165 41% IJ
Don't know	198 18%	75 14%	120 22% A	12 11% *	50 27% CH*	24 14% *	38 21% *	36 21% *	38 15%	22 8%	26 12%	7 9% *	9 12% *	117 29% IJKL

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...manage the Covid-19 pandemic

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Boris Johnson	297 27%	147 44%	74 23%	72 18%
		OP		
Keir Starmer	254 23%	40 12%	120 37%	90 22%
			NP	N
Neither	341 31%	111 33%	82 25%	143 35%
Don't know	198 18%	35 10%	50 15%	104 26%
				NO

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...manage Brexit

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Boris Johnson	279 26%	131 25%	147 27%	18 16%	45 24%	22 13%	30 16%	54 31%	110 43%	171 60%	22 10%	10 13%	21 29%	50 12%
			*	*	*	*	CEF*	CDEF	JKLM		*	JM*		
Keir Starmer	194 18%	129 25%	64 12%	35 30%	36 20%	36 21%	28 15%	26 15%	32 13%	17 6%	91 43%	22 28%	19 27%	37 9%
		B	FGH*				*	*			IKM	IM*	IM*	
Neither	395 36%	179 34%	212 38%	39 34%	44 24%	91 52%	85 46%	61 35%	74 29%	77 27%	69 33%	34 44%	23 32%	182 45%
			*	*	CDGH*	DH*	*	*			I*	*	I	
Don't know	222 20%	88 17%	131 24%	23 20%	60 33%	25 14%	41 22%	32 19%	41 16%	19 7%	27 13%	12 15%	8 11%	137 34%
			*	EH*	*	*	*	*			*	*	IJKL	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling February 2022 OnLineBus Survey (S6783 - 92199809-07)

LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...manage Brexit

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Boris Johnson	279 26%	151 45% OP	64 20%	62 15%
Keir Starmer	194 18%	32 10%	92 28% NP	67 16%
Neither	395 36%	119 36%	114 35%	158 39%
Don't know	222 20%	31 9%	57 17% N	123 30% NO

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...tell the truth

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Boris Johnson	127 12%	56 11%	71 13%	15 13% *	38 20% FG*	18 10% *	12 7% *	15 9% *	30 12%	56 20% JKM	21 10%	2 3% *	14 19% KM*	26 6%
Keir Starmer	299 27%	194 37% B	104 19%	44 38% DF*	35 19% *	63 36% DF*	36 19% *	47 27% *	74 29%	35 12%	118 57% ILM	39 50% IM*	25 35% IM*	74 18%
Neither	484 44%	209 40%	271 49% A	39 34% *	62 33% *	71 40% *	100 54% CD*	89 51% CD*	124 48%	173 61% JKLM	52 25%	30 39% *	25 35% *	195 48% J
Don't know	181 17%	69 13%	108 20%	18 16% *	50 27% GH*	24 14% *	36 20% *	23 13% *	29 11%	20 7%	17 8%	6 8% *	8 11% *	112 27% IJKL

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...tell the truth

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Boris Johnson	127 12%	55 17% P	36 11%	33 8%
Keir Starmer	299 27%	54 16%	141 43% NP	101 25%
Neither	484 44%	197 59% OP	114 35%	166 41%
Don't know	181 17%	27 8%	35 11%	110 27% NO

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...make decisions which are in the best interest of the general public?

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Boris Johnson	211 19%	109 21%	102 18%	18 16% *	39 21% *	22 12% *	26 14% *	37 21% *	70 27% EF	120 42% JKM	15 7% *	8 10% *	20 27% JKM*	42 10%
Keir Starmer	294 27%	184 35% B	110 20%	41 35% F*	42 23% *	64 37% F*	33 18% *	48 28% *	66 26%	27 10%	125 60% IKLM	34 45% IM*	22 31% I*	76 19% I
Neither	364 33%	157 30%	203 37%	37 32% *	55 29% *	60 34% *	83 45% *	51 30% *	79 31%	98 35% J	45 22%	25 33% *	20 28% *	165 41% J
Don't know	221 20%	78 15%	139 25% A	20 17% *	50 27% *	30 17% *	42 23% *	37 22% *	42 16%	38 13%	22 11%	9 12% *	10 14% *	123 30% IJKL

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



LeaderRating.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Which of these leaders do you think would be best to... - ...make decisions which are in the best interest of the general public?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Boris Johnson	211 19%	96 OP	51	61
Keir Starmer	294 27%	59	139 NP	92
Neither	364 33%	131	93	136
Don't know	221 20%	48	43	120
				NO

