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Two in five Britons report that their household income has fallen behind the cost of living

21 October 2021, London – Kantar Public publishes its latest barometer on British public opinion and voting intentions, which finds a large proportion of people in Britain reporting their household income to have fallen behind the cost of living over the last few months. Britons are concerned about rising food and fuel prices costs over the coming months, as well as increasing housing costs and their ability to afford to keep their home warm enough this winter.

Findings from Kantar Public's research which took place between 14th and 18th October reveal that the British public is concerned about inflation:

- Two in five Britons (43%) report that their household income has fallen behind the cost of living over the last few months, while only half (48%) think their household income has kept up with the cost of living. 9% report their income has gone up by more than the cost of living.

- Seven in ten Britons (71%) are very/fairly concerned that the price of fresh food will increase over the next few months.

- Similarly, almost seven in ten Britons (68%) are very/fairly concerned that the price of petrol or diesel will rise over the next few months.

- Six in ten Britons (60%) are very/fairly concerned about potential shortages of fresh food over the next few months. 36% are not very/not at all concerned.

- 62% (+9 vs September 2021[1]) of Britons are very/fairly concerned about not being able to afford to keep their home warm enough this winter; 32% (-8) are not very/not at all concerned.

- Over half (55%) are very/fairly concerned that the cost of housing (mortgage and rent payments) will increase over the next few months

Food, petrol and medicine shortages

Britons have noticed shortages of some products:

- 36% of Britons report finding it much more / slightly more difficult to find petrol or diesel, compared to three months ago, while 40% have found it about the same.
- Three in ten (29%) have found it much more difficult / slightly more difficult to get hold of fresh food than three months ago.

Thinking about the coming months, Britons are very / fairly concerned about potential shortages of fresh food, petrol and diesel and medicine:
- 60% of Britons are very/fairly concerned about shortages of fresh food over the next few months. 36% are not very/not at all concerned.

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[1] Kantar Public's study of 1,089 adults between 23-27 September 2021

- Over half of Britons (54%) are very/fairly concerned about shortages of petrol or diesel over the next few months. 40% are not very/not at all concerned.
- Half of Britons (52%) are very/fairly concerned about there being shortages of medicine over the next few months. 41% are not very/not at all concerned.

Household-level economic impacts

When asked about their personal situation, people are more pessimistic than a month ago:

- Four in ten Britons (39%) report that they are now finding it harder to meet their monthly household budget than a year ago. This is an increase of 9 percentage points compared with last month. 49% are finding it about the same (-11) and 11% are finding it easier (+2).
- Four in ten (43%) report that their household income has fallen behind the cost of living over the last few months. Nearly half (48%) think their household income has kept up with the cost of living, and 9% think their income has gone up by more than the cost of living.
- Thinking about the year ahead, four in ten (43%) think their household income will fall behind the cost of living. 47% think their household income will keep up with the cost of living, and 10% think it will go up by more than the cost of living.
- 62% (+9) of Britons are very/fairly concerned about not being able to afford to keep their home warm enough this winter; 32% (-8) are not very/not at all concerned.
- 23% (+2) of people say they are behind with some or all of their household bills; 70% (-2) are up to date with their bills.
- Of those people in employment, 23% say their job feels less safe than 12 months ago (+2).

Future of the UK economy

This month's research also finds that Britons remain relatively pessimistic about the future of the economy, and uncertain about which political party would be best placed to manage the UK economy:

- 30% (+2) of Britons now think the economy will be doing worse in twelve months' time; 44% think much the same (-4) and 27% (+3) of Britons think the economy will be doing better in twelve months' time.
- When asked which political party would best manage the UK economy:
  - 44% of Britons did not know which political party would best manage the economy.
  - 23% of Britons thought the Conservative party would best manage the economy.
  - 18% thought the Labour party would best manage the economy.

Attitudes towards COVID-19 and actions to tackle the pandemic

There has been a decrease in how the public rate the government's handling of the pandemic:

- 42% think the government have handled the pandemic very/fairly well (-5) and 51% think very/fairly poorly (+6).
- 46% of Britons rate the government support for people who have lost income as fairly/very poor (+5). 40% rate this a very/fairly good (-2).
- 56% of Britons rate the government support for companies that face closure and revenue loss as very/fairly poor (+8). 30% rate this a very/fairly good (-1).
- 70% (-1) are very/fairly concerned that there will be further waves of COVID-19 infections through the autumn and winter; 24% (+1) are not very/not at all concerned.

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- 44% (-6) say the government has been very/fairly good at communicating information about the COVID-19 outbreak, whilst 50% (+5) say the government has done very/fairly poorly in this.
- 45% (-2) think that vaccines should be compulsory for all adults. 45% (+4) think that adults should be allowed to choose.
- Three quarters of people (76%, +2) say they are very/somewhat satisfied with the vaccine rollout organised by the government and health authorities.

The climate for climate change

As we approach COP26, over half of the British public is critical of the global cooperation:

- 54% (+1) of Britons rate global cooperation between countries to tackle climate change as very poor/poor, while only 29% (+3) would rate it as very good /good.
- 44% (+5) of people think that following the end of the COVID-19 outbreak, actions to address climate change should be more of a priority for governments than before

Voting intentions (Note: most of the fieldwork was conducted prior to the weekend):
- Con 39% (-4 vs September 2021)
- Lab 34% (+4)
- L Dem 8% (-3)
- Green 8% (+2)
- SNP 5% (+1)
- Reform UK (formerly Brexit Party) 2% (-1)
- UKIP 1% (nc)
- Plaid Cymru 1% (nc)
- Other 1% (nc)

-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 21 October:

A total of 1,075 interviews were conducted online among adults living in Great Britain between the 14th and 18th October 2021. 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

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Polling Methodological Note – October 2021

A representative sample of 1,075 adults in Great Britain were interviewed between the 14th and 18th October 2021. 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 (2017[1]). 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 = 35.6% to 42.1%
- Labour Party = 30.5% to 37.1%
- Conservative lead over Labour = -0.7%pts to 9.8%pts

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[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-2018 Population Estimates:

	Unweighted count	Weighted count
Male 18-24	62	60
Male 25-34	81	93
Male 35-44	59	85
Male 45-54	101	93
Male 55-69	132	114
Male 70+	66	80
Female 18-24	68	57
Female 25-34	92	92
Female 35-44	97	86
Female 45-54	100	96
Female 55-69	154	119
Female 70+	63	100

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

Region

Source: ONS Mid Year-2018 Population Estimates:

	Unweighted count	Weighted count
North East England	56	45
North West England	122	121
Yorkshire & Humber	89	91
East Midlands	86	80
West Midlands	92	97
East of England	106	103
London	114	145
South East England	174	151
South West England	102	95
Wales	58	53
Scotland	76	93

Education by age

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

	Unweighted count	Weighted count
Aged 18-24 with a degree	42	22
Aged 25-44 with a degree	155	150
Aged 45-69 with a degree	122	113
Other	756	790

Vote in the 2016 EU referendum*

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

	Unweighted percentage	Weighted percentage
Remain	38%	31%
Leave	40%	33%
Did not vote	22%	36%

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

Vote in the 2019 General Election*

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

	Unweighted percentage	Weighted percentage
England - Labour	24%	18%
England - Conservative	34%	25%
England - Lib Dem	6%	7%
England - Other	5%	3%
England - No vote	17%	34%
Scotland - Labour	1%	1%
Scotland - Conservative	2%	1%
Scotland - SNP	3%	2%
Scotland – Other	<0.5%	1%
Scotland – No vote	2%	3%
Wales - Labour	2%	1%
Wales - Conservative	1%	1%
Wales - PC	<0.5%	<0.5%
Wales - Other	<0.5%	<0.5%
Wales - No vote	1%	2%

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

Likelihood to Vote in General Election

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

	Unweighted percentage	**Weighted percentage**
Estimated **Voting Age Population** turnout if General Election were to be held tomorrow	79%	59%

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Definitely vote (4)	371	208	163	5	39	41	61	63	162	170	105	51	36	3
	35%	40%	30%	4%	21%	24%	33%	40%	63%	61%	52%	70%	53%	1%
		B		*	C*	C*	C*	CDE*	CDEFG	M	M	JM*	M*	
Probably vote (3)	252	123	127	34	68	43	49	28	31	70	51	12	23	70
	23%	23%	23%	29%	37%	25%	26%	18%	12%	25%	25%	17%	34%	18%
				H*	GH*	H*	H*	*				*	M*	
Probably not vote (2)	165	57	105	42	36	34	15	16	22	25	23	6	3	102
	15%	11%	19%	36%	20%	20%	8%	10%	9%	9%	11%	8%	4%	25%
			A	DEFGH*	FH*	FH*	*	*				*	*	IJKL
Definitely not vote (1)	257	126	131	36	34	44	54	47	43	13	21	4	6	209
	24%	24%	24%	30%	18%	25%	29%	30%	17%	5%	10%	5%	9%	53%
				H*	*	*	H*	H*				*	*	IJKL
Or would you prefer not to say?	31	11	17	1	7	11	9	2	-	-	3	-	-	14
	3%	2%	3%	1%	4%	6%	5%	1%	-	-	2%	-	-	4%
				*	*	H*	H*	*				*	*	I
NET : Definitely/probably vote	623	330	290	38	107	83	110	91	193	240	156	63	59	73
	58%	63%	53%	33%	58%	49%	59%	59%	75%	86%	77%	87%	87%	18%
		B		*	C*	*	C*	C*	CDEFG	JM	M	M*	M*	
NET : Definitely/probably not vote	422	183	236	78	70	77	69	63	65	38	43	10	9	311
	39%	35%	43%	66%	38%	45%	37%	40%	25%	14%	21%	13%	13%	78%
			A	DEFGH*	*	H*	*	H*				*	*	IJKL
Mean score	2.71	2.8	2.61	2.06	2.63	2.5	2.65	2.7	3.21	3.43	3.21	3.51	3.3	1.65
				*	C*	C*	C*	C*	CDEFG	JM	M	M*	M*	
Standard Deviation	1.188	1.209	1.165	0.872	1.033	1.144	1.235	1.283	1.158	0.844	1.007	0.853	0.922	0.8
Error Variance	0.001	0.003	0.003	0.007	0.006	0.008	0.009	0.011	0.005	0.003	0.005	0.01	0.012	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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	428	428	188
Weighted Base	1075	355	346	332
Definitely vote (4)	371 35%	165 47% P	181 52% P	21 6%
Probably vote (3)	252 23%	86 24%	83 24%	70 21%
Probably not vote (2)	165 15%	44 13%	35 10%	72 22% NO
Definitely not vote (1)	257 24%	57 16%	39 11%	155 47% NO
Or would you prefer not to say?	31 3%	2 1%	8 2%	15 4%
NET : Definitely/probably vote	623 58%	251 71% P	264 76% P	91 27%
NET : Definitely/probably not vote	422 39%	101 29%	73 21%	226 68% NO
Mean score	2.71	3.02 P	3.2 P	1.87
Standard Deviation	1.188	1.115	1.029	0.979
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

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FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

		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	851	419	430	94	141	109	167	155	185	353	250	63	84	94
Weighted Base	509	276	232	32	86	66	89	72	164	211	141	58	52	43
Conservative	200 39%	109 39%	91 39%	5 15% *	18 20%	23 36% CD*	32 36% CD	28 39% CD	94 57% CDEFG	169 80% JKLM	5 4%	9 15% J*	5 9% *	10 23% J*
Labour	175 34%	98 35%	76 33%	22 68% EFGH*	46 53% EFGH	18 28% *	28 32%	23 33%	37 23%	16 7%	120 85% IKLM	12 21% I*	5 9% *	22 51% IKL*
Liberal Democrats	42 8%	25 9%	17 7%	2 7% *	8 10%	8 12% *	7 8%	5 6%	12 7%	4 2%	2 1%	32 55% IJLM*	1 2% *	3 8% IJ*
Green	41 8%	20 7%	21 9%	2 5% *	4 5%	7 11% *	10 12%	7 10%	10 6%	8 4%	10 7%	3 5% *	13 26% IJK*	6 13% I*
SNP	26 5%	11 4%	16 7%	- 1% *	7 8%	5 8% *	6 7%	4 5%	4 3%	1 1%	2 1%	1 2% *	22 42% IJKM*	1 2% *
Reform UK	12 2%	7 2%	6 2%	- - *	2 2%	1 2% *	1 1%	3 4%	5 3%	9 4% J	1 *	- - *	3 6% J*	- - *
UKIP	5 1%	2 1%	2 1%	1 3% *	1 1%	1 2% *	1 1%	1 1%	- *	3 1%	- *	1 1% *	1 1% *	- *
Plaid Cymru	4 1%	2 1%	2 1%	- 1% *	1 1%	1 1% *	1 1%	- *	- *	- -	1 1%	- - *	2 3% I*	1 2% *
Other	4 1%	3 1%	1 *	- - *	1 1%	- - *	1 1%	- 1%	1 1%	2 1%	- -	1 2% *	1 1% *	1 2% *

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

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FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

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	Leave	Remain	Did not vote
		N	**O**	**P**
Unweighted Base	851	366	374	100
Weighted Base	509	211	226	65
Conservative	200 39%	121 57% OP	56 25%	20 31% *
Labour	175 34%	50 23%	98 43% N	24 37% N*
Liberal Democrats	42 8%	3 2%	32 14% N	6 10% N*
Green	41 8%	16 7%	19 8%	7 10% *
SNP	26 5%	5 2%	18 8% N	3 5% *
Reform UK	12 2%	9 4% O	1 *	2 4% *
UKIP	5 1%	3 2%	- *	- - *
Plaid Cymru	4 1%	2 1%	- *	1 2% *
Other	4 1%	2 1%	- *	1 2% *

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

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FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	851	419	430	94	141	109	167	155	185	353	250	63	84	94
Weighted Base	642	340	300	58	121	85	112	83	184	235	162	64	59	116
Conservative	240 37%	124 37%	115 38%	11 20% *	23 19% *	28 33% *	41 36% D	32 38% CD*	104 57% CDEFG	187 79% JKLM	7 4%	10 15% J*	5 9% *	27 23% J*
Labour	232 36%	124 36%	107 35%	38 65% EFGH*	64 53% EFGH*	24 28% *	37 33%	28 34% *	42 23%	19 8%	137 85% IKLM	14 22% I*	5 9% *	57 49% IKL*
Green	57 9%	32 9%	25 8%	4 7% *	7 6% *	14 17% DH*	13 12%	8 10% *	11 6%	9 4%	10 6%	3 5% *	15 26% IJK*	17 15% I*
Liberal Democrats	50 8%	30 9%	20 7%	3 6% *	12 10% *	9 10% *	9 8%	5 6% *	13 7%	4 2%	2 1%	35 54% IJLM*	1 2% *	8 6% *
SNP	32 5%	12 3%	20 7%	- * *	9 8% *	6 7% *	7 6%	4 5% *	5 3%	1 1%	2 1%	1 1% *	25 43% IJKM*	2 2% *
Reform UK	14 2%	8 2%	6 2%	- - *	2 2% *	2 2% *	1 1%	4 5% *	5 3%	10 4% J	1 *	- - *	4 6% J*	- - *
UKIP	6 1%	3 1%	3 1%	1 2% *	1 1% *	2 2% *	1 1%	1 1% *	- *	3 1%	- *	1 2% *	1 1% *	- *
Plaid Cymru	5 1%	2 1%	3 1%	- 1% *	2 2% *	1 1% *	1 1%	1 1% *	- *	- -	1 1%	- - *	2 3% *	2 2% *
Other	6 1%	5 2%	1 *	- - *	1 1% *	- - *	1 1%	- 1% *	3 2%	2 1%	- -	1 1% *	1 1% *	3 2% *

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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	851	366	374	100
Weighted Base	642	251	265	115
Conservative	240 37%	138 55% OP	63 24%	36 31% *
Labour	232 36%	60 24%	120 45% N	45 40% N*
Green	57 9%	23 9%	23 9%	11 10% *
Liberal Democrats	50 8%	4 2%	35 13% N	11 9% N*
SNP	32 5%	5 2%	22 8% N	5 4% *
Reform UK	14 2%	11 4% O	1 *	2 2% *
UKIP	6 1%	4 2%	- *	- - *
Plaid Cymru	5 1%	4 2%	- *	1 1% *
Other	6 1%	2 1%	1 *	3 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

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FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
No, did not vote	399	172	222	58	83	72	78	53	55	-	-	-	-	399
	37%	33%	41%	50%	45%	42%	41%	34%	21%	-	-	-	-	100%
				H*	H*	H*	H*	*				*	*	IJKL
Yes, Conservative	278	139	138	10	25	36	45	44	119	278	-	-	-	-
	26%	27%	25%	8%	14%	21%	24%	28%	46%	100%	-	-	-	-
				*	*	*	C*	CD*	CDEFG	JKLM			*	*
Yes, Labour	203	111	91	25	44	25	38	34	37	-	203	-	-	-
	19%	21%	17%	21%	24%	15%	20%	22%	14%	-	100%	-	-	-
				*	*	*	*	*			IKLM	*	*	
Yes, Liberal Democrat	73	43	30	10	11	10	10	7	24	-	-	73	-	-
	7%	8%	5%	8%	6%	6%	5%	5%	9%	-	-	100%	-	-
				*	*	*	*	*				IJLM*	*	
Yes, SNP - Scottish National Party	26	11	15	1	7	5	5	3	5	-	-	-	26	-
	2%	2%	3%	1%	4%	3%	3%	2%	2%	-	-	-	38%	-
				*	*	*	*	*					IJKM*	
Yes, Green Party	25	9	16	2	5	6	4	2	6	-	-	-	25	-
	2%	2%	3%	2%	3%	3%	2%	2%	2%	-	-	-	37%	-
				*	*	*	*	*					IJKM*	
Yes, Brexit Party	13	9	4	1	2	1	1	5	2	-	-	-	13	-
	1%	2%	1%	1%	1%	1%	1%	3%	1%	-	-	-	19%	-
				*	*	*	*	*					IJKM*	
Yes, Plaid Cymru	3	1	2	-	-	1	-	-	2	-	-	-	3	-
	*	*	*	-	-	*	-	-	1%	-	-	-	5%	-
				*	*	*	*	*					IM*	
Other party or individual	1	1	-	-	1	-	-	-	-	-	-	-	1	-
	*	*	-	-	*	-	-	-	-	-	-	-	1%	-
				*	*	*	*	*					*	
Prefer not to answer	54	27	26	10	6	15	8	8	7	-	-	-	-	-
	5%	5%	5%	8%	3%	9%	4%	5%	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	428	428	188
Weighted Base	1075	355	346	332
No, did not vote	399	77	53	257
	37%	22%	15%	77%
				NO
Yes, Conservative	278	174	79	20
	26%	49%	23%	6%
		OP	P	
Yes, Labour	203	66	114	22
	19%	19%	33%	7%
		P	NP	
Yes, Liberal Democrat	73	12	54	6
	7%	3%	16%	2%
			NP	
Yes, SNP - Scottish National Party	26	4	19	3
	2%	1%	5%	1%
			NP	
Yes, Green Party	25	4	13	4
	2%	1%	4%	1%
Yes, Brexit Party	13	11	2	-
	1%	3%	1%	*
Yes, Plaid Cymru	3	-	-	2
	*	*	*	1%
Other party or individual	1	-	-	1
	*	-	-	*
Prefer not to answer	54	7	12	17
	5%	2%	4%	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Leave	355	170	183	9	47	48	60	64	126	174	66	12	19	77
	33%	32%	34%	8%	26%	28%	32%	41%	49%	62%	33%	16%	28%	19%
				*	C*	C*	C*	CD*	CDEF	JKLM	KM	*	*	
Remain	346	188	158	40	60	50	60	45	90	79	114	54	34	53
	32%	36%	29%	35%	32%	29%	32%	29%	35%	28%	56%	74%	49%	13%
				*	*	*	*	*		M	IM	IJLM*	IM*	
Did not vote	332	156	170	56	72	62	58	44	40	20	22	6	10	257
	31%	30%	31%	48%	39%	36%	31%	28%	15%	7%	11%	8%	15%	64%
				FGH*	H*	H*	H*	H*				*	*	IJKL
Don't know	43	11	32	11	5	11	10	3	2	5	1	1	5	12
	4%	2%	6%	9%	3%	7%	5%	2%	1%	2%	1%	1%	8%	3%
			A	H*	*	*	*	*				*	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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	428	428	188
Weighted Base	1075	355	346	332
Leave	355 33%	355 100% OP	- -	- -
Remain	346 32%	- -	346 100% NP	- -
Did not vote	332 31%	- -	- -	332 100% NO
Don't know	43 4%	-	-	-

