

Half of Britons report that their household income has fallen behind the cost of living in the last few months

27 January 2022, London – Kantar Public publishes its latest barometer on British public opinion and voting intentions, which reveals that Britons are now finding it harder to meet their monthly household budget than at the start of the pandemic. A large majority remain concerned about costs of living, and believe that the government should remove VAT from energy bills to help cope with increasing costs.

Key findings from Kantar Public's research, which took place between 20 and 24 January, include:

- Since the start of the coronavirus pandemic, the number of Britons who report to finding it harder to meet their monthly household budget (compared to a year ago) has increased from 27% in March 2020¹ to 44% in January 2022.
- Half of Britons (49%) report that their household income has fallen behind the cost of living over the last few months (+5 vs December 2021²), amongst which 41% cite the rising cost of energy bills as the main reason (+12%).
- Six in ten (59%) are of the opinion that the government should remove VAT from energy bills to help deal with increasing costs of living.
- Three quarters of Britons (73%) are very/fairly concerned that the price of fresh food will increase over the next few months (nc), and 66% are very/fairly concerned that the price of petrol/diesel will increase (-2).
- Looking at political leaders, almost half of Britons (46%) trust neither Boris Johnson nor Keir Starmer to tell the truth. A quarter (26%) trust Keir Starmer to tell the truth more than Boris Johnson, while 14% trust Boris Johnson more than Keir Starmer in this respect.
- 34% of Britons think the Conservative party would be better off with a leader who is not Boris Johnson, 30% think they would be doing about the same, and 18% think they would be worse off with a different leader.
- Over the last month, there has been a reduction in the level of concern about the Omicron Coronavirus variant. Half of Britons (51%) are currently very/fairly concerned, compared with 67% a month ago.

¹ A representative sample of 1,171 adults in Great Britain were interviewed between 5 - 9 March 2020. All interviews were conducted as online self-completion with Kantar online access panel as the main sample source. Full tables can be viewed [here >](#)

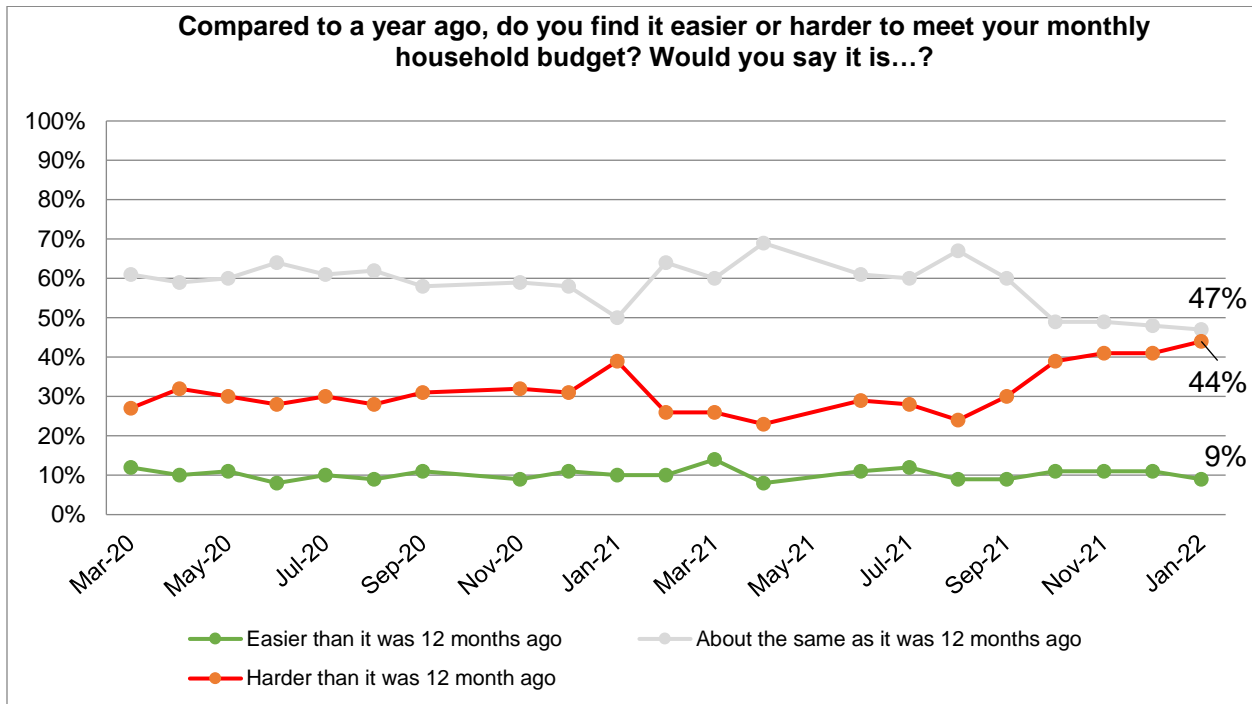
² A representative sample of 1,074 adults in Great Britain were interviewed between 9 - 13 December 2021. All interviews were conducted as online self-completion with Kantar online access panel as the main sample source. Full tables can be viewed [here >](#)

KANTAR PUBLIC

Household-level economic situation

When asked about their household situation, almost half of Britons (44%) are finding it harder to meet their monthly household budget than a year ago. At the start of the coronavirus pandemic, in March 2020, only 27% said they were finding it harder than a year ago: this significant increase has been observed primarily since September 2021 (see graph 1).

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



- Half of Britons (49%) report that their household income has fallen behind the cost of living over the last few months (+5).
 - Among those, four in ten (41%) cite the rising cost of energy bills as being the main reason – which represents a significant increase of 12 percentage points from December 2021 – while 21% attribute it to the rising cost of food (-7).
- 42% report that their household income has kept up with the cost of living over the last few months (-3), and 9% report that their income has gone up by more than the cost of living (-2).
- Britons remain concerned about increasing prices:
 - 73% of Britons are very/fairly concerned that the price of fresh food will increase over the next few months (nc); 24% are not very/not at all concerned (-1).
 - 66% are very/fairly concerned that the price of petrol/diesel will increase (-2). 28% are not very/not at all concerned (+1).
- When asked what the government should do to help deal with the rising cost of living:
 - 59% said they should remove VAT from energy bills.

KANTAR PUBLIC

- 38% said they should delay/cancel the planned rise in National Insurance.
- 34% said they should reduce income tax
- 33% said they should cut fuel duty
- 32% said they should reinstate the £20 per week increase to Universal Credit
- Only 4% said the government should take no action.

Trust in Party Leaders

A significant proportion of Britons do not trust Boris Johnson or Keir Starmer to tell the truth or make decisions in the best interests of the general public:

- Almost half of Britons (46%) trust neither Boris Johnson nor Keir Starmer to tell the truth. 26% trust Keir Starmer more than Boris Johnson to tell the truth, while just 14% trust Boris Johnson more than Keir Starmer.
- Two in five Britons (42%) trust neither Boris Johnson nor Keir Starmer to make decisions in the best interests of the general public. A quarter (25%) trust Keir Starmer more than Boris Johnson, while 19% trust Boris Johnson more than Keir Starmer.
- 34% of Britons think the Conservative party would be better off with a different leader (who is not Boris Johnson), 30% think they would be doing about the same, and 18% think they would be worse off with a different leader.
- Opinion is more divided among those who voted for the Conservatives in the 2019 General Election:
 - 23% think the Conservative Party would be better off with a different leader
 - 27% think they would be doing about the same
 - 39% think they would be worse off with a different leader

Attitudes towards COVID-19 and response to the new variant

Britons are less concerned about the Omicron Coronavirus variant than they were a month ago, an increasing number think adults should be able to choose whether or not to get vaccinated, and satisfaction with the government's handling of the pandemic has increased:

- Half of Britons (51%, -16) are very/fairly concerned about the Omicron Coronavirus variant. 46% (+17) are not very/not at all concerned.
- 46% think the government has handled the pandemic very/fairly poorly (-10), while 46% think the government has handled it very/fairly well (+9)
- 49% of Britons think the government is very good /fairly good at communicating information about Coronavirus (+10). 45% think the government is very poor/fairly poor at it (- 10).
- 40% (-9) think that vaccines should be compulsory for all adults. 50% (+9) think that adults should be allowed to choose.
- Seven in ten people (70%, +2) say they are very/somewhat satisfied with the vaccine rollout organised by the government and health authorities. 19% are not very/not at all satisfied with the vaccine rollout (-7).

KANTAR PUBLIC

Voting intentions:

- Lab 38% (nc vs December 2021)
- Con 34% (nc)
- L Dem 11% (nc)
- Green 7% (nc)
- SNP 5% (+2)
- Reform UK (formerly Brexit Party) 2% (-1)
- UKIP 1% (-1)
- Plaid Cymru 1% (nc)
- Other 1% (-1)

A four-point Labour lead is smaller than most other recent voting intention polls. Other polls from the last two weeks have shown a larger Labour lead (ranging from +7 to +13 points). We think this disparity is due primarily to a methodological difference between our poll and other polls. In particular, we do not provide the option to answer 'don't know' to the party choice question, only 'prefer not to say' and 'would not vote'. Most other pollsters also have a 'don't know' option and 2019 Conservative voters have been selecting this option at an unusually high rate compared to 2019 Labour voters.

It is our understanding that these other pollsters treat any responses of 'don't know', 'prefer not to say' or 'would not vote' as non-voters so far as the next election is concerned. Because 2019 Conservative voters have been selecting 'don't know' at a higher rate than 2019 Labour voters, proportionally fewer of them are 'surviving' as next-election voters. This adds materially to the Labour voting intention share.

In our view it is unlikely that such a large proportion of Conservative 2019 voters would choose not to vote in the next General Election, or that they will turn out at a lower rate than 2019 Labour voters. For context, analysis of the 2019 post-election British Election Study shows that c.90% of both 2017 Conservative voters and 2017 Labour voters went on to vote in the 2019 General Election.

In contrast, in our poll, we see no difference in such survival rates between 2019 Conservative and Labour voters. This, on its own, means a smaller Labour lead than other pollsters are showing. The 'loyalty' levels among those 2019 Conservative and Labour voters who *have* selected a 'next election' party *is very similar to the levels found by other pollsters.*

-Ends-

Methodological information

The survey data and further details on the methodological approach of the Britain Barometer will be published here on the morning of Thursday 27 January.

KANTAR PUBLIC

A total of 1,086 interviews were conducted online among adults living in Great Britain between the 20th and 24th January 2022. All interviews were conducted online using the Kantar Research Express. The Kantar online access panel was the main sample source.

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

About Kantar Public:

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

Polling Methodological Note – January 2022

A representative sample of 1,086 adults in Great Britain were interviewed between the 20th and 24th January 2022. All interviews were conducted online using the Kantar Research Express. The Kantar online access panel was the main sample source.

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

Voting intentions

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

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

Uncertainty

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

Sampling variance

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

- Conservative Party = 31.0% to 37.5%
- Labour Party = 34.1% to 40.0%
- Labour lead over Conservatives = -3.5%pts to 8.5%pts

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

Weighting

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

Gender* and age

Source: ONS Mid Year-2020 Population Estimates:

	Unweighted count	Weighted count
Male 18-24	67	59
Male 25-34	86	93
Male 35-44	75	86
Male 45-54	99	90
Male 55-69	134	118
Male 70+	63	84
Female 18-24	64	56
Female 25-34	93	91
Female 35-44	90	88
Female 45-54	103	93
Female 55-69	149	123
Female 70+	63	104

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

Region

Source: ONS Mid Year-2020 Population Estimates:

	Unweighted count	Weighted count
North East England	55	45
North West England	143	122
Yorkshire & Humber	95	92
East Midlands	79	81
West Midlands	105	98
East of England	101	104
London	142	147
South East England	130	153
South West England	101	96
Wales	55	54
Scotland	80	94

Education by age

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

	Unweighted count	Weighted count
Aged 18-24 with a degree	30	22
Aged 25-44 with a degree	167	161
Aged 45-69 with a degree	165	122
Other	724	781

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

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

Vote in the 2016 EU referendum*

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

	Unweighted percentage	Weighted percentage
Remain**	38%	28%
Leave**	40%	30%
Did not vote**	22%	42%

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

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

Vote in the 2019 General Election*

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

	Unweighted percentage	Weighted percentage
No vote	20%	39%
Labour	28%	20%
Conservative	35%	27%
Liberal Democrats	7%	7%
SNP/Plaid Cymru	3%	3%
Other	7%	4%

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

Likelihood to Vote in General Election

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

	Unweighted percentage	Weighted percentage
Estimated Voting Age Population turnout if General Election were to be held tomorrow	82%	63%

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 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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Definitely vote (4)	408 38%	196 37%	212 38%	8 7%	32 17%	54 31%	43 24%	81 50%	190 71%	183 65%	108 53%	52 70%	38 57%	16 4%
				*	*	C*	C*	CDEF*	CDEFG	JM	M	JM*	M*	
Probably vote (3)	225 21%	96 18%	129 23%	27 24%	49 27%	51 29%	35 19%	32 20%	31 11%	58 21%	54 26%	9 12%	13 19%	85 21%
				H*	H*	H*	*	*	*	K	K	*	*	
Probably not vote (2)	182 17%	86 16%	96 17%	39 34%	47 25%	39 22%	40 22%	5 3%	13 5%	20 7%	21 10%	8 11%	2 4%	121 30%
				GH*	GH*	GH*	GH*	*	*	*	*	*	*	IJKL
Definitely not vote (1)	231 21%	137 26%	90 16%	32 28%	51 28%	23 13%	49 27%	43 27%	33 12%	18 6%	21 10%	6 8%	13 20%	166 41%
		B		EH*	EH*	*	H*	EH*				*	I*	IJKL
Or would you prefer not to say?	40 4%	12 2%	25 4%	10 8%	6 3%	7 4%	15 8%	- 8%	2 1%	1 1%	2 1%	- -	- -	18 5%
				GH*	*	*	GH*	*	*	*	*	*	*	
NET : Definitely/probably vote	633 58%	292 55%	341 62%	35 30%	81 44%	105 60%	79 43%	113 70%	221 82%	240 86%	161 79%	61 81%	51 76%	101 25%
				*	*	CDF*	*	CDF*	CDEF	M	M	M*	M*	
NET : Definitely/probably not vote	413 38%	223 42%	186 34%	71 61%	98 53%	62 36%	89 49%	48 30%	46 17%	38 14%	42 20%	14 19%	16 24%	288 71%
		B		EGH*	EGH*	H*	GH*	H*				*	*	IJKL
Mean score	2.77	2.68	2.88	2.1	2.34	2.81	2.44	2.94	3.42	3.45	3.22	3.43	3.13	1.87
				*	*	CDF*	*	CDF*	CDEFG	JLM	M	M*	M*	
Standard Deviation	1.182	1.23	1.119	0.92	1.077	1.039	1.162	1.268	1.044	0.885	1.002	0.973	1.189	0.892
Error Variance	0.001	0.003	0.002	0.008	0.006	0.006	0.008	0.01	0.004	0.003	0.005	0.013	0.021	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	1086	434	429	184
Weighted Base	1086	319	308	399
Definitely vote (4)	408 38%	166 P	174 P	65 16%
Probably vote (3)	225 21%	72 23%	67 22%	69 17%
Probably not vote (2)	182 17%	24 8%	30 10%	118 29% NO
Definitely not vote (1)	231 21%	52 16%	31 10%	135 34% NO
Or would you prefer not to say?	40 4%	4 1%	6 2%	12 3%
NET : Definitely/probably vote	633 58%	238 P	241 P	134 34%
NET : Definitely/probably not vote	413 38%	76 24%	61 20%	253 63% NO
Mean score	2.77	3.12 P	3.27 P	2.17
Standard Deviation	1.182	1.121	1.006	1.085
Error Variance	0.001	0.004	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	886	446	438	99	142	130	158	159	198	330	281	69	89	109
Weighted Base	550	278	271	33	75	81	68	93	199	218	152	60	46	66
Labour	206 38%	97 35%	109 40%	18 54% GH*	39 52% GH*	42 52% GH*	32 47% GH*	27 29%	48 24%	23 10%	131 86% IKLM	13 22% I*	4 9% *	30 46% IKL*
Conservative	188 34%	100 36%	88 32%	8 23% *	12 15% *	17 21% *	20 30% *	35 37% DE	97 49% CDEF	163 75% JKLM	6 4%	2 2% *	2 5% *	15 23% JKL*
Liberal Democrats	62 11%	36 13%	25 9%	1 4% *	11 15% *	6 8% *	4 6% *	17 18% CF	22 11%	12 6%	4 3%	39 65% IJLM*	1 2% *	5 7% *
Green	37 7%	16 6%	21 8%	5 14% H*	5 7% *	9 11% H*	4 6% *	6 7%	8 4%	8 4%	6 4%	4 6% *	7 16% IJ*	10 15% IJ*
SNP	28 5%	13 5%	15 6%	2 5% *	3 3% *	3 4% *	4 6% *	5 6%	12 6%	1 *	- -	- -	24 51% IJKM*	4 6% IJ*
Reform UK	11 2%	7 3%	4 2%	- - *	1 1% *	- * *	1 1% *	2 2%	8 4%	6 3%	- -	3 5% *	1 3% *	1 2% *
UKIP	7 1%	4 1%	3 1%	- * *	1 2% *	3 4% *	1 1% *	- *	1 1%	3 1%	1 1%	- *	2 4% *	1 2% *
Plaid Cymru	4 1%	2 1%	2 1%	- - *	1 1% *	- - *	2 2% *	1 2%	- -	- *	1 1%	- *	2 4% *	1 1% *
Other	7 1%	4 1%	3 1%	- - *	2 3% *	1 1% *	1 1% *	- -	3 2%	1 1%	2 2%	- *	3 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



