

YouGov/ TBI Survey Results

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Vote in 2019				2016 EU Ref		Gender		Age (1)				Age (2)				Social Grade		Countries					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2127	678	498	179	747	789	1032	1095	223	878	527	498	223	364	369	332	341	498	1212	915	1787	104	181	55
Unweighted Sample	2127	683	509	183	811	808	1005	1122	212	863	507	545	212	346	369	325	330	545	1235	892	1795	106	173	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?

	11	4	2	2	3	9	11	12	16	13	11	7	16	17	12	11	10	7	9	15	12	13	7	10
0 - Certain NOT to vote	11	4	2	2	3	9	11	12	16	13	11	7	16	17	12	11	10	7	9	15	12	13	7	10
1	2	1	0	0	0	2	2	2	4	1	1	2	4	1	2	1	1	2	1	2	2	1	1	0
2	2	2	0	1	2	2	2	2	3	2	2	2	3	3	2	2	1	2	2	3	2	4	3	0
3	2	2	1	0	1	3	2	2	3	3	2	2	3	2	4	2	2	2	2	2	3	2	0	1
4	2	2	1	2	1	2	1	2	4	2	1	1	4	2	2	2	1	1	2	2	2	1	1	0
5	7	7	4	5	4	8	5	8	8	8	5	7	8	9	7	6	5	7	6	8	7	11	5	2
6	4	3	3	2	3	3	4	3	7	4	2	2	7	6	3	3	2	2	4	3	4	3	2	2
7	4	5	5	3	4	3	5	4	7	5	5	2	7	7	4	4	4	2	5	4	5	3	4	5
8	6	7	6	5	5	6	6	6	10	6	6	5	10	6	6	6	5	5	6	7	6	6	8	3
9	9	9	8	12	11	9	9	8	5	9	8	10	5	8	10	10	7	10	9	8	8	7	10	16
10 - Absolutely certain to vote	51	58	70	68	68	54	53	50	32	46	57	62	32	40	49	53	61	62	56	45	50	50	59	60

If there were a general election held tomorrow, which party would you vote for?

[Asked to those with a likelihood to vote of 7-10.

N=1528]

Conservative	16	38	1	2	8	25	15	16	9	12	15	25	9	9	13	13	17	25	14	18	17	16	12	0
Labour	37	12	76	41	52	19	40	34	51	44	36	22	51	48	42	42	33	22	38	35	39	37	29	0
Liberal Democrat	7	3	3	33	9	5	6	7	5	6	6	10	5	7	5	7	6	10	8	5	8	1	4	0
Scottish National Party (SNP)	3	0	1	1	5	1	3	3	4	3	3	3	4	3	3	2	3	3	3	2	0	0	29	0
Plaid Cymru	1	0	0	0	1	0	1	1	2	1	0	1	2	1	1	1	0	1	1	0	0	12	0	0
Reform UK	10	21	1	2	1	23	13	7	2	8	12	14	2	5	10	7	15	14	8	13	11	16	5	0
Green	5	2	7	3	6	3	5	6	7	6	5	4	7	10	6	4	4	4	5	5	6	3	4	0
Some other party	4	1	2	1	4	5	4	4	5	4	6	3	5	3	4	5	6	3	4	5	1	0	2	92
Would not vote	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Don't know	15	21	8	14	13	18	11	19	15	13	17	17	15	10	13	18	17	17	16	14	16	13	13	2
Refused	2	1	2	2	1	1	2	2	2	3	0	1	2	4	2	1	0	1	2	2	2	2	2	6

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	England Region					Household Income (gross)				Education			House Tenure		
	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/ Other
Weighted Sample	2127	500	342	251	693	520	694	421	463	580	849	697	1275	509	255
Unweighted Sample	2127	503	347	227	718	524	697	421	458	573	911	643	1300	497	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?

	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/ Other
0 - Certain NOT to vote	11	15	12	8	11	14	11	6	14	16	13	5	8	17	15
1	2	2	3	1	2	3	2	1	2	2	2	1	1	3	2
2	2	1	3	2	2	2	3	0	3	2	3	2	1	4	2
3	2	2	4	3	2	3	2	3	2	3	2	2	2	3	1
4	2	1	2	2	3	2	2	1	3	2	2	2	2	2	2
5	7	8	8	7	6	9	7	5	6	10	7	5	6	7	12
6	4	4	4	6	3	4	4	3	4	3	4	3	3	4	5
7	4	3	8	5	4	3	5	5	5	4	5	4	4	5	5
8	6	6	5	7	6	7	4	6	7	6	6	6	5	8	8
9	9	7	7	9	9	7	8	12	8	6	8	11	10	6	9
10 - Absolutely certain to vote	51	50	45	51	53	48	52	58	47	47	47	59	58	42	38

If there were a general election held tomorrow, which party would you vote for?

[Asked to those with a likelihood to vote of 7-10.
N=1528]

	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/ Other
Conservative	16	14	23	11	18	17	17	12	16	20	18	10	18	10	11
Labour	37	44	39	46	34	37	37	44	29	27	35	45	34	39	48
Liberal Democrat	7	4	4	8	12	6	7	10	4	5	6	9	8	6	4
Scottish National Party (SNP)	3	0	0	1	0	2	4	3	3	3	3	3	3	2	3
Plaid Cymru	1	0	0	0	0	0	1	1	0	1	1	0	1	1	0
Reform UK	10	12	12	7	12	12	10	6	14	19	9	5	10	13	8
Green	5	6	5	7	5	6	6	5	3	4	5	7	4	9	5
Some other party	4	1	2	2	2	5	5	3	4	3	5	4	4	5	4
Would not vote	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	15	17	15	15	17	14	12	14	23	15	17	13	16	13	16
Refused	2	2	0	4	1	1	2	1	3	3	1	2	1	3	2

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Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Urban/ Rural						Party ID										
	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
Weighted Sample	2127	488	490	703	423	23	448	507	128	44	14	74	113	14	621	92	72
Unweighted Sample	2127	467	498	708	431	23	454	523	132	48	16	76	111	13	593	94	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?

	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
0 - Certain NOT to vote	11	11	7	14	11	26	3	3	4	0	0	3	2	0	29	7	29
1	2	2	3	2	1	0	0	1	1	0	0	0	2	0	4	2	0
2	2	3	2	2	2	5	1	1	0	2	7	0	3	6	4	2	4
3	2	3	2	3	1	7	3	1	0	0	0	1	1	0	3	2	6
4	2	2	2	2	1	4	3	2	2	0	0	1	1	0	2	3	1
5	7	6	6	8	8	13	6	3	5	4	0	4	6	14	10	17	11
6	4	5	5	2	3	0	3	3	3	2	0	3	2	0	3	13	7
7	4	5	5	4	3	9	5	5	2	3	4	4	5	7	4	5	6
8	6	6	7	5	7	4	8	6	7	9	0	6	7	0	4	8	3
9	9	8	10	7	10	0	10	9	12	20	0	7	5	9	7	8	3
10 - Absolutely certain to vote	51	50	50	51	55	33	57	67	64	61	89	71	66	64	30	32	28

If there were a general election held tomorrow, which party would you vote for?

[Asked to those with a likelihood to vote of 7-10.
N=1528]

	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
Conservative	16	12	14	15	22	9	58	0	3	0	15	0	0	0	5	5	0
Labour	37	43	42	36	26	46	6	87	27	10	18	23	1	0	27	17	32
Liberal Democrat	7	6	7	8	7	0	2	2	56	0	0	3	0	0	7	4	0
Scottish National Party (SNP)	3	4	2	3	3	10	0	0	0	78	0	0	0	0	3	2	4
Plaid Cymru	1	1	0	1	1	0	0	0	0	0	52	0	0	0	1	2	0
Reform UK	10	8	10	12	10	16	10	1	1	2	0	0	97	11	6	2	0
Green	5	7	4	4	6	0	1	1	2	0	10	72	1	10	6	5	0
Some other party	4	4	3	5	4	0	2	3	0	0	0	2	0	80	10	4	4
Would not vote	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Don't know	15	13	15	14	20	18	19	4	11	7	5	1	1	0	33	58	10
Refused	2	3	2	2	0	0	1	0	0	3	0	0	0	0	3	0	50

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Vote in 2019				2016 EU Ref		Gender		Age (1)				Age (2)					Social Grade		Countries				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2127	678	498	179	747	789	1032	1095	223	878	527	498	223	364	369	332	341	498	1212	915	1787	104	181	55
Unweighted Sample	2127	683	509	183	811	808	1005	1122	212	863	507	545	212	346	369	325	330	545	1235	892	1795	106	173	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked to those who answered 'Some other party';
N=61]

UK Independence Party (UKIP)	3	14	0	0	0	7	3	3	0	0	4	8	0	0	0	7	0	8	0	7	11	0	0	0
Women's Equality Party	2	19	0	0	0	4	0	4	0	0	6	0	0	0	0	0	8	0	3	0	7	0	0	0
Some other party	90	49	71	100	97	89	93	87	79	91	90	92	79	88	100	83	92	92	90	90	64	0	100	100
Don't know	5	18	29	0	3	0	4	6	21	9	0	0	21	12	0	10	0	0	7	3	19	0	0	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

For each of the following institutions, please say whether you tend to trust it or tend not to trust it.

The UK government

Trust very much	2	4	1	2	2	3	4	1	3	3	2	3	3	4	2	1	3	3	3	2	3	0	2	3
Trust somewhat	15	23	8	11	13	17	15	14	14	12	14	20	14	13	12	13	14	20	15	14	14	20	13	21
TOTAL TRUST VERY MUCH/ SOMEWHAT	17	27	9	13	15	20	19	15	17	15	16	23	17	17	14	14	17	23	18	16	17	20	15	24
Trust a little	26	32	22	29	27	27	26	26	27	25	25	28	27	23	27	27	24	28	29	22	26	26	23	22
Not trust at all	53	38	69	55	56	52	52	53	47	54	57	48	47	53	55	57	56	48	50	56	52	48	57	54
TOTAL TRUST A LITTLE/ NOT AT ALL	79	70	91	84	83	79	78	79	74	79	82	76	74	76	82	84	80	76	79	78	78	74	80	76
Don't know	4	3	1	3	3	2	3	5	10	6	2	2	10	7	5	3	2	2	4	5	4	5	5	0

Parliament

Trust very much	2	4	1	3	3	2	3	1	3	2	3	3	3	3	1	2	3	3	2	2	2	4	2	3
Trust somewhat	18	21	17	23	21	16	19	16	17	14	19	23	17	16	11	17	19	23	20	15	18	15	17	23
TOTAL TRUST VERY MUCH/ SOMEWHAT	20	25	18	26	24	18	22	17	20	16	22	26	20	19	12	19	22	26	22	17	20	19	19	26
Trust a little	31	34	32	36	38	30	31	30	23	31	32	33	23	25	35	34	31	33	34	27	32	31	23	26
Not trust at all	44	37	47	35	35	49	42	45	44	47	43	37	44	49	48	43	42	37	39	49	43	44	50	47
TOTAL TRUST A LITTLE/ NOT AT ALL	75	71	79	71	73	79	73	75	67	78	75	70	67	74	83	77	73	70	73	76	75	75	73	73
Don't know	5	3	3	3	4	3	4	7	13	6	4	4	13	7	5	3	4	4	5	7	5	5	8	0

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Weighted Sample	2127	500	342	251	693	520	694	421	463	580	849	697	1275	509	255
Unweighted Sample	2127	503	347	227	718	524	697	421	458	573	911	643	1300	497	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked to those who answered 'Some other party';
N=61]

UK Independence Party (UKIP)	3	0	24	0	13	6	4	0	0	9	3	0	2	7	0
Women's Equality Party	2	0	31	0	0	8	0	0	0	0	0	5	3	0	0
Some other party	90	62	44	100	61	70	96	93	100	79	94	90	90	85	100
Don't know	5	38	0	0	27	16	0	7	0	12	3	5	5	8	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

For each of the following institutions, please say whether you tend to trust it or tend not to trust it.

The UK government

Trust very much	2	1	2	6	3	3	2	3	2	3	3	2	3	2	1
Trust somewhat	15	12	14	16	15	16	13	15	15	15	15	14	15	13	13
TOTAL TRUST VERY MUCH/ SOMEWHAT	17	13	16	22	18	19	15	18	17	18	18	16	18	15	14
Trust a little	26	25	28	25	27	24	26	31	25	23	26	29	28	23	24
Not trust at all	53	56	51	50	51	54	55	49	52	53	52	52	51	56	54
TOTAL TRUST A LITTLE/ NOT AT ALL	79	81	79	75	78	78	81	80	77	76	78	81	79	79	78
Don't know	4	6	4	3	4	4	4	2	7	6	4	3	3	6	7

Parliament

Trust very much	2	1	2	5	2	2	3	3	1	3	2	2	3	1	2
Trust somewhat	18	13	16	28	18	18	16	20	18	15	17	21	19	15	14
TOTAL TRUST VERY MUCH/ SOMEWHAT	20	14	18	33	20	20	19	23	19	18	19	23	22	16	16
Trust a little	31	33	31	31	31	29	32	37	25	27	29	37	34	27	24
Not trust at all	44	45	46	33	43	46	44	37	48	49	47	35	40	51	50
TOTAL TRUST A LITTLE/ NOT AT ALL	75	78	77	64	74	75	76	74	73	76	76	72	74	78	74
Don't know	5	7	6	3	5	5	5	3	8	7	6	4	4	6	10

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	Urban/ Rural						Party ID										
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Weighted Sample	2127	488	490	703	423	23	448	507	128	44	14	74	113	14	621	92	72
Unweighted Sample	2127	467	498	708	431	23	454	523	132	48	16	76	111	13	593	94	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these parties would you vote for?

[Asked to those who answered 'Some other party';
N=61]

UK Independence Party (UKIP)	3	0	0	4	7	0	11	0	0	0	0	0	0	0	4	0	0
Women's Equality Party	2	0	0	5	0	0	14	0	0	0	0	0	0	0	0	0	0
Some other party	90	100	93	85	83	0	75	95	0	0	0	100	0	100	87	100	100
Don't know	5	0	7	5	9	0	0	5	0	0	0	0	0	0	9	0	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

For each of the following institutions, please say whether you tend to trust it or tend not to trust it.

The UK government

Trust very much	2	4	1	3	2	0	7	1	4	3	0	0	0	0	1	4	2
Trust somewhat	15	15	13	14	17	16	34	10	17	3	26	5	5	7	8	12	16
TOTAL TRUST VERY MUCH/ SOMEWHAT	17	19	14	17	19	16	41	11	21	6	26	5	5	7	9	16	18
Trust a little	26	25	31	23	27	8	36	23	29	25	16	22	23	34	23	22	19
Not trust at all	53	50	52	56	49	62	21	64	48	70	57	71	72	59	61	48	45
TOTAL TRUST A LITTLE/ NOT AT ALL	79	75	83	79	76	70	57	87	77	95	73	93	95	93	84	70	64
Don't know	4	6	3	4	5	14	2	3	2	0	0	1	0	0	7	14	18

Parliament

Trust very much	2	4	3	2	1	0	6	1	5	0	0	1	0	0	1	4	0
Trust somewhat	18	19	16	18	17	25	31	19	25	20	42	8	7	16	10	9	15
TOTAL TRUST VERY MUCH/ SOMEWHAT	20	23	19	20	18	25	37	20	30	20	42	9	7	16	11	13	15
Trust a little	31	30	35	28	33	8	37	36	40	22	20	39	20	14	24	24	26
Not trust at all	44	40	43	47	42	49	24	40	27	55	38	50	73	63	57	45	41
TOTAL TRUST A LITTLE/ NOT AT ALL	75	70	78	75	75	57	61	76	67	77	58	89	93	77	81	69	67
Don't know	5	7	3	6	6	18	2	3	3	2	0	2	1	7	9	19	18

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	Vote in 2019				2016 EU Ref		Gender		Age (1)				Age (2)					Social Grade		Countries				
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Weighted Sample	2127	678	498	179	747	789	1032	1095	223	878	527	498	223	364	369	332	341	498	1212	915	1787	104	181	55
Unweighted Sample	2127	683	509	183	811	808	1005	1122	212	863	507	545	212	346	369	325	330	545	1235	892	1795	106	173	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with each of the following statements?

