

Poll Survey
ONLINE Fieldwork: 9th to 10th September 2026

Table 1
Q1. Please rank the issues below in order of how greatly they will impact your vote at the next election. Please rank in priority order with '1' being most likely to impact my vote and '10' being least likely to impact my vote. You may have to scroll down to see all options before answering the question.

- Summary table
Base: All respondents

	Controlling <u>immigration</u>	Cost of living	Fixing the NHS	Affordable <u>housing</u>	Protecting the <u>green belt</u>	Fixing potholes	Saving pubs <u>from closure</u>	Cracking down <u>on crime</u>	Defence	Banning trail hunting and <u>game shooting</u>
Unweighted base	2081	2081	2081	2081	2081	2081	2081	2081	2081	2081
Weighted base	2081	2081	2081	2081	2081	2081	2081	2081	2081	2081
1 - Most likely to impact my vote	23%	40%	19%	4%	3%	1%	1%	4%	4%	1%
2	12%	21%	27%	10%	4%	2%	1%	11%	10%	2%
3	10%	13%	20%	15%	6%	4%	2%	16%	11%	3%
4	9%	10%	13%	11%	10%	8%	4%	19%	13%	4%
5	8%	6%	9%	12%	10%	9%	6%	20%	14%	6%
6	7%	4%	5%	12%	14%	16%	9%	13%	12%	7%
7	6%	2%	3%	12%	17%	19%	14%	8%	12%	9%
8	7%	1%	2%	9%	15%	20%	18%	5%	10%	13%
9	7%	1%	1%	9%	14%	14%	25%	2%	8%	18%
10 - Least likely to impact my vote	11%	1%	1%	6%	9%	8%	22%	2%	5%	37%
NET: 1-3	45%	75%	66%	30%	12%	7%	3%	31%	25%	6%
NET: 4-7	30%	22%	30%	46%	51%	51%	32%	60%	51%	26%
NET: 8-10	25%	3%	4%	24%	37%	41%	65%	9%	24%	68%
Mean	4.69	2.60	3.18	5.36	6.47	6.79	7.89	4.63	5.43	7.98
Standard deviation	3.15	1.96	1.93	2.54	2.32	2.07	1.93	2.00	2.47	2.31
Standard error	0.07	0.04	0.04	0.06	0.05	0.05	0.04	0.04	0.05	0.05

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Table 2
Q1. Please rank the issues below in order of how greatly they will impact your vote at the next election. Please rank in priority order with '1' being most likely to impact my vote and '10' being least likely to impact my vote. You may have to scroll down to see all options before answering the question.
- Summary table - Most likely to impact my vote
Base: All respondents

	Gender			Age								Social Grade					Region										Employment Sector	Which of the following best describes where you live?																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scot-land	North-East	North-West	York-shire & Hum-braide	West-Mid-lands	East-Mid-lands	Wales	East-ern-London	South-East	South-West	North-ern-Ire-land	Public	Pri-vate	NET: Urban	Urban -Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Isolated Dwel-ling																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								

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Table 3
Q1. Please rank the issues below in order of how greatly they will impact your vote at the next election. Please rank in priority order with '1' being most likely to impact my vote and '10' being least likely to impact my vote. You may have to scroll down to see all options before answering the question.
- Summary table - Top 3 Most likely to impact my vote
Base: All respondents

	Gender			Age								Social Grade				Region										Employment Sector	Which of the following best describes where you live?									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	South East	South West	North Ireland	Public	Private	NET: Urban	Urban Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & isolated Dwelling		
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60	
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57	
Controlling immigration	45%	46%	44%	25%	27%	40%	46%	53%	63%	60%	66%	39%	39%	54%	49%	39%	43%	46%	49%	45%	48%	44%	48%	37%	47%	47%	36%	40%	42%	43%	39%	48%	51%	51%	51%	
Cost of living	75%	74%	76%	76%	87%	81%	75%	74%	62%	66%	58%	76%	76%	72%	75%	75%	76%	84%	79%	75%	77%	74%	74%	72%	76%	71%	71%	76%	79%	77%	76%	76%	68%	69%	66%	
Fixing the NHS	66%	60%	70%	65%	66%	63%	65%	64%	68%	68%	69%	68%	66%	61%	66%	69%	62%	65%	68%	63%	64%	72%	67%	67%	62%	60%	77%	67%	62%	66%	64%	68%	64%	64%	66%	
Affordable housing	30%	30%	30%	53%	46%	37%	25%	18%	15%	16%	13%	32%	34%	24%	28%	32%	26%	36%	32%	36%	20%	29%	23%	39%	26%	24%	30%	34%	32%	33%	39%	25%	17%	18%	12%	
Protecting the green belt	12%	11%	13%	14%	12%	13%	14%	13%	10%	10%	9%	11%	14%	10%	13%	13%	8%	13%	9%	9%	14%	16%	14%	13%	11%	16%	9%	13%	14%	11%	12%	10%	16%	15%	19%	
Fixing potholes	7%	7%	7%	11%	9%	7%	8%	7%	5%	4%	5%	7%	8%	8%	6%	10%	7%	5%	3%	10%	7%	6%	11%	5%	9%	7%	12%	8%	8%	7%	7%	6%	9%	10%	3%	
Saving pubs from closure	3%	5%	2%	4%	6%	2%	4%	3%	2%	2%	2%	4%	3%	3%	4%	2%	2%	4%	2%	3%	4%	1%	2%	4%	3%	5%	3%	4%	5%	3%	3%	3%	4%	4%	2%	
Cracking down on crime	31%	32%	30%	30%	28%	31%	36%	34%	27%	29%	25%	31%	29%	35%	29%	28%	35%	30%	34%	30%	31%	31%	29%	33%	33%	30%	20%	31%	32%	32%	30%	34%	28%	30%	19%	
Defence	25%	30%	20%	13%	13%	21%	23%	27%	42%	37%	48%	25%	25%	26%	24%	24%	25%	17%	22%	22%	31%	24%	29%	20%	32%	30%	28%	18%	23%	23%	22%	23%	35%	32%	53%	
Banning trail hunting and game shooting	6%	5%	7%	9%	7%	5%	4%	6%	7%	8%	6%	7%	6%	7%	6%	6%	6%	8%	5%	5%	4%	7%	4%	6%	7%	6%	10%	9%	6%	6%	6%	7%	5%	8%	7%	11%

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Col percents

Table 4
Q1. Please rank the issues below in order of how greatly they will impact your vote at the next election. Please rank in priority order with '1' being most likely to impact my vote and '10' being least likely to impact my vote. You may have to scroll down to see all options before answering the question.
- Summary table - Bottom 3 Least likely to impact my vote
Base: All respondents

	Gender			Age								Social Grade					Region										Employment Sector	Which of the following best describes where you live?								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	South East	South West	North Ireland	Public	Private	NET: Urban	Urban over 10k	Town and Fringe	NET: Rural	Village	Hamlet & isolated dwelling		
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60	
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57	
Controlling immigration	25%	25%	25%	43%	31%	28%	25%	21%	15%	17%	13%	30%	28%	18%	23%	27%	28%	26%	22%	19%	25%	28%	26%	31%	20%	28%	26%	27%	26%	26%	30%	21%	20%	20%	20%	
Cost of living	3%	4%	2%	3%	4%	3%	2%	2%	3%	3%	3%	3%	3%	3%	4%	2%	5%	1%	4%	1%	3%	4%	2%	1%	4%	2%	4%	3%	3%	4%	3%	4%	2%	4%	3%	5%
Fixing the NHS	4%	5%	3%	7%	4%	5%	3%	5%	2%	3%	2%	3%	3%	4%	4%	5%	2%	5%	4%	1%	4%	6%	2%	4%	4%	6%	7%	3%	6%	5%	4%	4%	5%	3%	4%	2%
Affordable housing	24%	26%	22%	13%	12%	22%	26%	27%	34%	33%	35%	24%	24%	26%	20%	16%	23%	21%	24%	23%	33%	20%	22%	19%	30%	31%	13%	21%	23%	21%	18%	24%	35%	35%	41%	
Protecting the green belt	37%	38%	37%	40%	40%	36%	39%	38%	33%	35%	31%	35%	34%	44%	38%	37%	41%	37%	44%	39%	41%	39%	37%	37%	32%	33%	42%	38%	39%	39%	39%	38%	32%	32%	32%	
Fixing potholes	41%	38%	45%	35%	40%	42%	37%	44%	46%	46%	45%	40%	41%	42%	42%	41%	45%	41%	44%	47%	33%	38%	33%	46%	43%	42%	35%	42%	38%	41%	41%	42%	41%	39%	54%	
Saving pubs from closure	65%	61%	69%	59%	62%	61%	67%	66%	71%	68%	74%	65%	64%	67%	65%	73%	61%	64%	67%	66%	61%	71%	72%	55%	66%	64%	72%	66%	62%	65%	63%	67%	67%	68%	61%	
Cracking down on crime	9%	11%	8%	15%	12%	10%	8%	7%	8%	5%	11%	10%	9%	8%	11%	9%	9%	12%	10%	7%	6%	9%	11%	7%	9%	12%	9%	7%	10%	10%	11%	8%	8%	8%	5%	
Defence	24%	22%	25%	35%	33%	27%	24%	19%	12%	14%	10%	21%	26%	19%	27%	24%	19%	26%	19%	24%	24%	22%	19%	29%	24%	19%	32%	25%	27%	25%	27%	23%	18%	19%	10%	
Banning trail hunting and game shooting	68%	72%	64%	51%	63%	66%	70%	71%	76%	75%	76%	69%	67%	69%	67%	66%	68%	66%	67%	68%	66%	68%	75%	68%	70%	61%	64%	65%	67%	67%	64%	71%	71%	71%	71%	

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Table 5
Q1. Please rank the issues below in order of how greatly they will impact your vote at the next election. Please rank in priority order with '1' being most likely to impact my vote and '10' being least likely to impact my vote. You may have to scroll down to see all options before answering the question.
- Controlling immigration
Base: All respondents

	Gender		Age										Social Grade				Region										Employment Sector	Which of the following best describes where you live?							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Public	Private	NET: Urban	Urban over 10k	Town and Fringe	NET: Rural	Village	Hamlet & isolated dwelling
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57
1 - Most likely to impact my vote	23%	24%	22%	10%	8%	21%	24%	28%	35%	36%	34%	18%	22%	27%	24%	19%	25%	22%	27%	22%	30%	18%	27%	17%	23%	22%	22%	20%	21%	22%	18%	26%	27%	26%	29%
2	12%	13%	11%	7%	9%	9%	12%	13%	17%	17%	18%	10%	11%	15%	12%	11%	10%	14%	12%	11%	10%	14%	13%	11%	12%	14%	3%	9%	12%	11%	12%	11%	14%	15%	8%
3	10%	10%	11%	7%	10%	10%	10%	12%	10%	8%	14%	11%	6%	12%	12%	10%	8%	10%	10%	12%	9%	12%	9%	9%	11%	11%	12%	11%	9%	10%	9%	11%	10%	9%	14%
4	9%	8%	10%	6%	13%	8%	10%	9%	6%	7%	5%	8%	10%	10%	8%	10%	6%	11%	7%	8%	8%	10%	10%	9%	7%	9%	17%	8%	10%	9%	9%	9%	8%	8%	6%
5	8%	8%	8%	7%	10%	9%	8%	8%	7%	6%	7%	8%	7%	8%	9%	8%	9%	7%	8%	11%	6%	9%	8%	7%	7%	7%	15%	8%	9%	8%	7%	9%	8%	7%	15%
6	7%	7%	7%	11%	11%	7%	7%	5%	5%	4%	5%	9%	7%	7%	5%	9%	6%	6%	9%	8%	7%	4%	6%	9%	10%	4%	3%	9%	8%	7%	8%	6%	7%	7%	6%
7	6%	6%	6%	8%	8%	9%	4%	4%	4%	5%	3%	6%	8%	3%	6%	6%	8%	4%	6%	9%	6%	6%	3%	5%	8%	5%	3%	7%	6%	6%	6%	7%	5%	6%	2%
8	7%	6%	7%	11%	9%	7%	7%	6%	4%	4%	4%	8%	6%	6%	6%	3%	8%	10%	6%	7%	7%	4%	7%	7%	8%	6%	6%	6%	8%	7%	9%	5%	5%	6%	3%
9	7%	7%	8%	13%	10%	8%	8%	4%	5%	7%	3%	9%	8%	6%	7%	10%	11%	6%	5%	4%	7%	12%	9%	11%	4%	10%	6%	8%	7%	8%	9%	6%	7%	6%	10%
10 - Least likely to impact my vote	11%	11%	10%	19%	12%	13%	9%	10%	6%	6%	6%	12%	14%	6%	10%	14%	10%	10%	11%	8%	11%	13%	10%	13%	8%	12%	14%	13%	11%	12%	13%	10%	8%	8%	6%
NET: 1-3	45%	46%	44%	25%	27%	40%	46%	53%	63%	60%	66%	39%	39%	54%	49%	39%	43%	46%	49%	45%	48%	44%	48%	37%	47%	47%	36%	40%	42%	43%	39%	48%	51%	51%	51%
NET: 4-7	30%	29%	31%	33%	42%	33%	30%	26%	22%	23%	21%	31%	33%	28%	28%	34%	29%	28%	29%	35%	27%	28%	26%	31%	33%	25%	38%	32%	32%	31%	31%	31%	29%	29%	29%
NET: 8-10	25%	25%	25%	43%	31%	28%	25%	21%	15%	17%	13%	30%	28%	18%	23%	27%	28%	26%	22%	19%	25%	28%	26%	31%	20%	28%	26%	27%	26%	26%	30%	21%	20%	20%	20%
Mean	4.69	4.63	4.72	6.24	5.60	5.04	4.55	4.14	3.56	3.67	3.43	5.11	5.00	3.97	4.47	5.03	4.85	4.60	4.43	4.49	4.48	4.90	4.44	5.22	4.45	4.69	4.89	5.01	4.80	4.79	5.10	4.41	4.24	4.24	4.20
Standard deviation	3.15	3.18	3.11	3.06	2.86	3.20	3.12	3.10	2.91	3.01	2.80	3.15	3.25	2.89	3.12	3.19	3.25	3.13	3.16	2.93	3.26	3.25	3.21	3.20	2.97	3.27	3.12	3.19	3.11	3.16	3.19	3.09	3.06	3.07	3.03
Standard error	0.07	0.10	0.09	0.23	0.16	0.18	0.17	0.16	0.13	0.18	0.18	0.13	0.13	0.14	0.14	0.25	0.34	0.21	0.25	0.22	0.26	0.32	0.22	0.20	0.17	0.23	0.39	0.17	0.10	0.08	0.11	0.11	0.15	0.16	0.39

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Page 6

Col percents

Table 6

Q1. Please rank the issues below in order of how greatly they will impact your vote at the next election. Please rank in priority order with '1' being most likely to impact my vote and '10' being least likely to impact my vote. You may have to scroll down to see all options before answering the question.

