

YouGov Survey Results

Sample Size: 2148 GB Adults
Fieldwork: 13th - 15th September 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	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	2148	387	552	198	232	757	800	1040	1108	226	887	531	505	1224	924	1858	103	187	509	352	260	737
Unweighted Sample	2148	350	625	236	302	879	854	920	1228	120	809	583	636	1354	794	1840	113	195	514	365	194	767
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the Conservative Party?

Very favourable	4	18	1	1	1	2	8	5	4	2	3	5	7	4	5	4	7	4	3	4	3	6
Somewhat favourable	18	63	3	10	25	14	30	17	20	2	10	23	35	19	18	20	14	10	18	20	14	22
TOTAL FAVOURABLE	22	81	4	11	26	16	38	22	24	4	13	28	42	23	23	24	21	14	21	24	17	28
Somewhat unfavourable	25	14	23	33	38	24	26	25	25	29	24	22	27	27	21	25	19	20	23	25	28	26
Very unfavourable	44	3	72	51	32	57	30	47	41	46	51	45	28	44	43	43	45	54	47	40	51	38
TOTAL UNFAVOURABLE	69	17	95	84	70	81	56	72	66	75	75	67	55	71	64	68	64	74	70	65	79	64
Don't know	9	3	1	5	4	3	6	6	11	21	11	5	3	6	12	8	15	12	9	11	5	7

How much influence, if any, would you say the Conservative Party currently have in British politics?

A lot of influence	13	8	14	13	6	16	7	13	13	22	16	11	5	13	12	13	12	13	14	11	16	12
A little influence	24	27	31	28	18	31	20	23	25	27	25	24	22	27	20	24	23	26	23	26	24	24
TOTAL A LOT / A LITTLE INFLUENCE	37	35	45	41	24	47	27	36	38	49	41	35	27	40	32	37	35	39	37	37	40	36
Not much influence	36	49	36	40	47	37	45	36	35	18	30	41	48	39	32	36	36	32	35	35	38	37
No influence at all	14	12	13	8	22	11	18	17	10	2	11	16	20	11	16	13	13	14	14	15	12	13
TOTAL NOT MUCH / NO INFLUENCE	50	61	49	48	69	48	63	53	45	20	41	57	68	50	48	49	49	46	49	50	50	50
Don't know	14	4	6	11	6	6	9	10	17	30	18	8	5	9	20	14	15	15	15	14	10	14

And would you like to see the Conservative Party have more or less influence over British politics?

A lot more influence	14	47	2	4	21	8	26	15	13	4	7	14	30	14	13	15	12	5	12	16	11	17
A little more influence	15	36	6	10	25	11	22	17	14	6	10	19	25	16	14	16	14	13	14	15	14	18
TOTAL A LOT / A LITTLE MORE INFLUENCE	29	83	8	14	46	19	48	32	27	10	17	33	55	30	27	31	26	18	26	31	25	35
No more or less influence	14	8	18	21	19	17	15	15	14	11	12	17	15	15	13	15	11	12	14	17	16	13
A little less influence	9	1	15	16	3	12	5	8	9	14	11	7	4	10	6	9	7	8	10	9	11	7
A lot less influence	32	1	52	38	19	45	17	33	30	37	38	33	18	32	31	30	36	45	32	24	36	30
TOTAL A LITTLE / A LOT LESS INFLUENCE	41	2	67	54	22	57	22	41	39	51	49	40	22	42	37	39	43	53	42	33	47	37
Don't know	17	6	8	11	13	7	15	13	20	28	22	10	8	12	22	16	21	17	18	19	12	15

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

Which of the following do you feel apply to the Conservative Party? Please select as many as you feel apply.

