YouGov Survey 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				Socio-economic Classification (NS-Sec)			Country		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
Average N	**10008**	1555	2686	957	1129	621	3948	3449	4372	5636	817	3736	2842	2611	3899	2234	2403	8544	587	877
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	0.56	0.56	0.53	0.55	0.54	0.53
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	0.53	0.54	0.54	0.54	0.57	0.54
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	0.49	0.48	0.51	0.50	0.47	0.47
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	0.48	0.47	0.48	0.48	0.50	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	0.47	0.49	0.48	0.48	0.46	0.49
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	0.45	0.46	0.46	0.45	0.46	0.48
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	0.54	0.53	0.53	0.53	0.54	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	0.46	0.47	0.47	0.47	0.46	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	0.60	0.60	0.57	0.59	0.56	0.57
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	0.53	0.54	0.53	0.53	0.57	0.52
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	0.51	0.50	0.53	0.51	0.51	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	0.45	0.46	0.46	0.46	0.43	0.50
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	0.41	0.41	0.41	0.41	0.44	0.42
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	0.57	0.55	0.55	0.55	0.53	0.57
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	0.55	0.54	0.54	0.55	0.52	0.51
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	0.45	0.48	0.47	0.47	0.50	0.47
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	0.44	0.44	0.43	0.44	0.44	0.45
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	0.66	0.69	0.71	0.68	0.69	0.67
ıission 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	0.52	0.51	0.49	0.51	0.50	0.51
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	0.44	0.44	0.44	0.44	0.45	0.44
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	0.39	0.37	0.36	0.38	0.36	0.38
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	0.56	0.57	0.54	0.55	0.57	0.54
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	0.55	0.53	0.58	0.55	0.53	0.56
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	0.51	0.52	0.51	0.51	0.58	0.50
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	0.48	0.47	0.45	0.47	0.43	0.50
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	0.47	0.47	0.47	0.47	0.46	0.49
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	0.43	0.44	0.45	0.45	0.43	0.42

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Attribute	Probability of being picked	Region in England				Educaion Level		
		North	Midlands	London	Rest of South	Low	Medium	High
Average N	**10008**	2456	1693	914	3481	2576	3376	4055
Age								
75	**0.55**	0.56	0.54	0.59	0.55	0.53	0.57	0.55
65	**0.54**	0.54	0.54	0.55	0.53	0.54	0.53	0.54
55	**0.50**	0.49	0.51	0.51	0.50	0.51	0.48	0.50
35	**0.48**	0.47	0.46	0.47	0.49	0.47	0.49	0.47
45	**0.48**	0.48	0.48	0.46	0.49	0.49	0.47	0.48
25	**0.46**	0.46	0.47	0.42	0.45	0.46	0.46	0.45
Gender								
Female	**0.53**	0.54	0.52	0.54	0.53	0.53	0.52	0.55
Male	**0.47**	0.46	0.48	0.46	0.47	0.47	0.48	0.45
Employment Status								
Key worker	**0.59**	0.58	0.59	0.60	0.59	0.57	0.58	0.60
Working full-time	**0.53**	0.54	0.52	0.52	0.53	0.53	0.53	0.53
Working part-time	**0.51**	0.50	0.52	0.53	0.50	0.51	0.52	0.50
Retired	**0.46**	0.47	0.45	0.45	0.46	0.47	0.46	0.46
Not working	**0.41**	0.41	0.42	0.40	0.42	0.42	0.41	0.41
Household Status								
Household with dependent	**0.56**	0.55	0.56	0.55	0.56	0.53	0.56	0.57
Family carer	**0.54**	0.55	0.55	0.55	0.54	0.55	0.53	0.55
Couple	**0.47**	0.48	0.45	0.46	0.47	0.48	0.47	0.45
Single adult	**0.44**	0.43	0.44	0.45	0.43	0.45	0.43	0.44
Legal Status								
UK citizen	**0.68**	0.70	0.70	0.62	0.67	0.74	0.68	0.64
ıission to live in UK permanently and has children who are UK citizens	**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**	0.42	0.45	0.44	0.44	0.42	0.44	0.45
Granted refugee status	**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**	0.54	0.57	0.58	0.55	0.56	0.55	0.56
Lived in area for 3-5 years	**0.55**	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	0.51	0.49	0.52	0.52	0.51	0.52
Lived in area for less than 1 year	**0.47**	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	0.48	0.46	0.46	0.46	0.47	0.47
No local connection	**0.44**	0.45	0.44	0.46	0.45	0.45	0.45	0.44

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Average N	**10008**	1555	2686	957	1129	621	3948	3449	4372	5636	817	3736	2842	2611	3899	2234	2403	8544	587	877
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	0.60	0.59	0.61	0.60	0.60	0.62
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	0.60	0.61	0.57	0.61	0.56	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	0.61	0.59	0.55	0.59	0.52	0.57
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	0.57	0.53	0.54	0.55	0.61	0.56
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	0.50	0.53	0.56	0.51	0.55	0.53
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	0.50	0.51	0.48	0.50	0.53	0.55
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	0.42	0.44	0.41	0.42	0.37	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	0.39	0.37	0.42	0.39	0.41	0.39
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	0.30	0.33	0.36	0.32	0.35	0.29

Summary results of a conjoint experiment. Respondents were shown two 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.

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Urgent medical need or disability requiring suitable housing	**0.60**	0.59	0.61	0.66	0.60	0.56	0.61	0.62
Sleeping rough	**0.59**	0.57	0.59	0.63	0.60	0.57	0.58	0.60
Homeless and living in emergency housing	**0.56**	0.56	0.54	0.56	0.55	0.52	0.56	0.58
Armed forces veteran	**0.52**	0.52	0.54	0.43	0.53	0.58	0.51	0.47
At risk of homelessness	**0.50**	0.49	0.48	0.52	0.50	0.49	0.50	0.51
Care leaver	**0.42**	0.43	0.41	0.44	0.41	0.42	0.42	0.41
Living in overcrowding	**0.40**	0.40	0.41	0.38	0.39	0.43	0.39	0.38
Living with family	**0.32**	0.34	0.31	0.30	0.32	0.37	0.31	0.29

Summary results of a conjoint experiment. Respondents were shown two 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.

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