YouGov Conjoint Results

Sample size: 8,578 GB adults

Fieldwork: 30th September 2026 - 14th October 2026

Attribute	Probability of being picked	Vote in 2024 GE					2016 EU Ref		Gender		Age			
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Average N	**10008**	1555	2686	957	1129	621	3948	3449	4372	5636	817	3736	2842	2611
Age														
75	**0.55**	0.55	0.55	0.56	0.56	0.56	0.56	0.55	0.54	0.56	0.54	0.55	0.55	0.56
65	**0.54**	0.53	0.53	0.56	0.54	0.54	0.54	0.54	0.55	0.53	0.54	0.53	0.54	0.55
55	**0.50**	0.51	0.48	0.47	0.52	0.51	0.49	0.50	0.50	0.49	0.49	0.50	0.50	0.49
35	**0.48**	0.49	0.48	0.47	0.49	0.47	0.48	0.49	0.48	0.48	0.49	0.47	0.48	0.49
45	**0.48**	0.47	0.48	0.49	0.45	0.46	0.48	0.48	0.48	0.48	0.46	0.48	0.50	0.47
25	**0.46**	0.45	0.47	0.44	0.44	0.45	0.46	0.44	0.46	0.46	0.48	0.47	0.43	0.45
Gender														
Female	**0.53**	0.52	0.54	0.56	0.53	0.52	0.55	0.53	0.53	0.54	0.53	0.53	0.53	0.54
Male	**0.47**	0.48	0.46	0.44	0.47	0.48	0.45	0.47	0.47	0.46	0.47	0.47	0.47	0.46
Employment Status														
Key worker	**0.59**	0.58	0.60	0.62	0.57	0.56	0.61	0.58	0.57	0.60	0.58	0.58	0.58	0.60
Working full-time	**0.53**	0.54	0.52	0.53	0.52	0.53	0.52	0.53	0.53	0.53	0.53	0.52	0.53	0.55
Working part-time	**0.51**	0.50	0.51	0.50	0.52	0.53	0.51	0.51	0.52	0.50	0.52	0.50	0.52	0.50
Retired	**0.46**	0.46	0.44	0.46	0.47	0.47	0.45	0.46	0.45	0.47	0.47	0.47	0.46	0.45
Not working	**0.41**	0.42	0.43	0.39	0.42	0.41	0.41	0.42	0.42	0.41	0.40	0.43	0.41	0.40
Household Status														
Household with dependent	**0.56**	0.54	0.56	0.56	0.54	0.56	0.57	0.54	0.54	0.57	0.56	0.57	0.55	0.53
Family carer	**0.54**	0.55	0.55	0.55	0.53	0.56	0.54	0.54	0.54	0.55	0.55	0.54	0.53	0.56
Couple	**0.47**	0.47	0.46	0.46	0.48	0.46	0.46	0.48	0.48	0.46	0.46	0.45	0.48	0.49
Single adult	**0.44**	0.44	0.44	0.43	0.45	0.43	0.43	0.44	0.45	0.43	0.43	0.44	0.44	0.42
Legal Status														
UK citizen	**0.68**	0.75	0.62	0.62	0.83	0.54	0.62	0.78	0.69	0.67	0.56	0.65	0.72	0.73
Non-UK citizen with permission to live in UK permanently and has children who are UK citizens	**0.51**	0.50	0.51	0.51	0.47	0.54	0.53	0.48	0.51	0.51	0.53	0.52	0.49	0.50
Non-UK citizen with permission to live in UK permanently	**0.44**	0.43	0.45	0.44	0.40	0.46	0.44	0.42	0.44	0.44	0.46	0.44	0.43	0.42
Granted refugee status	**0.38**	0.32	0.41	0.43	0.29	0.46	0.41	0.32	0.36	0.39	0.45	0.38	0.36	0.35
Local Connection														
Lived in the area for 5 years+	**0.55**	0.56	0.55	0.56	0.57	0.54	0.55	0.56	0.55	0.56	0.53	0.55	0.55	0.58
Lived in area for 3-5 years	**0.55**	0.56	0.55	0.55	0.53	0.52	0.55	0.56	0.54	0.56	0.53	0.54	0.54	0.57
Lived in area for 1-3 years	**0.52**	0.51	0.51	0.51	0.55	0.54	0.52	0.51	0.52	0.51	0.50	0.50	0.55	0.52
Lived in area for less than 1 year	**0.47**	0.46	0.48	0.48	0.43	0.49	0.47	0.46	0.47	0.46	0.46	0.48	0.46	0.45
No local connection but does have family in the area	**0.47**	0.45	0.47	0.44	0.46	0.44	0.48	0.46	0.47	0.47	0.47	0.48	0.46	0.45
No local connection	**0.44**	0.44	0.42	0.47	0.47	0.47	0.43	0.44	0.45	0.44	0.51	0.44	0.44	0.42