Only interested in themselves	56	18	80	69	52	70	46	59	52	56	59	58	47	59	52	55	52	64	56	54	59	53
Dishonest	50	11	78	61	46	64	38	53	47	54	57	49	35	52	47	49	46	58	53	45	56	46
Divided	44	45	55	49	50	52	46	51	38	37	39	47	52	48	38	44	46	46	42	39	51	45
Unprofessional	33	13	53	42	25	42	26	36	30	39	36	35	24	36	29	34	31	32	34	32	41	32
Should not be near power	30	1	52	33	21	44	17	32	27	32	36	29	18	31	28	28	33	41	31	27	32	26
Weak	26	20	29	22	46	25	31	31	21	24	24	25	31	27	24	26	22	26	24	26	32	26
Nasty	24	0	44	29	9	39	11	27	21	30	29	25	13	27	20	23	26	36	26	18	32	20
The same as the rest	23	26	14	24	39	17	31	24	22	15	21	28	26	20	28	24	13	24	26	25	14	25
Has unworkable policies	21	5	33	22	17	27	16	23	18	20	23	19	18	22	19	20	20	26	23	20	24	17
Extremist	12	1	22	16	1	20	4	14	10	15	12	15	6	14	9	11	14	18	12	10	15	9
Boring	10	4	13	9	11	9	9	11	8	14	10	8	9	9	10	10	5	11	11	8	11	10
Has sensible policies	10	36	1	3	11	6	16	8	11	4	5	10	19	10	9	10	9	4	10	10	5	12
Weird	9	1	17	9	2	15	3	12	6	15	11	7	5	10	7	9	9	11	9	7	14	8
Powerful	7	6	7	9	3	8	4	6	7	9	8	4	6	8	6	7	7	9	6	9	9	5
Fit to govern	7	26	1	2	8	4	13	5	8	2	3	8	14	6	7	7	6	1	8	6	5	9
Has a clear sense of purpose	6	19	3	4	4	4	9	6	6	6	4	6	9	6	6	6	9	3	6	4	5	8
Competent	6	20	1	1	8	5	8	5	6	2	3	8	9	6	5	6	7	3	7	6	3	6
Moderate	5	15	1	4	7	4	8	5	5	0	4	5	10	5	5	5	3	3	5	7	5	5
Interested in public service	4	15	1	2	3	3	6	4	3	0	1	6	8	4	3	4	4	3	3	4	2	5
Trustworthy	3	12	0	1	2	2	5	3	3	4	2	3	6	4	3	3	4	4	3	2	0	5
Likeable	2	9	1	1	1	1	4	2	2	0	2	2	4	2	2	2	4	1	2	2	1	3
Seem like normal people	2	8	1	1	3	1	4	2	2	0	1	3	5	2	2	2	1	2	3	3	0	2
Distinct	2	3	1	2	1	1	1	2	1	4	1	1	2	2	1	2	1	1	1	2	3	2
None of these	2	2	1	2	1	0	2	2	2	3	2	1	1	2	2	2	3	1	2	1	3	2
Don't know	7	5	2	2	4	3	5	6	9	14	10	3	3	5	11	7	13	8	8	9	4	6

Thinking about the Conservative Party, how much do you think they care about the following groups in society?

