

# YouGov Survey Results

Sample Size: 2301 Adults in GB  
Fieldwork: 11th - 12th 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	
<b>Weighted Sample</b>	<b>2301</b>	414	591	212	248	811	857	1114	1187	242	950	568	541	1312	989	1990	110	200	545	377	278	789	
<b>Unweighted Sample</b>	<b>2301</b>	379	692	278	282	983	911	1019	1282	121	877	616	687	1356	945	1987	117	197	540	392	215	840	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Do you have a favourable or unfavourable opinion of Reform UK?

Very favourable	12	12	1	1	67	2	25	14	10	9	9	13	17	10	15	13	12	7	17	14	6	11
Somewhat favourable	15	29	8	7	30	5	27	16	14	6	12	17	22	14	17	15	17	11	13	16	16	16
<b>TOTAL FAVOURABLE</b>	<b>27</b>	<b>41</b>	<b>9</b>	<b>8</b>	<b>97</b>	<b>7</b>	<b>52</b>	<b>30</b>	<b>24</b>	<b>15</b>	<b>21</b>	<b>30</b>	<b>39</b>	<b>24</b>	<b>32</b>	<b>28</b>	<b>29</b>	<b>18</b>	<b>30</b>	<b>30</b>	<b>22</b>	<b>27</b>
Somewhat unfavourable	14	28	11	15	1	13	16	16	13	16	12	16	17	16	13	15	11	13	13	12	13	17
Very unfavourable	42	19	72	69	0	69	18	41	42	54	48	38	30	48	34	41	47	48	39	38	52	39
<b>TOTAL UNFAVOURABLE</b>	<b>56</b>	<b>47</b>	<b>83</b>	<b>84</b>	<b>1</b>	<b>82</b>	<b>34</b>	<b>57</b>	<b>55</b>	<b>70</b>	<b>60</b>	<b>54</b>	<b>47</b>	<b>64</b>	<b>47</b>	<b>56</b>	<b>58</b>	<b>61</b>	<b>52</b>	<b>50</b>	<b>65</b>	<b>56</b>
Don't know	17	11	9	8	2	11	14	13	21	15	20	16	14	13	22	17	14	21	18	20	13	16
<b>NET FAVOURABILITY</b>	<b>-29</b>	<b>-6</b>	<b>-74</b>	<b>-76</b>	<b>96</b>	<b>-75</b>	<b>18</b>	<b>-27</b>	<b>-31</b>	<b>-55</b>	<b>-39</b>	<b>-24</b>	<b>-8</b>	<b>-40</b>	<b>-15</b>	<b>-28</b>	<b>-29</b>	<b>-43</b>	<b>-22</b>	<b>-20</b>	<b>-43</b>	<b>-29</b>

## How much influence, if any, would you say Reform UK currently have in British politics?

A lot of influence	7	7	8	6	16	7	9	9	6	9	6	8	9	7	8	8	5	5	8	7	7	8
A little influence	35	36	39	38	47	35	37	35	35	44	33	36	33	37	32	36	33	28	37	32	45	33
<b>TOTAL A LOT / A LITTLE INFLUENCE</b>	<b>42</b>	<b>43</b>	<b>47</b>	<b>44</b>	<b>63</b>	<b>42</b>	<b>46</b>	<b>44</b>	<b>41</b>	<b>53</b>	<b>39</b>	<b>44</b>	<b>42</b>	<b>44</b>	<b>40</b>	<b>44</b>	<b>38</b>	<b>33</b>	<b>45</b>	<b>39</b>	<b>52</b>	<b>41</b>
Not much influence	31	35	35	35	28	34	33	32	29	21	30	30	37	32	29	30	39	33	26	31	22	35
No influence at all	10	13	10	9	5	11	10	13	8	5	12	10	11	10	10	10	12	12	12	8	8	10
<b>TOTAL NOT MUCH / NO INFLUENCE</b>	<b>41</b>	<b>48</b>	<b>45</b>	<b>44</b>	<b>33</b>	<b>45</b>	<b>43</b>	<b>45</b>	<b>37</b>	<b>26</b>	<b>42</b>	<b>40</b>	<b>48</b>	<b>42</b>	<b>39</b>	<b>40</b>	<b>51</b>	<b>45</b>	<b>38</b>	<b>39</b>	<b>30</b>	<b>45</b>
Don't know	17	9	8	12	3	13	11	11	22	20	20	16	10	14	20	16	11	22	17	21	18	14