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

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FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Stay out of the EU	381	191	189	15	54	48	64	55	146	193	45	14	19	99
	35%	36%	35%	13%	29%	28%	34%	35%	56%	69%	22%	19%	28%	25%
				*	C*	*	C*	C*	CDEFG	JKLM			*	*
Apply to join the EU	364	183	178	54	83	63	48	44	73	53	116	47	34	106
	34%	35%	33%	46%	45%	37%	26%	28%	28%	19%	57%	64%	50%	27%
				FGH*	FGH*	*	*	*			IM	IM*	IM*	
Would not vote	184	94	90	25	25	33	42	39	20	9	19	1	5	140
	17%	18%	17%	21%	14%	19%	22%	25%	8%	3%	9%	2%	7%	35%
				H*	*	H*	H*	H*			I	*	*	IJKL
Don't know	146	57	87	23	23	29	33	18	20	23	22	11	11	54
	14%	11%	16%	20%	12%	17%	18%	12%	8%	8%	11%	14%	16%	14%
				H*	*	*	H*	*				*	*	

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Stay out of the EU	**381** 35%	270 76% OP	46 13%	64 19%
Apply to join the EU	**364** 34%	38 11%	238 69% NP	81 24% N
Would not vote	**184** 17%	34 9%	22 6%	128 39% NO
Don't know	**146** 14%	13 4%	39 11% N	59 18% 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Yes	336	168	165	45	74	58	51	41	68	49	106	40	28	106
	31%	32%	30%	38%	40%	34%	27%	27%	26%	18%	52%	55%	42%	27%
				*	H*	*	*	*			IM	IM*	I*	
Maybe	188	98	88	32	43	35	29	32	16	36	48	12	11	63
	18%	19%	16%	27%	24%	20%	15%	21%	6%	13%	24%	17%	17%	16%
				H*	H*	H*	H*	H*			I	*	*	
No	345	197	147	16	29	39	61	53	147	165	33	11	14	111
	32%	38%	27%	14%	16%	23%	32%	34%	57%	59%	16%	16%	20%	28%
		B		*	*	*	CD*	CD*	CDEFG	JKLM		*	*	J
Don't know	205	61	144	24	38	39	47	30	26	28	15	10	15	119
	19%	12%	26%	21%	21%	23%	25%	19%	10%	10%	8%	13%	22%	30%
			A	*	H*	H*	H*	*				*	IJ*	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

KANTAR

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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	**O**	**P**
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Yes	336	46	201	87
	31%	13%	58%	26%
			NP	N
Maybe	188	42	63	74
	18%	12%	18%	22%
				N
No	345	238	34	72
	32%	67%	10%	22%
		OP		O
Don't know	205	29	47	98
	19%	8%	14%	30%
				NO

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	1075	1075	1075	1075	1075	1075	1075	1075	1075	1075
Weighted Base	1075	1075	1075	1075	1075	1075	1075	1075	1075	1075	1075
Most important (100)	97	103	143	68	58	68	106	131	41	115	143
	9%	10%	13%	6%	5%	6%	10%	12%	4%	11%	13%
2nd (90)	72	93	171	110	56	101	62	96	104	119	88
	7%	9%	16%	10%	5%	9%	6%	9%	10%	11%	8%
3rd (80)	75	107	148	119	73	105	64	93	111	85	95
	7%	10%	14%	11%	7%	10%	6%	9%	10%	8%	9%
4th (70)	107	98	83	106	77	105	68	95	129	125	82
	10%	9%	8%	10%	7%	10%	6%	9%	12%	12%	8%
5th (60)	81	105	99	112	88	124	63	79	125	129	71
	7%	10%	9%	10%	8%	12%	6%	7%	12%	12%	7%
6th (50)	123	111	94	131	80	131	51	66	137	76	76
	11%	10%	9%	12%	7%	12%	5%	6%	13%	7%	7%
7th (40)	114	89	79	97	106	117	63	102	118	115	76
	11%	8%	7%	9%	10%	11%	6%	9%	11%	11%	7%
8th (30)	138	103	69	129	93	83	85	82	108	87	97
	13%	10%	6%	12%	9%	8%	8%	8%	10%	8%	9%
9th (20)	104	129	73	76	142	94	99	100	81	94	82
	10%	12%	7%	7%	13%	9%	9%	9%	8%	9%	8%
10th (10)	95	69	58	75	170	86	132	112	71	82	127
	9%	6%	5%	7%	16%	8%	12%	10%	7%	8%	12%
Least important (0)	69	68	58	52	131	60	282	120	50	47	138
	6%	6%	5%	5%	12%	6%	26%	11%	5%	4%	13%
Mean score	48.76	52.01	60.76	52.99	40.02	51.74	37.91	49.73	52.08	55.14	48.87
Standard Deviation	29.909	30.446	30.857	28.6	30.659	28.853	35.375	33.725	27.208	30.058	34.671
Error Variance	0.832	0.862	0.886	0.761	0.874	0.774	1.164	1.058	0.689	0.841	1.118

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Most important (100)	97	68	28	8	16	19	15	13	26	37	12	9	5	26
	9%	13%	5%	7%	9%	11%	8%	8%	10%	13%	6%	13%	7%	7%
		B		*	*	*	*	*		J		*	*	
2nd (90)	72	41	31	6	13	4	21	9	20	32	10	1	1	27
	7%	8%	6%	5%	7%	2%	11%	6%	8%	12%	5%	1%	1%	7%
				*	*	*	E*	*		JKL		*	*	
3rd (80)	75	55	20	10	8	14	16	12	14	28	12	3	7	20
	7%	11%	4%	9%	4%	8%	8%	7%	6%	10%	6%	4%	10%	5%
		B		*	*	*	*	*				*	*	
4th (70)	107	42	66	7	17	15	18	19	32	25	15	5	9	45
	10%	8%	12%	6%	9%	9%	9%	12%	13%	9%	7%	7%	13%	11%
				*	*	*	*	*				*	*	
5th (60)	81	49	30	8	21	8	14	16	15	16	15	9	4	33
	7%	9%	6%	6%	11%	5%	7%	10%	6%	6%	8%	12%	5%	8%
				*	*	*	*	*				*	*	
6th (50)	123	56	66	8	14	18	22	26	35	25	25	8	15	47
	11%	11%	12%	7%	7%	10%	11%	17%	14%	9%	12%	11%	23%	12%
				*	*	*	*	*				*	I*	
7th (40)	114	53	60	12	19	24	18	17	25	23	17	13	6	48
	11%	10%	11%	10%	10%	14%	9%	11%	10%	8%	8%	17%	9%	12%
				*	*	*	*	*				*	*	
8th (30)	138	56	81	15	22	29	19	20	32	39	23	4	4	60
	13%	11%	15%	13%	12%	17%	10%	13%	12%	14%	12%	6%	5%	15%
				*	*	*	*	*				*	*	
9th (20)	104	40	63	18	17	20	9	14	25	12	35	8	9	39
	10%	8%	12%	16%	9%	11%	5%	9%	10%	4%	17%	11%	13%	10%
				F*	*	*	*	*			I	*	I*	
10th (10)	95	38	57	18	18	13	22	4	19	20	26	5	6	32
	9%	7%	10%	15%	10%	7%	12%	3%	8%	7%	13%	7%	8%	8%
				G*	*	*	*	*				*	*	

Table continues

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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Least important (0)	69 6%	26 5%	43 8%	7 6% *	19 10% *	7 4% *	16 9% *	7 4% *	13 5%	20 7%	12 6%	7 10% *	4 5% *	22 6%
Mean score	48.76	54.39 B	43.14	42.16 *	46.29 *	48.04 *	50.03 *	52.46 C*	50.85	55.32 JM	42.59	46.99 *	48.31 *	47.48
Standard Deviation	29.909	30.482	28.257	30.099	31.191	28.942	31.511	26.812	29.74	32.023	28.856	30.296	27.628	28.154
Error Variance	0.832	1.77	1.468	7.735	5.273	4.883	5.275	4.61	3.433	3.683	4.109	12.577	11.138	1.987

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Most important (100)	97	29	40	28
	9%	8%	12%	8%
2nd (90)	72	29	23	19
	7%	8%	7%	6%
3rd (80)	75	29	30	16
	7%	8%	9%	5%
4th (70)	107	33	25	42
	10%	9%	7%	13%
5th (60)	81	24	22	30
	7%	7%	6%	9%
6th (50)	123	48	32	37
	11%	14%	9%	11%
7th (40)	114	35	39	38
	11%	10%	11%	12%
8th (30)	138	44	41	48
	13%	12%	12%	14%
9th (20)	104	31	37	32
	10%	9%	11%	10%
10th (10)	95	40	27	20
	9%	11%	8%	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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	**1075**	**355**	**346**	**332**
Least important (0)	**69**	12	29	23
	6%	3%	8%	7%
			N	
Mean score	**48.76**	49.96	49.19	48.5
Standard Deviation	**29.909**	29.309	31.7	28.758
Error Variance	**0.832**	2.422	2.908	2.492

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Most important (100)	103 10%	33 6%	70 13% A	17 14% H*	29 16% FH*	22 13% H*	10 5% *	14 9% *	11 4%	28 10%	10 5%	9 12% *	4 6% *	48 12%
2nd (90)	93 9%	46 9%	46 9%	14 12% *	8 4% *	10 6% *	21 11% *	17 11% *	23 9%	18 6%	17 9%	7 9% *	2 4% *	37 9%
3rd (80)	107 10%	43 8%	64 12%	7 6% *	20 11% *	7 4% *	26 14% E*	21 13% *	27 10%	23 8%	10 5%	10 13% *	7 10% *	51 13%
4th (70)	98 9%	57 11%	41 8%	13 11% *	10 5% *	21 12% *	19 10% *	10 7% *	25 10%	33 12% K	18 9%	1 2% *	4 6% *	38 10%
5th (60)	105 10%	53 10%	52 9%	9 8% *	20 11% *	12 7% *	14 7% *	17 11% *	33 13%	35 13%	14 7%	3 4% *	8 11% *	41 10%
6th (50)	111 10%	61 12%	47 9%	15 13% *	16 8% *	24 14% *	25 13% *	13 9% *	18 7%	34 12% J	10 5%	11 15% J*	6 9% *	44 11%
7th (40)	89 8%	45 9%	43 8%	7 6% *	16 9% *	8 5% *	15 8% *	14 9% *	28 11%	24 8%	28 14% M	8 11% *	5 7% *	18 5%
8th (30)	103 10%	46 9%	57 11%	7 6% *	10 6% *	11 7% *	15 8% *	20 13% *	40 15% D	26 9%	29 14%	7 10% *	4 6% *	34 9%
9th (20)	129 12%	65 12%	63 12%	13 11% *	20 11% *	26 15% *	25 13% *	18 11% *	28 11%	30 11%	26 13%	9 12% *	15 22% I*	46 12%
10th (10)	69 6%	29 5%	40 7%	8 7% *	16 8% *	15 9% *	9 5% *	5 3% *	16 6%	17 6%	20 10%	4 6% *	10 14% M*	17 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Least important (0)	68	46	21	6	22	16	10	7	8	12	19	5	4	23
	6%	9%	4%	5%	12%	9%	5%	4%	3%	4%	9%	7%	5%	6%
		B		*	H*	*	*	*				*	*	
Mean score	52.01	49.5	54.6	56.6	50.48	48.5	53.17	55.08	50.64	53.23	43.31	51.64	42.87	56.26
			A	*	*	*	*	*		JL		*	*	JL
Standard Deviation	30.446	29.798	30.821	31.523	33.915	32.309	28.917	29.327	27.494	28.733	29.839	31.794	29.725	30.604
Error Variance	0.862	1.692	1.746	8.484	6.234	6.086	4.442	5.516	2.934	2.965	4.394	13.852	12.893	2.349

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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	428	428	188
Weighted Base	1075	355	346	332
Most important (100)	103	34	28	32
	10%	10%	8%	10%
2nd (90)	93	31	16	42
	9%	9%	5%	13%
				O
3rd (80)	107	29	30	42
	10%	8%	9%	13%
4th (70)	98	33	32	31
	9%	9%	9%	9%
5th (60)	105	43	22	37
	10%	12%	6%	11%
		O		
6th (50)	111	39	39	30
	10%	11%	11%	9%
7th (40)	89	25	35	24
	8%	7%	10%	7%
8th (30)	103	36	40	24
	10%	10%	12%	7%
9th (20)	129	39	56	32
	12%	11%	16%	10%
10th (10)	69	23	27	14
	6%	6%	8%	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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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
Weighted Base	**1075**	**355**	**346**	**332**
Least important (0)	68	23	21	23
	6%	6%	6%	7%
Mean score	52.01	51.96	46.63	56.26
				O
Standard Deviation	30.446	30.202	29.521	30.54
Error Variance	0.862	2.572	2.522	2.81

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Most important (100)	143	53	90	14	16	23	16	23	51	51	37	13	8	32
	13%	10%	17% A	12% *	9% *	13% *	9% *	15% *	20% DF	18% M	18% M	18% *	11% *	8%
2nd (90)	171	88	84	21	32	28	26	24	40	40	24	13	18	71
	16%	17%	15%	18% *	17% *	17% *	14% *	16% *	15%	15%	12%	18% *	26% J*	18%
3rd (80)	148	74	74	7	28	19	25	23	45	32	30	10	10	59
	14%	14%	14%	6% *	15% *	11% *	13% *	15% *	18%	11%	15%	14% *	15% *	15%
4th (70)	83	37	46	7	17	8	23	7	22	21	16	7	3	26
	8%	7%	8%	6% *	9% *	4% *	12% *	5% *	8%	8%	8%	10% *	5% *	7%
5th (60)	99	38	58	16	14	15	23	13	19	21	29	6	6	29
	9%	7%	11%	14% *	8% *	9% *	12% *	8% *	7%	8%	14%	9% *	9% *	7%
6th (50)	94	41	53	5	25	18	17	12	19	17	17	5	4	45
	9%	8%	10%	4% *	13% *	10% *	9% *	7% *	7%	6%	8%	6% *	5% *	11%
7th (40)	79	49	30	7	17	7	11	16	20	25	12	4	4	28
	7%	9%	6%	6% *	9% *	4% *	6% *	10% *	8%	9%	6%	6% *	6% *	7%
8th (30)	69	35	33	8	9	15	16	4	16	22	6	1	6	33
	6%	7%	6%	7% *	5% *	9% *	9% *	3% *	6%	8%	3%	2% *	9% *	8%
9th (20)	73	39	33	7	7	18	13	17	11	19	13	6	3	32
	7%	7%	6%	6% *	4% *	11% *	7% *	11% *	4%	7%	6%	8% *	5% *	8%
10th (10)	58	37	18	10	7	11	8	9	13	15	11	2	4	19
	5%	7%	3%	8% *	4% *	7% *	4% *	6% *	5%	5%	5%	3% *	5% *	5%

Table continues

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Least important (0)	58	34	24	15	13	9	9	8	3	14	9	5	3	26
	5%	6%	4%	13%	7%	5%	5%	5%	1%	5%	4%	7%	4%	6%
				H*	H*	*	*	*				*	*	
Mean score	60.76	57.6	64.06	53.96	60.44	57.67	58.85	60.05	67.97	61.5	63.79	65	64.37	57.67
			A	*	*	*	*	*	CDEF			*	*	
Standard Deviation	30.857	31.685	29.708	34.978	29.526	32.424	28.845	31.933	28.35	31.982	30.062	31.785	30.541	30.683
Error Variance	0.886	1.913	1.622	10.446	4.725	6.129	4.42	6.539	3.12	3.674	4.459	13.843	13.611	2.361

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

KANTAR

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

Base: All adults GB 18+

	Total	Leave	Remain	Did not vote
		EU Ref 2016		
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Most important (100)	143 13%	66 19% P	56 16% P	19 6%
2nd (90)	171 16%	51 14%	52 15%	60 18%
3rd (80)	148 14%	52 15%	39 11%	54 16%
4th (70)	83 8%	29 8%	36 10% P	12 4%
5th (60)	99 9%	31 9%	33 10%	29 9%
6th (50)	94 9%	20 6%	25 7%	40 12%
7th (40)	79 7%	31 9%	21 6%	23 7%
8th (30)	69 6%	27 8%	19 5%	23 7%
9th (20)	73 7%	27 8%	20 6%	24 7%
10th (10)	58 5%	16 5%	19 5%	21 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

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	1075	355	346	332
Least important (0)	58	5	27	26
	5%	2%	8%	8%
			N	N
Mean score	60.76	64.63	61.05	56.02
		P		
Standard Deviation	30.857	29.557	32.244	31.11
Error Variance	0.886	2.464	3.008	2.916

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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Most important (100)	68 / 6%	46 / 9% / B	22 / 4%	8 / 6% / *	6 / 3% / *	9 / 5% / *	10 / 5% / *	8 / 5% / *	27 / 11%	22 / 8%	12 / 6%	7 / 10% / *	3 / 4% / *	18 / 4%
2nd (90)	110 / 10%	42 / 8%	67 / 12%	8 / 7% / *	16 / 9% / *	13 / 7% / *	22 / 11% / *	22 / 14% / *	30 / 11%	28 / 10%	34 / 17% / KM	3 / 4% / *	13 / 20% / KM*	28 / 7%
3rd (80)	119 / 11%	43 / 8%	76 / 14% / A	11 / 10% / *	13 / 7% / *	21 / 12% / *	24 / 13% / *	11 / 7% / *	39 / 15%	28 / 10%	29 / 14%	5 / 7% / *	4 / 5% / *	49 / 12%
4th (70)	106 / 10%	57 / 11%	49 / 9%	7 / 6% / *	18 / 10% / *	19 / 11% / *	16 / 8% / *	20 / 13% / *	26 / 10%	36 / 13%	16 / 8%	5 / 7% / *	5 / 8% / *	39 / 10%
5th (60)	112 / 10%	49 / 9%	63 / 11%	6 / 5% / *	9 / 5% / *	13 / 8% / *	25 / 13% / *	20 / 13% / *	38 / 15% / D	31 / 11%	19 / 9%	14 / 19% / *	4 / 5% / *	40 / 10%
6th (50)	131 / 12%	66 / 12%	65 / 12%	22 / 19% / *	22 / 12% / *	17 / 10% / *	23 / 12% / *	22 / 14% / *	25 / 10%	32 / 11%	25 / 12%	8 / 11% / *	10 / 15% / *	51 / 13%
7th (40)	97 / 9%	44 / 8%	52 / 10%	13 / 11% / *	16 / 9% / *	21 / 12% / *	15 / 8% / *	18 / 11% / *	15 / 6%	31 / 11%	21 / 11%	7 / 10% / *	7 / 10% / *	27 / 7%
8th (30)	129 / 12%	81 / 15% / B	46 / 9%	16 / 14% / *	33 / 18% / *	19 / 11% / *	15 / 8% / *	16 / 10% / *	29 / 11%	27 / 10%	21 / 10%	9 / 13% / *	4 / 6% / *	60 / 15%
9th (20)	76 / 7%	35 / 7%	42 / 8%	10 / 8% / *	21 / 11% / *	15 / 9% / *	6 / 3% / *	4 / 3% / *	21 / 8%	23 / 8%	10 / 5%	7 / 10% / *	11 / 16% / JM*	18 / 5%
10th (10)	75 / 7%	37 / 7%	37 / 7%	9 / 8% / *	19 / 10% / H*	14 / 8% / *	18 / 10% / H*	10 / 6% / *	5 / 2%	12 / 4%	10 / 5%	6 / 9% / *	2 / 3% / *	42 / 10%

Table continues

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	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	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Least important (0)	52	26	27	8	11	9	16	4	4	10	6	1	5	27
	5%	5%	5%	7%	6%	5%	8%	2%	1%	4%	3%	2%	7%	7%
				*	*	*	H*	*				*	*	
Mean score	52.99	51.99	53.99	47.47	44.75	50.32	52.57	56.94	61.07	55.54	58.29	50.85	51.8	49.05
				*	*	*	*	CD*	CDEF	M	M	*	*	
Standard Deviation	28.6	28.916	28.277	28.69	28.37	28.69	30.043	26.231	26.675	27.623	27.749	27.4	30.385	28.801
Error Variance	0.761	1.593	1.47	7.028	4.362	4.799	4.795	4.412	2.762	2.741	3.799	10.287	13.472	2.08

