

# YouGov Survey Results

Sample Size: 2040 GB Adults  
Fieldwork: 29th - 30th May 2024

	Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		
	Con	Lab	Ref UK	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>2040</b>	291	659	213	120	667	494	173	719	760	987	1053	214	843	504	479	1163	877
<b>Unweighted Sample</b>	<b>2040</b>	327	663	220	124	716	465	187	817	791	939	1101	142	798	547	553	1218	822
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And finally, which of the following will be the most important issues **\*\*IN DECIDING WHO YOU WILL VOTE FOR\*\*** at the coming election?  
Please tick up to three.

The cost of living	<b>45</b>	36	58	34	48	38	56	44	47	42	42	48	49	53	42	31	44	47
Health	<b>34</b>	34	44	24	50	32	42	45	44	32	30	39	30	30	39	38	36	31
The economy in general	<b>32</b>	39	39	26	39	33	35	39	39	30	36	28	29	30	36	32	35	28
Immigration & asylum	<b>26</b>	45	10	82	13	50	9	11	9	50	29	24	14	16	32	44	24	30
The environment and climate change	<b>14</b>	6	19	3	19	7	23	23	22	7	12	15	20	12	14	12	16	10
Tax	<b>10</b>	13	8	12	8	13	8	9	9	10	13	8	11	12	10	7	11	9
Housing	<b>10</b>	5	16	5	12	6	15	16	11	6	10	10	20	11	8	7	12	8
Crime	<b>9</b>	12	6	23	8	14	4	6	6	12	10	8	9	8	12	10	9	9
Defence and security, including the war in Ukraine	<b>9</b>	21	5	16	8	17	4	8	6	14	11	7	5	5	9	17	10	7
Pensions	<b>8</b>	18	5	9	5	15	4	5	5	15	8	8	2	2	7	22	7	9
Britain's future relationship with the EU	<b>8</b>	4	12	5	21	3	12	22	15	3	10	6	6	8	9	8	9	7
Education	<b>7</b>	5	10	4	6	4	7	8	9	4	6	7	10	8	6	4	8	5
Welfare benefits	<b>5</b>	6	6	6	6	5	5	0	4	6	4	7	4	5	7	5	4	8
The conflict in Gaza	<b>5</b>	1	5	1	3	1	9	2	6	1	4	6	14	6	2	1	7	3
Family life & childcare	<b>4</b>	3	4	3	6	3	5	4	5	3	3	5	3	7	2	1	5	2
Transport	<b>2</b>	1	3	1	2	1	4	1	2	1	3	2	6	2	2	1	3	1
None of these	<b>5</b>	4	3	1	4	3	3	5	5	5	6	5	2	6	4	7	5	6
Don't know	<b>8</b>	4	5	2	3	5	6	3	7	6	6	10	12	10	7	4	6	11

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	Country			Region in England			
Total	England	Wales	Scotland	North	Midlands	London	Rest of South
<b>Weighted Sample</b> 2040	1761	102	177	492	339	247	683
<b>Unweighted Sample</b> 2040	1745	112	183	505	333	181	726
	%	%	%	%	%	%	%

And finally, which of the following will be the most important issues **\*\*IN DECIDING WHO YOU WILL VOTE FOR\*\*** at the coming election?  
Please tick up to three.

The cost of living	<b>45</b>	45	38	51	49	42	49	41
Health	<b>34</b>	34	31	34	31	41	28	36
The economy in general	<b>32</b>	31	38	35	30	30	36	31
Immigration & asylum	<b>26</b>	28	23	14	28	31	21	28
The environment and climate change	<b>14</b>	14	13	12	12	13	19	14
Tax	<b>10</b>	10	13	14	7	10	14	10
Housing	<b>10</b>	11	9	7	8	7	21	11
Crime	<b>9</b>	10	9	5	10	8	13	10
Defence and security, including the war in Ukraine	<b>9</b>	9	6	7	9	9	7	10
Pensions	<b>8</b>	8	6	7	9	11	3	8
Britain's future relationship with the EU	<b>8</b>	9	7	5	11	8	9	7
Education	<b>7</b>	6	6	10	6	6	4	7
Welfare benefits	<b>5</b>	6	5	4	5	7	6	5
The conflict in Gaza	<b>5</b>	5	2	7	5	3	10	4
Family life & childcare	<b>4</b>	4	3	8	3	4	1	5
Transport	<b>2</b>	2	0	1	3	2	3	2
None of these	<b>5</b>	5	11	6	5	5	3	6
Don't know	<b>8</b>	7	13	11	9	8	5	7

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	Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		
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<b>Weighted Sample</b>	<b>2040</b>	291	659	213	120	667	494	173	719	760	987	1053	214	843	504	479	1163	877
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And of the following that you said were top issues in deciding how you would vote, which would you say is the SINGLE most important in deciding how you will vote?

