

Public First Polling of Coastal Areas: Nat Rep Comparison Sample

Fieldwork:	September 11th - September 14th 2020
Interview method:	Online Survey
Population represented:	UK Adults
Sample size:	1005

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by age, gender, region, Social Grade. Target proportions are derived from census data.

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride (seb@publicfirst.co.uk)

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11	Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Critical, quarrelsome.	23
12	Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Dependable, self-disciplined.	25
13	Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Anxious, easily upset.	27
14	Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Open to new experiences, complex.	29
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16	Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Sympathetic, warm.	33
17	Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Disorganized, careless.	35
18	Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Calm, emotionally stable.	37
19	Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Conventional, uncreative.	39
20	Thinking about your local area as a place to live and work, do you expect your local area will be better or worse in ten years?	41

21	You said that you have a child/children. Do you expect them to stay in the local area when they leave school or university, or do you expect them to move away?	43
22	Do you tend to agree or disagree with the following: I would prefer my child/children to stay in the local area when they leave school or univeristy	45
23	Do you tend to agree or disagree with the following: There are better opportunities for my child/children in other parts of the UK	47
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27	Has your local area got better or worse in the last 5 years?	55
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29	You said that your area had got better in the last 5 years. Which of the following reasons best explains why?Please select up to three	59
30	Which of the following would be the most effective things the Government could do to make your local area a better place to live?Please select up to three	61
31	Thinking about the policies that might help your local area as we come out of the Coronavirus lockdown, which of the following do you think would be most useful?Please select up to three	63
32	Overall, do you think tax levels in this country are too high, about right, or too low?	65
33	It is expected that the Government will have to either raise taxes or cut spending to help pay off the debt accumulated during the lockdown period. Which of the following would you prefer to see Government do?	67
34	Which of the following groups of people do you think the Conservative Party most cares about?Please select up to three	69
35	Which of the following groups of people do you think the Labour Party most cares about?Please select up to three	71
36	Which of the following words best describe your own personal values and your outlook on life?Please select up to five	73
37	Which of the following words best describe the values of the Conservative Party?Please select up to five	75
38	Which of the following words best describe the values of the Labour Party?Please select up to five	77
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40	Do you tend to support or oppose the following?: Introducing an Australian style points system for immigration	81
41	Do you tend to support or oppose the following?: The Government giving more power to local area	83
42	Do you tend to support or oppose the following?: Reducing taxes for businesses on the highstreet	85
43	Do you tend to support or oppose the following?: Building more council housing	87
44	Do you tend to support or oppose the following?: Increasing benefit provision	89
45	Do you tend to support or oppose the following?: Changing our welfare system so that those who work for many years before needing welfare receive more	91
46	Do you tend to support or oppose the following?: Reducing spending on international aid	93
47	Do you tend to support or oppose the following?: Introducing a four-day working week	95
48	Do you tend to support or oppose the following?: Removing statues of figures whose past behaviour or views are offensive	97
49	Do you tend to support or oppose the following?: Legalise marijuana for recreational use	99
50	Do you tend to support or oppose the following?: Longer sentences for serious crime like assault	101
51	Do you tend to support or oppose the following?: Move an existing bank holiday to the patron saint day in each nation (e.g. St. George’s day in England, St. David’s day in Wales)	103
52	Do you tend to support or oppose the following?: Abolish the monarchy	105
53	Do you tend to support or oppose the following?: Raising corporation tax on businesses with more than 250 employees	107

(1.A) Do you currently receive, or have you in the last year received, Universal Credit (UC)?

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Yes - currently receive UC	8%	8%	8%	16%	12%	10%	8%	6%	0%	7%	6%	6%	8%	10%	12%	8%	5%	10%	8%
Yes - have received UC in the last year	3%	3%	3%	6%	5%	4%	3%	1%	0%	5%	2%	1%	2%	0%	2%	4%	1%	6%	2%
No	87%	86%	87%	72%	79%	84%	89%	92%	100%	86%	89%	92%	87%	88%	84%	87%	89%	82%	86%
Prefer not to say	2%	2%	2%	5%	4%	3%	1%	1%	0%	2%	2%	1%	2%	2%	3%	1%	4%	3%	4%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) Do you currently receive, or have you in the last year received, Universal Credit (UC)?

