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Half of Britons are concerned about keeping their home warm over winter

30 September 2021, London – Kantar Public publishes its latest barometer on British public opinion and voting intentions which finds people in Britain are concerned about being able to keep their home warm enough this winter, an increasing proportion are pessimistic about the future of the economy, and Britons are divided over the adult social care reforms with only a third supporting a tax rise to increase funding for adult social care.

Key findings from Kantar Public's research which took place between 23rd and 27th September reveal that:

- Half of Britons (53%) are very/fairly concerned about not being able to keep their home warm enough this winter; 40% are not very/not at all concerned.
- One in five (21%) of people are behind with some or all of their household bills; 72% are up to date with their bills.
- A majority (58%) would be willing to change the way they live and work to help reduce the effects of climate change
- 44% of Britons strongly/tend to support the government's proposed reforms to adult social care, while 27% oppose. 30% of Britons are unsure if they support or oppose these reforms.
- However, only 33% of the public support raising taxes to increase spending on adult social care. A third (35%) want taxes and spending to be kept unchanged, and a quarter (23%) are unsure.
- 28% of the public (+8 vs August 2021[1]) think the economy will be doing worse in 12 months' time, while 24% (-6) think the economy will be doing better in 12 months' time.
- And 71% of Britons are very/fairly concerned that there will be further waves of COVID-19 infections through the autumn and winter.

Household-level economic impacts

This month's research finds Britons are more pessimistic about the future of the economy than a month ago. There is increasing concern about job security, making ends meet and paying household bills:

- Just over a quarter (28%, +8) now think the economy will be doing worse in 12 months' time; 24% (-6) of Britons think the economy will be doing better in 12 months' time.
- Three-in-ten (30%) are finding it harder to meet their monthly household budget than a year ago (+6). 60% are finding it about the same (-7) and 9% are finding it easier (no change).
- Half of Britons (53%) are very/fairly concerned about not being able to keep their home warm enough this winter; 40% are not very/not at all concerned.
- 21% of people say they are behind with some or all of their household bills; 72% are up to date with their bills.

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[1]

- Of those working, 21% say their job feels less safe than 12 months ago (nc) which remains the lowest figure since September 2019.

Attitudes towards adult social care reforms

Britons are divided over the government's reforms to adult social care, with 44% saying they strongly support/tend to support these reforms; 27% oppose to them, while 30% of Britons are unsure about their position. Other findings include:

- More than one third (35%) of Britons support keeping taxes, and spending on adult social care the same level as now. One third (33%) of Britons support increasing taxes and spending more on adult social care, whilst 9% support reducing taxes and spending less on adult social care. 23% are unsure.
- When asked which political party they trust the most on the issue of adult social care:
    - Half of Britons (53%) did not know who which political party they trusted the most.
    - 16% trusted Labour the most and 16% trusted the Conversative party the most. 5% trusted the Liberal Democrats the most.

The climate for climate change in Britain

A majority of people (58%) say that they would be willing to make a lot of changes / some changes to how they live and work to help reduce the effects of climate change; one-fifth (19%) would be willing to make only a few changes and 12% would not being willing to make any changes. Other findings include:

- 26% (+4) of Britons rate global cooperation between countries to tackle climate change as very good/good. 53% (-3) rate it as very poor/poor.
- 39% (-1) 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

Attitudes towards COVID-19 vaccination

A large majority of the public (71%, representing a +4pt increase vs. last month) are very/fairly concerned that there will be further waves of COVID-19 infections through the autumn and winter; while 23% (-5) are not very/not at all concerned.

In response to questions about the COVID-19 vaccines:

- Three quarters of Britons (74%, +2) say they are very/somewhat satisfied with the vaccine rollout organised by the government and health authorities.
- 47% (+3) think that vaccines should be compulsory for all adults. 41% (-3) think that adults should be allowed to choose.
- 62% approve/strongly approve of vaccinations being available to children 12-15 years old, while 18% oppose the idea.
- 39% (+4) rate the cooperation between countries to distribute COVID-19 vaccines as very/fairly good, compared to 42% (nc) who say fairly/ very poor. 20% say they 'don't know' (-3)

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Voting intentions (Note: the majority of fieldwork was conducted prior to the weekend when the Labour Party's 2021 Annual Conference took place and fuel stations began experiencing shortages):

- Con 43% (+6 vs August 2021)
- Lab 30% (-4)
- L Dem 11% (-3)
- Green 6% (+1)
- SNP 4% (nc)
- Reform UK (formerly Brexit Party) 1% (-1)
- UKIP 1% (-1)
- Plaid Cymru 1% (nc)
- Other 1% (+1)

More findings from this study can found in 'Notes to Editors'.

-Ends-

Notes to editors

When asked about the impact of the pandemic on personal income and savings, there is a mixed picture in Britain:

- 25% (+3) say their savings have decreased since the start of the pandemic, 37% (-4) say they have stayed the same, and 19% (nc) say their savings have increased
- Of the people who saved extra money, only 5% (+2) of them intend to spend it all by the end of the year. 64% (+4) who have saved extra money say that they will only spend "some of it" or "none at all" this year
- 6 in 10 (58%, -3) now say that their personal income "has not been impacted" by coronavirus.

Methodological information

The survey data and further details on the methodological approach can be found here. A total of 1,089 interviews were conducted online among adults living in Great Britain between the 23rd and 27th September 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 as the source.

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

Polling Methodological Note – September 2021

A representative sample of 1,089 adults in Great Britain were interviewed between the 23rd and 27th September 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 = 40.1% to 45.8%
- Labour Party = 28.0% to 33.9%
- Conservative lead over Labour = 6.9%pts to 16.8%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

The Public Division of Kantar UK is a member of the British Polling Council and abides by its rules. http://www.britishpollingcouncil.org/

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	61	61
Male 25-34	93	94
Male 35-44	78	86
Male 45-54	97	94
Male 55-69	127	116
Male 70+	68	81
Female 18-24	64	58
Female 25-34	96	93
Female 35-44	92	88
Female 45-54	101	97
Female 55-69	150	121
Female 70+	62	101

*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	39	45
North West England	130	123
Yorkshire & Humber	88	92
East Midlands	66	81
West Midlands	79	99
East of England	123	104
London	132	147
South East England	138	153
South West England	120	96
Wales	78	54
Scotland	96	94

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

	Unweighted count	Weighted count
Aged 18-24 with a degree	34	22
Aged 25-44 with a degree	157	152
Aged 45-69 with a degree	147	115
Other	751	800

Vote in the 2016 EU referendum*

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

	Unweighted percentage	Weighted percentage
Remain	39%	31%
Leave	42%	33%
Did not vote	19%	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	23%	18%
England - Conservative	32%	25%
England - Lib Dem	7%	7%
England - Other	7%	3%
England - No vote	15%	33%
Scotland - Labour	1%	1%
Scotland - Conservative	2%	1%
Scotland - SNP	4%	2%
Scotland – Other	1%	1%
Scotland – No vote	1%	4%
Wales - Labour	3%	1%
Wales - Conservative	2%	1%
Wales - PC	1%	<0.5%
Wales - Other	<0.5%	<0.5%
Wales - No vote	1%	3%

*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	80%	57%

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.

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Definitely vote (4)	376	189	186	6	36	41	52	63	177	186	105	48	25	6
	34%	36%	33%	5%	19%	24%	27%	38%	70%	66%	52%	62%	41%	2%
				*	C*	C*	C*	CD*	CDEFG	JLM	M	M*	M*	
Probably vote (3)	225	103	122	34	46	41	34	35	35	60	55	14	13	76
	21%	19%	22%	28%	24%	24%	18%	21%	14%	21%	27%	18%	21%	19%
				H*	*	*	*	*				*	*	
Probably not vote (2)	173	78	93	38	43	29	33	22	9	18	24	8	1	110
	16%	15%	17%	32%	23%	17%	17%	13%	3%	6%	12%	10%	2%	27%
				EFGH*	H*	H*	H*	H*				*	*	IJKL
Definitely not vote (1)	282	149	133	29	49	56	69	45	33	19	17	8	21	200
	26%	28%	24%	25%	26%	32%	36%	27%	13%	7%	8%	10%	33%	49%
				*	H*	H*	H*	H*				*	IJK*	IJK
Or would you prefer not to say?	34	11	24	11	13	7	3	-	-	-	-	-	2	15
	3%	2%	4%	9%	7%	4%	1%	-	-	-	-	-	3%	4%
				GH*	GH*	*	*	*				*	*	
NET : Definitely/probably vote	601	293	308	40	82	82	86	98	213	245	159	62	38	83
	55%	55%	55%	34%	44%	47%	45%	60%	84%	87%	80%	80%	61%	20%
				*	*	*	*	C*	CDEFG	LM	LM	M*	M*	
NET : Definitely/probably not vote	454	227	226	68	92	85	102	67	42	36	41	16	22	310
	42%	43%	41%	57%	49%	49%	54%	40%	16%	13%	20%	20%	36%	76%
				H*	H*	H*	H*	H*				*	I*	IJKL
Mean score	2.66	2.64	2.68	2.16	2.39	2.41	2.36	2.71	3.4	3.46	3.24	3.32	2.71	1.72
				*	*	*	*	C*	CDEFG	JLM	LM	LM*	M*	
Standard Deviation	1.213	1.238	1.191	0.898	1.109	1.188	1.236	1.236	1.045	0.881	0.961	1.013	1.328	0.831
Error Variance	0.001	0.003	0.003	0.007	0.007	0.008	0.008	0.009	0.004	0.003	0.005	0.013	0.029	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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FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

Base: All adults GB 18+

	Total	Leave	Remain	Did not vote
		EU Ref 2016		
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Definitely vote (4)	376 34%	184 50% P	165 48% P	23 6%
Probably vote (3)	225 21%	74 20%	96 28% P	48 14%
Probably not vote (2)	173 16%	44 12%	32 9%	97 28% NO
Definitely not vote (1)	282 26%	68 18%	47 14%	167 48% NO
Or would you prefer not to say?	34 3%	2 *	3 1%	16 5% N
NET : Definitely/probably vote	601 55%	258 70% P	261 76% P	70 20%
NET : Definitely/probably not vote	454 42%	111 30%	79 23%	264 75% NO
Mean score	2.66	3.01 P	3.11 P	1.78
Standard Deviation	1.213	1.163	1.06	0.93
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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Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

finalvotingintention.Voting intention for next General Election

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

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	898	449	449	93	158	131	160	157	199	358	258	72	109	94
Weighted Base	523	262	261	37	79	66	74	82	186	225	148	60	35	51
Conservative	225 43%	115 44%	110 42%	7 20% *	22 28%	24 37% C*	28 37% C	41 50% CD	103 56% CDEF	188 84% JKLM	9 6%	6 10% *	4 11% *	16 31% JKL*
Labour	157 30%	82 31%	75 29%	17 45% GH*	40 51% EGH	21 33% H*	27 37% GH	18 22%	34 18%	11 5%	116 79% IKLM	12 20% I*	3 10% *	14 27% IL*
Liberal Democrats	59 11%	30 11%	29 11%	5 14% *	10 13%	6 9% *	7 9%	9 11%	22 12%	8 3%	4 3%	38 63% IJLM*	2 6% *	7 13% IJ*
Green	31 6%	13 5%	17 7%	1 3% *	3 4%	8 13% H*	6 8%	4 5%	7 4%	2 1%	15 10% I	2 3% *	5 14% I*	6 13% I*
SNP	21 4%	10 4%	11 4%	5 14% DGH*	2 3%	3 5% *	3 4%	3 4%	4 2%	1 1%	-	- *	14 41% IJKM*	5 9% IJK*
Reform UK	13 3%	5 2%	9 3%	- * *	- *	2 3% *	1 2%	4 5%	6 3%	9 4%	2 1%	- *	3 7% J*	1 1% *
UKIP	8 1%	2 1%	6 2%	1 3% *	- *	- -	1 1%	1 1%	4 2%	4 2%	- *	- -	1 2% *	2 5% J*
Plaid Cymru	3 1%	1 *	2 1%	- 1% *	1 1%	1 1% *	- -	1 1%	1 1%	1 *	1 1%	- *	2 6% IJ*	- - *
Other	6 1%	4 1%	2 1%	- - *	- 1%	1 1% *	- *	- *	4 2%	2 1%	- -	2 4% *	1 3% *	- 1% *

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

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FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

finalvotingintention.Voting intention for next General Election

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

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	898	409	388	91
Weighted Base	523	229	221	67
Conservative	225 43%	152 66% OP	49 22%	23 34% *
Labour	157 30%	30 13%	96 44% N	28 42% N*
Liberal Democrats	59 11%	13 6%	40 18% N	7 10% *
Green	31 6%	8 3%	19 9% N	4 6% *
SNP	21 4%	4 2%	11 5%	5 7% *
Reform UK	13 3%	11 5% O	1 1%	1 1% *
UKIP	8 1%	7 3% O	1 *	- - *
Plaid Cymru	3 1%	1 *	2 1%	- - *
Other	6 1%	3 1%	2 1%	- 1% *

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

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FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	898	449	449	93	158	131	160	157	199	358	258	72	109	94
Weighted Base	665	329	336	62	108	88	104	100	203	250	170	68	39	131
Conservative	270 41%	136 41%	134 40%	13 20% *	30 28% *	30 34% *	34 33% *	52 52% CDEF	111 55% CDEF	205 82% JKLM	12 7%	7 10% *	5 12% *	39 29% JKL*
Labour	204 31%	107 32%	97 29%	25 40% GH*	50 46% GH*	31 35% GH*	42 40% GH*	20 20%	36 18%	15 6%	133 78% IKLM	14 20% I*	4 9% *	39 29% IL*
Liberal Democrats	77 12%	39 12%	39 11%	9 14% *	16 15% *	6 7% *	11 11% *	10 10%	25 12%	9 4%	5 3%	42 63% IJLM*	3 7% *	17 13% IJ*
Green	45 7%	19 6%	26 8%	3 4% *	6 5% *	14 16% DGH*	9 9% *	6 6%	9 4%	2 1%	17 10% I	2 3% *	6 14% I*	18 13% I*
SNP	28 4%	13 4%	16 5%	9 15% DEFGH*	4 4% *	3 4% *	4 4% *	4 4%	4 2%	2 1%	-	- *	15 39% IJKM*	10 8% IJ*
Reform UK	16 2%	6 2%	10 3%	- * *	- * *	2 2% *	1 1% *	6 6%	7 3%	10 4%	2 1%	- - *	3 8% J*	1 1% *
UKIP	13 2%	3 1%	10 3%	3 6% *	- *	- *	3 2%	2 2%	5 2%	5 2%	- *	- -	1 2% *	7 5% *
Plaid Cymru	4 1%	1 *	3 1%	- * *	1 1% *	1 1% *	- - *	1 1%	2 1%	1 *	1 *	- - *	2 6% IJM*	- - *
Other	7 1%	5 2%	2 1%	- - *	1 1% *	1 1% *	- * *	- *	4 2%	2 1%	- -	3 4% *	1 2% *	1 1% *

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

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Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	Leave	Remain	Did not vote
		EU Ref 2016		
		N	O	P
Unweighted Base	898	409	388	91
Weighted Base	665	270	270	115
Conservative	270 41%	171 63% OP	59 22%	38 33% *
Labour	204 31%	38 14%	116 43% N	47 41% N*
Liberal Democrats	77 12%	15 5%	48 18% N	15 13% *
Green	45 7%	12 4%	27 10% N	6 5% *
SNP	28 4%	4 2%	13 5%	7 6% *
Reform UK	16 2%	14 5% O	2 1%	1 1% *
UKIP	13 2%	11 4% O	1 *	- - *
Plaid Cymru	4 1%	1 *	2 1%	- - *
Other	7 1%	4 1%	2 1%	1 1% *

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

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Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
No, did not vote	407	191	214	60	72	91	89	59	37	-	-	-	-	407
	37%	36%	38%	50%	38%	52%	46%	36%	15%	-	-	-	-	100%
				H*	H*	H*	H*	H*				*	*	IJKL
Yes, Conservative	282	144	138	10	26	27	38	53	127	282	-	-	-	-
	26%	27%	25%	9%	14%	16%	20%	32%	50%	100%	-	-	-	-
				*	*	*	*	CDE*	CDEFG	JKLM			*	*
Yes, Labour	200	96	104	19	48	31	36	25	41	-	200	-	-	-
	18%	18%	19%	16%	26%	18%	19%	15%	16%	-	100%	-	-	-
				*	*	*	*	*			IKLM	*	*	
Yes, Liberal Democrat	78	40	37	8	17	7	7	11	28	-	-	78	-	-
	7%	8%	7%	7%	9%	4%	3%	7%	11%	-	-	100%	-	-
				*	*	*	*	*				IJLM*	*	
Yes, SNP - Scottish National Party	29	17	12	3	2	8	3	3	9	-	-	-	29	-
	3%	3%	2%	3%	1%	5%	1%	2%	4%	-	-	-	47%	-
				*	*	*	*	*					IJKM*	
Yes, Green Party	14	8	6	5	3	-	1	-	4	-	-	-	14	-
	1%	2%	1%	4%	2%	*	1%	*	1%	-	-	-	23%	-
				*	*	*	*	*					IJKM*	
Yes, Brexit Party	10	5	4	-	-	-	5	1	4	-	-	-	10	-
	1%	1%	1%	-	*	*	2%	1%	1%	-	-	-	16%	-
				*	*	*	*	*					IJKM*	
Yes, Plaid Cymru	4	2	2	-	2	1	-	-	1	-	-	-	4	-
	*	*	*	-	1%	*	-	*	*	-	-	-	6%	-
				*	*	*	*	*					IJM*	
Other party or individual	5	4	1	-	-	-	-	4	1	-	-	-	5	-
	*	1%	*	*	-	*	-	2%	*	-	-	-	8%	-
				*	*	*	*	*					IJM*	
Prefer not to answer	61	22	38	13	17	8	13	7	3	-	-	-	-	-
	6%	4%	7%	11%	9%	5%	7%	4%	1%	-	-	-	-	-
				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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
No, did not vote	407	94	59	246
	37%	25%	17%	70%
		O		NO
Yes, Conservative	282	195	60	25
	26%	53%	18%	7%
		OP	P	
Yes, Labour	200	38	135	24
	18%	10%	39%	7%
			NP	
Yes, Liberal Democrat	78	16	54	8
	7%	4%	16%	2%
			NP	
Yes, SNP - Scottish National Party	29	12	12	4
	3%	3%	3%	1%
Yes, Green Party	14	2	12	-
	1%	*	4%	*
			N	
Yes, Brexit Party	10	9	-	-
	1%	3%	*	-
Yes, Plaid Cymru	4	1	2	-
	*	*	1%	-
Other party or individual	5	1	-	4
	*	*	*	1%
Prefer not to answer	61	4	7	40
	6%	1%	2%	11%
				NO