## And would you like to see Reform UK have more or less influence over British politics?

A lot more influence	16	18	3	2	76	2	33	19	13	9	12	18	24	14	19	16	17	10	19	18	12	16
A little more influence	11	22	5	7	18	6	20	12	11	5	9	13	17	11	13	12	15	8	11	12	10	13
<b>TOTAL A LOT / A LITTLE MORE INFLUENCE</b>	<b>27</b>	<b>40</b>	<b>8</b>	<b>9</b>	<b>94</b>	<b>8</b>	<b>53</b>	<b>31</b>	<b>24</b>	<b>14</b>	<b>21</b>	<b>31</b>	<b>41</b>	<b>25</b>	<b>32</b>	<b>28</b>	<b>32</b>	<b>18</b>	<b>30</b>	<b>30</b>	<b>22</b>	<b>29</b>
No more or less influence	11	19	10	8	2	9	13	12	10	12	9	12	14	10	13	11	11	7	12	10	7	13
A little less influence	5	8	5	9	0	6	4	5	5	8	5	4	5	6	4	5	4	5	5	3	7	6
A lot less influence	40	21	69	63	0	66	19	40	40	51	45	38	29	46	32	40	39	44	39	38	49	38
<b>TOTAL A LITTLE / A LOT LESS INFLUENCE</b>	<b>45</b>	<b>29</b>	<b>74</b>	<b>72</b>	<b>0</b>	<b>72</b>	<b>23</b>	<b>45</b>	<b>45</b>	<b>59</b>	<b>50</b>	<b>42</b>	<b>34</b>	<b>52</b>	<b>36</b>	<b>45</b>	<b>43</b>	<b>49</b>	<b>44</b>	<b>41</b>	<b>56</b>	<b>44</b>
Don't know	16	12	7	10	4	11	12	12	21	15	21	15	11	14	20	16	14	26	15	18	15	15

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

**Which of the following do you feel apply to Reform UK?**

Please select as many as you feel apply.

Extremist	<b>39</b>	24	67	60	1	64	19	36	41	48	43	36	31	45	30	39	35	39	37	35	51	38
Should not be near power	<b>39</b>	22	65	64	0	64	18	39	38	51	42	36	29	44	31	38	36	42	36	38	47	37
Nasty	<b>33</b>	15	58	56	0	55	14	33	32	46	38	29	22	38	26	33	35	32	30	27	42	34
Dishonest	<b>31</b>	12	54	52	0	52	13	34	28	41	38	28	17	35	25	30	33	33	31	27	40	28
Only interested in themselves	<b>29</b>	17	48	47	0	47	16	31	28	38	32	28	21	34	24	29	29	29	28	25	38	30
Has unworkable policies	<b>27</b>	23	43	40	4	43	15	28	25	35	26	25	26	31	21	27	27	22	29	23	32	26
Unprofessional	<b>26</b>	15	45	42	1	43	12	27	26	38	31	24	16	31	20	27	26	24	28	23	34	25
Has a clear sense of purpose	<b>21</b>	28	6	11	70	9	37	24	18	18	16	22	29	19	24	21	23	14	22	23	15	23
Weird	<b>15</b>	6	28	26	0	25	6	18	13	25	17	13	11	18	12	15	13	15	12	14	24	16
Has sensible policies	<b>15</b>	17	2	3	66	2	29	18	12	8	11	16	23	12	18	15	16	11	17	17	10	14
Seem like normal people	<b>13</b>	19	3	4	51	3	25	15	11	10	8	15	20	11	16	13	15	8	13	13	11	14
Likeable	<b>9</b>	10	2	3	40	2	18	11	7	7	7	9	14	7	12	9	12	6	9	7	9	10
Competent	<b>9</b>	11	2	3	39	2	17	9	8	6	6	9	13	6	12	9	8	7	7	9	9	10
Interested in public service	<b>9</b>	10	2	2	42	2	18	11	8	8	6	10	14	8	10	9	10	6	10	12	4	9
Divided	<b>8</b>	6	12	14	3	11	5	9	8	15	9	8	5	10	6	9	8	7	8	7	13	9
Distinct	<b>8</b>	10	4	6	24	4	11	10	6	12	7	7	9	8	7	8	9	9	8	6	5	9
Fit to govern	<b>8</b>	10	1	2	39	1	16	8	8	6	6	9	13	6	10	8	12	6	9	8	8	7
The same as the rest	<b>7</b>	9	6	7	3	4	10	7	7	11	4	9	9	7	8	7	10	7	9	6	6	6
Weak	<b>7</b>	4	13	6	0	10	4	8	6	11	8	6	4	8	5	7	10	6	8	5	9	6
Trustworthy	<b>6</b>	5	1	1	31	1	12	7	5	3	3	6	10	5	7	6	5	5	6	5	5	6
Boring	<b>5</b>	3	7	5	1	6	3	6	3	9	5	4	4	4	6	5	8	4	5	4	5	4
Moderate	<b>3</b>	5	1	1	8	1	4	3	2	4	2	2	4	2	3	3	5	1	2	3	5	2
Powerful	<b>3</b>	3	2	2	13	1	5	3	4	5	3	4	3	4	3	3	5	4	4	3	4	3
None of these	<b>3</b>	4	1	1	1	1	3	2	3	3	3	2	2	2	3	3	4	2	3	3	2	2
Don't know	<b>17</b>	14	8	9	5	12	15	14	20	13	20	16	15	14	21	17	16	23	17	19	14	16

