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## Britons back vaccine drive as economic symptoms worsen

**28 January 2021, London** – Our latest barometer on British public opinion and voting intentions finds that over seven in ten plans to be, or already has been, vaccinated; support for 24-hour vaccination appointments; and increasing numbers reporting finding it harder to meet their monthly household budget.

Findings from Kantar's research, which took place between 21 and 25 January, include:

- Over seven in ten (77%) say they have already got, or would definitely/probably get, a COVID-19 vaccine. [In December 2020](#), 65% of people said they would definitely/probably do so.
- Less than one in five (17%) of people say they definitely/probably would not plan to be vaccinated, compared to 23% in December 2020.
- Almost half of Britons (49%) think the vaccine should be mandatory, compared to 40% who think adults should be able to choose whether to have it.
- Almost four in ten people (39%) say it is harder for them to meet their monthly household budget than it was 12 months ago, the highest figure since the start of the COVID-19 pandemic, compared to 31% last month and 32% in April 2020.
- Over four in ten (42%, +2) state that coronavirus has reduced their personal income. Of that group, 27% expect this reduction to be permanent (+5).
- When asked about their job security, almost four in ten (38%, +2) of those in work feel that their job is less secure than a year ago.

### Attitudes towards vaccination and the roll out

Compared to last month, when 65% of people said that they would be vaccinated, there has been an increase in the proportion of the public who say they have already or would plan to be vaccinated (to 77%).

Among those who plan to get vaccinated:

- Over two thirds (67%) say that they would be prepared to be vaccinated at any time of day or night, any day of the week. 27% say they would only attend if it was at a reasonable time of day that suited them.
- Older people are more likely to say they would be prepared to be vaccinated at any time of the day or night: 74% of those 55 and over compared to 53% of those aged 18-34.
- People prefer GP surgeries and pharmacies as vaccination venues (88% and 78% respectively), compared to hospitals (66%) and mass vaccination centres (65%).

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Of the 17% in Britain who say they wouldn't get vaccinated:

- 38% state safety concerns. Women are much more likely than men to give this as a reason (54% vs 23%).
- 30% say they do not trust the intentions of those creating the vaccines.
- 23% say they want more information before they decide. Women are much more likely to say this: 31% of women, compared to 14% of men.

Over six in ten (61%) are very/somewhat satisfied with the rollout of the vaccine by the government and health authorities, and 63% would support the government using supermarket infrastructure (e.g. cold storage, nationwide distribution networks) to roll out the vaccine.

We asked people who they thought the government should prioritise for vaccination, regardless of the current government prioritisation rules. They were asked to rank nine groups in order of priority for vaccination, and they put frontline health/care home staff top (49% said this group should be top priority). The resulting order (based on mean rank, where a rank of 1 is highest priority and a rank of 9 is the lowest priority) was:

1. Frontline health/care home staff (with a mean rank of 2.4)
2. People aged 80+ (3.9)
3. People with serious underlying health conditions (4.0)
4. Other frontline emergency services (4.3)
5. People aged 65-79 (5.2)
6. People who work in supermarkets/other essential shops (5.8)
7. Teachers (6.1)
8. Public transport staff (6.4)
9. People aged 50-64 (6.9)

## Life under lockdown

Against a backdrop of growing unrest with lockdowns on the continent, the British public report continued compliance towards restrictions on everyday life under the lockdown.

- Almost nine in ten (89%) say they are following the current lockdown restrictions very/somewhat carefully, compared to 6% of people who say they are not very careful or not at all careful in following the restrictions.
- There appears to be high levels of stated understanding of the lockdown restrictions and how they apply to people personally, with 87% of people saying they understand them fully or to some extent.
- Younger people are the most likely to say they don't understand very much/at all, with over one in five (21%) of 18-24-year-olds saying so, compared to an average of 9%.

The most common reasons given by people not always managing to follow lockdown rules are "my mental wellbeing" (38%), "I have needed to support a family member or friend" (25%), "the

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rules are confusing or vague” (25%), and “lockdown has gone on for long enough/bored of restrictions” (18%).

## Impacts of Brexit and kitchen table economy

Following the terms of the EU-UK Trade and Cooperation Agreement being ratified by UK Parliament at the end of 2020, the public are expecting an impact on their everyday lives:

- A majority expect their regular food shop to become a bit/much more expensive as a result of Brexit (68%), compared to 5% who think it will become a bit/much cheaper.
- Over four in ten people (43%) say they are more likely to buy British produce as a result of Brexit, compared to 5% who say they are less likely to, and 37% who say there has been no change

42% (+2) report that their income has reduced due to COVID-19. In comparison, over half (51%, -2) of Britons report to have not had their income impacted or their income has increased – indicating the potential scale of differences in financial impacts across British society.

## Voting intentions

- Con 40% (+2 vs December 2020)
- Lab 37% (no change)
- L Dem 10% (nc)
- Green 5% (nc)
- SNP 4% (-1)
- Reform UK (Brexit) 2% (-1)
- UKIP 1% (nc)
- PC <0.5% (-1)
- Other 1% (nc)

-Ends-

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## Methodological information

[The survey data and further details on the methodological approach can be found here.](#)

A total of 1,100 interviews were conducted online among adults living in Great Britain between 21 and 25 January 2021. All interviews were conducted as online self-completion. 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 as the source.

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**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](http://www.kantarpublic.com)

## Polling Methodological Note – January 2021

A representative sample of 1,100 adults in Great Britain were interviewed between the 21<sup>st</sup> and 25<sup>th</sup> January 2021. All interviews were conducted as online self-completion. 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 (2017<sup>1</sup>). 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 = 37.7% to 44.1%
- Labour Party = 34.2% to 39.8%
- Conservative lead over Labour = -1.7%pts to 9.0%pts

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<sup>1</sup> See: [https://www.europeansurveyresearch.org/news/non-prob/INPS\\_06\\_Kuha.pdf](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-2018 Population Estimates:

	Unweighted count	Weighted count
Male 18-24	50	62
Male 25-34	85	95
Male 35-44	86	87
Male 45-54	99	95
Male 55-69	130	117
Male 70+	65	82
Female 18-24	64	58
Female 25-34	98	94
Female 35-44	94	88
Female 45-54	106	98
Female 55-69	163	122
Female 70+	60	102

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

## Region

Source: ONS Mid Year-2018 Population Estimates:

	Unweighted count	Weighted count
North East England	35	46
North West England	133	124
Yorkshire & Humber	114	93
East Midlands	81	82
West Midlands	108	100
East of England	113	105
London	110	149
South East England	166	155
South West England	107	97
Wales	45	54
Scotland	88	95

## Education by age

Source: Annual Population Survey (Jul 2018-Jun 2019)

	Unweighted count	Weighted count
Aged 18-24 with a degree	26	22
Aged 25-44 with a degree	147	154
Aged 45-69 with a degree	155	116
Other	772	808

## Vote in the 2016 EU referendum\*

Source: EU referendum & ONS Mid Year-2018 Population Estimates

	<b>Unweighted percentage</b>	<b>Weighted percentage</b>
Remain	38%	31%
Leave	41%	33%
Did not vote	21%	36%

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

## Vote in the 2019 General Election\*

Source: General Election & ONS Mid Year-2018 Population Estimates

	<b>Unweighted percentage</b>	<b>Weighted percentage</b>
England - Labour	21%	18%
England - Conservative	35%	25%
England - Lib Dem	7%	7%
England - Other	6%	3%
England - No vote	19%	34%
Scotland - Labour	1%	1%
Scotland - Conservative	2%	1%
Scotland - SNP	3%	2%
Scotland - Other	1%	1%
Scotland - No vote	1%	3%
Wales - Labour	1%	1%
Wales - Conservative	1%	1%
Wales - PC	<0.5%	<0.5%
Wales - Other	<0.5%	<0.5%
Wales - No vote	1%	2%

\*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 <b>Voting Age Population</b> turnout if General Election were to be held tomorrow	81%	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 Luke Taylor [luke.taylor@kantar.com](mailto:luke.taylor@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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Definitely vote (4)</b>	<b>417</b> <b>38%</b>	218 41%	200 35%	12 10% *	46 25% C	40 23% *	60 31% C	89 54% CDEF	171 66% CDEF	189 67% M	126 61% M	47 64% M*	38 56% M*	10 2%
<b>Probably vote (3)</b>	<b>286</b> <b>26%</b>	133 25%	152 27%	28 24% *	58 31%	44 25% *	59 31%	42 25%	53 21%	68 24%	54 26%	21 29% *	12 18% *	111 28%
<b>Probably not vote (2)</b>	<b>170</b> <b>15%</b>	87 16%	82 15%	37 31% DGH*	30 16% H	38 21% H*	42 22% H	21 13% H	3 1%	12 4%	12 6%	6 8% *	8 11% *	126 31% IJKL
<b>Definitely not vote (1)</b>	<b>191</b> <b>17%</b>	91 17%	100 18%	34 28% GH*	45 24% GH	43 25% GH*	30 16%	14 8%	25 10%	11 4%	14 7%	- *	8 12% K*	138 34% IJKL
<b>Or would you prefer not to say?</b>	<b>36</b> <b>3%</b>	8 1%	29 5% A	9 8% G*	10 5% G*	11 6% G*	2 1%	- -	5 2%	- -	- -	- *	2 3% *	17 4% I
<b>NET : Definitely / Probably vote</b>	<b>703</b> <b>64%</b>	351 65%	352 63%	40 34% *	105 56% C	84 48% *	119 62% C	131 79% CDEF	224 87% CDEF	257 92% LM	179 87% LM	68 92% LM*	50 74% M*	121 30%
<b>NET : Definitely not / Probably not vote</b>	<b>360</b> <b>33%</b>	179 33%	182 32%	71 59% DFGH*	74 39% GH	81 46% GH*	72 37% GH	35 21% H	28 11%	23 8%	26 13%	6 8% *	16 23% I*	265 66% IJKL
<b>Mean score</b>	<b>2.87</b>	2.9	2.85	2.17 *	2.59 C*	2.49 *	2.78 C*	3.24 CDEF	3.46 CDEF	3.55	3.42	3.56	3.21 M*	1.98
<b>Standard Deviation</b>	<b>1.12</b>	1.122	1.119	0.985	1.125	1.123	1.059	0.972	0.937	0.761	0.878	0.642	1.082	0.866
<b>Error Variance</b>	<b>0.001</b>	0.002	0.002	0.009	0.007	0.008	0.006	0.006	0.003	0.002	0.004	0.006	0.018	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	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Definitely vote (4)</b>	<b>417</b> <b>38%</b>	191 52%	186 53%	38 11%
		P	P	
<b>Probably vote (3)</b>	<b>286</b> <b>26%</b>	99 27%	89 25%	93 26%
<b>Probably not vote (2)</b>	<b>170</b> <b>15%</b>	41 11%	37 10%	85 24%
				NO
<b>Definitely not vote (1)</b>	<b>191</b> <b>17%</b>	28 8%	35 10%	121 35%
				NO
<b>Or would you prefer not to say?</b>	<b>36</b> <b>3%</b>	6 2%	3 1%	14 4%
<b>NET : Definitely / Probably vote</b>	<b>703</b> <b>64%</b>	290 79%	275 79%	130 37%
		P	P	
<b>NET : Definitely not / Probably not vote</b>	<b>360</b> <b>33%</b>	69 19%	71 20%	206 59%
				NO
<b>Mean score</b>	<b>2.87</b>	3.26	3.23	2.14
		P	P	
<b>Standard Deviation</b>	<b>1.12</b>	0.946	0.997	1.034
<b>Error Variance</b>	<b>0.001</b>	0.002	0.003	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

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	896	448	448	86	143	135	161	161	210	372	228	68	92	125
Weighted Base	559	297	262	34	82	63	85	105	190	220	165	56	47	65
<b>Conservative</b>	<b>223</b> <b>40%</b>	117 40%	106 40%	7 21% *	28 34% E*	12 20% *	32 38% E	40 39% CE	103 54% CDEFG	179 81% JKLM	9 5%	6 11% *	6 13% *	21 31% JKL*
<b>Labour</b>	<b>205</b> <b>37%</b>	109 37%	96 37%	18 52% H*	34 42% H*	33 52% FH*	31 37% H	43 41% H	46 24%	19 8%	135 82% IKLM	16 28% I*	6 13% *	28 43% IL*
<b>Liberal Democrats</b>	<b>53</b> <b>10%</b>	35 12%	19 7%	3 9% *	12 15% *	8 13% *	6 8%	9 9%	14 8%	3 2%	6 4%	32 56% IJLM*	4 8% I*	8 12% IJ*
<b>Green</b>	<b>29</b> <b>5%</b>	9 3%	20 7% A	3 9% *	2 3% *	5 7% *	4 4%	3 3%	12 6%	2 1%	11 6% I	1 2% *	9 19% IJK*	6 8% I*
<b>SNP</b>	<b>22</b> <b>4%</b>	13 4%	10 4%	1 4% *	4 4% *	4 6% H*	8 9% H	5 5% H	1 *	1 1%	3 2%	1 1% *	16 34% IJKM*	2 2% *
<b>Reform UK (Brexit Party)</b>	<b>13</b> <b>2%</b>	5 2%	8 3%	- * *	- * *	1 2% *	2 2% *	2 2%	8 4%	10 4% J	- -	- - *	2 4% J*	1 1% *
<b>UKIP</b>	<b>6</b> <b>1%</b>	5 2%	2 1%	1 2% *	- * *	- 1% *	1 1%	1 1%	4 2%	4 2%	- -	- - *	2 4% *	1 2% *
<b>Plaid Cymru</b>	<b>2</b> <b>*</b>	1 *	1 *	- 1% *	- * *	- * *	1 1%	1 1%	1 *	- -	1 *	1 2% *	1 2% *	- - *
<b>Other</b>	<b>5</b> <b>1%</b>	2 1%	3 1%	- * *	2 2% *	- * *	1 1%	- * *	2 1%	2 1%	1 1%	- - *	2 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 - weighted by likelihood of turning out in the General Election

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	896	389	371	126
Weighted Base	559	238	228	89
<b>Conservative</b>	<b>223</b> <b>40%</b>	143 60% OP	56 25%	22 25% *
<b>Labour</b>	<b>205</b> <b>37%</b>	40 17%	121 53% N	42 47% N*
<b>Liberal Democrats</b>	<b>53</b> <b>10%</b>	12 5%	29 13% N	13 15% N*
<b>Green</b>	<b>29</b> <b>5%</b>	13 5%	9 4%	7 8% *
<b>SNP</b>	<b>22</b> <b>4%</b>	7 3%	12 5%	4 4% *
<b>Reform UK (Brexit Party)</b>	<b>13</b> <b>2%</b>	13 5% O	- -	- - *
<b>UKIP</b>	<b>6</b> <b>1%</b>	5 2%	-	1 1% *
<b>Plaid Cymru</b>	<b>2</b> <b>*</b>	2 1%	1 *	- * *
<b>Other</b>	<b>5</b> <b>1%</b>	4 2%	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

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		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	896	448	448	86	143	135	161	161	210	372	228	68	92	125
Weighted Base	719	383	337	58	109	96	123	124	209	244	185	63	53	166
<b>Conservative</b>	<b>273</b> <b>38%</b>	146 38%	127 38%	13 23%	38 35%	19 20%	41 33%	49 39%	114 54%	196 81%	10 6%	8 13%	7 13%	48 29%
				*	*	*	*	E	CDEFG	JKLM		*	*	J*
<b>Labour</b>	<b>268</b> <b>37%</b>	140 36%	128 38%	28 49%	46 43%	49 51%	44 36%	50 40%	49 24%	21 9%	149 80%	17 27%	8 15%	70 42%
				H*	H*	H*	*	H			IKLM	I*	*	IL*
<b>Liberal Democrats</b>	<b>73</b> <b>10%</b>	46 12%	27 8%	7 12%	14 13%	13 13%	11 9%	11 9%	16 8%	4 2%	8 4%	35 55%	4 8%	22 13%
				*	*	*	*	*				IJLM*	I*	IJ*
<b>Green</b>	<b>44</b> <b>6%</b>	17 4%	27 8%	6 11%	4 4%	8 9%	8 7%	3 3%	13 6%	2 1%	13 7%	1 2%	9 18%	17 10%
				*	*	*	*	*			I	*	IJK*	I*
<b>SNP</b>	<b>28</b> <b>4%</b>	15 4%	13 4%	2 3%	4 4%	4 4%	12 10%	6 4%	1 *	1 *	4 2%	1 1%	17 32%	5 3%
				*	*	*	H*					*	IJKM*	*
<b>Reform UK (Brexit Party)</b>	<b>16</b> <b>2%</b>	8 2%	9 3%	- *	- *	2 2%	4 3%	2 2%	8 4%	12 5%	- -	- -	2 4%	2 1%
				*	*	*	*	*		J		*	*	*
<b>UKIP</b>	<b>9</b> <b>1%</b>	6 2%	3 1%	1 2%	- *	1 2%	1 1%	1 1%	5 2%	4 2%	- -	- -	2 4%	3 2%
				*	*	*	*	*				*	J*	*
<b>Plaid Cymru</b>	<b>2</b> <b>*</b>	2 *	1 *	- *	- *	- *	1 *	1 1%	1 *	- -	1 *	1 2%	1 2%	- *
				*	*	*	*	*				*	*	*
<b>Other</b>	<b>5</b> <b>1%</b>	3 1%	3 1%	- *	2 2%	- *	1 1%	- *	2 1%	3 1%	1 *	- -	2 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



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Unweighted Base	896	389	371	126
Weighted Base	719	287	275	150
<b>Conservative</b>	<b>273</b> <b>38%</b>	167 58% OP	67 25%	35 24% *
<b>Labour</b>	<b>268</b> <b>37%</b>	49 17%	146 53% N	69 46% N*
<b>Liberal Democrats</b>	<b>73</b> <b>10%</b>	14 5%	35 13% N	23 15% N*
<b>Green</b>	<b>44</b> <b>6%</b>	17 6%	12 4%	15 10% *
<b>SNP</b>	<b>28</b> <b>4%</b>	9 3%	13 5%	6 4% *
<b>Reform UK (Brexit Party)</b>	<b>16</b> <b>2%</b>	16 6% OP	- -	- - *
<b>UKIP</b>	<b>9</b> <b>1%</b>	8 3% O	-	2 1% *
<b>Plaid Cymru</b>	<b>2</b> <b>*</b>	2 1%	1 *	- *
<b>Other</b>	<b>5</b> <b>1%</b>	5 2%	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

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
No, did not vote	403 37%	180 33%	223 40%	71 59% FGH*	92 49% GH	93 53% FGH*	72 38% GH	39 24%	35 14%	-	-	-	-	403 100% IJKL
Yes, Conservative	281 25%	147 27%	134 24%	8 7% *	25 13% *	19 11% *	48 25% CE	52 31% CDE	129 50% CDEFG	281 100% JKLM	-	-	-	-
Yes, Labour	206 19%	109 20%	97 17%	19 16% *	34 18% *	30 17% *	37 19%	43 26%	42 16%	-	206 100% IKLM	-	-	-
Yes, Liberal Democrat	74 7%	44 8%	31 5%	2 2% *	15 8% *	6 4% *	9 5%	18 11%	24 9%	-	-	74 100% IJLM*	-	-
Yes, SNP - Scottish National Party	30 3%	21 4%	9 2%	5 5% *	2 1% *	5 3% *	11 6% H	6 3%	1 *	-	-	-	30 44% IJKM*	-
Yes, Green Party	14 1%	4 1%	10 2%	2 2% *	3 2% *	1 * *	2 1%	1 1%	5 2%	-	-	-	14 21% IJKM*	-
Yes, Brexit Party	13 1%	9 2%	4 1%	1 1% *	3 2% *	- * *	1 1%	2 1%	6 2%	-	-	-	13 20% IJKM*	-
Yes, Plaid Cymru	5 *	2 *	3 1%	2 2% *	- * *	2 1% *	- -	- -	1 * *	-	-	-	5 7% IJM*	-
Other party or individual	6 *	3 1%	2 *	- * *	- - *	- - *	- -	2 1%	4 1%	-	-	-	6 8% IJM*	-
Prefer not to answer	69 6%	20 4%	49 9%	10 8% *	14 7% *	19 11% G*	12 6%	3 2%	11 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

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	1100	449	419	203
Weighted Base	1100	365	349	350
No, did not vote	403 37%	76 21%	71 20%	243 70%
Yes, Conservative	281 25%	189 52% OP	69 20% P	22 6%
Yes, Labour	206 19%	44 12%	126 36% NP	34 10%
Yes, Liberal Democrat	74 7%	14 4%	49 14% NP	11 3%
Yes, SNP - Scottish National Party	30 3%	5 1%	16 5%	5 1%
Yes, Green Party	14 1%	4 1%	8 2%	3 1%
Yes, Brexit Party	13 1%	12 3% O	- *	1 *
Yes, Plaid Cymru	5 *	1 *	- -	2 1%
Other party or individual	6 *	4 1%	1 *	- -
Prefer not to answer	69 6%	17 5%	10 3%	28 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



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+

	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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
Leave	365 33%	183 34%	182 32%	8 7% *	42 22% C	34 19% *	62 32% C	64 38% CDE	156 61% CDEFG	189 67% JKLM	44 21%	14 19% *	26 39% JKM*	76 19%
Remain	349 32%	174 32%	176 31%	32 27% *	56 30%	57 32% *	58 30%	67 40%	79 31%	69 25%	126 61% ILM	49 66% ILM*	25 36% M*	71 18%
Did not vote	350 32%	168 31%	181 32%	63 53% GH*	80 42% GH	79 45% GH*	70 37% GH	35 21% H	22 9%	22 8%	34 16% I	11 15% *	12 17% *	243 60% IJKL
Don't know	36 3%	13 2%	23 4%	16 14% EFGH*	11 6% H	6 3% *	3 1%	1 *	- -	- *	3 1%	1 1% *	5 7% I*	13 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

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
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Leave</b>	<b>365</b> <b>33%</b>	365 100% OP	-	-
<b>Remain</b>	<b>349</b> <b>32%</b>	-	349 100% NP	-
<b>Did not vote</b>	<b>350</b> <b>32%</b>	-	-	350 100% NO
<b>Don't know</b>	<b>36</b> <b>3%</b>	-	-	-

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

NewEUref.If a new referendum was held on EU membership, how would you vote?