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Leave	371	180	192	14	31	55	61	67	143	195	38	16	25	94
	34%	34%	34%	12%	17%	31%	32%	41%	56%	69%	19%	20%	41%	23%
				*	*	CD*	CD*	CD*	CDEFG	JKLM		*	JM*	
Remain	343	175	168	25	72	56	51	50	88	60	135	54	27	59
	31%	33%	30%	21%	38%	32%	27%	30%	34%	21%	67%	70%	44%	15%
				*	CD*	*	*	*			ILM	ILM*	IM*	
Did not vote	351	167	182	68	75	63	78	47	21	25	24	8	8	246
	32%	31%	33%	57%	40%	36%	41%	28%	8%	9%	12%	10%	12%	60%
				DEGH*	H*	H*	H*	H*				*	*	IJKL
Don't know	25	9	15	11	10	-	-	1	3	2	3	-	2	9
	2%	2%	3%	9%	5%	*	*	*	1%	1%	1%	-	3%	2%
				EFGH*	*	*	*	*				*	*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Leave	371 34%	371 100% OP	- -	- -
Remain	343 31%	- -	343 100% NP	- -
Did not vote	351 32%	- -	- -	351 100% NO
Don't know	25 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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Stay out of the EU	355	181	174	12	39	49	49	71	135	202	40	5	21	84
	33%	34%	31%	10%	21%	28%	26%	43%	53%	72%	20%	7%	34%	21%
				*	*	C*	C*	CDF*	CDEF	JKLM	K	*	K*	K
Apply to join the EU	360	186	173	37	84	75	62	38	65	43	115	52	21	126
	33%	35%	31%	31%	45%	43%	32%	23%	26%	15%	57%	66%	34%	31%
				*	GH*	GH*	*	*			ILM	ILM*	I*	I
Would not vote	230	108	122	41	42	39	51	40	17	16	19	11	7	147
	21%	20%	22%	34%	22%	22%	27%	24%	7%	6%	10%	14%	11%	36%
				H*	H*	H*	H*	H*				*	*	IJKL
Don't know	144	56	88	29	23	11	29	16	37	20	26	10	13	50
	13%	11%	16%	24%	12%	6%	15%	10%	15%	7%	13%	13%	22%	12%
				EG*	*	*	*	*				*	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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Stay out of the EU	355	287	35	32
	33%	77%	10%	9%
		OP		
Apply to join the EU	360	31	233	95
	33%	8%	68%	27%
			NP	N
Would not vote	230	21	30	177
	21%	6%	9%	50%
				NO
Don't know	144	32	45	46
	13%	9%	13%	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

KANTAR

FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Yes	325	176	148	45	81	69	48	34	49	48	101	41	17	118
	30%	33%	26%	38%	43%	40%	25%	20%	19%	17%	50%	52%	27%	29%
				GH*	FGH*	GH*	*	*			ILM	ILM*	*	I
Maybe	204	115	89	29	38	38	39	19	42	32	38	24	17	79
	19%	22%	16%	24%	20%	22%	20%	11%	17%	11%	19%	31%	27%	19%
				*	*	*	*	*				I*	I*	
No	363	170	193	19	26	39	59	87	133	178	27	7	20	114
	33%	32%	35%	16%	14%	22%	31%	53%	52%	63%	14%	9%	33%	28%
				*	*	*	D*	CDEF*	CDEF	JKLM		*	JK*	JK
Don't know	197	69	128	26	42	28	44	26	31	24	34	5	8	97
	18%	13%	23%	22%	23%	16%	23%	16%	12%	9%	17%	7%	13%	24%
			A	*	*	*	H*	*			I	*	*	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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	**O**	**P**
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Yes	325 30%	47 13%	188 55% NP	88 25% N
Maybe	204 19%	47 13%	75 22% N	73 21%
No	363 33%	243 66% OP	32 9%	86 24% O
Don't know	197 18%	34 9%	47 14%	104 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**
Weighted Base	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**
Most important (100)	109	90	144	66	61	63	131	105	56	108	157
	10%	8%	13%	6%	6%	6%	12%	10%	5%	10%	14%
2nd (90)	83	115	163	79	72	95	66	97	102	136	80
	8%	11%	15%	7%	7%	9%	6%	9%	9%	12%	7%
3rd (80)	123	122	121	99	80	81	81	83	107	96	96
	11%	11%	11%	9%	7%	7%	7%	8%	10%	9%	9%
4th (70)	110	94	102	135	90	95	71	68	136	105	82
	10%	9%	9%	12%	8%	9%	7%	6%	13%	10%	7%
5th (60)	87	79	133	142	109	80	67	97	120	107	67
	8%	7%	12%	13%	10%	7%	6%	9%	11%	10%	6%
6th (50)	82	115	103	111	102	137	68	92	101	113	64
	8%	11%	9%	10%	9%	13%	6%	8%	9%	10%	6%
7th (40)	88	118	60	149	100	122	70	86	129	93	76
	8%	11%	6%	14%	9%	11%	6%	8%	12%	9%	7%
8th (30)	149	106	96	98	90	98	76	102	99	92	83
	14%	10%	9%	9%	8%	9%	7%	9%	9%	8%	8%
9th (20)	104	94	78	86	129	103	92	99	117	89	98
	10%	9%	7%	8%	12%	9%	8%	9%	11%	8%	9%
10th (10)	83	95	53	79	154	121	104	151	68	77	105
	8%	9%	5%	7%	14%	11%	10%	14%	6%	7%	10%
Least important (0)	72	60	35	44	102	94	263	109	54	74	182
	7%	6%	3%	4%	9%	9%	24%	10%	5%	7%	17%
Mean score	51.51	52.31	61.04	51.99	43.85	46.61	42.13	46.88	51.66	54.26	47.77
Standard Deviation	30.936	30.328	29.372	27.326	30.462	30.146	36.091	32.804	28.186	30.916	35.743
Error Variance	0.879	0.845	0.792	0.686	0.852	0.834	1.196	0.988	0.729	0.878	1.173

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Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important (100)	109 10%	53 10%	57 10%	10 8% *	17 9% *	19 11% *	13 7% *	20 12% *	32 12%	27 10%	18 9%	14 18% *	6 10% *	44 11%
2nd (90)	83 8%	48 9%	35 6%	3 3% *	10 5% *	17 10% *	9 5% *	14 8% *	31 12%	37 13% M	15 8%	4 5% *	5 8% *	19 5%
3rd (80)	123 11%	64 12%	58 10%	5 4% *	17 9% *	22 13% *	30 16% C*	19 12% *	31 12%	35 13%	26 13%	8 11% *	4 7% *	40 10%
4th (70)	110 10%	73 14% B	34 6%	10 8% *	8 4% *	34 20% DH*	19 10% *	16 10% *	22 9%	40 14%	21 11%	5 6% *	6 9% *	35 9%
5th (60)	87 8%	47 9%	40 7%	8 7% *	16 8% *	8 4% *	17 9% *	20 12% *	18 7%	25 9%	18 9%	4 5% *	2 3% *	29 7%
6th (50)	82 8%	30 6%	53 9%	9 7% *	9 5% *	7 4% *	20 11% *	17 10% *	22 9%	21 8%	8 4%	6 8% *	3 5% *	36 9%
7th (40)	88 8%	37 7%	51 9%	12 10% *	20 11% *	11 7% *	17 9% *	9 5% *	20 8%	24 9%	19 10%	9 12% *	6 10% *	25 6%
8th (30)	149 14%	78 15%	71 13%	16 14% *	39 21% G*	16 9% *	27 14% *	11 7% *	40 16%	25 9%	18 9%	6 8% *	15 24% IJ*	79 19% IJ
9th (20)	104 10%	45 9%	59 11%	18 15% *	21 11% *	16 9% *	14 8% *	18 11% *	17 7%	14 5%	20 10%	8 10% *	6 10% *	50 12% I
10th (10)	83 8%	27 5%	56 10% A	19 16% H*	12 7% *	11 7% *	16 9% *	15 9% *	9 4%	20 7%	18 9%	6 8% *	4 7% *	29 7%

Table continues

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Least important (0)	72	28	44	10	19	13	9	7	14	13	18	7	4	22
	7%	5%	8%	8%	10%	8%	5%	4%	5%	4%	9%	9%	7%	5%
				*	*	*	*	*				*	*	
Mean score	51.51	54.99	48.13	39.8	44.69	55.71	50.91	55.32	57.09	58.42	50.54	52.5	47.24	48.87
		B		*	*	CD*	C*	CD*	CD	JLM		*	*	
Standard Deviation	30.936	30.022	31.477	29.739	30.851	31.764	28.709	30.78	30.53	29.656	31.981	34.024	31.198	30.291
Error Variance	0.879	1.699	1.779	7.452	5.093	5.807	4.322	5.749	3.664	3.12	5.113	14.924	15.706	2.254

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Most important (100)	109 10%	37 10%	32 9%	39 11%
2nd (90)	83 8%	38 10%	25 7%	19 5%
3rd (80)	123 11%	33 9%	55 16% NP	28 8%
4th (70)	110 10%	44 12%	33 10%	33 9%
5th (60)	87 8%	31 8%	30 9%	25 7%
6th (50)	82 8%	32 9%	23 7%	25 7%
7th (40)	88 8%	24 7%	38 11%	23 7%
8th (30)	149 14%	46 12%	36 11%	67 19%
9th (20)	104 10%	30 8%	38 11%	33 9%
10th (10)	83 8%	27 7%	19 5%	32 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

FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	**1089**	**371**	**343**	**351**
Least important (0)	**72**	29	14	28
	7%	8%	4%	8%
Mean score	**51.51**	52.49	54.48	47.86
Standard Deviation	**30.936**	31.434	29.427	31.381
Error Variance	**0.879**	2.662	2.527	2.809

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important (100)	90 8%	33 6%	57 10%	14 12% *	14 7% *	14 8% *	26 14% *	8 5% *	15 6%	13 4%	16 8%	3 3% *	3 4% *	40 10%
2nd (90)	115 11%	55 10%	58 10%	19 16% *	23 12% *	15 9% *	13 7% *	13 8% *	32 13%	43 15% M	29 15% M	8 11% *	3 5% *	23 6%
3rd (80)	122 11%	63 12%	59 11%	8 7% *	29 16% *	26 15% *	19 10% *	22 14% *	18 7%	22 8%	11 5%	7 9% *	3 6% *	72 18% IJ
4th (70)	94 9%	47 9%	48 9%	- * *	9 5% *	19 11% C*	18 10% C*	19 11% C*	29 12% C	30 11%	14 7%	5 6% *	2 4% *	39 10%
5th (60)	79 7%	40 8%	39 7%	11 9% *	10 5% *	17 10% *	18 10% *	12 8% *	12 5%	22 8%	13 6%	3 4% *	2 4% *	35 9%
6th (50)	115 11%	68 13%	47 8%	13 11% *	19 10% *	29 17% *	21 11% *	10 6% *	23 9%	30 10%	32 16% K	1 1% *	6 9% *	43 10%
7th (40)	118 11%	41 8%	77 14% A	12 10% *	26 14% *	11 6% *	17 9% *	21 12% *	31 12%	26 9%	22 11%	12 15% *	9 14% *	47 11%
8th (30)	106 10%	49 9%	57 10%	12 10% *	10 6% *	17 10% *	21 11% *	19 11% *	27 11%	31 11%	22 11%	10 12% *	14 23% M*	26 6%
9th (20)	94 9%	48 9%	46 8%	11 9% *	15 8% *	10 6% *	18 10% *	15 9% *	25 10%	24 8%	18 9%	2 2% *	8 13% *	38 9%
10th (10)	95 9%	54 10%	41 7%	9 8% *	16 9% *	11 6% *	12 6% *	20 12% *	26 10%	26 9%	11 6%	17 22% IJM*	8 12% *	30 7%

Table continues

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Least important (0)	60	31	29	9	17	6	6	6	15	16	11	10	4	14
	6%	6%	5%	8%	9%	4%	3%	4%	6%	6%	6%	13%	6%	3%
				*	*	*	*	*				M*	*	
Mean score	52.31	50.97	53.47	52.29	51.79	56.39	55.14	49.65	49.51	51.31	52.42	40.01	39.04	55.4
				*	*	*	*	*		KL	KL	*	*	KL
Standard Deviation	30.328	30.163	30.437	32.855	31.866	27.858	29.797	29.247	30.449	30.02	29.762	32.429	26.938	29.049
Error Variance	0.845	1.715	1.663	9.095	5.433	4.467	4.655	5.19	3.645	3.197	4.428	13.557	11.71	2.073

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	**1089**	**465**	**436**	**167**
Weighted Base	**1089**	**371**	**343**	**351**
Most important (100)	90 8%	24 6%	20 6%	39 11%
2nd (90)	115 11%	34 9%	42 12%	35 10%
3rd (80)	122 11%	29 8%	19 6%	69 20% NO
4th (70)	94 9%	47 13% P	28 8%	19 5%
5th (60)	79 7%	28 8%	20 6%	27 8%
6th (50)	115 11%	33 9%	39 11%	42 12%
7th (40)	118 11%	54 14% O	26 8%	38 11%
8th (30)	106 10%	38 10%	45 13%	22 6%
9th (20)	94 9%	32 8%	33 10%	28 8%
10th (10)	95 9%	28 8%	48 14% NP	19 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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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	**1089**	**371**	**343**	**351**
Least important (0)	**60** **6%**	25 7%	22 6%	13 4%
Mean score	**52.31**	50.18	46.71	58.54 NO
Standard Deviation	**30.328**	29.346	30.887	29.264
Error Variance	**0.845**	2.32	2.784	2.443

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important (100)	144 / 13%	60 / 11%	84 / 15%	12 / 10% *	19 / 10% *	22 / 13% *	14 / 7% *	34 / 20% F*	44 / 17%	44 / 16%	36 / 18%	14 / 18% *	8 / 13% *	40 / 10%
2nd (90)	163 / 15%	70 / 13%	93 / 17%	15 / 13% *	11 / 6% *	17 / 10% *	52 / 27% CDE*	28 / 17% D*	41 / 16% D	35 / 12%	28 / 14%	10 / 13% *	7 / 11% *	79 / 19%
3rd (80)	121 / 11%	62 / 12%	59 / 11%	13 / 11% *	22 / 12% *	12 / 7% *	20 / 11% *	15 / 9% *	40 / 16%	38 / 14%	26 / 13%	7 / 10% *	4 / 6% *	43 / 11%
4th (70)	102 / 9%	40 / 7%	63 / 11%	9 / 7% *	22 / 12% *	14 / 8% *	24 / 13% *	8 / 5% *	27 / 10%	28 / 10%	23 / 11%	7 / 9% *	7 / 12% *	30 / 7%
5th (60)	133 / 12%	65 / 12%	68 / 12%	15 / 13% *	20 / 11% *	30 / 17% *	18 / 9% *	20 / 12% *	30 / 12%	29 / 10%	18 / 9%	16 / 21% J*	6 / 10% *	57 / 14%
6th (50)	103 / 9%	53 / 10%	48 / 9%	16 / 14% G*	26 / 14% G*	22 / 13% G*	18 / 10% *	5 / 3% *	15 / 6%	29 / 10%	17 / 8%	4 / 5% *	8 / 13% *	36 / 9%
7th (40)	60 / 6%	35 / 7%	26 / 5%	4 / 4% *	16 / 9% *	11 / 6% *	7 / 4% *	9 / 5% *	12 / 5%	13 / 4%	13 / 7%	3 / 4% *	5 / 8% *	20 / 5%
8th (30)	96 / 9%	51 / 10%	46 / 8%	10 / 8% *	19 / 10% *	13 / 8% *	14 / 7% *	25 / 15% *	16 / 6%	27 / 9%	14 / 7%	2 / 3% *	2 / 3% *	42 / 10%
9th (20)	78 / 7%	36 / 7%	42 / 7%	14 / 12% *	12 / 6% *	15 / 9% *	9 / 5% *	15 / 9% *	13 / 5%	16 / 6%	10 / 5%	9 / 12% *	3 / 4% *	36 / 9%
10th (10)	53 / 5%	39 / 7% B	14 / 3%	8 / 7% *	13 / 7% *	5 / 3% *	11 / 6% *	6 / 3% *	10 / 4%	12 / 4%	8 / 4%	2 / 3% *	11 / 18% IJKM*	14 / 3%

Table continues

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Least important (0)	35	19	16	3	8	12	3	2	7	11	7	3	1	11
	3%	4%	3%	2%	4%	7%	2%	1%	3%	4%	4%	4%	1%	3%
				*	*	*	*	*				*	*	
Mean score	61.04	57.92	64.04	56.46	54.5	56.04	65.04	63.77	66.63	62.05	64.76	63.23	55.46	60.87
			A	*	*	*	DE*	D*	CDE			*	*	
Standard Deviation	29.372	29.937	28.576	29.531	28.557	29.76	27.56	30.573	28.602	29.743	29.591	29.639	31.176	28.675
Error Variance	0.792	1.69	1.466	7.348	4.364	5.098	3.983	5.672	3.216	3.138	4.378	11.325	15.684	2.019