- Cost of living

Base: All respondents

	Gender			Age								Social Grade				Region										Employment Sector	Which of the following best describes where you live?									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	NET: Urban	Urban over 10k	Town and Fringe	NET: Rural	Village	Hamlet & isolated Dwell-ing	
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60	
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57	
1 - Most likely to impact my vote	40%	39%	42%	45%	56%	46%	40%	32%	27%	30%	24%	45%	39%	38%	39%	43%	49%	42%	38%	46%	37%	36%	36%	42%	39%	38%	31%	42%	44%	42%	44%	40%	32%	34%	23%	
2	21%	21%	21%	19%	21%	22%	24%	25%	17%	18%	17%	20%	22%	21%	22%	22%	20%	26%	28%	18%	20%	16%	24%	22%	17%	17%	31%	24%	20%	21%	21%	22%	21%	21%	22%	
3	13%	14%	13%	12%	9%	12%	11%	16%	18%	18%	17%	12%	14%	13%	14%	11%	16%	11%	9%	14%	17%	21%	12%	12%	14%	16%	14%	14%	13%	13%	12%	14%	15%	14%	20%	
4	10%	10%	9%	8%	4%	6%	12%	12%	13%	9%	17%	10%	8%	12%	9%	8%	12%	7%	11%	8%	9%	10%	13%	8%	11%	10%	7%	9%	9%	9%	9%	8%	14%	12%	21%	
5	6%	6%	6%	6%	1%	5%	4%	5%	13%	13%	14%	5%	6%	7%	8%	6%	1%	6%	7%	6%	7%	8%	6%	5%	8%	7%	7%	4%	5%	6%	6%	7%	7%	8%	4%	
6	4%	4%	5%	4%	3%	2%	4%	5%	6%	6%	6%	3%	5%	5%	5%	3%	-	3%	6%	4%	5%	3%	6%	4%	6%	6%	5%	4%	4%	4%	3%	5%	5%	5%	5%	
7	2%	3%	2%	2%	1%	2%	2%	2%	3%	3%	4%	3%	2%	1%	2%	2%	1%	2%	*	2%	2%	3%	2%	4%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	-	
8	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	-	2%	1%	-	-	1%	*	1%	1%	*	1%	1%	1%	1%	1%	*	2%	1%	5%	
9	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	*	3%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-
10 - Least likely to impact my vote	1%	2%	*	2%	2%	2%	*	*	*	1%	-	2%	1%	1%	1%	*	2%	-	1%	*	1%	3%	-	-	2%	*	1%	-	1%	2%	1%	2%	*	1%	1%	-
NET: 1-3	75%	74%	76%	76%	87%	81%	75%	74%	62%	66%	58%	76%	76%	72%	75%	76%	84%	79%	75%	77%	74%	74%	72%	76%	71%	71%	76%	79%	77%	76%	76%	76%	68%	69%	66%	
NET: 4-7	22%	23%	22%	20%	10%	16%	23%	24%	35%	31%	40%	20%	21%	25%	23%	19%	15%	17%	24%	20%	22%	24%	27%	20%	27%	25%	22%	18%	20%	21%	20%	22%	28%	28%	29%	
NET: 8-10	3%	4%	2%	3%	4%	3%	2%	2%	3%	3%	3%	3%	3%	4%	2%	5%	1%	4%	1%	3%	4%	2%	1%	4%	2%	4%	3%	3%	4%	3%	4%	2%	4%	3%	5%	
Mean	2.60	2.68	2.51	2.53	2.11	2.37	2.51	2.67	3.14	3.04	3.26	2.51	2.61	2.68	2.59	2.59	2.08	2.45	2.45	2.49	2.80	2.69	2.63	2.64	2.67	2.80	2.68	2.42	2.52	2.53	2.54	2.53	2.87	2.84	2.99	
Standard deviation	1.96	2.04	1.86	2.08	1.94	1.96	1.84	1.78	1.98	2.03	1.92	2.01	1.98	1.96	1.85	2.12	1.43	1.93	1.69	2.00	2.18	1.83	1.79	2.16	1.88	2.07	1.89	1.85	2.02	1.94	2.04	1.82	1.98	2.01	1.81	
Standard error	0.04	0.06	0.06	0.16	0.11	0.11	0.10	0.09	0.09	0.12	0.12	0.08	0.08	0.10	0.08	0.17	0.15	0.13	0.13	0.15	0.18	0.18	0.12	0.14	0.11	0.15	0.24	0.10	0.07	0.05	0.07	0.07	0.10	0.11	0.23	

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Table 7
Q1. Please rank the issues below in order of how greatly they will impact your vote at the next election. Please rank in priority order with '1' being most likely to impact my vote and '10' being least likely to impact my vote. You may have to scroll down to see all options before answering the question.
- Fixing the NHS
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector	Which of the following best describes where you live?										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North Ireland	Public	Private	NET: Urban	Urban over 10k	Town and Fringe	NET: Rural	Village	Hamlet & isolated Dwell.	
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60	
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57	
1 - Most likely to impact my vote	19%	16%	21%	16%	14%	16%	20%	20%	22%	21%	23%	18%	20%	16%	19%	23%	13%	20%	17%	10%	17%	26%	17%	21%	17%	20%	31%	19%	15%	18%	18%	19%	21%	20%	22%	
2	27%	25%	29%	25%	31%	28%	26%	26%	26%	27%	26%	29%	27%	24%	28%	26%	24%	25%	28%	33%	25%	32%	29%	25%	26%	26%	27%	29%	27%	28%	25%	31%	25%	24%	27%	
3	20%	19%	20%	23%	21%	19%	20%	17%	20%	20%	20%	21%	19%	21%	19%	20%	25%	20%	24%	20%	22%	14%	20%	21%	19%	15%	19%	19%	20%	20%	21%	18%	19%	19%	17%	
4	13%	15%	12%	12%	13%	15%	13%	12%	14%	13%	15%	12%	13%	16%	12%	16%	11%	11%	17%	11%	11%	15%	10%	14%	16%	14%	10%	11%	14%	13%	14%	12%	13%	13%	16%	
5	9%	9%	8%	8%	11%	11%	8%	8%	8%	8%	7%	9%	8%	8%	11%	5%	14%	11%	10%	12%	9%	6%	10%	9%	6%	9%	4%	10%	9%	9%	10%	8%	9%	10%	7%	
6	5%	7%	4%	6%	3%	3%	8%	8%	5%	5%	5%	6%	6%	6%	4%	3%	4%	5%	2%	6%	6%	4%	7%	6%	7%	6%	5%	5%	6%	5%	5%	5%	6%	6%	7%	
7	3%	3%	2%	2%	4%	2%	3%	4%	2%	3%	2%	2%	3%	4%	2%	4%	4%	4%	2%	4%	3%	1%	2%	1%	4%	4%	-	2%	4%	3%	3%	2%	4%	4%	3%	
8	2%	3%	2%	4%	1%	3%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%	3%	1%	-	2%	1%	3%	5%	1%	4%	2%	2%	2%	2%	2%	2%	-	
9	1%	2%	1%	2%	2%	2%	1%	2%	1%	1%	*	1%	2%	1%	2%	1%	4%	2%	-	1%	2%	2%	1%	2%	1%	2%	-	1%	2%	2%	2%	2%	1%	1%	2%	
10 - Least likely to impact my vote	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	1%	-	1%	1%	-	-	*	-	-	3%	-	1%	*	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	-
NET: 1-3	66%	60%	70%	65%	66%	63%	65%	64%	68%	68%	69%	68%	66%	61%	66%	69%	62%	65%	68%	63%	64%	72%	67%	67%	62%	60%	77%	67%	62%	66%	64%	68%	64%	64%	66%	
NET: 4-7	30%	35%	27%	29%	30%	31%	32%	31%	29%	29%	29%	29%	30%	35%	29%	28%	33%	31%	30%	33%	30%	25%	29%	30%	33%	33%	20%	27%	33%	30%	32%	27%	32%	32%	33%	
NET: 8-10	4%	5%	3%	7%	4%	5%	3%	5%	2%	3%	2%	3%	4%	4%	5%	2%	5%	4%	1%	4%	6%	2%	4%	4%	6%	7%	3%	6%	5%	4%	4%	5%	3%	4%	2%	
Mean	3.18	3.40	2.97	3.35	3.19	3.26	3.16	3.27	2.97	3.03	2.90	3.09	3.13	3.37	3.16	2.91	3.44	3.22	2.95	3.35	3.42	2.70	3.19	3.08	3.35	3.36	2.63	3.16	3.36	3.17	3.23	3.10	3.20	3.23	3.02	
Standard deviation	1.93	2.02	1.83	2.06	1.88	1.97	1.92	2.10	1.77	1.83	1.70	1.84	1.93	2.00	1.98	1.77	1.96	1.98	1.51	1.86	2.19	1.71	1.97	1.87	2.06	2.15	1.79	1.98	2.02	1.93	1.88	1.98	1.97	2.00	1.83	
Standard error	0.04	0.06	0.06	0.15	0.10	0.11	0.10	0.11	0.08	0.11	0.11	0.08	0.08	0.10	0.09	0.14	0.21	0.13	0.12	0.14	0.18	0.17	0.14	0.12	0.12	0.15	0.22	0.10	0.07	0.05	0.06	0.07	0.10	0.11	0.24	

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Table 8
Q1. Please rank the issues below in order of how greatly they will impact your vote at the next election. Please rank in priority order with '1' being most likely to impact my vote and '10' being least likely to impact my vote. You may have to scroll down to see all options before answering the question.

- Affordable housing
Base: All respondents

	Gender		Age										Social Grade				Region																Employment Sector	Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North of Ireland	Public	Private	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & isolated Dwell.					
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60					
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57					
1 - Most likely to impact my vote	4%	5%	4%	8%	6%	3%	4%	5%	2%	2%	2%	4%	5%	3%	5%	3%	2%	5%	5%	5%	1%	1%	3%	7%	5%	4%	5%	6%	4%	5%	6%	3%	1%	1%	-					
2	10%	11%	10%	20%	17%	15%	8%	4%	5%	7%	3%	11%	11%	10%	9%	12%	12%	14%	10%	11%	8%	7%	4%	15%	10%	8%	13%	10%	12%	11%	15%	7%	6%	7%	5%					
3	15%	14%	16%	26%	23%	18%	13%	10%	8%	7%	9%	16%	18%	11%	14%	17%	12%	17%	18%	20%	11%	22%	16%	17%	11%	11%	12%	17%	16%	17%	18%	15%	9%	10%	7%					
4	11%	11%	12%	15%	12%	11%	10%	13%	9%	9%	9%	11%	10%	11%	14%	11%	15%	10%	10%	8%	12%	9%	13%	13%	12%	11%	14%	14%	10%	12%	11%	13%	9%	8%	12%					
5	12%	11%	12%	7%	11%	11%	13%	15%	12%	11%	13%	11%	13%	11%	12%	13%	16%	9%	10%	12%	7%	18%	13%	10%	12%	13%	20%	10%	13%	12%	11%	14%	11%	11%	7%					
6	12%	11%	12%	7%	10%	10%	12%	12%	15%	14%	16%	10%	10%	14%	13%	14%	13%	11%	15%	11%	16%	12%	16%	9%	7%	8%	12%	10%	11%	11%	10%	12%	14%	14%	14%					
7	12%	11%	12%	5%	9%	9%	13%	15%	15%	17%	14%	12%	10%	14%	12%	13%	8%	13%	8%	9%	11%	12%	13%	11%	13%	13%	11%	11%	11%	11%	10%	12%	15%	15%	14%					
8	9%	10%	8%	6%	5%	9%	9%	10%	13%	12%	15%	9%	9%	10%	8%	6%	10%	7%	8%	8%	11%	9%	12%	8%	12%	12%	5%	7%	9%	8%	7%	10%	14%	13%	19%					
9	9%	10%	8%	6%	3%	6%	10%	11%	14%	13%	15%	11%	8%	10%	8%	8%	8%	8%	8%	10%	16%	7%	7%	5%	10%	14%	7%	8%	8%	8%	7%	8%	15%	15%	17%					
10 - Least likely to impact my vote	6%	6%	5%	1%	3%	7%	7%	6%	7%	8%	5%	4%	7%	7%	4%	3%	5%	6%	8%	5%	6%	4%	3%	6%	9%	5%	1%	6%	6%	5%	5%	6%	7%	7%	5%					
NET: 1-3	30%	30%	30%	53%	46%	37%	25%	18%	15%	16%	13%	32%	34%	24%	28%	32%	26%	36%	32%	36%	20%	29%	23%	39%	26%	24%	30%	34%	32%	33%	39%	25%	17%	18%	12%					
NET: 4-7	46%	44%	49%	34%	41%	42%	49%	55%	51%	51%	52%	44%	42%	50%	52%	51%	51%	43%	43%	40%	47%	51%	55%	42%	45%	46%	57%	45%	45%	46%	42%	51%	48%	48%	47%					
NET: 8-10	24%	26%	22%	13%	12%	22%	26%	27%	34%	33%	35%	24%	24%	26%	20%	16%	23%	21%	24%	23%	33%	20%	22%	19%	30%	31%	13%	21%	23%	21%	18%	24%	35%	35%	41%					
Mean	5.36	5.40	5.31	4.10	4.39	5.07	5.65	5.82	6.29	6.24	6.33	5.31	5.25	5.69	5.24	5.09	5.34	5.11	5.35	5.18	6.04	5.37	5.57	4.82	5.66	5.77	4.86	5.08	5.30	5.14	4.84	5.54	6.27	6.22	6.53					
Standard deviation	2.54	2.59	2.48	2.32	2.35	2.59	2.53	2.41	2.33	2.41	2.23	2.56	2.62	2.49	2.44	2.36	2.42	2.62	2.62	2.60	2.48	2.29	2.24	2.59	2.67	2.56	2.25	2.57	2.57	2.53	2.57	2.43	2.37	2.39	2.24					
Standard error	0.06	0.08	0.08	0.17	0.13	0.14	0.13	0.13	0.10	0.14	0.14	0.11	0.11	0.12	0.11	0.19	0.26	0.17	0.21	0.20	0.20	0.23	0.16	0.16	0.16	0.18	0.28	0.13	0.09	0.06	0.08	0.09	0.12	0.13	0.29					

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Table 9

Q1. Please rank the issues below in order of how greatly they will impact your vote at the next election. Please rank in priority order with '1' being most likely to impact my vote and '10' being least likely to impact my vote. You may have to scroll down to see all options before answering the question.

- Protecting the green belt

Base: All respondents

	Gender			Age								Social Grade				Region																Employment Sector	Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	NET: Urban	Urban over 10k	Town and Fringe	NET: Rural	Village	Hamlet & isolated Dwelling				
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60				
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57				
1 - Most likely to impact my vote	3%	2%	3%	5%	2%	3%	3%	2%	2%	3%	1%	2%	4%	1%	3%	2%	-	2%	1%	3%	3%	7%	4%	3%	2%	3%	1%	4%	3%	3%	3%	2%	3%	3%	4%				
2	4%	3%	5%	5%	3%	3%	4%	6%	3%	2%	3%	3%	6%	3%	3%	5%	5%	3%	1%	2%	3%	3%	6%	3%	5%	4%	5%	5%	4%	3%	3%	3%	6%	5%	9%				
3	6%	7%	5%	4%	7%	7%	7%	6%	5%	5%	5%	6%	5%	6%	7%	6%	3%	8%	7%	5%	8%	5%	4%	6%	4%	8%	3%	4%	7%	6%	6%	5%	7%	8%	5%				
4	10%	10%	9%	12%	10%	11%	9%	6%	10%	10%	10%	11%	10%	8%	9%	11%	8%	10%	9%	11%	7%	6%	9%	11%	11%	10%	6%	11%	9%	10%	9%	11%	9%	8%	15%				
5	10%	9%	11%	9%	11%	12%	9%	9%	10%	10%	9%	11%	10%	7%	10%	8%	12%	10%	6%	10%	10%	10%	11%	12%	9%	13%	10%	9%	10%	9%	9%	10%	13%	14%	7%				
6	14%	15%	14%	10%	12%	15%	14%	15%	18%	16%	20%	15%	15%	15%	13%	14%	15%	12%	10%	17%	14%	15%	13%	10%	21%	17%	12%	14%	14%	14%	13%	16%	14%	15%	8%				
7	17%	17%	16%	16%	15%	14%	15%	18%	20%	19%	21%	18%	16%	15%	17%	18%	16%	18%	22%	14%	14%	14%	16%	18%	16%	12%	21%	15%	14%	17%	18%	16%	16%	15%	20%				
8	15%	16%	14%	13%	13%	11%	16%	16%	18%	19%	18%	14%	14%	19%	15%	17%	21%	11%	13%	14%	14%	20%	17%	17%	13%	15%	21%	13%	15%	15%	15%	14%	16%	15%	21%				
9	14%	14%	13%	15%	13%	15%	14%	16%	10%	10%	10%	12%	13%	16%	13%	11%	15%	16%	20%	15%	16%	9%	12%	13%	13%	9%	15%	14%	14%	14%	14%	14%	11%	11%	10%				
10 - Least likely to impact my vote	9%	7%	10%	11%	14%	10%	9%	6%	4%	6%	3%	8%	7%	9%	10%	9%	4%	10%	12%	10%	10%	10%	8%	7%	6%	9%	6%	11%	10%	9%	9%	10%	5%	6%	-				
NET: 1-3	12%	11%	13%	14%	12%	13%	14%	13%	10%	10%	9%	11%	14%	10%	13%	13%	8%	13%	9%	9%	14%	16%	14%	13%	11%	16%	9%	13%	14%	11%	12%	10%	16%	15%	19%				
NET: 4-7	51%	51%	50%	47%	48%	52%	47%	48%	57%	55%	60%	55%	52%	46%	49%	51%	51%	50%	47%	52%	45%	45%	50%	50%	57%	52%	48%	49%	47%	50%	49%	52%	52%	52%	50%				
NET: 8-10	37%	38%	37%	40%	40%	36%	39%	38%	33%	35%	31%	35%	34%	44%	38%	37%	41%	37%	44%	39%	41%	39%	37%	37%	32%	33%	42%	38%	39%	38%	39%	38%	32%	32%	32%				
Mean	6.47	6.51	6.45	6.43	6.65	6.39	6.44	6.54	6.41	6.43	6.39	6.43	6.24	6.79	6.53	6.43	6.64	6.53	7.01	6.60	6.55	6.36	6.32	6.39	6.33	6.14	6.78	6.47	6.48	6.56	6.55	6.56	6.11	6.16	5.83				
Standard deviation	2.32	2.25	2.38	2.57	2.39	2.40	2.40	2.28	2.07	2.16	1.96	2.26	2.38	2.22	2.37	2.32	2.06	2.35	2.22	2.28	2.43	2.54	2.43	2.34	2.20	2.39	2.12	2.48	2.40	2.32	2.35	2.27	2.32	2.31	2.40				
Standard error	0.05	0.07	0.07	0.19	0.13	0.13	0.13	0.12	0.09	0.13	0.13	0.09	0.10	0.11	0.10	0.18	0.22	0.16	0.18	0.17	0.20	0.25	0.17	0.15	0.13	0.17	0.27	0.13	0.08	0.06	0.08	0.08	0.11	0.12	0.31				

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Col percents

Table 10
Q1. Please rank the issues below in order of how greatly they will impact your vote at the next election. Please rank in priority order with '1' being most likely to impact my vote and '10' being least likely to impact my vote. You may have to scroll down to see all options before answering the question.
- Fixing potholes
Base: All respondents