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	886	373	384	112
Weighted Base	550	206	219	115
Labour	206 38%	46	103	50
			N	N*
Conservative	188 34%	120	37	30
		58%	17%	26%
		OP		*
Liberal Democrats	62 11%	12	43	6
		6%	20%	5%
			NP	*
Green	37 7%	8	16	13
		4%	7%	11%
				N*
SNP	28 5%	4	18	6
		2%	8%	5%
			N	*
Reform UK	11 2%	9	-	3
		4%	-	2%
		O		*
UKIP	7 1%	4	-	2
		2%	*	2%
				*
Plaid Cymru	4 1%	1	1	2
		1%	1%	1%
				*
Other	7 1%	2	-	5
		1%	*	4%
				*

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



finalvotingintention.Voting intention for next General Election

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

	Total	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	886	446	438	99	142	130	158	159	198	330	281	69	89	109
Weighted Base	673	339	334	61	103	103	89	103	214	236	171	65	50	138
Labour	260 39%	121 36%	139 42%	29 48% GH*	51 49% GH*	54 53% GH*	42 47% GH*	29 28%	55 26%	24 10%	146 85% IKLM	14 22% I*	5 9% *	64 46% IKL*
Conservative	217 32%	115 34%	102 31%	15 25% *	16 15% *	20 19% *	26 29% *	39 38% DE	101 47% CDEF	176 75% JKLM	8 4%	2 2% *	2 5% *	30 21% JKL*
Liberal Democrats	71 11%	42 12%	29 9%	2 3% *	15 14% *	8 8% *	4 5% *	19 19% CF	23 11%	14 6%	5 3%	43 65% IJLM*	1 1% *	8 6% *
Green	54 8%	23 7%	31 9%	11 18% H*	9 9% *	13 12% H*	7 8% *	6 6%	8 4%	9 4%	7 4%	4 6% *	9 18% IJ*	22 16% IJ*
SNP	34 5%	16 5%	18 5%	4 6% *	4 4% *	3 3% *	4 5% *	6 5%	13 6%	1 *	- -	- -	25 49% IJKM*	8 6% IJ*
Reform UK	15 2%	9 3%	5 2%	- - *	2 2% *	- * *	2 2% *	2 2%	8 4%	7 3%	- -	3 4% *	1 2% *	3 2% *
UKIP	9 1%	5 1%	4 1%	- * *	2 2% *	4 4% *	1 1% *	- *	1 1%	3 1%	1 1%	- *	2 5% *	3 2% *
Plaid Cymru	5 1%	2 1%	3 1%	- - *	1 1% *	- - *	2 2% *	2 2%	- -	- *	1 1%	- *	2 4% *	1 1% *
Other	8 1%	5 1%	3 1%	- - *	3 3% *	1 1% *	1 1% *	- -	3 2%	2 1%	3 2%	- -	3 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



finalvotingintention.Voting intention for next General Election

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

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	886	373	384	112
Weighted Base	673	234	247	175
Labour	260 39%	56 24%	117 47%	75 43%
		N	N*	
Conservative	217 32%	130 56%	40 16%	45 26%
		OP		*
Liberal Democrats	71 11%	13 6%	48 19%	10 6%
			NP	*
Green	54 8%	8 3%	21 8%	24 14%
			N	N*
SNP	34 5%	5 2%	21 8%	8 4%
			N	*
Reform UK	15 2%	12 5%	- -	3 2%
		O		*
UKIP	9 1%	6 3%	- *	2 1%
		O		*
Plaid Cymru	5 1%	2 1%	1 1%	2 1%
				*
Other	8 1%	2 1%	- *	6 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

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

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Conservative	217 20%	115 22%	102 19%	15 13%	16 9%	20 11%	26 14%	39 24%	101 38%	176 63%	8 4%	2 2%	2 4%	30 7%
				*	*	*	*	DE*	CDEF	JKLM		*	*	
Labour	260 24%	121 23%	139 25%	29 25%	51 27%	54 31%	42 23%	29 18%	55 21%	24 9%	146 71%	14 19%	5 7%	64 16%
				*	*	*	*	*	*		IKLM	*	*	
Liberal Democrats	71 7%	42 8%	29 5%	2 2%	15 8%	8 4%	4 2%	19 12%	23 9%	14 5%	5 3%	43 57%	1 1%	8 2%
				*	*	*	*	CF*				IJLM*	*	
UKIP	9 1%	5 1%	4 1%	- *	2 1%	4 2%	1 1%	- *	1 1%	3 1%	1 1%	- -	2 3%	3 1%
				*	*	*	*	*	*			*	*	
SNP	34 3%	16 3%	18 3%	4 3%	4 2%	3 2%	4 2%	6 4%	13 5%	1 *	- -	- -	25 37%	8 2%
				*	*	*	*	*	*			*	IJKM*	
Plaid Cymru	5 *	2 *	3 *	- -	1 1%	- -	2 1%	2 1%	- -	- *	1 1%	- -	2 3%	1 *
				*	*	*	*	*	*			*	*	
Green	54 5%	23 4%	31 6%	11 10%	9 5%	13 7%	7 4%	6 4%	8 3%	9 3%	7 3%	4 5%	9 13%	22 5%
				*	*	*	*	*	*			*	IJ*	
Reform UK (Brexit Party)	15 1%	9 2%	5 1%	- -	2 1%	- *	2 1%	2 1%	8 3%	7 3%	- -	3 4%	1 2%	3 1%
				*	*	*	*	*	*			*	*	
Other	8 1%	5 1%	3 1%	- -	3 2%	1 1%	1 *	- *	3 1%	2 1%	3 2%	- -	3 5%	- -
				*	*	*	*	*	*			*	M*	
Prefer not to say	182 17%	51 10%	127 23%	22 19%	30 16%	48 28%	45 25%	14 9%	22 8%	26 9%	13 6%	4 5%	3 5%	103 25%
			A	H*	*	GH*	GH*	*				*	*	IJKL

Table continues

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



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

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Definitely not voting	231 21%	137 26%	90 16%	32 28%	51 28%	23 13%	49 27%	43 27%	33 12%	18 6%	21 10%	6 8%	13 20%	166 41%
		B		EH*	EH*	*	H*	EH*				*	I*	IJKL

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

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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Conservative	217 20%	130 41% OP	40 13%	45 11%
Labour	260 24%	56 17%	117 38% NP	75 19%
Liberal Democrats	71 7%	13 4%	48 15% NP	10 3%
UKIP	9 1%	6 2%	- *	2 1%
SNP	34 3%	5 2%	21 7% N	8 2%
Plaid Cymru	5 *	2 1%	1 *	2 *
Green	54 5%	8 3%	21 7%	24 6%
Reform UK (Brexit Party)	15 1%	12 4% O	- -	3 1%
Other	8 1%	2 1%	- *	6 1%
Prefer not to say	182 17%	33 10%	30 10%	89 22% NO

Table continues

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



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

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Weighted Base	1086	319	308	399
Definitely not voting	231	52	31	135
	21%	16%	10%	34%
				NO

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

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
No, did not vote	407 38%	182 35%	221 40%	79 68% DEFGH*	77 42% H*	75 43% H*	85 46% H*	59 37% H*	32 12% H*	-	-	-	-	407 100% IJKL
Yes, Conservative	280 26%	141 27%	139 25%	3 3% *	16 9% *	30 17% C*	35 19% C*	49 31% CD*	147 55% CDEFG	280 100% JKLM	-	-	-	-
Yes, Labour	205 19%	116 22%	89 16%	17 15% *	59 32% CEGH*	31 18% *	38 21% *	23 14% *	37 14% *	-	205 100% IKLM	-	-	-
Yes, Liberal Democrat	75 7%	40 8%	35 6%	3 2% *	13 7% *	9 5% *	3 2% *	16 10% *	32 12% CF	-	-	75 100% IJLM*	-	-
Yes, SNP - Scottish National Party	25 2%	11 2%	15 3%	1 1% *	2 1% *	2 1% *	4 2% *	6 4% *	11 4% *	-	-	-	25 38% IJKM*	-
Yes, Green Party	25 2%	13 2%	12 2%	3 3% *	9 5% *	5 3% *	2 1% *	3 2% *	2 1% *	-	-	-	25 37% IJKM*	-
Yes, Brexit Party	9 1%	8 2%	1 *	2 2% *	- * *	2 1% *	2 1% *	1 * *	1 * *	-	-	-	9 13% IJKM*	-
Yes, Plaid Cymru	3 *	2 *	2 *	- * *	- * *	- * *	2 1% *	2 1% *	- * *	-	-	-	3 5% IM*	-
Other party or individual	5 *	2 *	3 1%	- * *	- * *	- * *	1 * *	- * *	4 1% *	-	-	-	5 7% IJM*	-
Prefer not to answer	52 5%	12 2%	36 7% A	6 5% *	9 5% *	19 11% GH*	12 6% *	3 2% *	3 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	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
No, did not vote	407 38%	59 19% O	30 10%	283 71% NO
Yes, Conservative	280 26%	183 57% OP	62 20% P	33 8%
Yes, Labour	205 19%	44 14%	111 36% NP	41 10%
Yes, Liberal Democrat	75 7%	9 3%	63 20% NP	3 1%
Yes, SNP - Scottish National Party	25 2%	4 1%	16 5% N	5 1%
Yes, Green Party	25 2%	4 1%	8 2%	13 3%
Yes, Brexit Party	9 1%	5 2%	4 1%	- -
Yes, Plaid Cymru	3 *	2 *	- -	2 *
Other party or individual	5 *	2 1%	- *	3 1%
Prefer not to answer	52 5%	7 2%	15 5%	17 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

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

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Leave	319 29%	169 32%	150 27%	5 *	29 *	35 C*	35 C*	55 CDF*	159 CDEFG	183 JKLM	44 21%	9 12%	17 26%	59 15%
Remain	308 28%	161 30%	147 27%	15 *	56 C*	54 C*	35 *	57 CF*	92 CF	62 M	111 IM	63 IJLM*	28 IM*	30 7%
Did not vote	399 37%	183 35%	209 38%	76 DEGH*	88 GH*	70 H*	99 GH*	48 H*	18 7%	33 12%	41 20%	3 4%	22 33%	283 70%
Don't know	60 6%	16 3%	45 8%	19 GH*	12 H*	15 GH*	13 H*	1 *	-	2 1%	10 5%	-	-	35 9%

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

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

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Leave	319 29%	319 100% OP	-	-
Remain	308 28%	-	308 100% NP	-
Did not vote	399 37%	-	-	399 100% NO
Don't know	60 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

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	Affordable housing	Tackling climate change and protecting the environment
Unweighted Base	1086	1086	1086	1086	1086	1086	1086	1086	1086	1086	1086
Weighted Base	1086	1086	1086	1086	1086	1086	1086	1086	1086	1086	1086
Most important (100)	91 8%	85 8%	168 15%	67 6%	59 5%	66 6%	123 11%	137 13%	45 4%	141 13%	104 10%
2nd (90)	102 9%	105 10%	133 12%	95 9%	63 6%	99 9%	61 6%	112 10%	79 7%	130 12%	108 10%
3rd (80)	89 8%	99 9%	145 13%	82 8%	103 10%	80 7%	60 5%	86 8%	105 10%	133 12%	104 10%
4th (70)	96 9%	111 10%	108 10%	130 12%	54 5%	105 10%	66 6%	103 10%	136 12%	101 9%	75 7%
5th (60)	68 6%	105 10%	111 10%	122 11%	104 10%	144 13%	58 5%	91 8%	98 9%	88 8%	96 9%
6th (50)	112 10%	105 10%	75 7%	132 12%	108 10%	116 11%	71 7%	63 6%	125 12%	100 9%	78 7%
7th (40)	123 11%	122 11%	77 7%	106 10%	92 9%	100 9%	75 7%	84 8%	141 13%	101 9%	66 6%
8th (30)	97 9%	95 9%	85 8%	111 10%	115 11%	151 14%	55 5%	75 7%	137 13%	81 7%	84 8%
9th (20)	107 10%	109 10%	92 8%	106 10%	123 11%	98 9%	81 7%	93 9%	119 11%	87 8%	69 6%
10th (10)	110 10%	91 8%	58 5%	87 8%	157 14%	70 6%	133 12%	116 11%	57 5%	64 6%	142 13%
Least important (0)	90 8%	58 5%	34 3%	47 4%	107 10%	58 5%	304 28%	125 11%	44 4%	59 5%	160 15%
Mean score	48.72	51.61	61.15	51.03	42.8	50.47	38.45	50.78	50.02	57.71	47.26
Standard Deviation	31.298	29.794	30.132	28.23	30.378	28.246	36.177	34.203	26.72	30.914	34.442
Error Variance	0.902	0.817	0.836	0.734	0.85	0.735	1.205	1.077	0.657	0.88	1.092