Young people today don't have respect for Britain's traditional values

Strongly agree	25	40	12	16	13	42	28	22	8	20	27	37	8	19	19	24	30	37	21	29	25	27	20	25
Agree	31	38	26	30	28	37	31	31	23	27	37	35	23	25	29	35	35	35	30	32	31	28	31	30
TOTAL AGREE	56	78	38	46	41	79	59	53	31	47	64	72	31	44	48	59	65	72	51	61	56	55	51	55
Neither agree nor disagree	22	13	27	29	28	14	21	23	24	24	22	16	24	24	25	21	23	16	23	20	21	23	26	22
Disagree	12	5	20	17	19	5	11	14	20	15	7	9	20	17	15	9	8	9	15	9	12	14	10	9
Strongly disagree	6	2	13	6	10	2	6	6	14	9	4	1	14	10	8	6	3	1	7	5	6	6	8	11
TOTAL DISAGREE	18	7	33	23	29	7	17	20	34	24	11	10	34	27	23	15	11	10	22	14	18	20	18	20
Don't know	4	2	3	1	3	1	3	4	11	5	2	1	11	5	4	4	2	1	3	5	4	3	5	4

For some crimes, the death penalty is the most appropriate sentence.

Strongly agree	25	39	12	13	13	41	28	22	14	22	27	33	14	21	23	25	28	33	22	29	25	32	22	22
Agree	23	27	18	18	19	26	24	23	26	23	23	23	26	25	21	23	24	23	21	26	23	24	28	15
TOTAL AGREE	48	66	30	31	32	67	52	45	40	45	50	56	40	46	44	48	52	56	43	55	48	56	50	37
Neither agree nor disagree	14	13	14	11	14	13	13	15	17	15	14	12	17	18	15	14	13	12	13	16	14	17	14	12
Disagree	13	8	17	19	16	9	13	12	19	13	12	10	19	10	15	13	13	10	14	10	13	6	11	25
Strongly disagree	20	8	36	38	36	9	19	21	15	21	22	19	15	21	22	22	21	19	25	14	20	18	21	25
TOTAL DISAGREE	33	16	53	57	52	18	32	33	34	34	34	29	34	31	37	35	34	29	39	24	33	24	32	50
Don't know	4	4	2	2	2	3	3	6	9	5	2	3	9	6	5	4	2	3	4	5	5	3	4	2

Equal opportunities for gays and lesbians have gone too far.

Strongly agree	15	24	5	8	6	28	19	11	6	11	19	21	6	10	12	11	22	21	13	17	15	15	15	15
Agree	17	24	9	11	11	23	18	16	14	14	16	24	14	13	13	17	15	24	16	18	17	12	15	15
TOTAL AGREE	32	48	14	19	17	51	37	27	20	25	35	45	20	23	25	28	37	45	29	35	32	27	30	30
Neither agree nor disagree	27	30	21	31	24	29	27	27	18	25	31	29	18	24	24	30	31	29	25	29	27	30	23	20
Disagree	17	13	22	22	23	12	15	19	20	18	18	14	20	18	19	18	18	14	18	17	17	20	17	29
Strongly disagree	21	6	41	27	36	7	18	24	34	29	15	9	34	31	29	22	12	9	26	15	21	18	27	20
TOTAL DISAGREE	38	19	63	49	59	19	33	43	54	47	33	23	54	49	48	40	30	23	44	32	38	38	44	49
Don't know	3	2	2	1	1	2	3	3	8	4	2	2	8	4	4	2	2	2	3	4	3	5	2	0

Immigration is bad for the economy.

Strongly agree	14	23	5	6	4	28	17	11	7	10	16	23	7	9	11	10	19	23	12	17	14	19	12	7
Agree	15	24	7	8	8	23	15	16	7	14	20	17	7	15	12	20	17	17	14	18	15	19	14	26
TOTAL AGREE	29	47	12	14	12	51	32	27	14	24	36	40	14	24	23	30	36	40	26	35	29	38	26	33
Neither agree nor disagree	24	29	20	19	21	27	23	25	22	23	23	28	22	23	21	26	23	28	22	27	25	19	24	16
Disagree	25	17	30	40	33	16	23	26	30	27	23	21	30	26	29	23	23	21	28	21	25	23	25	30
Strongly disagree	17	5	37	26	32	4	18	17	22	22	16	10	22	21	23	18	15	10	22	11	17	15	22	18
TOTAL DISAGREE	42	22	67	66	65	20	41	43	52	49	39	31	52	47	52	41	38	31	50	32	42	38	47	48
Don't know	4	3	2	1	2	2	3	5	11	4	3	2	11	6	4	4	2	2	3	6	4	4	2	3

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	England Region				Household Income (gross)				Education			House Tenure			
	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/Other
Weighted Sample	2127	500	342	251	693	520	694	421	463	580	849	697	1275	509	255
Unweighted Sample	2127	503	347	227	718	524	697	421	458	573	911	643	1300	497	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with each of the following statements?

Young people today don't have respect for Britain's traditional values

Strongly agree	25	26	27	17	26	28	27	13	28	36	26	14	26	27	17
Agree	31	31	30	26	34	32	32	33	27	35	32	27	35	27	23
TOTAL AGREE	56	57	57	43	60	60	59	46	55	71	58	41	61	54	40
Neither agree nor disagree	22	21	22	23	21	23	20	23	22	16	20	28	21	21	24
Disagree	12	12	13	17	11	9	14	16	10	6	12	18	11	14	18
Strongly disagree	6	6	4	11	5	4	5	11	6	3	5	10	5	6	11
TOTAL DISAGREE	18	18	17	28	16	13	19	27	16	9	17	28	16	20	29
Don't know	4	4	4	5	3	3	3	3	6	4	5	3	2	5	8

For some crimes, the death penalty is the most appropriate sentence.

Strongly agree	25	27	28	19	24	28	27	18	25	38	25	14	25	27	19
Agree	23	24	26	18	23	23	24	22	23	24	28	17	24	21	24
TOTAL AGREE	48	51	54	37	47	51	51	40	48	62	53	31	49	48	43
Neither agree nor disagree	14	13	17	16	13	15	14	12	17	17	12	14	13	17	15
Disagree	13	12	12	14	14	12	13	16	10	7	12	18	13	11	15
Strongly disagree	20	18	13	29	22	19	19	28	17	9	17	33	21	18	20
TOTAL DISAGREE	33	30	25	43	36	31	32	44	27	16	29	51	34	29	35
Don't know	4	6	4	5	4	2	3	4	9	4	6	3	3	5	7

Equal opportunities for gays and lesbians have gone too far.

Strongly agree	15	14	14	12	16	17	15	10	15	20	16	9	16	15	9
Agree	17	18	18	12	18	18	17	14	16	20	19	11	18	16	13
TOTAL AGREE	32	32	32	24	34	35	32	24	31	40	35	20	34	31	22
Neither agree nor disagree	27	28	30	25	26	28	28	23	27	33	26	23	28	28	20
Disagree	17	15	19	18	17	16	17	21	17	12	17	22	17	17	21
Strongly disagree	21	22	16	29	20	17	21	31	18	10	18	34	20	20	30
TOTAL DISAGREE	38	37	35	47	37	33	38	52	35	22	35	56	37	37	51
Don't know	3	4	2	5	3	4	2	1	7	4	4	1	2	4	7

Immigration is bad for the economy.

Strongly agree	14	16	12	8	16	17	15	6	16	25	14	5	14	17	9
Agree	15	18	16	8	15	16	17	14	14	20	17	10	18	14	10
TOTAL AGREE	29	34	28	16	31	33	32	20	30	45	31	15	32	31	19
Neither agree nor disagree	24	23	31	23	23	28	24	19	25	26	25	21	23	24	26
Disagree	25	22	24	30	24	22	25	32	23	16	25	32	25	23	28
Strongly disagree	17	17	11	26	17	14	17	27	13	8	14	30	17	17	18
TOTAL DISAGREE	42	39	35	56	41	36	42	59	36	24	39	62	42	40	46
Don't know	4	4	6	4	4	3	3	2	8	5	5	2	3	5	9

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Urban/ Rural						Party ID										
	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
Weighted Sample	2127	488	490	703	423	23	448	507	128	44	14	74	113	14	621	92	72
Unweighted Sample	2127	467	498	708	431	23	454	523	132	48	16	76	111	13	593	94	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with each of the following statements?
Young people today don't have respect for Britain's traditional values

Strongly agree	25	19	25	26	29	20	37	14	11	13	24	6	65	35	23	22	19
Agree	31	25	30	33	36	20	43	25	33	29	11	23	23	41	30	35	22
TOTAL AGREE	56	44	55	59	65	40	80	39	44	42	35	29	88	76	53	57	41
Neither agree nor disagree	22	24	24	20	19	23	12	28	27	21	44	37	7	0	24	19	16
Disagree	12	14	12	11	11	24	5	20	19	18	11	16	2	0	11	7	24
Strongly disagree	6	12	6	5	3	0	1	11	8	13	10	13	3	24	5	4	4
TOTAL DISAGREE	18	26	18	16	14	24	6	31	27	31	21	29	5	24	16	11	28
Don't know	4	5	3	4	1	14	1	1	2	7	0	4	0	0	6	14	15

For some crimes, the death penalty is the most appropriate sentence.

Strongly agree	25	19	26	26	29	18	34	14	8	15	36	10	58	41	28	25	17
Agree	23	20	24	23	27	26	31	20	25	19	7	17	22	14	22	25	23
TOTAL AGREE	48	39	50	49	56	44	65	34	33	34	43	27	80	55	50	50	40
Neither agree nor disagree	14	17	14	15	12	19	14	13	12	21	26	14	9	0	16	14	22
Disagree	13	15	12	12	12	4	10	17	16	12	6	17	5	14	11	11	13
Strongly disagree	20	25	21	19	17	8	8	33	38	31	26	42	5	31	17	11	6
TOTAL DISAGREE	33	40	33	31	29	12	18	50	54	43	32	59	10	45	28	22	19
Don't know	4	5	3	5	3	25	3	2	1	2	0	0	1	0	6	16	19

Equal opportunities for gays and lesbians have gone too far.

Strongly agree	15	11	14	16	18	17	24	7	4	5	6	4	45	49	13	10	14
Agree	17	13	17	19	16	12	27	11	14	7	9	11	25	0	16	10	14
TOTAL AGREE	32	24	31	35	34	29	51	18	18	12	15	15	70	49	29	20	28
Neither agree nor disagree	27	28	28	22	31	44	30	21	22	20	40	16	25	14	31	36	18
Disagree	17	16	18	18	18	5	13	24	22	25	19	21	3	14	17	15	9
Strongly disagree	21	28	20	21	15	8	6	36	35	43	26	47	2	24	17	19	26
TOTAL DISAGREE	38	44	38	39	33	13	19	60	57	68	45	68	5	38	34	34	35
Don't know	3	4	3	4	2	14	1	1	2	0	0	1	0	0	5	10	19

Immigration is bad for the economy.

Strongly agree	14	9	12	16	19	17	21	5	4	3	6	3	49	32	15	11	13
Agree	15	11	16	17	17	13	27	8	5	4	18	6	27	16	15	17	12
TOTAL AGREE	29	20	28	33	36	30	48	13	9	7	24	9	76	48	30	28	25
Neither agree nor disagree	24	25	24	24	23	25	25	21	21	24	30	15	15	21	29	28	23
Disagree	25	25	27	25	24	8	21	34	37	29	26	33	7	0	21	20	19
Strongly disagree	17	25	19	13	15	13	4	30	30	38	21	41	2	31	13	12	13
TOTAL DISAGREE	42	50	46	38	39	21	25	64	67	67	47	74	9	31	34	32	32
Don't know	4	5	2	5	3	24	2	1	3	2	0	1	0	0	6	13	21

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Vote in 2019				2016 EU Ref		Gender		Age (1)				Age (2)				Social Grade		Countries					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2127	678	498	179	747	789	1032	1095	223	878	527	498	223	364	369	332	341	498	1212	915	1787	104	181	55
Unweighted Sample	2127	683	509	183	811	808	1005	1122	212	863	507	545	212	346	369	325	330	545	1235	892	1795	106	173	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Equal opportunities for ethnic minorities have gone too far.

Strongly agree	17	30	5	7	6	33	21	12	7	13	21	23	7	11	13	15	24	23	14	19	17	19	13	16
Agree	17	25	8	15	12	24	18	16	10	13	19	26	10	14	11	16	19	26	17	18	17	12	19	20
TOTAL AGREE	34	55	13	22	18	57	39	28	17	26	40	49	17	25	24	31	43	49	31	37	34	31	32	36
Neither agree nor disagree	25	19	27	23	26	24	26	28	21	24	27	28	21	22	24	27	28	28	23	28	25	34	25	15
Disagree	18	11	25	28	25	10	16	19	21	20	17	13	21	21	20	20	15	13	19	16	18	9	17	28
Strongly disagree	20	6	41	21	32	6	17	23	32	26	14	8	32	28	28	19	12	8	24	14	20	20	21	21
TOTAL DISAGREE	38	17	66	49	57	16	33	42	53	46	31	21	53	49	48	39	27	21	43	30	38	29	38	49
Don't know	4	3	2	1	2	2	3	4	9	4	2	1	9	4	5	3	2	1	3	4	4	5	4	0

To what extent do you agree or disagree with each of the following statements?
Government should redistribute incomes from those who are well off to those who are less well off.

Strongly agree	17	8	31	17	21	14	21	14	23	19	17	13	23	19	20	16	18	13	17	18	17	20	19	20
Agree	26	18	32	33	30	22	27	25	23	28	24	24	23	32	24	28	23	24	26	25	25	24	29	32
TOTAL AGREE	43	26	63	50	51	36	48	39	46	47	41	37	46	51	44	44	41	37	43	43	42	44	48	52
Neither agree nor disagree	27	30	23	26	26	28	25	29	22	25	27	31	22	23	27	28	25	31	25	29	27	29	22	20
Disagree	19	27	11	14	15	23	16	21	15	16	22	22	15	15	17	18	24	22	20	18	19	15	20	19
Strongly disagree	7	15	1	6	5	11	8	6	6	7	8	8	6	5	8	7	8	8	9	5	7	8	5	7
TOTAL DISAGREE	26	42	12	20	20	34	24	27	21	23	30	30	21	20	25	25	32	30	29	23	26	23	25	26
Don't know	4	2	2	4	3	2	3	5	11	4	3	1	11	6	4	3	3	1	4	4	4	4	5	2

Big business takes advantage of ordinary people.