	Gender		Age										Social Grade				Region																Employment Sector	Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North of Ireland	Public	Private	NET: Urban	Urban Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & isolated dwellings					
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60					
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57					
1 - Most likely to impact my vote	1%	2%	1%	3%	3%	1%	2%	1%	*	*	1%	2%	1%	3%	1%	3%	1%	1%	-	2%	2%	3%	3%	*	1%	1%	2%	2%	2%	1%	2%	1%	3%	3%	-					
2	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	1%	2%	1%	3%	2%	-	3%	2%	2%	3%	4%	2%	2%	2%	2%	3%	2%	2%	-					
3	4%	4%	4%	6%	4%	4%	4%	4%	3%	3%	2%	3%	6%	3%	3%	7%	4%	2%	2%	5%	3%	3%	4%	2%	7%	3%	6%	5%	4%	4%	4%	3%	5%	5%	3%					
4	8%	7%	8%	12%	10%	8%	7%	5%	5%	6%	5%	7%	8%	6%	10%	5%	2%	7%	9%	9%	10%	6%	7%	7%	9%	7%	9%	6%	8%	8%	8%	7%	7%	7%	5%					
5	9%	10%	9%	9%	8%	10%	12%	9%	8%	8%	10%	11%	8%	10%	9%	5%	11%	8%	9%	7%	14%	6%	13%	10%	10%	11%	12%	9%	10%	10%	9%	10%	9%	9%	7%					
6	16%	19%	13%	16%	16%	17%	15%	16%	15%	16%	14%	16%	15%	15%	16%	19%	16%	19%	20%	12%	17%	16%	14%	13%	15%	14%	15%	14%	16%	16%	17%	14%	16%	17%	11%					
7	19%	19%	18%	16%	18%	16%	21%	19%	21%	20%	21%	19%	20%	19%	17%	20%	20%	19%	16%	15%	18%	28%	23%	20%	15%	19%	16%	20%	19%	19%	17%	21%	19%	18%	20%					
8	20%	17%	22%	15%	19%	20%	18%	22%	21%	23%	19%	18%	20%	21%	21%	18%	22%	21%	26%	21%	16%	16%	14%	21%	20%	19%	20%	23%	17%	20%	19%	21%	19%	19%	22%					
9	14%	14%	14%	12%	13%	13%	12%	14%	17%	17%	18%	15%	13%	15%	13%	11%	13%	12%	13%	19%	8%	15%	10%	15%	18%	17%	8%	12%	13%	14%	14%	13%	14%	12%	22%					
10 - Least likely to impact my vote	8%	6%	9%	8%	7%	9%	8%	8%	7%	6%	8%	7%	9%	6%	8%	11%	10%	8%	6%	7%	10%	7%	8%	9%	5%	6%	8%	7%	7%	8%	8%	8%	8%	8%	10%					
NET: 1-3	7%	7%	7%	11%	9%	7%	8%	7%	5%	4%	5%	7%	8%	8%	6%	10%	7%	5%	3%	10%	7%	6%	11%	5%	9%	7%	12%	8%	8%	7%	7%	6%	9%	10%	3%					
NET: 4-7	51%	55%	48%	54%	52%	51%	55%	49%	50%	50%	49%	53%	51%	50%	52%	49%	49%	53%	53%	43%	59%	56%	57%	50%	49%	51%	52%	49%	54%	52%	52%	52%	50%	51%	43%					
NET: 8-10	41%	38%	45%	35%	40%	42%	37%	44%	46%	46%	45%	40%	41%	42%	42%	41%	45%	41%	44%	47%	33%	38%	33%	46%	43%	42%	35%	42%	38%	41%	41%	42%	41%	39%	54%					
Mean	6.79	6.70	6.88	6.39	6.62	6.78	6.68	6.92	7.08	7.09	7.07	6.76	6.83	6.76	6.79	6.82	7.02	6.88	6.92	6.78	6.50	6.93	6.45	7.05	6.72	6.80	6.33	6.80	6.65	6.80	6.75	6.86	6.73	6.62	7.42					
Standard deviation	2.07	2.04	2.08	2.28	2.19	2.07	2.07	1.99	1.88	1.81	1.95	2.07	2.05	2.11	2.04	2.20	1.97	1.96	1.80	2.24	2.12	1.98	2.23	1.94	2.06	2.04	2.27	2.06	2.12	2.04	2.08	1.99	2.16	2.20	1.81					
Standard error	0.05	0.06	0.06	0.17	0.12	0.12	0.10	0.10	0.08	0.11	0.13	0.09	0.08	0.10	0.09	0.17	0.21	0.13	0.14	0.17	0.17	0.20	0.16	0.12	0.12	0.15	0.28	0.11	0.07	0.05	0.07	0.11	0.12	0.23						

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Col percents

Table 11
Q1. Please rank the issues below in order of how greatly they will impact your vote at the next election. Please rank in priority order with '1' being most likely to impact my vote and '10' being least likely to impact my vote. You may have to scroll down to see all options before answering the question.
- Saving pubs from closure
Base: All respondents

	Gender		Age								Social Grade				Region										Employment Sector	Which of the following best describes where you live?										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Public	Private	NET: Urban	Urban over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling	
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60	
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57	
1 - Most likely to impact my vote	1%	1%	*	2%	2%	1%	-	1%	*	-	1%	1%	1%	1%	1%	1%	-	*	-	1%	1%	1%	*	*	2%	2%	1%	1%	1%	1%	1%	1%	*	1%	1%	2%
2	1%	1%	*	1%	1%	*	1%	1%	-	-	-	1%	*	*	1%	1%	1%	1%	1%	*	1%	-	*	1%	*	*	-	1%	1%	1%	1%	*	1%	*	1%	-
3	2%	3%	1%	2%	3%	1%	3%	2%	1%	2%	1%	2%	2%	2%	2%	1%	1%	3%	2%	1%	3%	2%	1%	3%	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	-
4	4%	4%	3%	6%	4%	5%	3%	4%	1%	2%	1%	4%	4%	2%	3%	2%	6%	3%	4%	3%	3%	3%	2%	5%	4%	3%	5%	4%	4%	4%	4%	4%	3%	3%	3%	4%
5	6%	7%	4%	10%	6%	6%	5%	5%	4%	3%	5%	5%	7%	6%	4%	4%	6%	7%	6%	7%	9%	5%	3%	8%	4%	5%	2%	6%	5%	6%	6%	5%	4%	5%	2%	
6	9%	7%	10%	9%	9%	10%	9%	8%	8%	10%	6%	8%	9%	8%	10%	5%	12%	10%	7%	5%	8%	7%	7%	13%	10%	10%	8%	8%	9%	9%	9%	10%	7%	7%	11%	
7	14%	16%	12%	13%	14%	16%	13%	13%	13%	15%	11%	15%	13%	14%	14%	14%	13%	12%	14%	17%	15%	13%	14%	15%	13%	12%	10%	12%	15%	14%	15%	12%	14%	13%	21%	
8	18%	19%	17%	13%	16%	20%	17%	19%	20%	18%	22%	21%	17%	17%	17%	20%	11%	18%	14%	19%	19%	25%	21%	16%	16%	21%	18%	18%	19%	18%	18%	19%	16%	17%	8%	
9	25%	25%	26%	23%	25%	24%	25%	25%	28%	28%	29%	25%	26%	26%	25%	30%	24%	25%	27%	26%	22%	24%	28%	24%	24%	23%	31%	27%	23%	25%	25%	26%	26%	26%	24%	
10 - Least likely to impact my vote	22%	17%	27%	24%	21%	17%	25%	22%	23%	22%	24%	19%	22%	24%	23%	23%	27%	20%	26%	21%	20%	21%	24%	16%	26%	20%	23%	20%	20%	21%	20%	23%	25%	24%	24%	29%
NET: 1-3	3%	5%	2%	4%	6%	2%	4%	3%	2%	2%	2%	4%	3%	3%	4%	2%	2%	4%	2%	3%	4%	1%	2%	4%	3%	5%	3%	4%	5%	3%	3%	3%	4%	4%	2%	
NET: 4-7	32%	34%	29%	37%	32%	37%	29%	31%	27%	30%	24%	31%	33%	31%	31%	24%	36%	32%	31%	32%	35%	28%	26%	41%	31%	31%	25%	31%	34%	32%	34%	30%	29%	28%	37%	
NET: 8-10	65%	61%	69%	59%	62%	61%	67%	66%	71%	68%	74%	65%	64%	67%	65%	73%	61%	64%	67%	66%	61%	71%	72%	55%	66%	64%	72%	66%	62%	65%	63%	67%	67%	68%	61%	
Mean	7.89	7.64	8.11	7.62	7.72	7.71	8.00	7.89	8.17	8.12	8.22	7.83	7.85	8.00	7.88	8.19	7.86	7.78	8.05	7.92	7.71	8.05	8.18	7.48	7.94	7.74	8.10	7.84	7.72	7.86	7.79	7.95	8.00	7.99	8.06	
Standard deviation	1.93	2.02	1.83	2.20	2.12	1.89	1.91	1.94	1.65	1.63	1.68	1.93	1.93	1.87	1.99	1.73	2.04	1.98	1.89	1.88	1.98	1.72	1.70	2.02	2.02	2.05	1.92	1.97	2.03	1.93	1.95	1.90	1.96	1.96	1.93	
Standard error	0.04	0.06	0.06	0.16	0.12	0.11	0.10	0.10	0.07	0.10	0.11	0.08	0.08	0.09	0.09	0.14	0.22	0.13	0.15	0.14	0.16	0.17	0.12	0.13	0.12	0.15	0.24	0.10	0.07	0.05	0.06	0.07	0.10	0.10	0.25	

Poll Survey
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Col percents

Table 12
Q1. Please rank the issues below in order of how greatly they will impact your vote at the next election. Please rank in priority order with '1' being most likely to impact my vote and '10' being least likely to impact my vote. You may have to scroll down to see all options before answering the question.
- Cracking down on crime
Base: All respondents

	Gender		Age										Social Grade				Region										Employment Sector	Which of the following best describes where you live?								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North Ireland	Public	Private	NET: Urban	Urban over 10k	Town and Fringe	NET: Rural	Village	Hamlet & isolated dwelling	
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60	
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57	
1 - Most likely to impact my vote	4%	5%	3%	8%	4%	3%	2%	4%	3%	1%	4%	5%	4%	5%	2%	3%	2%	3%	6%	5%	6%	4%	2%	4%	3%	3%	5%	4%	4%	4%	4%	3%	4%	5%	2%	
2	11%	10%	12%	12%	9%	12%	13%	12%	10%	12%	9%	11%	11%	13%	11%	12%	16%	10%	12%	11%	13%	13%	8%	12%	12%	10%	3%	12%	10%	11%	11%	13%	10%	10%	8%	
3	16%	17%	15%	10%	15%	16%	20%	18%	14%	15%	13%	16%	15%	17%	16%	14%	18%	18%	16%	13%	12%	13%	19%	17%	18%	16%	12%	15%	18%	16%	15%	18%	14%	15%	9%	
4	19%	18%	20%	16%	19%	18%	18%	18%	21%	23%	20%	20%	18%	15%	21%	16%	26%	19%	17%	22%	22%	18%	20%	20%	15%	16%	22%	22%	18%	19%	20%	19%	17%	19%	9%	
5	20%	19%	21%	17%	20%	19%	19%	21%	22%	23%	22%	20%	22%	21%	18%	26%	10%	17%	20%	17%	16%	23%	21%	19%	26%	18%	19%	19%	19%	19%	20%	19%	22%	20%	35%	
6	13%	15%	13%	13%	14%	14%	12%	13%	14%	13%	16%	14%	14%	12%	14%	13%	10%	14%	13%	16%	14%	12%	12%	12%	9%	19%	22%	14%	13%	13%	13%	13%	15%	13%	25%	
7	8%	7%	8%	10%	7%	8%	7%	7%	7%	8%	7%	6%	8%	10%	7%	7%	9%	8%	6%	8%	10%	8%	8%	8%	7%	6%	8%	7%	8%	7%	7%	8%	10%	10%	7%	
8	5%	6%	5%	7%	6%	5%	5%	5%	5%	3%	6%	5%	5%	4%	7%	5%	6%	6%	4%	5%	3%	7%	6%	4%	7%	6%	6%	3%	5%	5%	6%	5%	5%	5%	5%	
9	2%	3%	2%	3%	3%	4%	1%	1%	2%	1%	3%	3%	2%	2%	2%	3%	4%	2%	4%	1%	2%	2%	4%	2%	2%	4%	-	1%	3%	2%	2%	3%	2%	2%	-	
10 - Least likely to impact my vote	2%	2%	1%	5%	2%	1%	2%	1%	1%	*	1%	2%	1%	2%	3%	1%	-	3%	2%	1%	1%	-	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	1%	1%	1%	-
NET: 1-3	31%	32%	30%	30%	28%	31%	36%	34%	27%	29%	25%	31%	29%	35%	29%	28%	35%	30%	34%	30%	31%	31%	29%	33%	33%	30%	20%	31%	32%	32%	30%	34%	28%	30%	19%	
NET: 4-7	60%	58%	62%	55%	60%	59%	56%	59%	65%	66%	64%	59%	62%	57%	59%	63%	55%	57%	56%	63%	63%	61%	60%	59%	58%	59%	71%	62%	58%	59%	60%	58%	64%	62%	76%	
NET: 8-10	9%	11%	8%	15%	12%	10%	8%	7%	8%	5%	11%	10%	9%	8%	11%	9%	9%	12%	10%	7%	6%	9%	11%	7%	9%	12%	9%	7%	10%	10%	11%	8%	8%	8%	5%	
Mean	4.63	4.67	4.59	4.84	4.78	4.68	4.46	4.44	4.64	4.50	4.79	4.58	4.65	4.52	4.74	4.71	4.45	4.80	4.53	4.54	4.49	4.55	4.77	4.48	4.57	4.81	4.94	4.50	4.64	4.62	4.69	4.52	4.68	4.64	4.94	
Standard deviation	2.00	2.07	1.93	2.39	2.09	2.02	1.92	1.89	1.83	1.71	1.96	2.01	1.94	2.03	2.03	1.94	2.00	2.12	2.14	1.95	1.98	1.92	1.98	1.98	1.94	2.05	1.89	1.93	2.03	2.02	2.05	1.98	1.92	1.97	1.58	
Standard error	0.04	0.07	0.06	0.18	0.11	0.11	0.10	0.10	0.08	0.10	0.13	0.08	0.08	0.10	0.09	0.15	0.21	0.14	0.17	0.15	0.16	0.19	0.14	0.12	0.11	0.15	0.24	0.10	0.07	0.05	0.07	0.07	0.09	0.11	0.20	

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Col percents

Table 13
Q1. Please rank the issues below in order of how greatly they will impact your vote at the next election. Please rank in priority order with '1' being most likely to impact my vote and '10' being least likely to impact my vote. You may have to scroll down to see all options before answering the question.

- Defence
Base: All respondents

	Gender			Age										Social Grade				Region										Employment Sector		Which of the following best describes where you live?							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North of Ireland	Public	Private	NET: Urban	Urban over 10k	Town and Fringe	NET: Rural	Village	Hamlet & isolated Dwellings		
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60		
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57		
1 - Most likely to impact my vote	4%	6%	3%	2%	2%	4%	4%	6%	7%	5%	10%	5%	4%	5%	5%	2%	7%	4%	5%	5%	4%	3%	6%	3%	6%	5%	-	1%	5%	4%	4%	4%	7%	5%	16%		
2	10%	12%	7%	7%	4%	7%	9%	10%	17%	14%	21%	11%	8%	10%	10%	8%	8%	4%	6%	9%	14%	13%	12%	7%	14%	13%	12%	7%	8%	9%	9%	9%	12%	12%	14%		
3	11%	12%	10%	4%	7%	10%	10%	12%	17%	18%	17%	9%	13%	12%	9%	13%	9%	9%	11%	8%	13%	7%	11%	9%	12%	12%	16%	9%	9%	10%	16%	15%	15%	22%			
4	13%	14%	13%	8%	11%	12%	13%	15%	17%	18%	16%	14%	14%	16%	10%	19%	13%	14%	13%	16%	12%	17%	14%	10%	12%	14%	5%	12%	13%	13%	12%	15%	15%	16%	12%		
5	14%	15%	13%	16%	16%	12%	15%	14%	12%	15%	9%	15%	13%	16%	11%	15%	17%	17%	19%	12%	16%	13%	12%	14%	11%	10%	8%	16%	14%	14%	14%	12%	13%	11%			
6	12%	9%	15%	12%	15%	13%	11%	14%	9%	10%	8%	13%	11%	12%	14%	10%	15%	13%	12%	15%	8%	15%	12%	17%	8%	11%	10%	14%	12%	13%	13%	12%	11%	11%	10%		
7	12%	9%	14%	16%	13%	14%	13%	11%	7%	5%	9%	12%	12%	11%	13%	9%	12%	13%	15%	11%	8%	7%	13%	9%	13%	15%	18%	15%	11%	13%	12%	13%	9%	9%	4%		
8	10%	10%	11%	16%	12%	10%	12%	9%	6%	6%	6%	9%	12%	9%	11%	9%	9%	11%	12%	11%	10%	9%	10%	13%	9%	6%	11%	9%	11%	11%	11%	11%	8%	8%	5%		
9	8%	7%	9%	12%	13%	10%	9%	5%	3%	4%	2%	6%	10%	5%	10%	11%	3%	11%	5%	6%	9%	8%	5%	10%	10%	6%	12%	10%	10%	9%	10%	7%	6%	7%	-		
10 - Least likely to impact my vote	5%	6%	5%	7%	8%	8%	3%	5%	3%	3%	2%	6%	5%	5%	6%	4%	7%	4%	3%	7%	5%	6%	4%	6%	5%	7%	8%	6%	6%	5%	6%	5%	4%	4%	5%		
NET: 1-3	25%	30%	20%	13%	13%	21%	23%	27%	42%	37%	48%	25%	25%	26%	24%	24%	25%	17%	22%	22%	31%	24%	29%	20%	32%	30%	28%	18%	23%	23%	22%	23%	35%	32%	53%		
NET: 4-7	51%	48%	55%	52%	55%	51%	53%	54%	46%	49%	43%	54%	49%	55%	48%	52%	57%	58%	59%	54%	45%	54%	51%	51%	44%	50%	40%	57%	50%	52%	51%	54%	47%	48%	37%		
NET: 8-10	24%	22%	25%	35%	33%	27%	24%	19%	12%	14%	10%	21%	26%	19%	27%	24%	19%	26%	19%	24%	24%	22%	19%	29%	24%	19%	32%	25%	27%	25%	27%	23%	18%	19%	10%		
Mean	5.43	5.14	5.71	6.30	6.23	5.79	5.48	5.17	4.35	4.58	4.09	5.32	5.53	5.15	5.65	5.39	5.27	5.77	5.38	5.52	5.21	5.29	5.13	5.82	5.21	5.23	5.98	5.83	5.59	5.56	5.67	5.43	4.85	5.01	3.94		
Standard deviation	2.47	2.55	2.35	2.34	2.30	2.50	2.38	2.40	2.30	2.30	2.28	2.46	2.46	2.38	2.54	2.37	2.45	2.30	2.25	2.49	2.56	2.46	2.46	2.42	2.64	2.57	2.60	2.30	2.52	2.45	2.48	2.41	2.48	2.46	2.41		
Standard error	0.05	0.07	0.18	0.13	0.14	0.13	0.13	0.10	0.14	0.15	0.10	0.12	0.11	0.10	0.12	0.19	0.26	0.15	0.18	0.19	0.21	0.25	0.17	0.15	0.15	0.18	0.32	0.12	0.08	0.06	0.08	0.09	0.12	0.13	0.31		