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Most important (100)	144 13%	47 13%	59 17%	38 11%
2nd (90)	163 15%	63 17%	45 13%	51 15%
3rd (80)	121 11%	60 16% OP	31 9%	26 7%
4th (70)	102 9%	35 10%	37 11%	24 7%
5th (60)	133 12%	35 10%	47 14%	50 14%
6th (50)	103 9%	30 8%	37 11%	36 10%
7th (40)	60 6%	19 5%	21 6%	18 5%
8th (30)	96 9%	17 4%	30 9%	47 14% N
9th (20)	78 7%	27 7%	19 6%	30 9%
10th (10)	53 5%	23 6%	11 3%	17 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	**1089**	**371**	**343**	**351**
Least important (0)	35	14	6	13
	3%	4%	2%	4%
Mean score	61.04	62.9	63.81	56.69
			P	
Standard Deviation	29.372	29.997	27.86	29.583
Error Variance	0.792	2.424	2.265	2.496

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important (100)	66 6%	30 6%	36 6%	1 1% *	9 5% *	11 7% *	12 6% *	14 9% *	17 7%	24 8%	15 8%	2 2% *	2 4% *	18 4%
2nd (90)	79 7%	35 7%	44 8%	4 3% *	20 11% *	6 4% *	12 6% *	12 7% *	26 10%	25 9%	18 9%	8 11% *	4 7% *	21 5%
3rd (80)	99 9%	41 8%	57 10%	12 10% *	8 4% *	13 8% *	20 11% *	15 9% *	30 12%	33 12%	24 12%	5 6% *	4 7% *	32 8%
4th (70)	135 12%	53 10%	82 15%	16 14% *	21 11% *	12 7% *	26 14% *	23 14% *	37 15%	31 11%	19 10%	8 10% *	9 15% *	51 13%
5th (60)	142 13%	65 12%	78 14%	5 5% *	28 15% *	11 6% *	28 14% *	19 11% *	51 20% CE	34 12%	30 15%	6 7% *	17 27% IKM*	50 12%
6th (50)	111 10%	54 10%	58 10%	7 6% *	15 8% *	21 12% *	19 10% *	24 14% *	26 10%	34 12%	28 14%	15 19% *	3 5% *	32 8%
7th (40)	149 14%	91 17% B	58 10%	25 21% H*	19 10% *	37 21% H*	23 12% *	21 13% *	23 9%	30 11%	15 8%	8 10% *	14 22% J*	79 19% IJ
8th (30)	98 9%	55 10%	43 8%	17 14% *	17 9% *	16 9% *	18 9% *	9 6% *	21 8%	21 7%	19 9%	13 17% *	2 2% *	39 10%
9th (20)	86 8%	43 8%	43 8%	14 12% *	14 8% *	21 12% *	19 10% *	6 4% *	12 5%	20 7%	16 8%	6 7% *	4 6% *	32 8%
10th (10)	79 7%	42 8%	35 6%	13 11% H*	22 12% H*	12 7% *	7 4% *	19 11% H*	6 3%	20 7%	10 5%	7 9% *	1 1% *	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

FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Least important (0)	44	21	23	5	14	12	7	2	3	11	6	1	3	16
	4%	4%	4%	4%	7%	7%	4%	1%	1%	4%	3%	1%	4%	4%
				*	*	*	*	*				*	*	
Mean score	51.99	49.67	54.34	43.12	48.22	45.04	53.57	55.09	60.45	55.35	56	49.24	54.95	48.6
			A	*	*	*	CE*	CE*	CDEF	M	M	*	*	
Standard Deviation	27.326	26.981	27.42	25.142	29.669	27.642	26.556	27.378	23.949	28.315	27.119	25.574	23.262	26.475
Error Variance	0.686	1.373	1.35	5.326	4.71	4.398	3.698	4.548	2.255	2.844	3.677	8.431	8.732	1.721

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Most important (100)	66	26	21	16
	6%	7%	6%	5%
2nd (90)	79	39	26	15
	7%	10%	7%	4%
3rd (80)	99	32	38	27
	9%	8%	11%	8%
4th (70)	135	48	33	49
	12%	13%	10%	14%
5th (60)	142	57	45	36
	13%	15%	13%	10%
6th (50)	111	35	43	32
	10%	10%	13%	9%
7th (40)	149	52	24	70
	14%	14%	7%	20%
		O		O
8th (30)	98	32	39	26
	9%	8%	12%	7%
9th (20)	86	23	28	33
	8%	6%	8%	9%
10th (10)	79	15	31	33
	7%	4%	9%	9%
			N	

Table continues

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	**1089**	**371**	**343**	**351**
Least important (0)	44	13	13	14
	4%	3%	4%	4%
Mean score	51.99	56.08	51.71	48.17
		P		
Standard Deviation	**27.326**	26.57	28.19	26.451
Error Variance	**0.686**	1.902	2.319	1.996

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important (100)	61 / 6%	37 / 7%	24 / 4%	6 / 5% *	18 / 9% *	4 / 2% *	18 / 9% *	8 / 5% *	7 / 3%	19 / 7%	12 / 6%	1 / 2% *	5 / 8% *	22 / 5%
2nd (90)	72 / 7%	51 / 10% B	21 / 4%	9 / 8% *	9 / 5% *	13 / 7% *	14 / 8% *	14 / 9% *	13 / 5%	26 / 9%	10 / 5%	7 / 9% *	6 / 10% *	21 / 5%
3rd (80)	80 / 7%	46 / 9%	33 / 6%	14 / 12% *	18 / 10% *	16 / 9% *	8 / 4% *	8 / 5% *	16 / 6%	25 / 9%	9 / 4%	6 / 8% *	4 / 6% *	31 / 8%
4th (70)	90 / 8%	47 / 9%	43 / 8%	13 / 11% *	15 / 8% *	15 / 9% *	14 / 7% *	12 / 7% *	22 / 9%	29 / 10% J	8 / 4%	7 / 8% *	3 / 4% *	39 / 10%
5th (60)	109 / 10%	52 / 10%	56 / 10%	10 / 9% *	17 / 9% *	18 / 10% *	27 / 14% *	14 / 8% *	23 / 9%	31 / 11%	17 / 9%	12 / 15% *	7 / 12% *	31 / 8%
6th (50)	102 / 9%	41 / 8%	61 / 11%	5 / 4% *	23 / 12% *	11 / 6% *	12 / 6% *	21 / 13% *	30 / 12%	31 / 11%	15 / 8%	4 / 6% *	13 / 20% *	37 / 9%
7th (40)	100 / 9%	43 / 8%	56 / 10%	5 / 5% *	21 / 11% *	19 / 11% *	18 / 9% *	11 / 7% *	25 / 10%	26 / 9%	20 / 10%	2 / 3% *	2 / 3% *	43 / 10%
8th (30)	90 / 8%	36 / 7%	54 / 10%	10 / 9% *	13 / 7% *	25 / 14% *	11 / 6% *	8 / 5% *	24 / 9%	24 / 9%	12 / 6%	8 / 10% *	3 / 4% *	35 / 9%
9th (20)	129 / 12%	51 / 10%	78 / 14%	9 / 7% *	21 / 11% *	20 / 11% *	20 / 11% *	29 / 18% *	30 / 12%	25 / 9%	33 / 16% I	10 / 12% *	7 / 11% *	48 / 12%
10th (10)	154 / 14%	76 / 14%	78 / 14%	19 / 16% *	24 / 13% *	26 / 15% *	23 / 12% *	21 / 13% *	41 / 16%	23 / 8%	49 / 25% IM	12 / 16% *	9 / 15% *	57 / 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

FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Least important (0)	102 9%	51 10%	51 9%	18 15% E*	10 5% *	7 4% *	26 13% *	18 11% *	24 9%	23 8%	16 8%	9 11% *	4 7% *	42 10%
Mean score	43.85	47.11 B	40.62	43.68 *	48.56 H*	44.13 *	45.16 *	42.07 *	40.44	50.24 JM	37	42.26 *	47.6 *	42.54
Standard Deviation	30.462	32.144	28.42	33.458	30.249	28.056	32.821	30.808	28.388	30.216	29.983	30.707	31.317	30.24
Error Variance	0.852	1.948	1.45	9.432	4.896	4.531	5.648	5.759	3.168	3.239	4.495	12.155	15.827	2.246

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Most important (100)	61	20	14	23
	6%	5%	4%	7%
2nd (90)	72	24	16	32
	7%	7%	5%	9%
3rd (80)	80	22	29	29
	7%	6%	9%	8%
4th (70)	90	31	27	27
	8%	8%	8%	8%
5th (60)	109	32	35	37
	10%	9%	10%	11%
6th (50)	102	53	20	28
	9%	14%	6%	8%
		O		
7th (40)	100	27	35	33
	9%	7%	10%	9%
8th (30)	90	34	31	25
	8%	9%	9%	7%
9th (20)	129	39	39	50
	12%	10%	11%	14%
10th (10)	154	51	61	41
	14%	14%	18%	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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

Base: All adults GB 18+

| | | EU Ref 2016 | | |
	Total	Leave	Remain	Did not vote
		N	O	P
Weighted Base	**1089**	**371**	**343**	**351**
Least important (0)	**102**	38	36	26
	9%	10%	10%	7%
Mean score	**43.85**	43.39	40.56	47.07
Standard Deviation	**30.462**	30.13	30.039	30.958
Error Variance	**0.852**	2.445	2.633	2.734

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important (100)	63 6%	41 8%	22 4%	12 10% H*	30 16% EFGH*	6 4% *	6 3% *	4 2% *	5 2% *	9 3%	9 5%	7 8% *	6 9% *	21 5%
2nd (90)	95 9%	40 8%	55 10%	12 10% *	15 8% *	24 14% *	16 8% *	9 5% *	20 8%	18 6%	12 6%	12 16% *	8 12% *	39 9%
3rd (80)	81 7%	49 9%	32 6%	15 13% *	13 7% *	10 6% *	11 6% *	13 8% *	19 7%	20 7%	18 9%	12 16% *	4 6% *	25 6%
4th (70)	95 9%	49 9%	46 8%	17 14% *	15 8% *	16 9% *	16 8% *	15 9% *	17 7%	12 4%	23 11% I	11 14% I*	9 15% I*	38 9%
5th (60)	80 7%	31 6%	49 9%	7 6% *	15 8% *	11 6% *	9 5% *	18 11% *	20 8%	20 7%	18 9%	9 12% *	5 8% *	27 7%
6th (50)	137 13%	58 11%	79 14%	22 18% *	24 13% *	20 11% *	19 10% *	17 10% *	36 14%	29 10%	29 14%	8 10% *	4 7% *	63 15%
7th (40)	122 11%	47 9%	72 13%	17 15% *	16 8% *	19 11% *	23 12% *	19 11% *	28 11%	40 14%	19 10%	3 4% *	4 7% *	51 13%
8th (30)	98 9%	46 9%	52 9%	2 2% *	12 6% *	11 7% *	26 14% C*	21 13% C*	26 10%	29 10%	20 10%	8 10% *	2 3% *	31 8%
9th (20)	103 9%	55 10%	48 9%	5 4% *	18 10% *	15 9% *	20 11% *	13 8% *	32 13%	39 14%	17 9%	3 4% *	10 16% *	29 7%
10th (10)	121 11%	53 10%	69 12%	3 3% *	16 9% *	25 14% C*	26 13% C*	21 13% *	31 12% C	32 11% K	16 8%	- *	7 11% *	56 14% K

Table continues

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Least important (0)	94 9%	61 11% B	33 6%	7 6% *	13 7% *	17 10% *	19 10% *	16 10% *	22 9%	34 12%	19 10%	4 5% *	4 7% *	27 7%
Mean score	46.61	46.72	46.52	59.16 EFGH*	53.89 FGH*	46.02 *	41.37 *	42.65 *	42.28	39.61	47.14 I	62.94 IJM*	51.54 I*	46.94 I
Standard Deviation	30.146	31.874	28.483	27.534	32.534	31.364	29.287	28.087	28.085	28.771	28.944	27.158	32.398	29.419
Error Variance	0.834	1.916	1.457	6.388	5.663	5.662	4.497	4.787	3.101	2.936	4.188	9.508	16.938	2.126

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Most important (100)	63 6%	9 3%	24 7% N	29 8% N
2nd (90)	95 9%	27 7%	30 9%	36 10%
3rd (80)	81 7%	26 7%	25 7%	28 8%
4th (70)	95 9%	24 7%	41 12%	28 8%
5th (60)	80 7%	24 6%	29 8%	27 8%
6th (50)	137 13%	40 11%	37 11%	53 15%
7th (40)	122 11%	51 14%	35 10%	34 10%
8th (30)	98 9%	34 9%	28 8%	35 10%
9th (20)	103 9%	49 13%	29 9%	22 6%
10th (10)	121 11%	45 12%	33 10%	41 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

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	371	343	351
Least important (0)	94	43	32	17
	9%	12%	9%	5%
		P		
Mean score	46.61	40.48	48.77	51.17
			N	N
Standard Deviation	30.146	28.948	30.757	30.014
Error Variance	0.834	2.257	2.76	2.569

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important (100)	131 12%	65 12%	65 12%	- -	16 9% C*	30 17% C*	24 13% C*	16 10% C*	44 17% C	59 21% JKM	12 6%	2 3% *	7 11% *	50 12%
2nd (90)	66 6%	34 6%	32 6%	7 6% *	16 8% *	6 4% *	4 2% *	15 9% *	17 7%	26 9%	9 4%	2 2% *	3 6% *	21 5%
3rd (80)	81 7%	36 7%	46 8%	7 6% *	12 6% *	3 2% *	23 12% E*	9 6% *	28 11% E	21 7%	13 6%	- *	19 30% IJKM*	19 5%
4th (70)	71 7%	27 5%	44 8%	9 7% *	9 5% *	2 1% *	16 8% *	21 12% E*	15 6%	29 10% J	6 3%	8 10% *	2 3% *	25 6%
5th (60)	67 6%	40 7%	27 5%	10 8% *	8 4% *	15 9% *	6 3% *	16 9% *	13 5%	26 9%	9 4%	3 4% *	1 2% *	23 6%
6th (50)	68 6%	28 5%	41 7%	12 10% *	6 3% *	11 6% *	6 3% *	15 9% *	19 7%	21 7%	12 6%	7 9% *	4 7% *	21 5%
7th (40)	70 6%	39 7%	31 6%	9 8% *	10 5% *	11 6% *	14 8% *	9 5% *	16 6%	14 5%	22 11%	2 3% *	2 3% *	27 7%
8th (30)	76 7%	42 8%	33 6%	6 5% *	19 10% *	19 11% *	9 5% *	11 7% *	12 5%	22 8%	15 7%	6 8% *	3 6% *	23 6%
9th (20)	92 8%	53 10%	39 7%	12 10% *	32 17% EGH*	9 5% *	21 11% *	8 5% *	11 4%	19 7%	18 9%	9 11% *	1 2% *	37 9%
10th (10)	104 10%	41 8%	63 11%	12 10% *	15 8% *	24 14% *	27 14% G*	7 4% *	20 8%	20 7%	24 12%	8 10% *	3 5% *	39 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Least important (0)	263	125	136	34	45	44	41	39	60	26	61	30	16	123
	24%	24%	24%	29%	24%	25%	21%	24%	24%	9%	31%	39%	25%	30%
				*	*	*	*	*			I	I*	I*	I
Mean score	42.13	42.29	42.12	33.41	38.32	39.38	41.19	46.96	48.45	57.84	32.22	26.17	50.6	37.9
				*	*	*	*	C*	CD	JKM		*	JK*	K
Standard Deviation	36.091	35.85	36.328	30.392	34.988	36.897	36.155	35.094	38.166	34.152	32.642	29.471	37.679	36.629
Error Variance	1.196	2.423	2.37	7.783	6.55	7.836	6.854	7.473	5.727	4.137	5.327	11.197	22.91	3.295

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Most important (100)	131 12%	89 24% OP	20 6%	21 6%
2nd (90)	66 6%	32 8%	19 5%	13 4%
3rd (80)	81 7%	45 12% O	10 3%	24 7%
4th (70)	71 7%	32 9%	17 5%	22 6%
5th (60)	67 6%	36 10% O	14 4%	17 5%
6th (50)	68 6%	17 5%	31 9%	20 6%
7th (40)	70 6%	13 4%	30 9% N	25 7%
8th (30)	76 7%	29 8%	19 6%	22 6%
9th (20)	92 8%	21 6%	34 10%	36 10%
10th (10)	104 10%	29 8%	33 10%	38 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

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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" - 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	**1089**	**371**	**343**	**351**
Least important (0)	**263**	30	118	113
	24%	8%	34%	32%
			N	N
Mean score	**42.13**	61.04	31.39	32.82
		OP		
Standard Deviation	**36.091**	34.326	32.671	33.242
Error Variance	**1.196**	3.174	3.115	3.152