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
Stay out of the EU	412 37%	230 43%	182 32%	20 17%	52 28%	38 22%	66 34%	69 41%	167 65%	209 75%	37 18%	16 22%	26 39%	107 27%
		B	*	*	*	C	CE	CDEFG	JKLM	*	J*			
Apply to join the EU	369 34%	182 34%	186 33%	49 41%	69 36%	76 43%	61 32%	59 35%	55 21%	40 14%	130 63%	46 62%	29 43%	113 28%
				H*	H	H*	H	H		ILM	IM*	I*	I	
Would not vote	180 16%	76 14%	105 19%	29 24%	41 22%	37 21%	36 19%	22 13%	16 6%	4 1%	16 8%	7 10%	7 11%	126 31%
				H*	H	H*	H			I	I*	I*	IJKL	
Don't know	139 13%	49 9%	90 16%	22 18%	26 14%	25 14%	30 15%	17 10%	19 8%	27 10%	23 11%	4 6%	5 7%	57 14%
			A	*	*	*					*	*		

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



NewEUref.If a new referendum was held on EU membership, how would you vote?

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Stay out of the EU</b>	<b>412</b> <b>37%</b>	306 84%	46 13%	58 17%
		OP		
<b>Apply to join the EU</b>	<b>369</b> <b>34%</b>	26 7%	235 67%	101 29%
			NP	N
<b>Would not vote</b>	<b>180</b> <b>16%</b>	5 1%	22 6%	148 42%
			N	NO
<b>Don't know</b>	<b>139</b> <b>13%</b>	28 8%	47 13%	43 12%

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



Rejoin.If the general economic situation is much worse in the UK than the EU in five years' time, should the UK apply to re-join the European Union?

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Yes</b>	<b>322</b> <b>29%</b>	175 33%	147 26%	50 42% H*	62 33% H	66 38% H*	52 27%	45 27%	46 18%	44 16%	106 52% IM	42 56% IM*	26 38% I*	96 24%
<b>Maybe</b>	<b>243</b> <b>22%</b>	118 22%	124 22%	26 22% *	45 24%	38 22% *	53 28% H	43 26% H	37 14%	50 18% L	49 24% L	15 20% *	4 6% *	112 28% IL
<b>No</b>	<b>328</b> <b>30%</b>	166 31%	162 29%	16 13% *	24 13%	42 24% *	57 29% CD	54 32% CD	134 52% CDEFG	159 57% JKLM	26 13%	11 15% *	23 34% JK*	83 21%
<b>Don't know</b>	<b>208</b> <b>19%</b>	78 15%	130 23% A	28 23% *	57 30% EFGH	29 16% *	30 16%	24 15%	40 16%	27 10%	24 12%	7 9% *	16 23% I*	112 28% 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



Rejoin.If the general economic situation is much worse in the UK than the EU in five years' time, should the UK apply to re-join the European Union?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Yes</b>	<b>322</b> <b>29%</b>	37 10%	187 54%	92 26%
			NP	N
<b>Maybe</b>	<b>243</b> <b>22%</b>	53 15%	86 24%	100 29%
			N	N
<b>No</b>	<b>328</b> <b>30%</b>	217 59%	44 13%	64 18%
		OP		
<b>Don't know</b>	<b>208</b> <b>19%</b>	58 16%	33 9%	94 27%
		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

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Summary Table

Base: All adults GB 18+

	Generating economic growth	Reducing crime	Investing more in health care	Investing more in social care for the elderly	Reducing the national debt	Improving the future opportunities of our young people through better education	Stricter border controls to reduce immigration	Reducing income inequality between the richest and the poorest	Reducing unemployment	Negotiating a trade deal with the EU	Affordable housing
Unweighted Base	1100	1100	1100	1100	1100	1100	1100	1100	1100	-	1100
Weighted Base	1100	1100	1100	1100	1100	1100	1100	1100	1100	-	1100
<b>Most important (100)</b>	143 13%	98 9%	198 18%	55 5%	62 6%	89 8%	113 10%	128 12%	91 8%	-	122 11%
<b>2nd (90)</b>	110 10%	90 8%	134 12%	90 8%	76 7%	102 9%	81 7%	120 11%	157 14%	-	139 13%
<b>3rd (80)</b>	99 9%	100 9%	143 13%	125 11%	80 7%	104 9%	88 8%	127 12%	154 14%	-	79 7%
<b>4th (70)</b>	140 13%	92 8%	173 16%	135 12%	65 6%	141 13%	63 6%	69 6%	108 10%	-	114 10%
<b>5th (60)</b>	107 10%	134 12%	109 10%	126 11%	102 9%	119 11%	61 6%	70 6%	142 13%	-	131 12%
<b>6th (50)</b>	114 10%	113 10%	88 8%	130 12%	98 9%	138 13%	64 6%	110 10%	123 11%	-	120 11%
<b>7th (40)</b>	112 10%	137 12%	98 9%	141 13%	120 11%	90 8%	79 7%	106 10%	121 11%	-	97 9%
<b>8th (30)</b>	108 10%	137 12%	78 7%	135 12%	132 12%	124 11%	81 7%	106 10%	83 8%	-	117 11%
<b>9th (20)</b>	83 8%	118 11%	45 4%	109 10%	222 20%	105 10%	156 14%	108 10%	72 7%	-	83 8%
<b>10th (10)</b>	84 8%	81 7%	33 3%	54 5%	142 13%	91 8%	315 29%	155 14%	47 4%	-	98 9%
<b>Least important (0)</b>	-	-	-	-	-	-	-	-	-	-	-
<b>Mean score</b>	58.44	53.46	67.17	54.12	45.2	54.97	44.28	54.09	61.06	-	57.22
<b>Standard Deviation</b>	28.218	27.343	25.753	25.145	27.841	27.256	32.63	30.793	25.721	-	28.437
<b>Error Variance</b>	0.724	0.68	0.603	0.575	0.705	0.675	0.968	0.862	0.601	-	0.735

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Generating economic growth

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Most important (100)</b>	<b>143</b> <b>13%</b>	91 17% B	52 9% *	4 3% *	24 13% *	19 11% *	22 11% C	26 16% C	48 19% C	60 21% JLM	21 10% *	10 14% *	6 8% *	42 10% *
<b>2nd (90)</b>	<b>110</b> <b>10%</b>	58 11%	52 9%	11 9% *	13 7% *	23 13% *	10 5% *	22 13% *	31 12% *	41 15% J	15 7% *	8 10% *	8 11% *	32 8% *
<b>3rd (80)</b>	<b>99</b> <b>9%</b>	46 9%	53 9%	9 8% *	14 8% *	15 9% *	17 9% *	18 11% *	24 9% *	29 10% *	13 6% *	7 9% *	10 14% *	28 7% *
<b>4th (70)</b>	<b>140</b> <b>13%</b>	72 13%	69 12%	25 21% D*	13 7% *	24 14% *	31 16% *	19 11% *	28 11% *	28 10% *	21 10% *	7 10% *	8 12% *	60 15% *
<b>5th (60)</b>	<b>107</b> <b>10%</b>	47 9%	60 11%	11 9% *	18 9% *	20 11% *	17 9% *	10 6% *	31 12% *	25 9% *	14 7% *	12 17% *	6 9% *	41 10% *
<b>6th (50)</b>	<b>114</b> <b>10%</b>	59 11%	55 10%	10 8% *	21 11% *	13 8% *	26 14% *	17 10% *	26 10% *	31 11% *	26 13% *	13 17% *	9 14% *	33 8% *
<b>7th (40)</b>	<b>112</b> <b>10%</b>	52 10%	60 11%	15 13% *	21 11% *	14 8% *	22 12% *	17 11% *	21 8% *	21 7% *	35 17% IK	3 5% *	6 10% *	40 10% *
<b>8th (30)</b>	<b>108</b> <b>10%</b>	41 8%	67 12%	16 13% *	22 11% *	19 11% *	28 14% H	11 6% *	13 5% *	17 6% *	24 12% *	6 9% *	4 6% *	49 12% *
<b>9th (20)</b>	<b>83</b> <b>8%</b>	39 7%	44 8%	6 5% *	22 12% *	20 12% *	7 4% *	15 9% *	12 5% *	16 6% *	15 8% *	5 7% *	7 10% *	36 9% *
<b>10th (10)</b>	<b>84</b> <b>8%</b>	32 6%	52 9%	13 10% *	20 11% *	7 4% *	12 6% *	10 6% *	23 9% *	14 5% *	22 11% *	3 3% *	4 6% *	40 10% *

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





PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Generating economic growth

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	
<b>Weighted Base</b>	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Least important (0)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Mean score</b>	58.44	61.91	55.12	53.11	52.67	59.26	56.91	61.8	63.57	66.94	52	61.45	58.69	54.39
<b>Standard Deviation</b>	28.218	28.273	27.788	25.865	29.483	27.61	26.037	28.911	28.803	28.082	27.81	26.012	26.985	28.376
<b>Error Variance</b>	0.724	1.487	1.372	5.58	4.605	4.344	3.518	5.027	3.228	2.811	3.762	9.106	10.762	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



PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Generating economic growth

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Most important (100)</b>	<b>143</b> <b>13%</b>	57 15%	52 15%	33 9%
<b>2nd (90)</b>	<b>110</b> <b>10%</b>	42 12%	33 10%	27 8%
<b>3rd (80)</b>	<b>99</b> <b>9%</b>	39 11%	33 9%	19 5%
<b>4th (70)</b>	<b>140</b> <b>13%</b>	43 12%	50 14%	44 13%
<b>5th (60)</b>	<b>107</b> <b>10%</b>	29 8%	26 8%	49 14%
<b>6th (50)</b>	<b>114</b> <b>10%</b>	36 10%	35 10%	39 11%
<b>7th (40)</b>	<b>112</b> <b>10%</b>	19 5%	53 15% N	38 11%
<b>8th (30)</b>	<b>108</b> <b>10%</b>	32 9%	35 10%	41 12%
<b>9th (20)</b>	<b>83</b> <b>8%</b>	24 7%	19 5%	38 11%
<b>10th (10)</b>	<b>84</b> <b>8%</b>	45 12% O	12 4%	22 6%

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



PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Generating economic growth

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	<b>1100</b>	<b>365</b>	<b>349</b>	<b>350</b>
<b>Least important (0)</b>	-	-	-	-
<b>Mean score</b>	<b>58.44</b>	59.62	61.23	54.03
<b>Standard Deviation</b>	<b>28.218</b>	30.494	26.694	26.699
<b>Error Variance</b>	<b>0.724</b>	2.545	2.041	2.039

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

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing crime

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Most important (100)</b>	<b>98</b> 9%	39 7%	59 10%	17 14% H*	25 13% H	23 13% H*	11 6%	10 6%	12 5%	26 9%	17 8%	3 4% *	7 10% *	35 9%
<b>2nd (90)</b>	<b>90</b> 8%	43 8%	47 8%	8 7% *	18 10% *	12 7% *	18 10% *	12 7% *	21 8%	23 8%	11 5%	8 11% *	4 6% *	33 8%
<b>3rd (80)</b>	<b>100</b> 9%	44 8%	56 10%	5 4% *	21 11% *	11 6% *	16 8%	16 10%	32 12%	32 11%	18 9%	3 4% *	4 6% *	36 9%
<b>4th (70)</b>	<b>92</b> 8%	47 9%	46 8%	8 6% *	13 7% *	11 6% *	10 5%	17 10%	33 13%	36 13%	16 8%	3 4% *	7 10% *	29 7%
<b>5th (60)</b>	<b>134</b> 12%	56 10%	78 14%	24 20% *	23 12% *	13 8% *	22 11%	17 10%	35 14%	33 12%	19 9%	7 9% *	7 10% *	56 14%
<b>6th (50)</b>	<b>113</b> 10%	55 10%	58 10%	4 4% *	23 12% *	19 11% *	23 12%	19 12%	24 9%	30 11%	12 6%	11 14% *	9 13% *	49 12%
<b>7th (40)</b>	<b>137</b> 12%	68 13%	69 12%	13 11% *	17 9% *	31 18% *	14 7%	26 16%	36 14%	28 10%	32 16%	9 12% *	8 11% *	51 13%
<b>8th (30)</b>	<b>137</b> 12%	75 14%	62 11%	16 13% *	13 7% *	18 10% *	36 19% D	22 13%	32 12%	32 11%	36 18%	14 19% *	4 6% *	43 11%
<b>9th (20)</b>	<b>118</b> 11%	71 13%	47 8%	11 9% *	16 9% *	22 13% *	31 16%	14 8%	23 9%	25 9%	28 13%	10 13% *	16 24% IM*	36 9%
<b>10th (10)</b>	<b>81</b> 7%	40 7%	41 7%	14 12% *	19 10% *	15 8% *	11 6%	13 8%	9 3%	17 6%	17 8%	6 7% *	1 1% *	33 8%

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



PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing crime

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	
<b>Weighted Base</b>	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Least important (0)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	*	-	*	-	-	-	-	-	*	*	-
<b>Mean score</b>	53.46	51.14	55.66	53.05	57.55	52.29	49.57	52	55.29	56.54	49.05	47.56	52.3	53.85
			A	*	F	*				JK		*	*	
<b>Standard Deviation</b>	27.343	27.137	27.381	29.718	29.191	28.897	26.904	25.93	24.495	26.745	27.436	25.948	27.311	26.965
<b>Error Variance</b>	0.68	1.37	1.332	7.367	4.514	4.759	3.757	4.043	2.335	2.55	3.661	9.062	11.024	1.806

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



PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing crime

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Most important (100)</b>	<b>98</b> <b>9%</b>	23 6%	21 6%	40 11%
<b>2nd (90)</b>	<b>90</b> <b>8%</b>	34 9%	21 6%	34 10%
<b>3rd (80)</b>	<b>100</b> <b>9%</b>	44 12%	28 8%	24 7%
<b>4th (70)</b>	<b>92</b> <b>8%</b>	44 12%	26 8%	21 6%
<b>5th (60)</b>	<b>134</b> <b>12%</b>	53 14%	31 9%	47 13%
<b>6th (50)</b>	<b>113</b> <b>10%</b>	37 10%	35 10%	41 12%
<b>7th (40)</b>	<b>137</b> <b>12%</b>	45 12%	45 13%	42 12%
<b>8th (30)</b>	<b>137</b> <b>12%</b>	27 7%	57 16% N	45 13%
<b>9th (20)</b>	<b>118</b> <b>11%</b>	36 10%	63 18% NP	17 5%
<b>10th (10)</b>	<b>81</b> <b>7%</b>	21 6%	21 6%	39 11%

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



PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing crime

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
<b>Weighted Base</b>	<b>1100</b>	<b>365</b>	<b>349</b>	<b>350</b>
<b>Least important (0)</b>	-	-	-	-
<b>Mean score</b>	<b>53.46</b>	56.41	47.84	54.54
<b>Standard Deviation</b>	<b>27.343</b>	O 25.735	26.388	O 28.4
<b>Error Variance</b>	<b>0.68</b>	1.813	1.994	2.307

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 January 2021 OnLineBus Survey (S6783 - 40317739-03)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in health care

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Most important (100)</b>	<b>198</b> <b>18%</b>	79 15%	119 21%	12 10% *	22 11%	37 21% *	40 21%	20 12%	68 26% CDG	50 18%	54 26% M	14 19% *	13 20% *	50 13%
<b>2nd (90)</b>	<b>134</b> <b>12%</b>	56 10%	78 14%	7 6% *	24 12%	17 10% *	27 14%	31 19% C	27 11%	30 11%	34 16%	11 15% *	5 8% *	50 12%
<b>3rd (80)</b>	<b>143</b> <b>13%</b>	64 12%	80 14%	15 13% *	25 13%	23 13% *	17 9%	22 13%	41 16%	37 13%	27 13%	16 22% *	8 11% *	44 11%
<b>4th (70)</b>	<b>173</b> <b>16%</b>	92 17%	82 15%	27 23% H*	33 17%	33 19% *	35 18%	19 11%	27 10%	34 12%	33 16%	9 12% *	10 15% *	82 20% I
<b>5th (60)</b>	<b>109</b> <b>10%</b>	61 11%	49 9%	9 8% *	26 14%	15 8% *	17 9%	21 13%	21 8%	29 10%	16 8%	9 13% *	8 12% *	44 11%
<b>6th (50)</b>	<b>88</b> <b>8%</b>	36 7%	52 9%	20 17% EF*	15 8%	4 2% *	7 4%	24 14% EF	18 7%	22 8%	16 8%	2 2% *	5 7% *	37 9%
<b>7th (40)</b>	<b>98</b> <b>9%</b>	58 11%	41 7%	9 8% *	22 12%	25 14% *	11 5%	11 7%	20 8%	29 10% J	8 4%	1 2% *	6 8% *	46 11% J
<b>8th (30)</b>	<b>78</b> <b>7%</b>	50 9%	27 5%	10 8% *	6 3%	12 7% *	16 8%	8 5%	26 10%	26 9% J	4 2%	8 11% J*	8 12% J*	21 5%
<b>9th (20)</b>	<b>45</b> <b>4%</b>	26 5%	20 4%	8 7% *	13 7%	5 3% *	9 5%	6 4%	5 2%	16 6%	5 3%	3 4% *	2 2% *	19 5%
<b>10th (10)</b>	<b>33</b> <b>3%</b>	17 3%	16 3%	3 2% *	4 2%	5 3% *	15 8% H	3 2%	4 1%	8 3%	9 4%	- -	2 3% *	11 3%

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

**KANTAR**

FIELDWORK : 21st - 25th January 2021(W week 03)



PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in health care

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	
<b>Weighted Base</b>	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Least important (0)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	*	-	*	-	-	-	-	-	*	*	-
<b>Mean score</b>	67.17	63.96	70.23	61.08	64.97	68.34	66.43	67.54	71.14	64.98	74.23	72.41	65.41	64.99
			A	*		*		C			ILM	M*	*	
<b>Standard Deviation</b>	25.753	25.872	25.284	23.859	24.172	25.842	28.948	23.891	25.789	26.757	24.961	23.911	26.533	24.365
<b>Error Variance</b>	0.603	1.245	1.136	4.748	3.095	3.806	4.349	3.432	2.588	2.552	3.031	7.695	10.405	1.475

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



PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in health care

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Most important (100)</b>	<b>198</b> <b>18%</b>	63 17%	81 23%	53 15%
<b>2nd (90)</b>	<b>134</b> <b>12%</b>	51 14%	38 11%	38 11%
<b>3rd (80)</b>	<b>143</b> <b>13%</b>	42 11%	57 16%	40 12%
<b>4th (70)</b>	<b>173</b> <b>16%</b>	35 10%	51 14%	77 22% N
<b>5th (60)</b>	<b>109</b> <b>10%</b>	45 12%	28 8%	32 9%
<b>6th (50)</b>	<b>88</b> <b>8%</b>	23 6%	28 8%	32 9%
<b>7th (40)</b>	<b>98</b> <b>9%</b>	47 13% O	19 5%	32 9%
<b>8th (30)</b>	<b>78</b> <b>7%</b>	31 9%	24 7%	21 6%
<b>9th (20)</b>	<b>45</b> <b>4%</b>	18 5%	10 3%	17 5%
<b>10th (10)</b>	<b>33</b> <b>3%</b>	11 3%	14 4%	8 2%

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



PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in health care

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	1100	365	349	350
<b>Least important (0)</b>	-	-	-	-
<b>Mean score</b>	67.17	65.14	70.12	66.31
<b>Standard Deviation</b>	25.753	26.814	26.236	24.533
<b>Error Variance</b>	0.603	1.968	1.971	1.721

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



PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in social care for the elderly