[Asked to those who selected more than one important issue; n=1798]

Health	<b>14</b>	13	18	6	24	10	18	24	19	12	12	16	13	10	18	19	14	14
Immigration & asylum	<b>18</b>	27	3	68	5	33	6	5	4	35	20	15	12	10	22	27	15	21
Crime	<b>2</b>	2	1	3	2	2	1	1	1	1	2	1	2	1	2	2	2	1
The economy in general	<b>16</b>	23	18	4	20	15	13	23	20	12	18	13	16	15	16	15	18	12
Tax	<b>3</b>	3	3	3	0	4	2	0	2	3	3	2	1	4	3	1	2	3
Pensions	<b>3</b>	5	2	3	3	6	1	1	2	6	3	3	0	1	2	9	2	5
Education	<b>1</b>	1	2	0	1	1	2	0	2	1	1	1	0	2	1	1	1	1
Family life & childcare	<b>1</b>	1	1	0	2	0	1	1	1	0	1	1	2	1	0	0	1	0
Housing	<b>3</b>	1	5	1	1	1	5	3	2	2	3	2	5	3	2	2	3	3
The environment and climate change	<b>4</b>	1	5	1	6	1	7	10	8	2	3	5	3	5	4	4	5	3
Britain's future relationship with the EU	<b>2</b>	0	2	0	4	0	2	7	3	0	3	1	1	2	2	2	2	2
Transport	<b>0</b>	0	1	0	1	0	1	0	0	0	0	1	1	1	0	0	1	0
Welfare benefits	<b>1</b>	1	2	0	2	1	1	0	1	1	1	1	1	1	2	1	0	2
Defence and security, including the war in Ukraine	<b>2</b>	5	1	1	2	4	1	1	1	4	3	1	0	1	2	4	3	1
The conflict in Gaza	<b>2</b>	0	0	0	0	0	2	0	1	1	2	2	5	2	0	0	2	1
The cost of living	<b>26</b>	15	36	8	25	18	34	20	29	18	23	30	34	37	20	11	25	28
Don't know	<b>3</b>	2	2	1	4	2	4	5	4	2	3	4	4	3	4	2	4	3

\*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.

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	%	%	%	%	%	%	%	%

And of the following that you said were top issues in deciding how you would vote, which would you say is the **SINGLE** most important in deciding how you will vote?

[Asked to those who selected more than one important issue; n=1798]

Health	<b>14</b>	14	17	16	14	14	11	15
Immigration & asylum	<b>18</b>	18	19	8	18	20	15	19
Crime	<b>2</b>	2	2	1	2	1	1	1
The economy in general	<b>16</b>	15	21	18	14	17	15	15
Tax	<b>3</b>	3	4	2	1	3	4	3
Pensions	<b>3</b>	3	0	2	4	4	0	4
Education	<b>1</b>	1	0	0	2	1	0	1
Family life & childcare	<b>1</b>	1	1	1	0	1	0	1
Housing	<b>3</b>	3	2	1	2	1	7	3
The environment and climate change	<b>4</b>	4	7	5	3	3	4	5
Britain's future relationship with the EU	<b>2</b>	2	1	3	2	3	1	1
Transport	<b>0</b>	0	0	0	1	0	1	0
Welfare benefits	<b>1</b>	1	1	1	1	2	0	2
Defence and security, including the war in Ukraine	<b>2</b>	2	2	1	2	3	2	2
The conflict in Gaza	<b>2</b>	2	0	3	2	1	4	1
The cost of living	<b>26</b>	26	22	36	28	21	28	25
Don't know	<b>3</b>	4	1	1	4	4	5	3

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