**Thinking about Reform UK, how much do you think they care about the following groups in society?**

The working class

Care a lot	<b>13</b>	16	5	5	51	6	23	15	11	9	11	15	16	12	14	13	12	9	14	14	9	14
Care a fair amount	<b>22</b>	32	15	21	38	16	30	23	21	18	22	21	26	23	21	23	24	13	19	23	23	25
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>35</b>	<b>48</b>	<b>20</b>	<b>26</b>	<b>89</b>	<b>22</b>	<b>53</b>	<b>38</b>	<b>32</b>	<b>27</b>	<b>33</b>	<b>36</b>	<b>42</b>	<b>35</b>	<b>35</b>	<b>36</b>	<b>36</b>	<b>22</b>	<b>33</b>	<b>37</b>	<b>32</b>	<b>39</b>
Don't care very much	<b>17</b>	18	25	25	1	23	12	17	16	19	15	17	18	18	15	17	16	19	18	14	16	17
Don't care at all	<b>24</b>	10	38	31	0	35	13	26	23	34	27	23	17	25	23	23	26	32	25	21	29	21
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>41</b>	<b>28</b>	<b>63</b>	<b>56</b>	<b>1</b>	<b>58</b>	<b>25</b>	<b>43</b>	<b>39</b>	<b>53</b>	<b>42</b>	<b>40</b>	<b>35</b>	<b>43</b>	<b>38</b>	<b>40</b>	<b>42</b>	<b>51</b>	<b>43</b>	<b>35</b>	<b>45</b>	<b>38</b>
Don't know	<b>24</b>	25	17	18	10	21	23	19	29	20	26	25	23	22	27	24	22	27	24	28	23	22

