# YouGov Survey Results

**Sample Size: 1980 GB Adults**
**Fieldwork: 2nd - 3rd December 2023**

| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Country | | | Region in England | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
| **Weighted Sample** | 1980 | 647 | 479 | 168 | 698 | 737 | 958 | 1022 | 208 | 818 | 489 | 465 | 1129 | 851 | 1709 | 99 | 172 | 477 | 329 | 240 | 663 |
| **Unweighted Sample** | 1980 | 696 | 470 | 173 | 805 | 756 | 846 | 1134 | 146 | 768 | 513 | 553 | 1190 | 790 | 1695 | 109 | 176 | 471 | 323 | 203 | 698 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The economy | **54** | 55 | 59 | 57 | 60 | 53 | 57 | 51 | 48 | 56 | 57 | 49 | 57 | 49 | 53 | 57 | 56 | 53 | 53 | 47 | 56 |
| Health | **41** | 33 | 55 | 49 | 54 | 34 | 33 | 49 | 27 | 41 | 43 | 46 | 44 | 37 | 40 | 47 | 48 | 40 | 42 | 37 | 41 |
| Immigration & asylum | **41** | 66 | 19 | 26 | 22 | 68 | 43 | 39 | 17 | 32 | 44 | 63 | 37 | 46 | 42 | 36 | 32 | 42 | 47 | 30 | 43 |
| The environment | **25** | 20 | 33 | 39 | 35 | 18 | 25 | 25 | 24 | 26 | 28 | 20 | 28 | 21 | 25 | 26 | 23 | 22 | 22 | 24 | 29 |
| Housing | **21** | 14 | 29 | 19 | 22 | 17 | 21 | 22 | 30 | 25 | 17 | 17 | 21 | 22 | 21 | 27 | 24 | 19 | 14 | 34 | 21 |
| Crime | **15** | 23 | 8 | 8 | 9 | 22 | 15 | 15 | 11 | 13 | 15 | 20 | 13 | 17 | 16 | 14 | 8 | 16 | 16 | 20 | 15 |
| Britain leaving the EU | **14** | 11 | 16 | 24 | 19 | 9 | 16 | 12 | 10 | 14 | 17 | 12 | 17 | 10 | 14 | 7 | 20 | 12 | 18 | 13 | 13 |
| Welfare & benefits | **14** | 10 | 19 | 17 | 17 | 12 | 13 | 15 | 13 | 15 | 16 | 12 | 13 | 16 | 14 | 10 | 18 | 17 | 11 | 15 | 13 |
| Tax | **10** | 11 | 10 | 6 | 8 | 11 | 12 | 9 | 8 | 12 | 11 | 7 | 9 | 12 | 11 | 9 | 6 | 10 | 10 | 15 | 10 |
| Education | **10** | 5 | 14 | 11 | 15 | 4 | 9 | 11 | 15 | 12 | 10 | 4 | 11 | 8 | 10 | 12 | 6 | 9 | 11 | 12 | 11 |
| Defence & security | **9** | 16 | 5 | 10 | 7 | 15 | 11 | 8 | 5 | 7 | 11 | 13 | 10 | 9 | 10 | 7 | 9 | 10 | 11 | 8 | 9 |
| Pensions | **6** | 8 | 4 | 7 | 5 | 9 | 6 | 7 | 5 | 3 | 6 | 14 | 5 | 9 | 7 | 5 | 7 | 8 | 5 | 3 | 7 |
| Family life & childcare | **5** | 3 | 7 | 4 | 6 | 4 | 4 | 7 | 4 | 8 | 3 | 2 | 5 | 5 | 5 | 6 | 5 | 5 | 4 | 3 | 7 |
| Transport | **3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 2 | 3 | 10 | 4 | 3 | 1 | 3 | 3 |
| None of these | **1** | 1 | 1 | 0 | 1 | 1 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 0 | 2 | 2 | 1 |
| Don't know | **4** | 2 | 1 | 2 | 1 | 2 | 4 | 4 | 17 | 3 | 2 | 1 | 2 | 6 | 4 | 2 | 5 | 5 | 5 | 4 | 2 |