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

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Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important (100)	105	49	55	18	10	22	16	16	23	19	19	6	9	47
	10%	9%	10%	15% *	5% *	13% *	8% *	10% *	9%	7%	9%	8% *	15% *	12%
2nd (90)	97	40	57	11	28	20	12	19	8	13	25	8	5	44
	9%	8%	10%	9% *	15% H*	11% H*	6% *	11% H*	3%	5%	13% I	10% *	8% *	11%
3rd (80)	83	44	40	13	12	18	16	14	10	12	22	4	6	38
	8%	8%	7%	11% *	7% *	10% *	8% *	9% *	4%	4%	11% I	6% *	10% *	9%
4th (70)	68	38	30	7	10	16	14	7	14	19	15	8	3	18
	6%	7%	5%	6% *	6% *	9% *	7% *	4% *	6%	7%	8%	10% *	5% *	5%
5th (60)	97	50	47	21	21	15	17	7	16	19	20	9	8	30
	9%	10%	8%	18% GH*	11% *	8% *	9% *	4% *	6%	7%	10%	12% *	12% *	7%
6th (50)	92	50	43	3	22	15	25	12	15	19	13	5	7	39
	8%	9%	8%	3% *	12% *	8% *	13% C*	8% *	6%	7%	7%	7% *	11% *	10%
7th (40)	86	38	48	10	17	11	7	15	26	26	18	15	4	19
	8%	7%	9%	9% *	9% *	6% *	4% *	9% *	10%	9%	9%	19% M*	6% *	5%
8th (30)	102	42	60	9	16	15	25	20	18	25	17	8	3	42
	9%	8%	11%	7% *	8% *	8% *	13% *	12% *	7%	9%	8%	10% *	4% *	10%
9th (20)	99	48	49	11	11	14	21	9	33	25	16	4	8	39
	9%	9%	9%	9% *	6% *	8% *	11% *	6% *	13%	9%	8%	5% *	13% *	10%
10th (10)	151	83	68	12	25	19	22	25	48	61	18	7	8	54
	14%	16%	12%	10% *	13% *	11% *	11% *	15% *	19%	22% J	9%	9% *	12% *	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

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Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Least important (0)	109	49	61	5	15	10	17	20	42	45	16	5	3	35
	10%	9%	11%	4%	8%	6%	9%	12%	17%	16%	8%	6%	4%	9%
				*	*	*	*	*	CE	J		*	*	
Mean score	46.88	46.67	47.15	56.2	49.26	54.61	46.05	46.26	36.51	36.52	53.14	50.95	53.32	49.49
				FH*	H*	H*	H*	H*			I	I*	I*	I
Standard Deviation	32.804	32.477	33.153	31.795	31.352	32.341	31.077	34.302	32.243	31.672	32.041	29.194	32.757	33.729
Error Variance	0.988	1.989	1.974	8.518	5.259	6.02	5.064	7.14	4.087	3.558	5.133	10.987	17.316	2.794

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Most important (100)	105	39	34	32
	10%	10%	10%	9%
2nd (90)	97	24	38	35
	9%	6%	11%	10%
3rd (80)	83	17	33	33
	8%	5%	10%	9%
4th (70)	68	18	23	27
	6%	5%	7%	8%
5th (60)	97	21	26	41
	9%	6%	8%	12%
6th (50)	92	32	36	22
	8%	9%	11%	6%
7th (40)	86	30	39	11
	8%	8%	11% P	3%
8th (30)	102	44	20	36
	9%	12% O	6%	10%
9th (20)	99	43	28	28
	9%	12%	8%	8%
10th (10)	151	51	39	60
	14%	14%	11%	17%

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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	**1089**	**371**	**343**	**351**
Least important (0)	**109**	53	27	26
	10%	14%	8%	7%
		O		
Mean score	**46.88**	41.38	51.14	48.73
			N	N
Standard Deviation	**32.804**	33.117	32.247	32.957
Error Variance	**0.988**	2.954	3.034	3.098

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

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Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important (100)	56 / 5%	22 / 4%	34 / 6%	8 / 6% *	13 / 7% *	7 / 4% *	15 / 8% *	8 / 5% *	5 / 2%	11 / 4%	10 / 5%	10 / 13% I*	2 / 4% *	22 / 5%
2nd (90)	102 / 9%	62 / 12%	40 / 7%	16 / 13% *	12 / 6% *	25 / 15% H*	26 / 14% *	8 / 5% *	14 / 6%	14 / 5%	11 / 6%	5 / 6% *	7 / 12% *	53 / 13% I
3rd (80)	107 / 10%	53 / 10%	53 / 10%	15 / 13% F*	18 / 10% *	24 / 14% F*	6 / 3% *	21 / 13% F*	23 / 9%	31 / 11%	14 / 7%	10 / 13% *	1 / 2% *	43 / 11%
4th (70)	136 / 13%	66 / 13%	70 / 13%	14 / 12% *	38 / 20% H*	22 / 13% *	17 / 9% *	21 / 13% *	24 / 9%	26 / 9%	27 / 14%	9 / 12% *	9 / 14% *	63 / 15%
5th (60)	120 / 11%	66 / 12%	54 / 10%	13 / 11% *	14 / 7% *	19 / 11% *	22 / 11% *	13 / 8% *	39 / 15%	30 / 11%	25 / 13%	6 / 7% *	6 / 10% *	52 / 13%
6th (50)	101 / 9%	40 / 8%	61 / 11%	16 / 13% *	15 / 8% *	13 / 7% *	22 / 12% *	16 / 10% *	19 / 8%	26 / 9%	19 / 10%	13 / 17% M*	5 / 8% *	26 / 6%
7th (40)	129 / 12%	54 / 10%	74 / 13%	6 / 5% *	25 / 13% *	15 / 9% *	26 / 13% *	22 / 13% *	35 / 14%	39 / 14%	26 / 13%	3 / 4% *	6 / 10% *	39 / 9%
8th (30)	99 / 9%	45 / 8%	52 / 9%	8 / 7% *	15 / 8% *	8 / 5% *	16 / 8% *	19 / 11% *	33 / 13%	32 / 11%	28 / 14% M	6 / 8% *	6 / 10% *	23 / 6%
9th (20)	117 / 11%	63 / 12%	54 / 10%	4 / 3% *	21 / 11% *	20 / 11% *	20 / 11% *	18 / 11% *	34 / 13% C	38 / 14%	21 / 10%	9 / 12% *	10 / 16% *	35 / 9%
10th (10)	68 / 6%	28 / 5%	40 / 7%	12 / 10% *	8 / 4% *	8 / 5% *	13 / 7% *	15 / 9% *	12 / 5%	15 / 5%	11 / 5%	4 / 5% *	2 / 3% *	32 / 8%

Table continues

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

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Least important (0)	54	29	25	7	8	14	8	2	15	18	6	2	7	20
	5%	6%	4%	6%	4%	8%	4%	1%	6%	6%	3%	3%	11%	5%
				*	*	*	*	*				*	*	
Mean score	51.66	52.37	51.07	56.12	53.59	54.41	52.68	50.38	46.37	47	50.04	57.46	46.65	55.19
				H*	H*	H*	*	*				I*	*	I
Standard Deviation	28.186	28.532	27.879	29.677	27.794	30.007	29.032	26.931	25.984	27.397	26.091	29.012	29.665	29.094
Error Variance	0.729	1.535	1.396	7.421	4.134	5.183	4.419	4.401	2.654	2.663	3.403	10.851	14.2	2.079

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Most important (100)	56	11	17	28
	5%	3%	5%	8%
2nd (90)	102	23	29	48
	9%	6%	8%	14%
				N
3rd (80)	107	43	36	27
	10%	12%	10%	8%
4th (70)	136	40	44	52
	13%	11%	13%	15%
5th (60)	120	37	38	43
	11%	10%	11%	12%
6th (50)	101	41	29	23
	9%	11%	8%	7%
7th (40)	129	43	44	41
	12%	12%	13%	12%
8th (30)	99	46	37	12
	9%	12%	11%	3%
		P	P	
9th (20)	117	39	40	34
	11%	11%	12%	10%
10th (10)	68	23	17	25
	6%	6%	5%	7%

Table continues

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

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Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	**1089**	**371**	**343**	**351**
Least important (0)	54	25	13	16
	5%	7%	4%	5%
Mean score	51.66	47.94	51.84	55.92
				N
Standard Deviation	28.186	27.392	27.228	29.565
Error Variance	0.729	2.021	2.163	2.493

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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
Unweighted Base	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important (100)	108 10%	59 11%	48 9%	23 20% GH*	19 10% *	18 10% *	24 13% *	10 6% *	12 5%	25 9%	17 8%	6 8% *	7 11% *	47 12%
2nd (90)	136 12%	51 10%	85 15%	18 16% *	28 15% *	22 13% *	15 8% *	22 13% *	31 12%	25 9%	25 13%	9 11% *	6 10% *	64 16%
3rd (80)	96 9%	36 7%	60 11%	11 9% *	15 8% *	21 12% *	19 10% *	13 8% *	17 7%	22 8%	19 10%	6 7% *	8 14% *	30 7%
4th (70)	105 10%	45 9%	59 11%	12 10% *	24 13% *	15 8% *	12 6% *	16 10% *	27 11%	21 7%	23 12%	5 6% *	9 14% *	42 10%
5th (60)	107 10%	42 8%	64 11%	9 8% *	26 14% *	18 11% *	25 13% *	13 8% *	16 6%	29 10%	24 12%	4 5% *	5 9% *	41 10%
6th (50)	113 10%	74 14% B	39 7%	7 6% *	17 9% *	12 7% *	23 12% *	23 14% *	32 12%	30 11%	15 7%	10 13% *	6 9% *	50 12%
7th (40)	93 9%	56 11%	37 7%	9 8% *	3 1% *	13 8% *	26 14% D*	19 12% D*	23 9% D	26 9%	16 8%	13 16% M*	6 10% *	25 6%
8th (30)	92 8%	44 8%	48 9%	11 9% *	10 5% *	17 10% *	17 9% *	15 9% *	22 9%	33 12%	13 7%	6 8% *	5 7% *	30 7%
9th (20)	89 8%	51 10%	38 7%	8 7% *	12 6% *	19 11% *	9 5% *	10 6% *	31 12%	32 11%	15 8%	10 13% *	2 4% *	29 7%
10th (10)	77 7%	36 7%	41 7%	3 2% *	15 8% *	10 6% *	8 4% *	10 6% *	31 12% C	25 9%	16 8%	5 6% *	2 3% *	23 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

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Least important (0)	74 7%	35 7%	39 7%	6 5% *	19 10% *	8 5% *	13 7% *	14 9% *	13 5%	16 6%	16 8%	5 6% *	6 9% *	27 7%
Mean score	54.26	52.34	56.06	63.48 GH*	56.1 *	55.81 *	55.07 *	52.1 *	48.33	49.69	53.89	49.61 *	57.76 *	57.71 I
Standard Deviation	30.916	30.608	31.173	31.234	32.604	30.762	29.654	30.051	30.03	30.222	31.249	29.813	30.397	30.906
Error Variance	0.878	1.767	1.745	8.22	5.688	5.447	4.611	5.48	3.545	3.24	4.882	11.458	14.91	2.346

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Most important (100)	108	26	32	43
	10%	7%	9%	12%
2nd (90)	136	43	41	45
	12%	11%	12%	13%
3rd (80)	96	29	31	34
	9%	8%	9%	10%
4th (70)	105	39	31	34
	10%	10%	9%	10%
5th (60)	107	39	41	28
	10%	10%	12%	8%
6th (50)	113	35	26	52
	10%	9%	8%	15%
7th (40)	93	31	31	28
	9%	8%	9%	8%
8th (30)	92	37	28	25
	8%	10%	8%	7%
9th (20)	89	33	36	21
	8%	9%	10%	6%
10th (10)	77	36	21	17
	7%	10%	6%	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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	**O**	**P**
Weighted Base	**1089**	**371**	**343**	**351**
Least important (0)	**74**	24	25	25
	7%	6%	7%	7%
Mean score	**54.26**	50.96	53.34	57.41
Standard Deviation	**30.916**	30.436	31.041	30.569
Error Variance	**0.878**	2.495	2.812	2.665

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important (100)	157 / 14%	80 / 15%	75 / 13%	16 / 13% *	21 / 11% *	21 / 12% *	23 / 12% *	26 / 16% *	50 / 20%	32 / 11%	35 / 18%	13 / 17% *	8 / 12% *	55 / 14%
2nd (90)	80 / 7%	43 / 8%	37 / 7%	5 / 4% *	16 / 9% *	9 / 5% *	18 / 10% *	12 / 7% *	20 / 8%	19 / 7%	17 / 8%	5 / 7% *	7 / 12% *	24 / 6%
3rd (80)	96 / 9%	36 / 7%	60 / 11%	6 / 5% *	23 / 12% *	10 / 6% *	19 / 10% *	14 / 9% *	24 / 9%	24 / 8%	18 / 9%	11 / 14% *	5 / 7% *	34 / 8%
4th (70)	82 / 7%	43 / 8%	38 / 7%	12 / 10% *	17 / 9% *	9 / 5% *	16 / 8% *	7 / 5% *	20 / 8%	18 / 6%	20 / 10%	5 / 7% *	3 / 5% *	25 / 6%
5th (60)	67 / 6%	32 / 6%	35 / 6%	9 / 7% *	13 / 7% *	12 / 7% *	4 / 2% *	13 / 8% *	17 / 7%	17 / 6%	8 / 4%	6 / 7% *	2 / 3% *	33 / 8%
6th (50)	64 / 6%	35 / 7%	30 / 5%	10 / 9% *	12 / 7% *	14 / 8% *	5 / 3% *	5 / 3% *	18 / 7%	13 / 5%	13 / 7%	5 / 6% *	3 / 5% *	25 / 6%
7th (40)	76 / 7%	50 / 9%	27 / 5%	7 / 6% *	15 / 8% *	15 / 9% *	13 / 7% *	10 / 6% *	16 / 6%	19 / 7%	8 / 4%	7 / 9% *	4 / 6% *	35 / 9%
8th (30)	83 / 8%	42 / 8%	42 / 7%	18 / 15% F*	18 / 10% *	16 / 9% *	8 / 4% *	9 / 5% *	15 / 6%	13 / 5%	21 / 11% I	5 / 6% *	8 / 13% *	36 / 9%
9th (20)	98 / 9%	36 / 7%	62 / 11%	13 / 11% *	11 / 6% *	15 / 9% *	18 / 10% *	24 / 14% *	17 / 7%	31 / 11%	17 / 8%	8 / 11% *	3 / 5% *	35 / 9%
10th (10)	105 / 10%	52 / 10%	53 / 10%	9 / 7% *	21 / 11% *	22 / 13% *	26 / 14% *	7 / 4% *	19 / 8%	27 / 9%	19 / 9%	10 / 13% *	8 / 13% *	36 / 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

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Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Least important (0)	182	82	100	15	19	30	42	38	38	69	23	2	11	69
	17%	15%	18%	13%	10%	18%	22%	23%	15%	24%	11%	3%	18%	17%
				*	*	*	*	D*		JK		*	*	K
Mean score	47.77	48.94	46.48	46.28	51.09	42.46	43.81	45.76	53.93	41.98	52.86	55.62	45.85	46.49
				*	*	*	*	*	EF		I	I*	*	
Standard Deviation	35.743	35.417	35.979	32.874	33.443	34.245	37.677	37.369	36.309	36.39	35.487	33.015	36.693	34.926
Error Variance	1.173	2.365	2.324	9.106	5.984	6.75	7.443	8.474	5.183	4.697	6.296	14.052	21.726	2.996

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Most important (100)	157 14%	43 12%	69 20% N	43 12%
2nd (90)	80 7%	24 6%	33 10%	23 7%
3rd (80)	96 9%	35 9%	35 10%	25 7%
4th (70)	82 7%	14 4%	30 9% N	35 10% N
5th (60)	67 6%	31 8%	18 5%	18 5%
6th (50)	64 6%	23 6%	22 6%	18 5%
7th (40)	76 7%	28 7%	20 6%	28 8%
8th (30)	83 8%	16 4%	29 8%	34 10%
9th (20)	98 9%	36 10%	19 6%	37 11%
10th (10)	105 10%	42 11%	31 9%	29 8%

Table continues

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

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Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	**1089**	**371**	**343**	**351**
Least important (0)	**182**	78	37	60
	17%	21%	11%	17%
		O		
Mean score	**47.77**	43.17	56.24	45.63
			NP	
Standard Deviation	**35.743**	35.826	35.533	34.836
Error Variance	**1.173**	3.457	3.684	3.461

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

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

		GENDER		AGE						GE Vote 2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	647	339	308	84	161	130	153	100	19	204	180	45	82	107
Weighted Base	574	308	266	71	139	125	135	84	20	131	114	41	33	222
More safe than it was 12 months ago	96 17%	60 19%	37 14%	13 18% *	36 26% F*	26 21% *	10 8% *	10 12% *	1 7% **	32 24% *	21 18%	3 7% **	4 13% **	31 14% *
Less safe than it was 12 months ago	120 21%	75 24%	45 17%	15 21% *	32 23% *	32 25% *	30 22% *	9 10% *	3 13% **	24 19% *	35 31%	11 28% **	5 14% **	42 19% *
Much the same as it was 12 months ago	283 49%	135 44%	149 56% A	23 32% *	56 40% *	53 42% *	79 59% CD*	58 69% CDE*	15 74% **	69 53% *	52 46%	25 62% **	13 38% **	115 52% *
Don't know	75 13%	38 12%	36 14%	21 29% DEFG*	15 11% *	15 12% *	16 12% *	8 9% *	1 6% **	6 4% *	6 5%	1 3% **	12 35% **	34 15% I*

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

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

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	647	258	272	105
Weighted Base	574	167	188	203
More safe than it was 12 months ago	96	32	39	22
	17%	19%	21%	11%
				*
Less safe than it was 12 months ago	120	40	52	26
	21%	24%	28%	13%
			P	*
Much the same as it was 12 months ago	283	79	87	112
	49%	47%	46%	55%
				*
Don't know	75	17	10	42
	13%	10%	5%	21%
				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

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Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Better than it was 12 months ago	162 15%	106 20% B	57 10%	11 10% *	22 12% *	32 18% *	21 11% *	32 20% *	44 17%	70 25% JM	25 12%	9 11% *	7 12% *	50 12%
Much the same as it was 12 months ago	418 38%	225 42%	193 35%	68 58% EFGH*	86 46% H*	67 38% *	63 33% *	55 34% *	79 31%	123 44%	69 35%	29 38% *	22 36% *	138 34%
Worse than it was 12 months ago	509 47%	200 38%	307 55% A	39 33% *	79 42% *	75 43% *	107 56% C*	77 47% *	132 52% C	89 32%	106 53% I	40 51% I*	32 52% I*	219 54% 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Better than it was 12 months ago	162 15%	78 21% OP	45 13%	37 10%
Much the same as it was 12 months ago	418 38%	152 41% O	107 31%	146 42%
Worse than it was 12 months ago	509 47%	141 38%	191 56% N	168 48%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