Strongly agree	34	26	46	35	37	33	40	30	34	40	32	27	34	40	39	35	34	27	34	35	34	35	34	44
Agree	41	43	37	41	41	41	39	42	37	39	43	43	37	36	42	43	40	43	43	38	41	34	47	40
TOTAL AGREE	75	69	83	76	78	74	79	72	71	79	75	70	71	76	81	78	74	70	77	73	75	69	81	84
Neither agree nor disagree	17	21	13	16	16	18	14	19	15	15	17	22	15	16	13	15	18	22	16	18	17	22	11	13
Disagree	4	8	2	4	4	5	4	4	4	3	5	6	4	3	3	5	5	6	5	4	4	7	6	2
Strongly disagree	1	0	1	3	1	1	1	1	1	1	1	1	1	1	2	0	1	1	1	1	1	0	1	0
TOTAL DISAGREE	5	8	3	7	5	6	5	5	5	4	6	7	5	4	5	6	7	6	5	5	7	7	7	2
Don't know	3	2	1	1	1	1	2	4	10	2	2	1	10	3	1	2	2	1	2	4	3	2	2	2

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	England Region					Household Income (gross)				Education			House Tenure		
	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/Other
Weighted Sample	2127	500	342	251	693	520	694	421	463	580	849	697	1275	509	255
Unweighted Sample	2127	503	347	227	718	524	697	421	458	573	911	643	1300	497	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Equal opportunities for ethnic minorities have gone too far.

Strongly agree	17	17	18	10	18	19	16	11	20	24	18	9	18	17	9
Agree	17	16	20	13	17	19	19	14	14	20	19	12	19	15	12
TOTAL AGREE	34	33	38	23	35	38	35	25	34	44	37	21	37	32	21
Neither agree nor disagree	25	27	28	19	25	27	27	19	27	31	26	20	26	25	22
Disagree	18	18	18	19	18	15	16	27	15	11	18	24	17	18	24
Strongly disagree	20	19	13	34	18	17	19	28	16	10	15	33	18	20	28
TOTAL DISAGREE	38	37	31	53	36	32	35	55	31	21	33	57	35	38	52
Don't know	4	4	3	5	3	4	2	1	7	4	5	2	3	5	5

To what extent do you agree or disagree with each of the following statements?
Government should redistribute incomes from those who are well off to those who are less well off.

Strongly agree	17	18	14	22	16	22	18	13	16	18	16	19	15	22	21
Agree	26	27	23	32	22	26	27	25	22	23	25	28	23	33	23
TOTAL AGREE	43	45	37	54	38	48	45	38	38	41	41	47	38	55	44
Neither agree nor disagree	27	24	31	22	30	27	24	26	31	29	27	25	28	24	28
Disagree	19	17	19	13	22	18	21	20	17	19	19	18	22	14	16
Strongly disagree	7	8	8	7	7	4	6	12	8	5	8	8	9	4	4
TOTAL DISAGREE	26	25	27	20	29	22	27	32	25	24	27	26	31	18	20
Don't know	4	4	5	4	4	3	4	3	7	5	5	2	3	5	8

Big business takes advantage of ordinary people.

Strongly agree	34	33	31	38	36	36	38	30	31	33	33	38	31	41	40
Agree	41	43	42	35	40	40	39	44	41	39	41	42	43	37	39
TOTAL AGREE	75	76	73	73	76	76	77	74	72	72	74	80	74	78	79
Neither agree nor disagree	17	15	20	20	17	16	16	18	18	20	17	14	19	15	10
Disagree	4	4	3	3	5	4	4	7	3	4	4	5	6	2	3
Strongly disagree	1	2	1	0	1	2	1	0	1	1	1	0	0	1	2
TOTAL DISAGREE	5	6	4	3	6	6	5	7	4	5	5	5	6	3	5
Don't know	3	3	3	3	2	2	2	1	6	4	4	1	2	4	6

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Urban/ Rural						Party ID										
	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
Weighted Sample	2127	488	490	703	423	23	448	507	128	44	14	74	113	14	621	92	72
Unweighted Sample	2127	467	498	708	431	23	454	523	132	48	16	76	111	13	593	94	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Equal opportunities for ethnic minorities have gone too far.

Strongly agree	17	12	17	17	21	33	27	6	7	3	18	3	64	33	14	11	12
Agree	17	14	16	18	21	13	29	11	16	10	4	8	20	14	16	14	11
TOTAL AGREE	34	26	33	35	42	46	56	17	23	13	22	11	84	47	30	25	23
Neither agree nor disagree	25	23	25	25	29	21	29	20	20	27	40	17	13	15	31	31	19
Disagree	18	19	19	18	15	5	10	29	27	23	6	21	2	14	16	13	18
Strongly disagree	20	28	21	18	12	8	4	34	29	31	32	50	1	24	16	18	21
TOTAL DISAGREE	38	47	40	36	27	13	14	63	56	54	38	71	3	38	32	31	39
Don't know	4	4	3	5	2	21	1	1	2	5	0	1	0	0	6	13	20

To what extent do you agree or disagree with each of the following statements?

Government should redistribute incomes from those who are well off to those who are less well off.

Strongly agree	17	23	15	17	16	16	4	30	15	21	22	36	13	23	17	10	18
Agree	26	30	25	27	19	12	17	33	32	32	24	41	12	48	24	34	19
TOTAL AGREE	43	53	40	44	35	28	21	63	47	53	46	77	25	71	41	44	37
Neither agree nor disagree	27	23	30	27	27	25	29	23	25	31	28	15	29	22	30	22	29
Disagree	19	14	21	18	24	29	32	11	20	12	14	5	29	7	17	17	15
Strongly disagree	7	6	6	6	12	0	17	2	4	0	6	1	16	0	6	5	2
TOTAL DISAGREE	26	20	27	24	36	29	49	13	24	12	20	6	45	7	23	22	17
Don't know	4	4	3	5	2	18	1	2	4	4	6	3	2	0	6	13	17

Big business takes advantage of ordinary people.

Strongly agree	34	36	33	35	34	26	22	41	34	32	22	68	39	62	36	22	23
Agree	41	39	44	41	40	23	42	39	44	59	54	27	39	31	41	42	40
TOTAL AGREE	75	75	77	76	74	49	64	80	78	91	76	95	78	93	77	64	63
Neither agree nor disagree	17	16	17	15	20	25	24	15	14	3	24	4	17	7	16	21	15
Disagree	4	5	3	4	6	5	9	3	5	4	0	0	3	0	3	0	8
Strongly disagree	1	1	1	1	0	0	1	1	2	2	0	1	2	0	1	1	0
TOTAL DISAGREE	5	6	4	5	6	5	10	4	7	6	0	1	5	0	4	1	8
Don't know	3	3	3	3	1	22	2	1	1	0	0	0	0	0	3	14	14

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Vote in 2019				2016 EU Ref		Gender		Age (1)				Age (2)					Social Grade		Countries				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2127	678	498	179	747	789	1032	1095	223	878	527	498	223	364	369	332	341	498	1212	915	1787	104	181	55
Unweighted Sample	2127	683	509	183	811	808	1005	1122	212	863	507	545	212	346	369	325	330	545	1235	892	1795	106	173	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ordinary people do not get their fair share.

Strongly agree	26	20	34	27	26	28	30	23	24	28	27	23	24	31	27	23	28	23	23	30	26	34	23	32
Agree	40	36	46	39	44	36	37	43	39	42	37	40	39	43	42	39	37	40	42	37	40	33	47	38
TOTAL AGREE	66	56	80	66	70	64	67	66	63	70	64	63	63	74	69	62	65	63	65	67	66	67	70	70
Neither agree nor disagree	23	29	14	26	21	25	22	23	19	19	27	26	19	16	21	26	26	26	23	22	23	19	19	22
Disagree	7	12	4	6	7	9	8	7	7	7	6	9	7	6	7	8	6	9	8	6	8	8	6	6
Strongly disagree	1	2	1	2	1	1	1	1	0	1	1	2	0	1	1	2	0	2	1	1	1	2	2	2
TOTAL DISAGREE	8	14	5	8	8	10	9	8	7	8	7	11	7	7	8	10	6	11	9	7	9	10	8	8
Don't know	3	2	1	1	1	1	2	3	11	2	2	1	11	3	2	2	2	1	2	3	3	4	3	0

There is one law for the rich and one law for the poor.

Strongly agree	38	28	53	42	42	38	41	35	33	41	38	35	33	44	39	37	40	35	35	42	38	40	40	45
Agree	36	34	33	39	38	34	33	38	37	35	36	37	37	34	35	38	34	37	37	34	35	33	41	36
TOTAL AGREE	74	62	86	81	80	72	74	73	70	76	74	72	70	78	74	75	74	72	72	76	73	73	81	81
Neither agree nor disagree	15	22	9	13	11	18	14	16	12	14	16	19	12	12	15	16	14	19	15	16	16	16	10	11
Disagree	7	12	4	6	6	8	7	7	7	6	7	6	7	5	8	5	8	6	8	4	7	8	7	7
Strongly disagree	2	3	1	0	1	2	3	1	3	2	2	2	3	2	2	1	2	2	2	1	2	2	1	2
TOTAL DISAGREE	9	15	5	6	7	10	10	8	10	8	9	8	10	7	10	6	10	8	10	5	9	10	8	9
Don't know	2	1	1	1	1	1	2	2	9	2	1	1	9	3	1	1	1	1	2	3	2	1	2	0

Management will always try to get the better of employees.

Strongly agree	21	18	26	19	19	24	27	16	17	23	22	19	17	22	25	20	24	19	18	25	21	23	17	28
Agree	37	37	37	37	37	37	35	38	33	37	37	38	33	37	37	36	37	38	37	37	36	34	41	36
TOTAL AGREE	58	55	63	56	56	61	62	54	50	60	59	57	50	59	62	56	61	57	55	62	57	57	58	64
Neither agree nor disagree	24	27	23	24	26	24	21	27	27	23	23	27	27	22	23	24	22	27	25	23	24	25	25	20
Disagree	12	15	9	15	14	12	12	13	11	12	13	13	11	12	11	14	12	13	15	9	12	16	12	11
Strongly disagree	2	2	4	3	3	2	2	2	1	2	3	1	1	3	2	3	3	1	3	2	2	1	2	5
TOTAL DISAGREE	14	17	13	18	17	14	14	15	12	14	16	14	12	15	13	17	15	14	18	11	14	17	14	16
Don't know	3	1	2	1	2	1	3	4	11	3	2	1	11	5	2	3	1	1	2	4	3	2	3	0

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	England Region				Household Income (gross)				Education			House Tenure			
	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/Other
Weighted Sample	2127	500	342	251	693	520	694	421	463	580	849	697	1275	509	255
Unweighted Sample	2127	503	347	227	718	524	697	421	458	573	911	643	1300	497	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ordinary people do not get their fair share.

Strongly agree	26	29	23	26	25	29	29	19	25	29	26	23	24	33	27
Agree	40	40	40	43	38	41	39	43	39	37	40	43	39	41	43
TOTAL AGREE	66	69	63	69	63	70	68	62	64	66	66	66	63	74	70
Neither agree nor disagree	23	19	25	23	25	22	22	25	23	23	21	24	25	18	18
Disagree	7	8	8	4	9	6	7	10	7	6	8	8	9	5	5
Strongly disagree	1	1	1	1	1	0	1	2	1	1	1	1	1	1	0
TOTAL DISAGREE	8	9	9	5	10	6	8	12	8	7	9	9	10	6	5
Don't know	3	3	2	4	2	1	2	2	6	3	4	1	2	2	7

There is one law for the rich and one law for the poor.

Strongly agree	38	39	36	37	38	41	40	31	40	39	37	38	35	45	41
Agree	36	36	32	36	37	37	35	38	34	32	37	38	37	34	35
TOTAL AGREE	74	75	68	73	75	78	75	69	74	71	74	76	72	79	76
Neither agree nor disagree	15	15	21	16	14	15	15	18	15	19	15	13	17	14	10
Disagree	7	5	8	6	8	4	7	10	6	6	6	9	8	4	6
Strongly disagree	2	3	1	1	3	2	2	2	1	1	3	1	2	2	0
TOTAL DISAGREE	9	8	9	7	11	6	9	12	7	7	9	10	10	6	6
Don't know	2	3	2	4	1	2	2	1	4	3	3	1	1	2	7

Management will always try to get the better of employees.

Strongly agree	21	21	21	25	20	25	24	14	19	25	21	19	20	26	21
Agree	37	37	36	38	36	36	34	40	38	38	38	34	36	37	38
TOTAL AGREE	58	58	57	63	56	61	58	54	57	63	59	53	56	63	59
Neither agree nor disagree	24	21	27	20	27	25	26	23	22	22	25	25	25	23	21
Disagree	12	13	11	11	13	9	13	17	11	9	11	17	15	8	9
Strongly disagree	2	3	2	3	2	2	2	4	2	2	1	4	2	2	1
TOTAL DISAGREE	14	16	13	14	15	11	15	21	13	11	12	21	17	10	10
Don't know	3	5	3	3	3	2	2	2	7	4	4	1	2	3	9

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Urban/ Rural						Party ID										
	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
Weighted Sample	2127	488	490	703	423	23	448	507	128	44	14	74	113	14	621	92	72
Unweighted Sample	2127	467	498	708	431	23	454	523	132	48	16	76	111	13	593	94	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ordinary people do not get their fair share.

Strongly agree	26	28	24	27	24	32	15	35	21	17	33	44	36	65	25	21	24
Agree	40	41	44	41	35	8	35	41	50	55	46	43	24	28	43	40	37
TOTAL AGREE	66	69	68	68	59	40	50	76	71	72	79	87	60	93	68	61	61
Neither agree nor disagree	23	21	23	21	27	35	33	16	22	26	20	11	31	0	22	19	16
Disagree	7	6	6	8	11	4	15	5	3	2	0	1	8	0	7	5	7
Strongly disagree	1	1	2	1	1	0	2	1	3	0	0	0	2	0	1	0	0
TOTAL DISAGREE	8	7	8	9	12	4	17	6	6	2	0	1	10	0	8	5	7
Don't know	3	3	2	3	2	22	1	1	1	0	0	0	0	7	3	15	16

There is one law for the rich and one law for the poor.

Strongly agree	38	40	38	39	35	33	20	50	33	44	45	61	46	70	39	32	34
Agree	36	37	38	34	36	32	37	35	43	48	19	31	30	23	36	32	35
TOTAL AGREE	74	77	76	73	71	65	57	85	76	92	64	92	76	93	75	64	69
Neither agree nor disagree	15	12	15	17	17	17	24	10	11	6	31	6	18	7	15	20	7
Disagree	7	7	5	6	9	4	14	3	9	2	6	1	4	0	5	4	8
Strongly disagree	2	2	2	2	3	0	5	1	2	0	0	0	1	0	1	0	3
TOTAL DISAGREE	9	9	7	8	12	4	19	4	11	2	6	1	5	0	6	4	11
Don't know	2	3	2	2	1	14	0	0	1	0	0	0	0	0	3	12	13

Management will always try to get the better of employees.