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Col percents

Table 14
Q1. Please rank the issues below in order of how greatly they will impact your vote at the next election. Please rank in priority order with '1' being most likely to impact my vote and '10' being least likely to impact my vote. You may have to scroll down to see all options before answering the question.
- Banning trail hunting and game shooting
Base: All respondents

	Gender		Age										Social Grade				Region										Employment Sector	Which of the following best describes where you live?									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North of Ireland	Public	Private	NET: Urban	Urban over 10k	Town and Fringe	NET: Rural	Village	Hamlet & isolated Dwell-ing		
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60		
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57		
1 - Most likely to impact my vote	1%	1%	2%	*	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	-	*	2%	3%	2%	1%	1%	1%	1%	1%	1%	2%	2%	2%		
2	2%	2%	2%	2%	4%	1%	1%	1%	2%	2%	2%	2%	3%	2%	2%	4%	2%	2%	1%	1%	4%	2%	2%	1%	2%	3%	3%	2%	2%	2%	2%	1%	3%	2%	7%		
3	3%	2%	3%	7%	1%	3%	2%	3%	4%	5%	3%	3%	2%	3%	3%	1%	5%	2%	4%	2%	3%	2%	3%	4%	2%	4%	5%	3%	2%	3%	3%	2%	3%	3%	3%		
4	4%	3%	5%	6%	3%	5%	5%	5%	3%	4%	2%	3%	4%	4%	5%	2%	2%	7%	4%	4%	6%	4%	2%	3%	3%	7%	6%	2%	5%	4%	4%	4%	4%	5%	-		
5	6%	5%	7%	11%	6%	5%	7%	7%	4%	3%	5%	5%	7%	5%	8%	9%	5%	8%	8%	7%	7%	5%	4%	3%	7%	6%	7%	3%	8%	6%	7%	7%	6%	5%	4%	5%	
6	7%	6%	8%	12%	9%	8%	7%	4%	5%	5%	4%	8%	8%	5%	6%	9%	9%	7%	6%	6%	5%	12%	6%	7%	7%	5%	6%	7%	8%	7%	8%	6%	5%	5%	4%		
7	9%	9%	9%	11%	12%	11%	8%	8%	6%	5%	8%	9%	8%	11%	9%	8%	8%	7%	11%	10%	11%	8%	7%	9%	7%	11%	11%	11%	8%	9%	10%	8%	7%	7%	7%	8%	
8	13%	11%	14%	14%	17%	16%	14%	9%	9%	12%	7%	13%	14%	11%	13%	18%	12%	12%	16%	11%	18%	10%	13%	12%	12%	9%	11%	16%	13%	13%	13%	13%	13%	14%	12%		
9	18%	18%	17%	14%	16%	17%	20%	20%	17%	17%	18%	17%	17%	18%	19%	14%	18%	18%	19%	18%	16%	21%	22%	18%	18%	13%	19%	17%	18%	18%	16%	21%	17%	18%	15%		
10 - Least likely to impact my vote	37%	42%	32%	23%	30%	33%	36%	42%	49%	47%	51%	39%	35%	40%	35%	34%	38%	36%	31%	40%	32%	38%	40%	37%	40%	39%	35%	33%	36%	36%	35%	37%	41%	40%	44%		
NET: 1-3	6%	5%	7%	9%	7%	5%	4%	6%	7%	8%	6%	7%	6%	7%	6%	6%	8%	5%	5%	4%	7%	4%	6%	7%	6%	10%	9%	6%	6%	6%	6%	7%	5%	8%	7%	11%	
NET: 4-7	26%	23%	28%	40%	30%	29%	26%	23%	17%	17%	18%	25%	27%	25%	28%	28%	24%	29%	28%	27%	27%	28%	19%	25%	23%	29%	27%	28%	27%	27%	29%	24%	21%	22%	18%		
NET: 8-10	68%	72%	64%	51%	63%	66%	70%	71%	76%	75%	76%	69%	67%	69%	67%	66%	68%	66%	67%	68%	66%	68%	75%	68%	70%	61%	64%	65%	67%	67%	64%	71%	71%	71%	71%		
Mean	7.98	8.25	7.75	7.19	7.72	7.91	8.08	8.14	8.39	8.29	8.51	8.05	7.90	8.06	7.93	7.84	8.04	7.85	7.93	8.14	7.79	8.17	8.31	8.02	8.09	7.66	7.81	7.89	7.94	7.96	7.86	8.10	8.05	8.05	8.06		
Standard deviation	2.31	2.19	2.40	2.37	2.34	2.23	2.19	2.34	2.29	2.36	2.20	2.30	2.34	2.35	2.27	2.32	2.30	2.39	2.18	2.19	2.32	2.11	2.13	2.30	2.35	2.64	2.48	2.24	2.32	2.29	2.32	2.23	2.43	2.41	2.58		
Standard error	0.05	0.07	0.07	0.18	0.13	0.13	0.12	0.12	0.10	0.14	0.14	0.10	0.10	0.12	0.10	0.18	0.24	0.16	0.17	0.17	0.19	0.21	0.15	0.14	0.14	0.19	0.31	0.12	0.08	0.06	0.08	0.08	0.12	0.13	0.33		

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Table 15
Q2. How strongly do you agree or disagree with the following statement? The Labour Party cares about the people that live and work in the countryside.
Base: All respondents

	Gender		Age									Social Grade				Region										Employment Sector	Which of the following best describes where you live?								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	NET: Urban	Urban over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Isolated Dwelling
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57
5 Strongly agree	4%	5%	3%	7%	5%	6%	3%	3%	3%	2%	3%	5%	3%	6%	3%	7%	7%	4%	2%	7%	3%	3%	1%	5%	3%	3%	2%	5%	4%	4%	6%	3%	3%	3%	1%
4 Agree	18%	19%	17%	30%	24%	18%	16%	16%	12%	12%	12%	23%	18%	17%	14%	17%	17%	25%	18%	21%	16%	14%	12%	21%	17%	18%	6%	22%	19%	19%	22%	16%	12%	12%	10%
3 Neither agree or disagree	23%	23%	24%	24%	27%	23%	25%	22%	21%	22%	19%	23%	26%	21%	22%	25%	20%	23%	22%	26%	21%	19%	27%	22%	24%	21%	36%	24%	23%	24%	24%	24%	22%	24%	12%
2 Disagree	14%	14%	14%	11%	14%	14%	13%	12%	18%	17%	20%	13%	14%	13%	15%	16%	13%	13%	13%	15%	18%	16%	14%	12%	12%	17%	12%	12%	14%	13%	12%	15%	18%	16%	25%
1 Strongly disagree	24%	27%	22%	6%	13%	23%	25%	35%	34%	35%	34%	21%	23%	29%	26%	20%	29%	20%	25%	23%	25%	26%	36%	20%	24%	28%	19%	21%	24%	22%	19%	26%	34%	32%	44%
NET: Agree	22%	24%	20%	37%	29%	23%	19%	18%	15%	14%	15%	28%	21%	22%	17%	24%	24%	29%	20%	28%	19%	18%	13%	27%	20%	22%	7%	27%	23%	24%	27%	19%	15%	15%	11%
NET: Disagree	38%	41%	36%	17%	27%	37%	38%	47%	53%	52%	53%	34%	37%	42%	41%	36%	42%	33%	38%	38%	43%	42%	50%	31%	36%	46%	31%	32%	38%	36%	31%	41%	51%	48%	60%
Don't know	16%	12%	20%	21%	18%	17%	19%	13%	12%	12%	12%	15%	16%	14%	20%	15%	14%	15%	20%	8%	17%	22%	10%	20%	20%	12%	25%	16%	17%	18%	16%	12%	13%	8%	
Mean	2.56	2.56	2.56	3.25	2.92	2.63	2.49	2.31	2.21	2.20	2.22	2.74	2.57	2.49	2.41	2.71	2.54	2.77	2.49	2.71	2.44	2.41	2.19	2.77	2.53	2.44	2.44	2.76	2.59	2.64	2.79	2.45	2.23	2.29	1.91
Standard deviation	1.24	1.29	1.20	1.06	1.15	1.27	1.22	1.25	1.19	1.18	1.20	1.25	1.19	1.31	1.22	1.27	1.36	1.24	1.22	1.27	1.20	1.24	1.13	1.27	1.24	1.24	1.03	1.26	1.24	1.25	1.26	1.20	1.18	1.19	1.09
Standard error	0.03	0.04	0.04	0.09	0.07	0.08	0.07	0.07	0.06	0.07	0.08	0.06	0.05	0.07	0.06	0.11	0.16	0.09	0.11	0.10	0.11	0.14	0.08	0.09	0.08	0.09	0.15	0.07	0.05	0.03	0.05	0.05	0.06	0.07	0.15

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Table 16

Q3. If Andy Burnham was to reset Labour's policy in order to develop a more positive relationship with those who work and live in the countryside, would that make you more or less likely to vote for Labour at the next election?

Base: All respondents

	Gender		Age										Social Grade				Region																Employment Sector	Which of the following best describes where you live?							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scot-land	North-East	North-West	York-shire & Hum-bur-side	West-Mid-lands	East-Mid-lands	Wales	East-ern	London	South-East	South-West	North-ern Ire-land	Public	Pri-vate	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & iso-lated Dwell-ing						
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60						
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57						
5 Much more likely	4%	5%	4%	11%	5%	4%	4%	4%	2%	2%	2%	5%	3%	6%	4%	8%	7%	4%	4%	7%	4%	3%	3%	3%	4%	5%	2%	5%	5%	4%	5%	4%	5%	4%	8%						
4 More likely	19%	21%	17%	31%	25%	21%	15%	14%	15%	16%	13%	23%	19%	20%	14%	25%	15%	18%	18%	22%	17%	23%	16%	17%	19%	21%	20%	23%	21%	18%	19%	17%	23%	19%	42%						
3 Neither more or less likely/ make no difference	61%	61%	61%	39%	52%	60%	66%	70%	71%	69%	74%	57%	65%	60%	63%	56%	64%	66%	62%	57%	62%	53%	66%	66%	59%	62%	61%	57%	60%	62%	61%	64%	59%	62%	43%						
2 Less likely	2%	2%	1%	3%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	-	2%	2%	3%	3%	3%	2%	1%	2%	1%	-	1%	2%	2%	2%	1%	1%	1%	4%						
1 Much less likely	4%	4%	3%	1%	2%	3%	6%	4%	6%	6%	5%	3%	3%	5%	4%	1%	5%	2%	3%	4%	5%	7%	5%	5%	3%	3%	3%	4%	4%	4%	4%	4%	3%	4%	-						
NET: Likely	24%	26%	21%	42%	30%	25%	19%	18%	17%	18%	15%	29%	22%	26%	18%	32%	22%	21%	22%	28%	21%	27%	18%	21%	24%	26%	22%	28%	25%	23%	24%	21%	28%	24%	50%						
NET: Unlikely	5%	6%	5%	4%	4%	5%	7%	5%	7%	7%	6%	5%	4%	7%	6%	3%	5%	4%	5%	7%	8%	9%	8%	6%	5%	4%	3%	4%	6%	6%	6%	5%	4%	5%	4%						
Don't know	9%	6%	13%	15%	15%	10%	9%	8%	5%	6%	4%	9%	9%	7%	13%	10%	9%	9%	10%	8%	9%	12%	8%	8%	12%	8%	14%	11%	9%	10%	9%	11%	8%	9%	3%						
Mean	3.21	3.22	3.20	3.57	3.33	3.24	3.12	3.14	3.07	3.08	3.06	3.28	3.20	3.20	3.14	3.40	3.22	3.20	3.20	3.26	3.14	3.16	3.09	3.15	3.22	3.25	3.20	3.28	3.21	3.19	3.20	3.18	3.27	3.22	3.57						
Standard deviation	0.74	0.78	0.71	0.80	0.72	0.72	0.77	0.70	0.73	0.68	0.76	0.66	0.82	0.75	0.72	0.80	0.66	0.72	0.82	0.78	0.85	0.73	0.74	0.74	0.73	0.65	0.77	0.77	0.75	0.78	0.71	0.73	0.73	0.70							
Standard error	0.02	0.03	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.04	0.04	0.03	0.03	0.04	0.04	0.06	0.09	0.05	0.06	0.06	0.07	0.09	0.05	0.05	0.05	0.05	0.09	0.04	0.03	0.02	0.03	0.03	0.04	0.04	0.09						

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Table 17
Q4. Do you think the following statements are true or false?
- Summary table
Base: All respondents

	<u>The Labour Party has waged a 'war on the countryside' since it has been in Government</u>	<u>The Government favours cities over the countryside in its policies and funding</u>
Unweighted base	2081	2081
Weighted base	2081	2081
True	30%	55%
False	26%	11%
Don't know	44%	34%

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Table 18
Q4. Do you think the following statements are true or false?
- The Labour Party has waged a 'war on the countryside' since it has been in Government
Base: All respondents

	Gender			Age										Social Grade				Region										Employment Sector	Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	A8	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	NET: Urban	Urban over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Isolated Dwelling
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57
True	30%	35%	26%	18%	19%	28%	27%	35%	44%	43%	45%	29%	27%	35%	30%	26%	27%	26%	25%	31%	34%	28%	39%	25%	35%	36%	24%	25%	29%	27%	24%	31%	43%	40%	55%
False	26%	32%	21%	34%	27%	26%	25%	25%	23%	24%	21%	28%	31%	24%	20%	31%	33%	27%	24%	28%	24%	25%	21%	28%	23%	25%	26%	27%	27%	28%	32%	22%	19%	19%	23%
Don't know	44%	33%	54%	48%	54%	46%	47%	40%	33%	32%	34%	43%	42%	40%	50%	43%	40%	47%	51%	42%	42%	47%	40%	46%	42%	39%	50%	47%	44%	45%	44%	46%	38%	41%	23%

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Table 19
Q4. Do you think the following statements are true or false?
- The Government favour cities over the countryside in its policies and funding
Base: All respondents

	Gender		Age								Social Grade				Region												Employment Sector	Which of the following best describes where you live?								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scot-land	North-East	North-West	York-shire & Hum-bur-side	West-Mid-lands	East-Mid-lands	Wales	East-ern	London	South-East	South-West	North-ern Ire-land	Public	Pri-vate	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Isolated Dwelling	
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60	
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57	
True	55%	61%	50%	50%	50%	50%	50%	50%	60%	65%	66%	65%	59%	52%	58%	54%	55%	56%	55%	50%	57%	60%	57%	61%	45%	55%	66%	54%	53%	55%	52%	49%	55%	69%	66%	88%
False	11%	13%	9%	11%	11%	10%	12%	11%	10%	10%	11%	9%	13%	11%	9%	14%	12%	12%	9%	8%	12%	5%	14%	11%	8%	8%	10%	11%	12%	14%	10%	6%	6%	5%		
Don't know	34%	26%	41%	39%	39%	41%	37%	29%	25%	25%	24%	32%	35%	31%	37%	31%	32%	33%	38%	34%	32%	31%	34%	40%	34%	26%	38%	38%	34%	36%	37%	35%	24%	27%	7%	

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Table 20
What is your sex?
Base: All respondents