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	428	428	188
Weighted Base	1075	355	346	332
Most important (100)	68	22	27	15
	6%	6%	8%	5%
2nd (90)	110	43	41	24
	10%	12%	12%	7%
3rd (80)	119	47	44	26
	11%	13%	13%	8%
4th (70)	106	32	34	35
	10%	9%	10%	10%
5th (60)	112	35	38	31
	10%	10%	11%	9%
6th (50)	131	41	35	51
	12%	12%	10%	15%
7th (40)	97	30	34	31
	9%	8%	10%	9%
8th (30)	129	41	38	48
	12%	12%	11%	14%
9th (20)	76	26	25	20
	7%	7%	7%	6%
10th (10)	75	24	14	33
	7%	7%	4%	10%

Table continues

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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
Weighted Base	**1075**	**355**	**346**	**332**
Least important (0)	**52**	13	14	19
	5%	4%	4%	6%
Mean score	**52.99**	54.79	56.6	48.03
		P	P	
Standard Deviation	**28.6**	28.577	28.301	27.819
Error Variance	**0.761**	2.303	2.318	2.332

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Most important (100)	58 / 5%	31 / 6%	25 / 5%	10 / 9% *	3 / 2% *	15 / 9% *	10 / 5% *	6 / 4% *	14 / 6%	16 / 6%	8 / 4%	5 / 7% *	5 / 7% *	23 / 6%
2nd (90)	56 / 5%	33 / 6%	24 / 4%	9 / 8% *	4 / 2% *	7 / 4% *	14 / 7% *	5 / 3% *	18 / 7%	21 / 7%	6 / 3%	8 / 11% *	3 / 5% *	17 / 4%
3rd (80)	73 / 7%	40 / 8%	33 / 6%	10 / 8% *	23 / 12% H*	12 / 7% *	11 / 6% *	10 / 7% *	8 / 3%	20 / 7%	11 / 5%	6 / 9% *	3 / 4% *	27 / 7%
4th (70)	77 / 7%	44 / 8%	32 / 6%	10 / 8% *	16 / 9% *	6 / 4% *	8 / 4% *	17 / 11% *	19 / 7%	29 / 10% J	6 / 3%	5 / 6% *	4 / 5% *	35 / 9%
5th (60)	88 / 8%	46 / 9%	42 / 8%	7 / 6% *	17 / 9% *	9 / 5% *	17 / 9% *	13 / 8% *	25 / 10%	24 / 9%	14 / 7%	7 / 9% *	8 / 12% *	35 / 9%
6th (50)	80 / 7%	45 / 9%	35 / 6%	8 / 7% *	13 / 7% *	15 / 9% *	7 / 4% *	16 / 10% *	20 / 8%	33 / 12% M	14 / 7%	4 / 5% *	3 / 4% *	20 / 5%
7th (40)	106 / 10%	50 / 9%	56 / 10%	24 / 20% FGH*	25 / 14% G*	20 / 12% *	13 / 7% *	5 / 3% *	19 / 7%	30 / 11%	13 / 6%	14 / 19% J*	4 / 6% *	37 / 9%
8th (30)	93 / 9%	42 / 8%	51 / 9%	14 / 12% *	16 / 9% *	12 / 7% *	18 / 10% *	8 / 5% *	25 / 10%	22 / 8%	19 / 9%	6 / 9% *	11 / 15% *	30 / 7%
9th (20)	142 / 13%	60 / 12%	79 / 15%	8 / 7% *	24 / 13% *	26 / 15% *	31 / 16% *	13 / 8% *	39 / 15%	28 / 10%	29 / 14%	6 / 9% *	5 / 7% *	66 / 16%
10th (10)	170 / 16%	72 / 14%	97 / 18%	8 / 7% *	31 / 17% *	31 / 18% *	28 / 15% *	38 / 25% CH*	34 / 13%	28 / 10%	54 / 27% IKM	6 / 9% *	15 / 21% I*	58 / 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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	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	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Least important (0)	131	62	69	9	12	17	32	25	37	28	30	6	9	52
	12%	12%	13%	7%	6%	10%	17%	16%	14%	10%	15%	8%	13%	13%
				*	*	*	D*	*				*	*	
Mean score	40.02	42.89	37.12	49	41.07	40.1	37.22	36.75	39.17	46.35	31.06	48.77	37.74	39.51
		B		FGH*	*	*	*	*		JM		J*	*	J
Standard Deviation	30.659	31.137	29.822	29.756	27.525	31.389	31.966	31.317	30.794	30.33	28.642	30.765	31.368	30.848
Error Variance	0.874	1.847	1.635	7.56	4.106	5.744	5.428	6.289	3.681	3.304	4.048	12.969	14.358	2.386

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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Most important (100)	58	15	17	22
	5%	4%	5%	7%
2nd (90)	56	17	22	16
	5%	5%	6%	5%
3rd (80)	73	20	23	24
	7%	6%	7%	7%
4th (70)	77	28	21	27
	7%	8%	6%	8%
5th (60)	88	27	30	29
	8%	8%	9%	9%
6th (50)	80	24	38	17
	7%	7%	11%	5%
7th (40)	106	40	34	27
	10%	11%	10%	8%
8th (30)	93	28	33	27
	9%	8%	9%	8%
9th (20)	142	48	44	47
	13%	14%	13%	14%
10th (10)	170	51	54	60
	16%	14%	15%	18%

Table continues

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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	1075	355	346	332
Least important (0)	131 12%	56 16% O	31 9%	37 11%
Mean score	40.02	37.52	41.77	40.42
Standard Deviation	30.659	30.169	29.813	31.472
Error Variance	0.874	2.567	2.572	2.984

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

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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	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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Most important (100)	68 / 6%	28 / 5%	40 / 7%	11 / 9% *	18 / 10% H*	7 / 4% *	18 / 9% H*	9 / 6% *	7 / 3%	15 / 5%	23 / 11%	1 / 1% *	4 / 5% *	21 / 5%
2nd (90)	101 / 9%	46 / 9%	53 / 10%	10 / 9% *	16 / 9% *	12 / 7% *	16 / 9% *	14 / 9% *	32 / 13%	23 / 8%	22 / 11%	7 / 10% *	5 / 7% *	38 / 9%
3rd (80)	105 / 10%	65 / 12%	41 / 7%	11 / 9% *	20 / 11% *	25 / 14% *	16 / 9% *	8 / 5% *	25 / 10%	29 / 10%	19 / 10%	9 / 13% *	7 / 10% *	34 / 9%
4th (70)	105 / 10%	42 / 8%	62 / 11%	11 / 9% *	17 / 9% *	12 / 7% *	23 / 12% *	14 / 9% *	28 / 11%	25 / 9%	19 / 9%	6 / 8% *	12 / 18% *	38 / 10%
5th (60)	124 / 12%	55 / 10%	69 / 13%	21 / 18% G*	24 / 13% *	25 / 15% *	21 / 11% *	9 / 6% *	23 / 9%	26 / 9%	19 / 9%	10 / 14% *	8 / 12% *	57 / 14%
6th (50)	131 / 12%	70 / 13%	58 / 11%	15 / 13% *	23 / 12% *	23 / 13% *	23 / 12% *	17 / 11% *	29 / 11%	29 / 10%	25 / 13%	6 / 9% *	11 / 16% *	53 / 13%
7th (40)	117 / 11%	51 / 10%	66 / 12%	9 / 7% *	15 / 8% *	21 / 12% *	18 / 9% *	14 / 9% *	41 / 16%	30 / 11%	27 / 13%	5 / 7% *	8 / 12% *	42 / 11%
8th (30)	83 / 8%	46 / 9%	37 / 7%	15 / 13% E*	10 / 5% *	4 / 2% *	20 / 11% E*	19 / 12% E*	15 / 6%	27 / 10%	14 / 7%	9 / 12% *	4 / 6% *	28 / 7%
9th (20)	94 / 9%	42 / 8%	52 / 10%	9 / 8% *	10 / 5% *	14 / 8% *	14 / 7% *	20 / 13% *	28 / 11%	32 / 12% J	8 / 4%	5 / 6% *	6 / 8% *	33 / 8%
10th (10)	86 / 8%	52 / 10%	34 / 6%	2 / 2% *	21 / 11% *	19 / 11% *	12 / 7% *	15 / 10% *	17 / 7%	14 / 5%	17 / 9%	13 / 17% I*	3 / 4% *	37 / 9%

Table continues

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	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	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Least important (0)	60	28	31	3	11	11	7	15	12	29	10	2	2	17
	6%	5%	6%	3%	6%	6%	4%	10%	5%	10%	5%	3%	3%	4%
				*	*	*	*	*		M		*	*	
Mean score	51.74	50.76	52.57	56.81	53.79	50.4	54.67	44.32	51.21	47.95	55.85	48.26	55.13	51.61
				G*	G*	*	G*	*			I	*	*	
Standard Deviation	28.853	28.987	28.772	26.249	30.48	28.494	28.354	30.366	27.732	29.92	29.806	28.695	25.145	27.987
Error Variance	0.774	1.601	1.522	5.883	5.035	4.733	4.271	5.913	2.986	3.215	4.384	11.283	9.226	1.964

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Most important (100)	68	18	21	25
	6%	5%	6%	8%
2nd (90)	101	26	36	33
	9%	7%	10%	10%
3rd (80)	105	20	50	32
	10%	6%	14%	10%
			N	
4th (70)	105	29	35	34
	10%	8%	10%	10%
5th (60)	124	37	46	40
	12%	10%	13%	12%
6th (50)	131	35	55	37
	12%	10%	16%	11%
7th (40)	117	51	30	33
	11%	14%	9%	10%
8th (30)	83	40	21	23
	8%	11%	6%	7%
9th (20)	94	33	21	32
	9%	9%	6%	10%
10th (10)	86	26	21	36
	8%	7%	6%	11%

Table continues

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

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	355	346	332
Least important (0)	60	41	11	6
	6%	12%	3%	2%
		OP		
Mean score	51.74	44.65	57.02	53.3
			N	N
Standard Deviation	28.853	29.376	26.812	28.709
Error Variance	0.774	2.434	2.08	2.483

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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Most important (100)	106 10%	44 8%	63 11%	1 1% *	10 6% *	14 8% *	24 13% C*	25 16% CD*	32 12% C	40 14% JK	7 4%	- *	8 11% K*	42 10%
2nd (90)	62 6%	34 7%	28 5%	10 8% *	11 6% *	5 3% *	11 6% *	7 5% *	19 7%	28 10% M	11 5%	2 3% *	2 2% *	14 4%
3rd (80)	64 6%	37 7%	26 5%	10 8% *	9 5% *	11 7% *	6 3% *	8 5% *	21 8%	25 9%	13 6%	5 7% *	4 5% *	16 4%
4th (70)	68 6%	36 7%	31 6%	5 5% *	14 8% *	13 8% *	11 6% *	11 7% *	13 5%	26 10%	11 5%	11 15% M*	2 3% *	17 4%
5th (60)	63 6%	33 6%	30 5%	4 4% *	17 9% *	11 6% *	10 5% *	7 4% *	14 6%	21 8%	10 5%	1 2% *	3 4% *	20 5%
6th (50)	51 5%	18 3%	33 6%	4 3% *	6 3% *	7 4% *	11 6% *	7 4% *	17 7%	11 4%	4 2%	5 6% *	1 1% *	30 7%
7th (40)	63 6%	36 7%	27 5%	9 8% *	11 6% *	10 6% *	12 6% *	15 9% *	7 3%	18 6%	13 6%	-	1 2% *	28 7%
8th (30)	85 8%	40 8%	43 8%	8 7% *	13 7% *	16 9% *	16 9% *	16 10% *	16 6%	18 7%	22 11%	6 8% *	11 16% I*	28 7%
9th (20)	99 9%	42 8%	57 10%	9 7% *	23 13% *	12 7% *	27 14% *	9 6% *	19 7%	22 8%	24 12%	4 6% *	3 4% *	41 10%
10th (10)	132 12%	56 11%	76 14%	18 16% *	20 11% *	25 14% *	18 10% *	13 8% *	37 15%	31 11%	23 11%	11 15% *	11 16% *	52 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	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	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Least important (0)	282	149	130	39	50	48	44	39	62	37	65	27	23	111
	26%	28%	24%	33%	27%	28%	23%	25%	24%	13%	32%	38%	34%	28%
				*	*	*	*	*			I	I*	I*	I
Mean score	37.91	37.79	38.2	30.26	35.22	35.12	39.19	42.4	41.51	51.17	30.65	28.69	30.83	34.95
				*	*	*	*	C*	C	JKLM		*	*	
Standard Deviation	35.375	35.365	35.451	32.452	33.251	34.204	35.454	36.892	37.282	35.586	32.098	31.621	35.42	34.389
Error Variance	1.164	2.383	2.31	8.992	5.992	6.82	6.677	8.728	5.396	4.548	5.084	13.701	18.307	2.965

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Most important (100)	106 10%	57 16% O	12 4%	34 10% O
2nd (90)	62 6%	28 8%	18 5%	13 4%
3rd (80)	64 6%	36 10% OP	14 4%	12 4%
4th (70)	68 6%	31 9%	18 5%	18 6%
5th (60)	63 6%	28 8% O	10 3%	17 5%
6th (50)	51 5%	20 6%	9 3%	21 6%
7th (40)	63 6%	23 7%	16 5%	19 6%
8th (30)	85 8%	19 5%	35 10%	24 7%
9th (20)	99 9%	29 8%	31 9%	35 10%
10th (10)	132 12%	37 11%	57 16%	35 11%

Table continues

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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	1075	355	346	332
Least important (0)	282	44	125	102
	26%	12%	36%	31%
			N	N
Mean score	37.91	52.14	26.65	34.63
		OP		O
Standard Deviation	35.375	35.295	31.399	34.965
Error Variance	1.164	3.513	2.853	3.683

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Most important (100)	131	72	59	11	23	32	25	18	21	14	44	11	6	51
	12%	14%	11%	10%	12%	19%	14%	11%	8%	5%	22%	15%	9%	13%
				*	*	H*	*	*			I	I*	*	I
2nd (90)	96	52	43	7	19	23	16	12	20	16	23	9	6	39
	9%	10%	8%	6%	10%	14%	8%	8%	8%	6%	11%	13%	9%	10%
				*	*	*	*	*				*	*	
3rd (80)	93	30	62	9	19	12	20	19	14	15	29	3	9	35
	9%	6%	11%	7%	10%	7%	11%	12%	6%	5%	14%	4%	13%	9%
			A	*	*	*	*	*			I	*	*	
4th (70)	95	44	51	15	16	14	18	12	21	19	15	10	9	35
	9%	8%	9%	13%	9%	8%	10%	7%	8%	7%	7%	13%	13%	9%
				*	*	*	*	*				*	*	
5th (60)	79	47	32	6	14	14	13	11	21	25	13	1	3	32
	7%	9%	6%	5%	7%	8%	7%	7%	8%	9%	7%	2%	5%	8%
				*	*	*	*	*				*	*	
6th (50)	66	23	42	3	8	17	13	6	18	18	18	8	4	15
	6%	4%	8%	3%	4%	10%	7%	4%	7%	6%	9%	12%	6%	4%
				*	*	*	*	*				*	*	
7th (40)	102	52	47	11	22	19	20	11	19	24	10	5	10	46
	9%	10%	9%	9%	12%	11%	11%	7%	7%	9%	5%	7%	15%	11%
				*	*	*	*	*				*	J*	
8th (30)	82	42	40	9	21	8	13	9	22	23	17	6	5	26
	8%	8%	7%	7%	11%	5%	7%	6%	8%	8%	8%	8%	7%	7%
				*	*	*	*	*				*	*	
9th (20)	100	59	40	21	11	10	16	17	25	37	13	7	7	30
	9%	11%	7%	18%	6%	6%	8%	11%	10%	13%	7%	9%	10%	8%
				DE*	*	*	*	*				*	*	
10th (10)	112	51	58	11	19	9	18	18	36	49	6	3	6	45
	10%	10%	11%	10%	10%	5%	10%	12%	14%	18%	3%	4%	9%	11%
				*	*	*	*	*		JK		*	*	J

Table continues

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	GENDER		AGE							GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Least important (0)	120	53	67	15	13	13	16	23	40	39	15	10	3	45
	11%	10%	12%	13%	7%	8%	9%	15%	16%	14%	7%	14%	5%	11%
				*	*	*	*	*				*	*	
Mean score	49.73	50.17	49.47	44.28	52.9	59.6	52.79	47.44	42.51	38.16	62.76	52.81	53.83	50.66
				*	H*	CGH*	H*	*			IM	I*	I*	I
Standard Deviation	33.725	33.869	33.633	33.167	32.493	32.579	33.078	35.113	33.329	30.919	32.377	34.586	30.621	34.183
Error Variance	1.058	2.186	2.079	9.392	5.722	6.188	5.812	7.906	4.312	3.434	5.173	16.391	13.682	2.93

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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Most important (100)	131	41	42	45
	12%	12%	12%	14%
2nd (90)	96	28	42	25
	9%	8%	12%	8%
3rd (80)	93	29	27	26
	9%	8%	8%	8%
4th (70)	95	22	36	34
	9%	6%	10%	10%
5th (60)	79	33	23	22
	7%	9%	7%	7%
6th (50)	66	29	24	12
	6%	8%	7%	4%
7th (40)	102	26	32	39
	9%	7%	9%	12%
8th (30)	82	20	28	24
	8%	6%	8%	7%
9th (20)	100	35	30	29
	9%	10%	9%	9%
10th (10)	112	48	27	34
	10%	13%	8%	10%

Table continues

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	355	346	332
Least important (0)	120 11%	45 13%	33 10%	40 12%
Mean score	49.73	47.18	52.96	49.63
Standard Deviation	33.725	34.137	33.108	34.173
Error Variance	1.058	3.286	3.172	3.518

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

	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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Most important (100)	41 4%	29 6%	12 2%	4 3% *	16 9% H*	3 2% *	10 5% *	2 2% *	5 2%	10 3%	6 3%	2 3% *	2 3% *	21 5%
2nd (90)	104 10%	35 7%	69 13% A	16 14% *	27 15% E*	8 5% *	19 10% *	14 9% *	20 8%	18 6%	17 8%	10 14% *	5 7% *	52 13%
3rd (80)	111 10%	51 10%	55 10%	20 17% *	18 10% *	22 13% *	18 10% *	11 7% *	23 9%	27 10%	21 10%	3 5% *	9 13% *	47 12%
4th (70)	129 12%	64 12%	65 12%	19 16% *	20 11% *	25 15% *	22 12% *	16 11% *	27 10%	29 10%	17 8%	8 10% *	9 13% *	57 14%
5th (60)	125 12%	61 12%	63 12%	17 15% *	17 9% *	32 19% F*	11 6% *	24 15% *	24 9%	34 12%	31 15%	5 7% *	9 12% *	38 10%
6th (50)	137 13%	68 13%	69 13%	15 13% *	31 17% E*	9 5% *	21 11% *	15 10% *	46 18% E	40 14%	31 15%	13 18% *	5 7% *	38 10%
7th (40)	118 11%	60 11%	59 11%	4 3% *	9 5% *	19 11% *	40 21% CD*	15 10% *	32 12%	36 13%	19 9%	7 9% *	8 12% *	47 12%
8th (30)	108 10%	51 10%	57 10%	7 6% *	18 10% *	15 9% *	21 11% *	23 15% *	23 9%	20 7%	20 10%	13 18% I*	6 9% *	38 10%
9th (20)	81 8%	49 9%	32 6%	7 6% *	13 7% *	7 4% *	9 5% *	20 13% *	25 10%	30 11%	13 7%	2 3% *	4 6% *	28 7%
10th (10)	71 7%	37 7%	34 6%	4 4% *	6 3% *	14 8% *	12 6% *	12 7% *	24 9%	19 7%	15 7%	10 13% *	6 8% *	22 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Least important (0)	50	20	30	4	10	18	6	3	9	15	14	-	6	11
	5%	4%	5%	3%	5%	11%	3%	2%	3%	5%	7%	-	9%	3%
				*	*	*	*	*				*	*	
Mean score	52.08	51.28	52.57	60.22	57.88	48.85	52.72	48.06	48.33	49.22	49.61	50.71	49.51	56.44
				EGH*	EGH*	*	*	*				*	*	IJ
Standard Deviation	27.208	27.139	27.3	25.494	28.838	28.226	26.764	25.658	25.964	26.753	27.359	26.781	29.313	27.218
Error Variance	0.689	1.403	1.37	5.549	4.507	4.645	3.805	4.222	2.617	2.571	3.693	9.827	12.539	1.858

