

YouGov Survey Results

Sample Size: 4061 GB Adults
Fieldwork: 6th - 12th February 2024

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	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	
Weighted Sample	4061	1329	983	345	1431	1512	1966	2095	426	1677	1003	954	2315	1746	3505	203	353	979	674	491	1360	
Unweighted Sample	4061	1376	989	354	1609	1526	1861	2200	305	1616	1058	1082	2463	1598	3516	213	332	997	689	394	1436	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall, how similar or different do you consider the Labour and Conservative parties to be to one another?

Very similar	11	12	8	5	7	14	15	6	8	9	14	11	9	12	10	12	14	12	13	7	9
Fairly similar	29	34	25	27	30	31	30	28	27	27	30	30	30	27	29	25	29	26	31	30	29
TOTAL SIMILAR	40	46	33	32	37	45	45	34	35	36	44	41	39	39	39	37	43	38	44	37	38
Fairly different	29	29	36	41	34	26	28	31	28	32	27	28	33	25	30	30	25	28	26	35	32
Very different	18	18	25	18	21	19	18	18	16	15	20	23	18	18	18	19	20	21	17	16	17
TOTAL DIFFERENT	47	47	61	59	55	45	46	49	44	47	47	51	51	43	48	49	45	49	43	51	49
Don't know	13	7	6	8	8	11	10	16	21	18	8	8	10	18	13	15	13	13	13	13	14

And for each of the following policy areas, do you think that the Labour and Conservative parties' approaches are similar or different to one another?

Climate change

[Shown to a random half of the sample; n=2053]

Very similar	9	11	7	3	6	13	11	6	5	8	11	10	8	10	9	10	11	9	9	9	8
Fairly similar	33	44	28	32	35	38	33	34	26	29	40	38	35	31	33	34	33	32	33	36	33
TOTAL SIMILAR	42	55	35	35	41	51	44	40	31	37	51	48	43	41	42	44	44	41	42	45	41
Fairly different	21	18	32	29	28	19	23	20	19	21	22	23	23	19	22	18	22	21	17	24	23
Very different	13	9	18	21	15	10	15	10	16	14	11	11	14	11	13	12	9	14	13	14	11
TOTAL DIFFERENT	34	27	50	50	43	29	38	30	35	35	33	34	37	30	35	30	31	35	30	38	34
Don't know	24	18	15	15	16	21	18	29	34	29	17	18	20	29	24	25	26	23	27	17	25

Cost of living

[Shown to a random half of the sample; n=2074]

Very similar	8	9	5	1	4	10	11	5	7	7	9	7	7	8	8	5	9	8	8	9	7
Fairly similar	25	34	19	24	23	28	28	22	24	20	27	31	26	23	25	18	26	26	26	24	25
TOTAL SIMILAR	33	43	24	25	27	38	39	27	31	27	36	38	33	31	33	23	35	34	34	33	32
Fairly different	29	27	35	41	34	27	27	32	26	29	29	31	33	25	29	35	29	28	28	34	29
Very different	19	16	31	21	24	18	20	19	18	20	20	18	19	20	19	22	18	21	20	17	19
TOTAL DIFFERENT	48	43	66	62	58	45	47	51	44	49	49	49	52	45	48	57	47	49	48	51	48
Don't know	19	14	10	14	14	17	15	23	26	23	15	12	15	24	19	20	19	18	19	17	20

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Defence

[Shown to a random half of the sample; n=2110]

Very similar	8	9	9	3	7	9	11	5	5	8	10	7	8	8	8	9	12	8	9	9	6
Fairly similar	30	32	32	34	35	30	33	27	24	29	33	30	32	27	30	33	29	28	28	34	31
TOTAL SIMILAR	38	41	41	37	42	39	44	32	29	37	43	37	40	35	38	42	41	36	37	43	37
Fairly different	22	25	25	28	21	25	22	22	22	20	21	26	23	20	22	18	20	21	21	28	21
Very different	11	14	12	7	10	13	12	10	12	9	12	14	10	12	11	12	7	14	9	7	12
TOTAL DIFFERENT	33	39	37	35	31	38	34	32	34	29	33	40	33	32	33	30	27	35	30	35	33
Don't know	29	19	23	28	27	23	22	36	37	34	24	23	26	33	29	29	33	29	32	22	29

The Israel-Gaza conflict

[Shown to a random half of the sample; n=2161]