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Most important (100)</b>	55 5%	28 5%	27 5%	2 2% *	12 6%	3 2% *	4 2%	13 8%	21 8%	14 5%	14 7%	10 14% IM*	3 5% *	12 3%
<b>2nd (90)</b>	90 8%	34 6%	57 10%	8 7% *	9 5%	8 5% *	11 6%	12 7%	42 16% DEF	31 11%	12 6%	6 8% *	3 4% *	27 7%
<b>3rd (80)</b>	125 11%	55 10%	70 12%	10 8% *	20 10%	31 18% *	20 10%	22 13%	22 9%	27 10%	30 14%	9 12% *	9 13% *	43 11%
<b>4th (70)</b>	135 12%	82 15% B	52 9%	9 8% *	13 7%	19 11% *	20 10%	28 17% D	45 18% D	29 10%	30 15%	18 24% IM*	8 12% *	43 11%
<b>5th (60)</b>	126 11%	50 9%	76 13%	13 11% *	17 9%	23 13% *	34 18%	16 9%	22 9%	34 12%	24 12%	5 7% *	8 12% *	48 12%
<b>6th (50)</b>	130 12%	59 11%	72 13%	19 15% *	20 11%	29 16% *	23 12%	20 12%	20 8%	28 10%	27 13%	10 13% *	7 10% *	47 12%
<b>7th (40)</b>	141 13%	73 14%	68 12%	15 12% *	24 13%	18 10% *	32 17%	16 9%	37 14%	27 10%	39 19% I	5 7% *	6 9% *	58 14%
<b>8th (30)</b>	135 12%	58 11%	76 14%	22 19% *	31 16%	23 13% *	14 7%	20 12%	25 10%	38 14%	14 7%	6 8% *	9 13% *	59 15%
<b>9th (20)</b>	109 10%	61 11%	48 8%	11 9% *	29 15% H	17 10% *	20 10%	15 9%	16 6%	32 11%	12 6%	4 5% *	5 7% *	51 13%
<b>10th (10)</b>	54 5%	38 7% B	17 3%	11 9% *	14 7%	3 2% *	15 8%	4 2%	8 3%	20 7%	5 3%	2 2% *	10 14% JM*	14 4%

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



PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in social care for the elderly

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	
<b>Weighted Base</b>	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Least important (0)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	*	-	*	-	-	-	-	-	*	*	-
<b>Mean score</b>	54.12	52.43	55.74	47.37	48.39	54.26	51.07	58.09	61.1	53.07	58.13	64.37	50.34	51.04
				*		*	CDF	CDEF		M	ILM*	*		
<b>Standard Deviation</b>	25.145	25.656	24.561	24.119	26.445	22.451	23.651	24.99	25.578	26.823	23.143	24.844	26.987	24.052
<b>Error Variance</b>	0.575	1.225	1.072	4.852	3.705	2.872	2.903	3.756	2.546	2.565	2.605	8.307	10.764	1.437

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



PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in social care for the elderly

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Most important (100)</b>	<b>55</b> <b>5%</b>	14 4%	27 8%	12 3%
<b>2nd (90)</b>	<b>90</b> <b>8%</b>	47 13% P	32 9% P	9 3%
<b>3rd (80)</b>	<b>125</b> <b>11%</b>	33 9%	30 9%	56 16%
<b>4th (70)</b>	<b>135</b> <b>12%</b>	56 15%	36 10%	40 12%
<b>5th (60)</b>	<b>126</b> <b>11%</b>	36 10%	42 12%	43 12%
<b>6th (50)</b>	<b>130</b> <b>12%</b>	39 11%	49 14%	36 10%
<b>7th (40)</b>	<b>141</b> <b>13%</b>	42 12%	42 12%	55 16%
<b>8th (30)</b>	<b>135</b> <b>12%</b>	46 12%	45 13%	36 10%
<b>9th (20)</b>	<b>109</b> <b>10%</b>	33 9%	24 7%	49 14%
<b>10th (10)</b>	<b>54</b> <b>5%</b>	20 5%	20 6%	14 4%

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



PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in social care for the elderly

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	1100	365	349	350
<b>Least important (0)</b>	-	-	-	-
<b>Mean score</b>	54.12	55.3	55.19	51.62
<b>Standard Deviation</b>	25.145	25.63	25.816	24.004
<b>Error Variance</b>	0.575	1.798	1.909	1.648

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

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing the national debt

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
Most important (100)	62 6%	39 7%	22 4%	4 4% *	7 4%	11 6% *	15 8%	8 5%	17 7%	20 7%	8 4%	1 1% *	7 10% *	24 6%
2nd (90)	76 7%	38 7%	38 7%	6 5% *	12 6%	13 7% *	14 7%	7 4%	24 9%	37 13% JM	6 3%	3 5% *	7 10% *	14 4%
3rd (80)	80 7%	47 9%	33 6%	7 6% *	15 8%	13 8% *	21 11%	8 5%	15 6%	25 9%	11 5%	5 7% *	6 9% *	31 8%
4th (70)	65 6%	31 6%	35 6%	9 8% *	14 7%	6 4% *	12 6%	15 9%	9 4%	21 8%	11 6%	6 7% *	4 6% *	21 5%
5th (60)	102 9%	50 9%	52 9%	9 8% *	22 12%	11 6% *	19 10%	13 8%	27 10%	24 9%	12 6%	9 12% *	3 4% *	43 11%
6th (50)	98 9%	52 10%	47 8%	9 8% *	23 12%	14 8% *	12 6%	14 9%	26 10%	23 8%	12 6%	8 10% *	6 10% *	45 11%
7th (40)	120 11%	65 12%	55 10%	24 20% *	19 10%	16 9% *	15 8%	19 11%	27 10%	28 10%	9 4%	16 21% IJ*	9 14% J*	52 13% J
8th (30)	132 12%	51 9%	82 14%	10 9% *	31 16%	18 10% *	24 13%	23 14%	26 10%	26 9%	42 20% IM	7 9% *	9 14% *	35 9%
9th (20)	222 20%	89 17%	133 24% A	32 27% D*	23 12%	47 27% D*	39 20%	37 22%	44 17%	38 14%	65 32% ILM	13 18% *	8 12% *	82 20%
10th (10)	142 13%	75 14%	67 12%	7 6% *	22 12%	27 16% *	21 11%	22 13%	42 16%	37 13%	30 15%	7 9% *	7 11% *	55 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





PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing the national debt

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	
<b>Weighted Base</b>	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Least important (0)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	*	-	*	-	-	-	-	-	*	*	-
<b>Mean score</b>	45.2	47.54	42.96	43.96	46.97	42.5	48.31	42.35	45.82	51.7	36.55	44.32	51.29	44.28
		B		*		*				JM		J*	J*	J
<b>Standard Deviation</b>	27.841	28.757	26.771	25.185	26.053	29.072	29.249	26.411	29.113	29.939	25.312	23.466	29.766	26.921
<b>Error Variance</b>	0.705	1.539	1.274	5.291	3.596	4.816	4.44	4.195	3.298	3.195	3.116	7.411	13.096	1.8

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



PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing the national debt

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Most important (100)</b>	<b>62</b> <b>6%</b>	28 8%	15 4%	19 6%
<b>2nd (90)</b>	<b>76</b> <b>7%</b>	31 8%	23 7%	23 7%
<b>3rd (80)</b>	<b>80</b> <b>7%</b>	33 9%	25 7%	23 6%
<b>4th (70)</b>	<b>65</b> <b>6%</b>	17 5%	27 8%	21 6%
<b>5th (60)</b>	<b>102</b> <b>9%</b>	42 11%	25 7%	32 9%
<b>6th (50)</b>	<b>98</b> <b>9%</b>	35 10%	28 8%	31 9%
<b>7th (40)</b>	<b>120</b> <b>11%</b>	38 10%	36 10%	36 10%
<b>8th (30)</b>	<b>132</b> <b>12%</b>	25 7%	49 14%	53 15%
<b>9th (20)</b>	<b>222</b> <b>20%</b>	53 14%	91 26%	69 20%
<b>10th (10)</b>	<b>142</b> <b>13%</b>	65 18%	31 9%	42 12%

Table continues

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Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	<b>1100</b>	<b>365</b>	<b>349</b>	<b>350</b>
<b>Least important (0)</b>	-	-	-	-
<b>Mean score</b>	<b>45.2</b>	<b>48.03</b>	<b>44.02</b>	<b>44.64</b>
<b>Standard Deviation</b>	<b>27.841</b>	<b>29.761</b>	<b>26.845</b>	<b>27.388</b>
<b>Error Variance</b>	<b>0.705</b>	<b>2.425</b>	<b>2.064</b>	<b>2.145</b>

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



PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Improving the future opportunities of our young people through better education

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Most important (100)</b>	<b>89</b> <b>8%</b>	55 10%	34 6%	9 7% *	16 9%	23 13% *	9 5%	7 4%	24 9%	19 7%	15 7%	6 9%	5 7% *	34 8%
<b>2nd (90)</b>	<b>102</b> <b>9%</b>	71 13% B	31 6%	28 24% DEFGH*	11 6%	17 9% *	15 8%	9 5%	22 9%	22 8%	29 14% M	8 10% *	11 16% *	26 6%
<b>3rd (80)</b>	<b>104</b> <b>9%</b>	40 8%	63 11%	17 14% *	17 9%	16 9% *	17 9%	19 11%	18 7%	19 7%	35 17% I	7 10% *	3 5% *	39 10%
<b>4th (70)</b>	<b>141</b> <b>13%</b>	48 9%	93 17% A	19 16% *	31 16%	21 12% *	28 15%	20 12%	22 8%	24 9%	21 10%	9 12% *	9 13% *	56 14%
<b>5th (60)</b>	<b>119</b> <b>11%</b>	75 14% B	43 8%	12 10% *	27 14%	17 10% *	12 6%	22 13%	28 11%	32 11%	21 10%	7 10% *	8 12% *	42 10%
<b>6th (50)</b>	<b>138</b> <b>13%</b>	76 14%	62 11%	10 9% *	27 14%	16 9% *	35 18%	16 10%	33 13%	42 15%	33 16%	7 9% *	11 16% *	39 10%
<b>7th (40)</b>	<b>90</b> <b>8%</b>	38 7%	52 9%	9 7% *	16 8%	12 7% *	21 11%	14 8%	19 8%	30 11%	17 8%	6 8% *	4 6% *	28 7%
<b>8th (30)</b>	<b>124</b> <b>11%</b>	49 9%	74 13%	2 2% *	17 9%	33 19% C*	21 11%	18 11%	32 13% C	24 9%	17 8%	4 5% *	4 6% *	68 17% IJ
<b>9th (20)</b>	<b>105</b> <b>10%</b>	52 10%	53 9%	7 6% *	11 6%	12 7% *	20 10%	26 16% D	29 11%	41 15% J	13 6%	9 12% *	7 10% *	34 8%
<b>10th (10)</b>	<b>91</b> <b>8%</b>	33 6%	58 10%	6 5% *	17 9%	9 5% *	14 7%	16 10%	29 11%	27 10% J	5 3%	11 15% J*	6 9% *	38 9% J

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



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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	
<b>Weighted Base</b>	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Least important (0)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	*	-	*	-	-	-	-	*	*	*	-
<b>Mean score</b>	54.97	57.89	52.18	66.81	56.19	57.99	52.45	49.86	51.69	50.52	61.93	52.98	56.94	53.13
		B		DFGH*		G*					IKM	*	*	
<b>Standard Deviation</b>	27.256	27.443	26.805	25.198	25.915	28.012	25.435	26.58	28.658	27.129	24.595	30.187	27.843	27.533
<b>Error Variance</b>	0.675	1.401	1.277	5.296	3.558	4.472	3.357	4.249	3.196	2.624	2.942	12.264	11.458	1.883

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



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Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Most important (100)</b>	<b>89</b> <b>8%</b>	30 8%	23 7%	33 9%
<b>2nd (90)</b>	<b>102</b> <b>9%</b>	22 6%	43 12% N	31 9%
<b>3rd (80)</b>	<b>104</b> <b>9%</b>	25 7%	47 13% N	30 9%
<b>4th (70)</b>	<b>141</b> <b>13%</b>	31 8%	45 13%	55 16%
<b>5th (60)</b>	<b>119</b> <b>11%</b>	33 9%	56 16% NP	25 7%
<b>6th (50)</b>	<b>138</b> <b>13%</b>	47 13%	48 14%	42 12%
<b>7th (40)</b>	<b>90</b> <b>8%</b>	35 10%	27 8%	24 7%
<b>8th (30)</b>	<b>124</b> <b>11%</b>	51 14% O	22 6%	50 14% O
<b>9th (20)</b>	<b>105</b> <b>10%</b>	50 14% O	19 5%	32 9%
<b>10th (10)</b>	<b>91</b> <b>8%</b>	41 11% O	19 6%	29 8%

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



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Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	1100	365	349	350
<b>Least important (0)</b>	-	-	-	-
<b>Mean score</b>	54.97	48.92	60.61	55.01
<b>Standard Deviation</b>	27.256	27.887	24.74	27.948
<b>Error Variance</b>	0.675	2.129	1.753	2.234

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

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Stricter border controls to reduce immigration

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Most important (100)</b>	<b>113</b> <b>10%</b>	46 9%	67 12%	3 2% *	17 9%	14 8% *	19 10%	22 13% C	38 15% C	52 18% JM	6 3%	6 8% *	12 17% J*	32 8%
<b>2nd (90)</b>	<b>81</b> <b>7%</b>	40 7%	41 7%	13 11% *	7 4%	9 5% *	18 9%	11 7%	23 9%	31 11% K	17 8%	- *	1 2% *	29 7%
<b>3rd (80)</b>	<b>88</b> <b>8%</b>	39 7%	49 9%	5 4% *	19 10% E	2 1% *	15 8%	9 5% CEG	38 15% JK	36 13% JK	6 3%	1 1% *	3 4% *	35 9%
<b>4th (70)</b>	<b>63</b> <b>6%</b>	25 5%	38 7%	6 5% *	8 4%	12 7% *	6 3%	9 6%	21 8%	29 10% M	9 5%	3 3% *	3 4% *	16 4%
<b>5th (60)</b>	<b>61</b> <b>6%</b>	27 5%	34 6%	5 4% *	7 4%	12 7% *	17 9%	12 7%	9 3%	19 7%	6 3%	4 6% *	8 12% J*	20 5%
<b>6th (50)</b>	<b>64</b> <b>6%</b>	27 5%	38 7%	10 8% *	14 7%	4 2% *	12 6%	6 3%	19 8%	16 6%	12 6%	3 4% *	3 5% *	27 7%
<b>7th (40)</b>	<b>79</b> <b>7%</b>	39 7%	40 7%	8 7% *	16 8%	13 7% *	10 5%	14 9%	18 7%	18 7%	8 4%	7 9% *	3 4% *	30 8%
<b>8th (30)</b>	<b>81</b> <b>7%</b>	53 10% B	28 5%	16 13% H*	14 8%	19 11% H*	15 8%	9 6%	8 3%	16 6%	17 8%	7 10% *	6 9% *	33 8%
<b>9th (20)</b>	<b>156</b> <b>14%</b>	76 14%	80 14%	13 11% *	35 18%	30 17% *	19 10%	25 15%	34 13%	29 10%	39 19% IL	14 19% *	3 5% *	57 14%
<b>10th (10)</b>	<b>315</b> <b>29%</b>	166 31%	149 26%	41 35% H*	53 28%	61 35% H*	62 32% H	48 29%	48 19%	34 12%	84 41% I	29 38% I*	25 37% I*	122 30% 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





PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Stricter border controls to reduce immigration

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	
<b>Weighted Base</b>	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Least important (0)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	*	-	*	-	-	-	-	-	*	*	-
<b>Mean score</b>	44.28	41.47	46.96	37.69	41.08	36.27	44.77	44.56	54.62	60.43	32.92	32	44.32	42.1
			A	*		*			CDEFG	JKLM		*	JK*	JK
<b>Standard Deviation</b>	32.63	31.903	33.117	29.354	31.078	30.017	33.357	33.58	33.289	31.904	28.893	27.642	34.582	31.79
<b>Error Variance</b>	0.968	1.894	1.949	7.187	5.117	5.135	5.774	6.781	4.312	3.629	4.06	10.284	17.676	2.511

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



PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Stricter border controls to reduce immigration

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Most important (100)</b>	<b>113</b> <b>10%</b>	78 21% OP	11 3%	23 6%
<b>2nd (90)</b>	<b>81</b> <b>7%</b>	33 9%	21 6%	24 7%
<b>3rd (80)</b>	<b>88</b> <b>8%</b>	43 12% O	17 5%	27 8%
<b>4th (70)</b>	<b>63</b> <b>6%</b>	34 9% O	9 3%	17 5%
<b>5th (60)</b>	<b>61</b> <b>6%</b>	21 6%	20 6%	17 5%
<b>6th (50)</b>	<b>64</b> <b>6%</b>	20 6%	19 5%	25 7%
<b>7th (40)</b>	<b>79</b> <b>7%</b>	29 8%	26 7%	20 6%
<b>8th (30)</b>	<b>81</b> <b>7%</b>	27 7%	25 7%	25 7%
<b>9th (20)</b>	<b>156</b> <b>14%</b>	37 10% N	61 17% N	51 15% N
<b>10th (10)</b>	<b>315</b> <b>29%</b>	41 11% N	141 40% N	120 34% N

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



PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Stricter border controls to reduce immigration

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
<b>Weighted Base</b>	<b>1100</b>	<b>365</b>	<b>349</b>	<b>350</b>
<b>Least important (0)</b>	-	-	-	-
<b>Mean score</b>	<b>44.28</b>	60.52	33.04	39.69
<b>Standard Deviation</b>	<b>32.63</b>	OP 32.18	28.03	O 31.316
<b>Error Variance</b>	<b>0.968</b>	2.835	2.25	2.805

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

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing income inequality between the richest and the poorest

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Most important (100)</b>	<b>128</b> <b>12%</b>	55 10%	74 13%	18 15% *	15 8%	13 8% *	28 14%	36 22% DEH	18 7%	14 5%	38 18% I	12 17% I*	7 11% *	52 13% I
<b>2nd (90)</b>	<b>120</b> <b>11%</b>	64 12%	56 10%	11 9% *	18 10%	16 9% *	28 15%	19 11%	28 11%	18 6%	36 18% IL	8 11% *	3 4% *	47 12%
<b>3rd (80)</b>	<b>127</b> <b>12%</b>	80 15% B	47 8%	10 8% *	17 9%	30 17% *	27 14%	22 13%	21 8%	18 6%	26 13%	10 13% *	11 16% *	59 15% I
<b>4th (70)</b>	<b>69</b> <b>6%</b>	39 7%	30 5%	4 4% *	13 7%	8 5% *	15 8%	8 5%	19 8%	9 3%	15 7%	5 7% *	10 14% I*	27 7%
<b>5th (60)</b>	<b>70</b> <b>6%</b>	32 6%	38 7%	7 6% *	20 11%	13 7% *	7 3%	6 4%	18 7%	19 7%	19 9%	7 9% *	5 7% *	20 5%
<b>6th (50)</b>	<b>110</b> <b>10%</b>	47 9%	63 11%	9 8% *	29 15%	26 15% *	13 6%	14 8%	20 8%	25 9%	20 10%	3 4% *	7 10% *	37 9%
<b>7th (40)</b>	<b>106</b> <b>10%</b>	50 9%	56 10%	19 16% H*	20 11%	15 8% *	27 14% H	11 6%	14 6%	27 10%	16 8%	7 10% *	5 8% *	45 11%
<b>8th (30)</b>	<b>106</b> <b>10%</b>	48 9%	58 10%	11 9% *	21 11%	21 12% *	14 7%	13 8%	26 10%	37 13%	16 8%	6 8% *	7 10% *	37 9%
<b>9th (20)</b>	<b>108</b> <b>10%</b>	50 9%	58 10%	17 15% *	19 10%	11 6% *	19 10%	9 6%	33 13%	37 13% J	10 5%	5 7% *	11 16% J*	38 9%
<b>10th (10)</b>	<b>155</b> <b>14%</b>	72 13%	83 15%	13 10% *	17 9%	22 13% *	15 8%	28 17%	61 24% DF	77 27% JLM	10 5%	11 14% J*	3 4% *	41 10%

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



PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing income inequality between the richest and the poorest

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	
<b>Weighted Base</b>	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Least important (0)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Mean score</b>	54.09	55.5	52.74	53.26	53.4	54.03	60.3	59.84	46.67	39.88	66.56	58.36	56.15	57.38
<b>Standard Deviation</b>	30.793	30.501	31.037	31.212	27.478	28.575	30.24	33.625	31.419	28.705	27.95	32.065	27.755	30.272
<b>Error Variance</b>	0.862	1.731	1.712	8.126	4	4.653	4.746	6.799	3.841	2.937	3.8	13.838	11.385	2.277

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



PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing income inequality between the richest and the poorest