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	Probability of being picked	Socio-economic Classification (NS-Sec)			Country			Region in England				Educaion Level		
		Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	Low	Medium	High
Average N	**10008**	3899	2234	2403	8544	587	877	2456	1693	914	3481	2576	3376	4055
Age														
75	**0.55**	0.56	0.56	0.53	0.55	0.54	0.53	0.56	0.54	0.59	0.55	0.53	0.57	0.55
65	**0.54**	0.53	0.54	0.54	0.54	0.57	0.54	0.54	0.54	0.55	0.53	0.54	0.53	0.54
55	**0.50**	0.49	0.48	0.51	0.50	0.47	0.47	0.49	0.51	0.51	0.50	0.51	0.48	0.50
35	**0.48**	0.48	0.47	0.48	0.48	0.50	0.49	0.47	0.46	0.47	0.49	0.47	0.49	0.47
45	**0.48**	0.47	0.49	0.48	0.48	0.46	0.49	0.48	0.48	0.46	0.49	0.49	0.47	0.48
25	**0.46**	0.45	0.46	0.46	0.45	0.46	0.48	0.46	0.47	0.42	0.45	0.46	0.46	0.45
Gender														
Female	**0.53**	0.54	0.53	0.53	0.53	0.54	0.54	0.54	0.52	0.54	0.53	0.53	0.52	0.55
Male	**0.47**	0.46	0.47	0.47	0.47	0.46	0.46	0.46	0.48	0.46	0.47	0.47	0.48	0.45
Employment Status														
Key worker	**0.59**	0.60	0.60	0.57	0.59	0.56	0.57	0.58	0.59	0.60	0.59	0.57	0.58	0.60
Working full-time	**0.53**	0.53	0.54	0.53	0.53	0.57	0.52	0.54	0.52	0.52	0.53	0.53	0.53	0.53
Working part-time	**0.51**	0.51	0.50	0.53	0.51	0.51	0.50	0.50	0.52	0.53	0.50	0.51	0.52	0.50
Retired	**0.46**	0.45	0.46	0.46	0.46	0.43	0.50	0.47	0.45	0.45	0.46	0.47	0.46	0.46
Not working	**0.41**	0.41	0.41	0.41	0.41	0.44	0.42	0.41	0.42	0.40	0.42	0.42	0.41	0.41
Household Status														
Household with dependent	**0.56**	0.57	0.55	0.55	0.55	0.53	0.57	0.55	0.56	0.55	0.56	0.53	0.56	0.57
Family carer	**0.54**	0.55	0.54	0.54	0.55	0.52	0.51	0.55	0.55	0.55	0.54	0.55	0.53	0.55
Couple	**0.47**	0.45	0.48	0.47	0.47	0.50	0.47	0.48	0.45	0.46	0.47	0.48	0.47	0.45
Single adult	**0.44**	0.44	0.44	0.43	0.44	0.44	0.45	0.43	0.44	0.45	0.43	0.45	0.43	0.44
Legal Status														
UK citizen	**0.68**	0.66	0.69	0.71	0.68	0.69	0.67	0.70	0.70	0.62	0.67	0.74	0.68	0.64
Non-UK citizen with permission to live in UK permanently and has children who are UK citizens	**0.51**	0.52	0.51	0.49	0.51	0.50	0.51	0.51	0.51	0.51	0.50	0.48	0.51	0.52
Non-UK citizen with permission to live in UK permanently	**0.44**	0.44	0.44	0.44	0.44	0.45	0.44	0.42	0.45	0.44	0.44	0.42	0.44	0.45
Granted refugee status	**0.38**	0.39	0.37	0.36	0.38	0.36	0.38	0.37	0.34	0.42	0.38	0.36	0.37	0.40
Local Connection														
Lived in the area for 5 years+	**0.55**	0.56	0.57	0.54	0.55	0.57	0.54	0.54	0.57	0.58	0.55	0.56	0.55	0.56
Lived in area for 3-5 years	**0.55**	0.55	0.53	0.58	0.55	0.53	0.56	0.56	0.54	0.55	0.55	0.55	0.55	0.55
Lived in area for 1-3 years	**0.52**	0.51	0.52	0.51	0.51	0.58	0.50	0.51	0.51	0.49	0.52	0.52	0.51	0.52
Lived in area for less than 1 year	**0.47**	0.48	0.47	0.45	0.47	0.43	0.50	0.47	0.47	0.45	0.46	0.46	0.47	0.47
No local connection but does have family in the area	**0.47**	0.47	0.47	0.47	0.47	0.46	0.49	0.47	0.48	0.46	0.46	0.46	0.47	0.47
No local connection	**0.44**	0.43	0.44	0.45	0.45	0.43	0.42	0.45	0.44	0.46	0.45	0.45	0.45	0.44