FutureEconomy.Thinking about the year ahead, in 12 months time do you think the British economy will be 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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Better than it is now	265 24%	142 27%	123 22%	31 26% *	44 24% *	33 19% *	36 19% *	38 23% *	82 32% EF	110 39% JKM	31 16%	17 22% *	22 36% J*	81 20%
Much the same as it is now	519 48%	234 44%	283 51%	61 52% H*	117 63% GH*	83 48% *	103 54% H*	63 38% *	92 36%	128 45% L	95 48% L	36 47% L*	12 19% *	200 49% L
Worse than it is now	306 28%	155 29%	151 27%	26 22% *	26 14% *	58 33% D*	52 27% *	63 38% D*	80 32% D	44 16%	73 37% I	24 31% I*	28 45% I*	127 31% 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Better than it is now	**265** **24%**	147 40% OP	59 17%	55 16%
Much the same as it is now	**519** **48%**	157 42%	147 43%	201 57% NO
Worse than it is now	**306** **28%**	68 18%	137 40% NP	95 27%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Easier than it was 12 months ago	101	67	34	27	34	15	9	13	4	30	28	11	7	25
	9%	13%	6%	23%	18%	8%	5%	8%	2%	11%	14%	14%	11%	6%
		B		EFGH*	FH*	H*	*	H*			M	*	*	
About the same as it was 12 months ago	658	315	341	65	114	82	117	104	178	177	122	52	29	229
	60%	59%	61%	54%	61%	47%	61%	63%	70%	63%	61%	68%	47%	56%
				*	*	*	*	*	CE			*	*	
Harder than it was 12 month ago	330	148	181	27	39	78	65	48	73	75	51	14	26	153
	30%	28%	33%	23%	21%	45%	34%	29%	29%	27%	25%	19%	43%	38%
				*	*	CDH*	*	*				*	K*	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

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Easier than it was 12 months ago	101 9%	33 9%	44 13%	24 7%
About the same as it was 12 months ago	658 60%	232 62%	190 55%	220 63%
Harder than it was 12 month ago	330 30%	107 29%	109 32%	107 30%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Very well	85	51	34	10	21	12	4	9	29	46	10	5	6	17
	8%	10%	6%	8%	11%	7%	2%	6%	11%	16%	5%	6%	10%	4%
				*	F*	*	*	*	F	JM		*	*	
Fairly well	429	202	225	25	61	56	74	85	129	158	56	17	18	166
	39%	38%	40%	21%	32%	32%	39%	52%	51%	56%	28%	23%	29%	41%
				*	*	*	C*	CDE*	CDE	JKLM		*	*	JK
Fairly poorly	254	119	135	36	58	46	47	25	43	41	59	30	12	102
	23%	22%	24%	30%	31%	26%	25%	15%	17%	15%	29%	39%	19%	25%
				GH*	GH*	*	*	*			I	I*	*	I
Very poorly	240	128	112	30	23	49	60	37	40	26	59	21	23	100
	22%	24%	20%	25%	13%	28%	32%	23%	16%	9%	30%	28%	38%	25%
				*	*	DH*	DH*	*			I	I*	I*	I
Not sure	81	30	52	18	24	11	5	9	14	11	16	4	3	22
	7%	6%	9%	16%	13%	6%	3%	5%	5%	4%	8%	5%	5%	5%
				FH*	F*	*	*	*				*	*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 : 23/09/2021 - 27/09/2021(W week 38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Very well	85	55	18	12
	8%	15%	5%	4%
		OP		
Fairly well	429	171	123	131
	39%	46%	36%	37%
		O		
Fairly poorly	254	64	103	83
	23%	17%	30%	24%
			N	
Very poorly	240	66	83	89
	22%	18%	24%	25%
Not sure	81	16	17	35
	7%	4%	5%	10%

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

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Very good	137	68	68	16	25	17	11	16	52	73	18	8	3	34
	13%	13%	12%	13%	13%	10%	6%	10%	20%	26%	9%	10%	5%	8%
				*	*	*	*	*	F	JKLM		*	*	
Fairly good	401	195	205	39	71	60	58	69	104	125	68	31	21	146
	37%	37%	37%	33%	38%	35%	30%	42%	41%	44%	34%	40%	34%	36%
				*	*	*	*	*				*	*	
Fairly poor	278	125	153	25	46	43	66	42	56	50	63	27	18	106
	26%	24%	27%	21%	25%	25%	35%	25%	22%	18%	31%	34%	29%	26%
				*	*	*	*	*			I	I*	*	
Very poor	205	113	91	17	23	49	53	28	34	27	39	10	16	100
	19%	21%	16%	15%	13%	28%	28%	17%	13%	10%	20%	13%	26%	24%
				*	*	DH*	DH*	*			I	*	I*	I
Don't know	68	28	40	22	22	4	3	9	7	7	12	2	4	21
	6%	5%	7%	19%	12%	2%	2%	6%	3%	3%	6%	2%	6%	5%
				EFGH*	EFH*	*	*	*				*	*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Very good	137	76	28	31
	13%	20%	8%	9%
		OP		
Fairly good	401	143	138	118
	37%	39%	40%	34%
Fairly poor	278	71	105	98
	26%	19%	31%	28%
			N	
Very poor	205	67	59	76
	19%	18%	17%	22%
Don't know	68	15	13	27
	6%	4%	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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
It has not impacted my income	630	291	337	31	64	85	117	106	227	198	109	46	33	225
	58%	55%	61%	27%	34%	49%	61%	64%	89%	70%	54%	59%	53%	55%
				*	*	C*	CD*	CD*	CDEFG	JM		*	*	
My income has reduced by less than half	190	96	94	21	54	35	31	36	13	45	28	15	14	82
	17%	18%	17%	18%	29%	20%	16%	22%	5%	16%	14%	20%	23%	20%
				H*	H*	H*	H*	H*				*	*	
My income has reduced by about half	62	35	27	20	13	16	9	5	-	12	13	8	5	20
	6%	7%	5%	17%	7%	9%	5%	3%	-	4%	6%	10%	9%	5%
				FGH*	H*	H*	*	*				*	*	
My income has reduced by more than half	54	37	17	11	18	6	10	5	3	9	20	3	5	9
	5%	7%	3%	10%	9%	3%	5%	3%	1%	3%	10%	4%	9%	2%
				H*	H*	*	*	*			IM	*	*	
I have lost my income completely	40	16	24	7	5	15	9	2	2	3	8	1	1	25
	4%	3%	4%	6%	3%	8%	5%	1%	1%	1%	4%	2%	2%	6%
				*	*	H*	*	*				*	*	I
My income has increased	35	25	10	5	8	7	8	2	4	9	3	3	1	16
	3%	5%	2%	4%	4%	4%	4%	2%	2%	3%	2%	4%	1%	4%
				*	*	*	*	*				*	*	
Don't know	78	31	48	23	26	10	5	8	5	7	20	-	3	31
	7%	6%	9%	20%	14%	6%	3%	5%	2%	2%	10%	1%	4%	8%
				EFGH*	FH*	*	*	*			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 : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
It has not impacted my income	630	247	187	191
	58%	67%	55%	55%
		OP		
My income has reduced by less than half	190	46	80	61
	17%	12%	23%	17%
			N	
My income has reduced by about half	62	14	26	22
	6%	4%	7%	6%
My income has reduced by more than half	54	17	18	14
	5%	5%	5%	4%
I have lost my income completely	40	16	8	16
	4%	4%	2%	4%
My income has increased	35	16	9	7
	3%	4%	3%	2%
Don't know	78	14	15	39
	7%	4%	4%	11%
				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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

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

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	336	177	159	59	85	68	61	45	18	94	95	24	45	67
Weighted Base	346	184	162	59	90	71	60	48	18	68	68	28	26	135
Return to normal within a few weeks	28 8%	22 12% *	6 4% *	3 6% *	10 11% *	2 3% *	10 17% **	- 1% **	2 11% **	9 14% *	5 7% *	2 5% **	5 19% **	7 5% *
Return to normal within a few months, but it will take more than a few weeks	80 23%	51 28% *	29 18% *	18 31% *	33 36% *	18 26% *	9 15% **	1 2% **	- 3% **	18 27% *	21 30% *	12 43% **	4 17% **	20 15% *
Return to normal, but it will take more than a few months	106 30%	55 30% *	51 31% *	19 31% *	25 28% *	27 38% *	17 29% **	10 20% **	8 42% **	12 17% *	19 28% *	11 39% **	6 22% **	48 35% *
Be permanently reduced	100 29%	41 22% *	59 36% *	15 25% *	18 20% *	16 22% *	18 29% **	26 55% **	8 44% **	24 36% *	17 25% *	3 12% **	7 26% **	46 34% *
Don't know	33 10%	15 8% *	18 11% *	4 7% *	4 4% *	8 11% *	6 10% **	11 23% **	- 1% **	5 7% *	7 10% *	- 1% **	4 16% **	14 10% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P, 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

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

	Total	EU Ref 2016			Impact on income			
		Leave	Remain	Did not vote	Reduced by less than half	Reduced by about half	Reduced by more than half	Lost my income completely
		N	O	P	Q	R	S	T
Unweighted Base	**336**	**125**	**148**	**57**	**167**	**81**	**54**	**34**
Weighted Base	**346**	**94**	**131**	**113**	**190**	**62**	**54**	**40**
Return to normal within a few weeks	28 8%	12 13% *	8 6% *	5 5% *	18 10% *	6 10% *	2 5% **	1 1% **
Return to normal within a few months, but it will take more than a few weeks	80 23%	22 24% *	35 27% *	23 20% *	41 22% *	18 30% *	15 27% **	6 15% **
Return to normal, but it will take more than a few months	106 30%	19 21% *	37 28% *	46 40% *	49 26% *	24 39% *	20 38% **	12 29% **
Be permanently reduced	100 29%	35 37% *	41 31% *	22 20% *	66 35% R*	9 14% *	13 24% **	12 31% **
Don't know	33 10%	5 5% *	11 8% *	17 15% *	16 8% *	4 7% *	3 6% **	9 24% **

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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

Savings.Have your savings decreased, increased or stayed the same since the start of the Coronavirus pandemic?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Decreased	268 25%	114 22%	154 28%	38 32% *	45 24% *	62 36% H*	40 21% *	36 22% *	47 19%	44 16%	59 29% I	18 24% *	21 34% I*	109 27% I
Stayed the same	402 37%	205 39%	197 35%	26 22% *	58 31% *	68 39% C*	65 34% *	67 40% C*	118 46% CD	141 50% JLM	70 35%	32 41% *	16 26% *	129 32%
Increased	202 19%	124 23% B	76 14%	23 20% *	35 19% *	26 15% *	34 18% *	31 19% *	53 21%	64 23%	33 17%	24 31% M*	11 17% *	65 16%
Don't know	46 4%	22 4%	24 4%	19 16% EFGH*	16 8% FH*	3 1% *	- *	6 4% *	2 1%	3 1%	12 6% I	- 1% *	- *	16 4%
Not applicable – I didn't have any savings before the pandemic and still don't	171 16%	65 12%	106 19% A	12 10% *	34 18% *	15 9% *	52 27% CEH*	25 15% *	34 13%	30 10%	26 13%	3 4% *	14 22% K*	88 22% IK

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

KANTAR

FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

Savings.Have your savings decreased, increased or stayed the same since the start of the Coronavirus pandemic?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Decreased	268 **25%**	84 23%	91 26%	90 26%
Stayed the same	402 **37%**	147 40%	138 40%	114 32%
Increased	202 **19%**	77 21%	73 21%	50 14%
Don't know	46 **4%**	8 2%	6 2%	23 6%
Not applicable – I didn't have any savings before the pandemic and still don't	171 **16%**	55 15%	34 10%	74 21% 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

SavingsIncreased.How much of the extra money you've saved during the pandemic do you plan to spend before the end of the year?

Base: All adults who have saved money since the start of the pandemic

	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	227	141	85	23	46	27	36	38	57	96	48	24	24	31
Weighted Base	202	124	76	23	35	26	34	31	53	64	33	24	11	65
All of it	11 5% 	10 8% *	1 1% *	- 1% **	9 25% **	1 5% **	- * **	1 2% **	- - *	4 7% *	- 1% **	2 8% **	1 7% **	3 5% **
Most of it	18 9% 	13 11% *	4 6% *	4 18% **	5 14% **	5 18% **	1 3% **	2 7% **	- 1% *	3 4% *	6 19% **	2 8% **	- 4% **	5 8% **
About half of it	23 11% 	20 16% *	3 4% *	10 44% **	3 8% **	2 8% **	7 20% **	- 1% **	1 2% *	3 4% *	8 23% **	3 13% **	3 32% **	3 4% **
Some of it	63 31% 	31 25% *	32 42% *	4 16% **	13 37% **	4 15% **	6 18% **	10 32% **	27 50% *	24 37% *	12 36% **	10 41% **	3 32% **	14 21% **
None at all	67 33% 	36 29% *	28 37% *	2 10% **	6 16% **	14 52% **	16 49% **	16 52% **	12 23% *	23 36% *	3 10% **	4 18% **	1 11% **	34 53% **
Don't know	21 10% 	13 10% *	8 11% *	3 12% **	- - **	1 2% **	3 10% **	2 6% **	12 23% *	8 12% *	3 10% **	3 12% **	2 14% **	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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

SavingsIncreased.How much of the extra money you've saved during the pandemic do you plan to spend before the end of the year?

Base: All adults who have saved money since the start of the pandemic

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	227	112	90	22
Weighted Base	202	77	73	50
All of it	11 5%	6 8% *	1 2% *	3 6% **
Most of it	18 9%	8 10% *	9 12% *	- - **
About half of it	23 11%	7 8% *	12 16% *	5 9% **
Some of it	63 31%	26 34% *	22 30% *	15 30% **
None at all	67 33%	22 29% *	20 27% *	24 48% **
Don't know	21 10%	9 11% *	9 12% *	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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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+

		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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Very concerned	312	135	177	26	32	62	57	46	89	72	75	20	30	102
	29%	25%	32%	22%	17%	36%	30%	28%	35%	26%	37%	26%	49%	25%
				*	*	D*	*	*	D		IM	*	IM*	
Fairly concerned	453	212	239	42	91	59	90	58	112	130	78	40	15	175
	42%	40%	43%	36%	49%	34%	47%	35%	44%	46%	39%	51%	25%	43%
				*	*	*	*	*		L		L*	*	
Not very concerned	171	100	71	21	29	28	26	28	40	52	29	13	6	60
	16%	19%	13%	17%	15%	16%	13%	17%	16%	18%	14%	16%	10%	15%
				*	*	*	*	*				*	*	
Not at all concerned	74	38	36	8	12	16	9	23	6	19	9	1	5	37
	7%	7%	6%	7%	6%	9%	5%	14%	2%	7%	5%	2%	9%	9%
				*	*	H*	*	H*				*	*	
Don't know	79	45	33	22	23	8	9	9	7	9	9	3	5	33
	7%	9%	6%	18%	12%	4%	5%	6%	3%	3%	5%	4%	8%	8%
				EFGH*	H*	*	*	*				*	*	

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Very concerned	312 29%	116 31%	112 33%	82 23%
Fairly concerned	453 42%	156 42%	151 44%	136 39%
Not very concerned	171 16%	65 18%	56 16%	49 14%
Not at all concerned	74 7%	21 6%	16 5%	36 10%
Don't know	79 7%	13 4%	8 2%	48 14% 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
They are placing too much emphasis on protecting people's health, and not enough on protecting the country's economy	190 17%	106 20%	84 15%	23 20% *	32 17% *	44 25% FH*	21 11% *	36 22% *	33 13%	60 21% J	19 10%	13 17% *	9 14% *	76 19% J
They are placing too much emphasis on protecting the country's economy, and not enough on protecting people's health	385 35%	202 38%	181 33%	42 35% *	73 39% *	62 36% *	84 44% H*	55 33% *	70 27%	62 22%	105 53% IM	42 54% IM*	32 51% IM*	131 32% I
They have got the balance about right	290 27%	137 26%	153 27%	17 14% *	32 17% *	39 23% *	44 23% *	49 30% C*	108 43% CDEF	130 46% JKLM	40 20%	13 17% *	13 20% *	82 20%
Don't know	225 21%	86 16%	139 25% A	37 31% GH*	50 27% *	29 17% *	41 22% *	25 15% *	43 17%	30 11%	35 18%	9 12% *	9 14% *	119 29% 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

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	**1089**	**465**	**436**	**167**
Weighted Base	**1089**	**371**	**343**	**351**
They are placing too much emphasis on protecting people's health, and not enough on protecting the country's economy	190 17%	67 18%	47 14%	72 21%
They are placing too much emphasis on protecting the country's economy, and not enough on protecting people's health	385 35%	108 29%	171 50% NP	104 30%
They have got the balance about right	290 27%	143 39% OP	79 23%	67 19%
Don't know	225 21%	52 14%	45 13%	107 31% NO

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	**1089**	**1089**
Weighted Base	**1089**	**1089**
Very good	115	72
	11%	7%
Fairly good	338	266
	31%	24%
Fairly poor	257	326
	24%	30%
Very poor	184	192
	17%	18%
Don't know	195	233
	18%	21%