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Most important (100)</b>	<b>128</b> <b>12%</b>	28 8%	49 14%	48 14%
		N		
<b>2nd (90)</b>	<b>120</b> <b>11%</b>	38 11%	47 13%	34 10%
<b>3rd (80)</b>	<b>127</b> <b>12%</b>	35 10%	30 9%	61 17%
				NO
<b>4th (70)</b>	<b>69</b> <b>6%</b>	18 5%	27 8%	22 6%
<b>5th (60)</b>	<b>70</b> <b>6%</b>	24 7%	28 8%	18 5%
<b>6th (50)</b>	<b>110</b> <b>10%</b>	40 11%	28 8%	35 10%
<b>7th (40)</b>	<b>106</b> <b>10%</b>	30 8%	33 9%	39 11%
<b>8th (30)</b>	<b>106</b> <b>10%</b>	30 8%	43 12%	28 8%
<b>9th (20)</b>	<b>108</b> <b>10%</b>	47 13%	23 7%	30 9%
		O		
<b>10th (10)</b>	<b>155</b> <b>14%</b>	75 20%	42 12%	34 10%
		OP		

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



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Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	<b>1100</b>	<b>365</b>	<b>349</b>	<b>350</b>
<b>Least important (0)</b>	-	-	-	-
<b>Mean score</b>	<b>54.09</b>	48.07	57.25	58.47
<b>Standard Deviation</b>	<b>30.793</b>	30.948	N	N
<b>Error Variance</b>	<b>0.862</b>	2.622	2.701	2.559

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

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing unemployment

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Most important (100)</b>	<b>91</b> <b>8%</b>	48 9%	44 8%	22 18% H*	15 8%	12 7%	22 11% H	13 8%	7 3%	14 5%	16 8%	5 6% *	5 8% *	46 12% I
<b>2nd (90)</b>	<b>157</b> <b>14%</b>	73 14%	85 15%	13 10% *	45 24% FH	31 18% *	19 10%	25 15%	25 10%	32 11%	22 11%	8 11% *	11 16% *	79 20% I
<b>3rd (80)</b>	<b>154</b> <b>14%</b>	82 15%	72 13%	26 22% *	35 18%	24 14% *	26 14%	17 10%	27 10%	39 14%	23 11%	10 14% *	8 12% *	68 17%
<b>4th (70)</b>	<b>108</b> <b>10%</b>	48 9%	60 11%	1 1% *	17 9%	26 15% C*	16 8%	16 9%	33 13% C	40 14%	20 9%	4 5% *	5 7% *	33 8%
<b>5th (60)</b>	<b>142</b> <b>13%</b>	71 13%	71 13%	22 18% *	16 9%	25 14% *	24 12%	22 13%	34 13%	37 13%	35 17%	8 11% *	10 14% *	42 10%
<b>6th (50)</b>	<b>123</b> <b>11%</b>	66 12%	57 10%	14 12% *	7 4%	24 14% D*	27 14% D	22 13% D	29 11%	34 12%	35 17% M	9 12% *	4 6% *	33 8%
<b>7th (40)</b>	<b>121</b> <b>11%</b>	48 9%	73 13%	4 3% *	16 8%	18 10% *	24 12%	21 13%	39 15% C	35 12%	23 11%	15 21% M*	12 17% *	29 7%
<b>8th (30)</b>	<b>83</b> <b>8%</b>	37 7%	46 8%	6 5% *	17 9%	5 3% *	9 4%	13 8%	34 13% EF	24 9%	15 7%	7 9% *	9 13% *	26 6%
<b>9th (20)</b>	<b>72</b> <b>7%</b>	36 7%	36 6%	6 5% *	12 6%	6 3% *	17 9%	11 7%	21 8%	13 5%	5 2%	4 5% *	4 6% *	33 8%
<b>10th (10)</b>	<b>47</b> <b>4%</b>	29 5%	18 3%	7 6% *	10 5%	5 3% *	10 5%	5 3%	10 4%	13 5%	12 6%	4 5% *	1 1% *	15 4%

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





PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing unemployment

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	
<b>Weighted Base</b>	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Least important (0)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	*	*	*	*	*	*	*	*	*	*	*
<b>Mean score</b>	61.06	61.09	61.04	66.7	65.2	65.31	59.76	60.19	54.02	59.11	59.28	56.17	59.8	65.4
				H*	H	H*						*	*	IJK
<b>Standard Deviation</b>	25.721	26.162	25.315	26.983	27.378	22.62	26.609	25.321	23.835	24.061	24.237	25.573	25.452	26.896
<b>Error Variance</b>	0.601	1.274	1.139	6.073	3.971	2.916	3.674	3.856	2.211	2.064	2.857	8.802	9.575	1.797

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



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Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Most important (100)</b>	<b>91</b> <b>8%</b>	16 4%	28 8%	38 11%
				N
<b>2nd (90)</b>	<b>157</b> <b>14%</b>	37 10%	52 15%	66 19%
				N
<b>3rd (80)</b>	<b>154</b> <b>14%</b>	51 14%	49 14%	48 14%
<b>4th (70)</b>	<b>108</b> <b>10%</b>	46 12%	42 12%	18 5%
		P	P	
<b>5th (60)</b>	<b>142</b> <b>13%</b>	47 13%	47 14%	40 11%
<b>6th (50)</b>	<b>123</b> <b>11%</b>	37 10%	46 13%	35 10%
<b>7th (40)</b>	<b>121</b> <b>11%</b>	43 12%	38 11%	39 11%
<b>8th (30)</b>	<b>83</b> <b>8%</b>	46 13%	17 5%	19 5%
		OP		
<b>9th (20)</b>	<b>72</b> <b>7%</b>	28 8%	13 4%	31 9%
<b>10th (10)</b>	<b>47</b> <b>4%</b>	15 4%	17 5%	15 4%

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



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Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	<b>1100</b>	<b>365</b>	<b>349</b>	<b>350</b>
<b>Least important (0)</b>	-	-	-	-
<b>Mean score</b>	<b>61.06</b>	56.59	63.01	62.68
<b>Standard Deviation</b>	<b>25.721</b>	24.776	N	N
<b>Error Variance</b>	<b>0.601</b>	1.68	1.724	2.157

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

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Affordable housing

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Most important (100)</b>	<b>122</b> <b>11%</b>	57 11%	65 12%	28 24% GH*	35 19% GH	21 12% H*	24 12% H	10 6%	5 2%	11 4%	18 9%	6 7% *	3 4% *	74 18% IJL
<b>2nd (90)</b>	<b>139</b> <b>13%</b>	62 12%	77 14%	14 12% *	31 16% H	29 17% H*	32 17% H	19 11%	13 5%	14 5%	25 12% I	14 18% I*	15 22% I*	66 17% I
<b>3rd (80)</b>	<b>79</b> <b>7%</b>	39 7%	40 7%	15 13% *	6 3%	9 5% *	16 8%	13 8%	20 8%	20 7%	19 9%	6 9% *	6 9% *	20 5%
<b>4th (70)</b>	<b>114</b> <b>10%</b>	55 10%	59 11%	11 9% *	33 18% H	14 8% *	20 10%	17 10%	19 7%	31 11%	29 14%	11 15% *	4 6% *	35 9%
<b>5th (60)</b>	<b>131</b> <b>12%</b>	68 13%	63 11%	9 7% *	12 7%	26 15% *	24 13%	26 16%	34 13%	28 10%	40 19% I	5 7% *	4 7% *	47 12%
<b>6th (50)</b>	<b>120</b> <b>11%</b>	62 11%	58 10%	14 12% *	11 6%	26 15% *	14 7%	12 7%	42 17% D	31 11%	11 5%	11 14% *	6 9% *	53 13% J
<b>7th (40)</b>	<b>97</b> <b>9%</b>	48 9%	50 9%	4 4% *	18 10%	15 8% *	17 9%	18 11%	25 10%	39 14% M	18 9%	3 5% *	8 12% *	24 6%
<b>8th (30)</b>	<b>117</b> <b>11%</b>	75 14% B	42 7%	11 9% *	17 9%	8 4% *	17 9%	29 17% E	35 14% E	40 14%	21 10%	9 11% *	7 10% *	32 8%
<b>9th (20)</b>	<b>83</b> <b>8%</b>	38 7%	45 8%	8 7% *	10 5%	6 3% *	11 6%	7 4%	39 15% DEFG	33 12% M	14 7%	6 9% *	6 8% *	17 4%
<b>10th (10)</b>	<b>98</b> <b>9%</b>	34 6%	64 11%	5 4% *	14 8%	21 12% *	18 9%	16 10%	24 9%	34 12%	11 5%	3 4% *	8 12% *	33 8%

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



PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Affordable housing

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	
<b>Weighted Base</b>	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Least important (0)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	*	*	*	*	*	*	*	*	*	*	*
<b>Mean score</b>	57.22	57.07	57.36	66.98	63.58	59.74	60.42	53.77	46.09	46.83	59.36	60.39	54.77	63.44
				GH*	GH	H*	H	H			I	I*	*	I
<b>Standard Deviation</b>	28.437	27.393	29.423	28.777	29.498	28.538	28.959	26.837	24.134	25.766	26.045	26.883	29.671	29.061
<b>Error Variance</b>	0.735	1.396	1.539	6.908	4.609	4.641	4.352	4.331	2.267	2.367	3.299	9.727	13.011	2.098

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



PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Affordable housing

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Most important (100)</b>	<b>122</b> <b>11%</b>	28 8%	41 12%	50 14%
<b>2nd (90)</b>	<b>139</b> <b>13%</b>	29 8%	38 11%	65 19% N
<b>3rd (80)</b>	<b>79</b> <b>7%</b>	21 6%	33 9%	21 6%
<b>4th (70)</b>	<b>114</b> <b>10%</b>	41 11%	36 10%	34 10%
<b>5th (60)</b>	<b>131</b> <b>12%</b>	36 10%	45 13%	49 14%
<b>6th (50)</b>	<b>120</b> <b>11%</b>	51 14%	32 9%	33 9%
<b>7th (40)</b>	<b>97</b> <b>9%</b>	38 10%	31 9%	25 7%
<b>8th (30)</b>	<b>117</b> <b>11%</b>	50 14%	33 10%	31 9%
<b>9th (20)</b>	<b>83</b> <b>8%</b>	39 11% P	27 8%	14 4%
<b>10th (10)</b>	<b>98</b> <b>9%</b>	33 9%	32 9%	26 8%

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



PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Affordable housing

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	<b>1100</b>	<b>365</b>	<b>349</b>	<b>350</b>
<b>Least important (0)</b>	-	-	-	-
<b>Mean score</b>	<b>57.22</b>	51.39	57.68	63.01
<b>Standard Deviation</b>	<b>28.437</b>	26.965	N	N
<b>Error Variance</b>	<b>0.735</b>	1.99	2.331	2.277

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	633	315	318	54	143	141	158	111	26	221	164	45	60	109
Weighted Base	567	300	268	53	133	129	135	95	22	127	121	40	39	208
<b>More safe than it was 12 months ago</b>	<b>72</b> <b>13%</b>	55 18%	18 7%	12 22%	36 27%	8 6%	12 9%	3 3%	2 8%	26 21%	14 12%	8 20%	7 18%	16 8%
		B	**	EFG*	*	*	*	**	M	*	**	*	**	*
<b>Less safe than it was 12 months ago</b>	<b>216</b> <b>38%</b>	122 41%	94 35%	14 26%	51 38%	52 40%	60 44%	36 38%	4 17%	42 33%	55 45%	17 43%	15 39%	79 38%
		**	*	*	*	*	*	*	**	*	*	*	**	*
<b>Much the same as it was 12 months ago</b>	<b>238</b> <b>42%</b>	107 36%	131 49%	19 36%	42 31%	55 42%	59 44%	49 51%	14 65%	55 43%	46 38%	12 30%	16 41%	96 46%
		A	**	*	*	*	*	D*	**	*	*	*	**	*
<b>Don't know</b>	<b>41</b> <b>7%</b>	16 5%	25 9%	8 15%	5 4%	15 11%	4 3%	7 8%	2 10%	4 3%	6 5%	3 7%	1 3%	17 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

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	633	232	275	112
Weighted Base	567	157	200	188
<b>More safe than it was 12 months ago</b>	<b>72</b> <b>13%</b>	26 17%	22 11%	24 13%
				*
<b>Less safe than it was 12 months ago</b>	<b>216</b> <b>38%</b>	52 33%	91 46%	68 36%
				*
<b>Much the same as it was 12 months ago</b>	<b>238</b> <b>42%</b>	71 45%	72 36%	86 46%
				*
<b>Don't know</b>	<b>41</b> <b>7%</b>	7 4%	14 7%	11 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

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

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
Better than it was 12 months ago	53 5%	42 8%	11 2%	4 3%	28 15%	7 4%	6 3%	6 4%	2 1%	15 5%	15 7%	3 5%	5 7%	14 3%
		B	*	EFGH	*						*	*		
Much the same as it was 12 months ago	206 19%	102 19%	105 19%	35 29%	49 26%	25 15%	32 17%	25 15%	41 16%	48 17%	30 15%	12 16%	17 26%	78 19%
		*	*	*	*	*	*	*	*	*	*	*	*	*
Worse than it was 12 months ago	841 76%	394 73%	447 79%	81 68%	112 59%	143 81%	155 80%	135 81%	214 83%	218 78%	160 78%	59 79%	46 67%	311 77%
		*	*	*	*	D*	D	D	CD			*	*	

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	1100	449	419	203
Weighted Base	1100	365	349	350
Better than it was 12 months ago	53 5%	26 7%	11 3%	14 4%
Much the same as it was 12 months ago	206 19%	57 16%	53 15%	77 22%
Worse than it was 12 months ago	841 76%	282 77%	285 82%	259 74%

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Better than it is now</b>	<b>276</b> <b>25%</b>	152 28%	124 22%	25 21% *	52 28%	40 23% *	35 18%	47 28%	76 30%	116 41% JKM	38 19%	14 19% *	23 34% JM*	78 19%
<b>Much the same as it is now</b>	<b>445</b> <b>40%</b>	223 41%	222 40%	53 44% *	73 39%	77 44% *	75 39%	66 40%	100 39%	108 39%	70 34%	30 40% *	21 31% *	179 45%
<b>Worse than it is now</b>	<b>379</b> <b>34%</b>	162 30%	217 38% A	42 35% *	64 34%	58 33% *	82 43%	52 32%	81 31%	56 20%	97 47% I	30 41% I*	23 35% I*	146 36% 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
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Better than it is now</b>	<b>276</b> <b>25%</b>	123 34% OP	86 25%	64 18%
<b>Much the same as it is now</b>	<b>445</b> <b>40%</b>	152 41%	120 34%	152 43%
<b>Worse than it is now</b>	<b>379</b> <b>34%</b>	91 25%	143 41%	134 38%
			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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Easier than it was 12 months ago</b>	<b>115</b> <b>10%</b>	72 13%	43 8%	21 18%	41 22%	14 8%	22 11%	7 4%	9 4%	33 12%	18 9%	11 15%	13 19%	27 7%
		B	GH*	EGH	*	H					*	M*		
<b>About the same as it was 12 months ago</b>	<b>551</b> <b>50%</b>	255 47%	296 53%	54 45%	67 35%	67 38%	67 35%	92 55%	205 80%	172 61%	111 54%	40 54%	32 47%	170 42%
		*	*	*	*	*	DEF	CDEFG	M		*	*	*	
<b>Harder than it was 12 month ago</b>	<b>434</b> <b>39%</b>	211 39%	224 40%	45 37%	80 43%	95 54%	104 54%	67 41%	43 17%	76 27%	77 38%	24 32%	23 34%	206 51%
				H*	H	H*	H	H		I	*	*	*	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



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	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Easier than it was 12 months ago</b>	<b>115</b> <b>10%</b>	38 10%	42 12%	27 8%
<b>About the same as it was 12 months ago</b>	<b>551</b> <b>50%</b>	217 59% P	177 51%	140 40%
<b>Harder than it was 12 month ago</b>	<b>434</b> <b>39%</b>	111 30%	131 37%	182 52% 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

Food1.Thinking about the next few months, what impact, if any, do you think Brexit will have on the overall price of your regular food shop? Do you think food will be...

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Much more expensive</b>	<b>254</b> <b>23%</b>	115 21%	139 25%	22 18% *	46 25%	48 28% *	44 23%	40 24%	54 21%	35 12%	67 33% I	23 31% I*	21 31% I*	95 24% I
<b>A little more expensive</b>	<b>499</b> <b>45%</b>	231 43%	268 48%	43 36% *	67 36%	72 41% *	89 46%	81 48%	148 57% CDE	148 53%	97 47%	36 49% *	25 37% *	179 45%
<b>The same as before</b>	<b>177</b> <b>16%</b>	108 20% B	70 12%	20 17% *	32 17%	25 14% *	37 19%	26 16%	36 14%	60 21% J	25 12%	8 11% *	12 18% *	59 15%
<b>A little cheaper</b>	<b>31</b> <b>3%</b>	22 4%	9 2%	6 5% *	4 2%	4 2% *	4 2%	7 4%	6 2%	12 4%	8 4%	- -	6 8% M*	3 1%
<b>Much cheaper</b>	<b>21</b> <b>2%</b>	16 3%	6 1%	5 4% *	11 6% H	4 2% *	1 *	1 *	- *	10 4%	1 *	3 3% *	1 1% *	7 2%
<b>Not sure</b>	<b>117</b> <b>11%</b>	47 9%	71 13%	24 20% GH*	28 15% H	23 13% *	18 9%	11 7%	13 5%	16 6%	7 3%	4 6% *	3 4% *	59 15% 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





Food1.Thinking about the next few months, what impact, if any, do you think Brexit will have on the overall price of your regular food shop? Do you think food will be...

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Much more expensive</b>	<b>254</b> <b>23%</b>	43 12%	114 33%	87 25%
		N	N	N
<b>A little more expensive</b>	<b>499</b> <b>45%</b>	185 51%	161 46%	146 42%
<b>The same as before</b>	<b>177</b> <b>16%</b>	74 20%	37 10%	62 18%
		O	O	O
<b>A little cheaper</b>	<b>31</b> <b>3%</b>	13 4%	5 2%	12 4%
<b>Much cheaper</b>	<b>21</b> <b>2%</b>	6 2%	8 2%	8 2%
<b>Not sure</b>	<b>117</b> <b>11%</b>	45 12%	24 7%	34 10%

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

Food2.Thinking about when you shop for food, as a result of Brexit are you now...

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
...more likely to buy British produce	468 43%	224 42%	244 43%	25 21% *	70 37%	71 41% C*	80 42% C	81 48% C	141 55% CD	165 59% JKLM	91 44%	26 35% *	29 42% *	138 34%
...less likely to by British produce	50 5%	37 7% B	13 2%	8 6% H*	18 9% GH	8 4% *	16 9% GH	1 9% *	- - -	8 3%	8 4%	5 7% *	8 12% I*	20 5%
...or has there been no change?	405 37%	202 37%	204 36%	48 40% *	56 30%	59 34% *	73 38%	70 42%	99 38%	90 32%	79 39%	38 51% I*	21 32% *	158 39%
Not sure	177 16%	75 14%	102 18%	40 33% FGH*	45 24% FGH	37 21% GH*	23 12%	15 9%	17 7%	17 6%	27 13% I	6 8% *	10 14% *	87 22% IK

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



Food2.Thinking about when you shop for food, as a result of Brexit are you now...

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
...more likely to buy British produce	468 43%	216 59%	122 35%	122 35%
		OP		
...less likely to by British produce	50 5%	11 3%	21 6%	18 5%
...or has there been no change?	405 37%	99 27%	158 45%	138 39%
			N	N
Not sure	177 16%	39 11%	48 14%	72 20%
				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



## Corona1.How well do you think the UK government is handling the Coronavirus outbreak?

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Very well</b>	<b>95</b> <b>9%</b>	55 10%	40 7%	3 2% *	23 12%	16 9% *	17 9%	7 4%	30 12%	47 17% JKM	13 6%	3 5% *	4 5% *	27 7%
<b>Fairly well</b>	<b>337</b> <b>31%</b>	166 31%	171 30%	16 13% *	60 32% C	42 24% *	58 30% C	56 34% C	105 41% CE	140 50% JKLM	33 16%	16 22% *	20 29% *	103 26%
<b>Fairly poorly</b>	<b>284</b> <b>26%</b>	124 23%	160 28%	39 33% *	54 29%	50 28% *	46 24%	44 26%	50 20%	59 21%	57 28%	24 32% *	20 30% *	106 26%
<b>Very poorly</b>	<b>289</b> <b>26%</b>	152 28%	137 24%	37 31% *	31 17%	55 31% D*	66 34% DH	46 27%	54 21%	27 9%	94 46% IM	31 41% I*	23 33% I*	111 28% I
<b>Not sure</b>	<b>95</b> <b>9%</b>	41 8%	54 10%	24 20% EFH*	20 11%	13 7% *	7 3%	14 8%	18 7%	8 3%	8 4%	1 1% *	2 3% *	54 14% 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

Corona1.How well do you think the UK government is handling the Coronavirus outbreak?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Very well</b>	<b>95</b> <b>9%</b>	51 14% OP	22 6%	21 6%
<b>Fairly well</b>	<b>337</b> <b>31%</b>	156 43% OP	79 22%	94 27%
<b>Fairly poorly</b>	<b>284</b> <b>26%</b>	83 23%	101 29%	91 26%
<b>Very poorly</b>	<b>289</b> <b>26%</b>	52 14%	136 39% NP	97 28% N
<b>Not sure</b>	<b>95</b> <b>9%</b>	24 6%	12 3%	47 13% 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

Corona2a.How would you rate the UK government in how it is communicating information about the coronavirus outbreak?