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YouGov Conjoint Results

Sample size: 8,578 GB adults

Fieldwork: 30th September 2026 - 14th October 2026

Attribute		Probability of being picked	Vote in 2024 GE					2016 EU Ref		Gender		Age			
			Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Average N		**10008**	1555	2686	957	1129	621	3948	3449	4372	5636	817	3736	2842	2611
	Personal Situation														
	Fleeing domestic violence	**0.60**	0.55	0.64	0.64	0.53	0.70	0.62	0.58	0.58	0.63	0.66	0.62	0.58	0.58
	Urgent medical need or disability requiring suitable housing	**0.60**	0.55	0.63	0.63	0.54	0.70	0.61	0.57	0.61	0.60	0.67	0.62	0.57	0.57
	Sleeping rough	**0.59**	0.55	0.63	0.63	0.51	0.64	0.63	0.55	0.56	0.61	0.59	0.61	0.58	0.55
	Homeless and living in emergency housing	**0.56**	0.55	0.56	0.57	0.55	0.57	0.57	0.53	0.56	0.56	0.60	0.57	0.54	0.53
	Armed forces veteran	**0.52**	0.60	0.47	0.48	0.64	0.37	0.48	0.59	0.53	0.50	0.43	0.48	0.55	0.59
	At risk of homelessness	**0.50**	0.51	0.49	0.50	0.47	0.51	0.50	0.48	0.49	0.51	0.54	0.51	0.52	0.47
	Care leaver	**0.42**	0.44	0.43	0.38	0.42	0.43	0.44	0.42	0.43	0.41	0.36	0.41	0.45	0.41
	Living in overcrowding	**0.40**	0.41	0.37	0.38	0.42	0.33	0.38	0.40	0.40	0.39	0.39	0.38	0.38	0.43
	Living with family	**0.32**	0.34	0.28	0.26	0.42	0.23	0.28	0.37	0.34	0.29	0.23	0.30	0.34	0.36
N		**2859**	444	767	273	323	177	1128	985	1249	1610	233	1067	812	746
	Gender x Personal Situation														
Female	Fleeing domestic violence	**0.64**	0.56	0.70	0.68	0.56	0.75	0.68	0.61	0.60	0.69	0.69	0.66	0.63	0.62
Female	Sleeping rough	**0.63**	0.59	0.66	0.75	0.53	0.70	0.68	0.59	0.60	0.66	0.61	0.65	0.62	0.60
Female	Urgent medical need or disability requiring suitable housing	**0.63**	0.57	0.66	0.66	0.57	0.70	0.67	0.59	0.63	0.63	0.70	0.63	0.61	0.61
Female	Homeless and living in emergency housing	**0.59**	0.56	0.61	0.59	0.54	0.59	0.62	0.54	0.58	0.59	0.65	0.60	0.59	0.54
Female	Armed forces veteran	**0.55**	0.62	0.52	0.55	0.66	0.40	0.54	0.61	0.57	0.53	0.48	0.51	0.57	0.64
Female	At risk of homelessness	**0.54**	0.53	0.54	0.53	0.52	0.57	0.54	0.53	0.52	0.56	0.58	0.54	0.55	0.52
Female	Care leaver	**0.46**	0.47	0.49	0.47	0.45	0.47	0.49	0.45	0.47	0.45	0.44	0.45	0.49	0.47
Female	Living in overcrowding	**0.43**	0.46	0.41	0.45	0.49	0.31	0.43	0.44	0.43	0.43	0.38	0.43	0.41	0.49
Female	Living with family	**0.34**	0.34	0.31	0.29	0.44	0.22	0.31	0.38	0.35	0.32	0.21	0.33	0.35	0.39
Male	Fleeing domestic violence	**0.57**	0.54	0.57	0.61	0.50	0.64	0.56	0.55	0.55	0.58	0.63	0.58	0.54	0.53
Male	Urgent medical need or disability requiring suitable housing	**0.57**	0.53	0.60	0.59	0.51	0.70	0.56	0.54	0.58	0.56	0.63	0.60	0.53	0.54
Male	Sleeping rough	**0.54**	0.50	0.60	0.52	0.48	0.59	0.57	0.52	0.53	0.56	0.57	0.56	0.55	0.50
Male	Homeless and living in emergency housing	**0.53**	0.54	0.52	0.55	0.56	0.55	0.52	0.52	0.54	0.52	0.56	0.55	0.48	0.52
Male	Armed forces veteran	**0.48**	0.58	0.42	0.42	0.61	0.33	0.43	0.57	0.49	0.48	0.38	0.45	0.53	0.54
Male	At risk of homelessness	**0.47**	0.48	0.45	0.47	0.44	0.46	0.46	0.44	0.47	0.46	0.51	0.48	0.48	0.42
Male	Care leaver	**0.37**	0.41	0.37	0.29	0.38	0.36	0.37	0.39	0.38	0.36	0.29	0.37	0.41	0.35
Male	Living in overcrowding	**0.36**	0.37	0.33	0.30	0.35	0.35	0.33	0.36	0.37	0.35	0.40	0.34	0.36	0.38
Male	Living with family	**0.30**	0.34	0.26	0.24	0.39	0.24	0.24	0.36	0.34	0.27	0.25	0.28	0.32	0.34
N		**1716**	267	460	164	194	106	677	591	749	966	140	640	487	448
	Age x Employment Status														
25	Key worker	**0.55**	0.53	0.60	0.60	0.52	0.51	0.60	0.53	0.54	0.56	0.55	0.56	0.54	0.54
25	Working full-time	**0.49**	0.51	0.47	0.52	0.50	0.51	0.47	0.47	0.50	0.48	0.53	0.49	0.46	0.51
25	Working part-time	**0.47**	0.49	0.50	0.43	0.44	0.45	0.47	0.47	0.48	0.47	0.47	0.48	0.45	0.47
25	Not working	**0.39**	0.38	0.42	0.33	0.39	0.42	0.38	0.38	0.40	0.37	0.42	0.42	0.35	0.36
25	Retired	**0.38**	0.37	0.38	0.33	0.35	0.37	0.40	0.36	0.37	0.40	0.43	0.39	0.36	0.37
35	Key worker	**0.59**	0.58	0.61	0.63	0.61	0.53	0.59	0.62	0.58	0.60	0.62	0.59	0.57	0.61
35	Working full-time	**0.50**	0.53	0.51	0.46	0.48	0.51	0.52	0.50	0.51	0.49	0.45	0.49	0.51	0.52
35	Working part-time	**0.48**	0.50	0.48	0.45	0.48	0.46	0.47	0.48	0.48	0.47	0.51	0.46	0.50	0.46
35	Retired	**0.44**	0.44	0.42	0.44	0.49	0.48	0.44	0.44	0.44	0.44	0.44	0.44	0.44	0.45
35	Not working	**0.39**	0.41	0.37	0.36	0.41	0.38	0.36	0.42	0.39	0.39	0.41	0.38	0.39	0.39