Col percents

	Gender			Age								Social Grade				Region																Employment Sector	Which of the following best describes where you live?							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil- lage	Hamlet & Isolated Dwelling					
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60					
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57					
Male	48%	100%	*	44%	44%	44%	54%	51%	51%	51%	50%	51%	46%	51%	46%	57%	49%	46%	46%	55%	44%	56%	43%	47%	49%	45%	46%	46%	53%	49%	52%	45%	44%	43%	53%					
Female	51%	*	100%	56%	56%	55%	46%	49%	49%	49%	50%	49%	54%	49%	53%	43%	51%	54%	54%	45%	56%	44%	57%	51%	51%	55%	54%	54%	47%	51%	47%	55%	56%	57%	47%					
Prefer not to say	*	*	-	1%	1%	*	-	-	-	-	-	-	*	*	*	-	-	-	-	-	-	-	-	2%	-	-	-	-	*	*	1%	-	-	-	-					

Poll Survey
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Table 21
What is your gender identity, if different from sex?
Base: All respondents

	Gender			Age								Social Grade				Region												Employment Sector	Which of the following best describes where you live?								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North-east Ireland	Public	Private	Urban	Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & isolated Dwelling		
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60		
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57		
Male	48%	100%	-	44%	44%	44%	54%	51%	51%	51%	50%	50%	46%	51%	47%	57%	49%	46%	46%	55%	45%	56%	43%	47%	49%	45%	44%	45%	53%	49%	52%	45%	44%	43%	53%		
Female	51%	-	100%	55%	56%	55%	46%	49%	49%	49%	49%	49%	53%	49%	53%	42%	51%	54%	53%	45%	54%	44%	57%	52%	51%	54%	54%	54%	47%	50%	47%	55%	55%	57%	47%		
Non-binary	*	-	-	-	-	1%	-	-	*	-	*	*	*	-	*	1%	-	*	1%	1%	-	-	-	*	-	-	-	*	*	*	*	*	-	1%	1%	-	
Prefer to self-describe (please specify):	*	-	-	1%	-	*	*	*	-	-	-	*	*	-	*	1%	-	-	-	-	1%	-	-	-	-	*	2%	-	*	*	*	*	*	-	*	*	
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Prefer not to say	*	-	-	-	-	-	*	*	*	-	*	*	*	-	-	-	1%	*	-	-	-	-	*	-	-	-	-	-	-	*	*	*	*	*	-	-	-

Poll Survey
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Table 22
Age
Base: All respondents

	Gender			Age										Social Grade				Region										Employment Sector	Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	A8	C1	C2	DE	Scot-land	North-East	North-West	York-shire & Humber-side	West-Mid-lands	East-Mid-lands	Wales	East-em	London	South-East	South-West	North-ern Ire-land	Public	Pri-vate	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Isolated Dwell-ing
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57
18-24	11%	10%	11%	100%	-	-	-	-	-	-	-	14%	11%	7%	9%	10%	5%	12%	12%	12%	11%	11%	4%	15%	12%	7%	7%	12%	8%	12%	15%	7%	6%	6%	5%
25-34	17%	15%	18%	-	100%	-	-	-	-	-	-	25%	17%	13%	11%	16%	18%	21%	17%	22%	22%	12%	11%	20%	14%	15%	6%	24%	22%	19%	21%	16%	9%	10%	6%
35-44	16%	15%	18%	-	-	100%	-	-	-	-	-	19%	16%	18%	12%	16%	19%	15%	20%	19%	22%	17%	19%	12%	11%	16%	23%	25%	23%	16%	17%	16%	16%	17%	11%
45-54	17%	19%	15%	-	-	-	100%	-	-	-	-	14%	21%	13%	17%	20%	19%	15%	12%	13%	9%	23%	21%	18%	16%	16%	21%	24%	24%	17%	16%	18%	17%	15%	27%
55-64	16%	17%	15%	-	-	-	-	100%	-	-	-	10%	16%	18%	21%	17%	15%	19%	15%	14%	13%	18%	19%	14%	16%	16%	22%	13%	17%	15%	14%	17%	18%	18%	21%
65+	23%	25%	22%	-	-	-	-	-	100%	100%	100%	18%	19%	31%	29%	21%	23%	19%	25%	20%	23%	20%	26%	21%	29%	30%	21%	2%	6%	21%	17%	26%	33%	34%	30%
65-74	13%	13%	12%	-	-	-	-	-	54%	100%	-	9%	9%	19%	16%	12%	14%	10%	12%	12%	12%	9%	15%	11%	15%	14%	14%	2%	4%	11%	9%	14%	18%	18%	19%
75+	11%	11%	10%	-	-	-	-	-	46%	-	100%	9%	10%	13%	13%	10%	9%	10%	13%	8%	10%	10%	11%	9%	13%	16%	7%	*	2%	10%	8%	12%	15%	16%	11%
NET: 18-34	27%	25%	30%	100%	100%	-	-	-	-	-	-	39%	28%	21%	21%	26%	23%	32%	29%	34%	33%	23%	16%	35%	26%	22%	13%	35%	31%	30%	36%	23%	15%	16%	10%
NET: 35-54	33%	34%	32%	-	-	100%	100%	-	-	-	-	33%	38%	30%	29%	36%	38%	30%	31%	32%	31%	40%	40%	30%	29%	32%	44%	49%	47%	33%	32%	34%	34%	33%	38%
NET: 55+	39%	42%	38%	-	-	-	-	100%	100%	100%	100%	28%	35%	49%	50%	38%	39%	38%	40%	34%	36%	37%	45%	35%	45%	46%	43%	15%	23%	37%	32%	43%	51%	51%	52%
Average age	49.09	50.24	48.05	21.28	30.21	39.94	49.90	59.44	73.88	69.38	79.10	44.47	47.90	52.20	52.83	49.09	49.90	47.30	48.71	46.38	46.90	49.47	52.42	46.49	51.15	52.05	51.16	40.97	43.64	47.78	45.21	51.06	54.76	54.57	55.82

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Col percents

Table 23
Social Grade
Base: All respondents

	Gender			Age								Social Grade				Region													Employment Sector		Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North of Ireland	Public	Private	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwell.		
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60		
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57		
A	6%	6%	6%	11%	10%	6%	4%	3%	4%	3%	4%	23%	-	-	-	7%	5%	5%	5%	7%	3%	2%	6%	5%	6%	8%	13%	7%	7%	6%	6%	5%	5%	5%	3%		
B	20%	21%	19%	23%	28%	24%	17%	13%	15%	14%	17%	77%	-	-	-	19%	21%	19%	13%	18%	18%	24%	22%	23%	22%	14%	21%	28%	22%	20%	22%	18%	17%	15%	27%		
C1	30%	29%	32%	31%	30%	30%	39%	30%	24%	21%	27%	-	100%	-	-	31%	36%	33%	28%	26%	25%	34%	28%	34%	28%	34%	31%	38%	32%	30%	32%	28%	32%	31%	35%		
C2	21%	22%	20%	15%	16%	22%	16%	23%	28%	31%	24%	-	-	100%	-	22%	22%	18%	23%	24%	26%	18%	22%	19%	18%	22%	9%	15%	24%	20%	19%	22%	23%	24%	21%		
D	13%	12%	13%	13%	10%	13%	15%	12%	13%	14%	11%	-	-	-	53%	10%	9%	10%	20%	15%	15%	15%	12%	7%	16%	14%	6%	11%	15%	12%	12%	13%	14%	15%	11%		
E	11%	11%	11%	8%	6%	5%	9%	19%	17%	16%	18%	-	-	-	47%	10%	8%	15%	11%	11%	13%	8%	11%	11%	9%	9%	20%	1%	*	12%	9%	14%	9%	10%	5%		
NET: AB	25%	27%	24%	33%	37%	30%	21%	16%	19%	18%	21%	100%	-	-	-	26%	26%	24%	18%	25%	22%	25%	28%	28%	28%	21%	34%	34%	29%	28%	26%	29%	23%	22%	20%	29%	
NET: ABC1	56%	55%	56%	64%	68%	60%	60%	47%	43%	39%	48%	100%	100%	-	-	57%	62%	56%	46%	51%	47%	59%	56%	63%	56%	55%	65%	72%	61%	56%	60%	51%	53%	52%	64%		
NET: C2DE	44%	45%	44%	36%	32%	40%	40%	53%	57%	61%	52%	-	-	100%	100%	43%	38%	44%	54%	49%	53%	41%	44%	37%	44%	45%	35%	28%	39%	44%	40%	49%	47%	48%	36%		
NET: DE	24%	23%	24%	21%	16%	18%	24%	31%	29%	30%	28%	-	-	-	100%	20%	16%	25%	31%	25%	27%	23%	22%	19%	26%	23%	26%	13%	15%	24%	21%	27%	23%	25%	15%		

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Table 24
GO Region
Base: All respondents

	Gender			Age								Social Grade				Region												Employment Sector	Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Iso-lated Dwell-ing
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57
Scotland		8%	10%	7%	8%	8%	10%	9%	8%	8%	7%	9%	9%	9%	9%	7%	100%	-	-	-	-	-	-	-	-	-	-	12%	7%	8%	10%	6%	8%	5%	25%
North East		4%	4%	4%	2%	4%	5%	5%	4%	4%	5%	3%	4%	5%	4%	3%	-	100%	-	-	-	-	-	-	-	-	-	4%	4%	4%	4%	4%	4%	4%	5%
North West		11%	10%	12%	12%	13%	10%	10%	13%	9%	8%	10%	10%	12%	10%	12%	-	-	100%	-	-	-	-	-	-	-	-	13%	10%	12%	12%	12%	7%	7%	4%
Yorkshire & Humber-side		8%	8%	8%	10%	8%	10%	6%	7%	9%	8%	10%	6%	7%	9%	11%	-	-	-	100%	-	-	-	-	-	-	-	7%	8%	8%	8%	9%	7%	8%	6%
West Midlands		9%	10%	8%	10%	12%	10%	7%	8%	7%	8%	7%	9%	8%	10%	9%	-	-	-	-	100%	-	-	-	-	-	-	9%	9%	9%	9%	10%	7%	7%	9%
East Midlands		7%	7%	8%	8%	9%	10%	4%	6%	7%	7%	7%	6%	6%	9%	8%	-	-	-	-	-	100%	-	-	-	-	-	6%	8%	6%	4%	10%	11%	13%	-
Wales		5%	5%	4%	5%	3%	5%	6%	5%	4%	4%	4%	5%	5%	4%	5%	-	-	-	-	-	-	100%	-	-	-	-	6%	4%	4%	4%	4%	8%	7%	10%
Eastern		9%	8%	11%	4%	6%	11%	12%	11%	10%	11%	9%	10%	9%	10%	9%	-	-	-	-	-	-	100%	-	-	-	-	10%	10%	8%	6%	11%	14%	15%	10%
London		13%	13%	13%	19%	15%	10%	14%	11%	11%	12%	11%	15%	15%	12%	10%	-	-	-	-	-	-	-	100%	-	-	-	12%	15%	16%	24%	6%	-	1%	-
South East		14%	14%	14%	15%	12%	9%	15%	14%	17%	17%	17%	15%	13%	12%	15%	-	-	-	-	-	-	-	-	100%	-	-	12%	15%	13%	10%	17%	17%	18%	8%
South West		9%	8%	9%	6%	8%	8%	8%	8%	11%	10%	13%	7%	10%	9%	8%	-	-	-	-	-	-	-	-	-	100%	-	7%	9%	8%	7%	9%	12%	12%	11%
Northern Ireland		3%	3%	3%	2%	1%	4%	4%	4%	2%	3%	2%	4%	3%	1%	3%	-	-	-	-	-	-	-	-	-	-	100%	3%	2%	2%	2%	2%	5%	3%	13%

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Table 25
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

Col percents

	Gender		Age								Social Grade				Region													Employment Sector		Which of the following best describes where you live?					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-bur-side	West Mid-land	East Mid-land	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Isolated Dwell-ing
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57
Yes	62%	60%	63%	77%	74%	67%	60%	54%	47%	48%	47%	76%	67%	60%	40%	60%	57%	64%	59%	59%	60%	53%	54%	73%	61%	65%	61%	74%	70%	63%	67%	57%	57%	58%	50%
No	38%	40%	37%	23%	26%	33%	40%	46%	53%	52%	53%	24%	33%	40%	60%	40%	43%	36%	41%	41%	40%	47%	46%	27%	39%	35%	39%	26%	30%	37%	33%	43%	43%	42%	50%

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Table 26
Tenure
Base: All respondents

	Gender			Age								Social Grade				Region																Employment Sector	Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	A8	G1	G2	DE	Scot-land	North East	North West	York-shire & Hum-bur-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vi-lage	Hamlet & Isolated Dwell-ing				
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60				
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57				
NET: Homeowners	64%	66%	61%	39%	50%	63%	67%	70%	77%	73%	80%	74%	64%	71%	45%	69%	64%	63%	60%	61%	67%	61%	66%	55%	64%	72%	66%	65%	65%	60%	57%	65%	77%	76%	86%				
Owned outright - without mortgage	33%	35%	32%	10%	12%	10%	20%	50%	73%	67%	79%	31%	32%	38%	32%	33%	33%	34%	32%	32%	35%	27%	35%	29%	33%	40%	35%	17%	23%	30%	28%	34%	45%	46%	43%				
Owned with a mortgage or loan	30%	31%	30%	29%	38%	54%	47%	21%	4%	6%	1%	43%	33%	33%	13%	37%	30%	29%	27%	29%	33%	35%	31%	26%	30%	31%	30%	48%	42%	30%	29%	31%	32%	30%	43%				
NET: Renters	34%	32%	35%	50%	45%	36%	31%	29%	22%	26%	18%	23%	32%	28%	52%	29%	34%	35%	35%	35%	30%	35%	32%	42%	33%	27%	33%	32%	33%	37%	40%	32%	21%	23%	9%				
NET: Rent from Council/ Housing Association	17%	16%	18%	29%	16%	15%	18%	15%	16%	19%	12%	10%	12%	13%	35%	20%	21%	17%	16%	15%	18%	21%	17%	21%	15%	13%	11%	13%	13%	18%	19%	17%	12%	14%	2%				
Rented from the council	7%	7%	7%	14%	6%	5%	8%	7%	6%	6%	5%	4%	5%	6%	15%	9%	8%	4%	7%	6%	10%	8%	9%	9%	7%	5%	5%	5%	6%	8%	7%	9%	4%	5%	-				
Rented from a housing association	10%	9%	11%	15%	9%	10%	9%	7%	10%	13%	7%	7%	7%	7%	20%	11%	13%	13%	9%	9%	8%	13%	8%	12%	8%	8%	6%	8%	7%	10%	12%	9%	8%	9%	2%				
Rented from someone else	17%	16%	17%	21%	29%	21%	14%	14%	6%	6%	6%	13%	20%	15%	18%	9%	13%	18%	18%	20%	12%	13%	15%	21%	18%	14%	22%	19%	20%	18%	21%	15%	9%	9%	7%				
Rent free	3%	2%	4%	11%	5%	1%	2%	1%	1%	1%	2%	3%	3%	2%	3%	1%	3%	2%	6%	4%	3%	4%	2%	3%	3%	2%	2%	3%	2%	3%	3%	3%	2%	2%	5%				

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Col percents

Table 27
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender		Age										Social Grade				Region										Employment Sector	Which of the following best describes where you live?							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Iso-lated Dwell-ing
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57
No formal education	*	*	1%	*	*	1%	-	*	1%	1%	*	-	*	1%	1%	1%	1%	-	-	1%	1%	-	-	*	*	2%	-	*	*	*	*	1%	*	1%	-
Primary	1%	*	1%	-	1%	-	*	*	1%	*	2%	-	*	1%	1%	-	-	*	-	-	2%	-	1%	1%	1%	-	1%	*	-	1%	1%	1%	-	-	-
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	51%	50%	52%	50%	31%	45%	51%	60%	63%	63%	64%	26%	47%	66%	68%	38%	53%	48%	53%	59%	55%	57%	55%	43%	53%	55%	44%	37%	45%	50%	43%	58%	56%	58%	47%
University degree or equivalent professional qualification, NVQ level 4, etc.	33%	34%	32%	28%	40%	35%	35%	31%	28%	30%	27%	45%	38%	23%	22%	38%	32%	38%	35%	28%	30%	30%	34%	31%	33%	29%	39%	39%	38%	33%	35%	30%	33%	32%	38%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	14%	14%	13%	11%	25%	19%	13%	8%	7%	6%	7%	27%	12%	8%	5%	20%	14%	11%	11%	11%	10%	10%	9%	21%	13%	12%	15%	23%	16%	14%	19%	9%	10%	10%	12%
Still in full time education	1%	1%	2%	8%	2%	-	*	-	-	-	-	1%	2%	*	1%	3%	-	1%	1%	1%	2%	2%	*	2%	*	2%	-	*	-	1%	2%	1%	*	-	2%
Don't know	*	-	*	1%	*	-	-	-	-	-	-	*	*	-	*	-	-	1%	-	-	-	-	1%	1%	-	-	-	-	*	*	*	-	-	-	-
Prefer not to answer	*	*	*	1%	1%	1%	-	*	-	-	-	*	-	-	1%	-	-	1%	-	1%	-	-	-	*	*	*	-	-	*	*	*	1%	-	-	-

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Table 28
Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?
Base: All respondents