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Very good</b>	<b>161</b> <b>15%</b>	74 14%	87 16%	10 8% *	27 14%	26 15% *	20 10%	22 13%	56 22% CF	82 29% JKLM	10 5%	10 13% *	6 9% *	50 12%
<b>Fairly good</b>	<b>415</b> <b>38%</b>	199 37%	215 38%	30 25% *	78 41%	64 37% *	68 35%	52 31%	122 48% CG	135 48% JKM	67 33%	20 26% *	22 33% *	144 36%
<b>Fairly poor</b>	<b>254</b> <b>23%</b>	110 20%	144 26%	29 24% *	39 20%	41 23% *	56 29%	45 27%	45 18%	40 14%	46 23%	24 33% I*	22 33% I*	99 25% I
<b>Very poor</b>	<b>214</b> <b>19%</b>	130 24% B	84 15%	34 28% H*	29 15%	37 21% *	45 23% H	36 22%	32 13%	23 8%	74 36% IM	16 22% I*	16 24% I*	80 20% I
<b>Don't know</b>	<b>57</b> <b>5%</b>	25 5%	32 6%	17 14% FH*	16 8% H	8 4% *	3 2%	12 7% H	1 *	1 *	8 4% I	4 5% I*	1 2% *	29 7% 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



Corona2a.How would you rate the UK government in how it is communicating information about the coronavirus outbreak?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Very good</b>	<b>161</b> <b>15%</b>	79 22% OP	38 11%	36 10%
<b>Fairly good</b>	<b>415</b> <b>38%</b>	163 45% O	112 32%	129 37%
<b>Fairly poor</b>	<b>254</b> <b>23%</b>	77 21%	99 28%	72 21%
<b>Very poor</b>	<b>214</b> <b>19%</b>	39 11%	92 26% N	80 23% N
<b>Don't know</b>	<b>57</b> <b>5%</b>	7 2%	8 2%	32 9% 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

# Polling January 2021 OnLineBus Survey (S6783 - 40317739-03)

Corona7.Which of the following best describe how the Coronavirus has affected your personal income?

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>It has not impacted my income</b>	<b>536</b> <b>49%</b>	219 41%	316 56%	35 29%	49 26%	78 44%	71 37%	85 51%	219 85%	180 64%	102 50%	36 48%	29 42%	166 41%
		A	*	*		D*		CD	CDEFG	JKLM		*	*	
<b>My income has reduced by less than half</b>	<b>206</b> <b>19%</b>	112 21%	94 17%	19 16%	43 23%	46 26%	43 23%	30 18%	24 9%	48 17%	43 21%	13 17%	12 17%	86 21%
				*	H	H*	H	H				*	*	
<b>My income has reduced by about half</b>	<b>78</b> <b>7%</b>	49 9%	29 5%	12 10%	30 16%	6 4%	19 10%	10 6%	1 *	12 4%	15 7%	13 17%	9 14%	28 7%
				H*	EH	*	H	H				IM*	I*	
<b>My income has reduced by more than half</b>	<b>78</b> <b>7%</b>	43 8%	34 6%	16 13%	19 10%	8 5%	17 9%	16 10%	3 1%	12 4%	17 8%	6 9%	4 6%	32 8%
				H*	H	*	H	H				*	*	
<b>I have lost my income completely</b>	<b>101</b> <b>9%</b>	67 12%	35 6%	16 14%	20 11%	22 13%	27 14%	12 7%	4 2%	13 5%	9 4%	4 6%	9 14%	61 15%
		B		H*	H	H*	H					*	IJ*	IJ
<b>My income has increased</b>	<b>25</b> <b>2%</b>	16 3%	9 2%	4 3%	12 6%	1 1%	3 2%	2 1%	3 1%	9 3%	5 2%	1 1%	2 4%	4 1%
				*		*						*	*	
<b>Don't know</b>	<b>77</b> <b>7%</b>	32 6%	45 8%	19 15%	17 9%	14 8%	13 7%	11 7%	3 1%	6 2%	14 7%	1 1%	2 3%	27 7%
				H*	H	H*						*	*	

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





Corona7.Which of the following best describe how the Coronavirus has affected your personal income?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>It has not impacted my income</b>	<b>536</b> <b>49%</b>	219 60% OP	175 50% P	129 37%
<b>My income has reduced by less than half</b>	<b>206</b> <b>19%</b>	66 18%	73 21%	66 19%
<b>My income has reduced by about half</b>	<b>78</b> <b>7%</b>	20 5%	19 6%	34 10%
<b>My income has reduced by more than half</b>	<b>78</b> <b>7%</b>	16 4%	34 10% N	27 8%
<b>I have lost my income completely</b>	<b>101</b> <b>9%</b>	24 7%	25 7%	52 15% NO
<b>My income has increased</b>	<b>25</b> <b>2%</b>	13 4%	10 3%	2 1%
<b>Don't know</b>	<b>77</b> <b>7%</b>	7 2%	13 4%	40 11% 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

Corona7b.Do you think that your personal income will...

Base: All adults whose personal income has been reduced by the coronavirus outbreak

	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	457	236	221	51	106	88	102	74	36	139	101	36	45	113
Weighted Base	463	270	192	63	111	82	106	69	32	85	84	36	34	206
<b>Return to normal within a few weeks</b>	<b>31</b> <b>7%</b>	24 9%	7 4%	1 2% **	17 15% *	6 7% *	3 3% *	3 4% *	2 5% **	11 12% M*	9 10% *	2 5% **	3 8% **	7 4% *
<b>Return to normal within a few months, but it will take more than a few weeks</b>	<b>73</b> <b>16%</b>	51 19%	23 12%	7 11% **	26 23% *	12 15% *	19 18% *	7 11% *	2 7% **	17 20% *	14 17% *	5 12% **	5 15% **	30 15% *
<b>Return to normal, but it will take more than a few months</b>	<b>184</b> <b>40%</b>	108 40%	76 39%	18 29% **	38 34% *	34 41% *	46 43% *	37 53% *	12 37% **	34 40% *	36 43% *	15 42% **	14 41% **	78 38% *
<b>Be permanently reduced</b>	<b>125</b> <b>27%</b>	67 25%	59 30%	17 28% **	24 22% *	23 28% *	34 32% *	13 19% *	14 45% **	19 23% *	17 20% *	13 36% **	4 12% **	65 32% *
<b>Don't know</b>	<b>49</b> <b>11%</b>	21 8%	28 15%	19 30% **	7 6% *	8 9% *	4 4% *	9 13% *	2 5% **	4 5% *	9 10% *	2 5% **	8 23% **	25 12% *

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



Corona7b.Do you think that your personal income will...

Base: All adults whose personal income has been reduced by the coronavirus outbreak

	Total	EU Ref 2016			Impact on income			
		Leave	Remain	Did not vote	Reduced by less than half	Reduced by about half	Reduced by more than half	Lost my income completely
	N	O	P	Q	R	S	T	
Unweighted Base	457	167	176	104	219	70	80	88
Weighted Base	463	126	151	178	206	78	78	101
Return to normal within a few weeks	31 7%	17 13% P*	9 6% *	5 3% *	20 9%	2 2% *	6 7% *	4 4% *
Return to normal within a few months, but it will take more than a few weeks	73 16%	23 19% *	20 13% *	30 17% *	35 17%	21 28% T*	8 11% *	8 8% *
Return to normal, but it will take more than a few months	184 40%	46 36% *	72 48% *	66 37% *	86 42%	32 41% *	33 43% *	33 32% *
Be permanently reduced	125 27%	32 25% *	37 24% *	57 32% *	38 19%	16 20% *	26 34% *	45 44% QR*
Don't know	49 11%	9 7% *	13 9% *	21 12% *	27 13%	7 9% *	4 5% *	11 11% *

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



Response.Which of these comes closest to your view on how the government is responding to the Coronavirus outbreak?

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
They are placing too much emphasis on protecting people's health, and not enough on protecting the country's economy	221 20%	127 24%	94 17%	28 23% H*	47 25% H	52 29% H*	35 18%	33 20% H	26 10%	59 21%	26 13%	13 17% *	9 14% *	109 27% J
They are placing too much emphasis on protecting the country's economy, and not enough on protecting people's health	394 36%	204 38%	190 34%	42 35% *	68 36% *	62 35% *	78 40% C	65 39% C	79 31% CDEG	64 23%	126 61% IM	39 52% IM*	31 45% I*	119 30%
They have got the balance about right	285 26%	133 25%	152 27%	10 8% *	38 20% *	38 22% *	54 28% C	38 23% C	106 41% CDEG	123 44% JKLM	26 12%	12 16% *	16 23% *	93 23% J
Don't know	200 18%	74 14%	126 22% A	39 33% EFH*	35 18% *	24 14% *	26 14%	31 19%	45 18%	35 12%	28 14%	11 15% *	12 18% *	82 20%

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



Response.Which of these comes closest to your view on how the government is responding to the Coronavirus outbreak?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
They are placing too much emphasis on protecting people's health, and not enough on protecting the country's economy	221 20%	77 21%	54 16%	83 24%
They are placing too much emphasis on protecting the country's economy, and not enough on protecting people's health	394 36%	91 25%	160 46%	140 40%
They have got the balance about right	285 26%	136 37%	78 22%	67 19%
Don't know	200 18%	62 17%	57 16%	60 17%

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

CurrentRules.Thinking about the current lockdown restrictions, how much do you understand how these apply to you personally?

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Understand fully</b>	<b>646</b> <b>59%</b>	288 54%	358 64%	47 39%	86 46%	109 62%	103 53%	103 62%	198 77%	191 68%	122 59%	43 58%	38 57%	228 57%
			A	*		CD*		CD	CDEFG	M		*	*	
<b>Understand to some extent</b>	<b>304</b> <b>28%</b>	158 29%	146 26%	36 30%	72 38%	46 26%	64 33%	41 25%	44 17%	64 23%	59 29%	23 31%	20 29%	114 28%
			*	H	*	H						*	*	
<b>Don't understand very much</b>	<b>69</b> <b>6%</b>	49 9%	21 4%	11 9%	16 8%	5 3%	18 9%	11 6%	8 3%	13 5%	21 10%	6 8%	9 13%	19 5%
		B		*		*						*	I*	
<b>Don't understand at all</b>	<b>38</b> <b>3%</b>	27 5%	11 2%	14 12%	3 1%	7 4%	2 1%	11 7%	- -	11 4%	3 1%	- -	- -	23 6%
				DFH*		*		H				*	*	
<b>Don't know</b>	<b>43</b> <b>4%</b>	15 3%	28 5%	11 9%	13 7%	7 4%	5 3%	- -	7 3%	1 *	2 1%	2 3%	1 1%	19 5%
				G*	G	*						*	*	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



CurrentRules.Thinking about the current lockdown restrictions, how much do you understand how these apply to you personally?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Understand fully</b>	<b>646</b> <b>59%</b>	237 65% P	223 64% P	173 49%
<b>Understand to some extent</b>	<b>304</b> <b>28%</b>	88 24%	91 26%	111 32%
<b>Don't understand very much</b>	<b>69</b> <b>6%</b>	19 5%	22 6%	27 8%
<b>Don't understand at all</b>	<b>38</b> <b>3%</b>	7 2%	10 3%	21 6%
<b>Don't know</b>	<b>43</b> <b>4%</b>	15 4% O	3 1%	17 5% 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

Lockdown2.Thinking about current lockdown restrictions, how carefully would you say you are following them?

Base: Thinking about current lockdown restrictions, how carefully would you say you are following them?

	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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Very carefully</b>	<b>706</b> <b>64%</b>	297 55%	410 73%	33 27%	105 55%	114 65%	143 74%	115 69%	196 76%	194 69%	133 65%	50 67%	46 68%	244 61%
		A	*	C	C*	CD	C	CD				*	*	
<b>Somewhat carefully</b>	<b>278</b> <b>25%</b>	169 31%	109 19%	54 45%	54 28%	47 27%	32 16%	43 26%	49 19%	65 23%	55 27%	19 26%	15 22%	114 28%
		B	EFGH*			*						*	*	
<b>Not very carefully</b>	<b>44</b> <b>4%</b>	29 5%	15 3%	13 11%	11 6%	4 3%	8 4%	2 1%	6 2%	18 7%	5 3%	2 3%	2 3%	15 4%
				GH*		*						*	*	
<b>Not at all carefully</b>	<b>23</b> <b>2%</b>	17 3%	6 1%	7 6%	3 2%	3 2%	4 2%	6 4%	- -	2 1%	13 6%	2 3%	1 1%	3 1%
				H*		*					IM	*	*	
<b>Don't know</b>	<b>48</b> <b>4%</b>	25 5%	23 4%	13 11%	16 8%	7 4%	3 3%	- -	6 2%	1 *	- *	1 1%	3 5%	26 6%
				GH*	G	*						*	IJ*	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



Lockdown2.Thinking about current lockdown restrictions, how carefully would you say you are following them?

Base: Thinking about current lockdown restrictions, how carefully would you say you are following them?

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Very carefully</b>	<b>706</b> <b>64%</b>	249 68% P	248 71% P	194 55%
<b>Somewhat carefully</b>	<b>278</b> <b>25%</b>	87 24%	80 23%	103 30%
<b>Not very carefully</b>	<b>44</b> <b>4%</b>	16 4%	12 3%	16 5%
<b>Not at all carefully</b>	<b>23</b> <b>2%</b>	2 1%	7 2%	14 4%
<b>Don't know</b>	<b>48</b> <b>4%</b>	11 3%	3 1%	22 6% 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

# Polling January 2021 OnLineBus Survey (S6783 - 40317739-03)

Lockdown2a.Which of the following reasons best describe why you haven't always managed to follow lockdown rules?  
Please select up to three reasons.

Base: All adults who have not been following the restrictions very carefully

	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	317	177	140	65	64	51	40	49	48	104	81	23	30	71
Weighted Base	346	216	130	74	68	55	43	51	55	86	73	23	18	133
<b>The rules are confusing/vague</b>	<b>87</b> <b>25%</b>	53 24%	34 26%	16 22%	13 20%	19 35%	8 18%	14 28%	16 30%	25 30%	27 37%	5 20%	4 22%	25 19%
<b>I am not worried about Coronavirus/I don't think it is a risk</b>	<b>39</b> <b>11%</b>	29 13%	10 8%	8 11%	14 20%	6 10%	7 17%	2 3%	2 4%	11 12%	6 8%	2 7%	2 10%	17 13%
<b>Lockdown has gone on for long enough already / bored of restrictions</b>	<b>63</b> <b>18%</b>	39 18%	24 19%	12 17%	11 16%	10 18%	9 21%	10 19%	11 21%	21 24%	7 9%	3 13%	3 18%	29 21%
<b>I have needed to support a family member or friend</b>	<b>88</b> <b>25%</b>	48 22%	40 31%	18 24%	13 19%	13 24%	13 31%	16 31%	15 27%	16 19%	22 30%	6 27%	5 27%	37 28%
<b>Other people aren't following the rules, so why should I</b>	<b>23</b> <b>7%</b>	21 10%	2 2%	5 7%	6 9%	2 3%	2 4%	9 17%	- 1%	3 4%	9 13%	4 16%	2 10%	6 4%
<b>For my mental wellbeing</b>	<b>133</b> <b>38%</b>	75 35%	58 45%	39 53%	29 42%	17 32%	14 33%	21 42%	12 22%	26 30%	27 37%	12 52%	5 27%	60 45%
<b>The restrictions would prevent me from earning money/doing my job/studying</b>	<b>53</b> <b>15%</b>	41 19%	12 9%	9 13%	11 17%	14 26%	11 27%	6 13%	- -	5 6%	12 16%	4 18%	4 24%	27 20%
<b>I don't agree with lockdown restrictions at all</b>	<b>42</b> <b>12%</b>	25 12%	16 13%	6 8%	11 15%	6 12%	8 20%	2 4%	8 15%	17 20%	4 6%	- -	2 12%	16 12%
<b>I think some of the lockdown restrictions are too strict</b>	<b>61</b> <b>18%</b>	43 20%	19 15%	21 29%	9 13%	13 25%	- *	7 14%	11 20%	18 21%	12 17%	1 5%	1 7%	28 21%
<b>For some other reason</b>	<b>14</b> <b>4%</b>	10 5%	4 3%	1 1%	- *	2 3%	- *	5 9%	6 11%	7 8%	- *	- -	1 8%	3 2%

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

Lockdown2a. Which of the following reasons best describe why you haven't always managed to follow lockdown rules?  
Please select up to three reasons.

Base: All adults who have not been following the restrictions very carefully

	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	346	216	130	74	68	55	43	51	55	86	73	23	18	133
Don't know	24 7%	12 6%	12 9%	- *	9 13%	2 4%	4 10%	2 3%	8 14%	7 9%	2 2%	- *	3 14%	9 7%
			*	*	*	**	**	**	*	*	*	**	**	*

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

Lockdown2a.Which of the following reasons best describe why you haven't always managed to follow lockdown rules?

Base: All adults who have not been following the restrictions very carefully

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	317	111	118	79
Weighted Base	346	105	98	134
<b>The rules are confusing/vague</b>	<b>87</b> <b>25%</b>	30 29% *	28 28% *	29 22% *
<b>I am not worried about Coronavirus/I don't think it is a risk</b>	<b>39</b> <b>11%</b>	21 20% *	7 7% *	11 8% *
<b>Lockdown has gone on for long enough already / bored of restrictions</b>	<b>63</b> <b>18%</b>	27 25% *	12 12% *	19 14% *
<b>I have needed to support a family member or friend</b>	<b>88</b> <b>25%</b>	27 25% *	33 34% *	28 21% *
<b>Other people aren't following the rules, so why should I</b>	<b>23</b> <b>7%</b>	6 6% *	7 7% *	10 7% *
<b>For my mental wellbeing</b>	<b>133</b> <b>38%</b>	29 27% *	37 38% *	62 46% *
<b>The restrictions would prevent me from earning money/doing my job/studying</b>	<b>53</b> <b>15%</b>	8 8% *	10 11% *	34 26% N*
<b>I don't agree with lockdown restrictions at all</b>	<b>42</b> <b>12%</b>	20 19% *	8 8% *	14 11% *
<b>I think some of the lockdown restrictions are too strict</b>	<b>61</b> <b>18%</b>	16 15% *	21 21% *	22 16% *
<b>For some other reason</b>	<b>14</b> <b>4%</b>	5 5% *	2 2% *	4 3% *

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



Lockdown2a. Which of the following reasons best describe why you haven't always managed to follow lockdown rules?

Base: All adults who have not been following the restrictions very carefully

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Weighted Base	346	105	98	134
Don't know	24 7%	7 7% *	8 8% *	9 7% *

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

GovtSupport.How would you rate the government's response when it comes to supporting...

Base: All adults GB 18+

	People who have lost income	Companies that face closure and revenue losses
<b>Unweighted Base</b>	1100	1100
<b>Weighted Base</b>	1100	1100
<b>Very good</b>	100 9%	49 4%
<b>Fairly good</b>	423 38%	340 31%
<b>Fairly poor</b>	270 25%	340 31%
<b>Very poor</b>	177 16%	203 18%
<b>Don't know</b>	130 12%	169 15%

GovtSupport.How would you rate the government's response when it comes to supporting... - People who have lost income

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Very good</b>	<b>100</b> <b>9%</b>	55 10%	45 8%	7 6% *	25 13% G	17 10% *	11 6%	7 4%	33 13% G	55 19% JM	6 3%	8 11% *	7 10% *	24 6%
<b>Fairly good</b>	<b>423</b> <b>38%</b>	191 36%	231 41%	36 30% *	66 35% *	52 29% *	65 34%	73 44%	131 51% CDEF	150 53% JKLM	70 34%	23 31% *	23 34% *	135 34%
<b>Fairly poor</b>	<b>270</b> <b>25%</b>	138 26%	132 23%	30 25% *	50 27% H	61 35% H*	53 27% H	39 24%	37 14%	36 13%	59 29% I	26 36% I*	18 26% I*	116 29% I
<b>Very poor</b>	<b>177</b> <b>16%</b>	100 19%	77 14%	32 26% H*	32 17% H	30 17% H*	46 24% H	24 14% H	13 5%	21 8%	48 24% IK	6 8% *	18 26% IK*	79 20% I
<b>Don't know</b>	<b>130</b> <b>12%</b>	53 10%	77 14%	15 12% *	15 8%	16 9% *	18 9%	23 14%	43 17%	19 7%	22 11%	11 15% *	3 5% *	48 12%

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



GovtSupport.How would you rate the government's response when it comes to supporting... - People who have lost income

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Very good</b>	<b>100</b> <b>9%</b>	45 12%	24 7%	26 8%
<b>Fairly good</b>	<b>423</b> <b>38%</b>	153 42%	140 40%	120 34%
<b>Fairly poor</b>	<b>270</b> <b>25%</b>	78 21%	87 25%	96 27%
<b>Very poor</b>	<b>177</b> <b>16%</b>	40 11%	70 20%	65 19%
<b>Don't know</b>	<b>130</b> <b>12%</b>	49 13%	27 8%	42 12%

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



GovtSupport.How would you rate the government's response when it comes to supporting... - Companies that face closure and revenue losses

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Very good</b>	<b>49</b> <b>4%</b>	26 5%	22 4%	1 1%	19 10%	5 3%	7 4%	3 2%	14 6%	27 10%	6 3%	1 1%	4 6%	8 2%
<b>Fairly good</b>	<b>340</b> <b>31%</b>	178 33%	162 29%	26 21%	56 30%	45 26%	55 29%	49 29%	109 42%	126 45%	58 28%	20 27%	16 24%	107 27%
<b>Fairly poor</b>	<b>340</b> <b>31%</b>	160 30%	179 32%	42 35%	46 24%	68 39%	64 33%	56 33%	64 25%	63 23%	68 33%	24 32%	24 36%	140 35%
<b>Very poor</b>	<b>203</b> <b>18%</b>	107 20%	96 17%	25 21%	48 25%	37 21%	44 23%	26 16%	23 9%	31 11%	50 24%	12 16%	18 26%	83 21%
<b>Don't know</b>	<b>169</b> <b>15%</b>	65 12%	104 18%	27 22%	19 10%	20 11%	23 12%	33 20%	47 18%	33 12%	24 12%	17 23%	5 7%	64 16%

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



GovtSupport.How would you rate the government's response when it comes to supporting... - Companies that face closure and revenue losses

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Very good</b>	<b>49</b> <b>4%</b>	25 7% P	14 4%	7 2%
<b>Fairly good</b>	<b>340</b> <b>31%</b>	120 33%	114 33%	98 28%
<b>Fairly poor</b>	<b>340</b> <b>31%</b>	112 31%	104 30%	112 32%
<b>Very poor</b>	<b>203</b> <b>18%</b>	48 13%	71 20% N	81 23% N
<b>Don't know</b>	<b>169</b> <b>15%</b>	61 17%	46 13%	52 15%

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



VaccineRollout.How satisfied are you with the way the government and health authorities have organised the rollout of the Coronavirus vaccine so far?