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	Probability of being picked	Socio-economic Classification (NS-Sec)			Country			Region in England				Educaion Level		
		Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	Low	Medium	High
Average N	**10008**	3899	2234	2403	8544	587	877	2456	1693	914	3481	2576	3376	4055
Personal Situation														
Fleeing domestic violence	**0.60**	0.60	0.59	0.61	0.60	0.60	0.62	0.60	0.61	0.60	0.60	0.55	0.61	0.64
Urgent medical need or disability requiring suitable housing	**0.60**	0.60	0.61	0.57	0.61	0.56	0.57	0.59	0.61	0.66	0.60	0.56	0.61	0.62
Sleeping rough	**0.59**	0.61	0.59	0.55	0.59	0.52	0.57	0.57	0.59	0.63	0.60	0.57	0.58	0.60
Homeless and living in emergency housing	**0.56**	0.57	0.53	0.54	0.55	0.61	0.56	0.56	0.54	0.56	0.55	0.52	0.56	0.58
Armed forces veteran	**0.52**	0.50	0.53	0.56	0.51	0.55	0.53	0.52	0.54	0.43	0.53	0.58	0.51	0.47
At risk of homelessness	**0.50**	0.50	0.51	0.48	0.50	0.53	0.55	0.49	0.48	0.52	0.50	0.49	0.50	0.51
Care leaver	**0.42**	0.42	0.44	0.41	0.42	0.37	0.41	0.43	0.41	0.44	0.41	0.42	0.42	0.41
Living in overcrowding	**0.40**	0.39	0.37	0.42	0.39	0.41	0.39	0.40	0.41	0.38	0.39	0.43	0.39	0.38
Living with family	**0.32**	0.30	0.33	0.36	0.32	0.35	0.29	0.34	0.31	0.30	0.32	0.37	0.31	0.29
N	**2859**	1114	638	687	2441	168	251	702	484	261	995	736	965	1159
Gender x Personal Situation														
Fleeing domestic violence	**0.64**	0.66	0.62	0.64	0.64	0.68	0.68	0.64	0.64	0.65	0.63	0.61	0.63	0.68
Sleeping rough	**0.63**	0.66	0.65	0.59	0.63	0.55	0.63	0.61	0.64	0.66	0.63	0.61	0.61	0.65
Urgent medical need or disability requiring suitable housing	**0.63**	0.64	0.64	0.59	0.63	0.61	0.63	0.62	0.62	0.72	0.61	0.59	0.63	0.65
Homeless and living in emergency housing	**0.59**	0.61	0.54	0.57	0.59	0.61	0.56	0.61	0.57	0.59	0.58	0.56	0.57	0.62
Armed forces veteran	**0.55**	0.54	0.57	0.59	0.55	0.54	0.58	0.55	0.58	0.48	0.56	0.61	0.54	0.52
At risk of homelessness	**0.54**	0.53	0.54	0.52	0.53	0.62	0.58	0.53	0.51	0.56	0.53	0.53	0.52	0.57
Care leaver	**0.46**	0.47	0.47	0.45	0.46	0.41	0.46	0.47	0.43	0.51	0.45	0.47	0.45	0.46
Living in overcrowding	**0.43**	0.44	0.40	0.46	0.43	0.46	0.44	0.42	0.44	0.42	0.44	0.45	0.42	0.43
Living with family	**0.34**	0.32	0.36	0.37	0.33	0.39	0.32	0.36	0.32	0.30	0.34	0.38	0.32	0.32
Fleeing domestic violence	**0.57**	0.55	0.55	0.58	0.57	0.53	0.56	0.58	0.58	0.54	0.57	0.50	0.59	0.59
Urgent medical need or disability requiring suitable housing	**0.57**	0.56	0.59	0.54	0.58	0.51	0.51	0.55	0.60	0.59	0.59	0.53	0.59	0.58
Sleeping rough	**0.54**	0.56	0.54	0.52	0.55	0.48	0.51	0.52	0.55	0.60	0.56	0.53	0.55	0.55
Homeless and living in emergency housing	**0.53**	0.54	0.52	0.52	0.52	0.61	0.57	0.51	0.51	0.53	0.53	0.47	0.55	0.54
Armed forces veteran	**0.48**	0.46	0.49	0.54	0.48	0.56	0.47	0.48	0.50	0.38	0.50	0.55	0.49	0.42
At risk of homelessness	**0.47**	0.48	0.48	0.44	0.46	0.43	0.53	0.44	0.45	0.49	0.47	0.45	0.49	0.46
Care leaver	**0.37**	0.38	0.40	0.36	0.37	0.33	0.37	0.38	0.39	0.36	0.36	0.37	0.38	0.36
Living in overcrowding	**0.36**	0.34	0.34	0.38	0.36	0.36	0.35	0.39	0.39	0.32	0.34	0.40	0.35	0.33
Living with family	**0.30**	0.28	0.30	0.35	0.30	0.31	0.26	0.31	0.29	0.29	0.31	0.36	0.30	0.25
N	**1716**	668	383	412	1465	101	150	421	290	157	597	442	579	695
Age x Employment Status														
Key worker	**0.55**	0.55	0.55	0.55	0.55	0.51	0.56	0.55	0.56	0.56	0.54	0.54	0.51	0.60
Working full-time	**0.49**	0.47	0.49	0.54	0.49	0.50	0.49	0.51	0.53	0.41	0.49	0.50	0.51	0.47
Working part-time	**0.47**	0.49	0.48	0.46	0.47	0.48	0.45	0.49	0.52	0.44	0.46	0.49	0.47	0.46
Not working	**0.39**	0.38	0.37	0.40	0.38	0.41	0.41	0.38	0.39	0.35	0.39	0.42	0.38	0.37
Retired	**0.38**	0.38	0.41	0.35	0.37	0.39	0.52	0.39	0.37	0.33	0.36	0.38	0.41	0.35
Key worker	**0.59**	0.58	0.60	0.60	0.59	0.58	0.61	0.55	0.56	0.67	0.60	0.61	0.60	0.57
Working full-time	**0.50**	0.53	0.50	0.48	0.50	0.60	0.48	0.52	0.51	0.46	0.49	0.48	0.51	0.51
Working part-time	**0.48**	0.50	0.46	0.47	0.47	0.50	0.52	0.46	0.46	0.47	0.48	0.46	0.51	0.46
Retired	**0.44**	0.43	0.43	0.47	0.44	0.42	0.46	0.45	0.44	0.40	0.46	0.44	0.45	0.44
Not working	**0.39**	0.38	0.35	0.39	0.39	0.43	0.37	0.37	0.36	0.36	0.42	0.37	0.40	0.38