	Gender			Age								Social Grade				Region														Employment Sector	Which of the following best describes where you live?									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North of Ireland	Public	Private	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling					
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60					
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57					
Yes - responsible for half or more of the items bought	93%	91%	96%	76%	95%	98%	96%	97%	93%	93%	94%	92%	94%	95%	93%	97%	97%	95%	91%	93%	96%	93%	95%	95%	89%	91%	95%	95%	95%	93%	94%	93%	95%	95%	94%					
No - not responsible for most of the items bought	7%	9%	4%	24%	5%	2%	4%	3%	7%	7%	6%	8%	6%	5%	7%	3%	3%	5%	9%	7%	4%	7%	5%	5%	11%	9%	5%	5%	5%	7%	6%	7%	5%	5%	6%					

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Table 29
How many cars are there in your household?
Base: All respondents

	Gender			Age								Social Grade				Region													Employment Sector		Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-b-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Is-olated Dwell-ing		
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60		
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57		
No cars in the household		19%	19%	21%	24%	23%	17%	18%	18%	17%	17%	17%	12%	22%	10%	31%	26%	14%	19%	23%	15%	15%	16%	14%	35%	12%	15%	19%	16%	17%	22%	27%	15%	8%	9%	2%	
NET: Any		81%	81%	81%	76%	77%	83%	82%	82%	83%	83%	88%	78%	90%	69%	74%	86%	81%	77%	85%	85%	84%	86%	65%	88%	85%	81%	84%	83%	78%	73%	85%	92%	91%	98%		
1		51%	51%	51%	35%	41%	57%	50%	50%	60%	58%	63%	47%	51%	54%	51%	51%	60%	47%	50%	56%	52%	55%	48%	48%	50%	52%	46%	51%	47%	51%	50%	52%	50%	50%	51%	
2		23%	24%	23%	30%	29%	22%	22%	22%	18%	20%	16%	31%	20%	27%	15%	17%	19%	25%	23%	21%	30%	19%	34%	15%	26%	26%	23%	24%	27%	21%	18%	26%	31%	31%	29%	
3+		7%	7%	7%	11%	6%	4%	9%	9%	4%	5%	4%	9%	7%	8%	3%	6%	6%	9%	4%	8%	4%	10%	5%	2%	12%	7%	13%	9%	8%	6%	5%	8%	10%	9%	18%	

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Table 30
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age								Social Grade				Region																Employment Sector	Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & iso-lated Dwell-ing				
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60				
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57				
NET: White	84%	85%	83%	52%	71%	87%	88%	92%	99%	99%	98%	76%	85%	89%	87%	93%	91%	84%	85%	76%	90%	82%	94%	64%	86%	91%	90%	80%	83%	81%	74%	91%	97%	97%	95%				
English	56%	56%	55%	38%	47%	52%	54%	61%	70%	67%	72%	47%	55%	64%	58%	11%	65%	65%	74%	59%	76%	17%	68%	44%	68%	66%	6%	48%	56%	54%	44%	66%	63%	66%	44%				
Welsh	3%	3%	3%	1%	1%	3%	3%	3%	4%	3%	4%	2%	2%	2%	4%	-	3%	1%	-	1%	1%	42%	*	1%	1%	1%	1%	3%	3%	2%	2%	3%	4%	4%	5%				
Scottish	6%	7%	5%	2%	6%	6%	6%	6%	8%	9%	7%	6%	5%	7%	6%	57%	4%	1%	3%	1%	1%	-	3%	1%	1%	*	-	7%	4%	6%	7%	5%	6%	3%	19%				
Northern Irish	2%	2%	1%	*	*	2%	2%	3%	2%	2%	2%	3%	2%	1%	2%	1%	-	-	1%	-	-	-	*	-	*	-	55%	2%	1%	2%	2%	1%	3%	2%	6%				
British	14%	14%	13%	7%	10%	15%	18%	16%	13%	15%	11%	15%	16%	11%	12%	19%	18%	12%	7%	12%	9%	24%	17%	9%	11%	20%	14%	14%	12%	12%	12%	13%	18%	18%	20%				
Irish	1%	1%	1%	1%	1%	1%	1%	2%	*	*	-	*	2%	*	1%	-	-	1%	-	1%	1%	-	-	1%	1%	1%	12%	2%	1%	1%	1%	1%	1%	1%	-				
Irish Traveller or Gypsy	*	*	-	-	-	*	-	-	-	-	-	-	-	-	*	1%	-	-	-	-	-	-	-	-	-	-	-	-	*	*	*	-	-	-	-	-			
Roma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Polish	1%	*	1%	1%	1%	1%	1%	-	-	-	-	1%	*	1%	1%	2%	-	2%	-	-	-	-	1%	-	*	*	2%	1%	1%	1%	1%	*	-	-	-				
Romanian	*	*	-	-	1%	1%	-	*	-	-	-	*	*	1%	*	1%	-	-	-	-	-	-	-	1%	*	1%	-	1%	*	*	*	*	*	*	*	-			
Any other White background, please specify	3%	2%	4%	1%	4%	5%	3%	2%	1%	2%	1%	3%	3%	2%	3%	2%	1%	3%	*	2%	1%	-	4%	7%	3%	3%	-	2%	4%	3%	4%	2%	2%	2%	1%				
NET: Asian or Asian British	6%	6%	7%	18%	11%	8%	5%	3%	-	-	-	9%	5%	6%	7%	1%	5%	6%	8%	18%	4%	7%	3%	13%	4%	2%	4%	8%	8%	8%	10%	4%	1%	1%	2%				
Bangladeshi	1%	1%	1%	3%	1%	1%	1%	*	-	-	-	1%	1%	-	1%	-	1%	-	1%	3%	-	4%	1%	2%	-	-	-	1%	1%	1%	2%	*	-	-	-				
Indian	3%	3%	2%	8%	4%	2%	3%	1%	-	-	-	4%	2%	2%	2%	1%	-	3%	2%	6%	2%	1%	1%	5%	1%	1%	4%	2%	3%	3%	4%	2%	*	-	2%				
Pakistani	2%	2%	3%	5%	5%	3%	2%	1%	-	-	-	2%	2%	3%	3%	-	4%	3%	3%	9%	-	2%	1%	2%	1%	1%	-	4%	3%	3%	3%	2%	-	-	-				
Sri Lankan	*	*	*	2%	-	-	-	-	-	-	-	1%	-	-	*	-	-	-	-	-	-	-	-	1%	*	-	-	*	*	*	*	-	-	-	-				
Any other Asian background, please specify	1%	1%	1%	1%	2%	1%	-	*	-	-	-	*	1%	1%	*	-	-	1%	-	2%	-	-	2%	1%	-	-	-	-	1%	1%	1%	*	*	1%	-				
NET: Black, Black British, Caribbean or African	3%	3%	3%	12%	5%	2%	2%	2%	*	-	*	5%	4%	2%	2%	1%	-	2%	1%	3%	5%	2%	1%	9%	3%	2%	2%	5%	3%	4%	5%	1%	1%	1%	-				
African	3%	3%	2%	11%	5%	1%	1%	1%	-	-	-	4%	3%	1%	1%	1%	-	2%	1%	2%	2%	1%	1%	7%	3%	2%	2%	4%	2%	3%	4%	1%	*	*	-				
Caribbean	1%	*	1%	1%	*	1%	*	1%	*	-	-	1%	1%	1%	*	-	-	-	1%	1%	2%	1%	-	2%	-	-	-	1%	1%	1%	1%	*	*	*	-				
Any other Black, Black British, Caribbean or African background, please specify	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
NET: Mixed or multiple ethnic groups	2%	2%	2%	5%	3%	1%	2%	2%	*	*	-	3%	1%	1%	2%	1%	1%	2%	1%	2%	1%	5%	*	4%	2%	*	2%	2%	2%	2%	3%	1%	1%	1%	3%				

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Table 30
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age								Social Grade				Region												Employment Sector	Which of the following best describes where you live?								Hamlet & Isolated Dwell-
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-b-ridge	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage			
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57		
Asian and White	1%	1%	1%	3%	1%	1%	1%	1%	*	*	-	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	2%	*	1%	1%	-	2%	1%	1%	1%	1%	*	1%	1%	1%	-	
Black African and Asian	*	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	*	-	*	*	-	-	-	-	-	
Black African and White	*	*	*	1%	1%	-	*	-	-	-	-	1%	*	-	-	-	-	1%	-	-	-	2%	-	1%	*	-	-	*	1%	*	1%	*	-	-	-	-	
Black Caribbean and Asian	*	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	*	*	*	*	-	-	-	-	-	
Black Caribbean and White	*	-	*	1%	*	-	*	-	-	-	-	*	-	*	*	-	-	-	-	-	-	-	-	1%	*	-	-	*	*	*	*	-	-	-	-	-	
Any other mixed or multiple backgrounds, please specify	*	1%	*	*	*	-	*	1%	-	-	-	*	*	*	*	-	-	-	-	-	-	2%	-	2%	-	*	-	*	*	*	*	*	*	*	-	3%	
NET: Another ethnic group	3%	2%	4%	11%	7%	2%	3%	-	*	*	*	6%	4%	2%	2%	3%	3%	4%	4%	1%	1%	2%	1%	8%	4%	4%	-	5%	3%	4%	6%	2%	*	*	-		
Chinese	3%	2%	4%	9%	6%	1%	2%	-	*	*	*	5%	3%	1%	1%	3%	3%	3%	2%	1%	1%	2%	1%	6%	3%	3%	-	4%	2%	3%	5%	2%	*	*	-		
Arab	*	*	*	1%	*	*	*	-	-	-	-	*	*	1%	-	-	-	1%	2%	-	-	-	-	*	-	-	-	*	*	*	1%	*	-	-	-		
Any other ethnic group, please specify	*	*	*	1%	1%	-	1%	-	-	-	-	*	*	*	1%	-	-	-	1%	-	-	-	-	1%	*	1%	-	*	*	*	1%	*	-	-	-		
Prefer not to say	1%	1%	1%	2%	2%	1%	*	1%	1%	-	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	-	2%	*	2%	1%	*	1%	1%	1%	1%	1%	1%	1%	*	*		

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Table 31
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

Col percents

	Gender			Age								Social Grade				Region													Employment Sector		Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	A8	C1	C2	DE	Scot-land	North-East	North-West	York-shire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South-East	South-West	North-ern Ire-land	Public	Private	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Isolated Dwelling		
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60		
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57		
Christian	42%	43%	41%	28%	25%	32%	38%	53%	62%	54%	71%	38%	43%	44%	42%	50%	46%	42%	41%	39%	39%	33%	39%	37%	42%	45%	62%	37%	38%	40%	37%	45%	48%	49%	42%		
NET: Other	9%	8%	9%	18%	12%	10%	9%	6%	3%	4%	2%	11%	7%	11%	7%	2%	7%	7%	6%	18%	5%	12%	7%	18%	8%	4%	6%	9%	10%	10%	14%	6%	3%	3%	4%		
Muslim	4%	4%	4%	11%	8%	6%	3%	1%	*	*	-	5%	3%	5%	4%	1%	3%	4%	4%	14%	2%	6%	3%	9%	2%	1%	-	5%	5%	5%	7%	2%	*	*	-		
Hindu	1%	1%	1%	3%	1%	1%	2%	1%	-	-	-	2%	*	1%	*	1%	-	-	1%	3%	-	1%	1%	2%	1%	-	4%	1%	1%	1%	2%	*	*	-	2%		
Jewish	1%	1%	*	*	1%	1%	*	1%	1%	1%	1%	1%	*	1%	*	1%	-	-	1%	-	-	-	*	2%	*	1%	-	*	1%	1%	1%	*	*	*	-		
Sikh	*	*	*	1%	-	1%	1%	*	-	-	-	*	-	1%	1%	1%	-	-	1%	-	1%	1%	-	*	1%	-	-	-	1%	*	*	1%	-	-	-		
Buddhist	1%	*	1%	1%	1%	-	2%	1%	*	*	-	1%	1%	1%	1%	*	-	2%	-	1%	-	1%	1%	2%	3%	1%	-	-	1%	1%	1%	1%	-	-	-		
Other	2%	1%	2%	3%	1%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	*	3%	2%	1%	-	2%	4%	2%	1%	3%	3%	2%	2%	1%	2%	1%	2%	3%	3%	1%		
None	47%	47%	48%	50%	59%	55%	52%	41%	34%	41%	26%	48%	49%	43%	48%	47%	47%	48%	49%	42%	54%	53%	52%	42%	49%	49%	30%	52%	49%	47%	47%	47%	48%	47%	51%		
Prefer not to say	2%	2%	2%	3%	4%	3%	1%	1%	1%	1%	1%	3%	1%	2%	3%	2%	-	2%	4%	2%	2%	2%	1%	4%	2%	1%	1%	1%	3%	2%	2%	2%	1%	1%	3%		

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Col percents

Table 32
Which of the following best describes where you live?
Base: All respondents

	Gender			Age								Social Grade					Region																Employment Sector	Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scot-land	North-East	North-West	York-shire & Hum-b-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South-East	South-West	North-ern Ire-land	Public	Priv-ate	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Iso-lated Dwell-ing					
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60					
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57					
NET: Urban	81%	83%	80%	89%	90%	81%	81%	79%	74%	73%	74%	84%	80%	79%	82%	82%	81%	88%	83%	85%	72%	69%	72%	99%	77%	74%	69%	86%	82%	100%	100%	-	-	-	-					
Urban - Population over 10,000	46%	49%	42%	65%	57%	47%	42%	40%	34%	34%	33%	52%	47%	41%	40%	55%	43%	48%	45%	45%	25%	39%	30%	83%	33%	37%	41%	49%	50%	56%	100%	-	-	-	-					
Town and Fringe	36%	34%	38%	24%	33%	34%	39%	38%	40%	39%	41%	32%	33%	37%	41%	27%	38%	40%	38%	40%	47%	30%	42%	17%	44%	36%	29%	37%	33%	44%	-	100%	-	-	-					
NET: Rural	19%	17%	20%	11%	10%	19%	19%	21%	26%	27%	26%	16%	20%	21%	18%	18%	19%	12%	17%	15%	28%	31%	28%	1%	23%	26%	31%	14%	18%	-	-	-	100%	100%	100%					
Village	16%	14%	18%	10%	9%	17%	15%	18%	23%	23%	23%	13%	17%	18%	17%	10%	16%	11%	15%	12%	28%	25%	25%	1%	21%	23%	18%	13%	15%	-	-	-	85%	100%	-					
Hamlet & Isolated Dwelling	3%	3%	2%	1%	1%	2%	4%	4%	4%	4%	3%	3%	3%	3%	2%	8%	3%	1%	2%	3%	-	6%	3%	-	2%	4%	13%	2%	3%	-	-	-	15%	-	100%					

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Table 33
Please indicate which of the following best describes your current working status.
Base: All respondents

	Gender			Age								Social Grade				Region																Employment Sector		Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Isolated Dwell-ing					
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60					
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57					
NET: Working	58%	61%	56%	52%	78%	85%	83%	57%	12%	18%	6%	71%	65%	61%	35%	57%	57%	58%	54%	60%	58%	61%	60%	62%	59%	59%	46%	100%	100%	60%	63%	55%	52%	51%	59%					
NET: Employed	54%	56%	51%	51%	74%	80%	76%	49%	9%	12%	4%	67%	59%	54%	32%	53%	54%	52%	50%	57%	54%	56%	52%	57%	54%	54%	42%	99%	88%	56%	59%	51%	44%	45%	41%					
Working full time - working 30 hours per week or more	42%	50%	35%	33%	64%	69%	63%	35%	4%	6%	1%	59%	46%	42%	21%	46%	44%	42%	39%	46%	44%	50%	37%	44%	40%	43%	35%	81%	69%	45%	49%	39%	33%	34%	32%					
Working part-time - working between 8 and 29 hours per week	11%	6%	16%	18%	11%	10%	12%	15%	5%	6%	3%	9%	13%	12%	11%	8%	11%	10%	11%	11%	11%	7%	15%	13%	13%	11%	7%	18%	19%	11%	10%	12%	11%	11%	9%					
NET: Self-employed	5%	5%	5%	1%	4%	5%	7%	7%	4%	5%	2%	4%	6%	7%	3%	4%	3%	6%	4%	4%	4%	5%	8%	5%	5%	5%	4%	1%	12%	4%	4%	4%	8%	6%	18%					
Self-employed - working 30 hours per week or more	2%	3%	1%	*	1%	4%	3%	4%	1%	2%	-	1%	2%	4%	1%	2%	-	2%	3%	2%	2%	5%	3%	2%	2%	2%	2%	*	5%	2%	2%	2%	3%	2%	9%					
Self-employed - working between 8 and 29 hours per week	3%	2%	3%	*	3%	2%	4%	3%	3%	4%	2%	3%	3%	3%	2%	2%	3%	4%	2%	2%	1%	-	5%	3%	3%	3%	2%	*	6%	2%	2%	2%	5%	4%	9%					
NET: Not working	42%	39%	44%	48%	22%	15%	17%	43%	88%	82%	94%	29%	35%	39%	65%	43%	43%	42%	46%	40%	42%	39%	40%	38%	41%	41%	54%	-	-	40%	37%	45%	48%	49%	41%					
Not working but seeking work or temporarily unemployed or sick	4%	5%	4%	10%	7%	3%	4%	6%	1%	2%	-	1%	3%	2%	12%	4%	1%	4%	7%	7%	4%	2%	3%	6%	4%	2%	8%	-	-	5%	5%	4%	3%	3%	1%					
Not working and not seeking work	5%	5%	6%	5%	4%	4%	6%	13%	2%	3%	1%	1%	2%	2%	17%	6%	10%	6%	5%	3%	9%	4%	5%	3%	5%	4%	16%	-	-	5%	4%	7%	6%	6%	3%					
Student	5%	3%	6%	32%	6%	1%	*	-	-	-	-	5%	8%	2%	2%	6%	1%	6%	5%	4%	5%	3%	1%	7%	5%	3%	6%	-	-	5%	7%	3%	2%	2%	5%					
Retired on a state pension only	6%	4%	8%	-	-	-	*	-	26%	25%	27%	1%	1%	8%	17%	4%	5%	6%	5%	5%	5%	7%	6%	6%	7%	11%	3%	-	-	6%	4%	8%	8%	8%	5%					
Retired with a private pension	16%	19%	13%	-	-	-	1%	14%	58%	51%	65%	18%	19%	19%	9%	18%	20%	14%	20%	13%	16%	16%	17%	13%	17%	18%	17%	-	-	14%	12%	17%	24%	25%	23%					
House person, housewife, househusband, etc.	5%	2%	8%	-	5%	7%	6%	10%	1%	2%	*	3%	3%	7%	8%	6%	5%	6%	4%	8%	3%	6%	8%	3%	3%	4%	4%	-	-	5%	4%	6%	5%	5%	4%					