The working class

Care a lot	2	7	1	0	2	1	3	2	2	1	1	2	3	2	2	2	1	0	2	2	1	2
Care a fair amount	17	53	3	9	22	12	25	17	18	9	11	20	30	18	17	19	14	7	16	14	15	23
TOTAL A LOT / A FAIR AMOUNT	19	60	4	9	24	13	28	19	20	10	12	22	33	20	19	21	15	7	18	16	16	25
Don't care very much	32	27	35	42	35	33	35	35	30	35	29	33	36	33	31	33	32	29	29	38	34	33
Don't care at all	40	6	59	43	33	49	30	39	40	41	47	40	26	40	38	38	46	50	45	36	42	33
TOTAL NOT VERY MUCH / AT ALL	72	33	94	85	68	82	65	74	70	76	76	73	62	73	69	71	78	79	74	74	76	66
Don't know	9	7	3	6	9	4	8	8	10	13	12	6	4	6	12	8	7	15	8	9	7	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The middle class																						
Care a lot	13	20	15	10	11	14	12	14	11	14	13	13	11	13	11	13	12	10	12	10	16	14
Care a fair amount	45	58	47	49	43	49	49	42	48	32	40	48	56	48	41	45	47	41	45	44	43	47
TOTAL A LOT / A FAIR AMOUNT	58	78	62	59	54	63	61	56	59	46	53	61	67	61	52	58	59	51	57	54	59	61
Don't care very much	21	13	22	28	25	23	19	22	20	25	20	21	21	21	21	21	22	20	22	21	20	21
Don't care at all	11	1	12	6	14	10	11	14	8	11	14	12	6	10	13	11	6	17	10	13	14	9
TOTAL NOT VERY MUCH / AT ALL	32	14	34	34	39	33	30	36	28	36	34	33	27	31	34	32	28	37	32	34	34	30
Don't know	10	8	5	7	8	5	9	8	12	19	12	7	7	7	14	10	12	12	11	13	7	9
Older people																						
Care a lot	11	20	12	9	9	12	10	15	8	19	11	9	9	14	7	12	9	5	9	7	16	15
Care a fair amount	31	55	25	28	37	31	38	32	30	21	24	37	39	34	26	32	31	20	32	29	28	34
TOTAL A LOT / A FAIR AMOUNT	42	75	37	37	46	43	48	47	38	40	35	46	48	48	33	44	40	25	41	36	44	49
Don't care very much	27	14	33	40	24	32	26	25	29	24	26	27	30	26	28	26	34	30	25	32	26	24
Don't care at all	21	5	26	16	23	19	19	20	21	14	24	21	18	17	26	20	16	32	23	19	18	18
TOTAL NOT VERY MUCH / AT ALL	48	19	59	56	47	51	45	45	50	38	50	48	48	43	54	46	50	62	48	51	44	42
Don't know	11	6	5	6	7	6	6	8	13	22	15	5	4	9	13	10	10	13	11	13	11	9
Young people																						
Care a lot	3	11	1	1	3	3	5	3	4	2	2	3	6	3	3	3	4	1	3	3	3	4
Care a fair amount	21	55	7	14	29	14	33	19	23	11	13	24	36	21	20	22	15	10	23	21	18	24
TOTAL A LOT / A FAIR AMOUNT	24	66	8	15	32	17	38	22	27	13	15	27	42	24	23	25	19	11	26	24	21	28
Don't care very much	37	22	47	46	36	43	32	40	33	39	35	38	36	39	34	37	43	34	34	39	43	35
Don't care at all	27	2	39	26	21	33	18	28	25	30	35	25	12	27	26	26	28	36	30	24	22	25
TOTAL NOT VERY MUCH / AT ALL	64	24	86	72	57	76	50	68	58	69	70	63	48	66	60	63	71	70	64	63	65	60
Don't know	13	11	6	12	11	8	11	10	16	19	15	10	9	10	16	12	10	19	11	14	14	12
Trade unions																						
Care a lot	1	2	1	0	2	1	1	1	1	2	1	1	1	1	1	1	1	0	1	1	0	2
Care a fair amount	6	12	3	5	6	4	7	4	7	8	5	5	6	6	6	6	5	3	4	6	5	7
TOTAL A LOT / A FAIR AMOUNT	7	14	4	5	8	5	8	5	8	10	6	6	7	7	7	7	6	3	5	7	5	9
Don't care very much	33	55	20	36	44	28	43	33	34	27	28	33	47	35	31	35	21	26	32	34	38	36
Don't care at all	44	22	68	46	32	60	36	50	37	29	46	51	37	47	39	42	50	53	45	43	44	39
TOTAL NOT VERY MUCH / AT ALL	77	77	88	82	76	88	79	83	71	56	74	84	84	82	70	77	71	79	77	77	82	75
Don't know	16	9	8	14	16	7	13	11	21	34	20	10	9	11	23	16	22	17	18	15	13	16
Immigrants																						
Care a lot	9	10	4	6	26	3	15	10	8	7	7	13	10	6	13	10	4	7	10	8	6	11
Care a fair amount	18	39	7	10	33	12	27	16	20	12	13	18	29	18	17	19	11	13	18	19	16	20
TOTAL A LOT / A FAIR AMOUNT	27	49	11	16	59	15	42	26	28	19	20	31	39	24	30	29	15	20	28	27	22	31
Don't care very much	25	30	23	40	19	26	27	27	23	17	23	26	31	25	24	25	22	22	26	27	25	23
Don't care at all	35	8	60	39	11	52	18	35	35	47	42	32	21	40	28	34	42	43	34	33	42	32
TOTAL NOT VERY MUCH / AT ALL	60	38	83	79	30	78	45	62	58	64	65	58	52	65	52	59	64	65	60	60	67	55
Don't know	13	14	6	5	11	7	13	11	15	17	16	10	10	9	18	13	22	14	11	13	10	14