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Very good	115 11%	58 11%	55 10%	23 19% FGH*	26 14% *	21 12% *	14 7% *	11 7% *	21 8%	50 18% JM	10 5%	12 16% J*	4 7% *	35 9%
Fairly good	338 31%	186 35%	152 27%	31 26% *	47 25% *	45 26% *	59 31% *	64 39% *	93 37%	126 45% JLM	55 28%	39 51% JLM*	10 15% *	97 24%
Fairly poor	257 24%	116 22%	141 25%	26 22% *	54 29% *	41 24% *	44 23% *	35 21% *	57 22%	47 17%	63 31% I	14 18% *	26 41% IKM*	89 22%
Very poor	184 17%	79 15%	105 19%	20 17% *	23 12% *	43 25% H*	43 23% *	23 14% *	31 12%	16 6%	40 20% I	6 8% *	15 25% I*	98 24% IK
Don't know	195 18%	91 17%	104 19%	19 16% *	37 20% *	24 14% *	31 16% *	32 19% *	52 20%	43 15%	31 15%	6 8% *	7 12% *	87 21%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Very good	115 11%	55 15% O	29 8%	31 9%
Fairly good	338 31%	142 38% P	109 32%	83 24%
Fairly poor	257 24%	68 18%	96 28% N	90 26%
Very poor	184 17%	52 14%	61 18%	66 19%
Don't know	195 18%	54 15%	49 14%	80 23%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Very good	72	48	24	14	17	18	3	6	14	35	8	8	5	16
	7%	9%	4%	12%	9%	11%	2%	4%	6%	12%	4%	11%	8%	4%
		B		F*	*	F*	*	*		JM		*	*	
Fairly good	266	148	118	15	49	38	55	47	62	101	25	27	16	88
	24%	28%	21%	12%	26%	22%	29%	28%	25%	36%	12%	34%	26%	22%
				*	*	*	C*	C*		JM		J*	*	
Fairly poor	326	146	178	42	65	46	54	45	73	57	74	22	19	139
	30%	27%	32%	36%	35%	27%	28%	27%	29%	20%	37%	29%	31%	34%
				*	*	*	*	*			I	*	*	I
Very poor	192	82	110	25	26	37	48	32	25	27	51	9	14	78
	18%	15%	20%	21%	14%	21%	25%	19%	10%	10%	26%	12%	23%	19%
				H*	*	H*	H*	*			I	*	I*	I
Don't know	233	107	126	23	30	34	31	35	80	62	42	11	8	87
	21%	20%	23%	19%	16%	20%	16%	22%	31%	22%	21%	14%	13%	21%
				*	*	*	*	*	DF			*	*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	**1089**	**465**	**436**	**167**
Weighted Base	**1089**	**371**	**343**	**351**
Very good	72 7%	37 10% P	22 7%	12 3%
Fairly good	266 24%	110 30%	80 23%	76 22%
Fairly poor	326 30%	93 25%	118 35% N	108 31%
Very poor	192 18%	58 16%	65 19%	65 19%
Don't know	233 21%	73 20%	57 17%	90 26%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	**1089**	**523**	**564**	**125**	**189**	**170**	**198**	**185**	**222**	**380**	**279**	**78**	**119**	**187**
Weighted Base	**1089**	**530**	**557**	**119**	**187**	**174**	**191**	**165**	**254**	**282**	**200**	**78**	**62**	**407**
Very good	96 9%	55 10%	41 7%	12 10% F*	31 16% FGH*	34 19% FGH*	2 1% *	4 3% *	14 5%	26 9%	15 7%	7 9% *	7 11% *	38 9%
Fairly good	322 30%	138 26%	184 33%	37 31% *	52 28% *	35 20% *	86 45% DEGH*	42 25% *	70 28%	95 34% KL	60 30%	14 18% *	8 13% *	125 31%
Fairly poor	300 28%	160 30%	138 25%	28 24% *	36 19% *	58 33% F*	35 19% *	53 32% *	89 35% DF	91 32% M	59 29%	37 48% JM*	24 38% M*	85 21%
Very poor	149 14%	90 17% B	59 11%	13 11% *	25 13% *	29 17% *	27 14% *	14 9% *	41 16%	34 12%	33 16%	14 18% *	12 20% *	51 13%
Don't know	222 20%	87 16%	135 24% A	29 24% E*	44 23% E*	18 10% *	40 21% *	52 31% EH*	41 16%	37 13%	34 17%	6 8% *	11 17% *	109 27% 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Very good	96	30	32	33
	9%	8%	9%	9%
Fairly good	322	120	104	95
	30%	32%	30%	27%
Fairly poor	300	112	110	77
	28%	30%	32%	22%
Very poor	149	54	49	41
	14%	15%	14%	12%
Don't know	222	55	48	105
	20%	15%	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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Very satisfied	333 31%	164 31%	169 30%	17 14% *	32 17% *	60 34% CD*	49 25% *	50 31% C*	125 49% CDEFG	147 52% JKLM	51 26%	26 33% *	9 14% *	94 23%
Quite satisfied	463 43%	222 42%	241 43%	46 39% *	96 51% E*	52 30% *	95 50% E*	76 46% *	99 39%	94 33%	101 50% I	40 52% I*	28 44% *	178 44%
Not very satisfied	95 9%	55 10%	39 7%	20 17% H*	18 10% *	12 7% *	16 8% *	10 6% *	18 7%	15 5%	28 14% I	8 11% *	11 18% I*	30 7%
Not at all satisfied	96 9%	50 9%	46 8%	10 8% *	20 11% H*	31 18% FH*	11 6% *	19 11% H*	5 2%	7 3%	12 6%	1 2% *	9 15% I*	60 15% IJK
Don't know	102 9%	39 7%	63 11%	26 22% GH*	20 11% H*	19 11% H*	20 11% H*	10 6% *	7 3%	18 6%	9 4%	1 2% *	5 8% *	46 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	**1089**	**465**	**436**	**167**
Weighted Base	**1089**	**371**	**343**	**351**
Very satisfied	333	173	95	60
	31%	47%	28%	17%
		OP	P	
Quite satisfied	463	130	175	155
	43%	35%	51%	44%
			N	
Not very satisfied	95	23	41	31
	9%	6%	12%	9%
			N	
Not at all satisfied	96	28	15	52
	9%	7%	4%	15%
				O
Don't know	102	18	17	53
	9%	5%	5%	15%
				NO

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Vaccines should be compulsory for all adults	517 47%	266 50%	248 45%	48 41% *	65 35% *	81 47% *	80 42% *	61 37% *	181 71% CDEFG	187 66% JLM	98 49% M	43 56% M*	29 46% *	148 36%
Adults should be allowed to choose whether or not to be vaccinated	444 41%	204 38%	240 43%	42 35% H*	90 48% H*	82 47% H*	83 44% H*	92 56% CH*	54 21%	74 26%	86 43% I	29 37% *	26 42% *	210 51% I
Not sure	129 12%	60 11%	69 12%	29 24% EGH*	32 17% H*	11 6% *	27 14% *	12 7% *	19 7%	21 7%	16 8%	6 7% *	7 12% *	49 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Vaccines should be compulsory for all adults	517 47%	210 57% P	196 57% P	102 29%
Adults should be allowed to choose whether or not to be vaccinated	444 41%	132 35%	120 35%	188 54% NO
Not sure	129 12%	29 8%	27 8%	60 17% NO

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

KANTAR

FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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+

	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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Strongly approve	277	143	132	20	27	49	47	32	103	108	56	22	18	66
	25%	27%	24%	17%	14%	28%	25%	19%	40%	38%	28%	28%	28%	16%
				*	*	D*	*	*	CDFG	M	M	*	*	
Approve	402	213	189	48	69	55	62	65	103	115	75	45	22	130
	37%	40%	34%	40%	37%	32%	32%	39%	41%	41%	38%	59%	36%	32%
				*	*	*	*	*				IJM*	*	
Disapprove	89	42	46	20	26	19	11	4	8	12	30	4	6	34
	8%	8%	8%	17%	14%	11%	6%	3%	3%	4%	15%	5%	9%	8%
				FGH*	GH*	*	*	*			I	*	*	
Strongly disapprove	113	52	61	12	19	31	23	25	3	13	11	1	11	68
	10%	10%	11%	10%	10%	18%	12%	15%	1%	4%	5%	2%	18%	17%
				H*	H*	H*	H*	H*				*	IJK*	IJK
Not sure	209	80	128	18	47	19	49	39	37	34	28	5	5	109
	19%	15%	23%	16%	25%	11%	25%	23%	14%	12%	14%	7%	9%	27%
			A	*	E*	*	E*	*				*	*	IJKL

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

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Strongly approve	277 25%	128 34% P	102 30% P	42 12%
Approve	402 37%	136 37%	148 43%	112 32%
Disapprove	89 8%	21 6%	36 10%	31 9%
Strongly disapprove	113 10%	29 8%	11 3%	73 21% NO
Not sure	209 19%	58 16%	46 13%	92 26% NO

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

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
More of a priority	425	214	210	38	65	78	76	53	116	109	83	35	34	148
	39%	40%	38%	32%	35%	45%	40%	32%	45%	39%	41%	45%	56%	36%
				*	*	*	*	*				*	*	
Same as before	402	188	215	37	73	58	70	61	103	115	74	36	11	153
	37%	35%	39%	31%	39%	33%	37%	37%	40%	41%	37%	47%	18%	38%
				*	*	*	*	*		L		L*	*	L
Less of a priority	142	83	59	17	24	21	25	31	23	49	20	4	12	49
	13%	16%	11%	14%	13%	12%	13%	19%	9%	18%	10%	5%	19%	12%
				*	*	*	*	*		K		*	*	
Don't know	120	46	73	26	25	17	19	20	13	9	24	3	4	56
	11%	9%	13%	22%	13%	10%	10%	12%	5%	3%	12%	3%	7%	14%
				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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
More of a priority	425 39%	139 37%	174 51% NP	112 32%
Same as before	402 37%	144 39%	118 34%	135 39%
Less of a priority	142 13%	61 16% O	29 9%	49 14%
Don't know	120 11%	29 8%	21 6%	54 15% NO

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Very good	50 / 5%	26 / 5%	24 / 4%	6 / 5% *	14 / 8% *	15 / 9% *	8 / 4% *	2 / 1% *	5 / 2%	19 / 7% M	9 / 5%	5 / 7% *	3 / 5% *	6 / 1%
Fairly good	228 / 21%	118 / 22%	110 / 20%	30 / 26% *	62 / 33% FGH*	44 / 25% *	29 / 15% *	28 / 17% *	35 / 14%	69 / 25% L	56 / 28% LM	19 / 25% *	4 / 7% *	65 / 16%
Fairly poor	393 / 36%	184 / 35%	207 / 37%	34 / 28% *	47 / 25% *	48 / 28% *	69 / 36% *	71 / 43% D*	124 / 49% CDE	92 / 33%	73 / 36%	34 / 44% *	23 / 37% *	169 / 41%
Very poor	187 / 17%	126 / 24% B	61 / 11%	20 / 17% *	20 / 11% *	30 / 17% *	31 / 16% *	29 / 18% *	56 / 22% D	66 / 23% JM	26 / 13%	14 / 18% *	18 / 28% JM*	53 / 13%
Don't know	231 / 21%	76 / 14%	155 / 28% A	29 / 24% *	44 / 24% *	37 / 21% *	54 / 28% H*	35 / 21% *	33 / 13%	36 / 13%	36 / 18%	5 / 7% *	14 / 23% *	115 / 28% IK

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

KANTAR

FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Very good	50 5%	28 8%	12 4%	9 3%
Fairly good	228 21%	71 19%	99 29% NP	54 15%
Fairly poor	393 36%	129 35%	138 40%	122 35%
Very poor	187 17%	88 24% O	45 13%	54 16%
Don't know	231 21%	55 15%	49 14%	111 32% 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

CCIndChange.How much, if anything would you be willing to change about how you live and work to help reduce the effects of 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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
A lot of changes	205	100	104	24	32	37	39	37	37	39	47	15	13	78
	19%	19%	19%	20%	17%	21%	21%	22%	14%	14%	24%	19%	21%	19%
				*	*	*	*	*			I	*	*	
Some changes	421	184	237	43	77	77	72	44	108	115	82	42	27	145
	39%	35%	43%	36%	41%	44%	38%	27%	43%	41%	41%	54%	43%	36%
				*	*	G*	*	*	G			M*	*	
Only a few changes	211	123	89	22	39	27	41	27	55	63	37	10	10	79
	19%	23%	16%	19%	21%	16%	21%	16%	22%	22%	18%	13%	15%	19%
		B		*	*	*	*	*				*	*	
No changes at all	127	70	58	9	14	15	20	40	29	45	13	6	10	51
	12%	13%	10%	8%	8%	8%	11%	24%	11%	16%	6%	8%	16%	13%
				*	*	*	*	CDEFH*		J		*	*	
Don't know	124	54	70	20	26	18	18	17	26	20	21	4	3	55
	11%	10%	12%	17%	14%	10%	10%	10%	10%	7%	11%	6%	5%	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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

CCIndChange.How much, if anything would you be willing to change about how you live and work to help reduce the effects of climate change?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	**1089**	**465**	**436**	**167**
Weighted Base	**1089**	**371**	**343**	**351**
A lot of changes	**205**	51	91	57
	19%	14%	26%	16%
			NP	
Some changes	**421**	151	144	121
	39%	41%	42%	35%
Only a few changes	**211**	87	66	57
	19%	23%	19%	16%
No changes at all	**127**	46	23	58
	12%	12%	7%	16%
				O
Don't know	**124**	36	19	57
	11%	10%	5%	16%
				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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Up to date with all bills	783	367	414	48	88	112	143	144	249	247	147	54	49	264
	72%	69%	74%	40%	47%	64%	75%	87%	98%	87%	74%	70%	78%	65%
				*	*	CD*	CD*	CDE*	CDEFG	JKM		*	*	
Behind with some bills	166	100	66	25	60	37	29	13	1	25	24	14	7	82
	15%	19%	12%	21%	32%	22%	15%	8%	*	9%	12%	18%	11%	20%
		B		GH*	FGH*	GH*	H*	H*				*	*	I
Behind with all bills	65	28	36	21	17	11	12	5	-	4	17	7	3	29
	6%	5%	7%	17%	9%	6%	6%	3%	-	1%	9%	10%	4%	7%
				GH*	H*	H*	H*	*			I	I*	*	I
Don't know	76	35	40	25	22	14	7	3	4	6	11	2	4	32
	7%	7%	7%	21%	12%	8%	3%	2%	2%	2%	6%	3%	7%	8%
				EFGH*	GH*	*	*	*				*	*	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

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	1089	465	436	167
Weighted Base	1089	371	343	351
Up to date with all bills	**783** **72%**	307 83% P	264 77% P	205 58%
Behind with some bills	**166** **15%**	41 11%	43 12%	78 22% NO
Behind with all bills	**65** **6%**	10 3%	23 7%	31 9% N
Don't know	**76** **7%**	13 3%	12 4%	37 11% NO

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

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 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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Very concerned	235	104	131	19	36	43	53	34	50	60	41	11	14	103
	22%	20%	24%	16%*	19%*	25%*	28%*	21%*	20%	21%	21%	15%*	23%*	25%
Fairly concerned	337	159	177	35	62	63	52	49	76	97	58	22	24	119
	31%	30%	32%	30%*	33%*	36%*	27%*	29%*	30%	34%	29%	28%*	39%*	29%
Not very concerned	269	145	124	30	52	39	45	41	61	62	53	25	15	101
	25%	27%	22%	25%*	28%*	22%*	24%*	25%*	24%	22%	26%	32%*	24%*	25%
Not at all concerned	168	92	76	9	17	18	27	33	63	57	37	15	3	52
	15%	17%	14%	7%*	9%*	11%*	14%*	20%*	25% CDE	20% L	18%	20%*	5%*	13%
Don't know	81	31	49	25	20	11	13	8	4	6	12	3	5	33
	7%	6%	9%	21% EFGH*	11% H*	6%*	7%*	5%*	1%	2%	6%	4%*	9%*	8% I

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

KANTAR

FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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 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	**1089**	**465**	**436**	**167**
Weighted Base	**1089**	**371**	**343**	**351**
Very concerned	**235** 22%	98 26%	71 21%	61 17%
Fairly concerned	**337** 31%	118 32%	100 29%	115 33%
Not very concerned	**269** 25%	74 20%	98 29% N	92 26%
Not at all concerned	**168** 15%	67 18%	61 18%	38 11%
Don't know	**81** 7%	14 4%	12 4%	44 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

SocialCareTax.Suppose the government had to choose between the following three options for adult social care. Which do you think it should choose?