Strongly agree	21	22	21	23	19	18	15	24	15	10	21	31	29	56	23	23	17
Agree	37	36	39	36	35	38	38	37	37	41	49	35	36	38	37	27	32
TOTAL AGREE	58	58	60	59	54	56	53	61	52	51	70	66	65	94	60	50	49
Neither agree nor disagree	24	24	25	23	25	30	26	22	28	31	23	25	19	7	24	30	23
Disagree	12	13	9	13	16	0	17	12	15	14	7	6	14	0	10	2	15
Strongly disagree	2	2	2	2	2	0	2	3	3	4	0	1	1	0	2	3	0
TOTAL DISAGREE	14	15	11	15	18	0	19	15	18	18	7	7	15	0	12	5	15
Don't know	3	3	4	3	2	14	1	1	2	0	0	1	0	0	5	15	13

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Vote in 2019				2016 EU Ref		Gender		Age (1)				Age (2)					Social Grade		Countries				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2127	678	498	179	747	789	1032	1095	223	878	527	498	223	364	369	332	341	498	1212	915	1787	104	181	55
Unweighted Sample	2127	683	509	183	811	808	1005	1122	212	863	507	545	212	346	369	325	330	545	1235	892	1795	106	173	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Cost of living	62	52	68	58	63	54	59	65	72	71	60	45	72	70	74	65	56	45	61	64	62	59	61	83
The state of the economy	41	39	43	45	44	38	44	38	42	41	42	39	42	39	39	43	43	39	43	38	40	39	46	42
Crime	19	27	14	12	10	29	19	19	12	17	21	25	12	15	17	20	21	25	19	19	21	13	12	7
Health care	52	48	60	64	64	49	45	60	40	47	58	61	40	45	50	53	57	61	54	51	51	56	56	71
Climate change/the environment	25	15	36	38	38	14	25	24	26	26	24	22	26	27	24	27	24	22	28	21	25	20	26	29
Housing	22	13	30	24	21	18	22	22	34	24	20	16	34	29	22	17	21	16	22	22	22	25	27	17
Immigration	31	53	12	15	14	54	33	29	16	24	35	47	16	19	26	30	38	47	26	37	32	28	27	23
Defence and security	14	27	6	17	13	22	19	10	5	9	16	26	5	8	11	11	18	26	15	14	15	11	10	12
Education	11	9	13	13	14	8	10	12	14	12	11	8	14	12	10	15	9	8	12	9	11	11	15	3
Family life and childcare	5	3	5	4	6	3	4	5	5	6	3	3	5	8	6	2	2	3	4	5	4	8	6	4
None of these	0	1	0	0	1	1	1	0	0	1	0	0	0	1	1	1	0	0	0	1	0	1	1	0
Don't know	2	1	1	0	1	1	1	2	5	2	0	0	5	2	2	1	0	0	1	2	1	4	2	0

On a scale of 0 to 10 how concerned, if at all, are you about climate change?

0 - I am not at all concerned about climate change	9	12	4	1	2	15	13	6	6	9	10	10	6	7	11	8	10	10	7	12	9	13	6	12
1	2	2	1	1	1	2	3	1	3	2	1	2	3	1	2	1	1	2	2	2	2	1	1	2
2	3	5	2	1	1	5	4	2	3	2	4	3	3	3	1	3	4	3	3	3	3	5	2	0
3	4	7	1	2	1	7	5	4	3	4	6	4	3	3	3	7	4	4	4	5	5	0	3	2
4	5	6	4	3	4	6	5	5	3	5	4	5	3	7	6	3	4	5	5	5	5	4	3	1
5	13	16	9	9	9	16	12	14	12	11	14	15	12	9	13	13	14	15	12	14	13	14	14	13
6	9	11	9	6	9	7	9	10	12	9	9	8	12	11	9	8	9	8	9	9	9	7	10	12
7	15	14	16	14	18	12	15	16	17	17	14	12	17	18	16	16	14	12	15	15	15	15	19	17
8	13	8	19	24	19	10	12	14	11	13	13	14	11	13	12	15	13	14	15	10	13	13	18	9
9	7	7	8	12	8	6	7	7	6	7	6	8	6	6	7	7	7	8	7	6	7	3	4	7
10 - I am very concerned about climate change	19	12	27	26	27	13	17	20	22	19	19	17	22	20	18	19	18	17	21	16	18	22	21	25
Don't know	1	1	1	1	1	1	1	2	2	2	1	0	2	2	2	1	1	0	1	2	1	3	0	0

How familiar are you with the Government's goal of net zero carbon emissions by 2050?

I have heard of it and have a good understanding of what it means	36	37	37	44	39	38	44	28	35	34	39	37	35	33	33	37	40	37	39	32	36	30	39	47
I have heard of it but have minimal understanding of what it means	55	57	56	51	56	57	48	61	44	54	57	59	44	49	57	59	56	59	53	57	55	59	55	48
I have not heard of it	9	6	7	5	5	5	8	11	21	12	4	4	21	18	10	5	4	4	8	11	10	11	6	4

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	England Region					Household Income (gross)				Education			House Tenure		
	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/Other
Weighted Sample	2127	500	342	251	693	520	694	421	463	580	849	697	1275	509	255
Unweighted Sample	2127	503	347	227	718	524	697	421	458	573	911	643	1300	497	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the country at this time?

Please tick up to three.

Cost of living	62	61	62	63	61	64	61	64	60	61	62	63	58	69	70
The state of the economy	41	41	39	44	38	37	43	45	38	38	41	42	42	36	42
Crime	19	19	25	23	19	22	17	15	23	25	19	14	19	20	15
Health care	52	51	51	44	55	51	54	55	49	47	53	56	58	43	49
Climate change/the environment	25	26	21	28	24	24	25	29	21	16	23	34	26	21	25
Housing	22	17	17	32	24	21	24	21	22	19	23	24	15	34	32
Immigration	31	36	36	20	31	36	32	20	34	48	30	18	34	30	18
Defence and security	14	15	15	11	17	14	15	15	15	16	15	12	18	9	9
Education	11	11	10	10	11	10	10	13	11	7	11	14	12	10	9
Family life and childcare	5	5	3	6	4	4	5	8	2	4	4	5	4	6	3
None of these	0	0	1	0	0	1	0	1	1	0	1	0	0	1	0
Don't know	2	1	2	1	1	2	1	1	3	1	2	1	1	2	4

On a scale of 0 to 10 how concerned, if at all, are you about climate change?

0 - I am not at all concerned about climate change	9	12	8	5	9	10	9	6	11	14	10	4	9	10	9
1	2	2	1	2	2	3	1	2	1	2	2	1	1	2	4
2	3	4	3	2	3	3	2	2	3	4	3	2	3	3	1
3	4	4	6	1	6	4	4	3	5	6	4	3	4	4	6
4	5	5	5	6	5	4	6	5	3	6	4	5	4	6	5
5	13	12	12	11	14	16	11	11	13	17	12	10	12	15	12
6	9	8	13	12	7	9	8	11	10	7	10	9	9	9	10
7	15	11	16	13	17	13	16	18	14	13	15	17	16	13	16
8	13	14	13	16	11	12	14	14	13	9	14	15	15	11	12
9	7	6	7	9	7	7	7	9	6	5	6	9	8	6	6
10 - I am very concerned about climate change	19	21	14	22	17	18	20	19	17	14	18	24	18	20	17
Don't know	1	2	2	1	1	1	1	0	3	2	2	0	1	2	2

How familiar are you with the Government's goal of net zero carbon emissions by 2050?

I have heard of it and have a good understanding of what it means	36	33	31	35	40	35	37	45	27	28	36	42	38	30	35
I have heard of it but have minimal understanding of what it means	55	55	59	55	52	53	56	49	59	61	53	52	56	56	49
I have not heard of it	9	12	10	10	8	11	7	6	14	11	11	6	6	14	15

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Urban/ Rural						Party ID										
	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
Weighted Sample	2127	488	490	703	423	23	448	507	128	44	14	74	113	14	621	92	72
Unweighted Sample	2127	467	498	708	431	23	454	523	132	48	16	76	111	13	593	94	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Cost of living	62	67	62	62	57	50	48	71	60	76	81	66	49	64	64	72	66
The state of the economy	41	39	44	42	36	43	43	43	43	39	27	33	27	34	41	37	33
Crime	19	18	19	19	20	34	28	15	8	4	6	8	47	23	16	22	11
Health care	52	46	54	53	58	47	46	62	65	75	52	62	28	54	51	54	32
Climate change/the environment	25	26	25	23	26	9	16	32	49	36	37	62	1	31	21	16	17
Housing	22	30	23	19	16	24	11	27	22	24	37	34	19	24	24	25	31
Immigration	31	24	30	34	36	38	53	14	11	4	16	11	82	54	31	27	18
Defence and security	14	11	14	14	20	16	31	7	13	4	0	2	29	8	11	7	3
Education	11	9	11	12	12	4	9	12	14	12	25	7	5	7	12	8	8
Family life and childcare	5	6	4	4	5	0	4	4	5	9	6	5	1	0	5	4	8
None of these	0	1	0	0	1	0	0	1	0	0	0	1	0	0	0	0	3
Don't know	2	2	1	1	1	9	0	1	1	2	0	0	0	0	2	6	15

On a scale of 0 to 10 how concerned, if at all, are you about climate change?

0 - I am not at all concerned about climate change	9	7	6	11	11	22	8	3	1	0	7	0	30	33	15	5	10
1	2	1	1	2	2	0	2	1	1	0	0	0	6	0	2	3	5
2	3	3	2	3	2	0	4	1	1	0	0	0	12	0	3	1	0
3	4	4	5	5	4	8	7	3	2	0	0	0	10	0	5	3	1
4	5	4	5	5	5	0	6	4	2	0	0	3	5	0	5	5	3
5	13	13	13	14	12	18	17	9	9	15	24	7	14	14	13	18	12
6	9	8	11	8	11	4	12	10	4	13	22	1	8	0	9	11	9
7	15	15	16	15	14	13	15	19	18	22	18	9	4	14	15	11	14
8	13	16	15	11	12	3	11	19	21	19	6	11	4	9	12	10	9
9	7	7	8	5	8	4	8	7	14	4	0	9	2	7	5	6	4
10 - I am very concerned about climate change	19	21	16	19	18	12	11	25	27	27	17	59	6	23	14	25	14
Don't know	1	1	1	1	0	15	0	0	0	0	6	0	0	0	2	1	19

How familiar are you with the Government's goal of net zero carbon emissions by 2050?

I have heard of it and have a good understanding of what it means	36	36	35	37	36	20	39	36	48	39	20	55	56	70	29	21	20
I have heard of it but have minimal understanding of what it means	55	53	55	54	58	47	56	58	52	55	74	44	38	30	56	60	48
I have not heard of it	9	11	9	9	6	33	5	6	1	6	6	1	5	0	15	19	32

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Vote in 2019				2016 EU Ref		Gender		Age (1)				Age (2)					Social Grade		Countries				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2127	678	498	179	747	789	1032	1095	223	878	527	498	223	364	369	332	341	498	1212	915	1787	104	181	55
Unweighted Sample	2127	683	509	183	811	808	1005	1122	212	863	507	545	212	346	369	325	330	545	1235	892	1795	106	173	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think that the following countries or regions are doing too much, too little or about enough to address climate change?

China

0 – Doing far too little	40	50	37	38	37	51	44	36	26	37	42	48	26	34	38	40	43	48	40	39	39	39	42	37
1	6	7	7	8	9	5	7	6	6	6	7	8	6	5	6	5	8	8	7	5	6	8	9	4
2	11	11	13	14	15	9	12	10	10	10	13	10	10	10	10	13	13	10	13	8	11	8	8	23
3	9	6	10	11	12	6	10	8	9	9	9	7	9	7	10	12	7	7	9	8	9	7	10	9
4	4	5	5	5	5	3	5	4	4	4	4	4	4	5	3	4	5	4	4	4	4	5	4	2
5	7	5	6	5	6	6	7	6	6	8	6	5	6	10	8	5	6	5	6	7	6	11	8	6
6	2	1	2	1	1	1	2	1	4	2	1	0	4	3	2	1	1	0	1	2	2	0	1	0
7	1	1	2	1	1	1	2	1	2	2	1	1	2	2	2	1	1	1	1	1	1	2	1	3
8	1	0	1	1	1	0	1	1	1	1	1	0	1	2	0	1	1	0	1	1	1	1	1	0
9	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0
10 – Doing far too much	1	1	0	1	0	1	1	0	2	1	1	0	2	1	1	1	0	0	1	1	1	0	0	2
Don't know	19	14	17	15	14	16	10	28	29	21	15	17	29	21	21	17	15	17	17	23	20	20	17	15

Sub-Saharan Africa

0 – Doing far too little	17	24	12	14	12	27	21	13	7	14	20	22	7	13	15	19	19	22	15	19	17	19	17	18
1	3	4	3	4	3	4	4	3	2	3	3	5	2	3	2	3	2	5	4	3	3	4	3	5
2	6	8	6	6	6	7	6	5	5	4	7	7	5	4	4	8	7	7	7	5	6	4	6	4
3	7	7	6	10	9	6	8	6	6	6	7	9	6	6	6	8	7	9	7	7	6	9	11	7
4	6	6	6	7	7	5	7	5	9	6	7	5	9	6	7	6	7	5	7	6	6	7	6	12
5	13	12	14	14	15	11	14	11	11	15	13	10	11	15	15	9	15	10	13	12	13	17	8	10
6	3	1	4	5	3	2	3	2	5	4	2	1	5	6	2	3	1	1	3	3	3	1	5	6
7	2	1	4	2	2	2	3	2	2	2	2	1	2	2	3	1	3	1	2	2	2	2	3	2
8	1	1	1	0	1	1	1	1	0	1	1	0	0	2	1	1	1	0	1	1	1	1	1	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
10 – Doing far too much	1	1	1	1	0	1	1	0	2	1	1	0	2	1	2	0	1	0	1	1	1	0	0	0
Don't know	41	35	44	38	41	36	31	51	51	44	37	38	51	43	43	42	37	38	42	41	42	35	40	36

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	England Region				Household Income (gross)				Education			House Tenure			
	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/ Other
Weighted Sample	2127	500	342	251	693	520	694	421	463	580	849	697	1275	509	255
Unweighted Sample	2127	503	347	227	718	524	697	421	458	573	911	643	1300	497	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think that the following countries or regions are doing too much, too little or about enough to address climate change?

China

0 – Doing far too little	40	39	45	35	39	38	41	38	39	43	39	37	42	36	31
1	6	6	5	5	8	7	7	7	5	4	7	7	7	5	6
2	11	10	12	11	11	9	11	13	11	8	10	15	11	10	10
3	9	8	10	10	8	11	7	11	7	6	9	11	9	9	10
4	4	3	3	5	5	2	5	5	4	3	4	5	4	3	6
5	7	7	4	11	5	10	6	6	5	7	7	6	5	8	9
6	2	2	2	4	1	2	1	2	1	1	2	2	1	2	1
7	1	1	1	2	1	1	1	2	1	1	1	1	1	1	2
8	1	0	0	2	1	1	1	1	0	1	0	1	1	1	1
9	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0
10 – Doing far too much	1	2	1	1	0	1	1	1	0	1	1	1	1	1	0
Don't know	19	23	17	14	21	18	19	14	26	24	20	15	17	23	24

Sub-Saharan Africa

0 – Doing far too little	17	16	19	13	17	18	19	12	18	22	17	12	19	15	10
1	3	4	4	2	3	4	4	2	2	3	4	3	4	3	2
2	6	5	7	4	7	6	6	7	5	6	5	7	7	5	3
3	7	7	6	7	6	8	7	8	5	6	7	7	7	7	5
4	6	6	5	8	6	6	7	8	5	6	6	8	6	6	7
5	13	12	12	18	12	17	11	13	8	11	13	13	11	13	15
6	3	3	2	4	2	2	3	4	2	2	2	4	2	4	2
7	2	1	2	3	2	2	2	3	1	2	1	3	2	2	3
8	1	2	0	1	0	1	0	1	1	0	1	1	1	1	0
9	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
10 – Doing far too much	1	1	1	2	0	1	1	1	0	1	1	1	0	2	1
Don't know	41	44	42	36	43	35	40	41	53	40	43	41	40	42	53

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Urban/ Rural						Party ID										
	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
Weighted Sample	2127	488	490	703	423	23	448	507	128	44	14	74	113	14	621	92	72
Unweighted Sample	2127	467	498	708	431	23	454	523	132	48	16	76	111	13	593	94	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think that the following countries or regions are doing too much, too little or about enough to address climate change?
China