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Table 34
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age								Social Grade				Region																Employment Sector	Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scot-land	North-East	North-West	York-shire & Hum-buride	West Mid-lands	East Mid-lands	Wales	East-ern	London	South-East	South-West	North-ern Ire-land	Public	Private	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwell-ing				
Unweighted base	1252	614	630	103	272	275	301	222	79	60	19	406	394	254	198	94	52	135	90	107	91	62	129	165	179	117	31	372	880	1026	596	430	226	189	37				
Weighted base	1215	613	595	114	276	288	289	190	59	46	13	374	408	261	173	100	48	132	92	110	88	60	118	168	168	106	27	373	842	1011	600	410	205	171	34				
NET: Public Sector	31%	28%	34%	38%	32%	33%	31%	25%	16%	19%	4%	34%	35%	21%	27%	44%	33%	36%	29%	29%	24%	39%	31%	26%	26%	26%	44%	100%	-	32%	30%	33%	26%	27%	20%				
A nationalised industry/state corporation	3%	5%	2%	8%	4%	3%	2%	3%	-	-	-	4%	2%	4%	4%	8%	2%	6%	-	3%	2%	5%	4%	2%	3%	2%	-	11%	-	4%	5%	2%	2%	2%	3%				
Central government or civil service (including Courts service and Bank of England)	3%	4%	3%	3%	4%	3%	3%	2%	-	-	-	6%	3%	1%	1%	6%	4%	4%	3%	2%	1%	12%	1%	3%	-	3%	7%	10%	-	3%	4%	2%	3%	3%	-				
Local government or council (including fire services, police and local authority controlled schools/colleges)	10%	9%	12%	5%	10%	12%	14%	7%	8%	10%	-	9%	17%	4%	7%	9%	13%	13%	9%	8%	8%	12%	15%	11%	9%	8%	13%	34%	-	10%	8%	13%	11%	12%	6%				
A university, or other grant funded establishment (include opted-out schools)	3%	2%	5%	3%	3%	5%	3%	3%	2%	3%	-	5%	3%	2%	3%	7%	1%	5%	1%	3%	3%	2%	2%	5%	3%	3%	-	11%	-	3%	4%	2%	3%	2%	5%				
A health authority or NHS Trust	7%	4%	10%	12%	10%	7%	6%	4%	3%	2%	4%	7%	8%	7%	7%	10%	9%	7%	8%	9%	8%	8%	8%	3%	7%	7%	21%	24%	-	8%	6%	10%	6%	7%	6%				
The armed forces	*	*	-	1%	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	1%	-	*	-	*	*	-	-	-	-				
Other public sector occupation (Please specify as much detail as possible)	3%	3%	3%	6%	1%	2%	2%	6%	3%	4%	-	4%	1%	3%	6%	5%	4%	1%	7%	4%	1%	1%	3%	2%	3%	3%	3%	10%	-	3%	3%	4%	1%	1%	-				
NET: Private Sector	69%	72%	66%	62%	68%	67%	69%	75%	84%	81%	96%	66%	65%	79%	73%	56%	67%	64%	71%	71%	76%	61%	69%	74%	74%	74%	56%	-	100%	68%	70%	67%	74%	73%	80%				
A charity, voluntary organisation or trust	5%	3%	7%	6%	6%	4%	6%	7%	1%	-	5%	5%	6%	5%	5%	9%	10%	2%	8%	3%	7%	8%	3%	8%	4%	6%	-	-	8%	6%	6%	6%	4%	4%	3%				
Self-employed (Private sector)	10%	11%	10%	6%	6%	9%	10%	15%	34%	34%	32%	7%	11%	15%	9%	7%	7%	10%	12%	6%	8%	6%	15%	15%	11%	10%	6%	-	15%	9%	10%	8%	17%	15%	30%				
None of the above/ I work in the Private sector	53%	58%	48%	50%	56%	54%	53%	53%	50%	47%	59%	53%	48%	58%	58%	40%	50%	52%	52%	62%	60%	47%	51%	52%	59%	58%	50%	-	77%	54%	54%	53%	52%	53%	47%				

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Table 35
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender			Age								Social Grade				Region													Employment Sector		Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-east Ireland	Public	Private	NET: Urban	Urban Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & isolated Dwell-		
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60		
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57		
No children aged 18 or under	74%	76%	73%	84%	69%	43%	57%	87%	99%	99%	100%	68%	75%	70%	82%	78%	66%	73%	77%	64%	77%	69%	69%	79%	78%	79%	67%	62%	64%	74%	73%	75%	76%	76%	79%		
NET: Yes	25%	24%	27%	15%	31%	57%	43%	12%	1%	1%	-	31%	24%	29%	18%	21%	34%	26%	23%	35%	22%	31%	31%	21%	22%	20%	33%	37%	35%	26%	27%	25%	24%	24%	21%		
NET: Any 5-18	22%	20%	23%	8%	19%	52%	42%	12%	1%	1%	-	25%	21%	25%	16%	16%	28%	23%	19%	29%	20%	26%	28%	18%	18%	19%	30%	31%	30%	22%	22%	22%	21%	21%	18%		
NET: Any 11-18	15%	14%	17%	5%	6%	34%	36%	11%	1%	1%	-	15%	16%	18%	12%	10%	23%	14%	15%	19%	16%	19%	20%	12%	12%	13%	25%	22%	21%	15%	14%	16%	17%	17%	14%		
Yes - children aged under 5 years old	6%	6%	7%	8%	17%	12%	2%	1%	-	-	-	11%	4%	7%	3%	7%	6%	6%	7%	8%	5%	8%	7%	5%	6%	3%	5%	9%	9%	7%	8%	5%	4%	5%	2%		
Yes - children aged 5 to 10 years old	11%	10%	12%	6%	15%	35%	11%	1%	-	-	-	14%	9%	12%	7%	6%	8%	13%	11%	16%	15%	11%	14%	9%	8%	8%	9%	13%	15%	11%	12%	11%	7%	8%	6%		
Yes - children aged 11 to 15 years old	11%	10%	12%	2%	5%	29%	26%	5%	*	1%	-	12%	11%	14%	8%	8%	19%	10%	11%	11%	13%	15%	17%	8%	9%	11%	13%	16%	16%	11%	10%	12%	12%	12%	11%		
Yes - children aged 16 to 18 years old	7%	6%	7%	3%	2%	12%	19%	8%	*	*	-	6%	7%	8%	6%	5%	8%	6%	6%	8%	6%	9%	8%	6%	7%	6%	6%	16%	10%	9%	7%	7%	7%	8%	8%	6%	
Prefer not to say	*	1%	*	1%	*	1%	*	*	*	*	-	*	1%	*	*	1%	-	1%	1%	1%	1%	1%	-	-	-	*	1%	-	*	*	*	*	1%	*	*	-	

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Table 36
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age								Social Grade					Region														Employment Sector		Which of the following best describes where you live?							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scot-land	North-East	North-West	York-shire & Humber	West-Mid-lands	East-Mid-lands	Wales	East-ern	London	South-East	South-West	North-ern Ire-land	Public	Pri-vate	NET: Urban	Urban Pop-over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Isolated Dwelling					
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60					
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57					
Anglia	10%	8%	11%	6%	9%	12%	11%	10%	10%	9%	9%	9%	9%	11%	10%	1%	-	-	1%	1%	15%	-	86%	*	2%	2%	-	9%	11%	9%	6%	11%	16%	17%	10%					
Border	1%	1%	1%	*	1%	1%	1%	1%	*	*	*	1%	1%	1%	*	3%	2%	3%	-	-	-	-	-	-	-	-	-	-	1%	1%	1%	1%	1%	*	4%					
Central	13%	14%	11%	9%	16%	18%	9%	12%	12%	12%	12%	12%	11%	14%	13%	1%	1%	-	-	84%	66%	-	-	-	1%	-	2%	11%	14%	12%	10%	15%	13%	14%	9%					
Granada	10%	10%	10%	9%	11%	10%	10%	12%	9%	9%	10%	9%	11%	9%	11%	-	1%	90%	-	1%	1%	-	-	-	*	1%	-	10%	9%	11%	10%	12%	7%	8%	2%					
London	19%	18%	20%	29%	21%	12%	19%	19%	17%	18%	17%	22%	20%	19%	15%	-	-	1%	-	2%	2%	-	13%	100%	31%	-	1%	18%	21%	22%	28%	14%	6%	7%	2%					
Meridian	10%	11%	10%	7%	8%	8%	12%	10%	14%	14%	15%	11%	10%	9%	12%	-	1%	-	-	1%	2%	-	-	-	66%	13%	-	8%	11%	10%	8%	12%	14%	16%	6%					
STV	8%	9%	7%	7%	8%	8%	10%	9%	7%	7%	7%	8%	8%	9%	7%	95%	-	*	-	-	-	-	-	-	-	-	-	11%	6%	8%	10%	6%	8%	5%	23%					
Tyne Tees	4%	4%	4%	2%	4%	4%	5%	4%	4%	5%	3%	4%	5%	4%	2%	-	94%	-	-	-	-	-	-	-	-	-	-	4%	3%	4%	3%	4%	4%	4%	5%					
Wales	5%	5%	4%	5%	3%	5%	6%	5%	4%	4%	4%	5%	5%	4%	4%	-	-	-	-	-	-	-	99%	-	-	-	-	-	6%	4%	4%	4%	4%	8%	7%	10%				
West	4%	4%	4%	10%	5%	4%	2%	2%	3%	3%	3%	3%	5%	3%	5%	3%	-	-	4%	-	10%	1%	-	-	*	29%	-	5%	4%	4%	5%	3%	3%	3%	4%					
Westcountry	5%	5%	6%	4%	4%	4%	5%	5%	6%	6%	6%	3%	7%	4%	6%	-	-	-	-	2%	1%	1%	-	-	-	55%	-	5%	5%	5%	3%	6%	7%	7%	7%					
Yorkshire	9%	9%	10%	11%	10%	10%	7%	8%	10%	10%	10%	7%	8%	11%	13%	-	1%	1%	99%	1%	13%	-	*	-	-	-	-	9%	9%	10%	9%	11%	8%	9%	6%					
UTV	3%	3%	3%	2%	1%	4%	4%	4%	2%	3%	2%	4%	3%	1%	3%	-	-	-	-	-	-	-	*	-	-	-	97%	3%	2%	2%	3%	2%	5%	3%	13%					

Poll Survey
ONLINE Fieldwork: 9th to 10th September 2026

Table 37
Marital Status
Base: All respondents

	Gender		Age										Social Grade			Region																Employment Sector	Which of the following best describes where you live?							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North of Ireland	Public	Private	NET: Urban	Urban over 10k	Town and Fringe	NET: Rural	Village	Hamlet & isolated Dwell-					
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60					
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57					
Single	34%	38%	32%	82%	51%	31%	29%	28%	13%	18%	7%	34%	35%	24%	43%	38%	24%	40%	40%	32%	31%	28%	23%	48%	32%	31%	31%	43%	34%	37%	43%	29%	24%	25%	19%					
NET: Married/ Civil partnership/ co habiting	53%	53%	53%	16%	49%	65%	63%	53%	57%	61%	53%	58%	49%	67%	40%	51%	58%	50%	45%	57%	55%	60%	63%	42%	55%	57%	57%	50%	58%	51%	46%	57%	61%	60%	68%					
Married	40%	42%	38%	6%	28%	47%	46%	45%	51%	52%	51%	44%	36%	52%	30%	39%	40%	35%	25%	45%	41%	52%	47%	32%	41%	47%	52%	37%	41%	38%	35%	42%	48%	48%	46%					
Civil Partnership	2%	1%	2%	4%	3%	1%	1%	1%	*	1%	-	2%	1%	2%	1%	1%	-	1%	4%	2%	3%	2%	3%	1%	1%	1%	-	1%	2%	2%	1%	2%	1%	1%	-					
Co Habiting	11%	10%	13%	5%	18%	17%	16%	7%	6%	8%	2%	12%	12%	13%	9%	10%	19%	14%	17%	9%	11%	5%	13%	9%	14%	10%	5%	13%	15%	11%	10%	13%	13%	11%	22%					
NET: Widowed/ separated/ divorced	12%	9%	15%	-	*	4%	8%	18%	30%	21%	40%	7%	15%	8%	17%	11%	17%	10%	14%	10%	14%	12%	14%	9%	13%	12%	12%	6%	8%	11%	10%	14%	14%	14%	14%					
Widowed	4%	3%	5%	-	*	-	1%	3%	14%	8%	20%	3%	5%	3%	5%	3%	7%	4%	6%	4%	6%	4%	4%	2%	4%	3%	4%	*	1%	3%	3%	4%	6%	6%	8%					
Separated	1%	2%	1%	-	-	2%	1%	4%	2%	1%	3%	1%	1%	1%	3%	3%	5%	-	1%	2%	1%	2%	3%	1%	1%	1%	-	2%	1%	2%	1%	2%	1%	1%	1%					
Divorced	7%	5%	8%	-	-	2%	6%	11%	14%	11%	17%	3%	9%	5%	9%	5%	5%	6%	7%	4%	6%	7%	8%	6%	8%	8%	8%	4%	5%	7%	6%	8%	6%	7%	5%					
Prefer not to answer	1%	*	1%	3%	*	*	1%	1%	*	-	*	1%	1%	*	1%	-	1%	-	1%	1%	1%	-	-	1%	*	*	-	1%	*	1%	1%	*	1%	1%	-					

Poll Survey
ONLINE Fieldwork: 9th to 10th September 2026

Table 38
Which of the following cities do you live in, or nearest to?
Base: All respondents

Col percents

	Gender			Age								Social Grade				Region																Employment Sector		Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	A8	C1	C2	DE	Scot-land	North-East	North-West	York-shire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South-East	South-West	North-ern Ire-land	Public	Private	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Isolated Dwell-ing					
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60					
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57					
Glasgow	4%	5%	3%	2%	5%	4%	5%	4%	3%	4%	3%	4%	3%	5%	4%	46%	-	-	-	-	-	-	-	-	-	-	-	-	5%	3%	4%	5%	4%	3%	3%	4%				
Edinburgh	4%	4%	3%	6%	3%	4%	5%	3%	3%	3%	3%	4%	4%	4%	3%	46%	-	-	-	-	-	-	-	-	-	-	-	-	6%	3%	4%	5%	2%	4%	3%	10%				
Newcastle	4%	4%	4%	2%	4%	5%	5%	4%	4%	5%	3%	4%	5%	4%	3%	-	94%	*	1%	-	-	-	-	-	-	-	-	-	4%	4%	4%	4%	4%	4%	4%	5%				
Leeds	4%	4%	4%	7%	5%	4%	2%	5%	3%	2%	4%	3%	3%	5%	5%	-	4%	-	47%	-	-	-	-	-	-	-	-	-	4%	5%	4%	4%	4%	3%	3%	4%				
Hull	2%	1%	2%	1%	1%	2%	1%	1%	2%	3%	2%	2%	1%	2%	2%	-	-	-	19%	-	1%	-	-	-	-	-	-	-	1%	1%	1%	1%	2%	2%	3%	-				
Sheffield	3%	3%	3%	3%	4%	3%	4%	2%	3%	3%	4%	2%	4%	3%	4%	-	-	-	31%	1%	8%	-	-	-	-	-	-	-	3%	3%	3%	3%	4%	2%	2%	2%				
Manchester	8%	7%	8%	9%	10%	7%	7%	8%	7%	6%	7%	7%	8%	7%	8%	-	2%	64%	-	6%	1%	-	9%	-	-	-	-	-	8%	7%	8%	8%	8%	5%	6%	3%				
Liverpool	4%	4%	3%	5%	4%	4%	4%	4%	3%	2%	3%	4%	4%	3%	4%	-	-	30%	-	1%	-	9%	-	-	-	-	-	-	4%	4%	4%	4%	4%	2%	2%	4%				
Nottingham	5%	4%	5%	7%	6%	6%	2%	3%	4%	5%	4%	4%	5%	5%	4%	-	-	-	-	1%	59%	-	1%	-	-	-	-	-	4%	5%	4%	3%	6%	6%	7%	2%				
Birmingham	8%	9%	8%	9%	12%	10%	6%	8%	7%	7%	7%	9%	7%	9%	9%	-	-	-	-	88%	8%	2%	-	-	-	1%	-	8%	9%	8%	9%	8%	9%	7%	7%	7%				
Norwich	4%	4%	5%	2%	2%	6%	3%	5%	5%	6%	5%	4%	3%	7%	4%	-	-	-	-	*	-	43%	-	-	*	-	-	-	4%	4%	3%	2%	5%	8%	8%	8%				
Milton Keynes	3%	2%	4%	1%	3%	4%	3%	4%	2%	2%	1%	3%	3%	3%	2%	-	-	-	-	11%	-	14%	-	4%	-	-	-	3%	3%	3%	2%	3%	4%	4%	-	-				
Brighton	3%	3%	2%	3%	1%	2%	4%	2%	4%	6%	2%	2%	2%	3%	3%	-	-	-	-	-	-	1%	-	-	19%	-	-	2%	2%	2%	3%	2%	3%	4%	-	-				
Oxford	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	1%	-	-	-	-	-	-	-	-	-	*	8%	2%	-	1%	1%	1%	1%	1%	2%	2%	2%				
London	22%	21%	22%	27%	25%	17%	24%	22%	20%	20%	20%	26%	22%	20%	19%	-	-	-	-	1%	1%	-	28%	100%	45%	1%	-	19%	26%	24%	29%	19%	11%	12%	3%	-				
Southampton	4%	5%	4%	4%	4%	3%	6%	3%	5%	3%	8%	4%	5%	4%	4%	-	-	-	-	-	-	-	-	-	20%	16%	-	5%	5%	4%	4%	4%	5%	4%	4%	3%				
Bristol	3%	3%	3%	2%	4%	3%	4%	3%	3%	3%	4%	3%	3%	4%	3%	-	-	-	-	-	-	1%	*	-	-	37%	-	3%	4%	3%	3%	3%	4%	5%	1%	-				
Plymouth	3%	3%	3%	3%	3%	3%	2%	3%	5%	5%	5%	2%	4%	3%	3%	-	-	-	-	-	-	-	-	-	-	-	37%	-	3%	3%	3%	2%	4%	4%	4%	6%				
Cardiff	4%	4%	4%	4%	3%	4%	5%	4%	3%	3%	2%	4%	4%	4%	3%	-	-	-	-	-	77%	-	-	-	-	-	-	-	5%	4%	3%	4%	3%	6%	6%	3%				
Belfast	3%	3%	3%	2%	1%	4%	4%	4%	2%	3%	2%	4%	3%	1%	3%	-	-	-	-	-	-	-	-	-	-	-	-	100%	3%	2%	2%	2%	2%	5%	3%	13%				
None of these	5%	5%	5%	2%	2%	5%	5%	6%	9%	9%	8%	5%	5%	4%	7%	7%	-	6%	3%	3%	11%	9%	12%	-	3%	6%	-	4%	3%	4%	3%	5%	10%	8%	20%	-				