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
<b>The middle class</b>																								
Care a lot	10	11	7	7	26	7	14	10	9	9	9	10	10	10	10	14	7	9	12	7	10			
Care a fair amount	30	35	26	33	51	26	34	33	27	33	26	30	34	30	30	30	24	30	30	27	33			
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>40</b>	<b>46</b>	<b>33</b>	<b>40</b>	<b>77</b>	<b>33</b>	<b>48</b>	<b>43</b>	<b>36</b>	<b>42</b>	<b>35</b>	<b>40</b>	<b>44</b>	<b>40</b>	<b>40</b>	<b>44</b>	<b>31</b>	<b>39</b>	<b>42</b>	<b>34</b>	<b>43</b>			
Don't care very much	18	17	22	24	7	23	16	19	17	20	16	17	21	19	17	18	12	18	15	21	19			
Don't care at all	15	10	25	17	0	22	9	15	15	14	19	15	8	16	14	15	16	16	12	18	14			
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>33</b>	<b>27</b>	<b>47</b>	<b>41</b>	<b>7</b>	<b>45</b>	<b>25</b>	<b>34</b>	<b>32</b>	<b>34</b>	<b>35</b>	<b>32</b>	<b>29</b>	<b>35</b>	<b>31</b>	<b>33</b>	<b>31</b>	<b>34</b>	<b>34</b>	<b>27</b>	<b>39</b>			
Don't know	28	27	19	19	15	22	28	23	32	24	29	28	26	26	30	27	25	35	28	31	27			
<b>Older people</b>																								
Care a lot	14	14	6	10	46	6	22	16	11	18	12	12	16	13	14	14	10	10	14	15	15			
Care a fair amount	23	29	21	23	39	18	28	26	20	33	21	24	21	23	24	24	27	18	21	21	27			
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>37</b>	<b>43</b>	<b>27</b>	<b>33</b>	<b>85</b>	<b>24</b>	<b>50</b>	<b>42</b>	<b>31</b>	<b>51</b>	<b>33</b>	<b>36</b>	<b>37</b>	<b>36</b>	<b>38</b>	<b>38</b>	<b>37</b>	<b>28</b>	<b>35</b>	<b>36</b>	<b>42</b>			
Don't care very much	16	18	21	21	2	24	11	16	17	13	15	17	19	18	14	17	14	15	17	15	14			
Don't care at all	20	11	32	23	0	29	12	19	20	13	22	21	18	21	18	19	23	24	22	17	20			
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>36</b>	<b>29</b>	<b>53</b>	<b>44</b>	<b>2</b>	<b>53</b>	<b>23</b>	<b>35</b>	<b>37</b>	<b>26</b>	<b>37</b>	<b>38</b>	<b>37</b>	<b>39</b>	<b>32</b>	<b>36</b>	<b>37</b>	<b>39</b>	<b>39</b>	<b>32</b>	<b>34</b>			
Don't know	27	27	19	23	13	22	26	22	32	23	30	26	25	25	30	27	25	33	27	32	24			
<b>Young people</b>																								
Care a lot	7	8	2	1	34	2	14	9	6	8	6	7	10	7	8	8	8	5	8	9	5			
Care a fair amount	20	31	11	18	47	12	30	22	18	15	15	22	28	19	21	21	15	14	19	21	22			
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>27</b>	<b>39</b>	<b>13</b>	<b>19</b>	<b>81</b>	<b>14</b>	<b>44</b>	<b>31</b>	<b>24</b>	<b>23</b>	<b>21</b>	<b>29</b>	<b>38</b>	<b>26</b>	<b>29</b>	<b>29</b>	<b>23</b>	<b>19</b>	<b>27</b>	<b>30</b>	<b>25</b>			
Don't care very much	19	19	25	25	3	25	14	20	18	23	18	19	19	20	19	19	24	19	19	19	16			
Don't care at all	25	9	43	36	1	37	12	25	24	33	31	22	13	28	20	24	24	28	26	19	33			
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>44</b>	<b>28</b>	<b>68</b>	<b>61</b>	<b>4</b>	<b>62</b>	<b>26</b>	<b>45</b>	<b>42</b>	<b>56</b>	<b>49</b>	<b>41</b>	<b>32</b>	<b>48</b>	<b>39</b>	<b>43</b>	<b>48</b>	<b>47</b>	<b>45</b>	<b>38</b>	<b>49</b>			
Don't know	29	34	20	20	14	24	29	24	34	21	29	30	30	26	32	28	30	34	28	33	26			
<b>Trade unions</b>																								
Care a lot	2	2	1	1	9	1	4	3	2	4	2	2	2	2	3	3	2	1	1	4	2			
Care a fair amount	10	9	5	9	21	7	12	10	9	14	9	8	11	8	11	9	16	8	10	8	11			
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>12</b>	<b>11</b>	<b>6</b>	<b>10</b>	<b>30</b>	<b>8</b>	<b>16</b>	<b>13</b>	<b>11</b>	<b>18</b>	<b>11</b>	<b>10</b>	<b>13</b>	<b>10</b>	<b>14</b>	<b>12</b>	<b>18</b>	<b>9</b>	<b>11</b>	<b>12</b>	<b>13</b>			
Don't care very much	21	31	19	20	33	19	26	23	19	18	17	24	27	22	20	21	17	20	22	22	21			
Don't care at all	33	23	52	43	9	47	22	37	29	36	35	33	27	36	28	32	33	36	33	25	37			
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>54</b>	<b>54</b>	<b>71</b>	<b>63</b>	<b>42</b>	<b>66</b>	<b>48</b>	<b>60</b>	<b>48</b>	<b>54</b>	<b>52</b>	<b>57</b>	<b>54</b>	<b>58</b>	<b>48</b>	<b>53</b>	<b>50</b>	<b>56</b>	<b>55</b>	<b>47</b>	<b>57</b>			
Don't know	34	35	22	27	28	26	36	27	41	29	37	33	32	32	38	34	32	35	34	41	29			
<b>Immigrants</b>																								
Care a lot	5	5	3	3	15	4	7	6	5	4	7	5	4	6	5	6	3	1	5	6	6			
Care a fair amount	6	10	2	1	18	2	9	6	6	7	4	6	9	5	7	6	12	5	6	6	6			
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>11</b>	<b>15</b>	<b>5</b>	<b>4</b>	<b>33</b>	<b>6</b>	<b>16</b>	<b>12</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>13</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>15</b>	<b>6</b>	<b>11</b>	<b>12</b>	<b>12</b>			
Don't care very much	14	25	5	9	31	7	24	14	13	5	9	17	22	14	13	14	5	13	14	15	9			
Don't care at all	55	39	80	77	21	73	39	57	52	67	59	52	44	58	50	54	59	57	56	50	59			
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>69</b>	<b>64</b>	<b>85</b>	<b>86</b>	<b>52</b>	<b>80</b>	<b>63</b>	<b>71</b>	<b>65</b>	<b>72</b>	<b>68</b>	<b>69</b>	<b>66</b>	<b>72</b>	<b>63</b>	<b>68</b>	<b>64</b>	<b>70</b>	<b>70</b>	<b>65</b>	<b>68</b>			
Don't know	20	22	10	10	14	14	21	16	24	18	20	19	22	17	25	20	20	23	19	24	20			