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Very satisfied</b>	<b>187</b> <b>17%</b>	105 19%	82 15%	6 5% *	39 21% C	22 13% *	22 11%	31 19% C	67 26% CEF	98 35% JKLM	19 9%	9 13% *	7 10% *	51 13%
<b>Quite satisfied</b>	<b>487</b> <b>44%</b>	222 41%	265 47%	43 36% *	78 41%	76 43% *	92 48%	82 49%	117 45%	121 43%	94 46%	31 41% *	29 43% *	185 46%
<b>Not very satisfied</b>	<b>202</b> <b>18%</b>	112 21%	90 16%	19 16% *	30 16%	40 23% *	36 19%	31 19%	47 18%	36 13%	52 25% IM	23 31% IM*	17 25% I*	60 15%
<b>Not at all satisfied</b>	<b>100</b> <b>9%</b>	59 11%	41 7%	22 19% H*	14 7%	18 10% *	20 10%	12 7%	14 5%	11 4%	26 12% I	6 8% *	10 14% I*	42 10% I
<b>Don't know</b>	<b>123</b> <b>11%</b>	39 7%	84 15% A	30 25% GH*	27 14% H	20 12% *	23 12%	10 6%	13 5%	15 5%	15 7%	5 7% *	5 7% *	65 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

VaccineRollout.How satisfied are you with the way the government and health authorities have organised the rollout of the Coronavirus vaccine so far?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Very satisfied</b>	<b>187</b> <b>17%</b>	100 27% OP	49 14%	37 11%
<b>Quite satisfied</b>	<b>487</b> <b>44%</b>	154 42%	164 47%	156 45%
<b>Not very satisfied</b>	<b>202</b> <b>18%</b>	67 18%	63 18%	66 19%
<b>Not at all satisfied</b>	<b>100</b> <b>9%</b>	21 6%	41 12% N	38 11%
<b>Don't know</b>	<b>123</b> <b>11%</b>	23 6%	32 9%	53 15% 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

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Vaccines should be compulsory for all adults</b>	<b>542</b> <b>49%</b>	290 54%	252 45%	47 39%	69 37%	68 39%	111 58%	81 49%	165 64%	182 65%	108 52%	42 56%	35 52%	155 38%
		B	*	*	*	CDE	CDE	CDEG	CDEG	JM	M	M*	*	*
<b>Adults should be allowed to choose whether or not to be vaccinated</b>	<b>438</b> <b>40%</b>	194 36%	245 43%	45 37%	95 50%	90 51%	70 36%	70 42%	69 27%	90 32%	82 40%	28 37%	23 34%	189 47%
		*	H	H*	H	H	H	H	H	I	I	*	*	I
<b>Not sure</b>	<b>120</b> <b>11%</b>	54 10%	66 12%	28 24%	25 13%	18 10%	11 6%	15 9%	23 9%	8 3%	16 8%	5 7%	10 14%	59 15%
				EFGH*		*						*	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

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
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Vaccines should be compulsory for all adults</b>	<b>542</b> <b>49%</b>	217 59%	175 50%	142 41%
<b>Adults should be allowed to choose whether or not to be vaccinated</b>	<b>438</b> <b>40%</b>	123 34%	139 40%	165 47%
<b>Not sure</b>	<b>120</b> <b>11%</b>	25 7%	35 10%	43 12%

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

Vaccine.When a Coronavirus vaccine is offered to you, do you plan to get vaccinated?

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>I have already been vaccinated</b>	<b>64</b> <b>6%</b>	35 7%	28 5%	- *	5 3%	6 4%	8 4%	5 3%	40 16%	27 10%	15 7%	6 9%	6 9%	6 2%
									CDEFG	M	M	M*	M*	
<b>Definitely</b>	<b>604</b> <b>55%</b>	285 53%	319 57%	39 32% *	68 36%	81 46% *	114 59% CD	123 74% CDEF	180 70% CDE	204 73% JM	119 58% M	45 60% M*	47 69% M*	165 41%
<b>Probably</b>	<b>173</b> <b>16%</b>	89 17%	83 15%	17 14% *	47 25% GH	42 24% GH*	33 17% H	17 10%	17 7%	19 7%	33 16% I	11 15% *	5 7% *	90 22% IL
<b>Probably not</b>	<b>109</b> <b>10%</b>	70 13% B	39 7%	34 29% DEFGH*	24 12% H	20 11% H*	14 7% H	12 7% H	6 2% H	10 4% I	22 11% I	4 5% *	3 5% *	70 17% IK
<b>Definitely not</b>	<b>81</b> <b>7%</b>	27 5%	55 10% A	17 14% H*	24 13% H	8 5% *	18 9% H	7 4% H	7 3% H	12 4% H	8 4% H	6 7% *	5 8% *	41 10%
<b>Don't know</b>	<b>69</b> <b>6%</b>	30 6%	39 7%	13 11% H*	21 11% GH	18 10% H*	7 4% H	4 2% H	7 3% H	8 3% H	7 3% H	3 3% H	1 2% H	31 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



Vaccine. When a Coronavirus vaccine is offered to you, do you plan to get vaccinated?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>I have already been vaccinated</b>	<b>64</b> <b>6%</b>	33 9%	28 8%	2 1%
		P	P	
<b>Definitely</b>	<b>604</b> <b>55%</b>	226 62%	221 63%	146 42%
		P	P	
<b>Probably</b>	<b>173</b> <b>16%</b>	45 12%	51 15%	65 19%
<b>Probably not</b>	<b>109</b> <b>10%</b>	22 6%	16 5%	69 20%
				NO
<b>Definitely not</b>	<b>81</b> <b>7%</b>	19 5%	23 7%	39 11%
<b>Don't know</b>	<b>69</b> <b>6%</b>	21 6%	8 2%	29 8%
				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





VaccineVenue. Coronavirus vaccinations are now being delivered at mass vaccination centres. These are large temporary venues (e.g. sports arena or conference centre) set up to deliver vaccines to a very large number of people. In general, would you be willing to be vaccinated at one of these mass vaccination centres?

Base: All adults who would definitely or probably get vaccinated

		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	843	400	443	67	126	133	172	163	182	334	188	65	77	142
Weighted Base	777	374	403	56	115	123	147	139	197	223	153	56	52	255
<b>Definitely</b>	<b>446</b> <b>57%</b>	222 59%	224 56%	21 37% **	50 43% *	57 47% *	101 69% DE*	91 66% DE*	126 64% DE	158 71% JM	84 55%	33 59% *	34 66% *	123 48% *
<b>Probably</b>	<b>210</b> <b>27%</b>	104 28%	106 26%	15 27% **	48 41% FGH*	42 34% *	31 21% *	31 22% *	45 23%	48 21%	45 29%	17 30% *	9 18% *	75 30% *
<b>Probably not</b>	<b>72</b> <b>9%</b>	26 7%	46 11%	7 13% **	7 6% *	14 12% *	12 8% *	13 9% *	19 9%	12 5%	12 8%	2 3% *	4 8% *	38 15% I*
<b>Definitely not</b>	<b>16</b> <b>2%</b>	5 1%	10 3%	7 13% **	5 4% *	- - *	- * *	- * *	3 1%	3 1%	2 2%	1 3% *	4 7% *	5 2% *
<b>Don't know</b>	<b>33</b> <b>4%</b>	17 5%	16 4%	5 9% **	6 5% *	10 8% *	4 2% *	4 3% *	5 2%	3 2%	9 6%	3 5% *	1 1% *	13 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



VaccineVenue. Coronavirus vaccinations are now being delivered at mass vaccination centres. These are large temporary venues (e.g. sports arena or conference centre) set up to deliver vaccines to a very large number of people. In general, would you be willing to be vaccinated at one of these mass vaccination centres?

Base: All adults who would definitely or probably get vaccinated

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	843	357	337	130
Weighted Base	777	271	273	211
<b>Definitely</b>	<b>446</b> <b>57%</b>	169 63%	170 62%	104 49% *
<b>Probably</b>	<b>210</b> <b>27%</b>	72 27%	67 24%	62 29% *
<b>Probably not</b>	<b>72</b> <b>9%</b>	19 7%	24 9%	25 12% *
<b>Definitely not</b>	<b>16</b> <b>2%</b>	5 2%	4 1%	3 1% *
<b>Don't know</b>	<b>33</b> <b>4%</b>	6 2%	8 3%	18 8% 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

VaccineTime. The government is proposing to deliver Coronavirus vaccinations 24 hours a day, 7 days a week at some venues. If you were invited to have a vaccine, and it was not possible to rearrange without significant delay, which of the following best applies to you...

Base: All adults who would definitely or probably get vaccinated

	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	843	400	443	67	126	133	172	163	182	334	188	65	77	142
Weighted Base	777	374	403	56	115	123	147	139	197	223	153	56	52	255
I would be prepared to be vaccinated at any time of day or night, any day of the week	520 67%	266 71%	254 63%	29 51% **	61 53% *	77 63% *	107 73% D*	106 76% D*	141 72% D	166 75% M	106 69% M	43 76% M*	36 70% *	146 57% *
I would only attend if the appointment was at a reasonable time of day on a day which suited me	206 27%	81 22%	125 31% A	21 37% **	39 34% G*	38 31% *	39 26% *	26 18% *	44 22% *	47 21% *	32 21% *	9 15% *	12 24% *	99 39% IJK*
Not sure	51 7%	28 7%	23 6%	7 12% **	15 13% F*	8 6% *	2 1% *	8 6% *	12 6% *	10 4% *	15 10% *	5 8% *	3 6% *	10 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



VaccineTime. The government is proposing to deliver Coronavirus vaccinations 24 hours a day, 7 days a week at some venues. If you were invited to have a vaccine, and it was not possible to rearrange without significant delay, which of the following best applies to you...

Base: All adults who would definitely or probably get vaccinated

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
	N	O	P	
Unweighted Base	843	357	337	130
Weighted Base	777	271	273	211
I would be prepared to be vaccinated at any time of day or night, any day of the week	520 67%	186 69%	188 69%	138 66% *
I would only attend if the appointment was at a reasonable time of day on a day which suited me	206 27%	72 27%	70 26%	56 27% *
Not sure	51 7%	13 5%	14 5%	16 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



# Polling January 2021 OnLineBus Survey (S6783 - 40317739-03)

VaccineLocation. Below we have provided a list of venues where it may be possible to receive the Coronavirus vaccine. Please select all venues you would be willing to be vaccinated at?

Base: All adults who would definitely or probably get vaccinated

	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	843	400	443	67	126	133	172	163	182	334	188	65	77	142
Weighted Base	777	374	403	56	115	123	147	139	197	223	153	56	52	255
<b>GP surgery</b>	<b>682</b> <b>88%</b>	306 82%	376 93%	33 58%	84 73%	110 90%	132 90%	134 96%	189 96%	203 91%	135 88%	47 83%	38 73%	227 89%
		A	**	*	D*	D*	D*	D	L	*	*	L*		
<b>Hospital</b>	<b>515</b> <b>66%</b>	256 68%	259 64%	33 59%	66 58%	85 69%	97 66%	104 75%	130 66%	153 69%	110 72%	40 71%	34 66%	152 60%
		**	*	*	*	*	*	D*	*	*	*	*	*	*
<b>Pharmacy</b>	<b>605</b> <b>78%</b>	286 76%	319 79%	29 51%	66 57%	98 80%	127 86%	113 81%	173 88%	182 82%	129 84%	46 81%	38 74%	180 71%
		**	*	D*	D*	D*	D	M	M	*	*	*	*	*
<b>Mass vaccination centre</b>	<b>503</b> <b>65%</b>	249 67%	254 63%	28 50%	55 48%	77 63%	98 67%	102 73%	143 73%	171 77%	105 69%	42 76%	26 51%	133 52%
		**	*	*	*	D*	D*	D*	D	LM	M	LM*	*	*
<b>Other local venue (e.g. school, community hall)</b>	<b>509</b> <b>65%</b>	234 63%	275 68%	23 41%	43 38%	79 64%	112 76%	99 71%	153 78%	163 73%	117 76%	36 65%	32 63%	132 52%
		**	*	D*	D*	D*	D	M	M	*	*	*	*	*
<b>Not sure</b>	<b>23</b> <b>3%</b>	15 4%	9 2%	5 9%	8 7%	2 1%	2 1%	4 3%	3 1%	6 3%	3 2%	1 2%	1 1%	11 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

VaccineLocation. Below we have provided a list of venues where it may be possible to receive the Coronavirus vaccine. Please select all venues you would be willing to be vaccinated at?

Base: All adults who would definitely or probably get vaccinated

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	843	357	337	130
Weighted Base	777	271	273	211
<b>GP surgery</b>	<b>682</b> <b>88%</b>	241 89%	241 88%	183 87%
<b>Hospital</b>	<b>515</b> <b>66%</b>	173 64%	185 68%	148 70%
<b>Pharmacy</b>	<b>605</b> <b>78%</b>	220 81%	219 80%	156 74%
<b>Mass vaccination centre</b>	<b>503</b> <b>65%</b>	189 70%	190 70%	119 56%
<b>Other local venue (e.g. school, community hall)</b>	<b>509</b> <b>65%</b>	200 74%	182 67%	114 54%
<b>Not sure</b>	<b>23</b> <b>3%</b>	6 2%	10 4%	7 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

Vaccine2.What are the main reasons you currently plan not to get vaccinated? Please select up to three main reasons.

Base: All adults that plan to definitely not / probably not get vaccinated

	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	136	65	71	37	38	22	18	13	8	26	29	5	16	54
Weighted Base	190	97	93	51	48	28	31	19	13	22	30	9	8	110
I think Coronavirus will go away/get less severe of its own accord	2 1%	2 2%	- *	2 3%	- -	- -	- *	- 1%	- -	- *	2 5%	- -	- 2%	- *
		*	*	**	**	**	**	**	**	**	**	**	**	*
I am concerned about safety / there is not enough evidence yet about safety	72 38%	22 23%	50 54%	9 17%	23 47%	15 55%	15 48%	7 38%	3 25%	11 50%	7 22%	4 42%	1 17%	43 39%
		*	A*	**	**	**	**	**	**	**	**	**	**	*
I don't trust the intentions of those creating the vaccines	56 30%	33 34%	24 25%	8 15%	15 30%	10 36%	11 36%	6 33%	7 51%	6 29%	11 36%	- -	3 31%	35 31%
		*	*	**	**	**	**	**	**	**	**	**	**	*
I would prefer to gain natural immunity / I think that I am already immune	39 20%	22 23%	16 17%	16 32%	7 14%	4 15%	3 8%	3 18%	5 42%	9 42%	6 19%	- -	1 15%	22 20%
		*	*	**	**	**	**	**	**	**	**	**	**	*
I don't believe the vaccines will be effective	27 14%	16 17%	11 12%	10 19%	4 9%	6 22%	3 10%	2 12%	1 10%	6 27%	8 25%	- -	2 20%	9 8%
		*	*	**	**	**	**	**	**	**	**	**	**	*
I think the threat of Coronavirus has been over-exaggerated	28 15%	22 22%	7 7%	6 11%	14 29%	4 14%	2 6%	3 16%	- -	2 11%	2 7%	2 23%	3 36%	19 17%
		*	*	**	**	**	**	**	**	**	**	**	**	*
I don't need a vaccine to prevent myself from getting Coronavirus	33 18%	18 19%	15 16%	9 17%	12 25%	5 17%	2 6%	2 8%	5 36%	2 7%	7 24%	2 19%	1 9%	22 20%
		*	*	**	**	**	**	**	**	**	**	**	**	*
My religious beliefs oppose vaccination	2 1%	2 2%	- -	1 3%	- -	- -	1 2%	- -	- -	- -	1 3%	- -	- -	1 1%
		*	*	**	**	**	**	**	**	**	**	**	**	*
I want more information about the vaccines before I decide	43 23%	14 14%	29 31%	11 21%	9 19%	6 21%	10 31%	3 18%	4 35%	8 34%	8 26%	2 22%	3 33%	22 20%
		*	*	**	**	**	**	**	**	**	**	**	**	*
I have a phobia of needles	10 5%	7 8%	3 3%	9 17%	1 3%	- -	- -	- -	- -	- -	1 5%	- -	- -	9 8%
		*	*	**	**	**	**	**	**	**	**	**	**	*

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



Vaccine2.What are the main reasons you currently plan not to get vaccinated? Please select up to three main reasons.

Base: All adults that plan to definitely not / probably not get vaccinated

	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
<b>Weighted Base</b>	190	97	93	51	48	28	31	19	13	22	30	9	8	110
<b>I don't need it as I am at a low risk of getting seriously ill with it</b>	7 4%	3 3%	4 4%	3 6%	1 2%	3 11%	- -	- -	- -	- 1%	2 7%	- -	- -	5 4%
		*	*	**	**	**	**	**	**	**	**	**	**	*
<b>I don't think it will protect me against the new strains of COVID-19</b>	35 19%	21 21%	15 16%	8 15%	20 42%	1 5%	3 10%	2 10%	2 12%	7 31%	6 18%	5 56%	- 5%	17 15%
		*	*	**	**	**	**	**	**	**	**	**	**	*
<b>Some other reason</b>	12 6%	4 4%	8 8%	3 6%	1 1%	1 3%	- -	4 21%	3 23%	- 1%	- -	- -	1 17%	10 9%
		*	*	**	**	**	**	**	**	**	**	**	**	*
<b>Don't know</b>	5 3%	3 4%	2 2%	2 3%	- *	- -	3 11%	- -	- -	- -	- *	- -	- -	5 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





Vaccine2.What are the main reasons you currently plan not to get vaccinated?

Base: All adults that plan to definitely not / probably not get vaccinated

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
	N	O	P	
Unweighted Base	136	39	41	54
Weighted Base	190	41	40	108
I think Coronavirus will go away/get less severe of its own accord	2 1%	- 1%	- -	2 2%
		**	**	*
I am concerned about safety / there is not enough evidence yet about safety	72 38%	17 41%	14 35%	41 38%
		**	**	*
I don't trust the intentions of those creating the vaccines	56 30%	14 34%	11 29%	31 29%
		**	**	*
I would prefer to gain natural immunity / I think that I am already immune	39 20%	10 24%	6 16%	22 21%
		**	**	*
I don't believe the vaccines will be effective	27 14%	7 18%	10 25%	10 9%
		**	**	*
I think the threat of Coronavirus has been over-exaggerated	28 15%	11 27%	7 16%	11 10%
		**	**	*
I don't need a vaccine to prevent myself from getting Coronavirus	33 18%	12 30%	8 19%	13 12%
		**	**	*
My religious beliefs oppose vaccination	2 1%	- -	1 2%	1 1%
		**	**	*
I want more information about the vaccines before I decide	43 23%	15 37%	4 9%	23 21%
		**	**	*
I have a phobia of needles	10 5%	2 5%	3 7%	5 5%
		**	**	*

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



Vaccine2.What are the main reasons you currently plan not to get vaccinated?