Very similar	10	10	11	11	13	10	14	6	10	11	11	9	11	9	10	9	16	9	10	11	10
Fairly similar	31	37	34	32	35	34	36	27	25	30	34	35	35	27	32	25	28	29	34	31	34
TOTAL SIMILAR	41	47	45	43	48	44	50	33	35	41	45	44	46	36	42	34	44	38	44	42	44
Fairly different	15	16	16	19	15	16	15	16	16	14	15	18	16	14	15	19	16	14	15	19	14
Very different	10	14	10	6	8	12	11	9	14	9	9	11	9	12	10	10	10	12	8	12	8
TOTAL DIFFERENT	25	30	26	25	23	28	26	25	30	23	24	29	25	26	25	29	26	26	23	31	22
Don't know	33	24	29	32	29	29	24	42	36	37	31	27	29	38	33	38	30	35	33	27	34

NHS

[Shown to a random half of the sample; n=2091]

Very similar	7	9	6	3	5	10	8	5	6	6	8	8	6	8	7	5	9	7	7	6	6
Fairly similar	24	35	19	22	21	31	26	24	20	22	25	30	24	26	25	21	25	23	23	23	27
TOTAL SIMILAR	31	44	25	25	26	41	34	29	26	28	33	38	30	34	32	26	34	30	30	29	33
Fairly different	27	23	30	37	32	24	27	27	23	30	25	26	29	24	26	34	31	26	26	32	24
Very different	22	17	35	30	30	18	24	21	23	20	27	21	24	20	23	20	21	26	20	25	21
TOTAL DIFFERENT	49	40	65	67	62	42	51	48	46	50	52	47	53	44	49	54	52	52	46	57	45
Don't know	19	16	10	8	12	18	15	23	28	21	15	15	17	22	20	19	13	17	24	14	22

Asylum and immigration

[Shown to a random half of the sample; n=2157]

Very similar	8	8	6	4	5	10	11	5	8	8	10	6	8	9	8	7	9	10	10	11	5
Fairly similar	18	18	18	17	17	19	20	16	16	19	17	19	20	16	18	19	19	18	17	20	18
TOTAL SIMILAR	26	26	24	21	22	29	31	21	24	27	27	25	28	25	26	26	28	28	27	31	23
Fairly different	30	31	33	36	33	28	29	30	31	27	30	33	31	28	29	28	33	25	28	32	32
Very different	23	29	28	27	27	25	23	23	19	20	25	28	25	21	24	20	18	25	25	20	24
TOTAL DIFFERENT	53	60	61	63	60	53	52	53	50	47	55	61	56	49	53	48	51	50	53	52	56
Don't know	21	14	15	16	17	17	16	26	26	26	17	14	17	26	20	26	21	21	20	17	21

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Unweighted Sample	4061	1376	989	354	1609	1526	1861	2200	305	1616	1058	1082	2463	1598	3516	213	332	997	689	394	1436	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Schools

[Shown to a random half of the sample; n=2110]

Very similar	7	9	6	1	4	10	9	5	6	6	7	9	6	9	7	8	6	8	8	7	6
Fairly similar	28	34	23	30	26	32	31	25	22	27	32	29	30	25	28	27	29	28	27	25	29
TOTAL SIMILAR	35	43	29	31	30	42	40	30	28	33	39	38	36	34	35	35	35	36	35	32	35
Fairly different	26	25	33	23	31	23	27	25	25	25	29	28	23	26	25	26	25	25	30	25	
Very different	13	11	20	19	18	12	13	14	15	12	15	14	14	13	14	12	11	15	13	16	12
TOTAL DIFFERENT	39	36	53	42	49	35	40	39	40	37	40	43	42	36	40	37	37	40	38	46	37
Don't know	26	21	18	27	21	23	21	30	32	30	22	18	22	31	25	28	29	24	26	22	27

Students and universities

[Shown to a random half of the sample; n=2226]

Very similar	6	7	5	4	4	8	8	4	5	5	7	5	5	7	6	2	4	7	8	6	5
Fairly similar	27	33	26	23	28	29	29	25	23	24	29	31	29	24	27	23	33	27	29	23	26
TOTAL SIMILAR	33	40	31	27	32	37	37	29	28	29	36	36	34	31	33	25	37	34	37	29	31
Fairly different	26	24	33	30	29	24	25	27	27	28	24	25	29	22	27	26	20	25	21	39	26
Very different	11	10	16	11	13	10	11	11	11	11	10	11	11	11	11	9	7	13	13	8	11
TOTAL DIFFERENT	37	34	49	41	42	34	36	38	38	39	34	36	40	33	38	35	27	38	34	47	37
Don't know	30	26	20	32	26	30	27	33	34	32	30	27	26	36	29	40	36	27	30	24	32