0 – Doing far too little	40	36	41	38	44	48	47	38	43	33	9	45	62	62	34	32	20
1	6	4	7	6	9	0	8	7	7	11	12	5	2	0	6	3	4
2	11	11	11	12	10	5	12	13	12	10	15	23	5	23	9	5	5
3	9	10	9	9	7	0	8	10	11	10	7	6	3	8	9	8	5
4	4	4	4	4	5	0	4	6	4	8	7	3	3	0	3	2	2
5	7	8	6	7	5	8	6	7	10	4	12	2	4	0	7	7	8
6	2	2	1	2	0	0	1	3	2	0	0	0	1	0	1	0	4
7	1	3	1	1	0	0	1	1	1	0	0	5	2	0	1	1	3
8	1	1	0	1	1	0	0	1	2	3	0	0	1	0	0	1	3
9	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
10 – Doing far too much	1	1	1	1	0	0	2	0	0	0	0	0	4	0	0	1	0
Don't know	19	18	18	21	19	40	11	14	6	21	37	12	13	7	29	38	46

Sub-Saharan Africa

0 – Doing far too little	17	12	17	18	19	35	23	13	10	11	11	13	34	49	16	11	6
1	3	2	4	4	4	0	5	3	4	2	0	2	2	7	3	1	1
2	6	5	6	5	8	5	9	7	2	2	0	3	7	0	5	3	4
3	7	7	7	7	8	0	8	9	7	11	7	4	5	0	5	4	12
4	6	7	8	5	7	0	7	7	7	4	18	16	7	0	5	3	5
5	13	14	12	13	11	8	14	13	20	5	0	19	7	9	12	7	6
6	3	5	3	2	1	0	2	3	9	5	0	5	0	0	2	2	1
7	2	3	1	2	2	0	1	4	2	5	0	5	1	7	1	2	2
8	1	1	1	1	0	0	1	1	1	0	0	0	0	8	1	0	1
9	0	1	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0
10 – Doing far too much	1	2	1	1	0	0	1	0	0	0	0	0	6	6	0	2	0
Don't know	41	42	41	42	40	53	29	40	37	56	63	28	31	14	49	64	63

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Vote in 2019				2016 EU Ref		Gender		Age (1)				Age (2)					Social Grade		Countries				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2127	678	498	179	747	789	1032	1095	223	878	527	498	223	364	369	332	341	498	1212	915	1787	104	181	55
Unweighted Sample	2127	683	509	183	811	808	1005	1122	212	863	507	545	212	346	369	325	330	545	1235	892	1795	106	173	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The US

0 – Doing far too little	25	23	30	26	27	27	25	24	20	23	27	27	20	20	25	27	27	27	25	24	24	24	28	32
1	5	4	5	8	6	4	4	5	3	4	4	7	3	3	5	4	4	7	6	3	5	3	7	3
2	10	9	11	14	12	9	10	10	13	8	11	10	13	6	9	11	11	10	11	9	10	3	10	11
3	14	14	14	20	18	12	16	12	13	14	14	14	13	17	9	16	13	14	15	13	14	11	14	12
4	9	10	11	9	10	9	11	7	8	9	10	8	8	9	11	10	9	8	10	8	9	13	11	9
5	11	14	10	9	9	13	13	10	10	12	13	10	10	13	13	11	13	10	10	13	11	17	9	9
6	4	5	4	2	4	4	5	3	5	4	3	4	5	4	5	2	3	4	4	3	4	4	3	4
7	2	2	1	1	1	1	2	1	2	2	2	1	2	2	1	1	3	1	2	2	2	1	0	0
8	1	1	1	2	1	1	1	1	2	2	0	1	2	4	1	1	1	1	1	1	1	3	1	4
9	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0	0	0	0	1	1	0
10 – Doing far too much	1	2	0	0	0	2	2	0	2	2	1	1	2	2	2	1	1	1	1	2	1	1	1	0
Don't know	18	15	14	11	11	17	10	26	22	20	15	17	22	19	19	17	16	17	15	22	18	20	15	15

Experiment One (RCT) Techno-optimism vs climate pessimism vs climate security

4-way split group: 1 control group (no text) + 3 treatment groups where respondents were shown text about climate technology, pessimism or security

On a scale of 0 to 10, what's your sense about whether your government is taking sufficient action to address climate change?

0 - It is doing far too much	5	10	1	1	1	11	8	3	4	4	5	9	4	2	6	3	6	9	4	7	6	5	3	4
1	1	1	1	0	1	1	1	0	0	0	1	1	0	0	0	0	2	1	1	1	1	0	2	1
2	3	6	1	1	2	6	3	2	1	2	3	5	1	1	3	2	3	5	3	3	3	5	0	4
3	5	7	3	3	3	7	6	4	4	5	3	7	4	5	5	3	7	5	5	5	5	7	3	3
4	6	7	5	6	4	6	6	5	7	4	6	6	7	6	4	4	6	6	6	5	6	2	6	4
5	18	24	13	13	15	22	17	20	13	17	20	22	13	18	16	18	21	22	18	19	19	13	20	9
6	11	12	11	12	13	10	12	11	12	12	12	10	12	12	12	12	11	10	12	11	11	14	16	14
7	13	12	17	18	15	13	14	12	13	14	14	11	13	13	13	16	14	11	14	12	14	8	14	13
8	10	6	14	14	14	6	10	9	12	10	11	7	12	9	10	13	9	7	10	10	9	14	8	11
9	3	2	5	5	4	2	3	3	4	3	4	3	4	4	3	3	4	3	3	3	3	7	1	2
10 - It is doing far too little	14	5	23	21	22	8	12	15	13	16	14	11	13	18	15	14	13	11	16	11	13	12	17	27
Don't know	10	8	6	7	7	8	7	14	16	12	8	7	16	13	13	8	9	7	8	13	10	13	11	8

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	England Region					Household Income (gross)				Education			House Tenure		
	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/Other
Weighted Sample	2127	500	342	251	693	520	694	421	463	580	849	697	1275	509	255
Unweighted Sample	2127	503	347	227	718	524	697	421	458	573	911	643	1300	497	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The US

0 – Doing far too little	25	23	26	25	24	23	28	23	24	23	24	26	26	24	18
1	5	4	4	4	6	4	6	4	4	3	5	5	5	4	3
2	10	10	11	10	10	10	9	11	10	7	9	13	10	8	11
3	14	13	16	15	14	13	13	19	12	11	15	15	15	13	15
4	9	7	8	12	9	9	9	9	9	7	9	11	8	10	11
5	11	10	12	12	12	14	12	9	9	14	11	10	10	13	12
6	4	3	4	7	3	5	3	5	3	5	3	4	4	2	4
7	2	2	1	2	2	2	1	3	1	2	1	1	1	2	2
8	1	2	1	2	1	2	1	3	1	1	1	2	1	2	1
9	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
10 – Doing far too much	1	3	1	1	1	2	1	0	2	1	2	1	1	2	2
Don't know	18	23	17	10	18	17	16	14	26	24	19	12	17	19	22

Experiment One (RCT) Techno-optimism vs climate pessimism vs climate security

4-way split group: 1 control group (no text) + 3 treatment groups where respondents were shown text about climate technology, pessimism or security

On a scale of 0 to 10, what's your sense about whether your government is taking sufficient action to address climate change?

0 - It is doing far too much	5	7	4	4	6	7	5	3	6	8	6	2	6	6	4
1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1
2	3	3	4	1	3	2	3	3	3	4	3	2	4	2	1
3	5	5	5	5	5	5	4	6	6	6	5	4	5	6	3
4	6	7	4	6	5	5	7	5	5	6	6	4	6	5	6
5	18	16	21	19	20	21	19	15	18	24	18	14	19	18	15
6	11	10	13	13	9	11	12	13	10	9	11	14	12	10	15
7	13	12	15	11	15	12	13	19	10	11	13	15	15	10	14
8	10	8	10	11	10	9	9	11	10	9	9	11	9	11	13
9	3	5	2	3	3	4	3	4	3	1	3	6	3	4	2
10 - It is doing far too little	14	13	10	20	13	14	14	14	12	8	13	19	13	15	14
Don't know	10	13	10	7	10	10	10	6	16	13	12	6	9	13	13

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Urban/ Rural						Party ID										
	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
Weighted Sample	2127	488	490	703	423	23	448	507	128	44	14	74	113	14	621	92	72
Unweighted Sample	2127	467	498	708	431	23	454	523	132	48	16	76	111	13	593	94	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The US

0 – Doing far too little	25	22	25	24	28	31	21	28	27	35	5	36	25	44	24	15	14
1	5	5	4	5	6	0	6	6	6	2	14	10	1	0	3	3	4
2	10	9	10	9	11	3	9	11	13	13	0	15	6	11	9	10	8
3	14	15	15	14	12	9	16	15	21	20	28	12	7	7	11	13	12
4	9	10	11	9	7	0	10	11	6	4	0	6	10	9	8	5	13
5	11	10	12	12	12	13	16	11	13	2	13	9	17	8	9	9	6
6	4	5	4	4	3	0	6	4	3	2	7	0	3	0	3	4	5
7	2	2	1	2	1	0	2	2	1	0	0	2	2	9	2	1	0
8	1	3	1	1	1	0	2	2	2	2	0	1	3	0	1	0	0
9	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	1
10 – Doing far too much	1	1	2	2	0	0	2	0	0	0	0	0	10	6	1	0	0
Don't know	18	16	16	20	18	44	11	10	7	17	34	8	16	7	28	40	37

Experiment One (RCT) Techno-optimism vs climate pessimism vs climate security

4-way split group: 1 control group (no text) + 3 treatment groups where respondents were shown text about climate technology, pessimism or security

On a scale of 0 to 10, what's your sense about whether your government is taking sufficient action to address climate change?

0 - It is doing far too much	5	4	5	5	7	9	5	1	0	0	0	0	32	23	7	1	3
1	1	1	1	1	1	0	1	1	0	0	0	0	3	0	0	1	5
2	3	2	3	3	3	0	6	1	1	2	7	1	8	0	2	4	1
3	5	5	5	5	5	4	8	3	4	0	7	7	11	0	4	8	1
4	6	5	7	6	5	9	7	6	4	2	10	3	3	7	5	5	9
5	18	18	16	18	22	21	27	15	14	11	16	9	19	11	18	17	14
6	11	12	14	9	12	0	14	13	13	18	18	9	3	7	10	6	9
7	13	11	14	14	13	9	14	17	19	25	0	14	6	7	12	10	3
8	10	10	12	9	8	4	6	14	13	10	16	12	3	7	10	10	4
9	3	5	3	2	4	0	1	4	6	4	8	7	2	7	4	3	4
10 - It is doing far too little	14	17	12	14	12	4	4	21	23	22	6	37	4	32	12	12	12
Don't know	10	11	9	13	7	41	6	6	4	6	12	2	6	0	16	23	36

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Vote in 2019				2016 EU Ref		Gender		Age (1)				Age (2)				Social Grade		Countries					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2127	678	498	179	747	789	1032	1095	223	878	527	498	223	364	369	332	341	498	1212	915	1787	104	181	55
Unweighted Sample	2127	683	509	183	811	808	1005	1122	212	863	507	545	212	346	369	325	330	545	1235	892	1795	106	173	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, how strongly do you support or oppose the UK's goal of net zero carbon emissions by 2050?

	0 - I strongly oppose the goal of net zero carbon emissions by 2050	1	2	3	4	5	6	7	8	9	10 - I strongly support the goal of net zero carbon emissions by 2050	Don't know												
7	12	2	4	3	14	11	4	2	7	8	11	2	4	8	7	9	11	6	9	7	7	8	8	
1	1	2	1	0	1	2	2	1	0	1	2	2	0	0	1	0	3	2	1	1	1	0	1	2
2	2	3	1	2	1	3	3	1	1	1	1	4	1	1	1	1	1	4	2	2	2	3	3	2
3	4	6	1	3	1	6	5	3	2	3	4	5	2	2	4	4	3	5	3	4	4	2	3	2
4	4	5	3	1	2	6	4	3	3	3	4	5	3	3	4	3	4	5	3	5	4	7	3	0
5	13	16	10	10	10	17	13	14	9	12	15	16	9	10	13	15	14	16	13	14	13	13	13	9
6	7	8	6	4	6	7	6	7	10	6	8	6	10	5	6	7	8	6	6	7	7	7	8	7
7	10	9	12	10	12	9	10	10	9	11	10	9	9	13	7	14	9	9	11	9	10	9	13	13
8	11	10	12	15	13	8	11	11	12	10	12	11	12	8	12	11	13	11	11	11	11	8	13	14
9	5	4	5	8	7	4	5	5	4	4	5	6	4	3	4	5	5	6	5	5	5	4	7	3
26	15	37	38	36	15	25	26	33	31	21	18	33	34	30	24	21	18	31	19	26	28	20	33	
11	9	10	5	8	9	7	15	17	12	8	8	17	14	11	9	9	8	9	14	11	13	8	6	

How likely, if at all, do you think the following will achieve net zero carbon emissions by 2050?

The UK government

	0 - Not at all likely	1	2	3	4	5	6	7	8	9	10 - Very likely	Don't know											
20	20	20	20	20	24	23	18	14	20	23	21	14	16	21	25	22	21	19	22	20	20	24	20
4	4	4	5	7	5	4	5	3	4	4	4	5	4	5	3	4	4	4	4	4	5	2	6
8	7	11	8	10	7	9	7	4	9	7	8	4	7	10	8	7	8	7	8	8	10	7	14
11	11	13	13	13	12	11	12	8	11	14	10	8	10	13	14	14	10	12	11	12	5	7	11
10	10	13	8	12	8	10	11	15	9	11	11	15	9	8	11	11	11	12	9	10	8	15	7
14	15	15	10	12	15	13	15	19	15	14	12	19	13	18	13	15	12	13	16	14	21	14	25
8	9	7	12	10	7	9	7	7	9	7	8	7	12	7	7	8	8	9	7	8	8	10	2
6	7	5	9	6	7	7	6	6	6	5	8	6	7	7	3	5	8	8	5	6	8	10	3
3	4	2	3	3	3	4	3	3	3	4	4	3	4	2	3	4	4	3	3	4	4	2	4
1	1	1	2	1	1	1	1	0	1	2	1	0	2	1	2	1	1	1	1	1	1	0	3
1	2	1	0	2	1	2	1	1	2	1	1	1	4	1	1	1	1	2	1	2	0	1	2
11	9	9	8	6	11	6	15	18	10	9	10	18	11	9	11	9	10	9	13	11	11	7	5

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	England Region				Household Income (gross)				Education			House Tenure			
	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/ Other
Weighted Sample	2127	500	342	251	693	520	694	421	463	580	849	697	1275	509	255
Unweighted Sample	2127	503	347	227	718	524	697	421	458	573	911	643	1300	497	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, how strongly do you support or oppose the UK's goal of net zero carbon emissions by 2050?

0 - I strongly oppose the goal of net zero carbon emissions by 2050	7	10	5	5	7	7	8	5	10	9	8	5	8	7	4
1	1	1	0	1	2	1	1	1	1	1	2	1	2	0	0
2	2	2	3	0	2	2	2	1	1	2	2	2	2	2	1
3	4	4	3	3	5	5	2	3	4	6	3	3	4	3	2
4	4	2	5	4	4	4	3	3	5	5	3	3	4	4	2
5	13	15	15	12	12	16	12	11	14	17	14	9	12	16	14
6	7	7	7	6	6	8	6	5	7	7	6	8	6	6	9
7	10	8	12	11	9	10	12	11	6	8	10	11	11	9	9
8	11	9	12	13	10	10	12	12	9	11	10	12	12	9	10
9	5	5	6	3	5	6	6	3	4	4	5	6	5	4	4
10 - I strongly support the goal of net zero carbon emissions by 2050	26	23	21	36	27	21	26	37	20	16	25	35	25	25	28
Don't know	11	14	11	6	11	10	9	7	19	15	12	6	9	13	16

How likely, if at all, do you think the following will achieve net zero carbon emissions by 2050?