Sample Size: 2301 Adults in GB  
Fieldwork: 11th - 12th 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		
<b>Weighted Sample</b>	<b>2301</b>	414	591	212	248	811	857	1114	1187	242	950	568	541	1312	989	1990	110	200	545	377	278	789		
<b>Unweighted Sample</b>	<b>2301</b>	379	692	278	282	983	911	1019	1282	121	877	616	687	1356	945	1987	117	197	540	392	215	840		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
<b>Benefit claimants</b>																								
Care a lot	3	3	3	0	14	2	6	4	3	2	4	3	3	4	3	4	5	2	4	3	2	4		
Care a fair amount	11	16	4	9	34	5	19	11	11	5	9	13	16	9	14	11	13	9	10	14	9	12		
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>14</b>	<b>19</b>	<b>7</b>	<b>9</b>	<b>48</b>	<b>7</b>	<b>25</b>	<b>15</b>	<b>14</b>	<b>7</b>	<b>13</b>	<b>16</b>	<b>19</b>	<b>13</b>	<b>17</b>	<b>15</b>	<b>18</b>	<b>11</b>	<b>14</b>	<b>17</b>	<b>11</b>	<b>16</b>		
Don't care very much	21	33	18	21	25	19	25	23	20	28	16	23	27	22	20	22	19	17	18	22	22	24		
Don't care at all	36	18	57	52	5	53	20	37	34	39	41	33	27	39	31	34	41	43	36	28	41	34		
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>57</b>	<b>51</b>	<b>75</b>	<b>73</b>	<b>30</b>	<b>72</b>	<b>45</b>	<b>60</b>	<b>54</b>	<b>67</b>	<b>57</b>	<b>56</b>	<b>54</b>	<b>61</b>	<b>51</b>	<b>56</b>	<b>60</b>	<b>60</b>	<b>54</b>	<b>50</b>	<b>63</b>	<b>58</b>		
Don't know	28	31	18	18	22	21	30	24	33	26	31	27	27	26	32	29	23	29	32	33	25	26		
<b>Women</b>																								
Care a lot	8	9	1	1	41	2	18	10	7	6	6	9	13	7	10	9	9	5	8	9	8	9		
Care a fair amount	16	26	6	9	41	7	26	19	13	12	12	19	20	14	17	16	14	12	15	17	16	17		
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>24</b>	<b>35</b>	<b>7</b>	<b>10</b>	<b>82</b>	<b>9</b>	<b>44</b>	<b>29</b>	<b>20</b>	<b>18</b>	<b>18</b>	<b>28</b>	<b>33</b>	<b>21</b>	<b>27</b>	<b>25</b>	<b>23</b>	<b>17</b>	<b>23</b>	<b>26</b>	<b>24</b>	<b>26</b>		
Don't care very much	22	21	30	33	4	28	16	21	22	24	21	21	21	25	17	21	25	28	22	20	19	21		
Don't care at all	26	10	46	36	0	43	12	24	29	32	32	23	17	29	23	26	29	27	25	22	34	27		
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>48</b>	<b>31</b>	<b>76</b>	<b>69</b>	<b>4</b>	<b>71</b>	<b>28</b>	<b>45</b>	<b>51</b>	<b>56</b>	<b>53</b>	<b>44</b>	<b>38</b>	<b>54</b>	<b>40</b>	<b>47</b>	<b>54</b>	<b>55</b>	<b>47</b>	<b>42</b>	<b>53</b>	<b>48</b>		
Don't know	28	33	17	21	14	21	28	26	30	26	28	28	29	25	32	28	23	28	30	32	24	26		
<b>People with families</b>																								
Care a lot	10	13	2	3	43	3	19	13	7	10	7	10	14	9	11	10	8	6	10	11	6	11		
Care a fair amount	22	30	15	24	43	15	31	23	20	16	20	24	25	21	22	22	25	20	20	21	22	23		