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Yes - currently receive UC	8%	10%	7%	10%	10%	4%	4%	4%	6%	9%	14%	10%	7%	6%	7%	9%	11%	8%	11%
Yes - have received UC in the last year	3%	5%	1%	8%	0%	3%	0%	3%	2%	4%	2%	3%	3%	3%	2%	4%	2%	0%	2%
No	87%	82%	91%	81%	87%	91%	96%	93%	89%	82%	82%	86%	90%	85%	91%	85%	85%	92%	79%
Prefer not to say	2%	4%	1%	2%	3%	2%	0%	1%	2%	4%	2%	1%	1%	6%	1%	2%	2%	0%	8%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) Which of the following supermarket chains do you use for your main grocery shopping in a normal week?

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Aldi	12%	8%	17%	16%	14%	13%	13%	9%	9%	3%	8%	13%	15%	16%	19%	12%	16%	15%	21%
M&S	1%	1%	1%	4%	2%	1%	1%	1%	0%	4%	1%	0%	1%	2%	0%	1%	0%	2%	0%
Lidl	8%	9%	7%	10%	6%	7%	7%	9%	10%	12%	10%	12%	10%	6%	6%	7%	2%	3%	5%
Tesco	27%	27%	26%	22%	27%	25%	29%	26%	29%	26%	30%	31%	32%	32%	20%	18%	13%	29%	26%
Sainsbury's	20%	23%	18%	15%	17%	21%	17%	27%	24%	28%	30%	16%	19%	18%	19%	19%	15%	9%	17%
Morrisons	11%	11%	11%	12%	13%	10%	14%	10%	8%	7%	5%	12%	6%	12%	13%	20%	18%	18%	7%
ASDA	13%	14%	11%	12%	16%	15%	12%	12%	9%	9%	7%	12%	13%	5%	13%	13%	27%	18%	22%
Co-op	1%	0%	1%	1%	2%	1%	1%	0%	1%	0%	3%	1%	0%	1%	1%	1%	2%	1%	0%
Iceland	3%	3%	2%	5%	1%	3%	4%	2%	2%	4%	1%	1%	0%	2%	6%	4%	4%	2%	2%
Waitrose	3%	3%	4%	3%	1%	2%	3%	4%	6%	7%	4%	1%	2%	2%	4%	4%	2%	1%	0%
SPAR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other (Please Specify)	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	1%	2%	0%	2%	0%	1%	0%
Don't Know	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) Which of the following supermarket chains do you use for your main grocery shopping in a normal week?

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Aldi	12%	10%	13%	12%	14%	11%	14%	8%	14%	15%	12%	12%	13%	8%	12%	13%	7%	19%	16%
M&S	1%	2%	0%	4%	0%	1%	2%	1%	1%	2%	1%	1%	1%	3%	1%	0%	3%	8%	1%
Lidl	8%	10%	8%	10%	8%	7%	2%	7%	9%	7%	10%	7%	7%	10%	7%	10%	10%	8%	9%
Tesco	27%	23%	26%	24%	27%	35%	32%	31%	24%	28%	23%	26%	27%	31%	25%	25%	41%	13%	28%
Sainsbury's	20%	22%	22%	15%	20%	19%	25%	25%	19%	19%	17%	21%	20%	22%	25%	18%	14%	13%	18%
Morrisons	11%	8%	13%	14%	12%	9%	4%	9%	12%	10%	13%	11%	12%	13%	11%	14%	8%	0%	12%
ASDA	13%	14%	11%	16%	12%	11%	13%	8%	13%	15%	16%	13%	13%	9%	12%	14%	7%	26%	13%
Co-op	1%	2%	1%	0%	0%	2%	2%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%
Iceland	3%	4%	2%	3%	3%	1%	0%	2%	2%	2%	4%	3%	1%	2%	2%	3%	1%	6%	2%
Waitrose	3%	5%	3%	1%	3%	4%	2%	7%	3%	1%	1%	4%	4%	0%	5%	1%	7%	0%	0%
SPAR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other (Please Specify)	1%	0%	1%	1%	0%	1%	2%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	7%	0%
Don't Know	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.A) Which of the following parties, if any, would you never vote for? Please select any which apply