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	**O**	**P**
Unweighted Base	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Most important (100)	41	11	8	21
	4%	3%	2%	6%
2nd (90)	104	27	32	39
	10%	8%	9%	12%
3rd (80)	111	32	33	39
	10%	9%	9%	12%
4th (70)	129	33	40	51
	12%	9%	11%	15%
5th (60)	125	39	44	36
	12%	11%	13%	11%
6th (50)	137	49	37	45
	13%	14%	11%	14%
7th (40)	118	32	53	32
	11%	9%	15%	10%
			N	
8th (30)	108	39	40	25
	10%	11%	12%	8%
9th (20)	81	40	24	15
	8%	11%	7%	5%
		P		
10th (10)	71	29	25	15
	7%	8%	7%	5%

Table continues

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	**1075**	**355**	**346**	**332**
Least important (0)	**50**	23	9	12
	5%	6%	2%	4%
Mean score	**52.08**	47.17	51.24	58.07
				NO
Standard Deviation	**27.208**	27.829	25.655	26.579
Error Variance	**0.689**	2.184	1.904	2.128

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Most important (100)	115 11%	46 9%	70 13%	17 15% E*	33 18% EH*	7 4% *	24 13% *	14 9% *	21 8%	10 4%	14 7%	6 9% *	10 15% I*	65 16% IJ
2nd (90)	119 11%	65 12%	54 10%	10 9% *	22 12% *	42 25% CDFGH*	12 7% *	16 10% *	15 6%	33 12%	25 12%	6 9% *	4 6% *	44 11%
3rd (80)	85 8%	42 8%	44 8%	10 9% *	13 7% *	18 11% *	18 9% *	15 10% *	12 5%	20 7%	13 7%	2 3% *	8 12% *	41 10%
4th (70)	125 12%	63 12%	59 11%	14 12% *	22 12% *	30 17% *	14 7% *	22 14% *	23 9%	21 8%	46 23% IKLM	6 8% *	3 5% *	47 12%
5th (60)	129 12%	66 13%	63 12%	15 13% *	17 9% *	16 9% *	29 15% *	16 10% *	36 14%	28 10%	26 13%	12 16% *	11 16% *	46 12%
6th (50)	76 7%	44 8%	32 6%	8 7% *	11 6% *	12 7% *	16 9% *	7 5% *	21 8%	25 9%	15 7%	3 4% *	5 8% *	22 6%
7th (40)	115 11%	58 11%	57 11%	12 10% *	21 11% *	16 9% *	12 6% *	16 10% *	39 15%	23 8%	26 13%	8 11% *	10 14% *	41 10%
8th (30)	87 8%	37 7%	51 9%	3 3% *	7 4% *	15 9% *	15 8% *	15 10% *	32 12% D	35 12% JM	11 5%	7 10% *	7 10% *	22 6%
9th (20)	94 9%	47 9%	45 8%	9 8% *	20 11% *	10 6% *	26 14% *	9 6% *	20 8%	23 8%	10 5%	13 18% J*	4 5% *	39 10%
10th (10)	82 8%	38 7%	43 8%	12 10% *	8 4% *	4 2% *	17 9% *	15 10% *	27 11% E	42 15% JM	7 4%	7 10% *	4 6% *	16 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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	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	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Least important (0)	47 4%	20 4%	26 5%	6 5% *	11 6% *	2 1% *	6 3% *	11 7% *	10 4%	19 7%	10 5%	1 2% *	2 4% *	15 4%
Mean score	55.14	55.3	55.12	57 *	59.41 H*	63.42 FGH*	53.2 *	53.19 *	48.32	45.93	58.43 IK	48.85 *	56.43 I*	60.5 IK
Standard Deviation	30.058	29.202	30.881	31.425	31.818	25.586	30.569	31.145	28.204	30.106	26.853	29.371	29.435	30.035
Error Variance	0.841	1.625	1.753	8.432	5.487	3.817	4.964	6.221	3.088	3.255	3.558	11.82	12.643	2.262

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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	428	428	188
Weighted Base	1075	355	346	332
Most important (100)	115	24	26	52
	11%	7%	8%	16%
				NO
2nd (90)	119	41	32	41
	11%	12%	9%	12%
3rd (80)	85	25	25	34
	8%	7%	7%	10%
4th (70)	125	60	34	28
	12%	17%	10%	8%
		OP		
5th (60)	129	36	52	39
	12%	10%	15%	12%
6th (50)	76	25	30	20
	7%	7%	9%	6%
7th (40)	115	34	37	37
	11%	10%	11%	11%
8th (30)	87	42	23	19
	8%	12%	7%	6%
9th (20)	94	20	36	34
	9%	6%	10%	10%
10th (10)	82	28	37	16
	8%	8%	11%	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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	**1075**	**355**	**346**	**332**
Least important (0)	**47**	19	15	12
	4%	5%	4%	3%
Mean score	**55.14**	53.72	51.22	59.68
				O
Standard Deviation	**30.058**	29.162	29.4	30.464
Error Variance	**0.841**	2.398	2.501	2.796

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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Most important (100)	143 13%	75 14%	66 12%	17 14% *	14 7% *	21 12% *	27 14% *	24 15% *	41 16%	36 13%	30 15%	9 12% *	14 21% *	53 13%
2nd (90)	88 8%	43 8%	45 8%	6 5% *	15 8% *	18 11% *	12 6% *	15 10% *	21 8%	21 8%	15 7%	6 9% *	10 14% *	32 8%
3rd (80)	95 9%	45 9%	50 9%	12 11% *	15 8% *	9 5% *	8 4% *	19 12% *	31 12%	31 11% M	16 8%	16 22% JLM*	2 3% *	20 5%
4th (70)	82 8%	39 7%	41 7%	9 8% *	18 10% *	9 5% *	18 9% *	7 4% *	21 8%	15 5%	25 12% I	9 12% *	8 11% *	22 5%
5th (60)	71 7%	29 5%	43 8%	8 7% *	15 8% *	16 9% *	12 7% *	10 7% *	10 4%	16 6%	13 6%	6 8% *	6 9% *	27 7%
6th (50)	76 7%	33 6%	44 8%	14 12% *	16 9% *	13 7% *	10 5% *	15 9% *	10 4%	15 5%	18 9%	1 2% *	4 6% *	33 8%
7th (40)	76 7%	27 5%	46 8%	10 9% *	15 8% *	7 4% *	15 8% *	16 10% *	13 5%	15 5%	17 8%	2 2% *	5 7% *	37 9%
8th (30)	97 9%	49 9%	47 9%	14 12% H*	25 13% GH*	26 15% GH*	19 10% H*	5 3% *	7 3%	19 7%	22 11%	4 6% *	7 11% *	39 10%
9th (20)	82 8%	45 9%	37 7%	5 4% *	19 11% *	14 8% *	14 7% *	14 9% *	16 6%	24 9%	21 10%	7 9% *	2 3% *	27 7%
10th (10)	127 12%	77 15%	50 9%	16 14% *	21 11% *	19 11% *	26 14% *	17 11% *	28 11%	30 11%	15 7%	5 7% *	3 5% *	59 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	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	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Least important (0)	138	62	76	6	12	20	28	15	58	56	13	7	7	51
	13%	12%	14%	5%	7%	12%	15%	9%	23%	20%	6%	10%	10%	13%
				*	*	*	*	*	CDG	J		*	*	
Mean score	48.87	48.31	49.17	52.25	47.77	47.98	45.59	53.32	48.41	45.63	53.66	57.42	59.18	45.87
				*	*	*	*	*			I	IM*	IM*	
Standard Deviation	34.671	35.389	34.018	31.962	30.621	34.091	34.972	34.319	38.669	36.67	31.948	33.85	34.113	34.398
Error Variance	1.118	2.386	2.127	8.722	5.081	6.776	6.497	7.553	5.805	4.83	5.036	15.701	16.981	2.967

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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Most important (100)	143 13%	38 11%	67 19% N	38 12%
2nd (90)	88 8%	33 9%	30 9%	19 6%
3rd (80)	95 9%	36 10%	30 9%	28 8%
4th (70)	82 8%	23 7%	35 10%	19 6%
5th (60)	71 7%	22 6%	26 8%	22 7%
6th (50)	76 7%	24 7%	22 6%	22 7%
7th (40)	76 7%	28 8%	16 5%	27 8%
8th (30)	97 9%	19 5%	28 8%	46 14% N
9th (20)	82 8%	25 7%	22 6%	31 9%
10th (10)	127 12%	33 9%	39 11%	47 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

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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	**1075**	**355**	**346**	**332**
Least important (0)	**138** **13%**	73 20% OP	30 9%	33 10%
Mean score	**48.87**	46.28	55.67 NP	45.45
Standard Deviation	**34.671**	35.86	34.872	33.021
Error Variance	**1.118**	3.626	3.519	3.285

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

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

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	629	322	306	75	142	119	155	106	32	209	177	37	50	122
Weighted Base	602	329	271	66	151	124	144	83	34	133	119	35	38	240
More safe than it was 12 months ago	104 / 17%	69 / 21%	36 / 13%	10 / 15% / *	41 / 27% / G*	23 / 18% / *	22 / 15% / *	6 / 7% / *	4 / 12% / **	25 / 19%	16 / 14% / *	9 / 25% / *	6 / 16% / **	42 / 18% / *
Less safe than it was 12 months ago	141 / 23%	79 / 24%	60 / 22%	18 / 27% / *	31 / 21% / *	43 / 35% / *	28 / 19% / *	20 / 24% / *	1 / 3% / **	28 / 21%	41 / 35% / IM*	9 / 26% / *	10 / 27% / **	46 / 19% / *
Much the same as it was 12 months ago	298 / 49%	147 / 45%	151 / 56%	28 / 43% / *	59 / 39% / *	47 / 38% / *	82 / 57% / DE*	53 / 64% / DE*	28 / 84% / **	72 / 54%	48 / 41% / *	17 / 48% / *	20 / 53% / **	119 / 50% / *
Don't know	58 / 10%	35 / 10%	24 / 9%	11 / 16% / *	20 / 13% / *	11 / 8% / *	13 / 9% / *	4 / 5% / *	- / 1% / **	7 / 5%	13 / 11% / *	1 / 2% / *	2 / 4% / **	32 / 13% / *

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

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

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

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	629	224	276	112
Weighted Base	602	168	203	204
More safe than it was 12 months ago	104	24	38	41
	17%	14%	19%	20%
				*
Less safe than it was 12 months ago	141	31	56	47
	23%	18%	28%	23%
				*
Much the same as it was 12 months ago	298	100	96	87
	49%	59%	47%	43%
		P		*
Don't know	58	13	12	30
	10%	8%	6%	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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Better than it was 12 months ago	167 16%	112 21% B	53 10%	26 22% *	29 16% *	23 14% *	30 16% *	29 19% *	30 12%	70 25% JLM	24 12%	14 20% *	6 9% *	45 11%
Much the same as it was 12 months ago	376 35%	187 36%	189 35%	47 40% *	69 38% *	71 41% *	55 29%	46 30% *	87 34%	100 36%	69 34%	24 33% *	26 38% *	130 33%
Worse than it was 12 months ago	532 50%	227 43%	303 56% A	45 38% *	86 47% *	77 45% *	103 55% *	80 52% *	141 55% C	109 39%	109 54% I	34 47% *	36 52% *	223 56% 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	428	428	188
Weighted Base	1075	355	346	332
Better than it was 12 months ago	167 16%	74 21% P	56 16%	35 11%
Much the same as it was 12 months ago	376 35%	135 38%	103 30%	112 34%
Worse than it was 12 months ago	532 50%	146 41%	187 54% N	184 55% 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Better than it is now	286	170	114	27	44	49	45	44	77	129	38	19	7	76
	27%	32%	21%	23%	24%	29%	24%	28%	30%	46%	19%	26%	10%	19%
		B		*	*	*	*	*		JKLM		*	*	
Much the same as it is now	469	211	257	64	89	73	82	51	110	100	87	27	37	192
	44%	40%	47%	54%	48%	43%	44%	33%	43%	36%	43%	37%	54%	48%
				G*	G*	*	*	*				*	I*	I
Worse than it is now	321	145	173	27	52	49	62	61	71	49	78	27	24	131
	30%	28%	32%	23%	28%	28%	33%	39%	27%	18%	38%	37%	35%	33%
				*	*	*	*	*			I	I*	I*	I

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	428	428	188
Weighted Base	1075	355	346	332
Better than it is now	**286** **27%**	129 36% OP	78 23%	73 22%
Much the same as it is now	**469** **44%**	151 43%	150 43%	140 42%
Worse than it is now	**321** **30%**	75 21%	118 34% N	119 36% 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

ManEc.Which party do you believe would best manage the UK economy?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Conservative Party	242	143	99	8	23	18	43	34	117	171	7	14	5	46
	23%	27%	18%	7%	13%	10%	23%	21%	45%	62%	3%	19%	7%	12%
		B		*	*	*	CE*	C*	CDEFG	JKLM		J*	*	J
Labour Party	193	110	81	26	70	23	23	26	26	10	115	7	6	52
	18%	21%	15%	22%	38%	13%	12%	17%	10%	4%	57%	10%	9%	13%
				H*	EFGH*	*	*	*			IKLM	*	*	I
Liberal Democrats	58	32	26	12	14	9	7	4	12	8	17	25	1	7
	5%	6%	5%	10%	7%	5%	4%	2%	5%	3%	9%	35%	2%	2%
				*	*	*	*	*			IM	IJLM*	*	
The Green Party	26	15	12	11	1	2	4	5	3	1	6	3	9	6
	2%	3%	2%	10%	1%	1%	2%	3%	1%	*	3%	5%	14%	2%
				DEH*	*	*	*	*				*	IJM*	
Reform UK	20	12	8	5	4	6	-	3	2	7	-	2	3	4
	2%	2%	1%	4%	2%	3%	*	2%	1%	3%	-	3%	5%	1%
				*	*	*		*				*	J*	
The SNP – Scottish National Party	20	10	10	-	6	2	2	3	5	1	-	-	16	3
	2%	2%	2%	*	3%	1%	1%	2%	2%	*	-	-	24%	1%
				*	*	*	*	*				*	IJKM*	
UKIP – United Kingdom Independence Party	15	5	10	2	2	6	1	1	2	9	2	2	1	1
	1%	1%	2%	2%	1%	3%	1%	1%	1%	3%	1%	3%	2%	*
				*	*	*	*	*				*	*	
Plaid Cymru	4	1	3	-	3	1	-	-	-	-	1	-	1	2
	*	*	1%	-	2%	*	-	-	-	-	1%	-	1%	*
				*	*	*	*	*				*	*	
An other party	23	14	8	1	5	12	4	1	1	4	3	1	1	14
	2%	3%	2%	1%	2%	7%	2%	*	*	1%	1%	1%	2%	3%
				*	*	H*	*	*				*	*	
Don't know	474	183	288	51	57	93	103	80	90	67	51	18	24	266
	44%	35%	53%	44%	31%	54%	55%	51%	35%	24%	25%	25%	35%	67%
			A	*	*	DH*	DH*	DH*				*	*	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

ManEc.Which party do you believe would best manage the UK economy?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Conservative Party	242 23%	143 40% OP	65 19% P	33 10%
Labour Party	193 18%	52 15%	90 26% NP	44 13%
Liberal Democrats	58 5%	14 4%	35 10% NP	9 3%
The Green Party	26 2%	8 2%	13 4%	6 2%
Reform UK	20 2%	7 2%	7 2%	5 1%
The SNP – Scottish National Party	20 2%	3 1%	13 4%	4 1%
UKIP – United Kingdom Independence Party	15 1%	11 3%	4 1%	- -
Plaid Cymru	4 *	2 *	1 *	1 *
An other party	23 2%	8 2%	4 1%	11 3%
Don't know	474 44%	108 31%	113 33%	220 66% 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Easier than it was 12 months ago	123	72	48	21	41	19	19	11	12	25	35	9	11	39
	11%	14%	9%	18%	22%	11%	10%	7%	4%	9%	17%	12%	15%	10%
				H*	FGH*	*	*	*			I	*	*	
About the same as it was 12 months ago	528	280	247	51	76	74	72	84	170	167	90	36	36	163
	49%	53%	45%	44%	41%	43%	38%	54%	66%	60%	44%	49%	52%	41%
				*	*	*	*	*	CDEF	JM		*	*	
Harder than it was 12 month ago	424	172	249	45	67	78	97	61	76	86	78	28	22	197
	39%	33%	46%	39%	36%	46%	51%	39%	29%	31%	38%	39%	32%	49%
			A	*	*	H*	H*	*				*	*	IL

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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	428	428	188
Weighted Base	1075	355	346	332
Easier than it was 12 months ago	123	35	43	43
	11%	10%	13%	13%
About the same as it was 12 months ago	528	199	177	125
	49%	56%	51%	38%
		P	P	
Harder than it was 12 month ago	424	121	125	163
	39%	34%	36%	49%
				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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Fallen behind the cost of living	464	220	241	37	66	80	91	74	116	124	87	31	27	183
	43%	42%	44%	32%	36%	47%	48%	47%	45%	44%	43%	43%	39%	46%
				*	*	*	*	*				*	*	
Kept up with the cost of living	511	251	256	62	100	70	86	67	126	139	95	39	37	169
	48%	48%	47%	53%	54%	41%	45%	43%	49%	50%	47%	53%	54%	42%
				*	*	*	*	*				*	*	
Or, gone up by more than cost of living?	100	53	47	18	18	21	12	15	16	16	20	3	4	47
	9%	10%	9%	15%	10%	12%	6%	10%	6%	6%	10%	4%	6%	12%
				*	*	*	*	*				*	*	

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Fallen behind the cost of living	464	167	142	143
	43%	47%	41%	43%
Kept up with the cost of living	511	170	180	137
	48%	48%	52%	41%
Or, gone up by more than cost of living?	100	18	24	52
	9%	5%	7%	16%
				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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Fall behind the cost of living	468	217	250	28	53	77	89	79	141	120	89	37	28	185
	43%	41%	46%	24%	29%	45%	47%	51%	55%	43%	44%	51%	42%	46%
				*	*	CD*	CD*	CD*	CD			*	*	
Keep up with the cost of living	501	251	244	56	106	82	87	65	105	139	93	34	34	167
	47%	48%	45%	48%	57%	48%	46%	42%	41%	50%	46%	46%	50%	42%
				*	H*	*	*	*				*	*	
Or, go up by more than the cost of living?	106	57	50	33	26	12	12	12	11	20	21	2	6	46
	10%	11%	9%	28%	14%	7%	6%	8%	4%	7%	10%	3%	9%	12%
				DEFGH*	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

KANTAR

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	1075	428	428	188
Weighted Base	1075	355	346	332
Fall behind the cost of living	468 43%	174 49%	144 42%	134 40%
Keep up with the cost of living	501 47%	160 45%	168 49%	152 46%
Or, go up by more than the cost of living?	106 10%	21 6%	33 10%	47 14% N

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	**1075**	**1075**	**1075**	**1075**	**1075**	**1075**
Weighted Base	**1075**	**1075**	**1075**	**1075**	**1075**	**1075**
Very concerned	359	322	204	238	138	307
	33%	30%	19%	22%	13%	29%
Fairly concerned	376	444	399	352	316	274
	35%	41%	37%	33%	29%	26%
Not very concerned	176	215	344	290	430	209
	16%	20%	32%	27%	40%	19%
Not at all concerned	118	59	76	143	148	225
	11%	6%	7%	13%	14%	21%
Don't know	46	34	52	52	42	60
	4%	3%	5%	5%	4%	6%