Britain's future relationship with the EU

[Shown to a random half of the sample; n=2090]

Very similar	6	5	5	4	6	8	9	4	7	6	7	6	5	8	6	8	8	6	6	8	6
Fairly similar	21	21	24	22	24	19	24	18	17	19	25	20	22	19	21	20	21	22	21	21	19
TOTAL SIMILAR	27	26	29	26	30	27	33	22	24	25	32	26	27	27	27	28	29	28	27	29	25
Fairly different	29	32	33	39	32	29	27	30	21	29	28	32	32	24	29	26	28	23	25	35	33
Very different	19	24	21	18	19	23	20	19	16	17	20	25	21	17	19	20	19	21	21	17	18
TOTAL DIFFERENT	48	56	54	57	51	52	47	49	37	46	48	57	53	41	48	46	47	44	46	52	51
Don't know	25	17	17	17	18	20	20	29	40	28	19	18	20	31	25	27	24	28	27	19	24

Crime and policing

[Shown to a random half of the sample; n=2151]

Very similar	8	8	6	4	5	10	11	5	5	7	9	8	8	7	7	9	12	9	7	8	6
Fairly similar	33	43	30	35	36	38	36	31	26	29	38	41	35	31	34	32	28	34	34	35	34
TOTAL SIMILAR	41	51	36	39	41	48	47	36	31	36	47	49	43	38	41	41	40	43	41	43	40
Fairly different	23	19	31	30	29	19	21	24	20	24	22	24	25	20	23	19	19	23	22	28	23
Very different	11	10	15	13	12	11	12	10	14	9	11	11	10	11	11	12	10	12	10	10	10
TOTAL DIFFERENT	34	29	46	43	41	30	33	34	34	33	33	35	35	31	34	31	29	35	32	38	33
Don't know	25	19	18	18	18	23	20	30	35	31	20	16	22	30	25	28	31	23	26	19	27

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Weighted Sample	4061	1329	983	345	1431	1512	1966	2095	426	1677	1003	954	2315	1746	3505	203	353	979	674	491	1360	
Unweighted Sample	4061	1376	989	354	1609	1526	1861	2200	305	1616	1058	1082	2463	1598	3516	213	332	997	689	394	1436	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Welfare benefits

[Shown to a random half of the sample; n=2131]

Very similar	6	6	5	4	5	7	8	4	5	6	7	6	6	6	5	5	12	6	6	6	4
Fairly similar	20	26	16	18	18	25	23	18	14	17	22	26	19	21	20	19	18	20	21	23	19
TOTAL SIMILAR	26	32	21	22	23	32	31	22	19	23	29	32	25	27	25	24	30	26	27	29	23
Fairly different	30	31	36	37	34	30	29	31	23	29	32	32	34	24	30	22	32	28	26	36	31
Very different	23	21	29	26	26	22	24	22	25	21	24	23	24	21	23	22	18	25	25	20	23
TOTAL DIFFERENT	53	52	65	63	60	52	53	53	48	50	56	55	58	45	53	44	50	53	51	56	54
Don't know	22	16	14	15	17	16	17	26	33	27	15	14	17	28	21	31	20	22	21	15	22

Managing the economy

[Shown to a random half of the sample; n=2113]

Very similar	7	7	5	2	4	9	9	5	6	7	7	7	5	8	7	3	8	7	8	7	6
Fairly similar	21	25	20	15	23	22	23	18	18	20	25	19	21	21	20	26	23	18	22	24	20
TOTAL SIMILAR	28	32	25	17	27	31	32	23	24	27	32	26	26	29	27	29	31	25	30	31	26
Fairly different	32	32	35	46	37	28	30	33	26	32	33	33	35	28	32	31	32	28	29	34	34
Very different	22	24	29	25	24	24	22	21	18	18	23	29	23	20	22	21	20	27	19	17	22
TOTAL DIFFERENT	54	56	64	71	61	52	52	54	44	50	56	62	58	48	54	52	52	55	48	51	56
Don't know	19	12	11	12	12	17	16	23	32	23	14	12	16	24	20	20	17	20	22	18	18

Housing

[Shown to a random half of the sample; n=2169]