The UK government

0 – Not at all likely	20	21	21	19	19	20	21	19	21	21	21	20	22	20	15
1	4	4	4	3	5	4	4	6	3	5	3	5	4	4	6
2	8	6	8	7	9	7	8	10	7	7	7	10	9	7	4
3	11	13	11	14	12	11	11	12	12	11	11	13	12	9	11
4	10	10	10	12	10	9	11	12	10	7	11	13	11	9	11
5	14	15	17	10	13	18	14	14	12	14	15	14	13	17	16
6	8	7	9	10	8	10	8	8	6	8	7	10	8	8	9
7	6	5	6	7	7	6	7	8	4	7	6	6	7	5	5
8	3	3	3	4	4	4	3	3	3	3	4	3	3	4	3
9	1	1	0	2	1	1	2	1	1	1	1	1	1	1	1
10 – Very likely	1	2	0	4	1	2	1	2	1	2	1	2	2	1	0
Don't know	11	14	10	8	11	9	10	5	19	15	13	5	8	14	17

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Urban/ Rural						Party ID										
	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
Weighted Sample	2127	488	490	703	423	23	448	507	128	44	14	74	113	14	621	92	72
Unweighted Sample	2127	467	498	708	431	23	454	523	132	48	16	76	111	13	593	94	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, how strongly do you support or oppose the UK's goal of net zero carbon emissions by 2050?

0 - I strongly oppose the goal of net zero carbon emissions by 2050	7	7	6	8	9	9	7	2	2	4	0	1	41	23	8	2	6
1	1	1	1	1	1	0	3	1	0	0	0	0	2	0	0	3	2
2	2	2	1	2	2	8	3	1	1	0	0	0	3	0	2	1	0
3	4	2	3	5	5	4	6	3	2	0	0	1	7	0	3	2	2
4	4	3	5	5	2	0	6	3	1	2	12	4	6	0	3	2	3
5	13	12	14	14	11	21	16	11	10	12	12	7	20	18	14	15	7
6	7	8	6	6	7	0	9	7	5	6	6	7	4	8	7	4	4
7	10	11	12	8	10	9	12	12	12	10	16	3	4	0	9	5	11
8	11	10	11	11	11	8	11	14	8	13	8	9	3	21	10	9	7
9	5	3	4	5	7	0	5	5	11	16	6	6	2	0	4	4	1
10 - I strongly support the goal of net zero carbon emissions by 2050	26	32	26	24	22	9	15	36	43	26	24	56	3	31	23	23	20
Don't know	11	9	10	11	13	32	7	6	5	10	17	5	5	0	16	31	38

How likely, if at all, do you think the following will achieve net zero carbon emissions by 2050?

The UK government

0 - Not at all likely	20	17	18	21	25	14	14	18	17	23	12	28	37	52	24	14	18
1	4	4	4	5	3	9	5	4	5	2	0	2	2	7	4	6	0
2	8	9	8	7	7	4	7	10	6	3	0	11	6	0	8	4	6
3	11	12	13	12	9	4	13	14	12	10	0	18	14	16	9	5	2
4	10	11	12	10	9	9	11	13	13	22	21	12	5	0	8	6	12
5	14	13	15	14	15	17	15	16	11	9	33	14	11	11	14	16	14
6	8	9	7	8	9	0	10	7	10	4	0	7	5	0	8	11	6
7	6	8	7	5	6	4	9	5	13	17	17	2	2	14	4	4	11
8	3	3	4	3	4	4	6	3	4	5	6	2	4	0	2	1	0
9	1	2	1	1	0	0	2	1	2	0	0	0	2	0	1	0	1
10 - Very likely	1	3	0	1	1	0	3	1	2	0	0	0	1	0	1	0	2
Don't know	11	11	10	11	10	35	6	6	4	5	10	4	12	0	15	31	28

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Vote in 2019				2016 EU Ref		Gender		Age (1)				Age (2)					Social Grade		Countries				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2127	678	498	179	747	789	1032	1095	223	878	527	498	223	364	369	332	341	498	1212	915	1787	104	181	55
Unweighted Sample	2127	683	509	183	811	808	1005	1122	212	863	507	545	212	346	369	325	330	545	1235	892	1795	106	173	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Large companies and businesses

0 – Not at all likely	23	22	23	18	19	28	25	21	22	24	23	22	22	21	23	28	22	22	21	25	23	22	28	24
1	5	4	5	7	6	4	5	5	5	5	4	5	5	6	5	3	4	5	5	5	5	4	1	7
2	10	10	11	10	12	9	10	10	11	8	10	11	11	8	8	10	10	11	10	10	10	6	8	19
3	11	11	13	15	14	10	12	11	9	12	13	11	9	11	11	11	15	11	13	10	12	13	8	8
4	9	10	9	7	10	9	9	9	9	9	8	11	9	9	10	8	8	11	10	8	9	7	13	16
5	14	15	13	11	13	13	14	13	12	14	14	12	12	14	17	12	15	12	13	14	14	17	12	6
6	7	7	6	9	8	7	7	6	5	7	8	6	5	6	7	8	7	6	7	6	7	6	9	3
7	5	5	7	8	6	5	5	6	7	6	4	6	7	8	4	4	4	6	7	4	5	8	8	5
8	3	3	3	3	3	3	3	3	2	3	3	3	2	2	3	4	3	3	3	2	3	4	3	2
9	1	1	1	1	1	0	1	1	0	1	1	0	0	3	0	1	1	0	1	1	1	2	0	3
10 – Very likely	1	1	0	1	1	1	1	1	2	1	1	1	2	1	2	0	1	1	1	1	1	1	2	4
Don't know	11	10	9	9	7	11	7	15	18	10	10	13	18	10	9	10	10	13	9	14	12	12	8	3

China

0 – Not at all likely	46	58	43	41	42	60	51	41	28	43	50	56	28	37	46	47	52	56	45	47	46	39	45	47
1	7	7	7	9	9	6	7	7	5	7	7	8	5	6	7	9	7	8	8	6	7	9	10	9
2	8	9	10	9	11	7	8	8	8	8	9	8	8	8	7	10	8	8	9	8	8	11	6	5
3	8	5	10	13	11	5	8	8	9	9	8	6	9	9	8	8	9	6	8	8	8	5	8	15
4	4	3	5	6	5	3	4	5	8	4	4	4	8	4	4	5	3	4	5	3	4	8	4	0
5	6	5	5	3	4	5	5	6	9	6	7	3	9	7	6	5	6	3	6	6	6	8	6	6
6	3	2	3	3	3	2	3	2	5	3	2	2	5	4	3	2	1	2	3	3	3	3	3	0
7	2	0	2	2	2	1	2	2	2	2	1	1	2	3	2	0	1	1	2	2	2	0	1	3
8	1	0	2	1	1	1	1	1	1	1	1	1	1	3	1	1	0	1	1	1	1	2	1	0
9	1	0	1	1	1	0	1	1	0	1	1	0	0	3	0	0	1	0	1	1	1	1	2	2
10 – Very likely	2	2	1	1	1	1	2	1	3	2	1	1	3	3	2	1	1	1	2	1	2	3	1	5
Don't know	13	8	13	11	9	10	7	18	22	13	10	11	22	12	14	13	9	11	11	15	13	11	12	9

Experiment Two (Conjoint) - Heat pumps: sticks, carrots and social psychology

Respondents were presented with a conjoint experiment showing a table consisting of two climate policies with varying attributes, that aimed to support emissions reduction, and asked to select their preferred policy

Which of the two policies do you prefer?

Policy A	29	27	31	32	32	24	30	28	42	31	29	21	42	34	27	29	29	21	30	28	29	29	23	46
Policy B	31	25	38	38	36	25	32	30	30	37	26	27	30	40	36	31	24	27	34	27	31	28	36	24
Neither	39	48	31	30	31	51	37	41	28	32	45	52	28	25	36	39	47	52	35	45	39	43	41	31

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	England Region					Household Income (gross)				Education			House Tenure		
	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/Other
Weighted Sample	2127	500	342	251	693	520	694	421	463	580	849	697	1275	509	255
Unweighted Sample	2127	503	347	227	718	524	697	421	458	573	911	643	1300	497	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Large companies and businesses

0 – Not at all likely	23	26	21	20	22	24	23	18	25	24	23	22	22	26	21
1	5	4	6	3	6	5	4	6	4	5	4	5	5	3	6
2	10	8	11	11	10	9	10	11	9	8	9	11	11	8	9
3	11	11	10	11	14	10	12	14	10	9	12	13	13	10	9
4	9	8	10	7	9	9	9	10	10	8	9	11	10	7	9
5	14	14	15	18	11	16	13	12	13	16	12	13	13	16	13
6	7	6	6	7	7	7	6	9	5	6	6	7	8	4	7
7	5	4	5	6	6	5	6	7	4	5	5	6	5	6	5
8	3	2	2	3	3	4	2	5	1	2	3	4	3	3	2
9	1	1	1	1	0	0	1	1	1	0	1	1	1	1	1
10 – Very likely	1	0	1	3	1	1	1	2	1	1	1	1	1	1	1
Don't know	11	15	11	8	11	11	10	5	19	15	13	6	9	15	16

China

0 – Not at all likely	46	47	50	37	47	42	49	46	45	48	47	43	50	41	35
1	7	6	6	7	7	8	8	7	6	5	6	10	8	6	6
2	8	8	11	7	8	9	8	10	7	7	7	10	9	8	4
3	8	8	7	11	7	7	8	8	9	8	7	9	8	7	10
4	4	4	3	4	5	5	4	5	5	3	4	5	4	4	7
5	6	5	4	6	6	7	6	5	5	6	6	5	4	9	8
6	3	3	1	5	2	3	3	3	2	2	3	3	2	3	5
7	2	1	2	4	2	2	1	3	1	2	1	2	1	3	2
8	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1
9	1	0	1	1	1	1	1	0	1	0	0	2	0	1	1
10 – Very likely	2	2	1	3	1	2	1	3	1	2	1	2	2	2	1
Don't know	13	16	12	12	12	13	12	8	19	15	15	9	10	16	21

Experiment Two (Conjoint) - Heat pumps: sticks, carrots and social psychology

Respondents were presented with a conjoint experiment showing a table consisting of two climate policies with varying attributes, that aimed to support emissions reduction, and asked to select their preferred policy

Which of the two policies do you prefer?

Policy A	29	31	28	28	30	28	31	34	23	27	28	31	29	28	36
Policy B	31	25	35	35	33	32	30	38	27	26	30	37	30	33	30
Neither	39	44	38	37	37	40	39	27	50	46	41	31	41	39	34

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Urban/ Rural						Party ID										
	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
Weighted Sample	2127	488	490	703	423	23	448	507	128	44	14	74	113	14	621	92	72
Unweighted Sample	2127	467	498	708	431	23	454	523	132	48	16	76	111	13	593	94	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Large companies and businesses

0 – Not at all likely	23	20	20	25	26	14	16	21	18	24	11	32	39	64	26	20	23
1	5	4	4	6	4	0	4	5	5	2	18	3	6	14	5	1	4
2	10	11	12	8	7	21	11	12	7	4	13	16	6	0	9	5	9
3	11	10	14	11	10	13	14	13	15	4	12	12	7	9	11	8	8
4	9	9	9	10	10	4	11	11	8	16	12	8	7	0	8	3	5
5	14	14	13	12	16	12	16	14	15	5	13	12	10	7	13	20	5
6	7	8	7	7	6	0	9	5	13	18	0	9	7	0	4	6	3
7	5	6	6	4	6	0	7	6	8	8	6	2	4	7	4	5	4
8	3	3	3	2	3	0	4	3	2	8	6	1	1	0	3	1	3
9	1	1	1	1	0	0	1	1	1	0	0	1	1	0	1	0	2
10 – Very likely	1	2	0	1	1	0	2	1	2	2	0	0	1	0	1	0	2
Don't know	11	12	10	11	10	35	6	8	5	12	10	4	12	0	15	30	32

China

0 – Not at all likely	46	38	48	47	52	35	54	42	37	39	39	43	78	62	44	35	27
1	7	7	8	7	7	9	9	8	8	6	0	7	3	9	8	3	2
2	8	9	8	9	8	0	9	9	11	8	20	18	3	0	7	7	4
3	8	11	8	7	5	8	6	10	15	8	0	8	3	29	7	6	7
4	4	4	5	5	4	0	3	6	8	7	6	6	2	0	4	3	1
5	6	6	5	6	5	11	6	6	6	12	13	0	3	0	6	5	6
6	3	4	2	3	2	0	3	3	5	6	7	4	0	0	2	4	4
7	2	3	2	2	1	0	1	3	1	0	0	1	0	0	2	3	2
8	1	1	1	1	1	0	0	1	2	0	6	2	0	0	1	1	5
9	1	2	1	0	0	0	1	1	0	3	0	2	0	0	1	0	0
10 – Very likely	2	3	1	2	1	0	4	1	1	0	0	0	0	0	1	0	5
Don't know	13	14	11	12	13	36	6	10	6	12	10	8	9	0	18	32	38

Experiment Two (Conjoint) - Heat pumps: sticks, carrots and social psychology

Respondents were presented with a conjoint experiment showing a table consisting of two climate policies with varying attributes, that aimed to support emissions reduction, and asked to select their preferred policy

Which of the two policies do you prefer?

Policy A	29	34	30	27	27	13	30	33	37	27	25	40	16	23	27	26	21
Policy B	31	31	32	31	32	23	30	36	40	39	51	34	16	29	29	22	33
Neither	39	35	38	42	42	64	40	31	23	34	24	26	68	48	44	52	46

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Vote in 2019				2016 EU Ref		Gender		Age (1)				Age (2)					Social Grade		Countries				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2127	678	498	179	747	789	1032	1095	223	878	527	498	223	364	369	332	341	498	1212	915	1787	104	181	55
Unweighted Sample	2127	683	509	183	811	808	1005	1122	212	863	507	545	212	346	369	325	330	545	1235	892	1795	106	173	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Experiment Three RCT: Climate financing and international action

4-way split group: 1 control group (no text) + 3 treatment groups where respondents were shown text about climate aid and developing countries.

On a scale of 0 to 10, with 0 being 'Not at all important' and 10 being 'Very important', how important, if at all, do you think it is that the UK provides climate aid/ financial support to poorer nations to help them reduce their carbon emissions?

0 - Not at all important	13	21	4	8	5	25	18	9	3	13	17	15	3	9	15	17	17	15	10	17	13	17	10	9
1	2	3	1	0	1	3	2	2	3	2	1	3	3	2	2	2	1	3	2	2	2	1	0	0
2	4	8	1	4	3	6	5	4	4	4	5	5	4	2	5	4	6	5	5	3	5	4	4	2
3	5	7	5	7	4	7	5	6	2	5	6	7	2	6	5	5	5	7	5	5	5	3	8	7
4	6	6	7	3	4	8	6	6	6	6	5	6	6	6	6	6	4	6	5	7	6	7	8	1
5	15	15	13	9	13	14	13	16	12	14	15	17	12	12	14	16	16	17	14	16	15	16	15	14
6	10	11	10	11	11	8	10	11	14	10	9	9	14	10	10	11	8	9	10	10	10	11	11	6
7	11	8	15	18	16	7	11	10	10	11	11	10	10	14	8	11	12	10	11	10	11	10	15	5
8	9	5	14	17	14	5	10	8	11	9	10	8	11	8	10	9	10	8	11	7	9	8	7	18
9	3	2	4	5	5	1	3	4	4	3	3	3	4	6	2	2	3	3	3	3	3	2	2	10
10 - Very important	12	7	20	11	18	6	11	13	14	14	11	9	14	16	14	11	10	9	13	10	12	8	12	19
Don't know	9	8	7	5	6	9	6	12	16	9	8	7	16	10	9	7	10	7	8	10	9	12	7	7

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	England Region					Household Income (gross)				Education			House Tenure		
	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/ Other
Weighted Sample	2127	500	342	251	693	520	694	421	463	580	849	697	1275	509	255
Unweighted Sample	2127	503	347	227	718	524	697	421	458	573	911	643	1300	497	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Experiment Three RCT: Climate financing and international action

4-way split group: 1 control group (no text) + 3 treatment groups where respondents were shown text about climate aid and developing countries.