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	
Unweighted Base	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Most important (100)	91 8%	49 9%	42 8%	13 11%	14 8%	10 6%	14 7%	12 7%	28 10%	36 13%	13 6%	14 19%	2 3%	26 6%
2nd (90)	102 9%	63 12%	39 7%	6 6%	9 5%	11 7%	18 10%	27 17%	30 11%	29 10%	18 9%	8 11%	4 7%	38 9%
3rd (80)	89 8%	45 9%	44 8%	6 6%	12 6%	14 8%	13 7%	14 9%	28 11%	34 12%	5 2%	7 10%	7 10%	36 9%
4th (70)	96 9%	56 11%	41 7%	8 7%	8 4%	26 15%	19 10%	12 7%	24 9%	35 12%	17 8%	5 7%	2 3%	32 8%
5th (60)	68 6%	41 8%	28 5%	7 6%	10 5%	15 9%	7 4%	9 6%	20 8%	24 9%	15 7%	7 10%	1 1%	19 5%
6th (50)	112 10%	60 11%	53 10%	16 14%	30 16%	13 7%	13 7%	19 12%	23 9%	33 12%	23 11%	8 10%	12 18%	30 7%
7th (40)	123 11%	59 11%	60 11%	11 10%	22 12%	24 14%	16 9%	20 13%	30 11%	19 7%	25 12%	4 6%	13 19%	48 12%
8th (30)	97 9%	41 8%	56 10%	9 8%	10 5%	13 7%	26 14%	15 9%	24 9%	21 8%	22 11%	4 5%	2 3%	47 12%
9th (20)	107 10%	43 8%	61 11%	5 5%	30 16%	11 6%	24 13%	10 6%	28 10%	15 5%	33 16%	10 14%	10 15%	35 9%
10th (10)	110 10%	34 7%	76 14%	16 14%	27 14%	20 12%	12 7%	17 11%	18 7%	15 5%	20 10%	4 5%	9 13%	59 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" - 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	
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Least important (0)	90 8%	37 7%	52 10%	17 15% GH*	15 8% *	17 10% *	20 11% *	6 4% *	15 5%	19 7%	14 7%	4 5% *	5 8% *	38 9%
Mean score	48.72	53.58	44.31	44.58	42.24	47.61	46.52	53.99	54.03	58.19	44.42	59.05	41.52	45.12
Standard Deviation	31.298	B 30.581	31.436	*	*	*	*	D*	CD	JLM		JLM*	*	
Error Variance	0.902	1.774	1.793	9.677	4.91	5.301	5.534	5.74	3.553	3.321	4.25	13.968	11.922	2.465

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
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Most important (100)	91 8%	34 11%	34 11%	21 5%
2nd (90)	102 9%	34 11%	30 10%	34 8%
3rd (80)	89 8%	33 10%	24 8%	26 7%
4th (70)	96 9%	33 10%	26 9%	35 9%
5th (60)	68 6%	26 8%	25 8%	15 4%
6th (50)	112 10%	23 7%	36 12%	47 12%
7th (40)	123 11%	34 11%	33 11%	46 12%
8th (30)	97 9%	26 8%	22 7%	47 12%
9th (20)	107 10%	31 10%	37 12%	38 9%
10th (10)	110 10%	21 6%	24 8%	57 14%
				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" - Generating economic growth

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Weighted Base	1086	319	308	399
Least important (0)	90 8%	25 8%	17 5%	32 8%
Mean score	48.72	53.53	52.26	44.1
Standard Deviation	31.298	P 31.641	P 30.804	30.148
Error Variance	0.902	3.138	3.083	2.278

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Most important (100)	85 8%	43 8%	38 7%	7 6%	21 11%	19 11%	22 12%	10 6%	6 2%	23 8%	11 5%	5 7%	3 4%	33 8%
				*	H*	H*	H*	*				*	*	
2nd (90)	105 10%	63 12%	42 8%	10 8%	17 9%	13 8%	15 8%	16 10%	34 13%	44 16%	14 7%	7 10%	2 3%	34 8%
				*	*	*	*	*		JL		*	*	
3rd (80)	99 9%	47 9%	52 9%	15 13%	14 8%	17 10%	13 7%	15 9%	25 9%	29 10%	20 10%	3 4%	6 9%	36 9%
				*	*	*	*	*				*	*	
4th (70)	111 10%	44 8%	64 12%	22 19%	17 9%	12 7%	21 12%	13 8%	25 9%	26 9%	12 6%	7 10%	7 10%	49 12%
				E*	*	*	*	*				*	*	
5th (60)	105 10%	44 8%	61 11%	11 10%	17 9%	13 8%	12 7%	12 7%	40 15%	32 11%	14 7%	9 12%	7 11%	39 10%
				*	*	*	*	*				*	*	
6th (50)	105 10%	52 10%	53 10%	8 7%	13 7%	28 16%	24 13%	9 5%	23 9%	37 13%	19 9%	4 6%	5 8%	36 9%
				*	*	*	*	*				*	*	
7th (40)	122 11%	53 10%	69 12%	7 6%	24 13%	22 13%	27 15%	13 8%	29 11%	21 7%	27 13%	5 7%	11 16%	54 13%
				*	*	*	*	*				*	*	
8th (30)	95 9%	48 9%	47 9%	12 11%	18 10%	13 8%	6 3%	24 15%	22 8%	19 7%	22 11%	9 12%	4 6%	34 8%
				*	*	*	*	F*				*	*	
9th (20)	109 10%	55 11%	53 10%	9 8%	21 11%	13 8%	17 9%	18 11%	31 12%	24 9%	28 14%	6 7%	10 14%	40 10%
				*	*	*	*	*				*	*	
10th (10)	91 8%	56 11%	35 6%	5 4%	13 7%	16 9%	18 10%	12 7%	27 10%	20 7%	22 11%	16 21%	7 11%	25 6%
				*	*	*	*	*				IM*	*	

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	
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Least important (0)	58 5%	22 4%	37 7%	10 8% *	8 5% *	7 4% *	8 4% *	19 12% H*	6 2%	6 2%	15 7% I	4 5% *	5 8% *	28 7%
Mean score	51.61	51.77	51.02	53.93 *	52.73 *	52.69 *	53.51 *	46.48 *	50.91	58.11 JKLM	44.81	44.99 *	43.42 *	51.56
Standard Deviation	29.794	30.502	29.008	29.495	30.513	29.72	30.335	31.771	27.703	28.548	29.602	31.449	28.051	29.604
Error Variance	0.817	1.764	1.527	7.567	5.038	5.069	5.03	6.285	2.86	2.909	4.278	13.191	11.756	2.152

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
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Most important (100)	85 8%	22 7%	22 7%	33 8%
2nd (90)	105 10%	46 14% O	19 6%	37 9%
3rd (80)	99 9%	34 11%	21 7%	38 9%
4th (70)	111 10%	43 14% O	15 5%	48 12% O
5th (60)	105 10%	36 11%	24 8%	38 10%
6th (50)	105 10%	27 9%	33 11%	40 10%
7th (40)	122 11%	25 8%	47 15% N	45 11%
8th (30)	95 9%	22 7%	34 11%	32 8%
9th (20)	109 10%	30 9%	32 10%	36 9%
10th (10)	91 8%	22 7%	41 13% N	26 7%

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+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Weighted Base	1086	319	308	399
Least important (0)	58 5%	12 4%	20 6%	24 6%
Mean score	51.61	56.6	44.54	52.94
Standard Deviation	29.794	O 29.095	29.496	O 29.654
Error Variance	0.817	2.653	2.827	2.204

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+

	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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	523	551	115	185	174	183	161	268	280	205	75	67	407
Most important (100)	168 15%	73 14%	95 17%	15 13% *	21 11% *	20 11% *	32 18% *	34 21% *	46 17%	38 14%	37 18%	9 12% *	11 16% *	64 16%
2nd (90)	133 12%	41 8%	92 17% A	15 13% *	23 12% *	16 9% *	15 8% *	19 12% *	45 17%	31 11%	28 14%	2 3% *	16 25% IK*	49 12%
3rd (80)	145 13%	71 13%	75 14%	8 7% *	21 11% *	18 10% *	33 18% *	25 16% *	41 15%	35 13%	36 17%	10 14% *	11 16% *	46 11%
4th (70)	108 10%	54 10%	55 10%	7 6% *	21 11% *	23 13% *	11 6% *	18 11% *	29 11%	33 12%	25 12%	10 14% *	6 9% *	30 7%
5th (60)	111 10%	47 9%	60 11%	14 12% *	28 15% *	19 11% *	14 8% *	10 6% *	26 10%	36 13%	20 10%	9 12% *	5 7% *	29 7%
6th (50)	75 7%	47 9%	28 5%	7 6% *	15 8% *	14 8% *	9 5% *	11 7% *	18 7%	13 5%	12 6%	7 10% *	4 6% *	38 9%
7th (40)	77 7%	47 9%	30 5%	10 8% *	14 7% *	15 8% *	9 5% *	12 7% *	18 7%	24 9%	8 4%	4 5% *	5 7% *	29 7%
8th (30)	85 8%	51 10%	29 5%	10 8% *	12 6% *	16 9% *	29 16% GH*	6 4% *	12 5%	23 8%	11 5%	12 16% J*	2 3% *	37 9%
9th (20)	92 8%	51 10%	41 7%	21 18% EH*	12 7% *	9 5% *	22 12% *	11 7% *	16 6%	25 9%	9 4%	7 10% *	2 3% *	46 11%
10th (10)	58 5%	27 5%	31 6%	4 3% *	10 5% *	15 8% *	7 4% *	9 6% *	14 5%	12 4%	12 6%	- -	3 4% *	28 7%

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+

		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	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Least important (0)	34 3%	19 4%	15 3%	4 3% *	8 5% *	11 6% *	3 1% *	3 2% *	5 2%	9 3%	7 3%	4 5% *	1 2% *	13 3%
Mean score	61.15	57.27	65.1	55.57	59.35	55.38	59.78	66.14	66.47	60.17	66.29	56.57	69.91	58.04
Standard Deviation	30.132	29.931	29.93	31.066	29.173	30.736	30.645	29.956	28.62	29.491	29.447	27.988	27.73	31.498
Error Variance	0.836	1.699	1.625	8.394	4.605	5.421	5.133	5.588	3.052	3.105	4.233	10.448	11.489	2.436

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
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Most important (100)	168 15%	46 14%	38 12%	65 16%
2nd (90)	133 12%	41 13%	39 13%	50 13%
3rd (80)	145 13%	55 17%	44 14%	42 11%
4th (70)	108 10%	29 9%	48 15%	24 6%
5th (60)	111 10%	31 10%	30 10%	47 12%
6th (50)	75 7%	27 9%	19 6%	23 6%
7th (40)	77 7%	18 6%	23 8%	34 8%
8th (30)	85 8%	20 6%	24 8%	41 10%
9th (20)	92 8%	21 7%	19 6%	41 10%
10th (10)	58 5%	18 6%	11 4%	26 7%

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
		N	O	P
Weighted Base	1086	319	308	399
Least important (0)	34 3%	13 4%	14 5%	5 1%
Mean score	61.15	62.32	61.62	59.52
Standard Deviation	30.132	29.941	28.995	30.583
Error Variance	0.836	2.81	2.731	2.344

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Most important (100)	67 6%	25 5%	42 8%	6 5%	5 3%	11 6%	7 4%	7 4%	31 12%	25 9%	17 8%	2 3%	3 4%	18 4%
2nd (90)	95 9%	51 10%	44 8%	5 5%	7 4%	7 4%	18 10%	18 11%	40 15%	33 12%	19 9%	10 14%	9 14%	22 5%
3rd (80)	82 8%	44 8%	39 7%	4 4%	13 7%	9 5%	11 6%	16 10%	30 11%	28 10%	18 9%	11 14%	7 11%	17 4%
4th (70)	130 12%	63 12%	67 12%	7 6%	22 12%	31 18%	26 14%	18 11%	27 10%	36 13%	20 10%	8 10%	15 22%	47 12%
5th (60)	122 11%	63 12%	59 11%	11 9%	24 13%	19 11%	20 11%	25 15%	24 9%	26 9%	23 11%	6 8%	8 11%	52 13%
6th (50)	132 12%	46 9%	82 15%	11 10%	23 12%	20 11%	24 13%	22 14%	31 12%	29 10%	25 12%	6 8%	6 9%	59 15%
7th (40)	106 10%	54 10%	53 10%	7 6%	19 10%	16 9%	25 13%	11 7%	29 11%	36 13%	18 9%	10 13%	2 3%	40 10%
8th (30)	111 10%	51 10%	60 11%	14 12%	19 11%	21 12%	13 7%	21 13%	22 8%	27 10%	18 9%	9 12%	11 17%	38 9%
9th (20)	106 10%	49 9%	58 10%	18 16%	25 14%	21 12%	11 6%	14 9%	17 6%	20 7%	14 7%	5 6%	3 5%	51 13%
10th (10)	87 8%	52 10%	31 6%	16 14%	19 10%	13 8%	18 10%	8 5%	13 5%	10 4%	19 9%	5 6%	2 3%	48 12%

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	
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Least important (0)	47 4%	30 6%	17 3%	17 14% EGH*	9 5% *	6 4% *	10 6% *	2 1% *	3 1%	10 4%	15 7%	5 7% *	1 1% *	15 4%
Mean score	51.03	49.72	52.6	37.11 *	44.89 *	49.18 C*	49.97 C*	54.74 CD*	60.93 CDEF	57.18 M	51.53	52.56 *	59.53 M*	45.96
Standard Deviation	28.23	28.984	27.409	29.641	26.418	27.084	27.687	25.637	27.773	27.94	30.328	29.032	25.316	26.781
Error Variance	0.734	1.593	1.363	7.642	3.777	4.209	4.19	4.093	2.874	2.787	4.49	11.241	9.576	1.761

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	1086	434	429	184
Weighted Base	1086	319	308	399
Most important (100)	67 6%	26 8%	27 9%	12 3%
		P		
2nd (90)	95 9%	40 13%	31 10%	18 5%
		P		
3rd (80)	82 8%	32 10%	32 10%	16 4%
		P		
4th (70)	130 12%	34 11%	46 15%	45 11%
5th (60)	122 11%	32 10%	39 13%	41 10%
6th (50)	132 12%	41 13%	29 9%	60 15%
7th (40)	106 10%	38 12%	25 8%	35 9%
8th (30)	111 10%	26 8%	22 7%	53 13%
9th (20)	106 10%	29 9%	20 6%	52 13%
10th (10)	87 8%	12 4%	20 6%	48 12%
				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" - Investing more in social care for the elderly

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Weighted Base	1086	319	308	399
Least important (0)	47 4%	9 3%	19 6%	18 5%
Mean score	51.03	56.65	56.02	43.27
Standard Deviation	28.23	P 27.647	P 29.279	26.078
Error Variance	0.734	2.396	2.785	1.704