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Benefit claimants																						
Care a lot	3	7	0	3	8	2	5	3	4	3	2	4	4	3	4	3	1	2	3	3	2	5
Care a fair amount	15	41	5	6	26	10	24	16	15	9	10	17	26	15	15	16	12	8	17	15	14	17
TOTAL A LOT / A FAIR AMOUNT	18	48	5	9	34	12	29	19	19	12	12	21	30	18	19	19	13	10	20	18	16	22
Don't care very much	28	31	23	33	30	26	34	28	28	25	24	28	35	30	25	29	22	23	25	35	28	28
Don't care at all	42	10	67	46	24	55	27	44	39	43	49	42	27	42	41	40	53	53	44	34	45	38
TOTAL NOT VERY MUCH / AT ALL	70	41	90	79	54	81	61	72	67	68	73	70	62	72	66	69	75	76	69	69	73	66
Don't know	12	10	4	12	12	7	10	9	15	20	14	9	9	10	15	12	12	14	12	13	11	12
Women																						
Care a lot	4	13	1	1	5	3	6	5	3	3	2	5	6	4	4	4	2	3	3	3	2	6
Care a fair amount	29	59	18	22	41	23	41	34	24	18	23	31	42	32	25	30	22	19	29	31	26	33
TOTAL A LOT / A FAIR AMOUNT	33	72	19	23	46	26	47	39	27	21	25	36	48	36	29	34	24	22	32	34	28	39
Don't care very much	34	18	47	46	25	45	28	30	37	36	32	36	34	38	29	34	40	34	33	34	39	32
Don't care at all	16	0	23	12	12	18	11	14	18	15	22	13	9	14	19	15	17	24	16	16	16	14
TOTAL NOT VERY MUCH / AT ALL	50	18	70	58	37	63	39	44	55	51	54	49	43	52	48	49	57	58	49	50	55	46
Don't know	17	10	11	18	17	11	14	16	18	28	21	14	9	13	23	17	20	20	18	16	16	16
People with families																						
Care a lot	4	12	2	0	3	3	6	4	3	3	3	5	5	4	3	4	2	1	3	4	4	5
Care a fair amount	29	59	20	27	37	27	36	30	29	24	24	29	41	32	25	30	26	18	28	25	31	34
TOTAL A LOT / A FAIR AMOUNT	33	71	22	27	40	30	42	34	32	27	27	34	46	36	28	34	28	19	31	29	35	39
Don't care very much	35	17	50	46	34	43	34	34	37	27	35	39	36	37	33	35	35	41	35	39	37	32
Don't care at all	18	2	22	12	18	18	15	21	16	18	22	19	11	16	22	18	17	23	21	17	18	17
TOTAL NOT VERY MUCH / AT ALL	53	19	72	58	52	61	49	55	53	45	57	58	47	53	55	53	52	64	56	56	55	49
Don't know	13	9	6	14	8	8	8	11	15	28	16	9	7	10	17	12	20	18	14	15	9	11
Homeowners																						
Care a lot	10	16	12	13	6	10	10	12	8	14	10	10	8	11	9	11	6	7	7	8	12	14
Care a fair amount	38	59	38	33	36	42	41	39	37	32	32	38	50	43	31	39	38	29	39	37	38	40
TOTAL A LOT / A FAIR AMOUNT	48	75	50	46	42	52	51	51	45	46	42	48	58	54	40	50	44	36	46	45	50	54
Don't care very much	26	16	28	31	32	28	28	25	27	23	25	27	27	25	27	26	27	28	26	28	25	24
Don't care at all	12	1	12	8	16	11	11	13	10	6	15	14	7	10	14	11	10	20	14	12	7	10
TOTAL NOT VERY MUCH / AT ALL	38	17	40	39	48	39	39	38	37	29	40	41	34	35	41	37	37	48	40	40	32	34
Don't know	14	9	9	16	11	9	11	11	17	25	18	10	8	11	19	14	19	16	14	14	18	12
Businesses																						
Care a lot	30	37	38	34	21	39	27	34	27	29	31	30	29	36	23	32	27	21	31	30	32	33
Care a fair amount	41	51	41	41	45	41	46	38	43	33	37	41	51	42	39	41	41	39	42	40	41	41
TOTAL A LOT / A FAIR AMOUNT	71	88	79	75	66	80	73	72	70	62	68	71	80	78	62	73	68	60	73	70	73	74
Don't care very much	12	4	12	16	16	12	12	14	11	14	10	17	11	11	14	12	17	13	9	13	14	12
Don't care at all	5	1	4	2	7	3	5	6	4	5	6	4	3	4	7	5	3	9	6	4	4	4
TOTAL NOT VERY MUCH / AT ALL	17	5	16	18	23	15	17	20	15	19	16	21	14	15	21	17	20	22	15	17	18	16
Don't know	12	8	5	7	12	6	10	9	15	19	15	8	6	8	16	11	11	19	12	13	9	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Rich people																							