	Gender		Age						Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Conservative Party	28%	25%	30%	22%	33%	26%	28%	28%	28%	21%	26%	40%	28%	23%	29%	33%	32%	27%	27%
Labour Party	28%	30%	26%	31%	20%	20%	29%	26%	39%	28%	29%	25%	19%	33%	31%	25%	18%	37%	29%
Liberal Democrats	21%	25%	18%	11%	14%	19%	23%	29%	30%	20%	25%	18%	22%	20%	16%	25%	19%	23%	25%
Green Party	23%	25%	22%	10%	16%	19%	25%	28%	37%	21%	27%	30%	20%	16%	23%	28%	15%	26%	19%
Brexit Party	32%	29%	35%	23%	31%	27%	30%	34%	44%	27%	36%	38%	36%	35%	24%	36%	33%	31%	28%
UK Independence Party (UKIP)	37%	34%	39%	31%	33%	29%	35%	43%	47%	34%	38%	44%	35%	40%	28%	38%	41%	38%	37%
None of the above - I would consider voting for all of them	10%	13%	8%	8%	13%	13%	7%	12%	8%	15%	10%	5%	9%	9%	15%	7%	17%	10%	3%
Don't Know	12%	10%	13%	17%	13%	16%	13%	8%	5%	11%	12%	8%	20%	15%	13%	10%	2%	7%	21%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) Which of the following parties, if any, would you never vote for? Please select any which apply

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Conservative Party	28%	27%	29%	31%	26%	24%	29%	29%	29%	25%	27%	20%	40%	15%	16%	49%	42%	12%	17%
Labour Party	28%	25%	27%	28%	25%	40%	28%	25%	29%	29%	29%	37%	22%	22%	41%	23%	14%	38%	15%
Liberal Democrats	21%	22%	20%	14%	24%	27%	23%	19%	22%	23%	22%	34%	12%	11%	31%	15%	16%	52%	14%
Green Party	23%	20%	24%	17%	24%	31%	30%	22%	24%	21%	26%	36%	16%	14%	37%	14%	8%	46%	14%
Brexit Party	32%	32%	32%	36%	27%	39%	33%	42%	37%	22%	27%	17%	55%	16%	22%	51%	60%	13%	14%
UK Independence Party (UKIP)	37%	33%	38%	39%	31%	43%	48%	46%	41%	24%	33%	26%	55%	21%	29%	50%	64%	30%	18%
None of the above - I would consider voting for all of them	10%	13%	11%	9%	10%	4%	11%	13%	9%	11%	9%	11%	8%	16%	11%	7%	8%	13%	19%
Don't Know	12%	8%	12%	14%	13%	14%	9%	7%	10%	15%	16%	8%	6%	33%	6%	3%	4%	8%	43%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) How far do you live from where the area where you spent the majority of your childhood (i.e. before turning 16)?