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	359	144	212	25	59	73	82	50	72	97	80	16	24	131
	33%	27%	39%	21%	32%	42%	43%	32%	28%	35%	39%	22%	34%	33%
			A	*	*	CH*	CH*	*			K	*	*	
Fairly concerned	376	188	188	45	49	49	68	55	110	109	67	32	25	125
	35%	36%	35%	38%	27%	29%	36%	35%	43%	39%	33%	44%	37%	31%
				*	*	*	*	*	D			*	*	
Not very concerned	176	94	81	35	41	21	16	15	49	51	31	7	10	62
	16%	18%	15%	30%	22%	12%	8%	10%	19%	18%	15%	9%	15%	16%
				EFG*	FG*	*	*	*	F			*	*	
Not at all concerned	118	76	42	9	23	18	16	30	21	18	21	13	7	52
	11%	14%	8%	7%	13%	11%	8%	19%	8%	7%	10%	18%	11%	13%
		B		*	*	*	*	H*				I*	*	
Don't know	46	23	21	4	13	11	7	6	6	3	4	5	2	30
	4%	4%	4%	4%	7%	6%	4%	4%	2%	1%	2%	6%	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Very concerned	359 **33%**	126 35%	104 30%	108 32%
Fairly concerned	376 **35%**	121 34%	133 38%	114 34%
Not very concerned	176 **16%**	57 16%	67 19%	42 13%
Not at all concerned	118 **11%**	45 13%	31 9%	39 12%
Don't know	46 **4%**	6 2%	11 3%	29 9% 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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	322	123	197	29	65	66	64	41	57	76	68	15	19	123
	30%	24%	36%	24%	35%	39%	34%	26%	22%	27%	34%	21%	28%	31%
			A	*	H*	H*	*	*				*	*	
Fairly concerned	444	213	231	38	60	57	87	78	124	109	87	39	32	167
	41%	41%	42%	32%	33%	33%	46%	50%	48%	39%	43%	54%	46%	42%
				*	*	*	*	CDE*	CDE			*	*	
Not very concerned	215	126	89	34	37	29	29	22	65	77	34	14	14	64
	20%	24%	16%	29%	20%	17%	15%	14%	25%	28%	17%	20%	21%	16%
		B		G*	*	*	*	*		JM		*	*	
Not at all concerned	59	42	15	13	12	11	4	9	11	12	12	4	2	20
	6%	8%	3%	11%	7%	6%	2%	6%	4%	4%	6%	5%	3%	5%
		B		F*	*	*	*	*				*	*	
Don't know	34	20	12	4	10	9	5	6	1	4	1	1	2	24
	3%	4%	2%	3%	5%	5%	2%	4%	*	1%	*	1%	3%	6%
				*	H*	*	*	*				*	*	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Very concerned	**322**	105	90	110
	30%	30%	26%	33%
Fairly concerned	**444**	151	156	128
	41%	43%	45%	38%
Not very concerned	**215**	76	70	54
	20%	21%	20%	16%
Not at all concerned	**59**	20	20	20
	6%	6%	6%	6%
Don't know	**34**	3	10	22
	3%	1%	3%	6%
				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

KANTAR

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	204	89	113	14	42	44	50	28	26	36	51	10	15	84
	19%	17%	21%	12%	23%	26%	27%	18%	10%	13%	25%	13%	22%	21%
				*	H*	H*	CH*	*			I	*	*	
Fairly concerned	399	178	221	46	49	57	87	69	92	106	86	34	22	130
	37%	34%	41%	39%	27%	33%	46%	44%	36%	38%	42%	46%	32%	33%
				*	*	*	D*	D*				*	*	
Not very concerned	344	188	156	39	64	50	39	34	119	116	45	24	28	115
	32%	36%	29%	33%	34%	29%	21%	22%	46%	42%	22%	33%	41%	29%
				*	*	*	*	*	EFG	JM		*	J*	
Not at all concerned	76	43	31	9	15	10	7	19	16	16	12	2	2	41
	7%	8%	6%	8%	8%	6%	4%	12%	6%	6%	6%	3%	3%	10%
				*	*	*	*	*				*	*	
Don't know	52	26	24	9	14	10	5	8	5	5	9	3	2	29
	5%	5%	4%	8%	8%	6%	3%	5%	2%	2%	5%	4%	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Very concerned	204 **19%**	68 19%	65 19%	59 18%
Fairly concerned	399 **37%**	128 36%	142 41%	111 33%
Not very concerned	344 **32%**	129 36%	108 31%	96 29%
Not at all concerned	76 **7%**	24 7%	14 4%	36 11% O
Don't know	52 **5%**	6 2%	17 5%	29 9% 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	238	91	145	26	44	54	46	32	36	52	54	12	18	93
	22%	17%	27%	22%	24%	31%	24%	21%	14%	19%	27%	16%	26%	23%
			A	*	*	H*	*	*				*	*	
Fairly concerned	352	150	200	26	65	50	71	53	86	92	68	19	19	138
	33%	29%	37%	22%	35%	29%	38%	34%	34%	33%	34%	25%	27%	35%
				*	*	*	*	*				*	*	
Not very concerned	290	168	121	45	49	35	48	37	75	88	58	29	20	81
	27%	32%	22%	38%	27%	21%	25%	24%	29%	32%	29%	39%	29%	20%
		B		E*	*	*	*	*		M		M*	*	
Not at all concerned	143	87	56	13	16	19	17	24	55	39	20	8	8	59
	13%	17%	10%	11%	9%	11%	9%	15%	21%	14%	10%	11%	12%	15%
		B		*	*	*	*	*	DF			*	*	
Don't know	52	28	22	7	10	13	6	10	5	7	3	6	4	28
	5%	5%	4%	6%	6%	8%	3%	7%	2%	2%	1%	8%	5%	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Very concerned	238 22%	71 20%	80 23%	71 21%
Fairly concerned	352 33%	108 30%	113 33%	121 36%
Not very concerned	290 27%	110 31%	92 27%	70 21%
Not at all concerned	143 13%	60 17%	44 13%	39 12%
Don't know	52 5%	6 2%	16 5%	30 9% 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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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+

		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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	138 13%	67 13%	71 13%	18 15% H*	41 22% GH*	34 20% H*	27 15% H*	13 9% *	5 2%	21 8%	42 21% I	9 12% *	11 16% *	52 13%
Fairly concerned	316 29%	136 26%	179 33%	39 33% *	61 33% G*	52 30% *	69 37% G*	28 18% *	67 26%	67 24%	60 29%	14 19% *	19 28% *	140 35% I
Not very concerned	430 40%	209 40%	220 40%	41 35% *	54 29% *	48 28% *	71 38% *	73 47% DE*	143 55% CDEF	149 54% JM	78 39%	38 52% M*	28 41% *	118 30%
Not at all concerned	148 14%	85 16%	61 11%	15 13% *	18 10% *	24 14% *	17 9% *	32 21% F*	42 16%	37 13%	22 11%	11 15% *	7 10% *	58 15%
Don't know	42 4%	27 5%	13 2%	4 3% *	11 6% H*	13 8% H*	5 2% *	9 6% H*	1 *	4 1%	1 *	1 1% *	3 5% *	30 8% 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Very concerned	**138** **13%**	38 11%	43 13%	48 14%
Fairly concerned	**316** **29%**	90 25%	101 29%	111 33%
Not very concerned	**430** **40%**	158 45% P	153 44% P	102 31%
Not at all concerned	**148** **14%**	64 18%	40 11%	43 13%
Don't know	**42** **4%**	4 1%	9 3%	29 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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	307	118	186	32	75	76	65	35	23	62	74	15	18	124
	29%	22%	34%	28%	41%	44%	35%	23%	9%	22%	37%	21%	26%	31%
			A	H*	GH*	GH*	H*	H*			I	*	*	
Fairly concerned	274	125	149	38	40	53	46	42	54	56	56	14	19	116
	26%	24%	27%	33%	22%	31%	24%	27%	21%	20%	28%	19%	28%	29%
				*	*	*	*	*				*	*	
Not very concerned	209	124	85	26	45	21	40	32	46	67	39	19	14	57
	19%	24%	16%	22%	24%	12%	21%	20%	18%	24%	19%	26%	20%	14%
		B		*	*	*	*	*		M		*	*	
Not at all concerned	225	125	100	16	15	12	24	34	123	80	32	21	14	73
	21%	24%	18%	14%	8%	7%	13%	22%	48%	29%	16%	29%	20%	18%
				*	*	*	*	DE*	CDEFG	JM		*	*	
Don't know	60	33	24	4	10	9	13	12	11	14	2	4	4	29
	6%	6%	4%	4%	6%	5%	7%	8%	4%	5%	1%	5%	6%	7%
				*	*	*	*	*				*	*	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	428	428	188
Weighted Base	1075	355	346	332
Very concerned	**307**	95	83	104
	29%	27%	24%	31%
Fairly concerned	**274**	78	90	100
	26%	22%	26%	30%
Not very concerned	**209**	71	75	57
	19%	20%	22%	17%
Not at all concerned	**225**	95	82	47
	21%	27%	24%	14%
		P	P	
Don't know	**60**	16	15	25
	6%	4%	4%	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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very well	74	47	25	5	20	12	6	9	22	37	11	7	3	17
	7%	9%	5%	4%	11%	7%	3%	6%	8%	13%	5%	9%	5%	4%
				*	*	*	*	*		JM		*	*	
Fairly well	376	186	189	34	51	51	69	53	118	150	40	22	14	131
	35%	36%	35%	29%	28%	30%	37%	34%	46%	54%	20%	30%	20%	33%
				*	*	*	*	*	CDE	JKLM		*	*	J
Fairly poorly	284	125	158	41	49	50	52	48	45	46	67	21	17	119
	26%	24%	29%	35%	27%	29%	28%	31%	17%	17%	33%	29%	25%	30%
				H*	*	*	*	H*			I	*	*	I
Very poorly	269	137	130	32	47	48	49	35	58	35	69	18	31	104
	25%	26%	24%	27%	25%	28%	26%	23%	22%	13%	34%	24%	46%	26%
				*	*	*	*	*			I	*	IKM*	I
Not sure	72	30	42	5	18	10	12	11	16	10	15	6	2	29
	7%	6%	8%	4%	10%	6%	6%	7%	6%	4%	7%	8%	4%	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	**O**	**P**
Unweighted Base	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Very well	74	32	28	13
	7%	9%	8%	4%
Fairly well	376	154	91	116
	35%	43%	26%	35%
		O		
Fairly poorly	284	83	107	83
	26%	23%	31%	25%
Very poorly	269	68	99	91
	25%	19%	29%	27%
			N	
Not sure	72	18	20	30
	7%	5%	6%	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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very good	98	50	45	12	16	11	17	11	30	47	12	8	4	27
	9%	10%	8%	11% *	9% *	6% *	9% *	7% *	12%	17% JM	6%	11% *	6% *	7%
Fairly good	372	191	181	41	53	51	64	67	95	134	62	20	19	128
	35%	36%	33%	35% *	29% *	30% *	34% *	43% *	37%	48% JKLM	31%	27% *	27% *	32%
Fairly poor	304	143	160	39	54	55	57	31	67	60	63	29	14	119
	28%	27%	29%	34% *	29% *	32% *	30% *	20% *	26%	21%	31%	39% I*	21% *	30%
Very poor	237	119	115	21	44	41	41	40	50	30	61	14	30	93
	22%	23%	21%	18% *	24% *	24% *	22% *	25% *	19%	11%	30% I	19% *	43% IKM*	23% I
Don't know	65	22	43	3	17	13	9	7	16	9	5	3	2	32
	6%	4%	8%	3% *	9% *	8% *	5% *	4% *	6%	3%	2%	4% *	3% *	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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	428	428	188
Weighted Base	1075	355	346	332
Very good	98	46	31	19
	9%	13%	9%	6%
		P		
Fairly good	372	147	107	108
	35%	41%	31%	32%
		O		
Fairly poor	304	88	107	91
	28%	25%	31%	27%
Very poor	237	54	93	83
	22%	15%	27%	25%
			N	N
Don't know	65	19	8	32
	6%	5%	2%	10%
				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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
It has not impacted my income	612 57%	267 51%	342 63% A	39 33% *	55 30% *	79 46% D*	120 64% CDE*	107 69% CDE*	213 83% CDEFG	195 70% JKLM	114 56%	38 52% *	37 54% *	205 51%
My income has reduced by less than half	135 13%	78 15%	57 10%	11 9% *	38 21% FH*	28 16% *	16 9% *	20 13% *	21 8%	37 13%	27 13%	17 23% *	8 11% *	45 11%
My income has reduced by about half	81 8%	40 8%	40 7%	21 18% FGH*	28 15% FGH*	14 8% H*	9 5% *	7 5% *	2 1%	11 4%	27 13% IM	8 11% *	9 13% I*	22 6%
My income has reduced by more than half	47 4%	31 6%	16 3%	8 7% H*	18 10% H*	7 4% *	11 6% H*	3 2% *	1 *	6 2%	14 7% I	1 1% *	3 5% *	20 5%
I have lost my income completely	46 4%	25 5%	20 4%	6 5% *	10 5% *	13 8% H*	10 6% *	3 2% *	4 1%	9 3%	5 3%	2 3% *	5 8% *	23 6%
My income has increased	51 5%	32 6%	20 4%	7 6% *	11 6% *	13 8% *	9 5% *	2 1% *	9 3%	7 2%	8 4%	1 1% *	4 6% *	20 5%
Don't know	104 10%	51 10%	50 9%	27 23% EFGH*	25 13% H*	17 10% *	13 7% *	14 9% *	9 3%	15 5%	8 4%	5 7% *	2 3% *	63 16% IJL

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
It has not impacted my income	**612**	236	203	158
	57%	66%	59%	48%
		P		
My income has reduced by less than half	**135**	50	41	42
	13%	14%	12%	13%
My income has reduced by about half	**81**	18	40	18
	8%	5%	11%	5%
			N	
My income has reduced by more than half	**47**	14	18	13
	4%	4%	5%	4%
I have lost my income completely	**46**	11	13	19
	4%	3%	4%	6%
My income has increased	**51**	11	12	29
	5%	3%	3%	9%
Don't know	**104**	15	18	54
	10%	4%	5%	16%
				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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

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

		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	332	167	165	54	82	64	54	53	25	96	97	29	33	66
Weighted Base	308	175	133	45	94	63	46	33	27	62	73	29	25	111
Return to normal within a few weeks	18 / 6% / *	12 / 7% / *	6 / 5% / *	2 / 4% / **	11 / 11% / *	5 / 8% / *	- / * / **	- / 1% / **	1 / 2% / **	5 / 8% / *	4 / 5% / *	2 / 8% / **	2 / 9% / **	5 / 4% / *
Return to normal within a few months, but it will take more than a few weeks	58 / 19% / *	43 / 25% / *	15 / 12% / *	11 / 24% / **	25 / 27% / *	6 / 9% / *	8 / 18% / **	3 / 8% / **	5 / 20% / **	17 / 28% / *	19 / 27% / *	4 / 13% / **	4 / 14% / **	12 / 11% / *
Return to normal, but it will take more than a few months	114 / 37% / *	63 / 36% / *	51 / 38% / *	17 / 38% / **	32 / 34% / *	32 / 51% / *	13 / 27% / **	14 / 42% / **	7 / 24% / **	26 / 41% / *	24 / 33% / *	12 / 43% / **	9 / 34% / **	41 / 37% / *
Be permanently reduced	97 / 31% / *	47 / 27% / *	49 / 37% / *	12 / 26% / **	18 / 20% / *	20 / 32% / *	22 / 48% / **	15 / 45% / **	9 / 34% / **	13 / 21% / *	21 / 28% / *	9 / 30% / **	10 / 40% / **	41 / 37% / *
Don't know	21 / 7% / *	9 / 5% / *	11 / 9% / *	4 / 8% / **	7 / 7% / *	- / * / *	3 / 7% / **	1 / 4% / **	5 / 20% / **	1 / 2% / *	5 / 7% / *	2 / 6% / **	1 / 2% / **	12 / 11% / *

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

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

			EU Ref 2016			Impact on income			
	Total	Leave	Remain	Did not vote	Reduced by less than half	Reduced by about half	Reduced by more than half	Lost my income completely
		N	O	P	Q	R	S	T
Unweighted Base	332	112	148	64	157	89	48	38
Weighted Base	308	93	112	91	135	81	47	46
Return to normal within a few weeks	18	6	10	3	12	-	1	5
	6%	7%	9%	3%	9%	*	2%	10%
		*	*	*	*	*	**	**
Return to normal within a few months, but it will take more than a few weeks	58	27	23	9	23	18	10	8
	19%	29%	20%	9%	17%	22%	21%	16%
		P*	*	*	*	*	**	**
Return to normal, but it will take more than a few months	114	29	42	37	50	37	15	13
	37%	32%	37%	41%	37%	46%	31%	28%
		*	*	*	*	*	**	**
Be permanently reduced	97	26	33	32	38	17	22	20
	31%	28%	30%	35%	28%	21%	46%	44%
		*	*	*	*	*	**	**
Don't know	21	4	5	10	12	9	-	-
	7%	4%	5%	12%	9%	11%	-	*
		*	*	*	*	*	**	**

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

FutureWaves.How concerned are you that there will be further waves of Coronavirus infections in the UK this autumn and 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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	289	124	166	22	45	46	68	48	60	74	62	19	21	103
	27%	24%	30%	18% *	25% *	27% *	36% C*	31% *	23%	27%	30%	26% *	31% *	26%
Fairly concerned	463	220	241	36	69	67	81	81	129	129	95	28	30	166
	43%	42%	44%	31% *	37% *	39% *	43% *	52% C*	50% C	46%	47%	38% *	44% *	42%
Not very concerned	165	90	73	27	29	28	24	13	44	54	28	13	10	53
	15%	17%	13%	23% G*	15% *	16% *	13% *	8% *	17%	19%	14%	18% *	15% *	13%
Not at all concerned	97	57	40	18	23	16	11	12	18	13	11	10	3	52
	9%	11%	7%	16% *	12% *	9% *	6% *	7% *	7%	5%	5%	14% I*	5% *	13% I
Don't know	61	33	24	13	19	15	5	2	7	8	7	3	4	25
	6%	6%	4%	11% FGH*	10% GH*	9% *	2% *	1% *	3%	3%	3%	4% *	6% *	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

FutureWaves.How concerned are you that there will be further waves of Coronavirus infections in the UK this autumn and winter?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Very concerned	**289** 27%	119 33% P	101 29% P	61 18%
Fairly concerned	**463** 43%	132 37%	163 47% N	149 45%
Not very concerned	**165** 15%	61 17%	47 14%	52 16%
Not at all concerned	**97** 9%	34 10%	19 6%	43 13% O
Don't know	**61** 6%	9 2%	15 4%	28 8% N

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Response.Which of these comes closest to your view on how the government is responding to 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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
They are placing too much emphasis on protecting people's health, and not enough on protecting the country's economy	209 19%	100 19%	109 20%	25 21% *	43 23% G*	33 20% *	42 22% G*	15 10% *	51 20%	61 22%	34 17%	13 17% *	9 13% *	83 21%
They are placing too much emphasis on protecting the country's economy, and not enough on protecting people's health	399 37%	203 39%	193 35%	50 42% *	64 35% *	64 37% *	73 39% *	59 38% *	89 35%	61 22%	112 55% IM	39 53% IM*	35 51% I*	138 35% I
They have got the balance about right	262 24%	135 26%	127 23%	19 16% *	30 16% *	37 21% *	46 24% *	47 30% D*	83 32% CD	118 42% JKLM	31 16%	9 12% *	14 20% *	79 20%
Don't know	204 19%	86 16%	115 21%	23 20% *	47 26% H*	38 22% *	28 15% *	34 22% *	34 13%	38 14%	25 13%	13 18% *	11 17% *	98 25% 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	428	428	188
Weighted Base	1075	355	346	332
They are placing too much emphasis on protecting people's health, and not enough on protecting the country's economy	209 19%	75 21%	56 16%	74 22%
They are placing too much emphasis on protecting the country's economy, and not enough on protecting people's health	399 37%	112 31%	173 50% NP	98 30%
They have got the balance about right	262 24%	123 35% OP	65 19%	69 21%
Don't know	204 19%	45 13%	52 15%	91 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	People who have lost income	Companies that face closure and revenue losses
Unweighted Base	1075	1075
Weighted Base	1075	1075
Very good	94	51
	9%	5%
Fairly good	338	271
	31%	25%
Fairly poor	284	349
	26%	33%
Very poor	210	245
	20%	23%
Don't know	149	159
	14%	15%

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very good	94 9%	59 11% B	32 6%	15 13% *	19 10% *	14 8% *	15 8% *	11 7% *	19 7%	49 18% JLM	10 5%	8 10% *	3 4% *	24 6%
Fairly good	338 31%	172 33%	166 30%	35 30% *	52 28% *	49 29% *	64 34% *	48 30% *	90 35%	112 40% JM	50 25%	21 29% *	18 26% *	118 30%
Fairly poor	284 26%	136 26%	147 27%	35 30% *	60 32% *	50 29% *	40 21% *	37 24% *	63 25%	54 20%	59 29%	16 23% *	17 24% *	121 30% I
Very poor	210 20%	99 19%	109 20%	18 16% *	35 19% *	41 24% *	48 26% *	23 15% *	45 17%	25 9%	62 31% IM	15 20% *	24 35% IM*	77 19% I
Don't know	149 14%	59 11%	90 16%	14 12% *	19 10% *	17 10% *	21 11% *	38 24% DEF*	40 16%	37 13%	21 10%	13 18% *	7 11% *	59 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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Very good	94	35	35	24
	9%	10%	10%	7%
Fairly good	338	135	86	113
	31%	38%	25%	34%
		O		
Fairly poor	284	80	98	91
	26%	22%	28%	27%
Very poor	210	54	89	56
	20%	15%	26%	17%
			N	
Don't know	149	51	38	47
	14%	14%	11%	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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very good	51	39	11	9	19	5	5	4	9	20	10	5	2	14
	5%	8%	2%	8%	10%	3%	3%	2%	3%	7%	5%	6%	4%	4%
		B		*	*	*	*	*				*	*	
Fairly good	271	151	119	19	34	35	56	49	78	103	31	18	14	93
	25%	29%	22%	16%	19%	20%	30%	31%	30%	37%	15%	25%	21%	23%
				*	*	*	*	*	C	JLM		*	*	
Fairly poor	349	143	206	41	62	65	62	45	75	76	68	28	19	131
	33%	27%	38%	35%	34%	38%	33%	29%	29%	27%	34%	38%	28%	33%
			A	*	*	*	*	*				*	*	
Very poor	245	124	119	31	50	40	44	30	50	38	76	11	26	88
	23%	24%	22%	26%	27%	24%	23%	19%	19%	14%	37%	16%	38%	22%
				*	*	*	*	*		IKM	*	IKM*		
Don't know	159	67	89	18	18	26	22	29	46	41	17	11	6	72
	15%	13%	16%	15%	10%	15%	11%	19%	18%	15%	9%	15%	9%	18%
				*	*	*	*	*				*	*	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Very good	51	20	24	7
	5%	6%	7%	2%
Fairly good	271	109	75	82
	25%	31%	22%	25%
		O		
Fairly poor	349	105	114	117
	33%	30%	33%	35%
Very poor	245	68	97	67
	23%	19%	28%	20%
			N	
Don't know	159	53	37	59
	15%	15%	11%	18%

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

GovtCoop2.Thinking about how COVID-19 vaccines are being distributed around the world. On the whole, how would you rate the cooperation between countries globally?