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Most important (100)	59 5%	27 5%	32 6%	5 4%	8 5%	5 3%	6 3%	15 10%	20 7%	20 7%	8 4%	3 4%	3 4%	23 6%
2nd (90)	63 6%	33 6%	30 5%	8 7%	11 6%	12 7%	12 7%	8 5%	11 4%	20 7%	8 4%	4 6%	2 3%	25 6%
3rd (80)	103 10%	55 10%	49 9%	5 4%	24 13%	24 14%	21 12%	9 6%	21 8%	29 10%	20 10%	10 14%	5 8%	30 7%
4th (70)	54 5%	28 5%	27 5%	5 5%	14 8%	5 3%	9 5%	2 1%	19 7%	15 5%	12 6%	7 9%	1 1%	19 5%
5th (60)	104 10%	57 11%	47 9%	15 13%	19 10%	12 7%	19 11%	10 6%	29 11%	33 12%	22 11%	6 8%	7 10%	36 9%
6th (50)	108 10%	61 11%	48 9%	10 9%	11 6%	16 9%	11 6%	27 17%	34 13%	37 13%	13 7%	13 17%	9 13%	35 9%
7th (40)	92 9%	41 8%	47 9%	11 10%	23 13%	13 7%	9 5%	4 3%	32 12%	36 13%	18 9%	4 6%	3 4%	30 7%
8th (30)	115 11%	51 10%	63 11%	15 13%	24 13%	19 11%	23 12%	11 7%	24 9%	28 10%	18 9%	4 5%	8 11%	51 13%
9th (20)	123 11%	57 11%	63 11%	11 10%	12 6%	23 13%	28 15%	25 15%	24 9%	14 5%	24 12%	7 9%	5 8%	64 16%
10th (10)	157 14%	63 12%	95 17%	14 12%	20 11%	28 16%	33 18%	27 17%	35 13%	26 9%	38 19%	11 15%	15 22%	55 13%

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
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Least important (0)	107 10%	56 11%	51 9%	15 13% *	19 10% *	17 10% *	13 7% *	22 14% *	20 8%	23 8%	24 12%	6 8% *	10 15% *	38 9%
Mean score	42.8	44.31	41.5	40.31 *	45.65 *	41.67 *	41.49 *	39.64 *	45.41	49.28 JLM	39.01	47 *	35.63 *	41.33
Standard Deviation	30.378	30.317	30.554	29.593	30.126	30.74	30.125	32.575	29.346	29.594	30.073	30.098	30.048	30.171
Error Variance	0.85	1.743	1.694	7.617	4.911	5.422	4.96	6.607	3.209	3.126	4.415	12.082	13.49	2.235

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+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Most important (100)	59 5%	24 8%	15 5%	19 5%
2nd (90)	63 6%	18 6%	19 6%	15 4%
3rd (80)	103 10%	29 9%	19 6%	47 12%
4th (70)	54 5%	13 4%	20 6%	19 5%
5th (60)	104 10%	32 10%	25 8%	43 11%
6th (50)	108 10%	39 12%	32 10%	32 8%
7th (40)	92 9%	31 10%	28 9%	31 8%
8th (30)	115 11%	32 10%	31 10%	39 10%
9th (20)	123 11%	23 7%	35 11%	61 15% N
10th (10)	157 14%	39 12%	61 20% N	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+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
	N	O	P	
Weighted Base	1086	319	308	399
Least important (0)	107 10%	39 12%	23 8%	38 10%
Mean score	42.8	44.34	40.91	41.88
Standard Deviation	30.378	31.228	29.737	29.955
Error Variance	0.85	3.057	2.873	2.248

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Most important (100)	66 6%	31 6%	34 6%	7 6%	19 10%	16 9%	9 5%	7 4%	9 3%	14 5%	13 6%	7 10%	6 9%	24 6%
2nd (90)	99 9%	40 8%	59 11%	16 14%	23 12%	23 13%	10 5%	3 2%	25 9%	19 7%	15 7%	5 7%	9 13%	48 12%
3rd (80)	80 7%	30 6%	47 9%	13 11%	13 7%	10 6%	15 8%	8 5%	22 8%	15 5%	15 7%	5 6%	6 9%	36 9%
4th (70)	105 10%	53 10%	48 9%	14 12%	20 11%	11 7%	21 11%	9 5%	31 11%	29 10%	24 12%	6 8%	3 4%	35 8%
5th (60)	144 13%	76 14%	68 12%	10 9%	18 10%	30 17%	28 16%	31 19%	26 10%	25 9%	21 10%	18 24%	6 10%	69 17%
6th (50)	116 11%	59 11%	57 10%	16 14%	13 7%	10 6%	15 8%	29 18%	34 13%	33 12%	20 10%	10 13%	7 11%	39 10%
7th (40)	100 9%	39 7%	60 11%	10 9%	16 9%	20 12%	20 11%	13 8%	21 8%	25 9%	26 13%	5 6%	3 5%	33 8%
8th (30)	151 14%	89 17%	63 11%	15 13%	25 14%	20 12%	29 16%	17 11%	44 16%	45 16%	28 13%	3 4%	7 11%	62 15%
9th (20)	98 9%	42 8%	57 10%	3 3%	9 5%	17 10%	21 11%	23 15%	25 9%	33 12%	17 8%	9 12%	9 14%	24 6%
10th (10)	70 6%	36 7%	33 6%	9 8%	16 8%	9 5%	10 6%	10 6%	16 6%	27 10%	11 5%	2 3%	4 6%	24 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" - 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	
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Least important (0)	58 5%	33 6%	25 5%	1 1% *	15 8% *	8 4% *	6 3% *	12 8% *	17 6%	15 5%	16 8%	6 7% *	7 10% *	14 3%
Mean score	50.47	48.78	51.8	57.38 GH*	52.73 G*	53.97 G*	49.19 *	43.67 *	48.62	45.69	49.1	53.55 *	49.79 *	54.05 I
Standard Deviation	28.246	28.043	28.422	26.908	31.633	29.232	26.191	25.507	27.706	27.994	28.552	28.709	32.596	27.436
Error Variance	0.735	1.491	1.466	6.298	5.415	4.904	3.749	4.051	2.861	2.797	3.98	10.992	15.875	1.848

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+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Most important (100)	66 6%	13 4%	24 8%	27 7%
2nd (90)	99 9%	26 8%	22 7%	48 12%
3rd (80)	80 7%	16 5%	21 7%	36 9%
4th (70)	105 10%	32 10%	22 7%	42 10%
5th (60)	144 13%	38 12%	46 15%	49 12%
6th (50)	116 11%	33 10%	38 12%	39 10%
7th (40)	100 9%	20 6%	38 12% N	36 9%
8th (30)	151 14%	52 16%	39 13%	60 15%
9th (20)	98 9%	29 9%	33 11%	27 7%
10th (10)	70 6%	36 11% O	11 4%	20 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



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+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	1086	319	308	399
Least important (0)	58 5%	25 8%	15 5%	18 5%
Mean score	50.47	44.85	50.71	53.97
Standard Deviation	28.246	28.814	N	N
Error Variance	0.735	2.602	2.449	2.002

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



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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Most important (100)	123 11%	58 11%	65 12%	7 6%	5 3%	12 7%	21 12%	19 12%	58 22%	62 22%	7 3%	2 2%	11 17%	35 9%
				*	*	*	*	D*	CDE	JKM		*	JK*	
2nd (90)	61 6%	37 7%	24 4%	1 1%	16 9%	8 5%	12 7%	8 5%	14 5%	25 9%	15 7%	4 5%	1 1%	11 3%
				*	*	*	*	*	*	M		*	*	
3rd (80)	60 5%	34 7%	25 5%	4 4%	8 5%	3 2%	9 5%	14 9%	20 8%	27 10%	9 4%	3 4%	4 6%	17 4%
				*	*	*	*	*	*			*	*	
4th (70)	66 6%	32 6%	34 6%	8 7%	12 6%	6 3%	3 2%	17 11%	19 7%	21 8%	10 5%	1 1%	2 4%	29 7%
				*	*	*	*	F*				*	*	
5th (60)	58 5%	26 5%	31 6%	4 3%	2 1%	11 6%	9 5%	10 6%	21 8%	18 7%	19 9%	1 1%	2 3%	16 4%
				*	*	*	*	*	*			*	*	
6th (50)	71 7%	39 7%	32 6%	10 8%	18 10%	17 10%	5 3%	5 3%	15 6%	18 6%	11 5%	3 4%	3 4%	35 8%
				*	*	*	*	*	*			*	*	
7th (40)	75 7%	44 8%	31 6%	13 12%	12 7%	9 5%	12 6%	18 11%	11 4%	16 6%	16 8%	4 5%	7 10%	28 7%
				*	*	*	*	*	*			*	*	
8th (30)	55 5%	33 6%	22 4%	8 7%	12 7%	13 8%	10 5%	3 2%	9 3%	12 4%	9 4%	4 5%	4 7%	24 6%
				*	*	*	*	*	*			*	*	
9th (20)	81 7%	42 8%	39 7%	10 9%	11 6%	18 10%	11 6%	18 11%	13 5%	23 8%	15 7%	8 10%	6 9%	28 7%
				*	*	*	*	*	*			*	*	
10th (10)	133 12%	61 12%	72 13%	14 13%	35 19%	31 18%	24 13%	19 12%	10 4%	21 8%	22 11%	11 14%	12 18%	61 15%
				H*	H*	H*	H*	H*				*	*	

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	
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Least important (0)	304 28%	121 23%	176 32%	35 30%	53 29%	44 26%	66 36%	30 19%	75 28%	36 13%	73 36%	35 47%	14 22%	124 30%
			A	*	*	*	G*	*			I	ILM*	*	I
Mean score	38.45	41.43	36.12	31.09	31.98	32.36	34.07	44.47	49.42	56.42	31.82	20.7	38.85	33.25
				*	*	*	*	CDE*	CDEF	JKLM	K	*	K*	K
Standard Deviation	36.177	35.606	36.525	31.091	32.549	32.136	37.443	35.485	39.539	36.366	33.042	29.176	36.877	33.809
Error Variance	1.205	2.404	2.42	8.408	5.733	5.926	7.663	7.841	5.826	4.721	5.33	11.352	20.318	2.807

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+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Most important (100)	123 11%	71 22% OP	21 7%	22 6%
2nd (90)	61 6%	25 8%	14 5%	14 3%
3rd (80)	60 5%	27 9%	13 4%	17 4%
4th (70)	66 6%	36 11% OP	13 4%	11 3%
5th (60)	58 5%	23 7%	15 5%	16 4%
6th (50)	71 7%	26 8%	13 4%	24 6%
7th (40)	75 7%	28 9%	13 4%	26 7%
8th (30)	55 5%	16 5%	14 5%	23 6%
9th (20)	81 7%	24 7%	30 10%	28 7%
10th (10)	133 12%	16 5%	39 13% N	71 18% 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+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Weighted Base	1086	319	308	399
Least important (0)	304 28%	27 8%	121 39%	146 37%
		N	N	
Mean score	38.45	59.42	28.9	27.21
		OP		
Standard Deviation	36.177	33.33	34.115	31.975
Error Variance	1.205	3.482	3.781	2.562

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	
Unweighted Base	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Most important (100)	137 13%	77 15%	58 10%	15 13%	21 12%	31 18%	26 14%	13 8%	31 11%	21 7%	34 17%	10 14%	10 15%	54 13%
2nd (90)	112 10%	57 11%	55 10%	12 11%	12 6%	21 12%	20 11%	29 18%	17 6%	15 5%	25 12%	9 12%	9 13%	50 12%
3rd (80)	86 8%	39 7%	43 8%	7 6%	19 10%	19 11%	17 9%	11 7%	13 5%	19 7%	29 14%	6 7%	3 4%	25 6%
4th (70)	103 10%	37 7%	66 12%	13 11%	23 12%	19 11%	8 4%	19 12%	22 8%	19 7%	15 7%	3 4%	8 11%	55 14%
5th (60)	91 8%	36 7%	55 10%	19 17%	9 5%	16 9%	22 12%	5 3%	20 7%	14 5%	17 8%	3 4%	3 5%	51 13%
6th (50)	63 6%	30 6%	34 6%	6 5%	12 6%	6 4%	17 9%	10 6%	13 5%	12 4%	19 9%	5 7%	4 6%	19 5%
7th (40)	84 8%	36 7%	47 9%	15 13%	20 11%	3 2%	21 11%	11 7%	15 5%	13 5%	11 5%	7 9%	9 14%	39 10%
8th (30)	75 7%	43 8%	33 6%	2 2%	21 11%	14 8%	8 4%	16 10%	14 5%	18 6%	22 11%	12 16%	5 8%	18 4%
9th (20)	93 9%	46 9%	48 9%	15 13%	22 12%	10 6%	6 4%	9 5%	31 12%	34 12%	10 5%	8 11%	3 5%	32 8%
10th (10)	116 11%	56 11%	61 11%	7 6%	8 4%	14 8%	22 12%	18 11%	47 17%	66 23%	14 7%	9 12%	3 5%	21 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



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	
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Least important (0)	125 11%	72 14%	52 9%	4 3% *	19 10% *	22 12% *	14 8% *	21 13% *	46 17% C	51 18% JK	9 4%	3 4% *	10 15% J*	44 11%
Mean score	50.78	49.87	51.14	57.08	50.71	56.97	54.63	50.69	41.55	35.76	60.65	50.52	52.54	55.66
Standard Deviation	34.203	35.605	32.748	29.917	32.027	35.597	32.904	34.739	35.277	33.56	31.259	33.374	35.022	32.686
Error Variance	1.077	2.404	1.946	7.785	5.551	7.271	5.918	7.514	4.638	4.02	4.77	14.855	18.325	2.623

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+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Most important (100)	137 13%	35 11%	44 14%	54 13%
2nd (90)	112 10%	24 7%	36 12%	47 12%
3rd (80)	86 8%	20 6%	31 10%	30 7%
4th (70)	103 10%	15 5%	26 8%	56 14%
5th (60)	91 8%	27 9%	16 5%	40 10%
6th (50)	63 6%	19 6%	23 7%	18 5%
7th (40)	84 8%	13 4%	21 7%	45 11%
8th (30)	75 7%	26 8%	26 9%	20 5%
9th (20)	93 9%	39 12%	25 8%	24 6%
10th (10)	116 11%	47 15%	39 13%	25 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" - Reducing income inequality between the richest and the poorest

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	1086	319	308	399
Least important (0)	125 11%	54 17% O	21 7%	41 10%
Mean score	50.78	41.88	53.71	55.97
Standard Deviation	34.203	34.912	N	N
Error Variance	1.077	3.821	3.732	2.668