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
I live in the same place that I was born	21%	22%	20%	47%	31%	19%	20%	9%	5%	19%	18%	17%	19%	16%	27%	20%	31%	25%	21%
Less than 5 miles	16%	15%	17%	18%	11%	16%	20%	22%	10%	14%	8%	13%	13%	11%	22%	20%	24%	20%	23%
5 - 10 miles	10%	11%	10%	9%	16%	10%	10%	7%	10%	19%	12%	7%	7%	3%	8%	7%	7%	15%	6%
10 - 19 miles	7%	7%	8%	2%	9%	8%	8%	6%	9%	6%	7%	7%	7%	13%	11%	8%	5%	4%	7%
20 - 29 miles	5%	6%	5%	4%	6%	5%	7%	3%	6%	8%	11%	0%	3%	8%	1%	4%	2%	6%	5%
30 - 39 miles	4%	4%	3%	4%	4%	2%	3%	4%	6%	3%	4%	1%	3%	2%	8%	5%	2%	6%	2%
40 - 49 miles	3%	4%	3%	0%	5%	3%	3%	4%	4%	3%	6%	7%	3%	2%	2%	3%	0%	2%	2%
50 - 74 miles	4%	3%	5%	2%	1%	4%	4%	8%	5%	1%	6%	1%	3%	11%	2%	8%	0%	4%	4%
75 - 99 miles	3%	3%	4%	1%	2%	3%	1%	4%	7%	1%	3%	3%	7%	2%	3%	2%	2%	6%	4%
100 miles or more but I grew up in the UK	18%	18%	18%	6%	4%	17%	17%	29%	33%	10%	18%	38%	26%	26%	10%	17%	21%	9%	20%
I did not grow up in the UK	7%	7%	7%	5%	10%	12%	7%	4%	4%	15%	7%	5%	6%	5%	6%	5%	4%	2%	8%
Don't Know	1%	1%	1%	1%	2%	2%	1%	0%	0%	1%	0%	0%	2%	1%	0%	0%	2%	2%	0%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.B) How far do you live from where the area where you spent the majority of your childhood (i.e. before turning 16)?

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
I live in the same place that I was born	21%	21%	17%	31%	23%	13%	18%	14%	19%	27%	24%	18%	20%	21%	14%	29%	11%	27%	24%
Less than 5 miles	16%	19%	17%	13%	15%	12%	13%	13%	14%	16%	20%	15%	18%	17%	15%	17%	11%	33%	20%
5 - 10 miles	10%	12%	13%	14%	5%	9%	7%	12%	11%	9%	9%	12%	10%	9%	12%	10%	12%	15%	6%
10 - 19 miles	7%	6%	8%	7%	7%	9%	11%	10%	7%	6%	7%	9%	6%	4%	10%	6%	6%	6%	6%
20 - 29 miles	5%	7%	6%	5%	5%	5%	2%	6%	5%	9%	2%	7%	5%	4%	8%	5%	4%	0%	2%
30 - 39 miles	4%	3%	4%	4%	2%	6%	6%	4%	4%	3%	4%	4%	3%	5%	3%	3%	4%	0%	8%
40 - 49 miles	3%	3%	3%	1%	5%	2%	6%	3%	4%	3%	3%	3%	4%	1%	4%	2%	4%	0%	1%
50 - 74 miles	4%	3%	3%	5%	4%	5%	5%	3%	6%	4%	3%	5%	4%	3%	5%	3%	3%	6%	2%
75 - 99 miles	3%	0%	3%	4%	5%	5%	7%	4%	4%	1%	4%	5%	2%	2%	4%	2%	4%	0%	3%
100 miles or more but I grew up in the UK	18%	11%	17%	12%	24%	29%	26%	22%	19%	12%	18%	20%	20%	11%	21%	14%	31%	13%	10%
I did not grow up in the UK	7%	12%	8%	2%	5%	5%	0%	8%	7%	7%	5%	3%	7%	21%	5%	6%	9%	0%	15%
Don't Know	1%	2%	1%	1%	1%	0%	0%	1%	1%	2%	0%	0%	1%	2%	0%	1%	0%	0%	3%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.A) How would you vote if a new EU referendum on whether to remain or leave the EU was called tomorrow?

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Leave	42%	47%	37%	19%	28%	36%	45%	52%	64%	39%	46%	42%	41%	44%	36%	43%	42%	40%	51%
Remain	44%	40%	47%	57%	56%	45%	45%	34%	31%	42%	41%	50%	42%	39%	49%	46%	47%	43%	37%
I would not vote	6%	7%	5%	11%	9%	9%	4%	4%	2%	9%	7%	2%	3%	10%	6%	4%	6%	6%	6%
Don't Know	8%	6%	10%	13%	8%	11%	7%	10%	3%	10%	5%	5%	13%	6%	9%	7%	5%	11%	7%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.B) How would you vote if a new EU referendum on whether to remain or leave the EU was called tomorrow?