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>32</b>	<b>43</b>	<b>17</b>	<b>27</b>	<b>86</b>	<b>18</b>	<b>50</b>	<b>36</b>	<b>27</b>	<b>26</b>	<b>27</b>	<b>34</b>	<b>39</b>	<b>30</b>	<b>33</b>	<b>32</b>	<b>33</b>	<b>26</b>	<b>30</b>	<b>32</b>	<b>28</b>	<b>34</b>		
Don't care very much	19	20	27	25	2	27	13	18	20	22	19	17	21	20	18	20	16	17	19	18	21	21		
Don't care at all	20	8	36	23	0	30	10	21	19	21	23	20	13	21	18	19	25	27	20	16	23	18		
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>39</b>	<b>28</b>	<b>63</b>	<b>48</b>	<b>2</b>	<b>57</b>	<b>23</b>	<b>39</b>	<b>39</b>	<b>43</b>	<b>42</b>	<b>37</b>	<b>34</b>	<b>41</b>	<b>36</b>	<b>39</b>	<b>41</b>	<b>44</b>	<b>39</b>	<b>34</b>	<b>44</b>	<b>39</b>		
Don't know	29	29	21	26	11	25	27	25	33	32	30	29	27	28	30	29	26	29	30	34	27	27		
<b>Homeowners</b>																								
Care a lot	9	9	5	6	32	5	15	11	7	10	8	8	11	8	10	9	11	7	9	10	8	9		
Care a fair amount	26	35	19	25	44	20	32	28	23	29	21	27	30	25	27	26	29	21	23	26	27	28		
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>35</b>	<b>44</b>	<b>24</b>	<b>31</b>	<b>76</b>	<b>25</b>	<b>47</b>	<b>39</b>	<b>30</b>	<b>39</b>	<b>29</b>	<b>35</b>	<b>41</b>	<b>33</b>	<b>37</b>	<b>35</b>	<b>40</b>	<b>28</b>	<b>32</b>	<b>36</b>	<b>35</b>	<b>37</b>		
Don't care very much	16	15	23	21	3	24	11	17	16	14	16	15	18	18	13	16	12	15	16	16	17	16		
Don't care at all	15	9	26	17	0	22	9	15	15	15	18	16	10	16	15	15	15	19	18	13	14	14		
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>31</b>	<b>24</b>	<b>49</b>	<b>38</b>	<b>3</b>	<b>46</b>	<b>20</b>	<b>32</b>	<b>31</b>	<b>29</b>	<b>34</b>	<b>31</b>	<b>28</b>	<b>34</b>	<b>28</b>	<b>31</b>	<b>27</b>	<b>34</b>	<b>34</b>	<b>29</b>	<b>31</b>	<b>30</b>		
Don't know	34	33	27	31	20	29	33	29	38	31	37	34	31	33	36	34	33	38	34	36	34	32		
<b>Businesses</b>																								
Care a lot	14	14	12	13	35	11	19	17	12	19	14	10	17	14	14	14	16	11	15	14	15	14		
Care a fair amount	27	28	23	26	43	25	30	30	25	24	27	31	26	27	27	27	26	27	27	26	28	28		
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>41</b>	<b>42</b>	<b>35</b>	<b>39</b>	<b>78</b>	<b>36</b>	<b>49</b>	<b>47</b>	<b>37</b>	<b>43</b>	<b>41</b>	<b>41</b>	<b>43</b>	<b>41</b>	<b>41</b>	<b>41</b>	<b>42</b>	<b>38</b>	<b>42</b>	<b>40</b>	<b>43</b>	<b>42</b>		
Don't care very much	15	20	20	18	5	20	14	16	15	19	12	15	20	17	13	16	14	13	16	14	17	16		
Don't care at all	13	9	22	14	0	18	8	13	12	11	15	14	8	14	12	12	17	15	13	12	13	12		
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>28</b>	<b>29</b>	<b>42</b>	<b>32</b>	<b>5</b>	<b>38</b>	<b>22</b>	<b>29</b>	<b>27</b>	<b>30</b>	<b>27</b>	<b>29</b>	<b>28</b>	<b>31</b>	<b>25</b>	<b>28</b>	<b>31</b>	<b>28</b>	<b>29</b>	<b>26</b>	<b>30</b>	<b>28</b>		
Don't know	30	30	22	29	17	26	29	24	36	26	32	30	29	28	34	30	27	35	29	34	26	30		