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Reduce taxes and spend less on adult social care	93 9%	53 10%	40 7%	14 12% H*	26 14% H*	22 12% H*	19 10% H*	7 5% *	5 2%	29 10%	14 7%	4 5% *	9 14% *	37 9%
Keep taxes and spending on these services at the same level as now,	386 35%	181 34%	203 36%	31 26% *	80 43% CH*	75 43% CH*	78 41% H*	56 34% *	68 27%	98 35%	57 28%	29 38% *	16 25% *	168 41% J
Increase taxes and spend more on adult social care	360 33%	174 33%	186 33%	38 32% D*	23 12% *	39 23% *	48 25% *	63 38% DE*	150 59% CDEFG	119 42% M	92 46% M	31 40% M*	28 45% M*	84 21%
Not sure	250 23%	121 23%	129 23%	36 30% H*	58 31% H*	38 22% *	47 24% H*	39 23% *	32 13%	36 13%	38 19%	13 17% *	10 16% *	119 29% 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

SocialCareTax.Suppose the government had to choose between the following three options for adult social care. Which do you think it should choose?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Reduce taxes and spend less on adult social care	93	30	26	37
	9%	8%	8%	11%
Keep taxes and spending on these services at the same level as now,	386	142	102	139
	35%	38%	30%	40%
Increase taxes and spend more on adult social care	360	152	149	54
	33%	41%	44%	15%
		P	P	
Not sure	250	48	65	120
	23%	13%	19%	34%
				NO

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

SocialCareSupport.The government have recently announced proposed reforms to how people pay for adult social care in England, which will be funded through a rise to National Insurance. Do you support or oppose these reforms to adult social 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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Strongly support	139	69	70	19	29	21	11	14	45	58	26	11	11	32
	13%	13%	13%	16% *	15% *	12% *	6% *	8% *	18% F	20% M	13%	14% *	17% *	8%
Tend to support	333	175	158	25	41	42	59	44	122	124	51	31	13	105
	31%	33%	28%	21% *	22% *	24% *	31% *	27% *	48% CDEFG	44% JLM	26%	39%	22% *	26%
Tend to oppose	172	100	73	19	36	28	38	24	28	29	50	15	13	63
	16%	19%	13%	16% *	19% *	16% *	20% *	14% *	11%	10%	25% I	19% *	21% *	16%
Strongly oppose	116	56	60	6	14	27	26	28	15	19	29	9	9	45
	11%	11%	11%	5% *	8% *	15% H*	14% *	17% CH*	6%	7%	14% I	12% *	15% *	11%
Not sure	329	131	196	50	67	56	56	55	44	52	44	12	16	161
	30%	25%	35% A	42% H*	36% H*	32% H*	29% *	33% H*	17%	18%	22%	15% *	26% *	40% 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

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

SocialCareSupport.The government have recently announced proposed reforms to how people pay for adult social care in England, which will be funded through a rise to National Insurance. Do you support or oppose these reforms to adult social care?

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	**1089**	**465**	**436**	**167**
Weighted Base	**1089**	**371**	**343**	**351**
Strongly support	**139** 13%	63 17% P	48 14%	24 7%
Tend to support	**333** 31%	153 41% OP	105 31%	73 21%
Tend to oppose	**172** 16%	44 12%	72 21% N	55 16%
Strongly oppose	**116** 11%	37 10%	44 13%	34 10%
Not sure	**329** 30%	74 20%	74 22%	164 47% 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

SocialCareParty.Which political party do you trust most on the issue of adult social 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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Labour	177 16%	100 19%	77 14%	10 8% *	40 22% C*	27 16% *	34 18% *	24 14% *	43 17%	9 3%	104 52% IKLM	16 21% IL*	2 4% *	43 10% I
Conservatives	178 16%	101 19%	77 14%	12 10% *	18 10% *	19 11% *	20 10% *	32 19% *	77 30% CDEF	131 47% JKLM	7 3%	4 6% *	4 7% *	29 7%
Liberal Democrats	56 5%	33 6%	23 4%	4 4% *	12 7% *	14 8% *	6 3% *	6 4% *	13 5%	4 1%	8 4%	25 32% IJLM*	2 3% *	17 4%
Reform UK	27 2%	14 3%	12 2%	13 11% EFGH*	5 3% *	2 1% *	2 1% *	1 * *	4 2%	5 2%	4 2%	6 8% *	5 7% *	6 2%
The Green Party	35 3%	25 5%	10 2%	10 8% H*	14 7% H*	3 2% *	2 1% *	4 3% *	2 1%	6 2%	9 5%	4 5% *	7 12% IM*	9 2%
The SNP	31 3%	21 4%	9 2%	10 8% H*	4 2% *	6 3% *	3 2% *	4 3% *	3 1%	4 2%	5 2%	4 5% *	10 16% IJM*	7 2%
Plaid Cymru	8 1%	7 1%	1 *	2 2% *	1 * *	2 1% *	- -	- *	3 1%	3 1%	2 1%	- -	2 3% *	2 *
Don't know	578 53%	228 43%	348 62% A	59 49% *	91 49% *	101 58% H*	123 65% H*	94 57% *	110 43%	121 43% JK	60 30%	19 24% *	30 48% K*	294 72% 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

SocialCareParty.Which political party do you trust most on the issue of adult social care?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Labour	177 16%	35 9%	97 28% NP	45 13%
Conservatives	178 16%	101 27% OP	46 13%	29 8%
Liberal Democrats	56 5%	15 4%	25 7%	16 4%
Reform UK	27 2%	13 3%	5 1%	10 3%
The Green Party	35 3%	6 2%	21 6% N	8 2%
The SNP	31 3%	10 3%	12 3%	6 2%
Plaid Cymru	8 1%	1 *	5 1%	2 1%
Don't know	578 53%	191 51% O	133 39%	235 67% 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Too little	516	239	275	36	62	77	97	110	135	113	113	41	39	201
	47%	45%	49%	31%	33%	44%	51%	67%	53%	40%	57%	53%	63%	49%
				*	*	*	CD*	CDE*	CD		I	*	I*	
About the right amount	251	138	113	33	65	50	33	18	52	101	42	17	9	70
	23%	26%	20%	28%	35%	29%	17%	11%	20%	36%	21%	22%	15%	17%
				G*	FGH*	G*	*	*		JLM		*	*	
Too much	52	38	14	15	14	7	1	10	4	16	11	8	5	8
	5%	7%	3%	13%	7%	4%	1%	6%	1%	6%	5%	11%	8%	2%
		B		FH*	*	*	*	*				M*	*	
Don't know	270	116	154	34	47	40	60	27	64	52	34	11	9	129
	25%	22%	28%	28%	25%	23%	31%	16%	25%	19%	17%	14%	14%	32%
				*	*	*	G*	*				*	*	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

FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	465	436	167
Weighted Base	1089	371	343	351
Too little	516 47%	176 48%	191 56% P	148 42%
About the right amount	251 23%	103 28% P	80 23%	60 17%
Too much	52 5%	23 6%	13 4%	15 4%
Don't know	270 25%	68 18%	58 17%	127 36% 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_reduce.How important or unimportant to you is it that Britain reduces the gap between the "haves" and "have-nots" in society?

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Not at all important	48 4%	38 7% B	10 2%	5 4% *	16 8% *	9 5% *	8 4% *	5 3% *	6 2%	23 8% M	13 7% M	8 10% M*	- *	4 1% *
Not very important	197 18%	120 23% B	77 14%	23 20% *	33 18% *	34 20% *	31 16% *	32 19% *	43 17%	71 25% J	23 11%	14 18% *	7 11% *	75 18%
Quite important	354 33%	155 29%	199 36%	35 30% *	54 29% *	59 34% *	56 29% *	57 35% *	92 36%	97 34%	55 28%	30 39% *	17 27% *	145 36%
Very important	282 26%	143 27%	138 25%	22 18% *	34 18% *	40 23% *	59 31% *	57 34% CD*	71 28%	52 18%	75 38% IM	21 27% *	31 51% IKM*	93 23%
Don't know	208 19%	75 14%	133 24% A	34 29% G*	50 27% G*	31 18% *	37 19% *	14 8% *	42 17%	39 14%	34 17%	4 6% *	7 11% *	89 22% K

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_reduce.How important or unimportant to you is it that Britain reduces the gap between the "haves" and "have-nots" in society?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Not at all important	48 4%	11 3%	21 6%	15 4%
Not very important	197 18%	82 22%	56 16%	59 17%
Quite important	354 33%	110 30%	126 37%	110 31%
Very important	282 26%	105 28%	97 28%	80 23%
Don't know	208 19%	63 17%	42 12%	86 25% 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Change the tax system, to increase taxes on the rich and multinational corporations	351 / 32%	169 / 32%	181 / 33%	24 / 20% *	41 / 22% *	51 / 29% *	57 / 30% *	65 / 39% CD*	112 / 44% CDE	81 / 29%	74 / 37%	30 / 38% *	18 / 29% *	142 / 35%
Increase wages for low-paid workers	344 / 32%	152 / 29%	190 / 34%	37 / 31% *	46 / 25% *	54 / 31% *	73 / 38% *	57 / 35% *	77 / 30%	65 / 23%	78 / 39% I	24 / 30% *	22 / 36% *	142 / 35% I
Make housing more affordable	336 / 31%	134 / 25%	200 / 36% A	30 / 26% *	50 / 27% *	68 / 39% *	55 / 29% *	55 / 33% *	78 / 31%	67 / 24%	57 / 28%	16 / 21% *	29 / 46% IK*	156 / 38% IK
Reduce NHS waiting lists	289 / 26%	134 / 25%	155 / 28%	27 / 23% *	40 / 21% *	56 / 32% *	43 / 22% *	33 / 20% *	90 / 36% DG	100 / 35% JK	46 / 23%	14 / 18% *	20 / 32% *	104 / 26%
Maintain the £20 per week increase to Universal Credit	235 / 22%	106 / 20%	130 / 23%	21 / 18% *	35 / 19% *	48 / 28% H*	54 / 28% H*	38 / 23% *	40 / 16%	59 / 21%	56 / 28% K	7 / 9% *	17 / 27% K*	84 / 21%
Make social care more affordable	189 / 17%	83 / 16%	106 / 19%	9 / 7% *	22 / 12% *	26 / 15% *	26 / 13% *	35 / 21% C*	72 / 28% CDEF	64 / 23%	41 / 21%	14 / 18% *	8 / 13% *	59 / 15%
Reduce crime by putting more police officers on the street	154 / 14%	74 / 14%	80 / 14%	10 / 9% *	20 / 11% *	15 / 9% *	38 / 20% *	29 / 18% *	40 / 16%	59 / 21% JM	20 / 10%	10 / 13% *	8 / 13% *	47 / 12%
Improve bus and train services, and cut their costs	148 / 14%	65 / 12%	82 / 15%	13 / 11% *	24 / 13% *	20 / 11% *	28 / 15% *	27 / 16% *	36 / 14%	50 / 18% M	24 / 12%	23 / 30% JLM*	5 / 8% *	35 / 9%
Reduce business rates for small businesses	126 / 12%	62 / 12%	63 / 11%	12 / 10% *	24 / 13% *	31 / 18% *	15 / 8% *	15 / 9% *	29 / 11%	43 / 15% J	13 / 7%	14 / 18% J*	8 / 14% *	41 / 10%
Support for businesses to expand and create jobs in neglected areas	123 / 11%	69 / 13%	55 / 10%	10 / 9% *	25 / 13% *	16 / 9% *	14 / 8% *	23 / 14% *	36 / 14%	43 / 15%	20 / 10%	9 / 12% *	5 / 8% *	44 / 11%

Table continues

KANTAR

FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Invest to improve neglected regions	114 10%	60 11%	53 10%	9 8% *	9 5% *	19 11% *	24 13% *	29 17% D*	23 9%	32 11%	19 9%	16 21% M*	8 12% *	32 8%
Improve schools	112 10%	59 11%	51 9%	24 20% F*	19 10% *	20 12% *	9 5% *	14 9% *	25 10%	28 10%	15 8%	10 12% *	11 18% *	40 10%
None of these	19 2%	8 1%	12 2%	1 * *	6 3% *	1 1% *	8 4% *	1 1% *	2 1%	4 1%	2 1%	3 4% *	- 1% *	10 3%
I don't think Britain needs to be made fairer	20 2%	13 3%	7 1%	- - *	5 3% *	- * *	1 1% *	5 3% *	9 4%	6 2%	- *	2 3% *	- - *	11 3%
Don't know	93 9%	42 8%	51 9%	21 18% EGH*	20 11% *	10 6% *	17 9% *	9 5% *	16 6%	11 4%	15 7%	1 1% *	3 5% *	41 10% 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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
Unweighted Base	**1089**	**465**	**436**	**167**
Weighted Base	**1089**	**371**	**343**	**351**
Change the tax system, to increase taxes on the rich and multinational corporations	351 32%	139 38% P	123 36% P	87 25%
Increase wages for low-paid workers	344 32%	110 30%	104 30%	126 36%
Make housing more affordable	336 31%	103 28%	107 31%	122 35%
Reduce NHS waiting lists	289 26%	115 31% P	95 28%	71 20%
Maintain the £20 per week increase to Universal Credit	235 22%	62 17%	91 26% N	79 23%
Make social care more affordable	189 17%	93 25% OP	54 16%	37 11%
Reduce crime by putting more police officers on the street	154 14%	80 21% OP	30 9%	44 12%
Improve bus and train services, and cut their costs	148 14%	51 14%	50 15%	43 12%
Reduce business rates for small businesses	126 12%	61 16%	35 10%	30 8%
Support for businesses to expand and create jobs in neglected areas	123 11%	46 12%	39 11%	37 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	**1089**	**371**	**343**	**351**
Invest to improve neglected regions	114	34	41	38
	10%	9%	12%	11%
Improve schools	112	29	38	34
	10%	8%	11%	10%
None of these	19	5	7	8
	2%	1%	2%	2%
I don't think Britain needs to be made fairer	20	8	5	7
	2%	2%	1%	2%
Don't know	93	16	14	53
	9%	4%	4%	15%
				NO

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
We look after each other	343	159	182	50	64	39	56	38	96	111	68	34	14	97
	31%	30%	33%	42%	34%	22%	30%	23%	38%	39%	34%	43%	22%	24%
				EG*	*	*	*	*	EG	M		M*	*	
It's everyone for themselves	524	282	242	36	87	108	102	78	112	124	106	28	38	222
	48%	53%	43%	30%	47%	62%	53%	47%	44%	44%	53%	36%	61%	55%
		B		*	*	CH*	C*	*				*	K*	K
Don't know	223	90	133	33	36	27	32	49	46	47	25	16	10	88
	20%	17%	24%	28%	19%	15%	17%	30%	18%	17%	13%	21%	17%	22%
				*	*	*	*	E*				*	*	

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
We look after each other	343 31%	134 36% P	114 33%	87 25%
It's everyone for themselves	524 48%	188 51%	162 47%	173 49%
Don't know	223 20%	49 13%	67 19%	91 26% 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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Summary Table

Base: All adults GB 18+

	Limit the amount landlords can charge private tenants through rent controls	Build more social houses across the country	Improve tax incentives for first time buyers	Give local residents greater control over housing development in their area	Require developers to provide more affordable housing	Build more homes on the greenbelt outside towns or cities	Build more homes on derelict or ex-industrial sites	Increase housing benefit welfare payments	Convert empty shops and high street properties into housing	Ban overseas investors from buying houses in the UK
Unweighted Base	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**
Weighted Base	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**	**1089**
Most important	140	157	62	55	147	27	116	76	84	137
	13%	14%	6%	5%	14%	3%	11%	7%	8%	13%
Second most important	134	134	76	59	128	31	130	76	114	108
	12%	12%	7%	5%	12%	3%	12%	7%	10%	10%
Third most important	133	118	93	55	111	50	113	92	138	96
	12%	11%	9%	5%	10%	5%	10%	8%	13%	9%
NA	682	681	859	920	703	980	731	845	754	748
	63%	62%	79%	84%	65%	90%	67%	78%	69%	69%

KANTAR

FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Summary Table

Base: All adults GB 18+

	Limit the number of houses that can be used for holiday rentals
Unweighted Base	**1089**
Weighted Base	**1089**
Most important	89
	8%
Second most important	98
	9%
Third most important	91
	8%
NA	812
	75%

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Limit the amount landlords can charge private tenants through rent controls

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important	140	52	88	13	25	32	25	15	30	29	17	11	11	69
	13%	10%	16%	11%	13%	19%	13%	9%	12%	10%	9%	14%	17%	17%
			A	*	*	*	*	*				*	*	
Second most important	134	74	60	12	16	26	23	19	38	33	33	9	13	42
	12%	14%	11%	10%	9%	15%	12%	11%	15%	12%	16%	11%	21%	10%
				*	*	*	*	*				*	*	
Third most important	133	49	84	13	24	16	32	20	28	29	28	7	5	63
	12%	9%	15%	11%	13%	9%	17%	12%	11%	10%	14%	10%	9%	15%
				*	*	*	*	*				*	*	
NA	682	355	325	81	122	99	111	111	159	191	122	51	33	233
	63%	67%	58%	68%	65%	57%	58%	67%	62%	68%	61%	65%	54%	57%
		B		*	*	*	*	*				*	*	

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Limit the amount landlords can charge private tenants through rent controls

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Most important	140	47	45	43
	13%	13%	13%	12%
Second most important	134	52	41	39
	12%	14%	12%	11%
Third most important	133	40	43	48
	12%	11%	13%	14%
NA	682	232	213	220
	63%	62%	62%	63%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Build more social houses across the country

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important	157	73	84	9	25	26	25	33	38	32	36	10	9	57
	14%	14%	15%	8%	13%	15%	13%	20%	15%	11%	18%	13%	15%	14%
				*	*	*	*	*				*	*	
Second most important	134	67	67	8	21	23	25	23	34	32	28	12	10	46
	12%	13%	12%	7%	11%	13%	13%	14%	13%	11%	14%	15%	16%	11%
				*	*	*	*	*				*	*	
Third most important	118	55	63	10	11	26	25	13	32	30	23	9	8	40
	11%	10%	11%	8%	6%	15%	13%	8%	13%	11%	12%	12%	13%	10%
				*	*	*	*	*				*	*	
NA	681	336	343	92	130	98	115	95	150	189	112	47	35	265
	62%	63%	62%	77%	70%	57%	60%	58%	59%	67%	56%	60%	56%	65%
				EFGH*	*	*	*	*		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 : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Build more social houses across the country

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Most important	157 14%	34 9%	63 18% N	58 16%
Second most important	134 12%	53 14%	53 15% P	26 7%
Third most important	118 11%	45 12%	39 12%	31 9%
NA	681 62%	239 64% O	187 55%	236 67% 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

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Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Improve tax incentives for first time buyers

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important	62 6%	33 6%	28 5%	12 10% *	25 13% FGH*	9 5% *	5 2% *	5 3% *	7 3%	16 6%	12 6%	3 4% *	2 4% *	15 4%
Second most important	76 7%	36 7%	39 7%	8 7% *	23 12% G*	17 10% *	9 5% *	4 2% *	15 6%	15 5%	18 9%	3 4% *	2 4% *	37 9%
Third most important	93 9%	41 8%	52 9%	13 11% H*	24 13% H*	17 10% H*	15 8% *	18 11% H*	6 2%	17 6%	16 8%	4 5% *	1 2% *	43 11%
NA	859 79%	420 79%	438 79%	87 73% *	115 61% *	130 75% *	163 85% D*	138 84% D*	226 89% CDE	233 83%	154 77%	68 87% *	56 91% *	312 77%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Improve tax incentives for first time buyers