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Most important (100)	45 4%	18 3%	27 5%	9 8% H*	13 7% H*	7 4% *	6 3% *	9 5% H*	- -	8 3%	8 4%	4 5% *	4 6% *	21 5%
2nd (90)	79 7%	35 7%	40 7%	11 10% *	15 8% *	15 9% *	21 11% H*	8 5% *	9 3%	16 6%	18 9%	7 9% *	2 2% *	33 8%
3rd (80)	105 10%	36 7%	69 12% A	16 14% H*	26 14% H*	16 9% *	18 10% *	16 10% *	12 5%	18 6%	9 4%	2 3% *	6 10% *	65 16% IJK
4th (70)	136 12%	78 15%	58 10%	9 8% *	28 15% *	15 9% *	25 14% *	23 14% *	35 13%	26 9%	28 14%	9 12% *	12 18% *	54 13%
5th (60)	98 9%	50 10%	48 9%	7 6% *	21 11% *	18 10% *	17 9% *	13 8% *	23 8%	27 10%	21 10%	12 15% *	6 9% *	25 6%
6th (50)	125 12%	57 11%	68 12%	16 14% G*	15 8% *	28 16% G*	24 13% *	5 3% *	37 14% G	34 12%	24 12%	2 3% *	4 6% *	49 12%
7th (40)	141 13%	76 14%	65 12%	23 20% F*	15 8% *	21 12% *	13 7% *	30 19% F*	39 15%	37 13%	25 12%	13 18% *	8 13% *	55 14%
8th (30)	137 13%	37 7%	97 18% A	10 9% *	17 9% *	22 12% *	20 11% *	18 11% *	50 19%	44 16% M	25 12%	11 15% *	9 14% *	33 8%
9th (20)	119 11%	72 14%	47 9%	9 8% *	18 10% *	18 10% *	27 15% *	15 9% *	33 12%	35 12%	26 13%	6 8% *	10 15% *	43 10%
10th (10)	57 5%	34 6%	23 4%	2 2% *	7 4% *	7 4% *	11 6% *	12 7% *	18 7%	21 7%	11 5%	5 7% *	4 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



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	
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Least important (0)	44 4%	35 7% B	10 2%	1 1% *	9 5% *	8 5% *	2 1% *	11 7% *	13 5%	14 5%	10 5%	4 6% *	2 2% *	14 3%
Mean score	50.02	47.5	52.26	57.01	55.83	50.32	52.76	48.15	42.08	44.99	48.29	48.2	49.31	54.6
Standard Deviation	26.72	27.372	25.814	25.736	28.198	26.632	26.756	28.447	22.879	26.018	26.869	27.537	26.528	26.993
Error Variance	0.657	1.421	1.209	5.761	4.303	4.07	3.913	5.039	1.951	2.416	3.524	10.113	10.515	1.789

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+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Most important (100)	45 4%	4 1%	14 4%	24 6%
2nd (90)	79 7%	18 6%	25 8%	30 8%
3rd (80)	105 10%	20 6%	16 5%	65 16%
4th (70)	136 12%	39 12%	33 11%	58 14%
5th (60)	98 9%	23 7%	33 11%	37 9%
6th (50)	125 12%	39 12%	27 9%	46 12%
7th (40)	141 13%	46 15%	37 12%	51 13%
8th (30)	137 13%	44 14%	48 16%	32 8%
9th (20)	119 11%	39 12%	33 11%	44 11%
10th (10)	57 5%	22 7%	25 8%	10 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



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+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Weighted Base	1086	319	308	399
Least important (0)	44 4%	24 8% P	18 6% P	2 1%
Mean score	50.02	43.55	46.5	57.2 NO
Standard Deviation	26.72	25.986	27.82	25.146
Error Variance	0.657	2.117	2.515	1.585

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	523	551	115	185	174	183	161	268	280	205	75	67	407
Most important (100)	141 13%	77 15%	64 12%	23 20% GH*	41 22% GH*	25 14% *	26 14% *	10 6% *	16 6%	16 6%	28 13% I	7 9% *	8 12% *	77 19% I
2nd (90)	130 12%	63 12%	67 12%	19 17% H*	26 14% *	33 19% H*	23 13% *	12 8% *	16 6%	20 7%	26 13%	4 5% *	6 8% *	64 16% I
3rd (80)	133 12%	66 13%	67 12%	20 17% *	25 14% *	20 12% *	18 10% *	19 12% *	30 11%	23 8%	26 13%	6 8% *	9 13% *	60 15%
4th (70)	101 9%	48 9%	53 10%	10 9% *	8 4% *	17 10% *	21 11% *	20 13% *	26 10%	25 9%	26 13%	3 4% *	11 16% *	32 8%
5th (60)	88 8%	42 8%	46 8%	5 4% *	20 11% *	4 2% *	21 12% E*	14 9% *	24 9%	25 9%	19 9%	4 6% *	8 11% *	28 7%
6th (50)	100 9%	38 7%	59 11%	11 10% *	20 11% *	16 9% *	18 10% *	11 7% *	24 9%	22 8%	19 9%	14 18% I*	8 12% *	33 8%
7th (40)	101 9%	39 7%	62 11%	3 2% *	10 5% *	18 10% *	23 13% *	24 15% C*	23 8%	30 11%	15 7%	12 16% *	2 3% *	38 9%
8th (30)	81 7%	45 9%	35 6%	4 4% *	10 5% *	15 9% *	6 3% *	19 12% *	26 10%	23 8%	14 7%	8 10% *	7 10% *	29 7%
9th (20)	87 8%	43 8%	44 8%	7 6% *	10 5% *	9 5% *	11 6% *	12 8% *	38 14%	40 14% JM	14 7%	9 12% *	6 9% *	19 5%
10th (10)	64 6%	33 6%	29 5%	6 5% *	9 5% *	8 5% *	5 3% *	10 6% *	26 10%	29 10% M	11 6%	5 7% *	2 3% *	10 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



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	
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Least important (0)	59 5%	35 7%	25 4%	7 6% *	6 3% *	9 5% *	9 5% *	9 5% *	20 7%	28 10% J	7 3%	3 4% *	1 2% *	17 4%
Mean score	57.71	57.73	57.97	66.75 GH*	65.94 GH*	61.43 GH*	61.14 GH*	51.81 *	46.94	44.83	61.1 IK	47.92 *	60.64 IK*	65.61 IK
Standard Deviation	30.914	32.094	29.739	31.582	30.304	31.136	28.99	28.422	30.046	30.71	29.335	28.251	27.461	29.659
Error Variance	0.88	1.953	1.605	8.675	4.969	5.563	4.593	5.03	3.364	3.366	4.201	10.645	11.267	2.16

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



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	1086	434	429	184
Weighted Base	1086	319	308	399
Most important (100)	141 13%	27 8%	26 8%	81 20%
2nd (90)	130 12%	24 8%	29 9%	67 17%
3rd (80)	133 12%	29 9%	47 15%	46 12%
4th (70)	101 9%	26 8%	32 10%	36 9%
5th (60)	88 8%	26 8%	29 9%	30 8%
6th (50)	100 9%	28 9%	37 12%	33 8%
7th (40)	101 9%	34 11%	25 8%	37 9%
8th (30)	81 7%	28 9%	25 8%	24 6%
9th (20)	87 8%	43 13%	26 8%	18 4%
10th (10)	64 6%	28 9%	17 6%	13 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



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
Weighted Base	1086	319	308	399
Least important (0)	59 5%	26 8%	15 5%	13 3%
Mean score	57.71	47.93	55.88	66.68
Standard Deviation	30.914	30.998	N 29.089	NO 29.261
Error Variance	0.88	3.012	2.749	2.146

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" - Tackling climate change and protecting the environment

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Most important (100)	104 10%	51 10%	53 10%	8 7% *	15 8% *	17 10% *	14 8% *	25 15% *	24 9%	16 6%	30 15% I	11 15% I*	7 10% *	31 8%
2nd (90)	108 10%	46 9%	59 11%	9 8% *	26 14% *	15 9% *	19 10% *	12 8% *	27 10%	27 10%	19 9%	15 20% M*	7 11% *	34 8%
3rd (80)	104 10%	61 12%	43 8%	16 14% *	9 5% *	24 14% *	15 8% *	14 9% *	26 10%	22 8%	19 9%	12 16% *	3 5% *	41 10%
4th (70)	75 7%	37 7%	38 7%	11 10% *	13 7% *	9 5% *	19 11% *	9 6% *	12 5%	16 6%	15 7%	16 22% IJLM*	1 2% *	26 6%
5th (60)	96 9%	45 9%	47 9%	12 10% *	18 10% *	17 10% *	11 6% *	22 14% *	16 6%	19 7%	13 7%	1 1% *	15 22% IJK*	44 11%
6th (50)	78 7%	40 8%	38 7%	5 4% *	15 8% *	7 4% *	23 13% *	12 8% *	16 6%	13 5%	20 10%	3 4% *	5 8% *	33 8%
7th (40)	66 6%	39 7%	27 5%	5 5% *	10 5% *	14 8% *	9 5% *	5 3% *	22 8%	24 8%	16 8%	6 8% *	5 7% *	14 3%
8th (30)	84 8%	38 7%	46 8%	16 14% *	17 9% *	8 5% *	12 7% *	10 6% *	21 8%	21 8%	17 8%	- - *	7 10% *	35 9%
9th (20)	69 6%	28 5%	41 7%	6 5% *	16 9% *	25 14% FGH*	5 3% *	6 4% *	11 4%	19 7%	17 8%	1 2% *	2 3% *	26 6%
10th (10)	142 13%	75 14%	66 12%	21 19% *	22 12% *	14 8% *	22 12% *	18 11% *	44 17%	34 12%	25 12%	8 10% *	5 8% *	61 15%

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" - Tackling climate change and protecting the environment

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	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Least important (0)	160 15%	68 13%	92 17%	6 5% *	23 12% *	24 14% *	32 18% C*	27 17% *	48 18% C	69 25% JK	14 7% IM	1 1% IJLM*	10 15% K*	63 15% JK
Mean score	47.26	48.03	46.18	49.21	47.96	48.43	46.92	50.2	43.65	39.37	52.97	68.95	48.86	44.84
Standard Deviation	34.442	33.947	34.968	31.796	33.701	34.29	34.278	35.899	35.355	34.601	33.432	28.491	33.042	33.914
Error Variance	1.092	2.185	2.218	8.793	6.146	6.747	6.422	8.025	4.658	4.273	5.456	10.826	16.312	2.824

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" - Tackling climate change and protecting the environment

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Most important (100)	104 10%	18 6%	45 15%	41 10%
		N		
2nd (90)	108 10%	24 8%	44 14%	38 10%
		N		
3rd (80)	104 10%	24 8%	39 13%	35 9%
4th (70)	75 7%	18 6%	28 9%	25 6%
5th (60)	96 9%	26 8%	26 8%	42 11%
6th (50)	78 7%	17 5%	22 7%	37 9%
7th (40)	66 6%	31 10%	18 6%	13 3%
		P		
8th (30)	84 8%	27 9%	23 8%	27 7%
9th (20)	69 6%	11 4%	19 6%	31 8%
10th (10)	142 13%	58 18%	19 6%	49 12%
		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



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" - Tackling climate change and protecting the environment

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	1086	319	308	399
Least important (0)	160 15%	65 20% O	25 8%	61 15%
Mean score	47.26	38.92	58.96	47.26
Standard Deviation	34.442	33.449	NP	N
Error Variance	1.092	3.507	3.477	2.997

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

	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	641	344	294	78	152	126	148	112	25	197	203	40	61	119
Weighted Base	583	325	251	51	147	129	136	97	23	111	129	36	39	236
More safe than it was 12 months ago	112 19%	62 19%	50 20%	19 38% EFG*	41 28%	22 17%	18 13%	11 11%	1 3%	11 10%	30 23%	7 18%	6 15%	56 24%
Less safe than it was 12 months ago	105 18%	65 20%	39 16%	11 21% *	31 21% *	16 12% *	24 18% *	18 19% *	4 17% **	13 12% *	26 20% *	15 40% **	15 39% **	30 13% *
Much the same as it was 12 months ago	295 51%	162 50%	130 52%	15 30% *	51 35% *	80 62% CD*	72 53% *	59 61% CD*	18 75% **	81 73% JM*	59 46% *	15 42% **	16 42% **	114 48% *
Don't know	71 12%	35 11%	33 13%	6 11% *	24 16% *	12 9% *	21 15% *	8 8% *	1 5% **	6 5% *	15 11% *	- - **	1 3% **	36 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



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

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

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	641	230	281	111
Weighted Base	583	130	174	255
More safe than it was 12 months ago	112 19%	26 20%	27 16%	56 22% *
Less safe than it was 12 months ago	105 18%	15 12%	39 22%	49 19% *
Much the same as it was 12 months ago	295 51%	83 64% P	93 54%	109 43% *
Don't know	71 12%	6 5%	15 9%	42 16% 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



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

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Better than it was 12 months ago	204 19%	124 24%	77 14%	21 18%	42 23%	26 15%	21 11%	25 15%	70 26%	78 28%	39 19%	18 23%	13 19%	44 11%
		B	*	*	*	*	*	*	F	M		M*	*	
Much the same as it was 12 months ago	455 42%	236 45%	215 39%	46 40%	80 43%	70 40%	94 51%	70 44%	96 36%	129 46%	84 41%	27 36%	34 51%	170 42%
				*	*	*	H*	*				*	*	
Worse than it was 12 months ago	427 39%	167 32%	260 47%	49 42%	63 34%	79 45%	69 38%	66 41%	103 38%	74 26%	82 40%	30 40%	20 30%	194 48%
			A	*	*	*	*	*			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



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	1086	434	429	184
Weighted Base	1086	319	308	399
Better than it was 12 months ago	204 19%	93 29% OP	58 19%	46 11%
Much the same as it was 12 months ago	455 42%	112 35%	126 41%	198 50% N
Worse than it was 12 months ago	427 39%	114 36%	124 40%	156 39%

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Better than it is now	292 27%	166 31%	123 22%	33 29%	58 31%	37 21%	35 19%	44 28%	85 32%	109 39%	50 24%	22 30%	22 33%	74 18%
		B		*	*	*	*	*		JM		*	*	
Much the same as it is now	499 46%	233 44%	263 48%	59 51%	98 53%	80 46%	98 54%	68 42%	96 36%	125 45%	85 41%	35 47%	30 44%	211 52%
				H*	H*	*	H*	*				*	*	
Worse than it is now	295 27%	129 24%	166 30%	23 20%	29 16%	58 33%	50 27%	48 30%	87 32%	46 16%	70 34%	18 24%	15 22%	122 30%
				*	*	D*	*	D*	D		I	*	*	I

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



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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Better than it is now	292 27%	127 40% OP	65 21%	86 21%
Much the same as it is now	499 46%	118 37%	144 47% N	212 53% N
Worse than it is now	295 27%	74 23%	99 32% N	101 25%

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	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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Easier than it was 12 months ago	97 9%	72 14%	25 5%	20 17%	43 23%	12 7%	2 1%	9 6%	10 4%	17 6%	30 15%	12 15%	6 8%	30 7%
		B		FH*	EFGH*	*	*	*			I	I*	*	
About the same as it was 12 months ago	509 47%	274 52%	229 41%	55 48%	87 47%	60 34%	78 42%	69 43%	161 60%	158 56%	91 44%	42 56%	33 49%	168 41%
		B		*	*	*	*	*	EFG	JM		*	*	
Harder than it was 12 month ago	480 44%	182 35%	297 54%	40 35%	55 29%	102 59%	103 56%	83 51%	97 36%	106 38%	83 41%	21 28%	29 43%	209 51%
			A	*	*	CDH*	CDH*	DH*				*	*	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



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	1086	434	429	184
Weighted Base	1086	319	308	399
Easier than it was 12 months ago	97 9%	28 9%	31 10%	35 9%
About the same as it was 12 months ago	509 47%	171 54% P	151 49%	162 41%
Harder than it was 12 month ago	480 44%	120 38%	127 41%	202 51% 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

HHIncPrice.The cost of living is the amount of money needed to cover basic expenses such as housing, food, taxes, and healthcare. Thinking about the last few months, would you say that your household's income has...