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Leave	42%	30%	44%	35%	53%	48%	45%	41%	39%	46%	42%	83%	10%	15%	72%	19%	12%	86%	18%
Remain	44%	54%	42%	50%	34%	41%	42%	50%	49%	36%	39%	9%	85%	24%	22%	72%	83%	8%	25%
I would not vote	6%	8%	9%	6%	4%	3%	0%	3%	4%	9%	9%	3%	1%	39%	1%	2%	1%	0%	39%
Don't Know	8%	9%	6%	9%	9%	8%	13%	6%	8%	9%	9%	5%	5%	22%	5%	7%	4%	7%	18%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) Which do you think are the most important issues facing the country at this time? Please tick up to three

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Britain leaving the EU	40%	40%	40%	29%	34%	34%	44%	40%	54%	36%	35%	43%	51%	40%	41%	40%	45%	42%	30%
Levels of crime	21%	21%	21%	19%	20%	21%	23%	24%	21%	27%	22%	13%	14%	20%	24%	25%	19%	25%	15%
Quality of and access to schools / universities	5%	4%	6%	14%	9%	6%	1%	1%	3%	6%	7%	3%	6%	7%	1%	9%	5%	4%	6%
Quality of the NHS	39%	35%	42%	32%	46%	38%	36%	34%	42%	33%	36%	40%	36%	44%	41%	36%	34%	43%	53%
Availability of housing	14%	14%	15%	17%	18%	15%	12%	11%	12%	15%	17%	18%	17%	10%	15%	9%	4%	14%	12%
Levels of immigration	28%	31%	25%	13%	16%	22%	35%	44%	36%	17%	37%	30%	22%	27%	34%	23%	31%	29%	33%
Access to good pensions	7%	8%	7%	9%	8%	6%	6%	10%	6%	6%	5%	7%	4%	9%	7%	8%	9%	13%	6%
Level of taxation	8%	8%	7%	19%	9%	10%	3%	5%	2%	12%	9%	8%	5%	7%	10%	4%	4%	5%	0%
State of the economy	48%	46%	50%	33%	46%	44%	53%	51%	56%	40%	53%	45%	54%	56%	42%	47%	47%	53%	41%
Threat of climate change	26%	23%	29%	32%	26%	26%	26%	23%	25%	25%	29%	31%	33%	23%	17%	25%	25%	23%	32%
Quality / cost of public transport	5%	5%	5%	7%	8%	5%	4%	5%	3%	7%	0%	4%	7%	4%	6%	7%	5%	5%	7%
Number of people on welfare	13%	12%	14%	11%	10%	15%	13%	15%	14%	12%	12%	8%	13%	13%	13%	17%	17%	13%	18%
Threat of terrorism	14%	14%	14%	11%	11%	14%	19%	14%	15%	14%	10%	9%	14%	14%	14%	17%	13%	14%	27%
State of Britain's Armed Forces	4%	4%	3%	4%	3%	2%	4%	4%	4%	4%	3%	6%	3%	1%	5%	4%	3%	3%	3%
None of the above	2%	3%	1%	5%	2%	2%	1%	3%	0%	5%	1%	3%	0%	4%	0%	3%	0%	2%	2%
Don't know	2%	3%	2%	5%	3%	5%	1%	1%	0%	1%	2%	3%	2%	1%	6%	2%	6%	1%	2%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.B) Which do you think are the most important issues facing the country at this time? Please tick up to three