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very good	90	44	44	21	23	17	12	8	10	20	13	8	10	32
	8%	8%	8%	18%	12%	10%	6%	5%	4%	7%	6%	11%	15%	8%
				FGH*	H*	*	*	*				*	*	
Fairly good	345	178	166	56	65	43	46	39	96	106	64	20	20	124
	32%	34%	31%	48%	35%	25%	24%	25%	37%	38%	31%	28%	29%	31%
				EFG*	*	*	*	*				*	*	
Fairly poor	312	168	143	18	43	54	58	61	78	86	63	20	17	108
	29%	32%	26%	16%	23%	32%	31%	39%	30%	31%	31%	28%	25%	27%
				*	*	C*	C*	CD*	C			*	*	
Very poor	126	74	50	5	21	18	32	22	28	29	40	10	10	36
	12%	14%	9%	4%	12%	10%	17%	14%	11%	10%	20%	14%	14%	9%
				*	*	*	C*	*			IM	*	*	
Don't know	203	60	140	17	33	39	41	26	46	39	23	14	12	98
	19%	12%	26%	15%	18%	23%	22%	17%	18%	14%	12%	19%	17%	25%
			A	*	*	*	*	*				*	*	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

GovtCoop2.Thinking about how COVID-19 vaccines are being distributed around the world. On the whole, how would you rate the cooperation between countries globally?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Very good	90 8%	21 6%	38 11%	21 6%
Fairly good	345 32%	123 35%	95 28%	114 34%
Fairly poor	312 29%	105 30%	128 37% P	77 23%
Very poor	126 12%	46 13%	37 11%	41 12%
Don't know	203 19%	61 17%	47 14%	79 24% 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very satisfied	308	148	159	13	36	33	49	64	112	144	44	27	12	75
	29%	28%	29%	11%	19%	19%	26%	41%	44%	52%	22%	37%	17%	19%
				*	*	*	C*	CDEF*	CDEF	JLM		LM*	*	
Quite satisfied	503	250	249	54	78	87	102	64	119	109	100	24	36	211
	47%	48%	46%	46%	42%	51%	54%	41%	46%	39%	49%	32%	53%	53%
				*	*	*	*	*				*	*	IK
Not very satisfied	103	52	51	28	31	16	11	11	6	10	31	12	7	32
	10%	10%	9%	24%	17%	10%	6%	7%	2%	4%	15%	16%	10%	8%
				EFGH*	FH*	H*	*	*			I	I*	*	
Not at all satisfied	77	39	39	10	14	22	14	9	9	6	18	7	12	34
	7%	7%	7%	8%	8%	13%	7%	6%	4%	2%	9%	9%	17%	8%
				*	*	H*	*	*			I	I*	I*	I
Don't know	84	36	47	13	26	13	13	8	11	10	10	4	2	47
	8%	7%	9%	11%	14%	8%	7%	5%	4%	4%	5%	6%	3%	12%
				*	H*	*	*	*				*	*	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Very satisfied	**308**	136	113	52
	29%	38%	33%	16%
		P	P	
Quite satisfied	**503**	157	149	184
	47%	44%	43%	55%
				O
Not very satisfied	**103**	21	45	29
	10%	6%	13%	9%
			N	
Not at all satisfied	**77**	20	29	23
	7%	6%	8%	7%
Don't know	**84**	21	10	44
	8%	6%	3%	13%
				NO

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Vaccines should be compulsory for all adults	489 45%	283 54% B	204 37%	53 45% *	67 36% *	49 29% *	79 42% *	81 52% E*	160 62% CDEF	170 61% JM	91 45%	38 53% M*	32 47% *	136 34%
Adults should be allowed to choose whether or not to be vaccinated	482 45%	193 37%	286 53% A	48 41% *	92 50% H*	103 60% CGH*	95 51% H*	59 38% *	83 32%	92 33%	92 46% I	27 38% *	32 46% *	218 55% I
Not sure	105 10%	49 9%	54 10%	16 14% *	25 14% *	19 11% *	15 8% *	16 10% *	14 5%	17 6%	19 9%	7 10% *	5 7% *	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Vaccines should be compulsory for all adults	**489** **45%**	187 53% P	182 53% P	110 33%
Adults should be allowed to choose whether or not to be vaccinated	**482** **45%**	150 42%	132 38%	178 54% O
Not sure	**105** **10%**	17 5%	32 9%	44 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Vaccine1215.Covid vaccinations are now available for children ages 12 to 15 in the UK. Do you approve or disapprove of this?

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Strongly approve	292 27% 	174 33% B	118 22%	18 16% *	29 16% *	40 23% *	47 25% *	54 35% CD*	104 40% CDEF	93 33% M	55 27%	32 45% JM*	20 29% *	83 21%
Approve	371 34%	191 36%	174 32%	42 36% *	59 32% *	48 28% *	68 36% *	55 35% *	98 38%	115 41%	71 35%	19 25% *	23 33% *	126 32%
Disapprove	123 11%	39 7%	83 15% A	28 24% FGH*	38 21% FGH*	30 17% FGH*	12 6% *	6 4% *	9 3%	20 7%	27 13%	10 13% *	8 12% *	56 14%
Strongly disapprove	106 10%	37 7%	69 13% A	8 7% *	25 13% G*	29 17% G*	19 10% *	4 3% *	21 8%	22 8%	13 7%	5 7% *	7 10% *	48 12%
Not sure	183 17%	83 16%	100 18%	21 18% *	33 18% *	25 14% *	42 22% H*	37 24% H*	26 10%	29 10%	37 18%	7 10% *	11 16% *	85 21% 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Vaccine1215.Covid vaccinations are now available for children ages 12 to 15 in the UK. Do you approve or disapprove of this?

Base: All adults GB 18+

| | | EU Ref 2016 | | |
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Strongly approve	292 27%	115 33% P	106 31% P	66 20%
Approve	371 34%	133 38%	128 37%	98 29%
Disapprove	123 11%	36 10%	34 10%	49 15%
Strongly disapprove	106 10%	28 8%	28 8%	46 14%
Not sure	183 17%	42 12%	50 14%	74 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

LookToFuture.Following the end of the coronavirus outbreak, do you think that actions to address climate change should be more or less of a priority for governments than before?

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
More of a priority	471	227	238	38	73	72	79	76	134	113	99	37	40	168
	44%	43%	44%	32%	39%	42%	42%	49%	52%	41%	49%	51%	58%	42%
				*	*	*	*	*	C			*	I*	
Same as before	399	214	184	52	75	71	71	44	86	111	74	31	21	138
	37%	41%	34%	44%	41%	41%	38%	28%	33%	40%	37%	42%	31%	35%
				*	*	*	*	*				*	*	
Less of a priority	94	40	53	11	15	11	20	9	28	44	10	2	3	30
	9%	8%	10%	9%	8%	6%	10%	6%	11%	16%	5%	3%	4%	8%
				*	*	*	*	*		JKLM		*	*	
Don't know	111	43	68	17	21	17	19	27	10	11	20	4	5	63
	10%	8%	13%	15%	11%	10%	10%	17%	4%	4%	10%	5%	7%	16%
				H*	*	*	*	H*			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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

LookToFuture.Following the end of the coronavirus outbreak, do you think that actions to address climate change should be more or less of a priority for governments than before?

Base: All adults GB 18+

	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
More of a priority	471 44%	152 43%	175 51% P	127 38%
Same as before	399 37%	138 39%	132 38%	113 34%
Less of a priority	94 9%	48 14% O	15 4%	29 9%
Don't know	111 10%	17 5%	24 7%	62 19% NO

EU Ref 2016

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 October 2021 OnLineBus Survey (S6783 - 40317739-41)

CCGlobal.How would you rate the cooperation between countries globally to tackle climate change?

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very good	50 / 5%	34 / 7%	15 / 3%	13 / 11% FGH*	16 / 9% FGH*	13 / 8% H*	3 / 1% *	2 / 1% *	3 / 1%	11 / 4%	8 / 4%	9 / 12% IM*	4 / 5% *	8 / 2%
Fairly good	255 / 24%	136 / 26%	117 / 21%	34 / 29% E*	67 / 36% EGH*	24 / 14% *	48 / 25% *	28 / 18% *	54 / 21%	65 / 23%	47 / 23%	18 / 25% *	13 / 18% *	101 / 25%
Fairly poor	397 / 37%	183 / 35%	212 / 39%	35 / 30% *	48 / 26% *	69 / 40% *	73 / 39% *	66 / 42% D*	105 / 41% D	121 / 44%	70 / 34%	25 / 35% *	30 / 44% *	136 / 34%
Very poor	186 / 17%	119 / 23% B	66 / 12%	11 / 9% *	19 / 10% *	32 / 18% *	36 / 19% *	36 / 23% CD*	53 / 21% D	48 / 17%	48 / 24%	14 / 19% *	15 / 22% *	59 / 15%
Don't know	187 / 17%	53 / 10%	134 / 25% A	23 / 20% *	35 / 19% *	34 / 20% *	29 / 15% *	24 / 16% *	42 / 16%	33 / 12%	30 / 15%	7 / 9% *	8 / 11% *	95 / 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

CCGlobal.How would you rate the cooperation between countries globally to tackle climate change?

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Very good	50	14	18	13
	5%	4%	5%	4%
Fairly good	255	73	93	85
	24%	20%	27%	26%
Fairly poor	397	140	131	110
	37%	39%	38%	33%
Very poor	186	75	61	49
	17%	21%	18%	15%
Don't know	187	54	42	75
	17%	15%	12%	23%
				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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Up to date with all bills	756 70%	357 68%	396 73%	53 45% *	95 51% *	101 59% *	143 76% CDE*	121 77% CDE*	244 95% CDEFG	233 84% JKM	129 64%	48 66% *	55 81% J*	259 65%
Behind with some bills	190 18%	96 18%	94 17%	37 31% FGH*	52 28% FH*	40 23% H*	29 15% H*	24 15% H*	9 4%	32 12%	49 24% IL	12 17% *	5 7% *	78 20%
Behind with all bills	56 5%	36 7%	20 4%	6 5% *	16 9% H*	20 11% GH*	11 6% H*	3 2% *	1 *	9 3%	16 8%	8 11% I*	5 8% *	18 4%
Don't know	73 7%	37 7%	34 6%	22 19% EFGH*	22 12% FH*	11 6% *	5 3% *	9 6% *	4 1%	5 2%	8 4%	5 6% *	3 4% *	44 11% 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Up to date with all bills	**756**	279	248	206
	70%	79%	72%	62%
		P		
Behind with some bills	**190**	56	57	66
	18%	16%	16%	20%
Behind with all bills	**56**	16	25	16
	5%	4%	7%	5%
Don't know	**73**	3	16	44
	7%	1%	5%	13%
			N	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

KANTAR

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+

		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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	281	128	151	22	60	59	55	45	41	63	56	18	17	115
	26%	24%	28%	19%	32%	34%	29%	29%	16%	23%	28%	25%	25%	29%
				*	H*	H*	H*	H*				*	*	
Fairly concerned	391	184	205	42	51	62	75	58	103	100	90	20	27	130
	36%	35%	38%	36%	28%	36%	40%	37%	40%	36%	45%	27%	40%	33%
				*	*	*	*	*			KM	*	*	
Not very concerned	231	123	107	30	37	30	31	42	62	70	31	25	13	86
	22%	23%	20%	26%	20%	17%	16%	27%	24%	25%	15%	34%	19%	22%
				*	*	*	*	*		J		J*	*	
Not at all concerned	108	60	48	10	10	17	12	10	49	39	16	8	8	33
	10%	11%	9%	8%	5%	10%	6%	6%	19%	14%	8%	11%	12%	8%
				*	*	*	*	*	DFG			*	*	
Don't know	63	31	33	13	26	4	15	2	3	7	10	2	4	35
	6%	6%	6%	11%	14%	2%	8%	1%	1%	3%	5%	3%	5%	9%
				GH*	EGH*	*	H*	*				*	*	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Very concerned	**281** **26%**	93 26%	84 24%	87 26%
Fairly concerned	**391** **36%**	136 38%	132 38%	110 33%
Not very concerned	**231** **22%**	75 21%	80 23%	72 22%
Not at all concerned	**108** **10%**	45 13%	39 11%	24 7%
Don't know	**63** **6%**	6 2%	11 3%	39 12% 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Shortages.Compared to three months ago, are you finding it easier or more difficult to get hold of the following items? - Summary Table

Base: All adults GB 18+

	Petrol or Diesel	Fresh Food (fruit, vegetables, meat, dairy products)	Non-perishables (tinned food, drinks)	Medicine	Clothing
Unweighted Base	**1075**	**1075**	**1075**	**1075**	**1075**
Weighted Base	**1075**	**1075**	**1075**	**1075**	**1075**
Much more difficult	120	65	48	34	38
	11%	6%	4%	3%	4%
Slightly more difficult	273	249	194	107	79
	25%	23%	18%	10%	7%
About the same	428	650	683	700	727
	40%	61%	64%	65%	68%
Slightly easier	35	42	49	47	50
	3%	4%	5%	4%	5%
Much easier	21	22	47	36	39
	2%	2%	4%	3%	4%
I don't usually buy this	156	16	14	95	74
	15%	1%	1%	9%	7%
Don't know	43	32	40	55	69
	4%	3%	4%	5%	6%

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Shortages.Compared to three months ago, are you finding it easier or more difficult to get hold of the following items? - Petrol or Diesel

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Much more difficult	120	62	56	17	38	20	20	17	8	17	33	4	10	50
	11%	12%	10%	15%	20%	11%	11%	11%	3%	6%	16%	6%	14%	13%
				H*	H*	H*	H*	H*			I	*	*	
Slightly more difficult	273	120	151	34	38	52	55	30	64	75	53	16	14	105
	25%	23%	28%	29%	21%	30%	29%	19%	25%	27%	26%	21%	20%	26%
				*	*	*	*	*				*	*	
About the same	428	209	219	27	60	56	73	72	140	150	61	29	31	136
	40%	40%	40%	23%	32%	33%	39%	46%	54%	54%	30%	40%	45%	34%
				*	*	*	*	C*	CDEF	JM		*	*	
Slightly easier	35	24	10	14	9	5	2	-	4	9	7	5	3	6
	3%	5%	2%	12%	5%	3%	1%	*	1%	3%	3%	7%	4%	1%
				FGH*	*	*	*	*	*			*	*	
Much easier	21	15	6	5	9	4	2	2	-	3	11	1	2	4
	2%	3%	1%	4%	5%	2%	1%	1%	*	1%	5%	1%	3%	1%
				*	*	*	*	*			IM	*	*	
I don't usually buy this	156	72	85	12	17	27	28	33	40	22	31	15	9	74
	15%	14%	16%	10%	9%	16%	15%	21%	15%	8%	15%	21%	13%	18%
				*	*	*	*	D*			I	I*	*	I
Don't know	43	23	18	8	14	8	8	3	2	2	7	2	-	24
	4%	4%	3%	7%	8%	5%	4%	2%	1%	1%	3%	3%	*	6%
				H*	H*	*	*	*				*	*	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Shortages.Compared to three months ago, are you finding it easier or more difficult to get hold of the following items? - Petrol or Diesel

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Much more difficult	120	36	44	31
	11%	10%	13%	9%
Slightly more difficult	273	94	86	81
	25%	27%	25%	24%
About the same	428	168	132	114
	40%	47%	38%	34%
		P		
Slightly easier	35	4	21	9
	3%	1%	6%	3%
			N	
Much easier	21	9	9	3
	2%	2%	3%	1%
I don't usually buy this	156	41	46	66
	15%	12%	13%	20%
Don't know	43	3	7	28
	4%	1%	2%	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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Shortages.Compared to three months ago, are you finding it easier or more difficult to get hold of the following items? - 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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Much more difficult	65 / 6%	35 / 7%	29 / 5%	7 / 6% / *	26 / 14% / H*	9 / 5% / *	12 / 6% / *	9 / 6% / *	3 / 1%	8 / 3%	25 / 12% / I	2 / 2% / *	4 / 6% / *	24 / 6% / *
Slightly more difficult	249 / 23%	100 / 19%	148 / 27% / A	24 / 21% / *	31 / 17% / *	43 / 25% / *	51 / 27% / *	44 / 28% / *	57 / 22%	56 / 20%	57 / 28%	14 / 19% / *	12 / 18% / *	97 / 24%
About the same	650 / 61%	323 / 61%	327 / 60%	54 / 46% / *	97 / 53% / *	95 / 55% / *	114 / 61% / *	95 / 61% / *	195 / 76% / CDEFG	193 / 69% / J	88 / 44%	50 / 69% / J*	41 / 60% / *	251 / 63% / J
Slightly easier	42 / 4%	30 / 6% / B	10 / 2%	10 / 8% / H*	13 / 7% / H*	14 / 8% / H*	2 / 1% / *	1 / 1% / *	1 / *	10 / 3%	13 / 6% / M	2 / 3% / *	5 / 7% / M*	5 / 1%
Much easier	22 / 2%	14 / 3%	7 / 1%	8 / 7% / H*	5 / 2% / *	1 / 1% / *	1 / 1% / *	5 / 3% / *	1 / *	8 / 3%	7 / 4%	2 / 2% / *	2 / 3% / *	3 / 1%
I don't usually buy this	16 / 1%	6 / 1%	10 / 2%	8 / 7% / H*	4 / 2% / *	2 / 1% / *	1 / *	- / *	- / -	3 / 1%	9 / 4% / M	1 / 1% / *	3 / 5% / M*	- / -
Don't know	32 / 3%	16 / 3%	13 / 2%	6 / 5% / *	10 / 5% / H*	8 / 4% / *	7 / 4% / *	1 / 1% / *	1 / *	2 / 1%	4 / 2%	2 / 3% / *	- / *	20 / 5% / 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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Shortages.Compared to three months ago, are you finding it easier or more difficult to get hold of the following items? - 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	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Much more difficult	65	21	20	20
	6%	6%	6%	6%
Slightly more difficult	249	83	80	75
	23%	23%	23%	23%
About the same	650	229	197	204
	61%	64%	57%	61%
Slightly easier	42	11	15	14
	4%	3%	4%	4%
Much easier	22	7	13	2
	2%	2%	4%	1%
I don't usually buy this	16	3	11	1
	1%	1%	3%	*
Don't know	32	1	11	16
	3%	*	3%	5%
			N	N

