

YouGov / The Times Survey Results

Sample Size: 2292 GB Adults
Fieldwork: 17th - 18th July 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2292	413	589	211	248	808	853	1109	1183	241	947	566	539	1306	986	1983	110	199	543	376	277	786	
Unweighted Sample	2292	374	647	275	293	926	891	1048	1244	177	857	608	650	1361	931	1979	113	200	562	378	210	829	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the country at this time?
Please tick up to three.

The economy	53	54	64	55	38	62	46	57	50	51	60	52	44	57	49	53	52	61	49	56	51	54
Health	46	43	57	58	30	57	39	38	53	36	46	48	47	48	43	44	60	51	46	42	39	46
Immigration & Asylum	41	63	20	25	87	21	66	43	39	26	30	47	61	35	49	43	33	27	45	48	31	43
Housing	26	11	34	30	18	28	19	25	28	41	29	21	21	26	26	26	22	36	24	19	38	25
Crime	20	23	16	14	33	14	26	22	17	21	18	22	19	19	21	20	23	10	23	22	21	18
The environment	19	10	27	25	5	31	11	17	20	17	23	19	11	23	13	18	19	20	17	22	19	18
Defence and security	17	36	10	12	29	12	28	22	12	9	10	20	31	18	16	18	17	12	17	18	13	20
Britain leaving the EU	12	5	15	17	7	17	6	13	10	10	12	13	11	12	11	11	15	17	8	12	16	10
Tax	10	9	7	8	8	6	9	13	8	17	12	9	5	12	9	11	4	11	9	10	19	9
Education	10	4	13	15	5	13	5	6	13	14	11	8	7	12	7	10	11	11	8	11	7	11
Welfare benefits	8	5	9	5	8	5	8	7	9	9	8	9	5	6	10	8	5	8	10	8	7	7
Pensions	6	8	4	5	8	4	9	6	6	2	2	6	14	4	8	6	5	8	8	5	3	6
Family life & childcare	5	4	7	7	3	6	4	4	7	7	8	3	2	6	5	5	4	4	5	5	6	5
Transport	4	3	4	5	3	4	3	5	3	6	5	3	2	5	3	4	6	5	4	3	4	3
None of these	0	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	1	0	0	0
Don't know	2	1	0	2	0	1	1	2	2	5	1	1	1	1	3	2	2	1	2	1	4	2

Below are some policies that have been announced in the King's Speech that Labour intend to carry out while in government. In each case, please say whether you think it is a good idea, or the wrong priority at the present time.

Removing the right of hereditary peers to sit in the House of Lords

Good idea	57	42	73	62	58	65	55	58	55	50	57	59	56	59	53	55	61	68	58	55	56	53
Wrong priority at the present time	24	43	14	22	29	20	29	26	22	25	18	28	30	25	23	25	21	14	20	24	30	28
Don't know	19	15	14	17	13	14	15	15	23	25	25	12	13	16	24	19	18	18	22	21	14	19

Gradually increasing the age at which people can buy cigarettes

Good idea	64	65	73	72	45	71	58	62	65	65	64	63	63	67	60	64	59	63	64	64	62	64
Wrong priority at the present time	28	28	21	21	48	22	34	30	25	28	25	30	30	27	29	28	27	27	27	29	31	27
Don't know	9	7	6	8	6	8	8	8	9	7	11	7	7	7	12	8	14	10	9	7	7	9