**Combined results based on whether or not immigraiton and economy were chosen**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Chose economy but not immigration | **34** | 22 | 48 | 42 | 46 | 20 | 34 | 33 | 40 | 39 | 34 | 21 | 38 | 28 | 32 | 41 | 42 | 32 | 30 | 33 | 34 |
| Chose immigration but not economy | **21** | 33 | 8 | 11 | 9 | 35 | 20 | 21 | 10 | 15 | 22 | 35 | 17 | 26 | 21 | 19 | 17 | 21 | 24 | 16 | 22 |
| Chose both | **20** | 34 | 11 | 15 | 13 | 33 | 23 | 17 | 7 | 17 | 23 | 28 | 20 | 21 | 21 | 17 | 14 | 22 | 23 | 14 | 22 |
| Chose neither | **22** | 10 | 32 | 29 | 31 | 10 | 20 | 24 | 26 | 26 | 20 | 15 | 23 | 20 | 22 | 22 | 21 | 21 | 18 | 33 | 21 |
| Don't know | **4** | 2 | 1 | 2 | 1 | 2 | 4 | 4 | 17 | 3 | 2 | 1 | 2 | 6 | 4 | 2 | 5 | 5 | 5 | 4 | 2 |

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**Sample Size: 1980 GB Adults**
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| | Total | Con 2019, left wing party now | Con 2019, Reform UK now | Con 2019, Don't Know now |
|---|---|---|---|---|
| **Weighted Sample** | 1980 | 99 | 113 | 135 |
| **Unweighted Sample** | 1980 | 99 | 120 | 148 |
| | % | % | % | % |

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

| | Total | Con 2019, left wing party now | Con 2019, Reform UK now | Con 2019, Don't Know now |
|---|---|---|---|---|
| The economy | **54** | 65 | 44 | 62 |
| Health | **41** | 39 | 21 | 37 |
| Immigration & asylum | **41** | 46 | 90 | 64 |
| The environment | **25** | 34 | 8 | 20 |
| Housing | **21** | 22 | 9 | 17 |
| Crime | **15** | 14 | 34 | 21 |
| Britain leaving the EU | **14** | 6 | 24 | 7 |
| Welfare & benefits | **14** | 12 | 13 | 7 |
| Tax | **10** | 14 | 10 | 11 |
| Education | **10** | 6 | 1 | 8 |
| Defence & security | **9** | 6 | 21 | 16 |
| Pensions | **6** | 7 | 9 | 7 |
| Family life & childcare | **5** | 9 | 2 | 1 |
| Transport | **3** | 4 | 3 | 6 |
| None of these | **1** | 1 | 1 | 0 |
| Don't know | **4** | 0 | 0 | 1 |

**Combined results based on whether or not immigraiton and economy were chosen**

| | Total | Con 2019, left wing party now | Con 2019, Reform UK now | Con 2019, Don't Know now |
|---|---|---|---|---|
| Chose economy but not immigration | **34** | 34 | 5 | 25 |
| Chose immigration but not economy | **21** | 15 | 51 | 26 |
| Chose both | **20** | 31 | 39 | 38 |
| Chose neither | **22** | 20 | 5 | 11 |
| Don't know | **4** | 0 | 0 | 1 |

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**Sample Size: 1980 GB Adults**
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| | Total | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Country | | | Region in England | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
| **Weighted Sample** | **1980** | 647 | 479 | 168 | 698 | 737 | 958 | 1022 | 208 | 818 | 489 | 465 | 1129 | 851 | 1709 | 99 | 172 | 477 | 329 | 240 | 663 |
| **Unweighted Sample** | **1980** | 696 | 470 | 173 | 805 | 756 | 846 | 1134 | 146 | 768 | 513 | 553 | 1190 | 790 | 1695 | 109 | 176 | 471 | 323 | 203 | 698 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