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Fallen behind the cost of living	535 49%	239 45%	292 53%	36 31% *	76 41% *	102 58% CD*	97 53% C*	93 58% CD*	132 49% C	135 48%	108 53%	36 49% *	33 50% *	201 49%
Kept up with the cost of living	458 42%	235 45%	219 40%	69 60% EFGH*	89 48% *	60 35% *	71 39% *	58 36% *	110 41%	126 45%	77 38%	36 48% *	28 42% *	170 42%
Or, gone up by more than cost of living?	93 9%	53 10%	40 7%	11 9% *	19 11% *	12 7% *	15 8% *	9 6% *	27 10%	19 7%	19 9%	3 4% *	5 8% *	36 9%

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



HHIncPrice.The cost of living is the amount of money needed to cover basic expenses such as housing, food, taxes, and healthcare. Thinking about the last few months, would you say that your household's income has...

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Fallen behind the cost of living	535 49%	178 56%	147 48%	186 47%
Kept up with the cost of living	458 42%	123 38%	133 43%	173 43%
Or, gone up by more than cost of living?	93 9%	18 6%	28 9%	40 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

Polling January 2022 OnLineBus Survey (S6783 - 92199809-03)

HHIncReason.What has been the main reason for your household's income falling behind the cost of living?

Base: All adults GB 18+ whose HH income has fallen behind the cost of living

	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	569	264	303	51	92	91	106	110	119	188	165	40	57	103
Weighted Base	535	239	292	36	76	102	97	93	132	135	108	36	33	201
Rising cost of food	114 21%	53 22%	61 21%	8 22% **	10 13% *	16 16% *	20 21% *	25 27% *	35 26% *	24 18%	29 27% *	8 23% *	8 25% **	40 20% *
Rising cost of petrol/diesel	37 7%	14 6%	23 8%	2 5% **	2 3% *	15 15% *	4 4% *	7 8% *	7 5% *	11 8%	4 4% *	5 13% *	1 4% **	15 8% *
The cut to universal credit	50 9%	20 8%	31 11%	9 25% **	15 19% G*	9 9% *	6 6% *	3 4% *	9 7% *	4 3%	7 6% *	3 8% *	4 12% **	31 16% I*
The end of furlough	6 1%	5 2%	1 1%	- - **	5 6% *	1 1% *	- - *	- - *	- - *	- - *	4 3% *	1 4% *	1 4% **	- - *
A recent job loss	34 6%	10 4%	25 8%	4 11% **	9 12% H*	5 5% *	10 11% *	5 5% *	1 1% *	2 1%	5 4% *	1 2% *	3 9% **	22 11% I*
Rising cost of energy bills	220 41%	106 45%	113 39%	2 6% **	17 22% *	41 41% *	43 45% *	42 46% D*	73 56% D*	79 58% JM	46 42% *	16 44% *	10 29% **	62 31% *
The rising cost of debt repayments and credit card bills	30 6%	15 6%	15 5%	6 17% **	13 17% GH*	5 5% *	4 4% *	1 1% *	2 1% *	5 4%	5 5% *	1 2% *	1 3% **	14 7% *
A period of sick leave	10 2%	7 3%	3 1%	3 9% **	- * *	5 5% *	1 1% *	- * *	- - *	1 *	- * *	- * *	4 10% **	6 3% *
Some other reason	22 4%	9 4%	13 4%	- * **	5 6% *	2 2% *	5 5% *	5 5% *	5 4% *	8 6%	7 7% *	1 4% *	1 4% **	4 2% *
Don't know	12 2%	1 *	7 2%	1 4% **	1 1% *	1 1% *	4 4% *	4 5% *	- - *	1 1%	2 2% *	- - *	- - **	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

HHIncReason.What has been the main reason for your household's income falling behind the cost of living?

Base: All adults GB 18+ whose HH income has fallen behind the cost of living

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	569	243	225	86
Weighted Base	535	178	147	186
	114	35	41	36
Rising cost of food	21%	20%	28%	19%
				*
	37	12	13	12
Rising cost of petrol/diesel	7%	7%	9%	7%
				*
	50	12	8	17
The cut to universal credit	9%	7%	6%	9%
				*
	6	4	3	-
The end of furlough	1%	2%	2%	-
				*
	34	4	4	24
A recent job loss	6%	2%	3%	13%
				NO*
	220	94	55	64
Rising cost of energy bills	41%	53%	38%	35%
		OP		*
	30	6	11	13
The rising cost of debt repayments and credit card bills	6%	4%	7%	7%
				*
	10	2	1	8
A period of sick leave	2%	1%	*	4%
				*
	22	9	10	4
Some other reason	4%	5%	7%	2%
				*
	12	1	2	8
Don't know	2%	*	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

HHIncPriceB.Thinking about the year ahead, do you think that your household's income will...

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Fall behind the cost of living	532 49%	242 46%	290 53%	31 27% *	57 31% *	92 53% CD*	98 54% CD*	95 59% CD*	159 59% CD	142 51%	110 54%	41 55% *	30 45% *	193 47%
Keep up with the cost of living	446 41%	230 44%	210 38%	66 57% FGH*	89 48% H*	72 41% *	71 39% *	57 35% *	92 34%	125 45%	70 34%	31 42% *	29 44% *	166 41%
Or, go up by more than the cost of living?	107 10%	56 11%	51 9%	19 16% H*	38 21% EFGH*	11 6% *	14 7% *	8 5% *	17 6%	13 5%	24 12% I	3 3% *	7 11% *	48 12% 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



HHIncPriceB.Thinking about the year ahead, do you think that your household's income will...

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Fall behind the cost of living	532 49%	193 60% OP	147 48%	173 43%
Keep up with the cost of living	446 41%	114 36%	134 43%	173 43%
Or, go up by more than the cost of living?	107 10%	13 4%	27 9%	53 13% 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

InflationConcern.How concerned, if at all, are you that the price of the following items will increase over the next few months? - Summary Table

Base: All adults GB 18+

	Petrol or Diesel	Fresh Food (fruit, vegetables, meat, dairy products)	Non-perishable food (tinned food, drinks)	Medicine	Clothing	Housing (mortgage payments, cost of rent)
Unweighted Base	1086	1086	1086	1086	1086	1086
Weighted Base	1086	1086	1086	1086	1086	1086
Very concerned	369 34%	335 31%	219 20%	238 22%	154 14%	348 32%
Fairly concerned	348 32%	452 42%	399 37%	336 31%	272 25%	280 26%
Not very concerned	166 15%	196 18%	332 31%	313 29%	490 45%	202 19%
Not at all concerned	137 13%	67 6%	86 8%	141 13%	121 11%	192 18%
Don't know	66 6%	36 3%	50 5%	58 5%	49 5%	64 6%

InflationConcern.How concerned, if at all, are you that the price of the following items will increase over the next few months? - Petrol or Diesel

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Very concerned	369 34%	132 25%	236 43%	33 29%	60 32%	75 43%	68 37%	50 31%	83 31%	86 31%	65 32%	22 29%	28 41%	151 37%
		A	*	*	*	*	*	*			*	*	*	
Fairly concerned	348 32%	190 36%	159 29%	35 31%	57 31%	55 31%	51 28%	54 34%	96 36%	100 36%	79 38%	26 35%	23 35%	105 26%
				*	*	*	*	*			M	*	*	
Not very concerned	166 15%	95 18%	68 12%	20 17%	19 10%	22 13%	16 9%	33 21%	56 21%	48 17%	25 12%	19 26%	10 14%	58 14%
				*	*	*	*	*	F			J*	*	
Not at all concerned	137 13%	86 16%	51 9%	10 8%	25 14%	21 12%	33 18%	20 12%	28 11%	35 13%	26 13%	6 7%	6 9%	61 15%
		B	*	*	*	*	*	*			*	*	*	
Don't know	66 6%	25 5%	38 7%	17 14%	24 13%	2 1%	16 9%	3 2%	5 2%	10 4%	11 5%	2 3%	1 1%	33 8%
				EGH*	EGH*	*	*	*	*			*	*	

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

InflationConcern.How concerned, if at all, are you that the price of the following items will increase over the next few months? - Petrol or Diesel

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Very concerned	369 34%	110 35%	97 32%	142 35%
Fairly concerned	348 32%	107 33%	117 38%	112 28%
Not very concerned	166 15%	59 18%	52 17%	45 11%
Not at all concerned	137 13%	35 11%	33 11%	63 16%
Don't know	66 6%	9 3%	8 3%	37 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



InflationConcern.How concerned, if at all, are you that the price of the following items will increase over the next few months? - Fresh Food (fruit, vegetables, meat, dairy products)

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Very concerned	335 31%	127 24%	208 38%	22 19%	57 31%	66 38%	58 31%	49 30%	84 31%	71 26%	77 38%	26 35%	21 31%	124 30%
		A	A	*	*	C*	*	*	*	I	I	*	*	*
Fairly concerned	452 42%	208 39%	243 44%	48 42%	62 33%	74 43%	71 39%	72 45%	124 46%	113 40%	86 42%	35 46%	32 48%	163 40%
		*	*	*	*	*	*	*	*	*	*	*	*	*
Not very concerned	196 18%	129 24%	64 12%	24 21%	34 18%	25 14%	32 18%	31 19%	50 19%	68 24%	26 13%	11 15%	13 19%	73 18%
		B	B	*	*	*	*	*	*	J	J	*	*	*
Not at all concerned	67 6%	47 9%	20 4%	8 7%	17 9%	7 4%	17 9%	8 5%	11 4%	22 8%	11 5%	2 3%	2 2%	28 7%
		B	B	*	*	*	*	*	*	*	*	*	*	*
Don't know	36 3%	16 3%	16 3%	12 11%	15 8%	2 1%	5 3%	1 1%	- -	5 2%	5 3%	- -	- -	19 5%
				EGH*	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

InflationConcern.How concerned, if at all, are you that the price of the following items will increase over the next few months? - Fresh Food (fruit, vegetables, meat, dairy products)

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Very concerned	335 31%	105 33%	98 32%	114 29%
Fairly concerned	452 42%	130 41%	138 45%	166 42%
Not very concerned	196 18%	64 20%	49 16%	74 19%
Not at all concerned	67 6%	19 6%	18 6%	25 6%
Don't know	36 3%	2 *	5 2%	20 5%
				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

InflationConcern.How concerned, if at all, are you that the price of the following items will increase over the next few months? - Non-perishable food (tinned food, drinks)

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Very concerned	219 20%	97 18%	122 22%	20 17%	40 22%	45 26%	43 24%	30 19%	41 15%	31 11%	52 25%	12 16%	20 30%	90 22%
				*	*	*	*	*	*		I	*	I*	I
Fairly concerned	399 37%	167 32%	232 42%	26 23%	56 30%	80 46%	69 38%	62 39%	106 39%	112 40%	76 37%	29 39%	33 49%	129 32%
			A	*	*	C*	*	*	C			*	*	
Not very concerned	332 31%	182 34%	147 27%	38 33%	52 28%	37 21%	49 27%	58 36%	98 36%	100 36%	58 28%	33 44%	12 18%	123 30%
				*	*	*	*	E*	E	L		L*	*	
Not at all concerned	86 8%	58 11%	28 5%	11 10%	21 11%	8 4%	16 9%	8 5%	21 8%	29 10%	10 5%	1 1%	2 4%	38 9%
		B	*	*	*	*	*	*				*	*	
Don't know	50 5%	23 4%	23 4%	20 17%	15 8%	5 3%	5 3%	2 1%	3 1%	8 3%	8 4%	-	-	27 7%
				EFGH*	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



InflationConcern.How concerned, if at all, are you that the price of the following items will increase over the next few months? - Non-perishable food (tinned food, drinks)

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Very concerned	219 20%	49 15%	71 23%	79 20%
Fairly concerned	399 37%	130 41%	120 39%	130 33%
Not very concerned	332 31%	111 35%	89 29%	122 31%
Not at all concerned	86 8%	24 8%	23 7%	37 9%
Don't know	50 5%	5 1%	5 2%	31 8%
				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



InflationConcern.How concerned, if at all, are you that the price of the following items will increase over the next few months? - Medicine

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Very concerned	238 22%	91 17%	147 27%	29 25%	49 26%	56 32%	36 20%	27 17%	41 15%	41 15%	60 30%	12 16%	18 27%	94 23%
			A	*	*	GH*	*	*			I	*	*	
Fairly concerned	336 31%	164 31%	172 31%	32 28%	65 35%	67 39%	60 33%	37 23%	74 28%	87 31%	72 35%	23 31%	25 37%	112 27%
				*	*	G*	*	*				*	*	
Not very concerned	313 29%	163 31%	148 27%	31 27%	40 21%	35 20%	54 29%	68 42%	87 32%	87 31%	53 26%	35 46%	16 23%	114 28%
				*	*	*	*	DE*				JLM*	*	
Not at all concerned	141 13%	84 16%	57 10%	9 8%	17 9%	12 7%	27 15%	22 14%	54 20%	53 19%	10 5%	5 7%	7 11%	59 14%
				*	*	*	*	*	DE	J		*	*	J
Don't know	58 5%	26 5%	28 5%	14 12%	15 8%	4 2%	6 3%	8 5%	12 4%	12 4%	10 5%	-	1 1%	29 7%
				E*	*	*	*	*				*	*	

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



InflationConcern.How concerned, if at all, are you that the price of the following items will increase over the next few months? - Medicine

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Very concerned	238 22%	64 20%	62 20%	90 23%
Fairly concerned	336 31%	95 30%	107 35%	118 30%
Not very concerned	313 29%	91 28%	102 33%	113 28%
Not at all concerned	141 13%	63 20%	24 8%	49 12%
Don't know	58 5%	7 2%	13 4%	29 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



InflationConcern.How concerned, if at all, are you that the price of the following items will increase over the next few months? - Clothing

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Very concerned	154 14%	71 13%	84 15%	26 23% GH*	37 20% GH*	36 21% GH*	23 12% *	9 6% *	24 9%	22 8%	43 21% 	6 8% *	5 8% *	66 16%
Fairly concerned	272 25%	123 23%	148 27%	31 27% *	51 28% H*	62 36% GH*	54 29% H*	32 20% *	42 16%	47 17%	59 29% 	12 17% *	23 34% *	116 28%
Not very concerned	490 45%	238 45%	249 45%	40 35% *	64 35% *	61 35% *	73 40% *	100 62% CDEF*	151 56% CDEF	143 51% J	73 36%	48 63% JM*	33 50% *	174 43%
Not at all concerned	121 11%	70 13%	50 9%	7 6% *	14 8% *	11 7% *	21 12% *	18 11% *	49 18% CDE	58 21% JM	22 11%	7 9% *	5 8% *	29 7%
Don't know	49 5%	25 5%	20 4%	11 10% GH*	19 10% GH*	4 2% *	12 6% *	1 1% *	3 1%	10 4%	8 4%	2 3% *	- * *	23 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



InflationConcern.How concerned, if at all, are you that the price of the following items will increase over the next few months? - Clothing