On a scale of 0 to 10, with 0 being 'Not at all important' and 10 being 'Very important', how important, if at all, do you think it is that the UK provides climate aid/ financial support to poorer nations to help them reduce their carbon emissions?

0 - Not at all important	13	16	15	5	14	15	14	10	14	19	13	8	14	14	7
1	2	1	3	2	2	2	2	2	2	2	3	1	2	2	2
2	4	5	5	4	4	4	4	6	5	4	6	3	5	3	3
3	5	6	5	1	6	6	5	5	6	7	6	3	5	6	4
4	6	6	7	5	4	5	7	6	6	6	6	5	5	6	6
5	15	14	16	16	14	17	13	13	15	17	15	12	15	16	13
6	10	9	12	11	10	11	9	11	11	8	10	12	11	9	11
7	11	9	12	11	11	11	10	14	8	9	10	13	12	8	14
8	9	10	7	10	9	7	12	11	5	6	8	13	9	7	10
9	3	4	1	4	4	3	3	4	3	3	3	4	3	4	2
10 - Very important	12	12	7	22	11	12	12	14	10	8	11	17	11	14	12
Don't know	9	9	9	9	9	8	8	5	16	11	10	6	8	11	13

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Urban/ Rural						Party ID										
	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
Weighted Sample	2127	488	490	703	423	23	448	507	128	44	14	74	113	14	621	92	72
Unweighted Sample	2127	467	498	708	431	23	454	523	132	48	16	76	111	13	593	94	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Experiment Three RCT: Climate financing and international action

4-way split group: 1 control group (no text) + 3 treatment groups where respondents were shown text about climate aid and developing countries.

On a scale of 0 to 10, with 0 being 'Not at all important' and 10 being 'Very important', how important, if at all, do you think it is that the UK provides climate aid/ financial support to poorer nations to help them reduce their carbon emissions?

0 - Not at all important	13	9	13	16	14	30	15	5	3	5	6	5	49	33	16	13	9
1	2	2	1	2	2	0	4	1	0	0	0	0	9	0	2	2	0
2	4	4	4	5	5	0	9	2	2	2	6	1	7	0	5	2	0
3	5	4	5	7	5	4	8	5	3	2	0	2	4	0	6	8	4
4	6	5	7	5	7	4	7	6	4	2	7	4	3	7	7	3	2
5	15	14	16	14	14	17	14	13	12	19	23	12	10	7	18	15	9
6	10	11	11	10	10	0	12	11	12	10	0	14	5	0	10	5	6
7	11	9	14	10	11	5	9	16	18	15	29	3	2	15	9	8	8
8	9	9	10	8	10	0	6	14	17	10	10	15	3	16	6	7	9
9	3	5	3	3	4	0	3	4	9	8	0	4	1	0	2	2	3
10 - Very important	12	18	9	12	9	8	7	17	17	25	13	33	3	15	9	7	11
Don't know	9	10	7	8	10	32	6	6	4	2	6	7	5	7	10	27	40

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Vote in 2019				2016 EU Ref		Gender		Age (1)				Age (2)					Social Grade		Countries				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2127	678	498	179	747	789	1032	1095	223	878	527	498	223	364	369	332	341	498	1212	915	1787	104	181	55
Unweighted Sample	2127	683	509	183	811	808	1005	1122	212	863	507	545	212	346	369	325	330	545	1235	892	1795	106	173	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

At the moment, do you think that the UK currently provides too much aid to poorer developing countries to address climate change, not enough, or just the right amount?

0 – Not enough aid	7	2	14	8	10	2	8	6	9	9	5	4	9	9	9	6	5	4	8	5	7	8	8	6
1	1	0	2	3	3	0	1	1	1	1	1	1	1	1	2	1	1	1	2	1	1	1	1	2
2	3	1	6	5	5	1	3	3	4	4	3	2	4	5	3	3	3	2	4	2	3	4	4	5
3	5	2	8	9	9	2	6	4	10	5	5	4	10	5	5	4	5	4	6	4	5	1	5	11
4	6	4	7	12	9	2	6	6	9	6	5	6	9	8	4	6	5	6	7	4	6	4	8	10
5	14	13	16	11	15	12	14	15	16	13	15	15	16	15	11	13	16	15	14	15	15	15	12	4
6	6	8	5	7	7	5	6	7	6	8	5	6	6	8	8	6	5	6	7	6	6	5	9	6
7	7	7	6	8	6	8	7	6	4	7	6	7	4	9	7	5	7	7	7	6	6	12	6	8
8	6	10	5	5	5	9	6	6	3	5	8	8	3	4	5	8	7	8	6	7	6	4	7	5
9	2	4	0	1	1	4	2	2	0	2	3	3	0	2	2	2	3	3	2	2	2	0	4	2
10 – Too much aid	17	30	6	9	7	34	22	13	5	13	22	24	5	9	17	19	23	24	14	22	18	17	11	17
Don't know	24	20	24	23	23	20	18	30	33	26	21	21	33	25	27	25	21	21	24	25	24	29	25	25

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	England Region				Household Income (gross)				Education			House Tenure			
	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/ Other
Weighted Sample	2127	500	342	251	693	520	694	421	463	580	849	697	1275	509	255
Unweighted Sample	2127	503	347	227	718	524	697	421	458	573	911	643	1300	497	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

At the moment, do you think that the UK currently provides too much aid to poorer developing countries to address climate change, not enough, or just the right amount?

0 – Not enough aid	7	7	4	10	6	7	7	9	4	4	5	12	6	7	9
1	1	2	0	3	1	1	1	2	1	1	1	2	1	1	2
2	3	3	2	5	3	3	3	4	2	2	2	6	3	4	3
3	5	4	5	7	6	6	4	6	5	3	5	7	4	6	7
4	6	5	3	9	6	5	7	7	4	4	5	10	6	5	7
5	14	15	15	14	15	17	14	12	14	13	16	13	14	14	17
6	6	6	6	10	6	6	6	8	6	6	7	6	6	6	7
7	7	6	6	8	6	4	8	6	6	7	7	5	7	6	5
8	6	6	9	3	7	6	6	6	5	8	6	5	7	6	4
9	2	3	3	3	2	3	2	3	3	3	3	2	3	2	0
10 – Too much aid	17	20	18	8	20	20	19	11	17	27	19	8	18	18	9
Don't know	24	24	30	22	22	23	21	25	33	23	25	26	24	25	29

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Urban/ Rural						Party ID										
	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
Weighted Sample	2127	488	490	703	423	23	448	507	128	44	14	74	113	14	621	92	72
Unweighted Sample	2127	467	498	708	431	23	454	523	132	48	16	76	111	13	593	94	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

At the moment, do you think that the UK currently provides too much aid to poorer developing countries to address climate change, not enough, or just the right amount?

0 – Not enough aid	7	10	5	6	6	9	1	11	10	13	16	23	0	15	6	2	7
1	1	1	2	1	2	0	0	3	1	0	6	1	0	0	1	0	1
2	3	4	4	3	2	0	1	5	5	6	6	9	1	9	2	4	3
3	5	7	6	5	3	0	2	8	13	3	5	7	0	7	5	3	3
4	6	7	7	4	6	11	5	8	11	13	7	6	0	0	5	2	4
5	14	12	15	15	15	12	15	17	18	12	15	12	6	7	14	10	14
6	6	8	6	6	6	0	7	7	10	9	0	5	4	0	6	3	7
7	7	8	6	6	7	0	8	7	2	4	0	4	2	0	8	8	4
8	6	5	6	6	8	8	11	4	5	3	7	1	7	14	6	3	3
9	2	2	2	3	2	0	6	1	0	2	0	0	3	0	2	3	2
10 – Too much aid	17	12	17	20	19	24	24	7	5	3	18	7	61	33	18	20	6
Don't know	24	23	24	25	25	35	19	22	21	32	20	23	16	15	27	43	48

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Vote in 2019				2016 EU Ref		Gender		Age (1)				Age (2)					Social Grade		Countries				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2127	678	498	179	747	789	1032	1095	223	878	527	498	223	364	369	332	341	498	1212	915	1787	104	181	55
Unweighted Sample	2127	683	509	183	811	808	1005	1122	212	863	507	545	212	346	369	325	330	545	1235	892	1795	106	173	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that the UK had a fund of £10 billion to spend on action to help solve climate change. How much of this pot do you think it should spend helping developing countries tackle climate change?

0€ billion	20	32	8	10	8	36	25	15	7	18	21	26	7	13	22	19	22	26	16	24	20	19	14	12
0.5€ billion	8	10	8	8	8	10	8	8	9	7	9	10	9	5	5	10	10	10	8	9	8	13	9	11
1€ billion	14	15	13	16	16	14	16	13	9	15	17	14	9	14	15	20	15	14	15	14	14	19	18	18
1.5€ billion	3	3	4	3	2	3	3	3	7	3	2	3	7	4	2	1	2	3	3	3	3	4	3	2
2€ billion	11	8	13	13	13	9	10	12	10	12	12	8	10	15	12	12	10	8	13	8	11	12	11	12
2.5€ billion	5	4	7	5	6	3	5	6	7	5	4	5	7	5	5	6	4	5	5	5	5	4	8	2
3€ billion	7	5	9	9	10	4	8	7	11	9	5	5	11	10	9	4	6	5	8	6	8	5	2	7
3.5€ billion	2	1	3	4	3	1	2	2	2	2	2	2	2	2	2	1	2	2	2	2	2	0	2	4
4€ billion	4	3	6	7	5	3	4	5	7	4	4	3	7	5	3	4	4	3	5	3	4	3	6	2
4.5€ billion	1	0	1	1	1	0	0	1	1	1	0	1	1	2	0	0	0	1	1	0	1	0	0	0
5€ billion	7	5	8	12	9	6	6	8	8	6	7	9	8	6	7	6	7	9	8	7	7	3	10	14
5.5€ billion	0	0	0	0	0	0	0	0	2	0	0	0	2	1	0	0	0	0	1	0	0	1	0	2
6€ billion	1	1	1	1	1	1	1	1	0	1	1	0	0	2	1	0	2	0	1	1	1	2	0	0
6.5€ billion	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
7€ billion	1	1	1	1	1	1	1	1	2	1	1	1	2	1	0	1	1	1	1	1	1	0	0	2
7.5€ billion	0	0	1	0	1	0	0	1	0	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0
8€ billion	1	1	0	0	1	0	1	1	1	1	0	0	1	1	1	0	0	0	1	1	0	1	2	0
8.5€ billion	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
9€ billion	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0
9.5€ billion	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10€ billion	2	1	3	0	2	1	2	1	4	2	2	1	4	2	1	2	2	1	1	2	2	2	3	2
Don't know	12	8	14	11	12	9	7	16	12	14	12	9	12	12	14	13	12	9	11	13	12	11	12	11

Which of the following statements do you agree with most?

The UK should be one of the most ambitious countries in the world when it comes to addressing climate change and giving climate aid, regardless of what bigger countries like the US and China do.	50	30	68	66	66	29	49	50	66	58	44	34	66	63	55	51	41	34	55	43	50	42	53	55
The UK should not take steps to address climate change and give climate aid until other bigger countries like the US and China agree to do the same	34	55	19	23	21	56	37	31	15	25	39	53	15	21	26	34	42	53	32	38	34	40	32	37
Don't know	16	15	13	10	13	15	13	19	20	16	17	13	20	15	19	16	16	13	14	19	16	18	15	7

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	England Region					Household Income (gross)				Education			House Tenure		
	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/Other
Weighted Sample	2127	500	342	251	693	520	694	421	463	580	849	697	1275	509	255
Unweighted Sample	2127	503	347	227	718	524	697	421	458	573	911	643	1300	497	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that the UK had a fund of £10 billion to spend on action to help solve climate change. How much of this pot do you think it should spend helping developing countries tackle climate change?

0€ billion	20	23	21	13	21	21	19	14	23	28	20	12	21	20	13
0.5€ billion	8	8	11	5	7	7	8	9	8	8	10	6	9	7	10
1€ billion	14	14	14	14	14	14	17	15	11	13	14	16	15	15	11
1.5€ billion	3	3	3	5	3	4	2	3	3	3	3	3	2	4	4
2€ billion	11	10	11	9	12	10	10	14	10	7	10	14	11	10	10
2.5€ billion	5	6	3	4	5	5	6	4	5	4	6	5	5	4	7
3€ billion	7	8	7	9	9	6	8	8	7	6	7	9	7	7	10
3.5€ billion	2	1	1	1	3	2	2	3	1	2	1	2	2	2	0
4€ billion	4	3	5	4	4	4	4	5	4	3	4	6	4	4	5
4.5€ billion	1	0	1	3	0	0	0	1	1	0	0	1	0	1	0
5€ billion	7	6	8	8	8	7	9	6	5	6	8	8	8	6	8
5.5€ billion	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6€ billion	1	0	1	3	1	2	0	1	1	1	0	2	1	2	1
6.5€ billion	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7€ billion	1	0	1	3	1	1	1	1	1	1	1	1	1	0	2
7.5€ billion	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0
8€ billion	1	1	1	0	0	1	0	1	0	1	1	1	1	0	0
8.5€ billion	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9€ billion	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9.5€ billion	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10€ billion	2	3	2	2	1	2	1	3	1	3	1	1	1	2	2
Don't know	12	13	12	15	10	12	9	11	17	13	12	11	11	13	16

Which of the following statements do you agree with most?

The UK should be one of the most ambitious countries in the world when it comes to addressing climate change and giving climate aid, regardless of what bigger countries like the US and China do.	50	47	48	61	49	46	50	63	42	35	48	64	47	49	58
The UK should not take steps to address climate change and give climate aid until other bigger countries like the US and China agree to do the same	34	36	35	22	36	38	36	24	36	46	34	25	38	32	20
Don't know	16	17	18	17	15	16	14	13	23	20	18	11	14	18	22

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Urban/ Rural					Party ID											
	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
Weighted Sample	2127	488	490	703	423	23	448	507	128	44	14	74	113	14	621	92	72
Unweighted Sample	2127	467	498	708	431	23	454	523	132	48	16	76	111	13	593	94	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that the UK had a fund of £10 billion to spend on action to help solve climate change. How much of this pot do you think it should spend helping developing countries tackle climate change?