Base: All adults that plan to definitely not / probably not get vaccinated

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
<b>Weighted Base</b>	<b>190</b>	<b>41</b>	<b>40</b>	<b>108</b>
<b>I don't need it as I am at a low risk of getting seriously ill with it</b>	<b>7</b> <b>4%</b>	<b>1</b> <b>4%</b> <b>**</b>	<b>1</b> <b>3%</b> <b>**</b>	<b>4</b> <b>4%</b> <b>*</b>
<b>I don't think it will protect me against the new strains of COVID-19</b>	<b>35</b> <b>19%</b>	<b>7</b> <b>16%</b> <b>**</b>	<b>12</b> <b>30%</b> <b>**</b>	<b>17</b> <b>16%</b> <b>*</b>
<b>Some other reason</b>	<b>12</b> <b>6%</b>	<b>-</b> <b>1%</b> <b>**</b>	<b>4</b> <b>11%</b> <b>**</b>	<b>7</b> <b>6%</b> <b>*</b>
<b>Don't know</b>	<b>5</b> <b>3%</b>	<b>-</b> <b>-</b> <b>**</b>	<b>-</b> <b>*</b> <b>**</b>	<b>5</b> <b>5%</b> <b>*</b>

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

VaccineSuperMarkets.Do you support or oppose the government using supermarket infrastructure to rollout the vaccine?

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Strongly support</b>	<b>285</b> <b>26%</b>	159 30%	127 23%	20 17% *	27 14%	33 19% *	60 31% D	54 32% CDE	92 36% CDE	103 37% M	61 29% M	32 42% M*	29 43% M*	55 14%
<b>Support</b>	<b>404</b> <b>37%</b>	213 40%	190 34%	33 28% *	67 35%	57 32% *	66 34%	68 41%	113 44% C	118 42%	72 35%	22 30% *	21 32% *	158 39%
<b>Oppose</b>	<b>96</b> <b>9%</b>	45 8%	51 9%	15 13% *	29 15% GH	16 9% *	20 10%	5 3%	11 4%	19 7%	14 7%	5 7% *	6 9% *	36 9%
<b>Strongly oppose</b>	<b>84</b> <b>8%</b>	41 8%	43 8%	12 10% H*	26 14% H	15 8% *	14 7%	13 8%	6 2%	17 6%	17 8%	6 8% *	1 1% *	42 10%
<b>Don't know</b>	<b>231</b> <b>21%</b>	79 15%	151 27% A	40 33% FGH*	41 22%	55 32% FGH*	32 17%	27 16%	36 14%	24 8%	42 21% I	10 13% *	10 15% *	112 28% IK

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



VaccineSuperMarkets.Do you support or oppose the government using supermarket infrastructure to rollout the vaccine?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
<b>Strongly support</b>	<b>285</b> <b>26%</b>	121 P	109 P	51 15%
<b>Support</b>	<b>404</b> <b>37%</b>	142 39%	132 38%	121 35%
<b>Oppose</b>	<b>96</b> <b>9%</b>	21 6%	29 8%	43 12%
<b>Strongly oppose</b>	<b>84</b> <b>8%</b>	16 4%	29 8%	39 11%
<b>Don't know</b>	<b>231</b> <b>21%</b>	66 18%	50 14%	97 28%
				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



VaccinePrioritisation.Now thinking about the different groups listed below and priorities for the coronavirus vaccination. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules.

Base: All adults GB 18+

	People aged 80 or over	People aged 65-79	People aged 50-64	People with serious, underlying health conditions in any age group	Frontline NHS healthcare and care home workers	Other frontline emergency services (police, fire, army)	Public transport staff	Teachers	People who work in supermarkets/other essential shops
Unweighted Base	1100	1100	1100	1100	1100	1100	1100	1100	1100
Weighted Base	1100	1100	1100	1100	1100	1100	1100	1100	1100
1 (1)	264 24%	25 2%	14 1%	131 12%	541 49%	43 4%	34 3%	24 2%	27 2%
2(2)	183 17%	138 13%	22 2%	201 18%	178 16%	248 23%	21 2%	58 5%	54 5%
3(3)	156 14%	140 13%	48 4%	211 19%	128 12%	150 14%	73 7%	70 6%	124 11%
4(4)	86 8%	150 14%	85 8%	171 16%	103 9%	178 16%	105 10%	103 9%	118 11%
5(5)	111 10%	139 13%	103 9%	115 10%	47 4%	168 15%	118 11%	173 16%	125 11%
6(6)	78 7%	113 10%	130 12%	81 7%	44 4%	135 12%	148 13%	166 15%	204 19%
7(7)	80 7%	137 12%	164 15%	90 8%	28 3%	66 6%	193 18%	166 15%	175 16%
8(8)	32 3%	214 19%	198 18%	55 5%	17 2%	68 6%	222 20%	150 14%	143 13%
9(9)	111 10%	44 4%	336 31%	44 4%	15 1%	44 4%	187 17%	188 17%	130 12%
Mean score	3.89	5.24	6.9	3.99	2.41	4.32	6.36	6.08	5.79
Standard Deviation	2.641	2.252	2.057	2.225	1.92	2.111	2.133	2.179	2.158
Error Variance	0.006	0.005	0.004	0.004	0.003	0.004	0.004	0.004	0.004

VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People aged 80 or over

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
1 (1)	264 24%	134 25%	129 23%	29 24% *	36 19%	43 24% *	38 20%	53 32% D	65 25%	73 26%	43 21%	21 29% *	10 15% *	110 27%
2(2)	183 17%	102 19%	80 14%	15 12% *	34 18%	24 14% *	39 20%	23 14%	48 19%	63 23% M	39 19% M	13 17% *	13 20% *	37 9%
3(3)	156 14%	57 11%	98 17% A	14 11% *	13 7%	18 10% *	34 17% D	29 17% D	48 19% D	33 12%	43 21% IK	6 8% *	9 13% *	53 13%
4(4)	86 8%	35 6%	52 9%	9 8% *	29 15% F	12 7% *	5 3%	11 6%	20 8%	27 9%	12 6%	6 8% *	3 5% *	23 6%
5(5)	111 10%	55 10%	56 10%	12 10% *	21 11%	23 13% *	13 7%	13 8%	30 12%	19 7%	21 10%	6 8% *	3 4% *	54 13%
6(6)	78 7%	44 8%	34 6%	12 10% *	12 6%	19 11% *	11 6%	10 6%	15 6%	20 7%	11 5%	11 15% JM*	9 13% *	24 6%
7(7)	80 7%	34 6%	46 8%	10 8% *	10 5%	15 9% *	20 10%	15 9%	10 4%	20 7%	19 9%	4 6% *	6 9% *	27 7%
8(8)	32 3%	21 4%	12 2%	3 3% *	10 5%	8 4% *	8 4%	- *	3 1%	8 3%	5 2%	- *	1 1% *	19 5%
9(9)	111 10%	55 10%	55 10%	16 14% *	25 13%	15 8% *	25 13%	12 7%	17 7%	18 6%	13 6%	7 10% *	13 19% IJ*	55 14% I
Mean score	3.89	3.89	3.89	4.27 H*	4.26 GH	4.1 H*	4.13 H	3.44	3.4	3.51	3.67	3.77 *	4.59 IJ*	4.19 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



VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People aged 80 or over

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	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
Standard Deviation	2.641	2.704	2.583	2.801	2.723	2.649	2.819	2.515	2.331	2.492	2.411	2.657	2.901	2.847
Error Variance	0.006	0.014	0.012	0.065	0.039	0.04	0.041	0.038	0.021	0.022	0.028	0.095	0.124	0.02

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

VaccinePrioritisation.Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People aged 80 or over

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
1 (1)	264 24%	81 22%	87 25%	90 26%
2(2)	183 17%	70 19%	66 19%	43 12%
3(3)	156 14%	54 15%	50 14%	51 15%
4(4)	86 8%	27 7%	29 8%	25 7%
5(5)	111 10%	35 10%	37 10%	39 11%
6(6)	78 7%	27 7%	26 7%	20 6%
7(7)	80 7%	31 8%	21 6%	25 7%
8(8)	32 3%	10 3%	3 1%	17 5% O
9(9)	111 10%	31 8%	30 9%	40 11%
Mean score	3.89	3.83	3.63	4.03

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





VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People aged 80 or over

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Weighted Base	1100	365	349	350
Standard Deviation	2.641	2.568	2.505	2.754
Error Variance	0.006	0.018	0.018	0.022

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

VaccinePrioritisation.Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People aged 65-79

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
1 (1)	25 2%	16 3%	9 2%	4 4% *	7 4%	5 3% *	4 2%	- *	5 2%	4 2%	2 1%	1 1%	2 3%	11 3%
2(2)	138 13%	68 13%	70 12%	22 18% G*	24 13%	31 18% G*	21 11%	9 6%	30 11%	28 10%	22 11%	5 6% *	6 9% *	68 17%
3(3)	140 13%	84 16% B	56 10%	17 14% *	40 21% FG	17 10% *	19 10%	15 9%	33 13%	44 16%	21 10%	16 21% M*	8 12% *	41 10%
4(4)	150 14%	88 16%	62 11%	14 12% *	22 11%	21 12% *	27 14%	26 15%	41 16%	43 15%	37 18%	12 17% *	11 16% *	43 11%
5(5)	139 13%	63 12%	77 14%	12 10% *	30 16%	26 15% *	12 6%	31 18% F	29 11%	39 14%	23 11%	7 10% *	11 16% *	46 12%
6(6)	113 10%	62 11%	51 9%	11 9% *	17 9%	15 8% *	28 14%	21 13%	22 8%	36 13%	31 15% M	7 10% *	3 5% *	28 7%
7(7)	137 12%	51 9%	86 15% A	13 10% *	6 3%	25 14% D*	32 17% D	26 16% D	36 14% D	29 10%	23 11%	4 5% *	5 8% *	65 16%
8(8)	214 19%	81 15%	133 24% A	21 18% *	33 17%	26 15% *	40 21%	38 23%	55 22%	51 18%	43 21%	21 28% *	19 27% *	68 17%
9(9)	44 4%	25 5%	19 3%	6 5% *	11 6%	9 5% *	9 5%	- *	8 3%	5 2%	3 2%	2 3% *	2 3% *	32 8% IJ
Mean score	5.24	4.97	5.5	4.94 *	4.85	5.07 *	5.54 D	5.63 CD	5.29	5.12	5.32	5.28 *	5.31 *	5.3

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



VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People aged 65-79

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	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
Standard Deviation	2.252	2.237	2.237	2.426	2.33	2.331	2.241	1.877	2.23	2.1	2.088	2.231	2.305	2.43
Error Variance	0.005	0.009	0.009	0.049	0.029	0.031	0.026	0.021	0.019	0.016	0.021	0.067	0.079	0.015

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



VaccinePrioritisation.Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People aged 65-79

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
1 (1)	25 2%	10 3%	5 1%	8 2%
2(2)	138 13%	33 9%	35 10%	66 19% NO
3(3)	140 13%	49 13%	48 14%	42 12%
4(4)	150 14%	47 13%	54 16%	45 13%
5(5)	139 13%	53 15%	46 13%	33 10%
6(6)	113 10%	45 12%	44 13% P	20 6%
7(7)	137 12%	51 14%	35 10%	48 14%
8(8)	214 19%	74 20%	71 20%	58 17%
9(9)	44 4%	3 1%	11 3%	30 9% N
Mean score	5.24	5.27	5.28	5.14

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



VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People aged 65-79

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	1100	365	349	350
Standard Deviation	2.252	2.121	2.15	2.477
Error Variance	0.005	0.012	0.013	0.018

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

VaccinePrioritisation.Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People aged 50-64

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
1 (1)	14 1%	12 2%	2 *	3 2% *	3 2%	- -	1 1%	7 4%	- -	1 *	7 3%	1 1%	3 5%	2 1%
2(2)	22 2%	10 2%	12 2%	6 5% *	11 6% H	- *	2 1%	- *	2 1%	4 1%	6 3%	- *	1 1%	8 2%
3(3)	48 4%	37 7%	11 2%	8 7% H*	13 7% GH	14 8% GH*	12 6% H	1 *	- *	8 3%	9 5%	2 3% *	- 1%	26 6%
4(4)	85 8%	40 7%	45 8%	17 15% H*	24 13% H	15 9% *	13 7%	8 5%	7 3%	18 6%	8 4%	8 11% *	4 6% *	42 11%
5(5)	103 9%	65 12% B	37 7%	18 15% *	20 11% *	10 6% *	24 13%	16 9%	15 6%	23 8%	15 7%	7 9% *	14 20% IJ*	38 10%
6(6)	130 12%	67 12%	63 11%	12 10% *	36 19% H	24 14% *	22 12%	21 13%	14 6%	32 11%	26 13%	4 5% *	6 9% *	54 13%
7(7)	164 15%	85 16%	80 14%	20 17% *	23 12%	25 14% *	25 13%	30 18%	41 16%	45 16%	29 14%	7 9% *	14 20% *	61 15%
8(8)	198 18%	84 16%	114 20%	18 15% *	23 12%	35 20% *	41 21%	32 19%	50 19%	48 17%	30 15%	14 19% *	6 9% *	85 21%
9(9)	336 31%	138 26%	198 35% A	18 15% *	37 19%	52 30% *	51 26%	52 31% C	127 49% CDEFG	102 36% M	75 37% M	32 43% M*	19 29% *	86 21%
Mean score	6.9	6.58	7.22	5.95 *	6.07	6.94 CD*	6.82 CD	7.08 CD	7.89 CDEFG	7.22 M	6.95	7.29 M*	6.63 *	6.61

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



VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People aged 50-64

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	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
Standard Deviation	2.057	2.156	1.908	2.205	2.216	1.981	2.007	2	1.446	1.882	2.252	2.051	2.161	2.022
Error Variance	0.004	0.009	0.006	0.041	0.026	0.022	0.021	0.024	0.008	0.013	0.025	0.057	0.069	0.01

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



VaccinePrioritisation.Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People aged 50-64

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
1 (1)	14 1%	4 1%	2 1%	6 2%
2(2)	22 2%	3 1%	11 3%	5 2%
3(3)	48 4%	5 2%	18 5%	23 7%
4(4)	85 8%	26 7%	20 6%	36 10%
5(5)	103 9%	29 8%	26 7%	43 12%
6(6)	130 12%	37 10%	31 9%	57 16%
7(7)	164 15%	62 17%	57 16%	38 11%
8(8)	198 18%	60 16%	58 17%	76 22%
9(9)	336 31%	140 38%	125 36%	67 19%
Mean score	6.9	7.3	7.07	6.45
		P	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





VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People aged 50-64

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Weighted Base	1100	365	349	350
Standard Deviation	2.057	1.859	2.086	2.067
Error Variance	0.004	0.009	0.012	0.012

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 January 2021 OnLineBus Survey (S6783 - 40317739-03)

VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People with serious, underlying health conditions in any age group

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
1 (1)	131 12%	68 13%	63 11%	19 15% *	31 16%	18 10% *	28 14%	16 10%	20 8%	27 10%	32 15%	9 12% *	10 15% *	36 9%
2(2)	201 18%	82 15%	119 21%	17 14% *	26 14%	26 15% *	38 20%	34 21%	59 23%	44 16%	43 21%	15 20% *	7 11% *	81 20%
3(3)	211 19%	100 19%	112 20%	15 13% *	29 15%	47 27% *	31 16%	30 18%	59 23%	57 20%	37 18%	18 25% *	12 18% *	72 18%
4(4)	171 16%	87 16%	84 15%	16 13% *	30 16%	15 8% *	33 17%	39 23% E	40 15%	53 19%	28 14%	17 23% *	13 20% *	54 13%
5(5)	115 10%	59 11%	56 10%	14 12% *	15 8%	30 17% *	17 9%	13 8%	26 10%	34 12%	13 7%	9 12% *	4 6% *	48 12%
6(6)	81 7%	33 6%	48 9%	12 10% *	9 5%	10 6% *	20 10%	5 3%	25 10%	19 7%	20 10%	2 2% *	4 5% *	35 9%
7(7)	90 8%	48 9%	42 7%	10 9% *	30 16% FG	14 8% *	9 5%	8 5%	19 7%	18 6%	11 5%	3 4% *	10 15% *	45 11%
8(8)	55 5%	37 7%	18 3%	8 7% *	12 7%	7 4% *	14 7%	7 4%	6 2%	20 7%	12 6%	2 3% *	3 4% *	15 4%
9(9)	44 4%	23 4%	21 4%	9 7% *	7 3%	9 5% *	4 2%	14 8% H	3 1%	8 3%	9 4%	- * *	4 6% *	17 4%
Mean score	3.99	4.13	3.86	4.33 *	4.18	4.08 *	3.84	3.96	3.75	4.08 K	3.82	3.37 *	4.2 K*	4.14 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

**KANTAR**

FIELDWORK : 21st - 25th January 2021 (W week 03)

VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People with serious, underlying health conditions in any age group

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	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
Standard Deviation	2.225	2.3	2.143	2.494	2.411	2.201	2.196	2.296	1.902	2.143	2.324	1.668	2.383	2.213
Error Variance	0.004	0.01	0.008	0.052	0.031	0.028	0.025	0.032	0.014	0.016	0.026	0.037	0.084	0.012

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

VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People with serious, underlying health conditions in any age group

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
1 (1)	131 12%	46 13%	42 12%	37 11%
2(2)	201 18%	64 17%	59 17%	77 22%
3(3)	211 19%	76 21%	68 19%	60 17%
4(4)	171 16%	68 19%	64 18%	35 10%
5(5)	115 10%	38 10%	36 10%	35 10%
6(6)	81 7%	27 7%	26 7%	27 8%
7(7)	90 8%	16 4%	20 6%	45 13% NO
8(8)	55 5%	23 6%	20 6%	12 3%
9(9)	44 4%	8 2%	15 4%	20 6%
Mean score	3.99	3.81	3.98	4.14

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

VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People with serious, underlying health conditions in any age group

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Weighted Base	1100	365	349	350
Standard Deviation	2.225	2.084	2.203	2.362
Error Variance	0.004	0.012	0.014	0.016

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

VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Frontline NHS healthcare and care home workers

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
1 (1)	541 49%	220 41%	321 57%	40 33%	68 36%	96 55%	105 54%	81 49%	151 59%	140 50%	97 47%	32 43%	29 43%	212 53%
			A	*		CD*	CD		CD			*	*	
2(2)	178 16%	97 18%	81 14%	22 18%	28 15%	23 13%	26 14%	39 24%	40 16%	51 18%	35 17%	15 20%	9 13%	54 13%
				*		*						*	*	
3(3)	128 12%	61 11%	67 12%	13 11%	26 14%	16 9%	17 9%	22 13%	33 13%	38 14%	23 11%	11 14%	5 7%	41 10%
				*		*						*	*	
4(4)	103 9%	60 11%	43 8%	15 13%	15 8%	24 14%	18 10%	6 3%	25 10%	20 7%	21 10%	6 8%	4 6%	40 10%
				*		G*						*	*	
5(5)	47 4%	30 6%	17 3%	8 7%	15 8%	5 3%	11 6%	4 2%	4 1%	13 5%	12 6%	2 3%	2 3%	17 4%
				*	H	*						*	*	
6(6)	44 4%	29 5%	15 3%	3 3%	15 8%	1 1%	9 5%	14 8%	2 1%	5 2%	10 5%	5 7%	7 10%	17 4%
				*	EH	*		EH				*	I*	
7(7)	28 3%	19 4%	8 2%	3 2%	11 6%	7 4%	4 2%	1 1%	2 1%	9 3%	3 1%	1 1%	2 3%	12 3%
				*	H	*						*	*	
8(8)	17 2%	13 2%	4 1%	8 6%	4 2%	3 2%	3 1%	-	-	2 1%	3 1%	1 1%	5 8%	6 2%
				H*		*						*	IM*	
9(9)	15 1%	9 2%	6 1%	8 7%	6 3%	-	-	-	-	3 1%	1 1%	2 2%	4 6%	4 1%
				FGH*		*			*			*	M*	
Mean score	2.41	2.75	2.09	3.32	3.14	2.25	2.27	2.15	1.85	2.27	2.42	2.52	3.33	2.37
		B		EFGH*	EFGH	*	H					*	IJM*	

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



VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Frontline NHS healthcare and care home workers

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	
<b>Weighted Base</b>	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Standard Deviation</b>	1.92	2.089	1.684	2.548	2.312	1.794	1.774	1.566	1.26	1.783	1.823	1.943	2.784	1.919
<b>Error Variance</b>	0.003	0.008	0.005	0.054	0.028	0.018	0.016	0.015	0.006	0.011	0.016	0.051	0.115	0.009

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



VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Frontline NHS healthcare and care home workers

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
1 (1)	541 49%	185 51%	177 51%	163 47%
2(2)	178 16%	65 18%	61 17%	48 14%
3(3)	128 12%	45 12%	36 10%	44 13%
4(4)	103 9%	31 8%	29 8%	37 11%
5(5)	47 4%	17 5%	12 3%	18 5%
6(6)	44 4%	7 2%	15 4%	21 6%
7(7)	28 3%	10 3%	12 3%	5 1%
8(8)	17 2%	3 1%	3 1%	8 2%
9(9)	15 1%	3 1%	4 1%	6 2%
Mean score	2.41	2.23	2.34	2.59