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Very concerned	154 14%	35 11%	46 15%	57 14%
Fairly concerned	272 25%	60 19%	64 21%	128 32%
Not very concerned	490 45%	167 52%	148 48%	165 41%
Not at all concerned	121 11%	52 16%	41 13%	22 5%
Don't know	49 5%	6 2%	9 3%	27 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



InflationConcern.How concerned, if at all, are you that the price of the following items will increase over the next few months? - Housing (mortgage payments, cost of rent)

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Very concerned	348 32%	132 25%	216 39%	45 39%	80 43%	82 47%	62 34%	36 23%	43 16%	57 20%	69 34%	13 17%	17 25%	169 41%
			A	H*	GH*	GH*	H*	*			IK	*	*	IK
Fairly concerned	280 26%	133 25%	147 27%	34 30%	47 25%	62 36%	54 29%	31 19%	52 19%	62 22%	70 34%	15 21%	23 34%	97 24%
			*	*	*	GH*	*	*			I	*	*	
Not very concerned	202 19%	120 23%	79 14%	19 16%	26 14%	23 13%	36 19%	38 23%	60 22%	55 20%	33 16%	32 43%	19 29%	55 14%
			B	*	*	*	*	*				IJM*	M*	
Not at all concerned	192 18%	123 23%	69 13%	3 3%	14 7%	4 2%	23 13%	47 29%	100 37%	96 34%	19 9%	13 18%	8 12%	56 14%
			B	*	*	*	E*	CDEF*	CDEF	JKLM		*	*	
Don't know	64 6%	19 4%	41 7%	14 12%	18 10%	3 1%	8 4%	9 5%	13 5%	10 4%	14 7%	1 1%	1 1%	31 8%
				E*	*	*	*	*				*	*	

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



InflationConcern.How concerned, if at all, are you that the price of the following items will increase over the next few months? - Housing (mortgage payments, cost of rent)

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Very concerned	348 32%	77 24%	84 27%	157 39%
				NO
Fairly concerned	280 26%	79 25%	85 27%	101 25%
Not very concerned	202 19%	52 16%	79 26%	66 17%
			NP	
Not at all concerned	192 18%	98 31%	49 16%	45 11%
		OP		
Don't know	64 6%	12 4%	11 4%	30 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

Corona1.How well do you think the UK government is handling 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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Very well	122 11%	64 12%	58 10%	8 7% *	19 10% *	18 10% *	7 4% *	18 11% *	52 19% CF	64 23% JLM	10 5% J*	11 15% *	2 3% *	35 9%
Fairly well	375 35%	192 36%	180 33%	36 31% *	56 30% *	57 33% *	72 39% *	58 36% *	96 36% JLM	137 49% JLM	59 29% JLM	27 36% *	19 28% *	112 27%
Fairly poorly	241 22%	123 23%	118 21%	41 35% GH*	47 25% *	36 21% *	39 21% *	30 19% *	48 18% *	35 13% I	54 26% I*	21 28% I*	18 26% I*	101 25% I
Very poorly	257 24%	108 20%	149 27%	20 18% *	49 27% *	47 27% *	38 21% *	49 30% *	53 20% IK	27 10% IK	75 37% IK	14 19% *	24 36% I*	106 26% I
Not sure	92 8%	41 8%	47 9%	10 9% *	13 7% *	16 9% *	27 15% G*	5 3% *	20 7% *	17 6% *	7 4% *	2 2% *	5 7% *	54 13% J

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	1086	434	429	184
Weighted Base	1086	319	308	399
Very well	122 11%	60 19% OP	20 7%	38 9%
Fairly well	375 35%	127 40%	96 31%	135 34%
Fairly poorly	241 22%	55 17%	77 25%	93 23%
Very poorly	257 24%	54 17%	97 31% N	87 22%
Not sure	92 8%	22 7%	18 6%	45 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 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+

	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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Very good	144 13%	70 13%	74 13%	11 10% *	27 15% F*	19 11% F*	4 2% *	24 15% F*	60 22% EF	66 23% JLM	17 8% J*	15 20% J*	4 6% *	40 10% *
Fairly good	389 36%	207 39%	182 33%	35 30% *	50 27% *	52 30% *	80 44% D*	64 40% *	108 40% *	138 49% JLM	64 31% *	26 35% *	18 26% *	131 32% *
Fairly poor	255 23%	121 23%	131 24%	25 21% *	48 26% *	52 30% H*	57 31% H*	29 18% *	45 17% *	46 16% *	49 24% *	16 22% *	20 30% *	107 26% I
Very poor	239 22%	104 20%	136 25%	30 27% F*	52 28% F*	42 24% *	22 12% *	39 25% *	53 20% *	25 9% I	67 33% I	14 19% *	22 33% I*	95 23% I
Don't know	59 5%	26 5%	29 5%	14 12% H*	9 5% *	9 5% *	20 11% H*	4 3% *	2 1% *	6 2% *	8 4% *	3 5% *	3 4% *	34 8% 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	1086	434	429	184
Weighted Base	1086	319	308	399
Very good	144 13%	68 21% OP	32 10%	41 10%
Fairly good	389 36%	134 42%	104 34%	137 34%
Fairly poor	255 23%	50 16%	82 27%	111 28%
Very poor	239 22%	57 18%	80 26%	81 20%
Don't know	59 5%	11 3%	9 3%	28 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



Polling January 2022 OnLineBus Survey (S6783 - 92199809-03)

FutureWaves.How concerned are you about the new Omicron Coronavirus variant?

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Very concerned	167 15%	99 19%	67 12%	12 10%	29 16%	38 22%	19 11%	24 15%	44 16%	41 15%	51 25%	10 13%	14 21%	44 11%
		B	*	*	*	*	*	*	*		IM	*	*	
Fairly concerned	395 36%	175 33%	217 39%	30 26%	51 27%	59 34%	67 37%	67 42%	122 45%	106 38%	88 43%	40 54%	28 42%	107 26%
				*	*	*	*	*	CD	M	M	M*	*	
Not very concerned	320 30%	156 30%	165 30%	42 37%	57 31%	54 31%	49 27%	50 31%	68 25%	88 32%	39 19%	18 23%	20 29%	148 36%
				*	*	*	*	*		J	*	*	*	J
Not at all concerned	168 16%	86 16%	82 15%	18 16%	43 24%	19 11%	37 20%	19 12%	32 12%	43 15%	20 10%	7 10%	5 8%	88 21%
				*	H*	*	*	*				*	*	J
Don't know	35 3%	11 2%	20 4%	12 11%	4 2%	3 2%	11 6%	1 1%	3 1%	2 1%	6 3%	-	-	21 5%
				EGH*	*	*	*	*				*	*	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

FutureWaves.How concerned are you about the new Omicron Coronavirus variant?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Very concerned	167 15%	60 19%	54 18%	46 12%
Fairly concerned	395 36%	124 39%	138 45%	113 28%
Not very concerned	320 30%	82 26%	74 24%	153 38%
Not at all concerned	168 16%	48 15%	37 12%	68 17%
Don't know	35 3%	5 2%	4 1%	20 5%

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



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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
They are placing too much emphasis on protecting people's health, and not enough on protecting the country's economy	178 16%	91 17%	87 16%	18 15% *	41 22% *	27 15% *	23 13% *	27 17% *	42 16%	56 20%	29 14%	8 10% *	15 23% *	61 15%
They are placing too much emphasis on protecting the country's economy, and not enough on protecting people's health	437 40%	210 40%	226 41%	48 41% *	73 39% *	70 40% *	75 41% *	69 43% *	102 38%	65 23%	111 54% IM	46 61% IM*	31 46% I*	167 41% I
They have got the balance about right	274 25%	160 30% B	111 20%	23 20% *	22 12% *	41 24% *	38 21% *	56 35% D*	93 35% DF	129 46% JKLM	24 12%	19 26% J*	9 13% *	83 20%
Don't know	197 18%	66 13%	127 23% A	26 23% G*	48 26% GH*	36 21% G*	47 26% GH*	9 5% *	31 11%	31 11%	41 20% IK	2 3% *	13 19% K*	97 24% 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



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	1086	434	429	184
Weighted Base	1086	319	308	399
They are placing too much emphasis on protecting people's health, and not enough on protecting the country's economy	178 16%	60 19%	48 16%	59 15%
They are placing too much emphasis on protecting the country's economy, and not enough on protecting people's health	437 40%	109 34%	152 49% N	153 38%
They have got the balance about right	274 25%	108 34% O	64 21%	99 25%
Don't know	197 18%	42 13%	45 15%	88 22% 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



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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Very satisfied	352 32%	174 33%	178 32%	12 11% *	36 19% *	44 25% C*	41 23% *	73 46% CDEF*	145 54% CDEF	156 56% JLM	41 20% I	35 47% JM*	21 32% *	92 23% *
Quite satisfied	415 38%	220 42%	191 35%	44 38% *	67 36% *	73 42% *	89 49% H*	57 36% *	84 31% I	95 34% I	90 44% I	27 35% I*	25 38% *	155 38% I
Not very satisfied	123 11%	60 11%	64 12%	23 20% GH*	37 20% GH*	23 13% H*	21 12% *	7 4% *	12 5% *	14 5% I	30 15% I	10 14% I*	9 14% *	59 14% I
Not at all satisfied	87 8%	44 8%	43 8%	17 14% H*	24 13% H*	13 7% *	12 7% *	10 6% *	11 4% I	7 3% IK	29 14% I	- * *	5 7% *	41 10% I
Don't know	109 10%	29 6%	76 14% A	19 17% H*	21 11% *	21 12% *	19 10% *	14 9% *	15 6% I	8 3% I	15 7% I	3 4% *	6 10% *	61 15% 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



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	1086	434	429	184
Weighted Base	1086	319	308	399
Very satisfied	352 32%	164 52% OP	103 34% P	83 21%
Quite satisfied	415 38%	100 31%	123 40%	168 42%
Not very satisfied	123 11%	19 6%	40 13% N	61 15% N
Not at all satisfied	87 8%	15 5%	24 8%	32 8%
Don't know	109 10%	21 7%	18 6%	55 14% O

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



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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Vaccines should be compulsory for all adults	434 40%	238 45%	196 35%	28 25%	49 26%	58 33%	59 32%	72 45%	168 63%	162 58%	71 35%	38 50%	44 66%	108 26%
		B	*	*	*	CD*	CDEFG	JM	M*	JM*				
Adults should be allowed to choose whether or not to be vaccinated	541 50%	240 45%	298 54%	72 63%	115 62%	101 58%	94 52%	74 46%	84 31%	97 35%	108 53%	32 43%	19 28%	251 62%
		H*	H*	H*	H*	H*	H*	H*	H*	IL	*	*	IKL	
Not sure	111 10%	49 9%	58 10%	14 13%	21 11%	15 9%	30 16%	15 9%	16 6%	21 8%	26 13%	5 7%	4 6%	48 12%
		*	*	*	*	*	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



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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Vaccines should be compulsory for all adults	434 40%	157 49%	147 48%	115 29%
		P	P	
Adults should be allowed to choose whether or not to be vaccinated	541 50%	139 43%	136 44%	229 58%
				NO
Not sure	111 10%	23 7%	24 8%	54 14%

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

TrustLeaders.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Who do you most trust... - Summary Table

Base: All adults GB 18+

	...to tell the truth?	...to make decisions which are in the best interests of the general public?
Unweighted Base	1086	1086
Weighted Base	1086	1086
Boris Johnson	155 14%	204 19%
Keir Starmer	286 26%	268 25%
Trust neither	503 46%	453 42%
Don't know	142 13%	161 15%

TrustLeaders.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Who do you most trust... - ...to tell the truth?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Boris Johnson	155 14%	94 18%	62 11%	21 18%	37 20%	24 14%	8 5%	19 12%	46 17%	79 28%	22 11%	6 8%	8 12%	34 8%
		B		F*	F*	*	*	*	F	JKLM		*	*	
Keir Starmer	286 26%	151 29%	135 24%	28 24%	55 30%	48 28%	42 23%	38 24%	76 28%	34 12%	109 53%	42 56%	24 36%	69 17%
				*	*	*	*	*	*		IM	IM*	IM*	
Trust neither	503 46%	225 43%	274 50%	47 41%	67 36%	72 42%	92 50%	87 54%	137 51%	150 53%	57 28%	24 31%	32 47%	214 52%
				*	*	*	*	D*	D	JK		*	J*	JK
Don't know	142 13%	58 11%	80 15%	20 17%	26 14%	29 17%	41 22%	17 10%	10 4%	17 6%	16 8%	4 5%	3 5%	90 22%
				H*	H*	H*	H*	*				*	*	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



TrustLeaders.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Who do you most trust... - ...to tell the truth?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Boris Johnson	155 14%	68 OP	36	39
Keir Starmer	286 26%	51 16%	138 45%	89 22%
Trust neither	503 46%	182 O	109 35%	192 48%
Don't know	142 13%	18 5%	25 8%	79 20%
				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

TrustLeaders.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Who do you most trust... - ...to make decisions which are in the best interests of the general public?

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Boris Johnson	204 19%	111 21%	93 17%	15 13% *	29 16% *	26 15% *	12 6% *	43 27% F*	80 30% CDEF	125 45% JKLM	16 8%	4 6% *	3 5% *	48 12%
Keir Starmer	268 25%	145 27%	123 22%	24 21% *	47 25% *	53 30% *	36 20% *	36 23% *	72 27%	29 10%	109 53% ILM	40 54% IM*	23 34% IM*	65 16%
Trust neither	453 42%	203 39%	246 45%	54 47% *	77 42% *	69 39% *	82 45% *	68 42% *	104 39%	103 37%	60 29%	23 31% *	33 49% J*	209 51% IJK
Don't know	161 15%	69 13%	89 16%	23 20% H*	32 17% H*	27 15% H*	53 29% GH*	14 9% *	12 5%	24 8%	20 10%	7 10% *	8 12% *	85 21% 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



TrustLeaders.Thinking about Boris Johnson (the Prime Minister) and Sir Keir Starmer (the leader of the Labour Party). Who do you most trust... - ...to make decisions which are in the best interests of the general public?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Boris Johnson	204 19%	101 32% OP	40 13%	56 14%
Keir Starmer	268 25%	47 15%	133 43% NP	83 21%
Trust neither	453 42%	148 46% O	104 34%	180 45% O
Don't know	161 15%	23 7%	31 10%	80 20% 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

CostofLivingMeasures.The cost of living is expected to increase this year. Which of the following actions, if any should the government take to help deal with this?