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

VaccineMandatory.Which of the following statements comes closest to your view about vaccination for coronavirus?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Vaccines should be compulsory for all adults	489 45%	243 46%	243 44%	50 43% *	70 38% *	63 36% *	76 41% *	94 54% DE*	136 53% DE	155 55% JLM	85 41%	42 54% *	27 38% *	163 40%
Adults should be allowed to choose whether or not to be vaccinated	508 47%	247 47%	256 46%	52 45% *	104 56% GH*	95 55% GH*	100 55% GH*	66 38% *	90 35%	104 37%	107 51% IK	26 34% *	37 52% *	218 54% IK
Not sure	93 9%	37 7%	56 10%	13 12% *	12 6% *	16 9% *	8 4% *	13 8% *	31 12%	25 9%	16 8%	9 11% *	8 11% *	25 6%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

VaccineMandatory.Which of the following statements comes closest to your view about vaccination for coronavirus?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Vaccines should be compulsory for all adults	489 45%	164 49%	149 46%	169 41%
Adults should be allowed to choose whether or not to be vaccinated	508 47%	146 44%	148 46%	204 50%
Not sure	93 9%	24 7%	28 9%	36 9%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

BrexitRating.Britain left the European Union a year ago. Overall, how well, or badly do you think Brexit has gone?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Very well	49 4%	25 5%	24 4%	10 9%	12 6%	7 4%	3 1%	6 3%	11 4%	21 7%	11 5%	3 4%	5 8%	8 2%
				*	*	*	*	*		M		*	*	
Fairly well	153 14%	87 17%	65 12%	14 12%	17 9%	17 9%	18 10%	29 17%	58 22%	81 28%	19 9%	5 7%	16 22%	26 6%
				*	*	*	*	*	DEF	JKM		*	JKM*	
Neither well nor badly	276 25%	118 22%	159 29%	34 30%	45 24%	34 19%	56 31%	36 21%	71 28%	91 32%	42 20%	9 12%	22 31%	97 24%
				*	*	*	*	*		JK		*	K*	
Fairly badly	252 23%	120 23%	132 24%	31 27%	36 19%	43 24%	51 28%	40 23%	51 20%	64 22%	39 19%	26 33%	14 20%	102 25%
				*	*	*	*	*				J*	*	
Very badly	259 24%	136 26%	120 22%	19 16%	48 26%	63 36%	40 22%	35 20%	54 21%	15 5%	85 41%	30 39%	14 19%	111 27%
				*	*	CGH*	*	*			ILM	IL*	I*	I
Don't know	101 9%	43 8%	54 10%	7 6%	27 15%	12 7%	16 9%	26 15%	13 5%	14 5%	12 6%	3 4%	1 1%	62 15%
				*	H*	*	*	H*				*	*	IJL

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



BrexitRating.Britain left the European Union a year ago. Overall, how well, or badly do you think Brexit has gone?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Very well	49 4%	26 8%	9 3%	14 3%
Fairly well	153 14%	86 26% O P	34 10%	31 8%
Neither well nor badly	276 25%	111 33% O	51 16%	106 26% O
Fairly badly	252 23%	68 20%	89 27%	93 23%
Very badly	259 24%	21 6%	129 39% NP	109 27% N
Don't know	101 9%	23 7%	15 4%	56 14% O

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



WinterBill.Are you up to date with all your household bills such as electricity, gas, water rates, telephone and other bills or are you behind with any of them?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base	1090	528	555	115	185	175	184	173	257	284	208	77	72	406
Up to date with all bills	744 68%	349 66%	392 71%	55 48% *	98 53% *	92 53% *	122 66% C*	134 78% CDE*	243 94% CDEFG	239 84% JLM	126 60% J	63 82% JM*	51 71% *	245 60% *
Behind with some bills	202 18%	102 19%	99 18%	30 26% H*	53 28% H*	51 29% H*	31 17% H*	27 15% H*	10 4% H*	25 9% I	45 22% I	8 11% *	8 12% *	100 25% IK
Behind with all bills	62 6%	36 7%	26 5%	8 7% H*	13 7% H*	17 10% H*	21 11% GH*	3 2% *	- - *	11 4% *	19 9% *	2 3% *	6 8% *	23 6% *
Prefer not to say	45 4%	25 5%	20 4%	15 13% GH*	7 4% *	8 5% *	9 5% *	2 1% *	3 1% *	5 2% *	10 5% *	1 2% *	7 9% I*	19 5% *
Don't know	38 4%	17 3%	18 3%	8 7% H*	15 8% H*	7 4% *	1 * *	7 4% *	1 * *	4 1% *	8 4% *	2 3% *	- - *	19 5% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



WinterBill.Are you up to date with all your household bills such as electricity, gas, water rates, telephone and other bills or are you behind with any of them?