Care a lot	64	37	85	75	54	77	57	66	62	59	69	66	55	66	61	63	64	69	65	64	62	63	
Care a fair amount	24	53	11	19	33	18	33	22	26	21	16	25	37	25	22	25	25	13	24	23	26	26	
TOTAL A LOT / A FAIR AMOUNT	88	90	96	94	87	95	90	88	88	80	85	91	92	91	83	88	89	82	89	87	88	89	
Don't care very much	2	2	1	1	4	1	3	3	1	5	2	2	2	2	3	2	4	1	2	2	3	2	
Don't care at all	2	1	1	0	2	1	1	2	1	3	2	1	0	1	2	2	1	1	2	2	2	1	
TOTAL NOT VERY MUCH / AT ALL	4	3	2	1	6	2	4	5	2	8	4	3	2	3	5	4	5	2	4	4	5	3	
Don't know	8	7	1	5	7	4	6	6	10	12	10	5	5	5	12	7	6	15	7	9	6	8	
People in the South of England																							
Care a lot	24	25	34	25	22	29	25	28	21	22	24	25	25	29	19	23	27	34	36	26	14	17	
Care a fair amount	41	57	43	45	38	46	44	42	40	32	36	45	50	46	34	41	42	35	38	39	44	44	
TOTAL A LOT / A FAIR AMOUNT	65	82	77	70	60	75	69	70	61	54	60	70	75	75	53	64	69	69	74	65	58	61	
Don't care very much	11	7	9	11	16	10	12	10	12	13	11	11	11	9	13	12	4	5	7	9	15	16	
Don't care at all	7	1	6	4	8	4	7	8	6	4	9	7	4	4	10	7	3	9	5	7	9	7	
TOTAL NOT VERY MUCH / AT ALL	18	8	15	15	24	14	19	18	18	17	20	18	15	13	23	19	7	14	12	16	24	23	
Don't know	17	9	8	16	15	10	12	12	21	28	20	12	10	12	23	16	23	17	14	18	18	16	
People outside the South of England																							
Care a lot	4	11	2	1	2	3	4	4	4	2	3	4	5	4	3	4	1	4	2	3	4	5	
Care a fair amount	18	45	9	16	19	15	25	19	18	15	13	21	26	20	16	20	13	7	14	15	22	25	
TOTAL A LOT / A FAIR AMOUNT	22	56	11	17	21	18	29	23	22	17	16	25	31	24	19	24	14	11	16	18	26	30	
Don't care very much	37	29	46	47	36	45	35	38	36	32	35	36	43	41	32	36	38	40	36	40	33	36	
Don't care at all	24	4	33	20	26	26	22	25	22	19	28	26	16	21	27	22	27	36	33	24	16	17	
TOTAL NOT VERY MUCH / AT ALL	61	33	79	67	62	71	57	63	58	51	63	62	59	62	59	58	65	76	69	64	49	53	
Don't know	18	11	9	16	17	11	13	14	21	31	21	13	10	14	22	18	21	13	16	18	24	17	
The LGBT community																							
Care a lot	5	8	1	0	16	2	9	6	4	5	4	7	5	4	7	6	3	3	6	4	1	7	
Care a fair amount	17	41	7	12	30	13	27	17	18	8	11	22	27	19	16	18	16	7	19	19	14	19	
TOTAL A LOT / A FAIR AMOUNT	22	49	8	12	46	15	36	23	22	13	15	29	32	23	23	24	19	10	25	23	15	26	
Don't care very much	30	23	41	41	20	35	29	32	28	31	31	29	31	34	26	30	36	31	27	34	35	29	
Don't care at all	24	4	37	27	10	34	12	25	23	29	30	22	15	25	23	23	30	34	26	19	26	21	
TOTAL NOT VERY MUCH / AT ALL	54	27	78	68	30	69	41	57	51	60	61	51	46	59	49	53	66	65	53	53	61	50	
Don't know	23	24	14	20	25	16	23	20	26	27	24	20	23	19	29	23	15	26	22	25	24	23	
People who don't vote for them																							
Care a lot	2	4	1	2	2	2	2	2	1	4	2	2	2	2	2	2	1	1	1	2	1	3	
Care a fair amount	13	37	4	7	17	10	20	11	14	7	9	14	22	14	12	14	14	5	13	13	8	16	
TOTAL A LOT / A FAIR AMOUNT	15	41	5	9	19	12	22	13	15	11	11	16	24	16	14	16	15	6	14	15	9	19	
Don't care very much	26	29	27	35	28	26	29	28	25	23	24	28	31	28	24	27	20	25	25	27	36	25	
Don't care at all	42	11	61	46	36	54	33	44	40	45	48	43	31	42	43	41	43	54	46	43	37	39	
TOTAL NOT VERY MUCH / AT ALL	68	40	88	81	64	80	62	72	65	68	72	71	62	70	67	68	63	79	71	70	73	64	
Don't know	16	18	7	9	17	9	16	14	19	21	18	13	14	14	20	16	22	15	16	15	18	16	