**And which of the following would you say is the single most important issue you see facing the country at this time?**

| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The economy | **30** | 28 | 36 | 37 | 37 | 24 | 30 | 30 | 30 | 35 | 30 | 21 | 34 | 25 | 30 | 35 | 29 | 30 | 29 | 30 | 31 |
| Immigration & asylum | **20** | 38 | 4 | 6 | 6 | 40 | 23 | 18 | 5 | 12 | 24 | 38 | 16 | 26 | 21 | 17 | 12 | 22 | 28 | 10 | 22 |
| Health | **13** | 10 | 20 | 17 | 18 | 10 | 9 | 17 | 8 | 12 | 15 | 14 | 15 | 10 | 12 | 18 | 20 | 12 | 11 | 11 | 13 |
| The environment | **9** | 7 | 11 | 14 | 12 | 6 | 11 | 7 | 12 | 9 | 7 | 8 | 9 | 8 | 9 | 8 | 9 | 7 | 7 | 11 | 10 |
| Housing | **5** | 2 | 7 | 8 | 5 | 3 | 5 | 5 | 6 | 6 | 3 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 2 | 9 | 6 |
| Britain leaving the EU | **3** | 1 | 5 | 7 | 6 | 1 | 4 | 3 | 1 | 4 | 5 | 2 | 4 | 2 | 3 | 1 | 10 | 3 | 3 | 2 | 3 |
| Welfare & benefits | **3** | 1 | 5 | 0 | 4 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| Crime | **2** | 3 | 1 | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 0 | 1 | 2 | 3 | 5 | 2 |
| Tax | **2** | 2 | 1 | 0 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 2 | 0 | 5 | 1 |
| Education | **2** | 1 | 2 | 3 | 3 | 0 | 2 | 2 | 3 | 3 | 1 | 0 | 2 | 2 | 2 | 5 | 0 | 1 | 3 | 3 | 1 |
| Pensions | **1** | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 3 | 0 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 0 | 1 |
| Family life & childcare | **1** | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 2 |
| Defence & security | **1** | 2 | 0 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Transport | **0** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Answered "Don't know/None" in first question | **5** | 2 | 2 | 2 | 2 | 3 | 5 | 5 | 20 | 5 | 2 | 2 | 4 | 7 | 5 | 3 | 6 | 5 | 7 | 7 | 3 |
| Answered don't know to this question | **3** | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 5 | 4 | 3 | 1 | 2 | 5 | 3 | 1 | 3 | 5 | 2 | 1 | 3 |

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|---|---|---|---|---|
| **Weighted Sample** | **1980** | 99 | 113 | 135 |
| **Unweighted Sample** | **1980** | 99 | 120 | 148 |
| | % | % | % | % |

**And which of the following would you say is the single most important issue you see facing the country at this time?**

| | | | | |
|---|---|---|---|---|
| The economy | **30** | 41 | 13 | 31 |
| Immigration & asylum | **20** | 8 | 73 | 32 |
| Health | **13** | 18 | 1 | 11 |
| The environment | **9** | 13 | 3 | 4 |
| Housing | **5** | 4 | 1 | 3 |
| Britain leaving the EU | **3** | 0 | 2 | 0 |
| Welfare & benefits | **3** | 2 | 1 | 3 |
| Crime | **2** | 4 | 3 | 4 |
| Tax | **2** | 3 | 0 | 3 |
| Education | **2** | 1 | 0 | 1 |
| Pensions | **1** | 1 | 0 | 0 |
| Family life & childcare | **1** | 1 | 0 | 0 |
| Defence & security | **1** | 2 | 2 | 4 |
| Transport | **0** | 0 | 0 | 0 |
| Answered "Don't know/None" in first question | **5** | 1 | 1 | 1 |
| Answered don't know to this question | **3** | 2 | 0 | 3 |