Very similar	7	8	7	2	5	9	10	5	7	7	9	6	7	8	7	5	11	9	9	8	5
Fairly similar	24	30	18	22	24	27	26	22	17	21	26	28	24	23	23	25	26	25	25	21	22
TOTAL SIMILAR	31	38	25	24	29	36	36	27	24	28	35	34	31	31	30	30	37	34	34	29	27
Fairly different	31	29	39	45	36	29	32	31	29	31	31	34	33	29	32	27	31	31	28	40	32
Very different	15	15	23	18	18	15	16	15	16	14	17	16	16	14	16	14	13	16	16	17	15
TOTAL DIFFERENT	46	44	62	63	54	44	48	46	45	45	48	50	49	43	48	41	44	47	44	57	47
Don't know	22	17	13	13	17	19	16	27	32	26	17	16	19	26	22	30	20	20	21	15	26

Tax

[Shown to a random half of the sample; n=2066]

Very similar	7	9	6	3	5	9	10	4	3	8	9	7	7	8	7	4	10	8	7	8	6
Fairly similar	22	25	21	21	22	25	26	18	17	21	26	23	22	22	22	24	16	22	21	26	22
TOTAL SIMILAR	29	34	27	24	27	34	36	22	20	29	35	30	29	30	29	28	26	30	28	34	28
Fairly different	31	33	36	40	38	29	29	33	29	28	34	34	35	27	32	22	33	31	32	34	31
Very different	19	22	23	22	21	20	20	19	18	18	17	25	20	18	19	20	20	21	19	13	20
TOTAL DIFFERENT	50	55	59	62	59	49	49	52	47	46	51	59	55	45	51	42	53	52	51	47	51
Don't know	20	12	15	14	14	17	15	26	34	26	15	11	16	26	20	29	21	18	20	19	21

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Unweighted Sample	4061	1376	989	354	1609	1526	1861	2200	305	1616	1058	1082	2463	1598	3516	213	332	997	689	394	1436	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Transport

[Shown to a random half of the sample; n=2132]

Very similar	7	9	4	4	5	9	9	5	6	7	8	7	6	8	7	4	10	7	8	7	6
Fairly similar	30	36	27	35	30	33	32	27	28	26	32	33	31	27	30	20	29	31	34	33	27
TOTAL SIMILAR	37	45	31	39	35	42	41	32	34	33	40	40	37	35	37	24	39	38	42	40	33
Fairly different	24	22	31	28	26	22	26	22	22	23	24	26	26	20	25	25	16	24	16	33	26
Very different	12	10	16	15	14	10	14	9	16	11	11	11	11	12	11	17	12	13	13	7	10
TOTAL DIFFERENT	36	32	47	43	40	32	40	31	38	34	35	37	37	32	36	42	28	37	29	40	36
Don't know	28	23	22	19	25	27	19	37	28	33	24	23	25	32	27	34	32	25	29	19	31

Overseas aid

[Shown to a random half of the sample; n=2137]

Very similar	7	9	5	3	5	10	9	5	3	6	9	8	6	8	7	4	10	7	8	6	7
Fairly similar	25	30	27	25	26	27	29	23	25	24	27	27	27	23	26	27	24	24	25	25	27
TOTAL SIMILAR	32	39	32	28	31	37	38	28	28	30	36	35	33	31	33	31	34	31	33	31	34
Fairly different	23	21	28	31	28	21	25	22	21	24	22	25	26	19	22	29	28	23	19	32	20
Very different	11	10	15	15	12	10	12	9	9	9	11	13	11	10	11	9	7	12	11	9	11
TOTAL DIFFERENT	34	31	43	46	40	31	37	31	30	33	33	38	37	29	33	38	35	35	30	41	31
Don't know	34	29	26	27	29	32	26	41	42	37	30	27	29	39	34	31	31	33	36	28	35

Local government

[Shown to a random half of the sample; n=2101]

Very similar	7	9	5	4	5	9	9	5	5	6	8	8	6	8	7	6	10	7	10	8	4
Fairly similar	25	32	18	29	24	29	29	21	22	23	28	26	27	21	25	30	25	23	25	25	25
TOTAL SIMILAR	32	41	23	33	29	38	38	26	27	29	36	34	33	29	32	36	35	30	35	33	29
Fairly different	27	25	35	27	30	24	26	28	26	25	28	29	28	24	27	24	21	27	24	34	26
Very different	14	15	19	15	15	16	15	13	9	12	15	17	14	14	14	16	13	17	13	12	12
TOTAL DIFFERENT	41	40	54	42	45	40	41	41	35	37	43	46	42	38	41	40	34	44	37	46	38
Don't know	28	20	23	26	25	23	22	33	38	33	22	20	24	33	28	25	31	26	28	21	31