0€ billion	20	15	19	22	20	39	25	7	6	7	11	6	65	40	23	18	17
0.5€ billion	8	7	10	8	8	8	11	8	7	8	13	3	9	0	8	12	0
1€ billion	14	13	16	15	13	4	17	15	15	15	14	13	9	0	14	13	12
1.5€ billion	3	3	4	2	2	3	2	3	4	4	4	1	1	0	4	4	2
2€ billion	11	12	11	10	11	9	11	13	13	11	15	16	4	16	11	6	7
2.5€ billion	5	4	5	6	5	9	4	7	8	5	0	4	1	7	4	6	6
3€ billion	7	8	7	8	6	0	6	11	7	7	6	8	4	0	7	7	10
3.5€ billion	2	1	2	2	2	0	2	3	4	2	0	4	0	0	1	2	0
4€ billion	4	5	4	4	6	0	4	4	8	13	5	10	1	8	4	3	2
4.5€ billion	1	1	1	0	0	0	1	1	0	0	0	0	0	0	1	0	0
5€ billion	7	8	6	7	9	4	6	9	15	11	6	14	2	15	6	3	8
5.5€ billion	0	1	0	0	0	0	0	0	0	0	6	1	0	0	0	0	2
6€ billion	1	2	1	1	0	0	1	2	1	0	0	2	0	0	1	0	1
6.5€ billion	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
7€ billion	1	1	1	1	1	0	1	2	1	0	0	2	0	7	1	0	0
7.5€ billion	0	0	0	0	0	0	0	1	1	2	0	1	0	0	0	0	0
8€ billion	1	0	0	0	1	7	1	1	0	2	0	0	0	0	0	0	5
8.5€ billion	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9€ billion	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1	0
9.5€ billion	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10€ billion	2	3	0	2	2	0	1	2	2	0	7	3	0	0	1	4	3
Don't know	12	14	11	11	11	18	8	11	8	12	14	12	4	7	14	20	26

Which of the following statements do you agree with most?

The UK should be one of the most ambitious countries in the world when it comes to addressing climate change and giving climate aid, regardless of what bigger countries like the US and China do.	50	57	51	45	48	22	32	68	71	68	52	81	11	45	47	46	42
The UK should not take steps to address climate change and give climate aid until other bigger countries like the US and China agree to do the same	34	27	35	36	38	33	56	21	17	11	35	14	77	41	32	27	19
Don't know	16	16	14	18	14	45	12	12	12	20	13	5	12	14	21	27	40

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Vote in 2019				2016 EU Ref		Gender		Age (1)				Age (2)				Social Grade		Countries					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2127	678	498	179	747	789	1032	1095	223	878	527	498	223	364	369	332	341	498	1212	915	1787	104	181	55
Unweighted Sample	2127	683	509	183	811	808	1005	1122	212	863	507	545	212	346	369	325	330	545	1235	892	1795	106	173	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Agriculture and Environmental restoration

3-way split group: each group of respondents were shown one of three possible texts about related to climate/ legislation as either an explanation, attack or rebuttal

To what extent do you support or oppose this UK environmental restoration policy, called the Green Deal?

0 - Strongly oppose	8	15	1	3	2	17	12	4	3	5	10	14	3	2	7	5	13	14	6	10	8	14	6	6
1	1	1	0	0	0	2	1	1	0	0	1	1	0	0	1	1	1	1	0	1	1	1	0	2
2	3	5	1	1	2	5	3	2	2	2	5	4	2	1	2	4	4	4	3	3	3	3	4	3
3	5	8	2	2	3	7	6	4	2	3	6	6	2	3	3	7	4	6	5	4	5	2	5	3
4	5	5	4	8	5	5	5	5	5	5	6	5	5	7	4	6	5	5	5	4	5	8	7	4
5	17	19	15	13	14	20	15	18	10	16	17	21	10	15	18	18	15	21	14	21	17	16	17	9
6	11	10	12	15	14	8	12	10	13	12	10	10	13	10	12	11	10	10	12	9	11	9	11	5
7	10	7	15	15	14	7	11	9	11	12	8	10	11	13	11	9	7	10	12	8	10	5	12	18
8	8	5	8	13	11	6	8	8	8	7	10	8	8	6	8	9	10	8	8	8	8	7	7	15
9	3	2	6	4	5	2	4	3	5	3	4	2	5	3	3	2	4	2	4	3	3	7	3	0
10 - Strongly support	10	6	14	9	14	5	10	9	9	13	8	5	9	14	13	8	8	5	11	7	10	5	11	16
Don't know	20	16	21	16	17	17	13	26	31	22	17	14	31	25	19	19	17	14	18	22	20	22	20	18

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	England Region				Household Income (gross)				Education			House Tenure			
	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/ Other
Weighted Sample	2127	500	342	251	693	520	694	421	463	580	849	697	1275	509	255
Unweighted Sample	2127	503	347	227	718	524	697	421	458	573	911	643	1300	497	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Agriculture and Environmental restoration

3-way split group: each group of respondents were shown one of three possible texts about related to climate/ legislation as either an explanation, attack or rebuttal

To what extent do you support or oppose this UK environmental restoration policy, called the Green Deal?

0 - Strongly oppose	8	10	7	4	8	7	7	5	12	10	9	5	9	6	5
1	1	1	1	0	1	1	0	1	1	1	0	0	1	1	0
2	3	3	2	1	4	4	3	2	3	5	1	3	3	3	2
3	5	3	5	1	7	4	6	4	3	6	4	4	6	3	2
4	5	5	4	7	4	6	3	6	6	4	5	6	5	4	6
5	17	18	17	15	18	21	19	12	15	20	18	14	17	20	14
6	11	11	11	16	10	10	10	14	10	10	10	13	11	10	12
7	10	9	13	10	10	8	13	12	7	8	9	14	11	7	12
8	8	10	7	9	6	10	8	7	7	7	8	9	9	9	6
9	3	3	3	4	3	4	3	4	2	2	3	5	3	4	3
10 - Strongly support	10	10	7	13	9	9	9	15	6	6	8	14	9	10	10
Don't know	20	18	22	18	20	16	17	18	30	22	23	15	17	22	29

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Urban/ Rural						Party ID										
	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
Weighted Sample	2127	488	490	703	423	23	448	507	128	44	14	74	113	14	621	92	72
Unweighted Sample	2127	467	498	708	431	23	454	523	132	48	16	76	111	13	593	94	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Agriculture and Environmental restoration

3-way split group: each group of respondents were shown one of three possible texts about related to climate/ legislation as either an explanation, attack or rebuttal

To what extent do you support or oppose this UK environmental restoration policy, called the Green Deal?

0 - Strongly oppose	8	6	7	7	11	14	11	2	2	0	7	0	42	8	8	3	4
1	1	0	1	1	1	0	1	0	1	0	0	2	1	0	1	0	0
2	3	2	3	3	3	4	5	2	1	0	0	1	7	0	3	3	2
3	5	2	4	5	6	8	11	2	2	2	24	3	8	0	3	1	2
4	5	5	4	5	5	4	6	4	4	6	9	4	0	0	6	7	4
5	17	15	16	18	18	16	21	14	16	11	17	12	16	18	18	18	7
6	11	11	13	10	10	5	9	17	17	12	12	11	9	6	7	7	11
7	10	12	12	8	11	0	10	13	10	15	12	7	0	14	11	7	13
8	8	8	10	7	8	5	6	12	14	9	6	8	2	9	8	3	4
9	3	4	2	3	3	0	2	4	8	6	6	9	3	0	2	1	0
10 - Strongly support	10	15	6	9	9	4	6	13	14	15	7	33	1	22	7	4	11
Don't know	20	19	20	22	15	40	11	18	12	24	0	12	11	24	25	45	43

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Vote in 2019				2016 EU Ref		Gender		Age (1)				Age (2)					Social Grade		Countries				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2127	678	498	179	747	789	1032	1095	223	878	527	498	223	364	369	332	341	498	1212	915	1787	104	181	55
Unweighted Sample	2127	683	509	183	811	808	1005	1122	212	863	507	545	212	346	369	325	330	545	1235	892	1795	106	173	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Over the past few months, protesters have blocked roads to bring attention to the issue of climate change and rising fuel costs. On a scale from 0 to 10, where 0 is 'Very strongly oppose the protester's actions' and 10 is 'Very strongly support the protester's actions' do you support or oppose the protesters' actions?

0 - Very strongly oppose the protester's actions	31	51	15	25	22	47	36	27	20	26	36	41	20	20	30	30	39	41	30	34	32	24	33	22
1	4	6	2	5	3	5	3	4	2	3	5	6	2	3	3	3	6	6	4	3	4	5	2	2
2	6	8	6	8	6	7	6	6	4	5	8	7	4	4	5	5	9	7	6	6	6	7	5	0
3	7	6	6	9	9	5	6	7	6	5	9	7	6	6	4	10	8	7	8	5	7	5	8	8
4	5	4	7	5	5	4	4	6	6	6	3	5	6	5	5	4	4	5	5	4	5	8	6	2
5	13	8	17	12	15	10	10	15	13	15	11	11	13	14	16	16	9	11	12	14	13	14	14	17
6	6	3	8	8	8	4	7	6	7	7	6	5	7	8	8	6	5	5	7	5	6	9	8	6
7	6	2	9	11	7	3	6	5	11	7	4	3	11	8	6	7	3	3	6	5	6	6	5	6
8	5	2	10	5	8	4	6	4	6	5	6	5	6	6	4	5	6	5	5	5	5	3	3	17
9	2	0	4	2	3	1	2	2	1	2	2	2	1	4	2	1	2	2	2	2	2	2	1	0
10 - Very strongly support the protester's actions	7	4	11	5	8	5	7	6	7	8	6	5	7	10	7	7	5	5	7	6	6	9	7	14
Don't know	8	5	6	6	6	5	6	10	18	10	5	3	18	13	10	6	5	3	7	10	8	8	8	6

To what extent do you agree or disagree with the statement: I would pay more of my income in taxes than I currently do now to help support the Green Deal aims of biodiversity, reducing the pollution of nature and lowering carbon emissions.

Strongly agree	6	2	11	7	10	2	6	5	7	7	5	4	7	6	8	6	5	4	7	3	6	1	7	14
Somewhat agree	26	18	35	42	38	16	28	25	32	26	25	25	32	30	23	25	25	25	29	23	26	24	30	25
TOTAL AGREE	32	20	46	49	48	18	34	30	39	33	30	29	39	36	31	31	30	29	36	26	32	25	37	39
Somewhat disagree	21	25	22	21	22	22	21	22	22	20	23	21	22	19	22	23	21	21	22	21	22	23	19	12
Strongly disagree	32	44	18	18	18	49	35	29	16	30	35	38	16	25	33	35	36	38	29	36	32	31	30	33
TOTAL DISAGREE	53	69	40	39	40	71	56	51	38	50	58	59	38	44	55	58	57	59	51	57	54	54	49	45
Don't know	15	11	13	12	13	11	11	19	23	16	12	12	23	20	14	11	13	12	13	18	15	21	14	16

*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.

Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	England Region					Household Income (gross)				Education			House Tenure		
	Total	North	Midlands	London	South	Lower income: less than 75% of the median	Middle income: between 75% and 200% of the median	Higher income: higher than 200% of the median	Prefer not to say/Don't know	Low	Medium	High	Own	Rent	Neither/Other
Weighted Sample	2127	500	342	251	693	520	694	421	463	580	849	697	1275	509	255
Unweighted Sample	2127	503	347	227	718	524	697	421	458	573	911	643	1300	497	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Over the past few months, protesters have blocked roads to bring attention to the issue of climate change and rising fuel costs. On a scale from 0 to 10, where 0 is 'Very strongly oppose the protester's actions' and 10 is 'Very strongly support the protester's actions' do you support or oppose the protesters' actions?

0 - Very strongly oppose the protester's actions	31	34	33	20	34	28	34	26	36	39	33	24	35	28	22
1	4	4	4	2	5	5	4	3	3	3	4	4	4	3	4
2	6	4	7	5	7	8	5	7	4	7	5	6	6	4	7
3	7	7	7	4	7	6	7	7	7	6	6	8	8	4	6
4	5	5	2	6	5	4	5	5	6	5	5	4	4	6	5
5	13	13	16	13	10	16	11	11	13	12	13	13	12	16	15
6	6	5	6	9	6	5	6	10	5	5	6	8	6	4	8
7	6	5	4	9	6	4	7	7	5	4	5	8	5	7	5
8	5	6	3	6	5	5	5	8	3	3	5	8	5	6	5
9	2	2	2	3	1	3	2	2	1	1	1	3	2	3	1
10 - Very strongly support the protester's actions	7	7	5	11	5	8	7	6	6	6	6	9	6	9	7
Don't know	8	8	10	11	7	8	7	7	13	9	10	5	6	11	16

To what extent do you agree or disagree with the statement: I would pay more of my income in taxes than I currently do now to help support the Green Deal aims of biodiversity, reducing the pollution of nature and lowering carbon emissions.

Strongly agree	6	6	3	10	5	6	6	9	3	3	4	10	7	4	5
Somewhat agree	26	26	25	34	24	25	28	31	20	19	26	34	26	25	26
TOTAL AGREE	32	32	28	44	29	31	34	40	23	22	30	44	33	29	31
Somewhat disagree	21	21	22	19	23	23	20	23	19	22	20	22	22	20	22
Strongly disagree	32	33	33	23	35	32	34	27	33	39	34	23	33	32	23
TOTAL DISAGREE	53	54	55	42	58	55	54	50	52	61	54	45	55	52	45
Don't know	15	15	17	15	13	14	13	9	24	17	16	11	12	19	24

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Sample Size: 2127 adults in UK
Fieldwork: 8th - 12th March 2024

	Urban/ Rural						Party ID										
	Total	City	Suburb	Town	Rural area	Other	Yes - Conservative	Yes - Labour	Yes - Liberal Democrat	Yes - SNP	Yes - Plaid Cymru	Yes - Green Party	Yes - Reform UK	Yes - Other	No don't think of myself as any of these	Don't know	Refused
Weighted Sample	2127	488	490	703	423	23	448	507	128	44	14	74	113	14	621	92	72
Unweighted Sample	2127	467	498	708	431	23	454	523	132	48	16	76	111	13	593	94	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Over the past few months, protesters have blocked roads to bring attention to the issue of climate change and rising fuel costs. On a scale from 0 to 10, where 0 is 'Very strongly oppose the protester's actions' and 10 is 'Very strongly support the protester's actions' do you support or oppose the protesters' actions?

0 - Very strongly oppose the protester's actions	31	21	34	31	40	33	49	17	17	17	13	10	71	33	32	27	19
1	4	3	3	5	5	4	6	3	7	2	6	1	5	0	3	3	0
2	6	5	6	6	7	4	8	5	8	5	13	6	5	0	5	5	3
3	7	5	7	8	6	0	8	7	13	6	4	2	2	7	6	7	4
4	5	5	4	6	3	10	3	7	5	5	10	2	0	7	6	7	0
5	13	14	13	14	11	12	9	16	11	27	17	16	6	7	14	9	12
6	6	8	7	5	6	5	5	8	10	5	0	11	1	0	6	4	8
7	6	8	6	4	5	0	2	9	14	8	0	12	0	16	5	3	1
8	5	7	6	4	6	4	2	8	5	12	14	10	0	7	5	4	3
9	2	3	2	2	0	0	1	4	1	4	6	7	2	0	1	0	2
10 - Very strongly support the protester's actions	7	11	5	6	5	0	4	9	5	4	5	19	4	16	6	6	8
Don't know	8	10	7	9	5	27	3	6	4	6	12	4	4	7	11	25	39

To what extent do you agree or disagree with the statement: I would pay more of my income in taxes than I currently do now to help support the Green Deal aims of biodiversity, reducing the pollution of nature and lowering carbon emissions.

Strongly agree	6	9	4	5	5	4	2	9	9	11	0	28	1	8	3	3	5
Somewhat agree	26	29	29	23	26	22	22	37	49	47	37	36	4	16	21	12	17
TOTAL AGREE	32	38	33	28	31	26	24	46	58	58	37	64	5	24	24	15	22
Somewhat disagree	21	20	22	20	22	23	27	22	15	9	13	16	14	7	21	20	21
Strongly disagree	32	27	28	36	35	28	40	18	15	16	30	13	73	61	36	36	27
TOTAL DISAGREE	53	47	50	56	57	51	67	40	30	25	43	29	87	68	57	56	48
Don't know	15	14	16	16	12	23	8	15	13	17	20	7	8	8	19	29	30

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