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YouGov Conjoint Results

Sample size: 8,578 GB adults

Fieldwork: 30th September 2026 - 14th October 2026

Attribute		Probability of being picked	Vote in 2024 GE					2016 EU Ref		Gender		Age			
			Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
	Average N	**10008**	1555	2686	957	1129	621	3948	3449	4372	5636	817	3736	2842	2611
45	Key worker	**0.57**	0.55	0.58	0.57	0.53	0.48	0.56	0.59	0.56	0.58	0.50	0.57	0.61	0.57
45	Working full-time	**0.52**	0.52	0.52	0.53	0.47	0.53	0.51	0.52	0.49	0.54	0.54	0.49	0.52	0.55
45	Working part-time	**0.50**	0.49	0.47	0.50	0.49	0.50	0.51	0.49	0.52	0.49	0.53	0.51	0.53	0.44
45	Retired	**0.42**	0.40	0.43	0.43	0.41	0.41	0.41	0.42	0.39	0.44	0.39	0.42	0.43	0.40
45	Not working	**0.39**	0.38	0.42	0.44	0.34	0.38	0.42	0.37	0.42	0.37	0.36	0.42	0.41	0.34
55	Key worker	**0.57**	0.62	0.59	0.57	0.54	0.60	0.60	0.55	0.55	0.59	0.63	0.54	0.58	0.61
55	Working full-time	**0.54**	0.54	0.55	0.55	0.51	0.57	0.53	0.55	0.55	0.54	0.55	0.54	0.54	0.55
55	Retired	**0.49**	0.51	0.40	0.47	0.58	0.54	0.46	0.51	0.50	0.48	0.46	0.50	0.52	0.47
55	Working part-time	**0.49**	0.46	0.51	0.47	0.53	0.52	0.50	0.48	0.50	0.49	0.49	0.51	0.49	0.46
55	Not working	**0.38**	0.41	0.37	0.32	0.43	0.36	0.37	0.40	0.39	0.37	0.33	0.39	0.39	0.36
65	Key worker	**0.61**	0.61	0.61	0.71	0.61	0.53	0.65	0.60	0.61	0.61	0.59	0.60	0.59	0.64
65	Working full-time	**0.57**	0.58	0.54	0.57	0.63	0.51	0.55	0.60	0.58	0.56	0.57	0.55	0.56	0.62
65	Working part-time	**0.56**	0.54	0.56	0.59	0.58	0.68	0.55	0.56	0.59	0.54	0.55	0.54	0.59	0.59
65	Retired	**0.50**	0.48	0.51	0.49	0.46	0.48	0.48	0.48	0.50	0.49	0.53	0.50	0.48	0.49
65	Not working	**0.46**	0.45	0.45	0.43	0.43	0.46	0.45	0.46	0.46	0.45	0.44	0.47	0.46	0.44
75	Key worker	**0.62**	0.64	0.63	0.62	0.62	0.69	0.65	0.62	0.59	0.64	0.58	0.65	0.59	0.61
75	Working full-time	**0.56**	0.57	0.55	0.56	0.57	0.57	0.56	0.57	0.55	0.57	0.54	0.54	0.58	0.59
75	Retired	**0.55**	0.55	0.51	0.58	0.54	0.56	0.53	0.55	0.54	0.56	0.59	0.55	0.54	0.52
75	Working part-time	**0.55**	0.53	0.54	0.56	0.58	0.55	0.54	0.55	0.55	0.55	0.56	0.53	0.55	0.57
75	Not working	**0.49**	0.48	0.53	0.48	0.49	0.45	0.50	0.46	0.49	0.49	0.44	0.50	0.47	0.50
	N	**1430**	222	384	137	161	89	564	493	624	805	117	534	406	373
	Legal Status x Personal Situation														
Granted refugee status	Urgent medical need or disability requiring suitable housing	**0.47**	0.29	0.55	0.67	0.32	0.74	0.51	0.40	0.47	0.48	0.64	0.50	0.42	0.42
Granted refugee status	Fleeing domestic violence	**0.46**	0.33	0.50	0.59	0.33	0.58	0.49	0.38	0.41	0.50	0.58	0.45	0.43	0.43
Granted refugee status	Sleeping rough	**0.45**	0.37	0.53	0.49	0.30	0.59	0.50	0.37	0.41	0.48	0.52	0.47	0.43	0.38
Granted refugee status	Homeless and living in emergency housing	**0.42**	0.35	0.43	0.50	0.34	0.62	0.49	0.33	0.41	0.43	0.58	0.42	0.41	0.34
Granted refugee status	Armed forces veteran	**0.41**	0.44	0.43	0.44	0.42	0.32	0.42	0.43	0.42	0.41	0.33	0.40	0.45	0.44
Granted refugee status	At risk of homelessness	**0.39**	0.32	0.44	0.42	0.23	0.43	0.41	0.32	0.35	0.42	0.46	0.38	0.39	0.35
Granted refugee status	Care leaver	**0.32**	0.29	0.38	0.31	0.21	0.29	0.36	0.27	0.32	0.31	0.31	0.34	0.30	0.30
Granted refugee status	Living in overcrowding	**0.27**	0.27	0.29	0.28	0.23	0.32	0.29	0.23	0.26	0.28	0.39	0.27	0.21	0.30
Granted refugee status	Living with family	**0.21**	0.18	0.19	0.23	0.18	0.24	0.25	0.19	0.23	0.20	0.18	0.22	0.20	0.23
Non-UK citizen with permission to live in UK permanently	Fleeing domestic violence	**0.56**	0.55	0.62	0.54	0.41	0.65	0.57	0.53	0.54	0.58	0.65	0.59	0.51	0.52
Non-UK citizen with permission to live in UK permanently	Urgent medical need or disability requiring suitable housing	**0.54**	0.48	0.58	0.57	0.48	0.67	0.57	0.47	0.56	0.52	0.55	0.57	0.53	0.49
Non-UK citizen with permission to live in UK permanently	Sleeping rough	**0.52**	0.44	0.59	0.59	0.41	0.55	0.57	0.46	0.47	0.56	0.55	0.56	0.51	0.44
Non-UK citizen with permission to live in UK permanently	Homeless and living in emergency housing	**0.51**	0.48	0.57	0.54	0.37	0.56	0.51	0.46	0.54	0.49	0.58	0.54	0.47	0.45
Non-UK citizen with permission to live in UK permanently	At risk of homelessness	**0.46**	0.43	0.44	0.48	0.42	0.56	0.46	0.42	0.45	0.46	0.60	0.46	0.45	0.40
Non-UK citizen with permission to live in UK permanently	Armed forces veteran	**0.45**	0.56	0.38	0.43	0.56	0.39	0.42	0.51	0.47	0.44	0.43	0.42	0.48	0.50
Non-UK citizen with permission to live in UK permanently	Care leaver	**0.33**	0.32	0.36	0.31	0.32	0.35	0.36	0.33	0.36	0.29	0.32	0.33	0.36	0.30
Non-UK citizen with permission to live in UK permanently	Living in overcrowding	**0.31**	0.32	0.30	0.31	0.33	0.19	0.32	0.31	0.32	0.31	0.31	0.28	0.32	0.35
Non-UK citizen with permission to live in UK permanently	Living with family	**0.25**	0.28	0.24	0.19	0.31	0.24	0.20	0.29	0.25	0.25	0.18	0.24	0.26	0.29