Childcare

[Shown to a random half of the sample; n=2130]

Very similar	6	6	4	4	4	8	8	4	4	5	9	6	5	7	6	3	6	8	6	6	6
Fairly similar	25	33	21	24	27	31	29	22	16	22	30	31	27	24	25	29	24	28	26	23	24
TOTAL SIMILAR	31	39	25	28	31	39	37	26	20	27	39	37	32	31	31	32	30	36	32	29	30
Fairly different	24	22	32	33	28	22	25	24	27	25	20	26	27	21	25	17	28	22	22	35	24
Very different	11	9	17	14	14	8	11	11	17	11	11	10	12	10	11	13	11	12	12	10	11
TOTAL DIFFERENT	35	31	49	47	42	30	36	35	44	36	31	36	39	31	36	30	39	34	34	45	35
Don't know	33	29	25	25	27	31	27	38	37	37	30	27	29	38	33	37	32	30	35	26	36

YouGov Survey Results

Sample Size: 4061 GB Adults
Fieldwork: 6th - 12th February 2024

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	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	
Weighted Sample	4061	1329	983	345	1431	1512	1966	2095	426	1677	1003	954	2315	1746	3505	203	353	979	674	491	1360	
Unweighted Sample	4061	1376	989	354	1609	1526	1861	2200	305	1616	1058	1082	2463	1598	3516	213	332	997	689	394	1436	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Transgender rights

[Shown to a random half of the sample; n=2184]

Very similar	8	10	7	5	6	10	11	6	8	9	7	8	8	9	8	5	10	10	10	9	6
Fairly similar	23	26	21	24	23	24	23	22	22	20	24	26	24	21	23	21	19	22	22	24	24
TOTAL SIMILAR	31	36	28	29	29	34	34	28	30	29	31	34	32	30	31	26	29	32	32	33	30
Fairly different	20	19	23	24	23	19	19	20	18	20	22	16	22	17	19	19	21	17	20	24	19
Very different	15	13	23	17	17	13	17	13	25	14	17	12	16	14	15	17	13	18	13	16	14
TOTAL DIFFERENT	35	32	46	41	40	32	36	33	43	34	39	28	38	31	34	36	34	35	33	40	33
Don't know	34	32	26	31	31	34	30	38	27	37	29	38	31	39	34	38	37	33	35	27	36

Lesbian, gay and bisexual rights

[Shown to a random half of the sample; n=2116]

Very similar	10	13	7	5	6	13	12	8	10	9	10	11	10	9	10	9	11	10	10	10	9
Fairly similar	28	34	22	38	31	30	29	28	29	22	32	35	30	26	28	34	24	28	26	27	30
TOTAL SIMILAR	38	47	29	43	37	43	41	36	39	31	42	46	40	35	38	43	35	38	36	37	39
Fairly different	18	15	24	20	22	15	19	17	16	21	17	14	19	16	18	12	21	15	17	28	17
Very different	14	10	26	14	18	11	17	11	19	14	15	10	15	13	14	14	14	15	15	15	12
TOTAL DIFFERENT	32	25	50	34	40	26	36	28	35	35	32	24	34	29	32	26	35	30	32	43	29
Don't know	31	28	20	23	24	31	24	36	26	34	27	30	26	37	31	32	29	32	32	20	32

Racial equality

[Shown to a random half of the sample; n=2169]

Very similar	10	13	7	5	8	14	12	8	8	8	12	12	10	10	9	9	15	10	11	8	9
Fairly similar	31	41	24	36	30	37	31	30	22	26	34	39	33	27	30	36	30	30	26	29	33
TOTAL SIMILAR	41	54	31	41	38	51	43	38	30	34	46	51	43	37	39	45	45	40	37	37	42
Fairly different	20	16	30	21	25	17	22	19	20	22	19	19	22	18	21	10	20	19	20	31	19
Very different	12	9	22	14	16	10	14	11	10	12	13	12	12	12	13	12	8	14	14	14	10
TOTAL DIFFERENT	32	25	52	35	41	27	36	30	30	34	32	31	34	30	34	22	28	33	34	45	29
Don't know	27	20	17	24	22	23	21	33	40	32	22	18	23	32	27	33	27	27	29	17	29

*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.