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Most important	62 6%	20 5%	18 5%	17 5%
Second most important	76 7%	14 4%	31 9% N	28 8%
Third most important	93 9%	19 5%	33 10%	38 11%
NA	859 79%	319 86% OP	260 76%	267 76%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Give local residents greater control over housing development in their area

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important	55	34	21	4	6	13	10	10	12	21	6	3	1	22
	5%	6%	4%	4%	3%	8%	5%	6%	5%	7%	3%	4%	2%	5%
				*	*	*	*	*				*	*	
Second most important	59	18	39	12	7	15	10	5	11	17	7	3	3	26
	5%	3%	7%	10%	4%	8%	5%	3%	4%	6%	4%	4%	5%	6%
				*	*	*	*	*				*	*	
Third most important	55	32	23	8	13	4	6	12	12	14	13	5	2	17
	5%	6%	4%	7%	7%	2%	3%	8%	5%	5%	6%	7%	3%	4%
				*	*	*	*	*				*	*	
NA	920	447	473	95	161	142	164	137	220	230	173	66	56	341
	84%	84%	85%	80%	86%	82%	86%	83%	87%	82%	87%	85%	91%	84%
				*	*	*	*	*				*	*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Give local residents greater control over housing development in their area

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Most important	55 5%	29 8%	12 4%	14 4%
Second most important	59 5%	27 7%	11 3%	21 6%
Third most important	55 5%	21 6%	20 6%	15 4%
NA	920 84%	295 79%	300 87% N	301 86%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Require developers to provide more 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
Unweighted Base	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important	147	73	74	7	31	19	38	20	33	28	27	13	6	68
	14%	14%	13%	6%	16%	11%	20%	12%	13%	10%	13%	17%	10%	17%
				*	*	*	C*	*				*	*	
Second most important	128	59	69	15	30	20	23	15	26	19	29	9	7	60
	12%	11%	12%	13%	16%	11%	12%	9%	10%	7%	15%	12%	11%	15%
				*	*	*	*	*			I	*	*	I
Third most important	111	54	57	6	27	21	13	20	24	30	14	5	4	46
	10%	10%	10%	5%	14%	12%	7%	12%	9%	11%	7%	7%	6%	11%
				*	*	*	*	*				*	*	
NA	703	344	358	91	100	115	117	110	172	205	130	50	45	233
	65%	65%	64%	76%	53%	66%	61%	66%	67%	73%	65%	64%	73%	57%
				D*	*	*	*	*	D	M		*	*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Require developers to provide more affordable housing

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Most important	147 **14%**	41 11%	43 13%	59 17%
Second most important	128 **12%**	28 7%	44 13%	54 15% N
Third most important	111 **10%**	39 10%	28 8%	40 11%
NA	703 **65%**	263 71% P	228 66%	198 56%

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Build more homes on the greenbelt outside towns or cities

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important	27 3%	13 2%	14 3%	9 7% F*	6 3% *	5 3% *	- * *	1 1% *	6 2%	8 3%	8 4%	2 2% *	2 3% *	8 2%
Second most important	31 3%	20 4%	12 2%	6 5% *	14 8% FH*	5 3% *	1 * *	5 3% *	1 *	7 3%	7 4%	11 14% IJM*	1 1% *	6 1%
Third most important	50 5%	31 6%	19 3%	15 13% GH*	9 5% *	8 4% *	7 4% *	4 3% *	7 3%	12 4%	10 5%	4 5% *	8 12% *	13 3%
NA	980 90%	466 88%	512 92%	89 75% *	157 84% *	157 90% C*	182 96% CD*	154 94% C*	240 94% CD	255 91%	175 87%	62 79% *	52 83% *	380 93% K

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

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Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Build more homes on the greenbelt outside towns or cities

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Most important	27 3%	12 3%	7 2%	7 2%
Second most important	31 3%	10 3%	15 4%	3 1%
Third most important	50 5%	18 5%	15 4%	16 5%
NA	980 90%	331 89%	306 89%	325 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

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Build more homes on derelict or ex-industrial sites

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important	116	73	42	14	17	9	11	29	35	39	21	14	5	35
	11%	14%	8%	12%	9%	5%	6%	18%	14%	14%	11%	18%	8%	9%
		B		*	*	*	*	EF*				*	*	
Second most important	130	68	62	7	12	16	29	26	41	47	19	3	7	46
	12%	13%	11%	6%	6%	9%	15%	16%	16%	17%	9%	4%	11%	11%
				*	*	*	*	*	D	K		*	*	
Third most important	113	63	50	10	9	14	17	17	44	44	27	7	11	21
	10%	12%	9%	9%	5%	8%	9%	10%	17%	16%	13%	10%	17%	5%
				*	*	*	*	*	D	M	M	*	M*	
NA	731	327	403	88	148	134	134	93	134	152	133	53	40	306
	67%	62%	72%	74%	79%	77%	70%	56%	53%	54%	67%	69%	65%	75%
			A	GH*	GH*	GH*	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

FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Build more homes on derelict or ex-industrial sites

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Most important	116 11%	38 10%	45 13%	30 9%
Second most important	130 12%	49 13%	36 10%	41 12%
Third most important	113 10%	48 13%	44 13%	21 6%
NA	731 67%	235 63%	218 64%	259 74%

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Increase housing benefit welfare payments

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important	76	30	46	20	15	19	17	1	5	13	13	6	7	35
	7%	6%	8%	17%	8%	11%	9%	1%	2%	4%	6%	7%	11%	8%
				GH*	*	GH*	GH*	*				*	*	
Second most important	76	34	42	20	20	12	13	7	5	4	21	2	4	36
	7%	6%	8%	17%	11%	7%	7%	4%	2%	1%	10%	3%	6%	9%
				GH*	H*	*	*	*			I	*	*	I
Third most important	92	46	46	9	23	21	19	13	7	10	18	5	3	49
	8%	9%	8%	8%	12%	12%	10%	8%	3%	4%	9%	6%	4%	12%
				*	H*	H*	H*	*			I	*	*	I
NA	845	420	423	70	129	122	143	143	238	255	149	65	49	288
	78%	79%	76%	59%	69%	70%	75%	87%	94%	91%	74%	83%	78%	71%
				*	*	*	*	CDE*	CDEF	JM		*	*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Increase housing benefit welfare payments

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Most important	76 7%	19 5%	16 5%	41 12% O
Second most important	76 7%	13 3%	27 8%	36 10% N
Third most important	92 8%	28 7%	16 5%	43 12% O
NA	845 78%	312 84% P	283 83% P	231 66%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Convert empty shops and high street properties into 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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important	84	46	37	11	16	7	14	19	17	22	20	6	3	33
	8%	9%	7%	9% *	8% *	4% *	8% *	11% *	7%	8%	10%	8% *	4% *	8%
Second most important	114	47	67	14	10	14	24	19	34	42	12	10	8	33
	10%	9%	12%	12% *	6% *	8% *	12% *	11% *	13%	15% J	6%	13% *	13% *	8%
Third most important	138	61	75	12	23	20	24	22	37	45	20	18	3	44
	13%	11%	14%	10% *	12% *	11% *	13% *	13% *	14%	16%	10%	23% JM*	6% *	11%
NA	754	376	377	82	137	133	129	105	167	174	148	43	48	298
	69%	71%	68%	69% *	74% *	77% *	67% *	64% *	66%	62%	74% IK	56% *	77% *	73% 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

FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Convert empty shops and high street properties into housing

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Most important	84 8%	31 8%	30 9%	23 7%
Second most important	114 10%	50 13%	32 9%	32 9%
Third most important	138 13%	46 12%	35 10%	55 16%
NA	754 69%	244 66%	246 72%	241 69%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Ban overseas investors from buying houses in the UK

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important	137	65	72	7	14	22	30	18	46	48	28	3	11	35
	13%	12%	13%	6%	8%	13%	16%	11%	18%	17%	14%	4%	18%	9%
				*	*	*	*	*	CD	KM		*	*	
Second most important	108	53	56	10	19	19	11	26	24	32	9	7	3	43
	10%	10%	10%	8%	10%	11%	6%	16%	9%	11%	5%	10%	4%	11%
				*	*	*	*	*		J		*	*	
Third most important	96	45	52	12	11	11	17	14	30	29	18	5	4	38
	9%	8%	9%	10%	6%	6%	9%	8%	12%	10%	9%	6%	6%	9%
				*	*	*	*	*				*	*	
NA	748	368	378	90	142	122	132	108	154	173	146	62	44	292
	69%	69%	68%	76%	76%	70%	69%	65%	61%	61%	73%	80%	72%	72%
				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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Ban overseas investors from buying houses in the UK

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Most important	137	59	38	38
	13%	16%	11%	11%
Second most important	108	53	19	29
	10%	14%	6%	8%
		O		
Third most important	96	35	35	22
	9%	10%	10%	6%
NA	748	223	251	261
	69%	60%	73%	74%
			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

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Limit the number of houses that can be used for holiday rentals

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
Most important	89	39	50	13	7	13	15	14	26	28	12	7	5	31
	8%	7%	9%	11%	4%	8%	8%	9%	10%	10%	6%	10%	8%	8%
				*	*	*	*	*				*	*	
Second most important	98	53	45	9	14	7	24	17	27	35	17	8	5	33
	9%	10%	8%	7%	8%	4%	13%	10%	10%	12%	8%	10%	8%	8%
				*	*	*	*	*				*	*	
Third most important	91	55	36	10	13	16	15	9	28	21	13	8	14	33
	8%	10%	6%	9%	7%	9%	8%	6%	11%	7%	7%	10%	22%	8%
				*	*	*	*	*				*	IJM*	
NA	812	383	427	87	153	138	136	124	174	198	158	55	38	311
	75%	72%	77%	73%	82%	79%	71%	75%	68%	70%	79%	71%	61%	76%
				*	H*	*	*	*			L	*	*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

Inequality_Housing.What actions should the government take to ensure that housing is more affordable for Britons today? - Limit the number of houses that can be used for holiday rentals

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
Most important	89 / 8%	41 / 11%	25 / 7%	20 / 6%
Second most important	98 / 9%	21 / 6%	35 / 10%	42 / 12%
Third most important	91 / 8%	33 / 9%	34 / 10%	22 / 6%
NA	812 / 75%	276 / 74%	249 / 73%	266 / 76%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P   Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
University degree	338	152	185	22	80	72	38	54	72	83	72	37	19	107
	31%	29%	33%	18%	43%	41%	20%	33%	28%	29%	36%	48%	31%	26%
				*	CFH*	CF*	*	*				IM*	*	
Any other qualifications (e.g. A Levels, O Levels, GCSEs, BTEC, Diplomas, Trade Apprenticeships)	708	355	354	94	95	110	147	107	156	188	116	46	40	283
	65%	67%	64%	79%	51%	63%	77%	65%	61%	67%	58%	59%	65%	69%
				DH*	*	*	DH*	*				*	*	
No qualifications	87	39	47	9	16	1	7	19	36	24	17	2	4	31
	8%	7%	8%	8%	8%	*	4%	11%	14%	8%	9%	2%	7%	8%
				E*	E*	*	*	E*	EF			*	*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/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 September 2021 OnLineBus Survey (S6783 - 40317739-38)

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

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1089	465	436	167
Weighted Base	1089	371	343	351
University degree	338 31%	113 30%	116 34%	102 29%
Any other qualifications (e.g. A Levels, O Levels, GCSEs, BTEC, Diplomas, Trade Apprenticeships)	708 65%	251 67%	220 64%	223 64%
No qualifications	87 8%	31 8%	18 5%	35 10%

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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	1089	523	564	125	189	170	198	185	222	380	279	78	119	187
	Weighted Base	1089	530	557	119	187	174	191	165	254	282	200	78	62	407
GENDER	Male	530 / 49%	530 / 100% / B	- / -	59 / 50% / *	94 / 50% / *	86 / 50% / *	94 / 49% / *	85 / 51% / *	112 / 44%	144 / 51%	96 / 48%	40 / 52% / *	37 / 59% / *	191 / 47%
	Female	557 / 51%	- / -	557 / 100% / A	58 / 48% / *	93 / 50% / *	88 / 50% / *	97 / 51% / *	80 / 49% / *	142 / 56%	138 / 49%	104 / 52%	37 / 48% / *	25 / 41% / *	214 / 53%
AGE	18-24	119 / 11%	59 / 11%	58 / 10%	119 / 100% / DEFGH*	- / - / *	- / - / *	- / - / *	- / - / *	- / -	10 / 4%	19 / 10% / I	8 / 11% / *	8 / 13% / I*	60 / 15% / I
	25-34	187 / 17%	94 / 18%	93 / 17%	- / - / *	187 / 100% / CEFGH*	- / - / *	- / - / *	- / - / *	- / -	26 / 9%	48 / 24% / I	17 / 21% / I*	8 / 13% / *	72 / 18% / I
	35-44	174 / 16%	86 / 16%	88 / 16%	- / - / *	- / - / *	174 / 100% / CDFGH*	- / - / *	- / - / *	- / -	27 / 10%	31 / 15%	7 / 9% / *	10 / 16% / *	91 / 22% / I
	45-54	191 / 18%	94 / 18%	97 / 17%	- / - / *	- / - / *	- / - / *	191 / 100% / CDEGH*	- / - / *	- / -	38 / 13%	36 / 18%	7 / 8% / *	9 / 14% / *	89 / 22%
	55-64	165 / 15%	85 / 16%	80 / 14%	- / - / *	- / - / *	- / - / *	- / - / *	165 / 100% / CDEFH*	- / -	53 / 19%	25 / 12%	11 / 14% / *	8 / 14% / *	59 / 15%
	65+	254 / 23%	112 / 21%	142 / 26%	- / - / *	- / - / *	- / - / *	- / - / *	- / - / *	254 / 100% / CDEFG	127 / 45% / JM	41 / 20% / M	28 / 36% / JM*	19 / 31% / M*	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

FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

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
Weighted Base		1089	530	557	119	187	174	191	165	254	282	200	78	62	407
	Conservatives	282 27%	144 28%	138 27%	10 10% *	26 15% *	27 16% *	38 21% *	53 34% CDE*	127 51% CDEFG	282 100% JKLM	- -	- - *	- - *	- -
	Labour	200 19%	96 19%	104 20%	19 18% *	48 28% *	31 19% *	36 20% *	25 16% *	41 16%	- -	200 100% IKLM	- - *	- - *	- -
GE Vote 2019	Lib Dems	78 8%	40 8%	37 7%	8 8% *	17 10% *	7 4% *	7 4% *	11 7% *	28 11%	- -	- -	78 100% IJLM*	- - *	- -
	Other	62 6%	37 7%	25 5%	8 8% *	8 5% *	10 6% *	9 5% *	8 5% *	19 8%	- -	- -	- - *	62 100% IJKM*	- -
	No vote	407 40%	191 38%	214 41%	60 56% GH*	72 42% H*	91 55% H*	89 50% H*	59 38% H*	37 15%	- -	- -	- -	- - *	407 100% IJKL
EU Ref 2016	Leave	371 35%	180 34%	192 35%	14 13% *	31 17% *	55 31% C*	61 32% CD*	67 41% CD*	143 57% CDEFG	195 70% JKLM	38 19%	16 20% *	25 42% JM*	94 23%
	Remain	343 32%	175 34%	168 31%	25 24% *	72 41% *	56 32% *	51 27% *	50 31% *	88 35%	60 21%	135 68% ILM	54 70% ILM*	27 45% IM*	59 15%
	Did not vote	351 33%	167 32%	182 34%	68 63% DEFGH*	75 42% H*	63 36% H*	78 41% H*	47 28% H*	21 8%	25 9%	24 12%	8 10% *	8 13% *	246 62% IJKL

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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

Crossbreaks

Base: All adults GB 18+

		Total	EU Ref 2016		
			Leave	Remain	Did not vote
			N	O	P
	Unweighted Base	1089	465	436	167
	Weighted Base	1089	371	343	351
GENDER	Male	**530** **49%**	180 48%	175 51%	167 48%
	Female	**557** **51%**	192 52%	168 49%	182 52%
AGE	18-24	**119** **11%**	14 4%	25 7%	68 19% NO
	25-34	**187** **17%**	31 8%	72 21% N	75 21% N
	35-44	**174** **16%**	55 15%	56 16%	63 18%
	45-54	**191** **18%**	61 17%	51 15%	78 22%
	55-64	**165** **15%**	67 18%	50 15%	47 13%
	65+	**254** **23%**	143 38% OP	88 26% P	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

KANTAR

Polling September 2021 OnLineBus Survey (S6783 - 40317739-38)

Crossbreaks

Base: All adults GB 18+

		Total	EU Ref 2016		
			Leave	Remain	Did not vote
			N	O	P
	Weighted Base	**1089**	**371**	**343**	**351**
GE Vote 2019	Conservatives	**282** **27%**	195 53% OP	60 18% P	25 8%
	Labour	**200** **19%**	38 10%	135 40% NP	24 8%
	Lib Dems	**78** **8%**	16 4%	54 16% NP	8 3%
	Other	**62** **6%**	25 7%	27 8%	8 2%
	No vote	**407** **40%**	94 25%	59 18%	246 79% NO
EU Ref 2016	Leave	**371** **35%**	371 100% OP	- -	- -
	Remain	**343** **32%**	- -	343 100% NP	- -
	Did not vote	**351** **33%**	- -	- -	351 100% 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

KANTAR

FIELDWORK : 23/09/2021 - 27/09/2021(W week 38)