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	Probability of being picked	Socio-economic Classification (NS-Sec)			Country			Region in England				Educaion Level		
		Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	Low	Medium	High
Average N	**10008**	3899	2234	2403	8544	587	877	2456	1693	914	3481	2576	3376	4055
Key worker	**0.57**	0.60	0.56	0.55	0.57	0.55	0.55	0.58	0.59	0.56	0.56	0.56	0.55	0.59
Working full-time	**0.52**	0.50	0.56	0.49	0.51	0.55	0.52	0.50	0.49	0.47	0.56	0.51	0.52	0.52
Working part-time	**0.50**	0.47	0.47	0.56	0.51	0.46	0.46	0.49	0.53	0.49	0.51	0.54	0.50	0.48
Retired	**0.42**	0.41	0.41	0.44	0.42	0.33	0.45	0.43	0.38	0.41	0.43	0.45	0.40	0.41
Not working	**0.39**	0.38	0.42	0.36	0.38	0.39	0.46	0.38	0.40	0.36	0.39	0.35	0.40	0.41
Key worker	**0.57**	0.60	0.57	0.55	0.59	0.41	0.52	0.55	0.62	0.65	0.58	0.54	0.57	0.60
Working full-time	**0.54**	0.53	0.56	0.57	0.54	0.57	0.56	0.54	0.51	0.54	0.56	0.58	0.50	0.55
Retired	**0.49**	0.47	0.47	0.53	0.50	0.44	0.45	0.47	0.54	0.51	0.50	0.51	0.49	0.48
Working part-time	**0.49**	0.51	0.45	0.52	0.49	0.48	0.50	0.50	0.49	0.56	0.47	0.49	0.48	0.51
Not working	**0.38**	0.36	0.36	0.41	0.38	0.41	0.30	0.42	0.38	0.33	0.38	0.42	0.34	0.38
Key worker	**0.61**	0.61	0.61	0.61	0.61	0.65	0.53	0.65	0.59	0.56	0.62	0.59	0.60	0.62
Working full-time	**0.57**	0.57	0.56	0.59	0.57	0.58	0.53	0.58	0.58	0.61	0.56	0.57	0.58	0.56
Working part-time	**0.56**	0.55	0.61	0.55	0.55	0.65	0.59	0.50	0.57	0.60	0.57	0.52	0.59	0.57
Retired	**0.50**	0.48	0.51	0.49	0.49	0.44	0.57	0.51	0.48	0.49	0.48	0.51	0.46	0.51
Not working	**0.46**	0.46	0.43	0.44	0.45	0.53	0.50	0.43	0.47	0.49	0.43	0.48	0.44	0.45
Key worker	**0.62**	0.65	0.69	0.56	0.61	0.67	0.63	0.59	0.60	0.61	0.64	0.59	0.62	0.63
Working full-time	**0.56**	0.58	0.56	0.52	0.56	0.62	0.53	0.60	0.51	0.66	0.52	0.56	0.56	0.56
Retired	**0.55**	0.56	0.52	0.51	0.55	0.55	0.53	0.55	0.53	0.56	0.55	0.51	0.58	0.55
Working part-time	**0.55**	0.53	0.52	0.59	0.56	0.44	0.51	0.58	0.57	0.59	0.53	0.55	0.58	0.51
Not working	**0.49**	0.51	0.49	0.46	0.50	0.42	0.43	0.47	0.49	0.54	0.50	0.48	0.49	0.49
N	**1430**	557	319	343	1220	84	125	351	242	130	497	368	482	579
Legal Status x Personal Situation														
Urgent medical need or disability requiring suitable housing	**0.47**	0.50	0.46	0.41	0.48	0.35	0.46	0.49	0.41	0.61	0.46	0.43	0.47	0.52
Fleeing domestic violence	**0.46**	0.44	0.43	0.48	0.46	0.47	0.42	0.48	0.39	0.44	0.48	0.40	0.45	0.50
Sleeping rough	**0.45**	0.50	0.41	0.41	0.45	0.39	0.43	0.45	0.42	0.48	0.46	0.38	0.45	0.48
Homeless and living in emergency housing	**0.42**	0.45	0.36	0.41	0.42	0.30	0.42	0.40	0.36	0.51	0.44	0.34	0.44	0.46
Armed forces veteran	**0.41**	0.40	0.41	0.46	0.40	0.57	0.47	0.42	0.45	0.30	0.40	0.49	0.42	0.35
At risk of homelessness	**0.39**	0.42	0.39	0.31	0.38	0.37	0.49	0.37	0.33	0.44	0.38	0.35	0.36	0.43
Care leaver	**0.32**	0.32	0.34	0.30	0.32	0.27	0.34	0.30	0.30	0.36	0.32	0.30	0.33	0.32
Living in overcrowding	**0.27**	0.27	0.27	0.26	0.28	0.29	0.22	0.24	0.26	0.30	0.30	0.30	0.24	0.29
Living with family	**0.21**	0.21	0.21	0.23	0.21	0.28	0.21	0.19	0.16	0.27	0.23	0.25	0.20	0.19
Fleeing domestic violence	**0.56**	0.56	0.55	0.54	0.56	0.55	0.62	0.53	0.57	0.59	0.56	0.46	0.61	0.59
Urgent medical need or disability requiring suitable housing	**0.54**	0.54	0.55	0.51	0.54	0.53	0.53	0.49	0.58	0.60	0.54	0.49	0.54	0.58
Sleeping rough	**0.52**	0.55	0.50	0.50	0.53	0.50	0.42	0.48	0.53	0.61	0.54	0.50	0.52	0.52
Homeless and living in emergency housing	**0.51**	0.51	0.51	0.49	0.50	0.61	0.55	0.52	0.48	0.52	0.49	0.44	0.51	0.55
At risk of homelessness	**0.46**	0.41	0.45	0.46	0.45	0.48	0.46	0.43	0.45	0.48	0.46	0.46	0.45	0.46
Armed forces veteran	**0.45**	0.44	0.50	0.46	0.45	0.43	0.47	0.42	0.49	0.40	0.48	0.49	0.45	0.44
Care leaver	**0.33**	0.34	0.33	0.33	0.34	0.26	0.27	0.33	0.35	0.35	0.33	0.33	0.31	0.34
Living in overcrowding	**0.31**	0.31	0.30	0.34	0.30	0.40	0.40	0.27	0.36	0.26	0.30	0.28	0.33	0.32
Living with family	**0.25**	0.25	0.25	0.28	0.25	0.22	0.26	0.28	0.22	0.20	0.26	0.28	0.25	0.22