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Britain leaving the EU	40%	33%	41%	36%	43%	45%	51%	44%	45%	32%	38%	34%	49%	35%	43%	40%	53%	19%	26%
Levels of crime	21%	23%	21%	24%	18%	22%	17%	18%	22%	19%	26%	26%	15%	26%	26%	14%	17%	34%	23%
Quality of and access to schools / universities	5%	8%	5%	5%	6%	6%	2%	4%	7%	7%	4%	3%	7%	4%	2%	10%	10%	0%	2%
Quality of the NHS	39%	34%	37%	44%	38%	42%	42%	35%	42%	38%	39%	34%	43%	43%	33%	46%	43%	21%	39%
Availability of housing	14%	17%	13%	17%	15%	8%	12%	14%	11%	15%	17%	13%	15%	16%	10%	20%	17%	8%	16%
Levels of immigration	28%	19%	27%	26%	35%	31%	36%	23%	30%	30%	28%	46%	14%	20%	43%	13%	8%	79%	25%
Access to good pensions	7%	10%	6%	8%	9%	5%	4%	9%	7%	7%	6%	9%	7%	4%	7%	10%	7%	8%	5%
Level of taxation	8%	14%	5%	7%	7%	5%	2%	5%	6%	12%	8%	6%	7%	10%	5%	9%	8%	0%	15%
State of the economy	48%	39%	52%	49%	48%	52%	48%	53%	50%	42%	45%	48%	52%	43%	51%	44%	63%	60%	38%
Threat of climate change	26%	25%	25%	21%	26%	34%	34%	33%	22%	25%	25%	18%	35%	23%	20%	35%	37%	22%	21%
Quality / cost of public transport	5%	7%	5%	5%	4%	5%	4%	3%	7%	5%	5%	5%	6%	3%	3%	8%	3%	0%	8%
Number of people on welfare	13%	11%	14%	13%	13%	12%	20%	15%	12%	14%	11%	17%	11%	9%	16%	10%	9%	12%	14%
Threat of terrorism	14%	15%	13%	12%	15%	15%	15%	11%	14%	15%	16%	17%	12%	12%	19%	11%	10%	19%	12%
State of Britain's Armed Forces	4%	5%	4%	2%	4%	2%	0%	2%	6%	3%	3%	4%	4%	1%	4%	3%	5%	0%	1%
None of the above	2%	3%	3%	2%	0%	1%	0%	3%	1%	2%	3%	0%	2%	5%	1%	2%	1%	0%	9%
Don't know	2%	4%	3%	3%	2%	0%	0%	1%	2%	4%	3%	1%	2%	4%	2%	2%	0%	0%	4%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.A) Are you generally optimistic or pessimistic about the UK’s economic outlook?

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Very optimistic	4%	4%	3%	8%	6%	5%	1%	1%	2%	9%	1%	0%	1%	3%	2%	4%	5%	5%	0%
Optimistic	19%	24%	14%	23%	15%	14%	18%	21%	24%	23%	19%	25%	18%	13%	22%	22%	17%	13%	12%
Neither Optimistic nor Pessimistic	28%	26%	30%	24%	30%	27%	26%	28%	30%	21%	29%	32%	30%	33%	25%	26%	22%	29%	36%
Pessimistic	30%	26%	33%	26%	27%	31%	32%	33%	29%	27%	30%	26%	33%	33%	32%	30%	24%	29%	36%
Very pessimistic	17%	17%	18%	12%	18%	20%	23%	16%	15%	16%	18%	15%	16%	17%	14%	15%	29%	24%	14%
Don't Know	3%	3%	3%	7%	4%	3%	1%	1%	1%	4%	3%	2%	2%	1%	5%	4%	2%	0%	2%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.B) Are you generally optimistic or pessimistic about the UK’s economic outlook?

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Very optimistic	4%	8%	1%	6%	3%	1%	2%	5%	3%	4%	3%	4%	3%	4%	4%	5%	1%	0%	3%
Optimistic	19%	20%	21%	14%	21%	17%	15%	22%	18%	17%	17%	27%	14%	12%	28%	14%	14%	26%	8%
Neither Optimistic nor Pessimistic	28%	25%	27%	27%	30%	32%	29%	21%	24%	30%	36%	33%	20%	35%	31%	18%	17%	42%	34%
Pessimistic	30%	26%	31%	27%	30%	34%	29%	31%	34%	28%	26%	22%	37%	32%	26%	32%	46%	20%	34%
Very pessimistic	17%	16%	19%	21%	14%	15%	25%	19%	20%	13%	16%	12%	24%	14%	10%	28%	21%	13%	16%
Don't Know	3%	5%	1%	4%	2%	1%	0%	2%	1%	6%	2%	2%	2%	4%	1%	2%	0%	0%	5%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) Thinking about the next 6 months, as the UK comes out of the Coronavirus lockdown, how confident or unconfident are you that you will keep your job?