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Shortages.Compared to three months ago, are you finding it easier or more difficult to get hold of the following items? - Non-perishables (tinned food, drinks)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Much more difficult	48 4%	35 7% B	13 2%	4 3% *	15 8% H*	6 3% *	11 6% *	9 6% *	3 1%	6 2%	24 12% IM	3 4% *	4 6% *	10 2%
Slightly more difficult	194 18%	81 15%	112 21%	29 25% H*	35 19% *	29 17% *	47 25% H*	26 16% *	29 11%	43 15%	41 20%	8 11% *	10 15% *	83 21%
About the same	683 64%	334 64%	348 64%	43 37% *	85 46% *	117 68% CD*	113 60% C*	109 70% CD*	215 84% CDEFG	207 74% JM	103 51%	47 65% *	47 68% J*	251 63%
Slightly easier	49 5%	30 6%	17 3%	15 13% FGH*	18 10% GH*	8 5% *	4 2% *	1 1% *	2 1%	7 2%	13 6%	6 9% *	4 5% *	11 3%
Much easier	47 4%	24 5%	23 4%	16 14% FGH*	13 7% H*	8 4% *	4 2% *	5 3% *	2 1%	10 4%	11 5%	6 9% *	1 2% *	16 4%
I don't usually buy this	14 1%	2 *	11 2%	3 3% *	3 2% *	- *	2 1% *	4 2% *	1 *	1 *	2 1%	- *	3 4% *	7 2%
Don't know	40 4%	18 3%	20 4%	6 5% *	15 8% H*	5 3% *	7 4% *	3 2% *	5 2%	4 1%	9 4%	2 3% *	- -	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Shortages.Compared to three months ago, are you finding it easier or more difficult to get hold of the following items? - Non-perishables (tinned food, drinks)

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Much more difficult	48	20	15	10
	4%	6%	4%	3%
Slightly more difficult	194	59	64	60
	18%	17%	19%	18%
About the same	683	253	208	203
	64%	71%	60%	61%
		O		
Slightly easier	49	10	21	15
	5%	3%	6%	5%
Much easier	47	6	22	17
	4%	2%	6%	5%
			N	
I don't usually buy this	14	2	6	6
	1%	*	2%	2%
Don't know	40	5	9	22
	4%	1%	3%	7%
				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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Shortages.Compared to three months ago, are you finding it easier or more difficult to get hold of the following items? - 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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Much more difficult	34	23	9	4	9	5	8	6	3	2	18	1	3	10
	3%	4%	2%	4%	5%	3%	4%	4%	1%	1%	9%	1%	4%	3%
				*	*	*	*	*			IM	*	*	
Slightly more difficult	107	41	66	29	19	19	20	4	16	28	23	13	5	35
	10%	8%	12%	25%	10%	11%	11%	3%	6%	10%	11%	18%	7%	9%
				DEFGH*	*	*	*	*				*	*	
About the same	700	344	355	48	98	114	131	103	207	202	102	42	46	280
	65%	66%	65%	41%	53%	67%	70%	66%	80%	73%	50%	58%	68%	70%
				*	*	C*	CD*	C*	CDEG	J		*	J*	J
Slightly easier	47	28	19	19	13	2	7	6	-	7	15	6	4	8
	4%	5%	3%	17%	7%	1%	4%	4%	-	3%	8%	8%	6%	2%
				EFGH*	H*	*	*	*			M	*	*	
Much easier	36	23	13	6	15	11	-	2	1	5	12	2	1	12
	3%	4%	2%	5%	8%	7%	*	2%	*	2%	6%	3%	1%	3%
				*	FH*	FH*	*	*				*	*	
I don't usually buy this	95	44	51	7	12	15	10	24	27	25	18	7	9	29
	9%	8%	9%	6%	7%	9%	5%	16%	10%	9%	9%	9%	14%	7%
				*	*	*	*	F*				*	*	
Don't know	55	22	31	4	19	6	11	11	4	9	14	2	1	25
	5%	4%	6%	4%	10%	3%	6%	7%	2%	3%	7%	3%	1%	6%
				*	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Shortages.Compared to three months ago, are you finding it easier or more difficult to get hold of the following items? - Medicine

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Much more difficult	34	14	10	8
	3%	4%	3%	3%
Slightly more difficult	107	29	49	21
	10%	8%	14%	6%
			NP	
About the same	700	246	202	224
	65%	69%	59%	68%
		O		
Slightly easier	47	12	18	17
	4%	4%	5%	5%
Much easier	36	9	19	8
	3%	3%	5%	2%
I don't usually buy this	95	34	33	28
	9%	10%	10%	8%
Don't know	55	10	15	25
	5%	3%	4%	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Shortages.Compared to three months ago, are you finding it easier or more difficult to get hold of the following items? - 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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Much more difficult	38	28	10	3	14	4	10	6	1	6	19	-	3	10
	4%	5%	2%	3%	7%	2%	5%	4%	*	2%	9%	-	4%	2%
		B		*	H*	*	H*	*			IM	*	*	*
Slightly more difficult	79	40	39	17	17	13	17	7	9	18	16	7	2	35
	7%	8%	7%	14%	9%	7%	9%	5%	3%	6%	8%	10%	3%	9%
				H*	*	*	*	*				*	*	
About the same	727	332	391	59	105	115	129	114	204	201	119	52	47	274
	68%	63%	72%	51%	57%	67%	69%	73%	79%	72%	59%	72%	69%	69%
			A	*	*	*	C*	CD*	CD	J		*	*	
Slightly easier	50	27	24	13	17	12	7	1	-	4	16	3	8	15
	5%	5%	4%	11%	9%	7%	4%	1%	-	1%	8%	4%	12%	4%
				GH*	GH*	H*	*	*			I	*	IM*	
Much easier	39	29	10	17	9	6	1	4	1	11	12	1	2	8
	4%	5%	2%	14%	5%	4%	1%	3%	*	4%	6%	1%	3%	2%
		B		EFGH*	*	*	*	*				*	*	
I don't usually buy this	74	38	35	2	10	11	10	15	27	26	9	6	5	25
	7%	7%	7%	1%	5%	6%	5%	9%	10%	9%	4%	8%	7%	6%
				*	*	*	*	*				*	*	
Don't know	69	31	35	6	12	11	14	9	17	12	12	4	1	33
	6%	6%	6%	5%	7%	7%	7%	6%	6%	4%	6%	6%	2%	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

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Shortages.Compared to three months ago, are you finding it easier or more difficult to get hold of the following items? - Clothing

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Much more difficult	38 4%	19 5%	10 3%	6 2%
Slightly more difficult	79 7%	30 8%	20 6%	27 8%
About the same	727 68%	246 69%	229 66%	229 69%
Slightly easier	50 5%	3 1%	23 7% N	15 5%
Much easier	39 4%	12 4%	17 5%	9 3%
I don't usually buy this	74 7%	31 9%	27 8%	13 4%
Don't know	69 6%	12 3%	19 5%	32 10% 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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

ShortagesConcern.How concerned, if at all, are you about there being shortages of the following items in the next few months? - Summary Table

Base: All adults GB 18+

	Petrol or Diesel	Fresh Food (fruit, vegetables, meat, dairy products)	Non-perishables (tinned food, drinks)	Medicine	Clothing
Unweighted Base	**1075**	**1075**	**1075**	**1075**	**1075**
Weighted Base	**1075**	**1075**	**1075**	**1075**	**1075**
Very concerned	210	209	149	209	75
	19%	19%	14%	19%	7%
Fairly concerned	380	439	374	359	183
	35%	41%	35%	33%	17%
Not very concerned	297	302	404	344	545
	28%	28%	38%	32%	51%
Not at all concerned	133	83	105	98	229
	12%	8%	10%	9%	21%
Don't know	55	42	43	64	43
	5%	4%	4%	6%	4%

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

ShortagesConcern.How concerned, if at all, are you about there being shortages of the following items in 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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	210	93	114	27	41	31	40	37	34	51	54	10	14	70
	19%	18%	21%	23% *	22% *	18% *	21% *	24% *	13%	18%	26%	14% *	21% *	18%
Fairly concerned	380	175	203	34	52	60	66	52	116	106	67	21	25	145
	35%	33%	37%	29% *	28% *	35% *	35% *	34% *	45% CD	38%	33%	29% *	36% *	36%
Not very concerned	297	155	141	38	49	39	47	43	81	91	56	27	19	87
	28%	30%	26%	33% *	26% *	23% *	25% *	28% *	31%	33% M	28%	36% *	28% *	22%
Not at all concerned	133	76	57	11	21	34	24	21	22	26	17	8	8	69
	12%	15%	10%	9% *	12% *	20% H*	13% *	13% *	8%	9%	9%	11% *	11% *	17% I
Don't know	55	25	28	7	21	7	11	3	6	5	9	7	2	28
	5%	5%	5%	6% *	12% GH*	4% *	6% *	2% *	2%	2%	5%	9% I*	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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

ShortagesConcern.How concerned, if at all, are you about there being shortages of the following items in 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	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Very concerned	**210** **19%**	67 19%	65 19%	69 21%
Fairly concerned	**380** **35%**	130 37%	133 39%	101 30%
Not very concerned	**297** **28%**	106 30%	101 29%	76 23%
Not at all concerned	**133** **12%**	45 13%	34 10%	53 16%
Don't know	**55** **5%**	6 2%	12 4%	32 10% 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

ShortagesConcern.How concerned, if at all, are you about there being shortages of the following items in the next few months? - Fresh Food (fruit, vegetables, meat, dairy products)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	209	96	113	24	41	45	34	26	39	46	51	13	13	71
	19%	18%	21%	21% *	22% *	26% *	18% *	17% *	15%	16%	25%	18% *	19% *	18%
Fairly concerned	439	193	245	23	67	58	87	70	133	108	82	26	27	179
	41%	37%	45%	20% *	36% C*	34% *	46% C*	45% C*	52% CDE	39%	41%	36% *	40% *	45%
Not very concerned	302	163	137	40	52	43	52	45	71	95	49	22	26	93
	28%	31%	25%	34% *	28% *	25% *	28% *	29% *	27%	34% M	24%	30% *	38% *	23%
Not at all concerned	83	48	35	20	10	19	7	13	15	26	14	10	3	31
	8%	9%	6%	17% DFH*	5% *	11% *	4% *	8% *	6%	9%	7%	13% *	4% *	8%
Don't know	42	25	15	10	15	6	9	2	-	4	6	2	-	25
	4%	5%	3%	8% H*	8% H*	4% *	5% H*	2% *	-	2%	3%	3% *	- *	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

ShortagesConcern.How concerned, if at all, are you about there being shortages of the following items in 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	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Very concerned	**209**	67	68	64
	19%	19%	20%	19%
Fairly concerned	**439**	145	140	138
	41%	41%	40%	42%
Not very concerned	**302**	108	105	77
	28%	31%	30%	23%
Not at all concerned	**83**	31	26	27
	8%	9%	7%	8%
Don't know	**42**	4	7	27
	4%	1%	2%	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

ShortagesConcern.How concerned, if at all, are you about there being shortages of the following items in the next few months? - Non-perishables (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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	149	82	67	21	37	30	24	22	15	26	40	13	10	49
	14%	16%	12%	18%	20%	18%	13%	14%	6%	9%	20%	17%	15%	12%
				H*	H*	H*	*	*			I	*	*	
Fairly concerned	374	156	216	33	60	57	71	56	97	89	69	30	29	145
	35%	30%	40%	28%	32%	33%	38%	36%	38%	32%	34%	41%	42%	36%
			A	*	*	*	*	*				*	*	
Not very concerned	404	208	194	38	62	52	71	52	128	128	66	25	26	133
	38%	40%	36%	33%	34%	30%	38%	33%	50%	46%	33%	34%	39%	33%
				*	*	*	*	*	CDEG	JM		*	*	
Not at all concerned	105	57	48	17	12	25	12	24	16	28	22	4	3	48
	10%	11%	9%	14%	6%	14%	7%	15%	6%	10%	11%	5%	4%	12%
				*	*	*	*	H*				*	*	
Don't know	43	22	19	8	14	8	9	2	1	7	6	2	-	24
	4%	4%	3%	7%	7%	5%	5%	2%	1%	2%	3%	3%	-	6%
				H*	H*	*	*	*				*	*	

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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

ShortagesConcern.How concerned, if at all, are you about there being shortages of the following items in the next few months? - Non-perishables (tinned food, drinks)

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Very concerned	**149** **14%**	46 13%	44 13%	49 15%
Fairly concerned	**374** **35%**	106 30%	141 41% N	108 32%
Not very concerned	**404** **38%**	157 44%	124 36%	113 34%
Not at all concerned	**105** **10%**	36 10%	29 8%	40 12%
Don't know	**43** **4%**	9 3%	7 2%	22 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

ShortagesConcern.How concerned, if at all, are you about there being shortages of the following items in 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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	209	104	103	28	37	35	40	34	37	43	47	19	17	71
	19%	20%	19%	24%	20%	20%	21%	22%	14%	16%	23%	25%	25%	18%
				*	*	*	*	*				*	*	
Fairly concerned	359	139	219	32	59	57	61	52	98	80	73	20	25	147
	33%	27%	40%	27%	32%	33%	33%	33%	38%	29%	36%	27%	36%	37%
			A	*	*	*	*	*				*	*	
Not very concerned	344	193	152	36	53	44	65	46	101	114	54	26	18	115
	32%	37%	28%	31%	29%	26%	34%	29%	39%	41%	27%	35%	26%	29%
		B		*	*	*	*	*		JM		*	*	
Not at all concerned	98	58	40	12	17	26	12	14	17	27	15	6	8	37
	9%	11%	7%	10%	9%	15%	6%	9%	6%	10%	8%	9%	11%	9%
				*	*	*	*	*				*	*	
Don't know	64	31	30	10	18	10	10	11	5	14	13	3	1	29
	6%	6%	6%	8%	10%	6%	6%	7%	2%	5%	7%	3%	1%	7%
				*	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

ShortagesConcern.How concerned, if at all, are you about there being shortages of the following items in the next few months? - Medicine

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Very concerned	209 19%	61 17%	82 24%	57 17%
Fairly concerned	359 33%	116 33%	123 36%	101 31%
Not very concerned	344 32%	114 32%	106 31%	119 36%
Not at all concerned	98 9%	44 12% O	22 7%	28 8%
Don't know	64 6%	20 6%	12 4%	27 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

KANTAR

FIELDWORK : 14/10/2021 - 18/10/2021(W week 41)

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

ShortagesConcern.How concerned, if at all, are you about there being shortages of the following items in 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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	75	54	22	11	22	18	13	10	2	13	27	7	7	15
	7%	10%	4%	10%	12%	10%	7%	6%	1%	5%	13%	10%	10%	4%
		B		H*	H*	H*	H*	*			IM	*	*	
Fairly concerned	183	91	92	32	45	34	31	14	26	30	45	14	17	67
	17%	17%	17%	28%	25%	20%	17%	9%	10%	11%	22%	19%	25%	17%
				GH*	GH*	*	*	*			I	*	I*	
Not very concerned	545	229	313	46	79	70	104	90	155	147	92	36	32	212
	51%	44%	57%	40%	43%	41%	55%	58%	60%	53%	45%	50%	46%	53%
			A	*	*	*	*	CE*	CDE	J		*	*	
Not at all concerned	229	125	103	19	22	43	31	38	75	82	33	13	12	81
	21%	24%	19%	16%	12%	25%	17%	24%	29%	29%	16%	18%	17%	20%
				*	*	D*	*	D*	DF	J		*	*	
Don't know	43	26	15	8	16	6	9	4	-	6	6	2	1	24
	4%	5%	3%	7%	9%	4%	5%	3%	*	2%	3%	3%	1%	6%
				H*	H*	*	*	*				*	*	

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

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

ShortagesConcern.How concerned, if at all, are you about there being shortages of the following items in the next few months? - Clothing

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Very concerned	75	24	27	20
	7%	7%	8%	6%
Fairly concerned	183	39	88	47
	17%	11%	25%	14%
			NP	
Not very concerned	545	199	156	166
	51%	56%	45%	50%
		O		
Not at all concerned	229	89	64	75
	21%	25%	18%	23%
Don't know	43	4	11	24
	4%	1%	3%	7%
				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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Inequality_A.Thinking about Britain today, do you feel that too little, too much or the right amount is being done to reduce the gap between the "haves" and the "have nots" in society?

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Too little	528	269	257	29	71	80	111	88	149	109	117	32	36	211
	49%	51%	47%	25%	38%	46%	59%	57%	58%	39%	58%	44%	53%	53%
				*	*	C*	CD*	CD*	CD		I	*	*	I
About the right amount	273	159	114	43	56	49	40	35	49	96	45	25	20	74
	25%	30%	21%	37%	30%	29%	21%	23%	19%	35%	22%	34%	30%	18%
		B		FH*	*	*	*	*		JM		M*	*	
Too much	59	37	23	17	17	6	8	5	8	19	10	4	3	18
	6%	7%	4%	14%	9%	3%	4%	3%	3%	7%	5%	5%	5%	5%
				EFGH*	*	*	*	*				*	*	
Don't know	214	60	150	28	42	37	29	28	51	55	31	12	9	96
	20%	11%	28%	24%	23%	21%	16%	18%	20%	20%	15%	17%	13%	24%
			A	*	*	*	*	*				*	*	

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Inequality_A.Thinking about Britain today, do you feel that too little, too much or the right amount is being done to reduce the gap between the "haves" and the "have nots" in society?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	**O**	**P**
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Too little	**528** **49%**	183 52%	174 50%	156 47%
About the right amount	**273** **25%**	100 28%	97 28%	64 19%
Too much	**59** **6%**	12 3%	27 8%	21 6%
Don't know	**214** **20%**	60 17%	48 14%	92 28% NO

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Inequality_B.Which of these, if any, do you think would be the most effective ways of making Britain a fairer society? Please select up to three answers.

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Increase wages for low-paid workers	381 / 35%	173 / 33%	205 / 38%	30 / 25% *	70 / 38% *	76 / 44% CH*	81 / 43% CH*	54 / 35% *	70 / 27%	67 / 24%	85 / 42% I	24 / 32% *	26 / 37% *	161 / 40% I
Change the tax system, to increase taxes on the rich and multinational corporations	365 / 34%	176 / 33%	189 / 35%	34 / 29% *	42 / 23% *	61 / 35% *	72 / 38% D*	62 / 40% D*	93 / 36% D	76 / 27%	70 / 35%	17 / 24% *	28 / 40% *	160 / 40% I
Reduce NHS waiting lists	352 / 33%	127 / 24%	223 / 41% A	29 / 25% *	44 / 24% *	50 / 29% *	65 / 34% *	66 / 42% CD*	99 / 39% D	118 / 42% JL	43 / 21%	29 / 39% J*	18 / 27% *	128 / 32%
Make housing more affordable	344 / 32%	152 / 29%	189 / 35%	38 / 32% *	67 / 36% H*	73 / 43% H*	67 / 36% H*	42 / 27% *	56 / 22%	54 / 19%	61 / 30% I	18 / 24% *	15 / 22% *	181 / 45% IJKL
Reinstate the £20 per week increase to Universal Credit	246 / 23%	127 / 24%	117 / 21%	30 / 25% *	40 / 21% *	36 / 21% *	47 / 25% *	40 / 26% *	55 / 21%	46 / 17%	61 / 30% I	21 / 29% *	18 / 26% *	93 / 23%
Reduce crime by putting more police officers on the street	202 / 19%	89 / 17%	113 / 21%	19 / 16% *	32 / 17% *	26 / 15% *	30 / 16% *	27 / 18% *	68 / 27%	71 / 26% JK	21 / 10%	8 / 12% *	10 / 14% *	83 / 21% J
Make social care more affordable	176 / 16%	84 / 16%	92 / 17%	8 / 7% *	28 / 15% *	25 / 14% *	26 / 14% *	24 / 15% *	66 / 26% CF	65 / 23% M	36 / 18%	8 / 12% *	15 / 22% *	46 / 11%
Support for businesses to expand and create jobs in neglected areas	152 / 14%	81 / 15%	70 / 13%	10 / 8% *	29 / 16% *	20 / 12% *	18 / 10% *	26 / 16% *	50 / 19%	48 / 17%	20 / 10%	15 / 21% *	9 / 13% *	56 / 14%
Improve bus and train services, and cut their costs	136 / 13%	70 / 13%	65 / 12%	8 / 6% *	24 / 13% *	19 / 11% *	21 / 11% *	27 / 17% *	39 / 15%	31 / 11%	33 / 16%	12 / 17% *	12 / 18% *	43 / 11%
Reduce business rates for small businesses	126 / 12%	75 / 14%	49 / 9%	14 / 12% *	18 / 10% *	18 / 11% *	21 / 11% *	21 / 14% *	34 / 13%	50 / 18% JK	16 / 8%	1 / 1% *	9 / 12% *	44 / 11%

Table continues

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Inequality_B.Which of these, if any, do you think would be the most effective ways of making Britain a fairer society? Please select up to three answers.