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Attribute		Probability of being picked	Vote in 2024 GE					2016 EU Ref		Gender		Age			
			Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
	Average N	**10008**	1555	2686	957	1129	621	3948	3449	4372	5636	817	3736	2842	2611
Non-UK citizen with permission to live in UK permanently and has children who are UK citizens	Urgent medical need or disability requiring suitable housing	**0.62**	0.62	0.65	0.59	0.50	0.74	0.66	0.53	0.61	0.63	0.75	0.64	0.53	0.61
Non-UK citizen with permission to live in UK permanently and has children who are UK citizens	Fleeing domestic violence	**0.61**	0.51	0.65	0.69	0.53	0.78	0.67	0.54	0.59	0.63	0.70	0.66	0.58	0.54
Non-UK citizen with permission to live in UK permanently and has children who are UK citizens	Sleeping rough	**0.58**	0.51	0.61	0.71	0.47	0.69	0.64	0.53	0.57	0.59	0.61	0.62	0.57	0.53
Non-UK citizen with permission to live in UK permanently and has children who are UK citizens	Homeless and living in emergency housing	**0.56**	0.55	0.58	0.52	0.53	0.57	0.59	0.52	0.53	0.58	0.58	0.59	0.53	0.53
Non-UK citizen with permission to live in UK permanently and has children who are UK citizens	Armed forces veteran	**0.54**	0.61	0.49	0.49	0.63	0.39	0.50	0.60	0.55	0.52	0.52	0.49	0.53	0.64
Non-UK citizen with permission to live in UK permanently and has children who are UK citizens	At risk of homelessness	**0.50**	0.49	0.49	0.50	0.47	0.49	0.50	0.45	0.50	0.49	0.57	0.53	0.49	0.42
Non-UK citizen with permission to live in UK permanently and has children who are UK citizens	Care leaver	**0.45**	0.47	0.44	0.40	0.46	0.52	0.47	0.45	0.46	0.43	0.43	0.44	0.48	0.43
Non-UK citizen with permission to live in UK permanently and has children who are UK citizens	Living in overcrowding	**0.40**	0.41	0.39	0.43	0.31	0.39	0.42	0.37	0.41	0.39	0.34	0.42	0.37	0.42
Non-UK citizen with permission to live in UK permanently and has children who are UK citizens	Living with family	**0.32**	0.31	0.29	0.26	0.37	0.22	0.29	0.34	0.34	0.30	0.27	0.30	0.33	0.37
UK citizen	Fleeing domestic violence	**0.80**	0.83	0.78	0.76	0.83	0.79	0.77	0.85	0.78	0.82	0.71	0.80	0.82	0.81
UK citizen	Sleeping rough	**0.78**	0.83	0.77	0.75	0.84	0.72	0.78	0.84	0.78	0.79	0.69	0.77	0.82	0.81
UK citizen	Urgent medical need or disability requiring suitable housing	**0.77**	0.79	0.73	0.71	0.89	0.64	0.71	0.85	0.78	0.76	0.77	0.75	0.77	0.79
UK citizen	Homeless and living in emergency housing	**0.74**	0.80	0.67	0.70	0.93	0.54	0.67	0.82	0.75	0.73	0.68	0.73	0.75	0.77
UK citizen	At risk of homelessness	**0.67**	0.75	0.61	0.59	0.81	0.57	0.61	0.76	0.68	0.67	0.54	0.65	0.72	0.72
UK citizen	Armed forces veteran	**0.66**	0.80	0.57	0.59	0.91	0.39	0.58	0.82	0.67	0.65	0.43	0.61	0.73	0.79
UK citizen	Living in overcrowding	**0.60**	0.67	0.53	0.50	0.83	0.42	0.51	0.70	0.62	0.59	0.52	0.56	0.65	0.67
UK citizen	Care leaver	**0.58**	0.69	0.52	0.52	0.70	0.52	0.55	0.67	0.59	0.57	0.39	0.55	0.67	0.63
UK citizen	Living with family	**0.49**	0.59	0.40	0.36	0.75	0.23	0.37	0.66	0.57	0.42	0.31	0.44	0.57	0.56