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Very confident	12%	13%	10%	17%	15%	15%	13%	10%	3%	15%	9%	6%	14%	9%	9%	14%	12%	13%	13%
Confident	24%	28%	20%	26%	33%	24%	34%	27%	7%	31%	23%	30%	19%	19%	22%	20%	25%	28%	14%
Neither Confident nor Unconfident	18%	17%	18%	17%	22%	26%	23%	21%	3%	20%	18%	13%	16%	13%	19%	20%	15%	18%	23%
Unconfident	7%	5%	8%	4%	9%	12%	5%	8%	1%	8%	8%	5%	8%	8%	4%	5%	10%	5%	5%
Very unconfident	6%	6%	5%	7%	6%	9%	9%	4%	0%	6%	5%	8%	1%	7%	8%	6%	11%	3%	7%
Not Applicable e.g. I plan to retire or leave work	30%	26%	33%	23%	9%	7%	10%	29%	84%	14%	35%	34%	36%	40%	31%	31%	21%	29%	33%
Don't Know	5%	4%	6%	6%	7%	8%	5%	2%	2%	8%	3%	3%	6%	4%	6%	5%	5%	4%	6%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.B) Thinking about the next 6 months, as the UK comes out of the Coronavirus lockdown, how confident or unconfident are you that you will keep your job?

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Very confident	12%	16%	8%	11%	13%	12%	9%	17%	13%	10%	6%	13%	10%	11%	14%	11%	9%	12%	10%
Confident	24%	25%	26%	27%	23%	20%	13%	27%	22%	31%	18%	25%	24%	28%	25%	22%	35%	34%	20%
Neither Confident nor Unconfident	18%	23%	18%	17%	16%	16%	5%	13%	20%	17%	21%	16%	17%	24%	15%	21%	10%	7%	25%
Unconfident	7%	7%	7%	8%	5%	3%	14%	6%	7%	8%	5%	4%	10%	4%	4%	11%	7%	13%	5%
Very unconfident	6%	5%	6%	6%	4%	7%	4%	3%	7%	5%	7%	5%	6%	6%	3%	9%	4%	8%	6%
Not Applicable e.g. I plan to retire or leave work	30%	17%	30%	23%	35%	40%	55%	30%	26%	22%	39%	35%	28%	17%	37%	20%	34%	20%	25%
Don't Know	5%	7%	5%	8%	3%	3%	0%	4%	5%	8%	4%	3%	4%	9%	3%	6%	1%	6%	10%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) Would you say that you live in a "coastal" area?

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Yes, I live in a coastal area	19%	19%	20%	15%	21%	18%	16%	20%	23%	6%	31%	47%	18%	4%	1%	11%	39%	21%	28%
No, I do not live in a coastal area	76%	75%	77%	69%	72%	78%	83%	78%	76%	83%	68%	46%	79%	94%	91%	86%	54%	75%	69%
Don't Know	5%	7%	3%	16%	8%	4%	1%	1%	0%	10%	1%	6%	2%	1%	8%	3%	7%	4%	2%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) Would you say that you live in a "coastal" area?

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Yes, I live in a coastal area	19%	15%	12%	33%	24%	20%	18%	14%	20%	25%	19%	23%	18%	16%	20%	22%	22%	11%	15%
No, I do not live in a coastal area	76%	73%	85%	63%	73%	80%	82%	80%	77%	70%	75%	74%	77%	81%	78%	72%	71%	89%	80%
Don't Know	5%	12%	3%	5%	3%	0%	0%	6%	3%	4%	6%	3%	5%	3%	2%	6%	7%	0%	4%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Extraverted, enthusiastic.