Sample Size: 2301 Adults in GB  
Fieldwork: 11th - 12th 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		
<b>Weighted Sample</b>	<b>2301</b>	414	591	212	248	811	857	1114	1187	242	950	568	541	1312	989	1990	110	200	545	377	278	789		
<b>Unweighted Sample</b>	<b>2301</b>	379	692	278	282	983	911	1019	1282	121	877	616	687	1356	945	1987	117	197	540	392	215	840		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
<b>Rich people</b>																								
Care a lot	24	10	37	33	10	33	15	26	23	37	28	22	15	26	22	23	28	28	23	20	28	24		
Care a fair amount	25	27	23	30	40	25	27	29	22	24	24	25	28	26	24	25	28	24	24	22	25	27		
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>49</b>	<b>37</b>	<b>60</b>	<b>63</b>	<b>50</b>	<b>58</b>	<b>42</b>	<b>55</b>	<b>45</b>	<b>61</b>	<b>52</b>	<b>47</b>	<b>43</b>	<b>52</b>	<b>46</b>	<b>48</b>	<b>56</b>	<b>52</b>	<b>47</b>	<b>42</b>	<b>53</b>	<b>51</b>		
Don't care very much	12	19	8	8	22	8	18	11	13	8	9	14	18	12	12	13	10	8	12	15	12	12		
Don't care at all	10	11	15	13	5	13	9	10	11	9	11	12	10	11	10	11	10	9	12	10	8	11		
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>22</b>	<b>30</b>	<b>23</b>	<b>21</b>	<b>27</b>	<b>21</b>	<b>27</b>	<b>21</b>	<b>24</b>	<b>17</b>	<b>20</b>	<b>26</b>	<b>28</b>	<b>23</b>	<b>22</b>	<b>24</b>	<b>20</b>	<b>17</b>	<b>24</b>	<b>25</b>	<b>20</b>	<b>23</b>		
Don't know	28	33	17	17	23	21	31	24	32	23	29	28	30	26	32	28	25	31	28	33	27	27		
<b>People in the South of England</b>																								
Care a lot	12	11	10	10	28	10	15	13	11	16	11	13	12	11	13	11	17	18	11	13	9	11		
Care a fair amount	29	36	26	34	47	27	35	33	25	29	26	32	31	31	26	29	26	29	31	26	27	31		
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>41</b>	<b>47</b>	<b>36</b>	<b>44</b>	<b>75</b>	<b>37</b>	<b>50</b>	<b>46</b>	<b>36</b>	<b>45</b>	<b>37</b>	<b>45</b>	<b>43</b>	<b>42</b>	<b>39</b>	<b>40</b>	<b>43</b>	<b>47</b>	<b>42</b>	<b>39</b>	<b>36</b>	<b>42</b>		
Don't care very much	13	13	18	14	3	16	10	13	12	14	12	11	15	13	12	13	14	9	13	10	18	13		
Don't care at all	12	6	18	12	0	16	7	12	11	12	14	11	8	12	11	11	15	12	10	10	14	11		
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>25</b>	<b>19</b>	<b>36</b>	<b>26</b>	<b>3</b>	<b>32</b>	<b>17</b>	<b>25</b>	<b>23</b>	<b>26</b>	<b>26</b>	<b>22</b>	<b>23</b>	<b>25</b>	<b>23</b>	<b>24</b>	<b>29</b>	<b>21</b>	<b>23</b>	<b>20</b>	<b>32</b>	<b>24</b>		
Don't know	35	35	28	30	22	30	33	28	41	29	37	34	34	33	37	35	28	32	34	41	31	34		
<b>People outside the South of England</b>																								
Care a lot	9	11	2	2	39	2	16	11	6	11	6	9	12	8	9	9	13	4	9	10	6	9		
Care a fair amount	18	27	12	13	37	11	26	19	16	16	16	19	20	17	18	18	19	13	16	16	17	20		
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>27</b>	<b>38</b>	<b>14</b>	<b>15</b>	<b>76</b>	<b>13</b>	<b>42</b>	<b>30</b>	<b>22</b>	<b>27</b>	<b>22</b>	<b>28</b>	<b>32</b>	<b>25</b>	<b>27</b>	<b>27</b>	<b>32</b>	<b>17</b>	<b>25</b>	<b>26</b>	<b>23</b>	<b>29</b>		
Don't care very much	19	17	27	29	4	26	14	20	18	18	19	18	20	22	16	19	16	20	20	19	24	17		
Don't care at all	20	10	33	23	0	30	11	19	21	26	21	21	15	21	20	19	25	32	22	16	20	18		
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>39</b>	<b>27</b>	<b>60</b>	<b>52</b>	<b>4</b>	<b>56</b>	<b>25</b>	<b>39</b>	<b>39</b>	<b>44</b>	<b>40</b>	<b>39</b>	<b>35</b>	<b>43</b>	<b>36</b>	<b>38</b>	<b>41</b>	<b>52</b>	<b>42</b>	<b>35</b>	<b>44</b>	<b>35</b>		
Don't know	35	35	26	33	20	30	33	30	39	29	39	33	33	33	37	36	26	30	34	39	33	35		
<b>The LGBT community</b>																								
Care a lot	2	2	1	0	10	1	4	3	2	3	2	2	2	2	3	3	2	0	2	3	1	3		
Care a fair amount	9	12	2	2	28	3	16	9	9	5	6	12	12	7	11	9	11	7	8	11	7	9		
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>11</b>	<b>14</b>	<b>3</b>	<b>2</b>	<b>38</b>	<b>4</b>	<b>20</b>	<b>12</b>	<b>11</b>	<b>8</b>	<b>8</b>	<b>14</b>	<b>14</b>	<b>9</b>	<b>14</b>	<b>12</b>	<b>13</b>	<b>7</b>	<b>10</b>	<b>14</b>	<b>8</b>	<b>12</b>		
Don't care very much	16	25	12	19	24	12	22	19	13	9	13	18	22	17	14	16	9	18	17	14	13	18		
Don't care at all	43	27	70	60	4	64	24	44	43	61	49	38	31	47	38	42	51	46	41	39	50	43		
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>59</b>	<b>52</b>	<b>82</b>	<b>79</b>	<b>28</b>	<b>76</b>	<b>46</b>	<b>63</b>	<b>56</b>	<b>70</b>	<b>62</b>	<b>56</b>	<b>53</b>	<b>64</b>	<b>52</b>	<b>58</b>	<b>60</b>	<b>64</b>	<b>58</b>	<b>53</b>	<b>63</b>	<b>61</b>		
Don't know	30	34	15	18	33	20	35	26	33	22	30	30	33	26	35	30	26	29	32	33	29	27		
<b>People who don't vote for them</b>																								
Care a lot	4	4	2	0	16	1	6	4	3	3	3	3	6	4	4	4	3	4	4	4	2	4		
Care a fair amount	11	14	6	4	34	5	19	13	9	6	9	14	14	11	11	11	16	8	10	11	7	12		
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>15</b>	<b>18</b>	<b>8</b>	<b>4</b>	<b>50</b>	<b>6</b>	<b>25</b>	<b>17</b>	<b>12</b>	<b>9</b>	<b>12</b>	<b>17</b>	<b>20</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>19</b>	<b>12</b>	<b>14</b>	<b>15</b>	<b>9</b>	<b>16</b>		
Don't care very much	17	24	17	19	13	15	20	19	16	27	15	15	19	19	15	18	13	13	19	17	19	18		
Don't care at all	39	26	59	56	5	57	22	39	39	40	44	38	30	42	34	38	42	51	37	33	44	38		
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>56</b>	<b>50</b>	<b>76</b>	<b>75</b>	<b>18</b>	<b>72</b>	<b>42</b>	<b>58</b>	<b>55</b>	<b>67</b>	<b>59</b>	<b>53</b>	<b>49</b>	<b>61</b>	<b>49</b>	<b>56</b>	<b>55</b>	<b>64</b>	<b>56</b>	<b>50</b>	<b>63</b>	<b>56</b>		
Don't know	29	33	16	20	32	21	32	25	32	24	28	30	31	24	35	30	26	24	30	35	28	27		