Sample Size: 2148 GB Adults
Fieldwork: 13th - 15th September 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	2148	387	552	198	232	757	800	1040	1108	226	887	531	505	1224	924	1858	103	187	509	352	260	737	
Unweighted Sample	2148	350	625	236	302	879	854	920	1228	120	809	583	636	1354	794	1840	113	195	514	365	194	767	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ethnic minorities

Care a lot	8	14	1	1	27	3	13	9	6	5	6	10	8	6	10	8	4	4	9	6	6	10
Care a fair amount	22	50	10	13	34	15	34	21	23	11	14	27	36	22	22	23	22	13	20	23	22	25
TOTAL A LOT / A FAIR AMOUNT	30	64	11	14	61	18	47	30	29	16	20	37	44	28	32	31	26	17	29	29	28	35
Don't care very much	29	21	39	45	16	36	26	30	28	31	29	27	29	33	24	29	27	29	28	34	29	27
Don't care at all	25	2	41	27	9	36	11	26	24	33	30	23	13	27	22	24	31	33	25	21	29	22
TOTAL NOT VERY MUCH / AT ALL	54	23	80	72	25	72	37	56	52	64	59	50	42	60	46	53	58	62	53	55	58	49
Don't know	17	13	10	13	13	10	15	15	19	19	20	13	14	12	23	16	15	21	18	16	14	16

People like you

Care a lot	3	10	1	0	1	2	4	3	3	3	2	2	4	3	2	3	4	1	1	2	3	4
Care a fair amount	18	56	7	13	18	16	25	18	18	9	11	20	32	21	15	20	10	7	17	18	19	23
TOTAL A LOT / A FAIR AMOUNT	21	66	8	13	19	18	29	21	21	12	13	22	36	24	17	23	14	8	18	20	22	27
Don't care very much	33	23	37	43	38	35	32	33	33	35	30	35	33	35	29	32	34	34	30	33	32	34
Don't care at all	36	5	49	36	34	41	31	38	34	30	43	37	25	32	41	35	40	48	42	34	34	30
TOTAL NOT VERY MUCH / AT ALL	69	28	86	79	72	76	63	71	67	65	73	72	58	67	70	67	74	82	72	67	66	64
Don't know	11	7	6	7	9	5	7	9	12	23	13	6	5	9	13	10	11	11	10	12	12	9

*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.