separate profiles of applicants for social housing, and asked people to pick which one of the pair they would prioritise. Between the two options, respondents were asked to choose which applicant they would prioritise. The experiment was repeated 3 times.

Figures reported are the probability a message was chosen, when presented. Given the experimental designs, they should be treated as probabilities rather than population point estimates.

Note: These figures are experimental test results, and are not intended for publication along any lines suggesting they are representative figures in terms of agreement/support.

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	Probability of being picked	Socio-economic Classification (NS-Sec)			Country			Region in England				Educaion Level		
		Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	Low	Medium	High
Average N	**10008**	3899	2234	2403	8544	587	877	2456	1693	914	3481	2576	3376	4055
Urgent medical need or disability requiring suitable housing	**0.62**	0.62	0.65	0.59	0.62	0.57	0.62	0.59	0.64	0.71	0.61	0.53	0.67	0.65
Fleeing domestic violence	**0.61**	0.64	0.57	0.60	0.61	0.61	0.64	0.58	0.63	0.67	0.60	0.57	0.60	0.66
Sleeping rough	**0.58**	0.59	0.64	0.52	0.59	0.47	0.58	0.57	0.62	0.56	0.59	0.54	0.57	0.62
Homeless and living in emergency housing	**0.56**	0.60	0.55	0.51	0.56	0.59	0.54	0.57	0.56	0.58	0.55	0.51	0.57	0.58
Armed forces veteran	**0.54**	0.52	0.53	0.58	0.54	0.58	0.52	0.54	0.56	0.47	0.54	0.57	0.54	0.51
At risk of homelessness	**0.50**	0.52	0.48	0.46	0.49	0.52	0.54	0.45	0.45	0.53	0.51	0.43	0.52	0.52
Care leaver	**0.45**	0.45	0.46	0.46	0.44	0.46	0.52	0.50	0.41	0.47	0.40	0.44	0.45	0.45
Living in overcrowding	**0.40**	0.41	0.38	0.41	0.40	0.37	0.40	0.43	0.39	0.36	0.40	0.39	0.40	0.40
Living with family	**0.32**	0.31	0.35	0.33	0.33	0.30	0.25	0.36	0.30	0.31	0.33	0.36	0.30	0.32
Fleeing domestic violence	**0.80**	0.78	0.80	0.80	0.80	0.77	0.83	0.82	0.85	0.72	0.78	0.81	0.80	0.79
Sleeping rough	**0.78**	0.79	0.81	0.78	0.78	0.73	0.80	0.76	0.80	0.86	0.77	0.84	0.75	0.78
Urgent medical need or disability requiring suitable housing	**0.77**	0.73	0.79	0.76	0.77	0.78	0.69	0.79	0.80	0.72	0.77	0.81	0.77	0.74
Homeless and living in emergency housing	**0.74**	0.73	0.74	0.76	0.73	0.84	0.75	0.77	0.75	0.63	0.73	0.78	0.74	0.71
At risk of homelessness	**0.67**	0.66	0.69	0.68	0.66	0.74	0.73	0.69	0.63	0.64	0.67	0.70	0.70	0.63
Armed forces veteran	**0.66**	0.64	0.67	0.75	0.66	0.62	0.67	0.68	0.64	0.54	0.70	0.78	0.65	0.59
Living in overcrowding	**0.60**	0.57	0.56	0.67	0.61	0.67	0.56	0.64	0.62	0.58	0.58	0.72	0.59	0.52
Care leaver	**0.58**	0.59	0.60	0.57	0.60	0.48	0.52	0.60	0.63	0.57	0.59	0.64	0.58	0.54
Living with family	**0.49**	0.42	0.50	0.60	0.49	0.58	0.46	0.52	0.55	0.40	0.47	0.60	0.49	0.41

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