Imposing limits on the sale and marketing of vapes

Good idea	73	78	81	86	57	80	69	70	76	77	73	72	74	75	71	73	75	76	73	77	69	73
Wrong priority at the present time	21	19	14	11	38	15	26	23	18	18	21	21	21	20	22	21	20	18	20	18	23	22
Don't know	6	4	5	3	5	5	6	6	6	5	6	7	5	5	8	6	5	7	6	5	7	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Restricting advertising of food high in sugar, salt and fat to children																							
Good idea	62	60	72	75	42	73	54	58	65	60	62	61	63	63	60	62	64	62	61	58	61	64	
Wrong priority at the present time	30	34	23	18	50	23	38	32	28	31	29	33	29	30	30	30	29	31	29	34	28	29	
Don't know	8	6	5	7	8	4	8	9	7	9	9	7	8	7	10	8	7	7	10	8	11	7	
Banning the sale of high-caffeine energy drinks to children																							
Good idea	72	74	80	79	59	80	69	68	75	58	74	74	71	71	72	71	74	74	69	71	71	73	
Wrong priority at the present time	23	23	17	16	36	17	26	26	20	34	20	22	24	24	21	23	22	21	25	25	23	22	
Don't know	5	3	3	5	5	3	5	6	5	9	6	4	5	5	6	5	4	5	6	5	7	5	
Banning 'no fault' evictions, meaning a tenancy could only be ended if the tenant ends it or if the landlord has a valid ground for possession																							
Good idea	63	54	78	70	54	73	58	63	63	63	64	61	64	60	66	63	56	66	66	61	63	62	
Wrong priority at the present time	24	34	13	18	36	18	30	28	21	23	23	28	23	28	19	24	26	21	20	25	26	27	
Don't know	13	12	9	12	10	9	12	10	16	14	13	12	13	11	15	12	18	14	14	14	11	11	
Establishing an independent football regulator																							
Good idea	22	17	28	23	16	25	20	28	16	25	22	22	19	23	21	23	11	19	23	22	25	22	
Wrong priority at the present time	57	65	53	53	69	55	63	53	60	49	56	61	59	59	54	56	66	58	55	54	55	59	
Don't know	21	17	19	23	15	20	18	19	24	26	22	16	23	18	25	21	23	23	22	24	20	19	
Removing the exemption from VAT for private school fees																							
Good idea	49	24	78	60	34	64	39	51	47	48	54	52	38	51	47	48	56	58	51	48	47	46	
Wrong priority at the present time	34	62	13	24	54	25	46	34	34	26	26	35	49	36	31	35	29	27	32	32	35	38	
Don't know	17	14	9	16	12	11	15	15	19	26	20	13	13	13	22	17	15	15	18	20	17	16	
Creating GB Energy, a publicly owned power company, which will focus on investing in renewable energy																							
Good idea	66	45	85	78	47	77	56	65	68	71	75	61	55	68	64	66	75	69	67	60	69	66	
Wrong priority at the present time	19	35	6	10	40	13	29	23	15	11	13	25	26	19	18	19	14	19	16	22	16	20	
Don't know	15	20	9	11	12	10	15	12	18	18	12	14	19	12	18	15	11	12	16	17	15	14	

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Bringing train operators under public ownership when the existing contracts end

Good idea	64	48	83	73	51	76	58	68	61	57	67	62	65	68	59	64	64	69	65	59	71	63
Wrong priority at the present time	18	35	7	13	36	13	27	20	17	12	14	25	22	19	18	18	18	18	15	22	15	21
Don't know	17	17	10	14	13	12	15	12	22	30	19	12	14	13	23	18	18	13	20	19	14	16

Reforming planning restrictions to accelerate large infrastructure projects and housebuilding

Good idea	49	29	69	62	35	58	40	56	42	57	52	46	42	53	43	46	57	68	50	40	60	42
Wrong priority at the present time	29	50	14	19	49	22	40	26	31	14	24	36	35	27	31	30	22	14	26	36	19	35
Don't know	23	21	17	20	16	20	20	18	27	29	24	17	23	20	26	23	21	18	24	24	20	23

Making the bosses of private water companies personally liable for company lawbreaking

Good idea	82	76	91	83	84	88	81	83	81	75	81	85	84	82	82	82	84	79	84	84	81	81
Wrong priority at the present time	9	15	4	9	11	6	12	10	9	12	9	9	8	10	8	9	11	9	6	8	11	10
Don't know	9	9	5	8	5	6	7	7	10	13	10	6	8	8	10	9	5	12	10	7	7	9

Banning zero-hours contracts

Good idea	61	50	71	61	52	68	58	59	62	48	63	63	60	58	65	59	66	75	63	59	60	56
Wrong priority at the present time	25	38	17	22	39	22	30	27	23	32	21	28	26	28	21	26	24	16	23	27	24	28
Don't know	14	12	12	17	10	11	12	14	15	20	16	9	14	14	14	15	9	8	14	13	16	16

Providing free breakfast clubs in all primary schools

Good idea	71	55	85	82	51	80	63	68	75	76	79	65	63	71	72	71	66	81	70	70	70	72
Wrong priority at the present time	21	36	10	9	44	15	29	23	18	16	14	27	28	23	18	21	27	12	21	22	21	21
Don't know	8	8	5	9	5	5	8	9	7	8	8	8	9	6	10	8	6	6	9	8	9	8

Establishing a Border Security Command that has counter-terror style powers to target illegal immigration gangs

Good idea	77	76	84	83	78	78	82	75	78	68	73	81	81	76	78	77	73	75	77	81	70	78
Wrong priority at the present time	9	10	5	6	12	9	9	11	8	9	10	7	10	10	8	9	9	13	9	8	10	9
Don't know	14	14	11	11	10	13	10	14	15	23	16	11	10	14	14	14	19	11	15	11	20	13

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*