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<b>Weighted Sample</b>	<b>2301</b>	414	591	212	248	811	857	1114	1187	242	950	568	541	1312	989	1990	110	200	545	377	278	789	
<b>Unweighted Sample</b>	<b>2301</b>	379	692	278	282	983	911	1019	1282	121	877	616	687	1356	945	1987	117	197	540	392	215	840	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Ethnic minorities**

Care a lot	4	3	2	1	14	2	6	5	3	3	4	3	4	4	4	4	6	3	3	3	3	4
Care a fair amount	11	18	2	4	39	4	21	12	11	8	8	15	15	10	13	12	8	6	10	11	11	15
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>15</b>	<b>21</b>	<b>4</b>	<b>5</b>	<b>53</b>	<b>6</b>	<b>27</b>	<b>17</b>	<b>14</b>	<b>11</b>	<b>12</b>	<b>18</b>	<b>19</b>	<b>14</b>	<b>17</b>	<b>16</b>	<b>14</b>	<b>9</b>	<b>13</b>	<b>14</b>	<b>14</b>	<b>19</b>
Don't care very much	14	25	9	14	16	9	21	16	12	8	11	16	20	15	13	15	9	9	14	17	13	15
Don't care at all	47	28	74	71	8	70	27	48	47	60	53	44	36	51	42	47	54	53	50	43	53	44
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>61</b>	<b>53</b>	<b>83</b>	<b>85</b>	<b>24</b>	<b>79</b>	<b>48</b>	<b>64</b>	<b>59</b>	<b>68</b>	<b>64</b>	<b>60</b>	<b>56</b>	<b>66</b>	<b>55</b>	<b>62</b>	<b>63</b>	<b>62</b>	<b>64</b>	<b>60</b>	<b>66</b>	<b>59</b>
Don't know	23	26	12	10	23	16	25	20	27	22	24	22	25	20	28	23	23	29	24	26	20	22

**People like you**

Care a lot	10	11	2	2	48	2	21	11	8	6	7	11	14	8	12	10	10	5	11	9	7	11
Care a fair amount	16	30	7	7	36	8	25	17	14	14	13	17	20	16	15	16	17	12	13	17	15	18
<b>TOTAL CARE A LOT / FAIR AMOUNT</b>	<b>26</b>	<b>41</b>	<b>9</b>	<b>9</b>	<b>84</b>	<b>10</b>	<b>46</b>	<b>28</b>	<b>22</b>	<b>20</b>	<b>20</b>	<b>28</b>	<b>34</b>	<b>24</b>	<b>27</b>	<b>26</b>	<b>27</b>	<b>17</b>	<b>24</b>	<b>26</b>	<b>22</b>	<b>29</b>
Don't care very much	16	19	18	23	2	19	13	17	14	17	16	14	16	17	13	16	11	16	17	16	13	16
Don't care at all	35	14	58	49	0	53	18	35	35	42	40	33	26	38	31	34	41	40	35	30	43	32
<b>TOTAL DON'T CARE VERY MUCH / AT ALL</b>	<b>51</b>	<b>33</b>	<b>76</b>	<b>72</b>	<b>2</b>	<b>72</b>	<b>31</b>	<b>52</b>	<b>49</b>	<b>59</b>	<b>56</b>	<b>47</b>	<b>42</b>	<b>55</b>	<b>44</b>	<b>50</b>	<b>52</b>	<b>56</b>	<b>52</b>	<b>46</b>	<b>56</b>	<b>48</b>
Don't know	24	26	16	18	14	18	24	20	28	21	25	25	23	21	28	24	21	27	25	28	21	23

*\*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.*