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Removing VAT from energy bills	638 59%	288 55%	347 63%	30 26%	75 40%	93 54%	114 62%	111 69%	215 80%	212 76%	113 55%	45 60%	32 47%	212 52%
				*	*	C*	CD*	CD*	CDEF	JKLM		*	*	
Reinstate £20 per week increase to Universal Credit	345 32%	152 29%	193 35%	34 29%	62 33%	55 32%	76 41%	50 31%	68 25%	48 17%	80 39%	29 38%	28 41%	147 36%
				*	*	*	H*	*			I	I*	I*	I
Delay/Cancel the planned rise in National Insurance	410 38%	182 34%	228 41%	19 17%	64 34%	56 32%	82 45%	72 45%	117 44%	123 44%	78 38%	24 32%	25 37%	143 35%
				*	C*	*	C*	C*	C			*	*	
Reintroduce the furlough scheme	108 10%	54 10%	55 10%	18 15%	30 16%	21 12%	28 15%	9 6%	3 1%	8 3%	36 18%	2 3%	6 9%	50 12%
				H*	H*	H*	H*	*			IK	*	*	I
Reduce income tax	367 34%	161 31%	205 37%	41 36%	75 40%	79 45%	81 44%	37 23%	53 20%	69 25%	73 36%	9 13%	26 39%	174 43%
				H*	GH*	GH*	GH*	*			IK	*	K*	IK
Cut fuel duty	360 33%	155 29%	206 37%	14 12%	41 22%	51 29%	66 36%	66 41%	124 46%	129 46%	69 34%	22 29%	23 35%	107 26%
				*	*	C*	C*	CD*	CDE	JKM		*	*	
Take no action	42 4%	35 7%	7 1%	4 3%	5 3%	11 6%	10 5%	8 5%	5 2%	5 2%	- *	4 5%	2 3%	25 6%
		B		*	*	*	*	*				*	*	J
Don't know	119 11%	53 10%	62 11%	20 17%	28 15%	14 8%	20 11%	17 11%	20 8%	18 6%	24 12%	2 3%	9 13%	59 14%
				*	*	*	*	*				*	*	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



CostofLivingMeasures.The cost of living is expected to increase this year. Which of the following actions, if any should the government take to help deal with this?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Removing VAT from energy bills	638 59%	233 73%	196 64%	191 48%
		OP	P	
Reinstate £20 per week increase to Universal Credit	345 32%	84 26%	104 34%	139 35%
Delay/Cancel the planned rise in National Insurance	410 38%	138 43%	123 40%	135 34%
Reintroduce the furlough scheme	108 10%	21 7%	28 9%	56 14%
Reduce income tax	367 34%	84 26%	93 30%	163 41%
				N
Cut fuel duty	360 33%	139 44%	105 34%	103 26%
		OP		
Take no action	42 4%	7 2%	9 3%	21 5%
Don't know	119 11%	20 6%	28 9%	68 17%
				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

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

Base: All adults GB 18+

	Total	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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Very well	51 5%	33 6%	18 3%	2 2%	9 5%	8 5%	1 *	10 6%	21 8%	25 9%	5 2%	6 8%	6 9%	8 2%
				*	*	*	*	*	F	JM	*	*	*	*
Fairly well	178 16%	108 21%	70 13%	14 12%	21 11%	21 12%	22 12%	25 16%	74 28%	100 36%	21 10%	3 5%	8 11%	42 10%
		B		*	*	*	*	*	CDEF	JKLM		*	*	
Neither well nor badly	299 28%	158 30%	141 26%	37 32%	54 29%	53 30%	60 33%	46 29%	49 18%	81 29%	43 21%	14 18%	25 38%	131 32%
				H*	*	H*	H*	*	*			*	J*	J
Fairly badly	218 20%	94 18%	121 22%	20 18%	41 22%	35 20%	43 24%	34 21%	44 16%	44 16%	48 23%	19 26%	8 12%	83 20%
				*	*	*	*	*	*			*	*	
Very badly	206 19%	107 20%	99 18%	17 14%	32 17%	40 23%	20 11%	39 24%	59 22%	16 6%	74 36%	30 40%	18 26%	61 15%
				*	*	*	*	F*			IM	IM*	I*	I
Don't know	134 12%	28 5%	102 19%	24 21%	28 15%	18 10%	37 20%	5 3%	21 8%	14 5%	15 7%	3 4%	3 4%	82 20%
			A	GH*	G*	*	GH*	*	*			*	*	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



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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Very well	51 5%	38 12% OP	6 2%	6 1%
Fairly well	178 16%	106 33% OP	32 10%	31 8%
Neither well nor badly	299 28%	84 26%	58 19%	146 37% O
Fairly badly	218 20%	47 15%	77 25% N	78 20%
Very badly	206 19%	24 8%	116 38% NP	58 15%
Don't know	134 12%	20 6%	19 6%	80 20% 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

ConservativeLeadership.Some people say Boris Johnson should resign. Do you think the Conservative party would be better off or worse off with a different leader?

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Much better off	211 19%	121 23%	90 16%	20 17% *	34 18% *	28 16% *	34 19% *	31 19% *	64 24%	30 11%	56 27% IM	35 46% IJM*	18 27% I*	65 16%
Slightly better off	158 15%	72 14%	86 16%	25 22% *	34 18% *	21 12% *	18 10% *	22 14% *	39 14%	33 12%	49 24% IM	12 16% *	18 27% IM*	42 10%
About the same	328 30%	156 30%	172 31%	29 26% *	54 29% *	59 34% *	72 39% H*	52 32% *	62 23%	77 27%	65 32%	21 28% *	20 29% *	126 31%
Slight worse off	102 9%	62 12%	41 7%	13 11% *	14 8% *	19 11% *	12 7% *	16 10% *	28 10%	47 17% JK	7 4%	3 3% *	4 6% *	39 10%
Much worse off	94 9%	43 8%	51 9%	1 1% *	2 1% *	20 11% CD*	7 4% *	19 12% CD*	45 17% CDF	62 22% JKLM	10 5%	- *	1 1% *	17 4%
Don't know	192 18%	74 14%	112 20%	27 23% *	46 25% H*	28 16% *	41 22% *	20 12% *	31 12%	31 11%	18 9%	5 6% *	7 10% *	119 29% IJKL

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



ConservativeLeadership.Some people say Boris Johnson should resign. Do you think the Conservative party would be better off or worse off with a different leader?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Much better off	211 19%	65 20%	77 25%	53 13%
Slightly better off	158 15%	39 12%	69 22% NP	44 11%
About the same	328 30%	93 29%	85 28%	129 32%
Slight worse off	102 9%	33 10%	26 8%	44 11%
Much worse off	94 9%	60 19% OP	11 3%	20 5%
Don't know	192 18%	29 9%	41 13%	108 27% NO

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

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

Base: All adults GB 18+

	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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Up to date with all bills	766 71%	356 68%	407 74%	50 44% *	93 50% *	99 57% *	130 71% CD*	140 87% CDEF*	254 95% CDEF	251 89% JKLM	138 67%	57 76% *	51 76% *	243 60%
Behind with some bills	207 19%	111 21%	96 17%	34 29% GH*	52 28% GH*	55 31% GH*	40 22% H*	15 9% *	10 4%	21 7%	46 23% I	10 13% *	14 21% I*	98 24% I
Behind with all bills	55 5%	35 7%	19 3%	10 9% GH*	22 12% FGH*	14 8% H*	3 2% *	1 1% *	4 1%	5 2%	17 8% I	8 11% I*	1 1% *	23 6%
Don't know	58 5%	25 5%	30 5%	21 18% EFGH*	17 9% H*	7 4% *	9 5% *	4 3% *	- *	4 1%	4 2%	- *	1 2% *	43 11% 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



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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Up to date with all bills	766 71%	254 80% P	241 78% P	250 63%
Behind with some bills	207 19%	38 12%	46 15%	101 25% NO
Behind with all bills	55 5%	22 7%	15 5%	12 3%
Don't know	58 5%	5 2%	6 2%	37 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



WinterConcern.The price of wholesale gas has risen this year, and this may make it more expensive for some people to heat their homes this winter. How concerned are you, if at all, that you will not be able to afford to keep your home warm enough this winter?

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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
Very concerned	300 28%	126 24%	174 31%	17 15% *	53 29% *	57 32% C*	60 33% C*	46 29% *	67 25%	67 24%	64 31%	15 19% *	17 25% *	125 31%
Fairly concerned	358 33%	180 34%	178 32%	44 38% *	70 38% *	62 36% *	62 34% *	41 25% *	80 30%	88 31%	77 38%	22 30% *	26 38% *	128 31%
Not very concerned	240 22%	124 23%	116 21%	30 26% *	36 20% *	33 19% *	35 19% *	44 27% *	62 23%	70 25%	36 17%	26 35% J*	17 26% *	85 21%
Not at all concerned	127 12%	78 15% B	46 8%	11 10% *	13 7% *	13 7% *	15 8% *	23 15% *	52 19% DEF	42 15%	21 10%	12 16% *	5 7% *	44 11%
Don't know	61 6%	19 4%	38 7%	13 11% H*	12 6% *	10 6% *	12 7% *	6 4% *	8 3%	13 5%	7 4%	- *	3 4% *	25 6%

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



WinterConcern.The price of wholesale gas has risen this year, and this may make it more expensive for some people to heat their homes this winter. How concerned are you, if at all, that you will not be able to afford to keep your home warm enough this winter?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
Very concerned	300 28%	97 30%	78 25%	118 30%
Fairly concerned	358 33%	99 31%	105 34%	121 30%
Not very concerned	240 22%	68 21%	75 24%	87 22%
Not at all concerned	127 12%	44 14%	37 12%	41 10%
Don't know	61 6%	11 3%	12 4%	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



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	1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
University degree	355 33%	170 32%	181 33%	22 19% *	83 45% CH*	78 45% CH*	54 30% *	50 31% *	67 25%	71 25%	90 44% IM	41 55% ILM*	19 28% *	111 27%
Any other qualifications (e.g. A Levels, O Levels, GCSEs, BTEC, Diplomas, Trade Apprenticeships)	701 65%	344 65%	352 64%	78 68% *	110 60% *	95 55% *	131 71% E*	117 73% E*	169 63%	196 70% J	118 58%	44 59% *	43 64% *	280 69%
No qualifications	89 8%	42 8%	47 9%	19 16% DEFG*	9 5% *	8 4% *	4 2% *	5 3% *	45 17% DEFG	22 8%	14 7%	- *	7 11% *	36 9%

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

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
		N	O	P
Unweighted Base	1086	434	429	184
Weighted Base	1086	319	308	399
University degree	355 33%	88 27%	137 45%	119 30%
Any other qualifications (e.g. A Levels, O Levels, GCSEs, BTEC, Diplomas, Trade Apprenticeships)	701 65%	199 62%	174 57%	283 71%
No qualifications	89 8%	45 14%	21 7%	16 4%
		OP		

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		1086	523	559	131	179	165	202	186	223	368	302	75	102	203
Weighted Base		1086	527	551	115	185	174	183	161	268	280	205	75	67	407
GENDER	Male	527 49%	527 100%	- -	59 52%	93 51%	86 50%	86 47%	81 51%	120 45%	141 50%	116 57%	40 54%	35 52%	182 45%
	Female	551 51%	- -	551 100%	56 48%	91 49%	85 49%	93 51%	79 49%	148 55%	139 50%	89 43%	35 46%	31 47%	221 54%
AGE	18-24	115 11%	59 11%	56 10%	115 100%	- -	- -	- -	- -	- -	3 1%	17 9%	3 3%	7 10%	79 19%
	25-34	185 17%	93 18%	91 17%	- *	185 100%	- -	- -	- -	- -	16 6%	59 29%	13 17%	11 16%	77 19%
	35-44	174 16%	86 16%	85 15%	- *	- *	174 100%	- -	- -	- -	30 11%	31 15%	9 12%	10 15%	75 18%
	45-54	183 17%	86 16%	93 17%	- *	- *	- *	183 100%	- -	- -	35 12%	38 18%	3 4%	11 16%	85 21%
	55-64	161 15%	81 15%	79 14%	- *	- *	- *	- *	161 100%	- -	49 18%	23 11%	16 21%	11 17%	59 15%
	65+	268 25%	120 23%	148 27%	- *	- *	- *	- *	- *	268 100%	147 52%	37 18%	32 42%	18 26%	32 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



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	
GE Vote 2019	Weighted Base	1086	527	551	115	185	174	183	161	268	280	205	75	67	407
	Conservatives	280	141	139	3	16	30	35	49	147	280	-	-	-	-
		27%	27%	27%	3%	9%	20%	20%	31%	55%	100%	-	-	-	-
					*	*	C*	C*	CD*	CDEFG	JKLM	*	*	*	*
	Labour	205	116	89	17	59	31	38	23	37	-	205	-	-	-
		20%	23%	17%	16%	34%	20%	22%	14%	14%	-	100%	-	-	-
					*	CGH*	*	*	*	*	-	IKLM	*	*	*
Lib Dems	75	40	35	3	13	9	3	16	32	-	-	75	-	-	
	7%	8%	7%	2%	7%	6%	2%	10%	12%	-	-	100%	-	-	
				*	*	*	*	*	F	-	-	IJLM*	*	*	
Other	67	35	31	7	11	10	11	11	18	-	-	-	67	-	
	6%	7%	6%	6%	6%	6%	6%	7%	7%	-	-	-	100%	-	
				*	*	*	*	*	*	-	-	*	IJKM*	*	
No vote	407	182	221	79	77	75	85	59	32	-	-	-	-	407	
	39%	35%	43%	72%	44%	48%	49%	37%	12%	-	-	-	-	100%	
				DEFGH*	H*	H*	H*	H*	H*	-	-	*	*	IJKL	
EU Ref 2016	Leave	319	169	150	5	29	35	35	55	159	183	44	9	17	59
		31%	33%	30%	5%	17%	22%	21%	35%	59%	66%	22%	12%	26%	16%
					*	*	C*	C*	CD*	CDEFG	JKLM	*	*	*	*
	Remain	308	161	147	15	56	54	35	57	92	62	111	63	28	30
	30%	31%	29%	16%	32%	34%	21%	35%	34%	22%	57%	84%	41%	8%	
				*	*	C*	*	C*	C	M	IM	IJLM*	IM*	*	
Did not vote	399	183	209	76	88	70	99	48	18	33	41	3	22	283	
	39%	36%	41%	79%	51%	44%	58%	30%	7%	12%	21%	4%	33%	76%	
				DEFGH*	GH*	H*	GH*	H*	H*	-	IK	*	IK*	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		1086	434	429	184
Weighted Base		1086	319	308	399
GENDER	Male	527 49%	169 53%	161 52%	183 46%
	Female	551 51%	150 47%	147 48%	209 52%
AGE	18-24	115 11%	5 2%	15 5%	76 19% NO
	25-34	185 17%	29 9%	56 18% N	88 22% N
	35-44	174 16%	35 11%	54 18%	70 18%
	45-54	183 17%	35 11%	35 11%	99 25% NO
	55-64	161 15%	55 17%	57 18%	48 12%
	65+	268 25%	159 50% OP	92 30% P	18 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



Crossbreaks

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
			N	O	P
GE Vote 2019	Weighted Base	1086	319	308	399
		280	183	62	33
	Conservatives	27%	59%	21%	9%
			OP	P	
	Labour	205	44	111	41
		20%	14%	38%	11%
				NP	
	Lib Dems	75	9	63	3
		7%	3%	21%	1%
				NP	
Other	67	17	28	22	
	6%	5%	9%	6%	
No vote	407	59	30	283	
	39%	19%	10%	74%	
		O		NO	
EU Ref 2016	Leave	319	319	-	-
		31%	100%	-	-
			OP		
	Remain	308	-	308	-
	30%	-	100%	-	
			NP		
Did not vote	399	-	-	399	
	39%	-	-	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