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Page 40

Col percents

Table 39
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Gender			Age								Social Grade				Region																Employment Sector	Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North-east Ireland	Public	Private	NET: Urban	Urban - Pop. over 10k		Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwell-ing			
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60				
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57				
Up to £7,000	(3.5)	3%	3%	3%	6%	4%	1%	3%	4%	*	1%	-	1%	2%	1%	7%	3%	2%	3%	5%	4%	3%	3%	2%	2%	2%	1%	-	1%	1%	3%	4%	2%	1%	1%	-			
£7,001 to £14,000	(10.5)	7%	8%	7%	7%	4%	2%	6%	13%	11%	11%	12%	2%	6%	3%	19%	8%	6%	7%	8%	7%	8%	9%	7%	8%	6%	6%	17%	3%	3%	8%	8%	8%	7%	7%	3%			
£14,001 to £21,000	(17.5)	9%	7%	10%	6%	7%	4%	8%	10%	15%	13%	16%	2%	9%	6%	18%	8%	13%	10%	9%	7%	9%	5%	10%	10%	8%	7%	9%	4%	5%	9%	8%	9%	9%	10%	7%			
£21,001 to £28,000	(24.5)	13%	12%	13%	10%	10%	10%	11%	14%	18%	17%	18%	8%	12%	15%	17%	14%	13%	12%	16%	13%	13%	9%	15%	8%	11%	15%	18%	10%	11%	12%	13%	12%	14%	14%	16%			
£28,001 to £34,000	(31)	13%	12%	14%	10%	15%	12%	11%	11%	14%	14%	14%	11%	14%	17%	9%	12%	17%	9%	17%	15%	17%	13%	11%	8%	11%	16%	5%	14%	11%	12%	12%	12%	15%	15%	14%			
£34,001 to £41,000	(37.5)	9%	10%	9%	9%	10%	9%	8%	7%	11%	11%	11%	9%	11%	12%	5%	7%	7%	11%	6%	13%	8%	9%	13%	9%	7%	10%	6%	9%	10%	10%	9%	11%	7%	7%	5%			
£41,001 to £48,000	(44.5)	7%	8%	6%	7%	5%	12%	5%	7%	6%	6%	6%	7%	7%	9%	4%	6%	7%	6%	9%	4%	10%	13%	4%	9%	5%	7%	3%	9%	8%	6%	5%	8%	8%	8%	13%			
£48,001 to £55,000	(51.5)	8%	8%	8%	10%	9%	9%	10%	6%	6%	8%	4%	8%	9%	11%	3%	9%	9%	8%	7%	12%	7%	6%	6%	8%	11%	3%	9%	9%	11%	8%	8%	8%	9%	9%	7%			
£55,001 to £62,000	(58.5)	5%	5%	4%	4%	5%	7%	6%	4%	3%	4%	1%	6%	5%	5%	2%	5%	3%	5%	4%	3%	4%	5%	7%	6%	5%	5%	2%	5%	7%	5%	5%	5%	4%	4%	1%			
£62,001 to £69,000	(65.5)	3%	4%	3%	5%	4%	4%	5%	3%	1%	1%	2%	6%	3%	4%	1%	4%	6%	5%	3%	3%	4%	2%	3%	*	4%	7%	3%	4%	5%	3%	3%	4%	4%	4%	2%			
£69,001 to £76,000	(72.5)	3%	3%	3%	1%	5%	3%	5%	3%	1%	1%	1%	5%	3%	4%	1%	3%	4%	3%	2%	2%	1%	1%	4%	3%	5%	4%	1%	4%	5%	3%	3%	3%	2%	2%	3%			
£76,001 to £83,000	(79.5)	3%	2%	4%	5%	4%	5%	2%	2%	1%	1%	1%	6%	3%	3%	-	2%	4%	2%	5%	1%	3%	3%	3%	2%	3%	4%	11%	5%	4%	3%	3%	2%	5%	5%	3%			
£83,001 or more	(86)	8%	10%	6%	7%	11%	12%	14%	7%	2%	2%	3%	21%	7%	4%	1%	9%	4%	6%	1%	7%	5%	8%	10%	13%	12%	8%	9%	15%	12%	8%	9%	7%	8%	7%	13%			
Prefer not to answer		9%	7%	11%	13%	8%	9%	6%	9%	11%	10%	11%	8%	9%	7%	12%	7%	5%	13%	8%	9%	7%	14%	4%	12%	10%	8%	7%	7%	10%	10%	9%	7%	6%	12%				
Average income (£000's)	40.62	41.97	39.32	40.48	44.29	48.19	45.63	36.78	31.51	31.92	31.02	54.68	40.61	41.71	23.87	40.76	38.48	39.71	34.77	37.96	37.84	40.01	41.19	43.15	44.99	42.44	40.33	48.79	47.61	40.45	40.94	39.82	41.33	40.84	44.35				

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Col percents

Table 40
Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

	Gender			Age										Social Grade				Region														Employment Sector	Which of the following best describes where you live?							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scot-land	North-East	North-West	York-shire & Hum-burgh	West Mid-lands	East Mid-lands	Wales	East-ern	London	South-East	South-West	North-ern Ire-land	Public	Private	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Isolated Dwell-ing					
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60					
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57					
NET: Yes	26%	23%	29%	21%	25%	19%	24%	32%	33%	31%	35%	16%	25%	23%	41%	23%	30%	30%	24%	24%	32%	40%	32%	18%	24%	26%	27%	20%	15%	25%	22%	30%	30%	30%	29%					
Yes - physical condition	17%	14%	18%	5%	11%	9%	14%	25%	27%	25%	29%	9%	14%	16%	29%	17%	22%	19%	15%	17%	17%	25%	21%	12%	16%	12%	16%	10%	7%	16%	14%	19%	18%	18%	21%					
Yes - mental condition	13%	11%	14%	17%	17%	13%	14%	15%	5%	6%	2%	7%	11%	10%	22%	10%	16%	14%	12%	10%	20%	17%	14%	9%	8%	14%	19%	11%	9%	12%	11%	14%	14%	14%	11%					
Yes - disability	8%	7%	8%	5%	6%	5%	9%	9%	10%	10%	10%	4%	8%	6%	14%	9%	12%	7%	5%	6%	12%	10%	7%	6%	7%	9%	7%	5%	3%	7%	7%	8%	10%	10%	10%					
Yes - other	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	3%	1%	-	3%	1%	1%	3%	1%	2%	2%	1%	-	3%	2%	1%	2%	1%	2%	1%	1%	-					
No	72%	75%	70%	78%	73%	78%	75%	67%	66%	68%	64%	83%	73%	75%	56%	74%	70%	68%	75%	74%	67%	59%	67%	80%	75%	73%	71%	78%	83%	73%	75%	69%	70%	70%	70%					
Prefer not to say	2%	2%	1%	2%	3%	3%	1%	1%	1%	*	1%	2%	2%	1%	2%	2%	-	2%	2%	2%	1%	1%	2%	2%	1%	1%	2%	2%	2%	2%	3%	1%	*	*	1%					

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Table 41
Which of the following options best describes how you think of yourself?
Base: All respondents

	Gender			Age										Social Grade					Region													Employment Sector		Which of the following best describes where you live?						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	A8	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	South East	South West	North-east Ireland	Public	Private	NET: Urban	Urban Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & isolated dwelling						
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60					
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57					
Heterosexual/ straight	89%	89%	90%	75%	83%	91%	91%	91%	95%	94%	97%	88%	88%	93%	88%	88%	95%	85%	89%	91%	88%	88%	93%	84%	90%	91%	94%	89%	89%	88%	86%	90%	92%	93%	91%					
Lesbian/ gay woman	1%	*	2%	2%	2%	1%	1%	1%	*	*	-	1%	1%	1%	1%	1%	-	*	1%	-	4%	-	1%	2%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-					
Gay man	3%	6%	-	3%	4%	1%	4%	4%	2%	3%	1%	2%	4%	3%	3%	2%	1%	3%	2%	4%	3%	2%	1%	5%	3%	4%	1%	2%	3%	3%	4%	3%	2%	2%	3%					
Bisexual	5%	3%	7%	15%	9%	6%	2%	1%	2%	2%	1%	7%	5%	3%	5%	6%	3%	9%	8%	2%	5%	7%	4%	5%	4%	3%	1%	5%	5%	5%	6%	4%	4%	4%	4%					
Prefer to self-describe	1%	*	1%	2%	1%	1%	*	1%	*	*	-	1%	1%	-	1%	1%	-	-	-	1%	-	2%	1%	1%	1%	1%	-	1%	*	1%	1%	1%	*	*	-					
Prefer not to say	2%	1%	2%	3%	2%	1%	1%	2%	1%	*	2%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	*	3%	1%	1%	3%	2%	2%	2%	1%	1%	1%	1%	2%				

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Col percents

Table 42
On a typical day, from which of the following sources, if any, do you get information about news and current affairs?
Base: All respondents

	Gender			Age								Social Grade				Region																Employment Sector		Which of the following best describes where you live?							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-berside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Iso-lated Dwell-ing						
Unweighted base	2081	994	1075	178	335	319	357	366	526	285	241	571	585	408	517	161	89	228	160	173	152	100	207	255	295	197	64	372	880	1668	913	755	413	353	60						
Weighted base	2081	1003	1066	219	352	340	348	333	488	262	226	527	631	430	494	175	83	229	170	183	152	98	195	270	287	181	58	373	842	1690	947	743	391	333	57						
News or current affairs programmes on TV	54%	59%	49%	26%	33%	40%	57%	67%	80%	76%	84%	52%	53%	61%	51%	54%	56%	56%	47%	52%	50%	47%	50%	56%	61%	51%	63%	44%	51%	53%	51%	55%	59%	57%	66%						
News or current affairs programmes on the radio	36%	41%	31%	15%	25%	32%	45%	44%	44%	45%	43%	39%	38%	40%	28%	32%	37%	29%	32%	40%	32%	35%	39%	37%	40%	41%	40%	36%	40%	35%	35%	35%	42%	41%	46%						
Physical/paper copies of broadsheet newspapers or magazines (e.g. Times, Guardian, Telegraph)	9%	13%	6%	6%	12%	9%	12%	7%	9%	7%	12%	13%	9%	10%	5%	10%	8%	9%	8%	10%	6%	7%	8%	15%	8%	8%	7%	8%	12%	10%	13%	7%	6%	6%	6%						
Physical/paper copies of other newspapers or magazines (e.g. Metro, Daily Mail, Stylist, Good Housekeeping)	14%	16%	12%	7%	12%	9%	15%	15%	21%	20%	21%	14%	13%	15%	13%	14%	9%	10%	11%	17%	14%	7%	10%	28%	11%	13%	13%	13%	14%	15%	16%	14%	9%	10%	7%						
Mainstream online news websites/apps (e.g. BBC, Sky News, national newspapers)	59%	65%	53%	48%	53%	56%	60%	69%	62%	62%	61%	66%	63%	57%	48%	67%	61%	58%	56%	57%	52%	58%	60%	60%	60%	58%	56%	57%	61%	59%	60%	57%	59%	57%	70%						
Alternative/sector focused online news websites/apps (e.g. technology, politics, fashion)	11%	14%	9%	13%	13%	12%	13%	10%	9%	9%	9%	12%	11%	12%	10%	12%	18%	11%	12%	13%	6%	10%	10%	16%	8%	10%	9%	11%	13%	12%	15%	9%	8%	7%	12%						
Social media - Facebook	34%	27%	42%	24%	44%	44%	37%	31%	26%	27%	24%	32%	32%	38%	36%	32%	41%	41%	40%	34%	37%	38%	33%	25%	33%	32%	31%	37%	37%	34%	32%	36%	36%	37%	30%						
Social media - Twitter/ X	18%	24%	12%	40%	27%	18%	19%	11%	6%	7%	4%	23%	18%	16%	14%	20%	15%	17%	17%	19%	17%	25%	14%	24%	17%	11%	18%	19%	23%	19%	24%	14%	11%	11%	13%						
Social media - YouTube	24%	31%	18%	49%	38%	28%	22%	16%	8%	9%	7%	26%	24%	23%	24%	22%	26%	25%	22%	30%	22%	19%	18%	36%	21%	19%	27%	23%	31%	27%	33%	19%	14%	14%	14%						
Social media - Instagram	23%	20%	26%	57%	45%	30%	15%	7%	5%	6%	3%	31%	26%	17%	17%	18%	21%	28%	19%	22%	26%	21%	19%	31%	25%	18%	20%	32%	26%	25%	28%	21%	14%	15%	10%						
Social media - TikTok	17%	14%	19%	55%	30%	18%	10%	6%	1%	1%	1%	20%	16%	14%	16%	13%	21%	22%	19%	18%	17%	10%	14%	23%	15%	8%	13%	20%	19%	18%	22%	13%	10%	12%	2%						
Social media - Reddit	9%	12%	7%	21%	22%	12%	5%	2%	1%	1%	*	13%	10%	7%	6%	11%	11%	9%	9%	8%	6%	10%	2%	20%	8%	6%	8%	11%	12%	10%	13%	7%	5%	5%	5%						
Social media - other platform	5%	6%	4%	11%	6%	5%	4%	3%	1%	1%	1%	5%	6%	4%	3%	6%	7%	5%	6%	1%	3%	4%	5%	7%	3%	4%	6%	5%	6%	5%	7%	3%	1%	1%	2%						
Live streaming platforms (e.g. Twitch, Kick, YouTube Live)	8%	12%	5%	21%	12%	10%	8%	5%	1%	1%	1%	10%	7%	8%	8%	9%	12%	11%	6%	9%	9%	12%	4%	13%	6%	5%	5%	9%	12%	9%	12%	6%	4%	4%	7%						
Podcasts	13%	16%	10%	17%	20%	19%	13%	9%	4%	6%	2%	17%	13%	10%	10%	19%	16%	15%	7%	10%	11%	14%	11%	19%	11%	8%	11%	14%	18%	14%	17%	9%	10%	10%	11%						
Conversation with friends, family, colleagues, teachers	50%	46%	53%	55%	56%	52%	48%	51%	41%	47%	35%	53%	48%	50%	47%	52%	48%	52%	40%	46%	53%	44%	41%	57%	51%	50%	58%	51%	54%	50%	51%	49%	48%	48%	52%						
Other sources (specify)	1%	1%	1%	-	1%	1%	*	1%	2%	2%	2%	1%	1%	1%	1%	-	1%	1%	-	3%	-	-	2%	1%	1%	1%	-	*	1%	1%	1%	1%	2%	2%	2%						
None of the above	2%	1%	2%	3%	1%	3%	2%	2%	1%	1%	1%	1%	1%	1%	1%	4%	-	2%	2%	3%	2%	5%	6%	1%	*	1%	*	1%	1%	2%	1%	3%	2%	2%	-						