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





VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Frontline NHS healthcare and care home workers

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Weighted Base	1100	365	349	350
Standard Deviation	1.92	1.72	1.897	2.018
Error Variance	0.003	0.008	0.01	0.012

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

VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Other frontline emergency services (police, fire, army)

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
1 (1)	43 4%	25 5%	18 3%	6 5% *	14 7%	1 1% *	7 4%	4 3%	11 4%	15 5%	6 3%	1 2% *	1 2% *	13 3%
2(2)	248 23%	105 19%	143 25%	17 14% *	39 21%	46 26% *	45 23%	37 22%	63 25%	58 21%	34 16%	14 19% *	21 31% J*	106 26%
3(3)	150 14%	67 12%	83 15%	23 19% *	24 13%	22 13% *	17 9%	30 18%	34 13%	42 15%	25 12%	10 14% *	11 16% *	56 14%
4(4)	178 16%	70 13%	108 19%	8 7% *	27 14%	17 10% *	49 26% CE	30 18%	46 18%	55 19%	34 17%	9 12% *	10 15% *	59 15%
5(5)	168 15%	83 16%	85 15%	16 13% *	30 16%	29 16% *	21 11%	30 18%	42 16%	42 15%	35 17%	12 16% *	9 13% *	63 16%
6(6)	135 12%	73 14%	63 11%	19 16% *	16 8%	31 18% *	22 12%	14 9%	33 13%	39 14%	22 11%	10 13% *	6 9% *	47 12%
7(7)	66 6%	39 7%	27 5%	9 8% *	10 5%	10 6% *	12 6%	7 4%	17 7%	11 4%	18 9%	6 8% *	3 4% *	19 5%
8(8)	68 6%	47 9% B	20 4%	9 7% *	22 12% H	7 4% *	13 7%	10 6%	6 2%	13 5%	19 9%	6 9% *	3 5% *	26 6%
9(9)	44 4%	28 5%	16 3%	12 10% H*	7 4%	11 6% *	6 3%	3 2%	4 2%	6 2%	13 6%	5 7% *	4 5% *	13 3%
Mean score	4.32	4.61 B	4.04	4.86 GH*	4.38	4.51 *	4.3	4.12	4.04	4.11	4.79 ILM	4.79 I*	4.04 *	4.18

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



VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Other frontline emergency services (police, fire, army)

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	
<b>Weighted Base</b>	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
<b>Standard Deviation</b>	2.111	2.242	1.942	2.388	2.292	2.157	2.087	1.919	1.888	1.944	2.212	2.24	2.136	2.081
<b>Error Variance</b>	0.004	0.009	0.007	0.048	0.028	0.027	0.023	0.022	0.014	0.013	0.024	0.068	0.067	0.011

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



VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Other frontline emergency services (police, fire, army)

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
1 (1)	43 4%	19 5%	14 4%	10 3%
2(2)	248 23%	76 21%	76 22%	81 23%
3(3)	150 14%	56 15%	49 14%	45 13%
4(4)	178 16%	70 19%	47 13%	58 17%
5(5)	168 15%	45 12%	56 16%	61 18%
6(6)	135 12%	41 11%	44 13%	47 13%
7(7)	66 6%	20 5%	27 8%	18 5%
8(8)	68 6%	27 7%	17 5%	23 7%
9(9)	44 4%	13 4%	19 5%	7 2%
Mean score	4.32	4.26	4.42	4.28

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



VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Other frontline emergency services (police, fire, army)

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Weighted Base	1100	365	349	350
Standard Deviation	2.111	2.123	2.171	1.992
Error Variance	0.004	0.012	0.013	0.011

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

VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Public transport staff

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
1 (1)	34 3%	20 4%	14 3%	8 6% H*	14 7% GH	11 6% GH*	2 1%	-	-	4 1%	5 2%	1 1%	7 10% I*	13 3%
2(2)	21 2%	11 2%	10 2%	10 8% EFG*	6 3%	1 *	-	1 *	3 1%	4 1%	2 1%	2 3% *	-	13 3% *
3(3)	73 7%	39 7%	33 6%	10 9% *	12 7%	13 7% *	20 10%	7 4%	10 4%	18 7%	17 8%	5 6% *	3 4% *	22 6%
4(4)	105 10%	50 9%	55 10%	13 11% *	11 6%	21 12% *	18 9%	17 10%	25 10%	16 6%	24 11%	4 5% *	7 10% *	53 13% I
5(5)	118 11%	56 10%	61 11%	6 5% *	21 11%	23 13% *	36 19% CGH	13 8%	18 7%	37 13%	18 9%	6 8% *	7 11% *	42 10%
6(6)	148 13%	80 15%	68 12%	18 15% *	21 11%	18 10% *	16 8%	30 18%	45 17%	46 16%	26 12%	10 13% *	14 21% *	47 12%
7(7)	193 18%	96 18%	97 17%	18 15% *	47 25% EF	19 11% *	20 11%	38 23% EF	52 20%	52 19%	38 18%	18 24% *	9 14% *	63 16%
8(8)	222 20%	109 20%	113 20%	19 16% *	38 20%	34 19% *	38 19%	37 22%	58 22%	52 19%	50 24%	18 24% *	11 17% *	81 20%
9(9)	187 17%	76 14%	111 20%	18 15% *	20 11%	36 20% *	43 22% D	24 14%	47 18%	52 18%	27 13%	11 15% *	9 14% *	68 17%
Mean score	6.36	6.23	6.49	5.76 *	6.06	6.17 *	6.42	6.68 CD	6.75 CDE	6.55	6.34	6.64 *	5.95 *	6.24

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



VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Public transport staff

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	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
Standard Deviation	2.133	2.148	2.112	2.507	2.298	2.376	2.12	1.687	1.791	1.954	2.069	1.963	2.344	2.212
Error Variance	0.004	0.009	0.008	0.052	0.028	0.032	0.023	0.017	0.012	0.014	0.021	0.052	0.081	0.012

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

VaccinePrioritisation.Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Public transport staff

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
1 (1)	34 3%	7 2%	6 2%	18 5%
2(2)	21 2%	10 3%	3 1%	4 1%
3(3)	73 7%	23 6%	24 7%	16 5%
4(4)	105 10%	32 9%	35 10%	37 11%
5(5)	118 11%	43 12%	33 9%	40 11%
6(6)	148 13%	60 16%	39 11%	43 12%
7(7)	193 18%	57 16%	69 20%	62 18%
8(8)	222 20%	68 19%	79 23%	69 20%
9(9)	187 17%	66 18%	60 17%	60 17%
Mean score	6.36	6.38	6.54	6.32

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





VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Public transport staff

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Weighted Base	1100	365	349	350
Standard Deviation	2.133	2.086	2.015	2.201
Error Variance	0.004	0.012	0.012	0.014

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 January 2021 OnLineBus Survey (S6783 - 40317739-03)

VaccinePrioritisation.Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Teachers

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
1 (1)	24 2%	21 4%	3 1%	8 6%	10 5%	1 *	2 1%	1 1%	3 1%	7 2%	10 5%	5 6%	3 5%	- -
		B		*		*					M	M*	M*	
2(2)	58 5%	33 6%	26 5%	10 8%	9 5%	11 6%	9 5%	13 8%	7 3%	11 4%	17 8%	9 12%	5 8%	15 4%
				*		*						I*	*	
3(3)	70 6%	29 5%	41 7%	6 5%	10 5%	12 7%	17 9%	11 7%	13 5%	19 7%	9 4%	2 3%	3 4%	35 9%
				*		*						*	*	
4(4)	103 9%	46 9%	57 10%	13 11%	15 8%	27 16%	12 6%	18 11%	18 7%	21 7%	22 11%	2 3%	8 12%	40 10%
				*		*						*	*	
5(5)	173 16%	74 14%	99 18%	21 17%	21 11%	17 9%	34 17%	27 16%	54 21%	40 14%	37 18%	14 19%	8 11%	60 15%
				*		*			E			*	*	
6(6)	166 15%	70 13%	96 17%	15 13%	25 13%	27 15%	30 16%	21 12%	49 19%	42 15%	28 13%	12 17%	11 17%	67 17%
				*		*						*	*	
7(7)	166 15%	68 13%	98 17%	8 7%	26 14%	28 16%	44 23%	20 12%	39 15%	44 16%	27 13%	16 22%	12 17%	59 15%
				*		*	C					*	*	
8(8)	150 14%	80 15%	70 12%	14 11%	28 15%	31 18%	11 6%	20 12%	46 18%	43 15%	23 11%	8 10%	10 15%	48 12%
				*		F*			F			*	*	
9(9)	188 17%	116 22%	73 13%	25 21%	45 24%	21 12%	34 18%	35 21%	28 11%	53 19%	33 16%	7 9%	7 11%	78 19%
		B		*	H	*		H				*	*	
Mean score	6.08	6.16	6	5.74	6.25	6	6.07	6.08	6.16	6.25	5.76	5.61	5.76	6.2
				*		*				JK		*	*	

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

KANTAR

FIELDWORK : 21st - 25th January 2021(W week 03)

VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Teachers

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	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
Standard Deviation	2.179	2.363	1.987	2.515	2.424	2.1	2.074	2.269	1.872	2.171	2.343	2.301	2.278	2.065
Error Variance	0.004	0.01	0.007	0.053	0.031	0.025	0.022	0.031	0.014	0.017	0.027	0.071	0.077	0.011

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

VaccinePrioritisation.Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Teachers

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
1 (1)	24 2%	7 2%	9 3%	8 2%
2(2)	58 5%	16 4%	27 8%	12 4%
3(3)	70 6%	23 6%	20 6%	21 6%
4(4)	103 9%	19 5%	41 12%	38 11%
5(5)	173 16%	58 16%	56 16%	53 15%
6(6)	166 15%	57 16%	56 16%	51 15%
7(7)	166 15%	65 18%	51 14%	48 14%
8(8)	150 14%	60 16%	49 14%	38 11%
9(9)	188 17%	61 17%	40 11%	80 23%
Mean score	6.08	6.29	5.75	6.24
		O	O	O

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



VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - Teachers

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Weighted Base	1100	365	349	350
Standard Deviation	2.179	2.085	2.178	2.207
Error Variance	0.004	0.012	0.014	0.014

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 January 2021 OnLineBus Survey (S6783 - 40317739-03)

VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People who work in supermarkets/other essential shops

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
1 (1)	27 2%	21 4%	6 1%	5 4%	10 5%	1 1%	5 3%	3 2%	2 1%	10 4%	4 2%	4 5%	1 1%	8 2%
		B		*		*						*	*	
2(2)	54 5%	30 6%	24 4%	2 2%	13 7%	13 7%	12 6%	9 5%	5 2%	17 6%	7 4%	2 3%	5 8%	22 5%
				*		*						*	*	
3(3)	124 11%	63 12%	61 11%	12 10%	21 11%	15 9%	27 14%	22 13%	26 10%	20 7%	22 11%	4 6%	16 24%	58 14%
				*		*						*	IJK*	I
4(4)	118 11%	62 11%	57 10%	13 11%	16 9%	24 13%	17 9%	14 8%	34 13%	29 10%	19 9%	10 14%	7 10%	48 12%
				*		*						*	*	
5(5)	125 11%	52 10%	73 13%	13 11%	16 9%	13 7%	24 13%	20 12%	39 15%	34 12%	30 15%	11 15%	10 15%	33 8%
				*		*						*	*	
6(6)	204 19%	80 15%	124 22%	18 15%	38 20%	30 17%	35 18%	30 18%	53 21%	43 15%	32 16%	13 18%	7 11%	83 21%
			A	*		*						*	*	
7(7)	175 16%	97 18%	78 14%	28 24%	26 14%	33 19%	26 13%	20 12%	42 16%	51 18%	38 19%	16 22%	7 10%	49 12%
				*		*						*	*	
8(8)	143 13%	66 12%	77 14%	21 17%	18 10%	23 13%	26 13%	22 13%	33 13%	42 15%	21 10%	5 7%	9 14%	54 13%
				*		*						*	*	
9(9)	130 12%	67 12%	63 11%	7 6%	30 16%	22 13%	21 11%	27 16%	23 9%	34 12%	30 15%	8 11%	5 8%	49 12%
				*		*						*	*	
Mean score	5.79	5.7	5.87	5.84	5.67	5.89	5.62	5.86	5.86	5.87	5.93	5.74	5.17	5.69
				*		*				L	L	*	*	

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

KANTAR

FIELDWORK : 21st - 25th January 2021 (W week 03)

VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People who work in supermarkets/other essential shops

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	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
Standard Deviation	2.158	2.279	2.034	2.069	2.403	2.162	2.217	2.257	1.889	2.219	2.136	2.078	2.214	2.211
Error Variance	0.004	0.01	0.007	0.036	0.031	0.027	0.026	0.031	0.014	0.018	0.022	0.058	0.072	0.012

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

VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People who work in supermarkets/other essential shops

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
1 (1)	27 2%	8 2%	9 3%	10 3%
2(2)	54 5%	29 8%	13 4%	12 3%
3(3)	124 11%	34 9%	36 10%	48 14%
4(4)	118 11%	46 13%	30 9%	39 11%
5(5)	125 11%	47 13%	46 13%	27 8%
6(6)	204 19%	65 18%	67 19%	64 18%
7(7)	175 16%	54 15%	56 16%	61 17%
8(8)	143 13%	42 12%	47 13%	49 14%
9(9)	130 12%	41 11%	45 13%	40 12%
Mean score	5.79	5.64	5.91	5.81

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





VaccinePrioritisation. Please rank them in order of who you think the government should prioritise for vaccination, regardless of the current government prioritisation rules. - People who work in supermarkets/other essential shops

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Weighted Base	1100	365	349	350
Standard Deviation	2.158	2.185	2.136	2.177
Error Variance	0.004	0.013	0.013	0.014

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

Qual.Select which, if any, educational qualifications you have from the list

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	1100	515	585	114	183	180	205	189	229	404	241	78	105	217
Weighted Base	1100	537	563	120	189	175	193	166	257	281	206	74	68	403
University degree	323	178	146	22	86	68	64	40	44	79	85	33	26	77
	29%	33%	26%	18%	45%	39%	33%	24%	17%	28%	41%	44%	39%	19%
			*	CGH	CGH*	H				M	IM	IM*	M*	
Any other qualifications (e.g. A Levels, O Levels, GCSEs, BTEC, Diplomas, Trade Apprenticeships)	702	335	367	93	93	103	118	127	167	175	125	46	41	278
	64%	62%	65%	77%	49%	59%	61%	76%	65%	62%	61%	62%	61%	69%
			DE*	*	*	DEF	D				*	*	*	
No qualifications	113	47	66	9	14	9	17	10	54	34	11	2	4	50
	10%	9%	12%	7%	8%	5%	9%	6%	21%	12%	5%	2%	6%	12%
			*	*	*	*		CDEFG		K	*	*	*	

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



Qual.Select which, if any, educational qualifications you have from the list

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1100	449	419	203
Weighted Base	1100	365	349	350
	<b>323</b>	79	153	81
University degree	<b>29%</b>	22%	44%	23%
			NP	
Any other qualifications (e.g. A Levels, O Levels, GCSEs, BTEC, Diplomas, Trade Apprenticeships)	<b>702</b>	240	197	244
	<b>64%</b>	66%	56%	70%
		O		O
No qualifications	<b>113</b>	55	21	31
	<b>10%</b>	15%	6%	9%
		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

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		1224	596	627	149	215	208	220	199	233	404	241	78	105	217
Weighted Base		1100	537	563	120	189	175	193	166	257	281	206	74	68	403
GENDER	Male	537	537	-	62	95	87	95	90	109	147	109	44	39	180
	49%	100%	-	51%	50%	50%	49%	54%	42%	52%	53%	59%	57%	45%	
			B	*	*	*	*	*	*	*	*	*	*	*	
GENDER	Female	563	-	563	58	94	88	98	76	148	134	97	31	29	223
	51%	-	100%	49%	50%	50%	51%	46%	58%	48%	47%	41%	43%	55%	
			A	*	*	*	*	*	*	*	*	*	*	*	
AGE	18-24	120	62	58	120	-	-	-	-	-	8	19	2	11	71
	11%	11%	10%	100%	-	-	-	-	-	3%	9%	3%	16%	18%	
				DEFGH*	*	*	*	*	*	*	I	*	IK*	IK	
	25-34	189	95	94	-	189	-	-	-	-	25	34	15	8	92
	17%	18%	17%	-	100%	-	-	-	-	9%	17%	21%	13%	23%	
				*	CEFGH	*	*	*	*	*	I	I*	*	I	
	35-44	175	87	88	-	-	175	-	-	-	19	30	6	7	93
16%	16%	16%	-	-	100%	-	-	-	7%	15%	9%	11%	23%		
			*	*	CDFGH*	*	*	*	*	I	*	*	IK		
45-54	193	95	98	-	-	-	193	-	-	48	37	9	14	72	
18%	18%	17%	-	-	-	100%	-	-	17%	18%	12%	21%	18%		
			*	*	*	CDEGH	*	*	*	*	*	*	*		
55-64	166	90	76	-	-	-	-	166	-	52	43	18	11	39	
15%	17%	14%	-	-	-	-	-	100%	-	19%	21%	24%	16%	10%	
			*	*	*	*	*	CDEFH	*	M	M	M*	*		
65+	257	109	148	-	-	-	-	-	257	129	42	24	17	35	
23%	20%	26%	-	-	-	-	-	100%	46%	20%	32%	25%	9%		
			*	*	*	*	*	CDEFG	JLM	M	M*	M*			

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	
<b>Weighted Base</b>		<b>1100</b>	<b>537</b>	<b>563</b>	<b>120</b>	<b>189</b>	<b>175</b>	<b>193</b>	<b>166</b>	<b>257</b>	<b>281</b>	<b>206</b>	<b>74</b>	<b>68</b>	<b>403</b>
<b>GE Vote 2019</b>	<b>Conservatives</b>	<b>281</b> 27%	147 28%	134 26%	8 7% *	25 14% *	19 12% *	48 26% CE*	52 32% CDE	129 52% CDEFG	281 100% JKLM	- -	- -	- -	- -
	<b>Labour</b>	<b>206</b> 20%	109 21%	97 19%	19 17% *	34 20% *	30 19% *	37 21% *	43 27% *	42 17% *	- -	206 100% IKLM	- -	- -	- -
	<b>Lib Dems</b>	<b>74</b> 7%	44 8%	31 6%	2 2% *	15 9% *	6 4% *	9 5% *	18 11% *	24 10% *	- -	- -	74 100% IJLM*	- -	- -
	<b>Other</b>	<b>68</b> 7%	39 7%	29 6%	11 10% *	8 5% *	7 5% *	14 8% *	11 6% *	17 7% *	- -	- -	- -	68 100% IJKM*	- -
	<b>No vote</b>	<b>403</b> 39%	180 35%	223 43% A	71 64% FGH*	92 53% GH*	93 60% FGH*	72 40% GH*	39 24% *	35 14% *	- -	- -	- -	- -	403 100% IJKL
	<b>EU Ref 2016</b>	<b>365</b> 34%	183 35%	182 34%	8 8% *	42 24% C*	34 20% *	62 32% C*	64 39% CDE	156 61% CDEFG	189 67% JKLM	44 22% *	14 19% *	26 42% JKM*	76 19% *
<b>Remain</b>	<b>349</b> 33%	174 33%	176 33%	32 31% *	56 31% *	57 34% *	58 30% *	67 41% *	79 31% *	69 25% *	126 62% ILM	49 66% ILM*	25 39% IM*	71 18% *	
<b>Did not vote</b>	<b>350</b> 33%	168 32%	181 34%	63 61% FGH*	80 45% GH*	79 47% GH*	70 37% GH*	35 21% H	22 9% *	22 8% *	34 17% I	11 15% *	12 18% I*	243 62% 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		1224	449	419	203
Weighted Base		1100	365	349	350
GENDER	Male	537 49%	183 50%	174 50%	168 48%
	Female	563 51%	182 50%	176 50%	181 52%
AGE	18-24	120 11%	8 2%	32 9% N	63 18% NO
	25-34	189 17%	42 11%	56 16%	80 23% N
	35-44	175 16%	34 9%	57 16% N	79 23% N
	45-54	193 18%	62 17%	58 17%	70 20%
	55-64	166 15%	64 18%	67 19% P	35 10%
	65+	257 23%	156 43% OP	79 23% P	22 6%

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	1100	365	349	350
		281	189	69	22
	Conservatives	27%	54%	20%	7%
			OP	P	
	Labour	206	44	126	34
		20%	13%	37%	11%
				NP	
	Lib Dems	74	14	49	11
		7%	4%	14%	3%
				NP	
Other	68	26	25	12	
	7%	8%	7%	4%	
No vote	403	76	71	243	
	39%	22%	21%	76%	
				NO	
EU Ref 2016	Leave	365	365	-	-
		34%	100%	-	-
			OP		
	Remain	349	-	349	-
	33%	-	100%	-	
			NP		
Did not vote	350	-	-	350	
	33%	-	-	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