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1090	466	419	182
Weighted Base	1090	333	326	409
Up to date with all bills	744 68%	252 76% P	236 72% P	247 60%
Behind with some bills	202 18%	43 13%	64 20%	88 22%
Behind with all bills	62 6%	25 7%	12 4%	25 6%
Prefer not to say	45 4%	7 2%	10 3%	23 6%
Don't know	38 4%	6 2%	5 1%	25 6%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Crossbreaks

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2019					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base		1090	519	567	135	177	172	188	191	227	380	299	88	91	196
Weighted Base		1090	528	555	115	185	175	184	173	257	284	208	77	72	406
GENDER	Male	528 48%	528 100%	- -	58 50%	90 49%	87 50%	91 49%	90 52%	113 44%	138 48%	113 54%	49 64%	42 58%	164 40%
	Female	555 51%	- -	555 100%	54 47%	92 49%	88 50%	93 51%	84 48%	144 56%	147 52%	95 45%	28 36%	30 42%	235 58%
18-24		115 11%	58 11%	54 10%	115 100%	- -	- -	- -	- -	- -	8 3%	31 15%	7 9%	9 12%	56 14%
25-34		185 17%	90 17%	92 17%	- *	185 100%	- -	- -	- -	- -	15 5%	45 21%	10 13%	8 11%	85 21%
35-44		175 16%	87 16%	88 16%	- *	- *	175 100%	- *	- *	- -	26 9%	39 18%	6 8%	9 12%	89 22%
45-54		184 17%	91 17%	93 17%	- *	- *	- *	184 100%	- *	- -	41 14%	29 14%	14 19%	13 18%	83 20%
55-64		173 16%	90 17%	84 15%	- *	- *	- *	- *	173 100%	- -	58 20%	34 16%	14 19%	9 12%	56 14%
65+		257 24%	113 21%	144 26%	- *	- *	- *	- *	- *	257 100%	137 48%	31 15%	25 33%	25 35%	37 9%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Crossbreaks

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2019					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Weighted Base		1090	528	555	115	185	175	184	173	257	284	208	77	72	406
GE Vote 2019	Conservatives	284 27%	138 27%	147 27%	8 7% *	15 9% *	26 16% *	41 23% CD*	58 34% CDE*	137 54% CDEFG	284 100% JKLM	- - *	- - *	- - *	- - *
	Labour	208 20%	113 22%	95 18%	31 28% H*	45 27% H*	39 23% *	29 16% *	34 20% *	31 12%	- - IKLM	208 100% *	- - *	- - *	- - *
	Lib Dems	77 7%	49 10%	28 5%	7 6% *	10 6% *	6 3% *	14 8% *	14 8% *	25 10%	- - -	- - -	77 100% IJLM*	- - *	- - *
	Other	72 7%	42 8%	30 6%	9 8% *	8 5% *	9 5% *	13 7% *	9 5% *	25 10%	- - -	- - -	- - *	72 100% IJKM*	- - *
	No vote	406 39%	164 32%	235 44%	56 51% GH*	85 52% GH*	89 53% GH*	83 46% H*	56 33% H*	37 14%	- - -	- - -	- - *	- - *	406 100% IJKL
	EU Ref 2016	333 31%	163 31%	170 32%	16 15% *	29 17% *	37 21% *	54 30% *	60 36% CD*	137 53% CDEFG	189 67% JKLM	34 16% -	15 20% *	34 47% JKM*	58 14%
Remain	326 31%	187 36% B	137 25%	30 27% *	49 28% *	39 22% *	56 31% *	62 37% *	90 35%	71 25% M	124 60% ILM	54 71% ILM*	25 34% M*	46 11%	
Did not vote	409 38%	173 33% A	231 43%	64 58% FGH*	98 56% GH*	99 57% GH*	72 39% H*	46 27% H*	30 12%	22 8% -	48 23% IK	7 9% *	13 18% *	298 74% IJKL	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Crossbreaks

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
			N	O	P
Unweighted Base		1090	466	419	182
Weighted Base		1090	333	326	409
GENDER	Male	528 48%	163 49%	187 57%	173 42%
	Female	555 51%	170 51%	137 42%	231 56%
					O
AGE	18-24	115 11%	16 5%	30 9%	64 16%
	25-34	185 17%	29 9%	49 15%	98 24%
	35-44	175 16%	37 11%	39 12%	99 24%
	45-54	184 17%	54 16%	56 17%	72 18%
	55-64	173 16%	60 18%	62 19%	46 11%
	65+	257 24%	137 41%	90 28%	30 7%
				OP	P

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Crossbreaks

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
			N	O	P
GE Vote 2019	Weighted Base	1090	333	326	409
		284	189	71	22
	Conservatives	27%	57%	22%	6%
			OP	P	
	Labour	208	34	124	48
		20%	10%	39%	12%
				NP	
	Lib Dems	77	15	54	7
		7%	5%	17%	2%
				NP	
Other	72	34	25	13	
	7%	10%	8%	3%	
		P			
No vote	406	58	46	298	
	39%	18%	14%	77%	
				NO	
EU Ref 2016	Leave	333	333	-	-
		31%	100%	-	-
			OP		
	Remain	326	-	326	-
	31%	-	100%	-	
			NP		
Did not vote	409	-	-	409	
	38%	-	-	100%	
				NO	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