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	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Invest to improve neglected regions	119 **11%**	71 13%	47 9%	2 2% *	15 8% *	16 9% *	26 14% C*	16 10% *	44 17% C	28 10%	40 20% IM	11 15% *	9 12% *	28 7%
Extra support for schools to help students catch-up	96 **9%**	43 8%	50 9%	15 13% *	15 8% *	19 11% *	22 12% *	11 7% *	14 6%	24 9%	19 9%	10 14% *	8 11% *	32 8%
None of these	15 **1%**	15 3% B	- *	7 6% H*	3 2% *	4 2% *	1 1% *	- *	-	4 1%	5 2%	1 2% *	- -	3 1%
I don't think Britain needs to be made fairer	14 **1%**	11 2%	3 1%	- - *	- - *	1 1% *	2 1% *	5 3% *	7 3%	9 3%	- -	2 3% *	- - *	4 1%
Don't know	66 **6%**	32 6%	34 6%	11 10% *	13 7% *	12 7% *	9 5% *	8 5% *	13 5%	24 9%	8 4%	2 3% *	4 5% *	19 5%

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Inequality_B.Which of these, if any, do you think would be the most effective ways of making Britain a fairer society? Please select up to three answers.

Base: All adults GB 18+

	Total	Leave	Remain	Did not vote
		N	**O**	**P**
Unweighted Base	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Increase wages for low-paid workers	**381** 35%	135 38%	106 31%	124 38%
Change the tax system, to increase taxes on the rich and multinational corporations	**365** 34%	116 33%	119 34%	124 37%
Reduce NHS waiting lists	**352** 33%	132 37%	108 31%	100 30%
Make housing more affordable	**344** 32%	99 28%	93 27%	135 41% NO
Reinstate the £20 per week increase to Universal Credit	**246** 23%	78 22%	100 29% P	62 19%
Reduce crime by putting more police officers on the street	**202** 19%	89 25% O	41 12%	65 20%
Make social care more affordable	**176** 16%	67 19% P	72 21% P	34 10%
Support for businesses to expand and create jobs in neglected areas	**152** 14%	44 13%	61 18%	45 14%
Improve bus and train services, and cut their costs	**136** 13%	49 14%	49 14%	33 10%
Reduce business rates for small businesses	**126** 12%	49 14%	29 8%	49 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Inequality_B.Which of these, if any, do you think would be the most effective ways of making Britain a fairer society? Please select up to three answers.

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	**1075**	**355**	**346**	**332**
Invest to improve neglected regions	**119** **11%**	46 13%	43 12%	27 8%
Extra support for schools to help students catch-up	**96** **9%**	16 4%	33 9%	40 12% N
None of these	**15** **1%**	4 1%	6 2%	5 2%
I don't think Britain needs to be made fairer	**14** **1%**	8 2%	2 1%	4 1%
Don't know	**66** **6%**	14 4%	21 6%	24 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Inequality_C.Thinking about life in Britain in 2021, which of the following statements comes closest to your view?

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
We look after each other	329	172	154	43	52	50	48	33	103	112	50	28	18	94
	31%	33%	28%	37%	28%	29%	25%	21%	40%	40%	25%	38%	26%	24%
				*	*	*	*	*	FG	JM		*	*	
It's everyone for themselves	580	273	302	55	97	99	110	100	118	138	123	34	39	233
	54%	52%	56%	47%	53%	58%	58%	64%	46%	50%	61%	46%	57%	58%
				*	*	*	*	CH*				*	*	
Don't know	166	79	87	19	35	23	31	22	36	28	30	12	12	72
	15%	15%	16%	16%	19%	13%	16%	14%	14%	10%	15%	16%	17%	18%
				*	*	*	*	*				*	*	

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Inequality_C.Thinking about life in Britain in 2021, which of the following statements comes closest to your view?

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	**O**	**P**
Unweighted Base	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
We look after each other	**329**	128	117	70
	31%	36%	34%	21%
		P	P	
It's everyone for themselves	**580**	189	173	203
	54%	53%	50%	61%
Don't know	**166**	38	55	60
	15%	11%	16%	18%

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

KANTAR

CostOfLiving.Thinking about the next few months how concerned are you, if at all, about each of the following? - Summary Table

Base: All adults GB 18+

	Shortages of food at Christmas	Another lockdown	Missing bin collections due to shortages of bin men/women	A shortage of lorry drivers
Unweighted Base	**1075**	**1075**	**1075**	**1075**
Weighted Base	**1075**	**1075**	**1075**	**1075**
Very concerned	183	253	175	267
	17%	24%	16%	25%
Fairly concerned	363	404	402	505
	34%	38%	37%	47%
Not very concerned	367	270	345	190
	34%	25%	32%	18%
Not at all concerned	119	105	100	72
	11%	10%	9%	7%
Don't know	43	44	52	41
	4%	4%	5%	4%

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

CostOfLiving.Thinking about the next few months how concerned are you, if at all, about each of the following? - Shortages of food at Christmas

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	183 17%	97 19%	86 16%	20 17% *	46 25% GH*	36 21% H*	43 23% H*	19 12% *	19 7%	31 11%	49 24% I	14 19% *	14 21% *	70 18%
Fairly concerned	363 34%	168 32%	194 36%	47 40% *	67 36% *	59 34% *	55 29% *	56 36% *	79 31%	81 29%	72 36%	26 36% *	33 49% I*	132 33%
Not very concerned	367 34%	168 32%	196 36%	35 30% *	50 27% *	54 31% *	66 35% *	54 34% *	108 42% D	117 42% JL	60 29%	21 29% *	15 22% *	132 33%
Not at all concerned	119 11%	64 12%	55 10%	9 8% *	7 4% *	17 10% *	14 7% *	23 15% D*	49 19% DF	39 14%	14 7%	12 16% *	4 5% *	46 12%
Don't know	43 4%	28 5%	13 2%	6 5% *	14 8% H*	6 4% *	9 5% *	5 3% *	2 1%	10 3%	7 3%	- -	2 3% *	19 5%

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

CostOfLiving.Thinking about the next few months how concerned are you, if at all, about each of the following? - Shortages of food at Christmas

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Very concerned	**183** **17%**	59 17%	58 17%	58 17%
Fairly concerned	**363** **34%**	103 29%	145 42% NP	93 28%
Not very concerned	**367** **34%**	127 36%	112 32%	122 37%
Not at all concerned	**119** **11%**	57 16% O	21 6%	38 12%
Don't know	**43** **4%**	8 2%	10 3%	21 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

CostOfLiving.Thinking about the next few months how concerned are you, if at all, about each of the following? - Another lockdown

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	253	109	141	26	62	42	55	31	37	58	54	28	10	96
	24%	21%	26%	22%	34%	25%	29%	20%	14%	21%	27%	38%	14%	24%
				*	H*	*	H*	*				IL*	*	
Fairly concerned	404	185	217	37	44	65	67	62	129	108	78	19	32	142
	38%	35%	40%	32%	24%	38%	36%	40%	50%	39%	38%	26%	47%	36%
				*	*	*	*	D*	CDF			*	K*	
Not very concerned	270	143	125	33	45	40	39	44	69	72	46	17	20	105
	25%	27%	23%	28%	24%	23%	21%	28%	27%	26%	23%	23%	29%	26%
				*	*	*	*	*				*	*	
Not at all concerned	105	65	40	15	15	21	17	16	21	30	20	8	5	34
	10%	12%	7%	13%	8%	12%	9%	10%	8%	11%	10%	10%	7%	8%
				*	*	*	*	*				*	*	
Don't know	44	23	21	6	19	3	10	3	2	10	6	1	2	22
	4%	4%	4%	5%	11%	2%	5%	2%	1%	4%	3%	1%	3%	5%
				*	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

CostOfLiving.Thinking about the next few months how concerned are you, if at all, about each of the following? - Another lockdown

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Very concerned	253	85	84	69
	24%	24%	24%	21%
Fairly concerned	404	123	137	124
	38%	35%	40%	37%
Not very concerned	270	98	78	89
	25%	28%	23%	27%
Not at all concerned	105	44	33	28
	10%	12%	9%	9%
Don't know	44	5	13	22
	4%	1%	4%	6%
				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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

CostOfLiving.Thinking about the next few months how concerned are you, if at all, about each of the following? - Missing bin collections due to shortages of bin men/women

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	175	86	87	13	42	28	35	25	33	41	47	9	11	63
	16%	16%	16%	11%	23%	16%	18%	16%	13%	15%	23%	12%	16%	16%
				*	*	*	*	*				*	*	
Fairly concerned	402	184	217	32	48	75	74	68	105	104	77	33	22	149
	37%	35%	40%	27%	26%	44%	39%	44%	41%	37%	38%	45%	32%	37%
				*	*	D*	*	D*	D			*	*	
Not very concerned	345	171	172	51	53	53	54	46	89	96	55	24	30	120
	32%	33%	32%	44%	29%	31%	28%	29%	35%	34%	27%	33%	43%	30%
				*	*	*	*	*				*	J*	
Not at all concerned	100	60	40	15	18	10	16	13	29	29	18	7	5	37
	9%	11%	7%	13%	10%	6%	8%	8%	11%	10%	9%	9%	7%	9%
				*	*	*	*	*				*	*	
Don't know	52	24	28	7	23	6	10	4	1	8	6	1	2	30
	5%	5%	5%	6%	13%	4%	6%	3%	*	3%	3%	1%	3%	8%
				*	GH*	*	*	*				*	*	

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

CostOfLiving.Thinking about the next few months how concerned are you, if at all, about each of the following? - Missing bin collections due to shortages of bin men/women

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1075	428	428	188
Weighted Base	1075	355	346	332
Very concerned	175	60	64	44
	16%	17%	19%	13%
Fairly concerned	402	130	138	122
	37%	37%	40%	37%
Not very concerned	345	117	106	106
	32%	33%	31%	32%
Not at all concerned	100	39	25	35
	9%	11%	7%	11%
Don't know	52	9	13	25
	5%	2%	4%	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

CostOfLiving.Thinking about the next few months how concerned are you, if at all, about each of the following? - A shortage of lorry drivers

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Very concerned	267	131	133	20	50	43	57	37	59	64	64	23	20	88
	25%	25%	24%	17%	27%	25%	30%	24%	23%	23%	32%	32%	29%	22%
				*	*	*	*	*					*	*
Fairly concerned	505	220	285	44	58	88	83	86	147	146	93	27	36	178
	47%	42%	52%	38%	31%	51%	44%	55%	57%	52%	46%	37%	52%	45%
			A	*	*	D*	*	D*	CD			*	*	
Not very concerned	190	106	82	38	41	29	30	15	36	52	31	12	10	75
	18%	20%	15%	33%	22%	17%	16%	10%	14%	19%	15%	17%	14%	19%
				EFGH*	G*	*	*	*				*	*	
Not at all concerned	72	46	26	8	17	11	8	15	13	10	7	11	1	37
	7%	9%	5%	7%	9%	6%	4%	10%	5%	3%	3%	15%	2%	9%
				*	*	*	*	*				IJ*	*	
Don't know	41	23	18	6	18	1	10	3	3	7	8	-	2	21
	4%	4%	3%	5%	10%	1%	6%	2%	1%	2%	4%	-	3%	5%
				*	EH*	*	*	*				*	*	

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

KANTAR

CostOfLiving.Thinking about the next few months how concerned are you, if at all, about each of the following? - A shortage of lorry drivers

Base: All adults GB 18+

	Total	Leave	Remain	Did not vote
EU Ref 2016				
		N	O	P
Unweighted Base	**1075**	**428**	**428**	**188**
Weighted Base	**1075**	**355**	**346**	**332**
Very concerned	267 25%	87 24%	105 30% P	66 20%
Fairly concerned	505 47%	180 51%	157 45%	147 44%
Not very concerned	190 18%	62 18%	56 16%	65 20%
Not at all concerned	72 7%	19 5%	18 5%	32 10%
Don't know	41 4%	6 2%	9 3%	22 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
University degree	326	170	154	22	90	60	50	47	58	80	88	26	25	88
	30%	32%	28%	18%	49%	35%	27%	30%	22%	29%	43%	36%	37%	22%
				*	CFGH*	C*	*	*			IM	*	M*	
Any other qualifications (e.g. A Levels, O Levels, GCSEs, BTEC, Diplomas, Trade Apprenticeships)	698	343	348	93	96	109	137	92	170	189	110	44	45	277
	65%	65%	64%	79%	52%	64%	73%	59%	66%	68%	54%	61%	65%	69%
				DG*	*	*	D*	*	D	J		*	*	J
No qualifications	100	37	64	11	10	10	7	19	43	22	17	5	4	49
	9%	7%	12%	9%	6%	6%	4%	12%	17%	8%	9%	6%	6%	12%
				*	*	*	*	*	DEF			*	*	

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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

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	1075	428	428	188
Weighted Base	1075	355	346	332
University degree	**326** **30%**	80 22%	149 43% NP	88 27%
Any other qualifications (e.g. A Levels, O Levels, GCSEs, BTEC, Diplomas, Trade Apprenticeships)	**698** **65%**	245 69% O	207 60%	219 66%
No qualifications	**100** **9%**	40 11% O	14 4%	38 12% 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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Crossbreaks

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	1075	500	570	130	173	156	201	195	220	389	274	69	92	202
	Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
GENDER	Male	525 / 49%	525 / 100% / B	-	60 / 51% / *	93 / 50% / *	85 / 50% / *	92 / 49% / *	81 / 52% / *	113 / 44%	139 / 50%	111 / 55%	43 / 59% / *	31 / 46% / *	172 / 43%
	Female	544 / 51%	-	544 / 100% / A	54 / 46% / *	92 / 50% / *	84 / 49% / *	95 / 51% / *	75 / 48% / *	145 / 56%	138 / 50%	91 / 45%	30 / 41% / *	37 / 54% / *	222 / 56%
AGE	18-24	117 / 11%	60 / 11%	54 / 10%	117 / 100% / DEFGH*	- / - / *	- / - / *	- / - / *	- / - / *	- / -	10 / 4%	25 / 12% / I	10 / 14% / I*	4 / 6% / *	58 / 15% / I
	25-34	185 / 17%	93 / 18%	92 / 17%	- / - / *	185 / 100% / CEFGH*	- / - / *	- / - / *	- / - / *	- / -	25 / 9%	44 / 21% / I	11 / 16% / *	16 / 23% / I*	83 / 21% / I
	35-44	172 / 16%	85 / 16%	84 / 15%	- / - / *	- / - / *	172 / 100% / CDFGH*	- / - / *	- / - / *	- / -	36 / 13%	25 / 12%	10 / 14% / *	13 / 19% / *	72 / 18%
	45-54	188 / 18%	92 / 18%	95 / 18%	- / - / *	- / - / *	- / - / *	188 / 100% / CDEGH*	- / - / *	- / -	45 / 16%	38 / 19%	10 / 13% / *	10 / 14% / *	78 / 20%
	55-64	156 / 15%	81 / 15%	75 / 14%	- / - / *	- / - / *	- / - / *	- / - / *	156 / 100% / CDEFH*	- / -	44 / 16%	34 / 17%	7 / 10% / *	11 / 16% / *	53 / 13%
	65+	258 / 24%	113 / 22%	145 / 27%	- / - / *	- / - / *	- / - / *	- / - / *	- / - / *	258 / 100% / CDEFG	119 / 43% / JLM	37 / 18%	24 / 33% / JM*	15 / 22% / *	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

KANTAR

Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Crossbreaks

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Weighted Base	1075	525	544	117	185	172	188	156	258	278	203	73	69	399
Conservatives	278	139	138	10	25	36	45	44	119	278	-	-	-	-
	27%	28%	27%	9%	14%	23%	25%	30%	47%	100%	-	-	-	-
				*	*	*	C*	CD*	CDEFG	JKLM		*	*	
Labour	203	111	91	25	44	25	38	34	37	-	203	-	-	-
	20%	22%	18%	23%	24%	16%	21%	23%	15%	-	100%	-	-	-
				*	*	*	*	*			IKLM	*	*	
Lib Dems	73	43	30	10	11	10	10	7	24	-	-	73	-	-
	7%	9%	6%	9%	6%	6%	5%	5%	10%	-	-	100%	-	-
				*	*	*	*	*				IJLM*	*	
Other	69	31	37	4	16	13	10	11	15	-	-	-	69	-
	7%	6%	7%	4%	9%	8%	5%	7%	6%	-	-	-	100%	-
				*	*	*	*	*				*	IJKM*	
No vote	399	172	222	58	83	72	78	53	55	-	-	-	-	399
	39%	35%	43%	54%	46%	46%	43%	35%	22%	-	-	-	-	100%
				GH*	H*	H*	H*	H*				*	*	IJKL
Leave	355	170	183	9	47	48	60	64	126	174	66	12	19	77
	34%	33%	36%	9%	26%	30%	34%	42%	49%	64%	33%	16%	30%	20%
				*	C*	C*	C*	CD*	CDEF	JKLM	KM	*	*	
Remain	346	188	158	40	60	50	60	45	90	79	114	54	34	53
	33%	36%	31%	38%	33%	31%	34%	29%	35%	29%	56%	75%	54%	14%
				*	*	*	*	*		M	IM	IJLM*	IM*	
Did not vote	332	156	170	56	72	62	58	44	40	20	22	6	10	257
	32%	30%	33%	53%	40%	38%	33%	29%	16%	7%	11%	8%	16%	66%
				FGH*	H*	H*	H*	H*				*	*	IJKL

GE Vote 2019 (left side label for Conservatives/Labour/Lib Dems/Other/No vote rows)
EU Ref 2016 (left side label for Leave/Remain/Did not vote rows)

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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Crossbreaks

Base: All adults GB 18+

		Total	EU Ref 2016		
			Leave	Remain	Did not vote
			N	O	P
	Unweighted Base	1075	428	428	188
	Weighted Base	1075	355	346	332
GENDER	Male	525 49%	170 48%	188 54%	156 47%
	Female	544 51%	183 52%	158 46%	170 51%
AGE	18-24	117 11%	9 3%	40 12% N	56 17% N
	25-34	185 17%	47 13%	60 17%	72 22%
	35-44	172 16%	48 14%	50 15%	62 19%
	45-54	188 18%	60 17%	60 17%	58 18%
	55-64	156 15%	64 18%	45 13%	44 13%
	65+	258 24%	126 35% OP	90 26% P	40 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

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Polling October 2021 OnLineBus Survey (S6783 - 40317739-41)

Crossbreaks

Base: All adults GB 18+

| | | Total | EU Ref 2016 | | |
			Leave	Remain	Did not vote
			N	O	P
	Weighted Base	**1075**	**355**	**346**	**332**
GE Vote 2019	Conservatives	278 27%	174 50% OP	79 24% P	20 6%
	Labour	203 20%	66 19% P	114 34% NP	22 7%
	Lib Dems	73 7%	12 3%	54 16% NP	6 2%
	Other	69 7%	19 5%	34 10% P	10 3%
	No vote	399 39%	77 22%	53 16%	257 82% NO
EU Ref 2016	Leave	355 34%	355 100% OP	- -	- -
	Remain	346 33%	- -	346 100% NP	- -
	Did not vote	332 32%	- -	- -	332 100% 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

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