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Agree strongly	7%	6%	7%	10%	9%	13%	4%	4%	2%	12%	5%	2%	5%	10%	6%	9%	7%	4%	5%
Agree moderately	13%	15%	12%	20%	16%	10%	12%	9%	13%	14%	12%	11%	7%	7%	18%	16%	12%	17%	15%
Agree a little	20%	18%	21%	22%	19%	23%	17%	14%	23%	18%	21%	27%	20%	22%	16%	17%	23%	18%	19%
Neither agree nor disagree	24%	27%	21%	22%	26%	22%	22%	27%	23%	25%	22%	16%	24%	17%	30%	30%	31%	25%	16%
Disagree a little	19%	18%	19%	16%	12%	13%	24%	26%	22%	18%	22%	15%	26%	23%	14%	16%	13%	16%	26%
Disagree moderately	10%	8%	12%	7%	9%	10%	11%	14%	9%	9%	12%	16%	9%	13%	6%	8%	7%	7%	12%
Disagree strongly	8%	8%	8%	3%	10%	9%	10%	7%	8%	4%	6%	13%	9%	9%	10%	4%	7%	12%	7%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Extraverted, enthusiastic.

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Agree strongly	7%	11%	6%	10%	3%	4%	2%	9%	5%	8%	5%	7%	6%	7%	7%	6%	5%	6%	6%
Agree moderately	13%	14%	12%	14%	14%	11%	9%	14%	11%	15%	13%	12%	15%	9%	14%	15%	12%	7%	5%
Agree a little	20%	21%	18%	17%	23%	19%	24%	20%	20%	20%	20%	19%	21%	15%	20%	21%	14%	14%	19%
Neither agree nor disagree	24%	22%	27%	20%	23%	22%	27%	23%	20%	25%	26%	23%	22%	32%	21%	26%	27%	33%	27%
Disagree a little	19%	14%	19%	23%	18%	20%	29%	20%	21%	17%	17%	21%	17%	20%	21%	15%	19%	14%	21%
Disagree moderately	10%	8%	11%	9%	11%	13%	4%	9%	14%	9%	8%	10%	10%	10%	9%	8%	12%	20%	12%
Disagree strongly	8%	9%	7%	6%	9%	12%	6%	6%	9%	6%	11%	8%	9%	6%	7%	9%	11%	6%	10%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Critical, quarrelsome.

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Agree strongly	3%	4%	3%	6%	3%	3%	6%	1%	1%	4%	2%	2%	3%	1%	6%	2%	4%	4%	3%
Agree moderately	7%	9%	5%	14%	11%	5%	6%	3%	4%	9%	9%	5%	4%	9%	7%	6%	5%	7%	2%
Agree a little	18%	20%	17%	25%	16%	14%	22%	19%	15%	15%	22%	19%	24%	16%	16%	13%	21%	16%	22%
Neither agree nor disagree	23%	22%	23%	21%	27%	26%	23%	24%	17%	23%	23%	29%	22%	23%	23%	23%	22%	21%	15%
Disagree a little	18%	17%	18%	15%	16%	20%	15%	22%	18%	21%	13%	17%	15%	18%	21%	17%	18%	20%	17%
Disagree moderately	15%	14%	15%	10%	15%	11%	14%	15%	21%	17%	15%	13%	11%	13%	12%	22%	17%	14%	16%
Disagree strongly	16%	14%	19%	9%	12%	21%	15%	16%	24%	11%	17%	14%	21%	20%	15%	16%	13%	18%	24%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Critical, quarrelsome.

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Agree strongly	3%	3%	4%	4%	3%	3%	0%	4%	1%	5%	3%	4%	2%	2%	4%	4%	2%	0%	2%
Agree moderately	7%	11%	4%	13%	5%	4%	2%	7%	8%	6%	5%	7%	7%	1%	7%	8%	7%	0%	3%
Agree a little	18%	13%	21%	17%	17%	18%	32%	20%	17%	20%	17%	18%	20%	13%	17%	22%	17%	19%	16%
Neither agree nor disagree	23%	25%	24%	26%	19%	19%	20%	20%	23%	23%	25%	20%	20%	36%	22%	22%	21%	20%	28%
Disagree a little	18%	17%	20%	13%	22%	16%	13%	19%	16%	19%	17%	17%	18%	20%	18%	15%	20%	29%	22%
Disagree moderately	15%	18%	14%	11%	15%	14%	15%	19%	18%	9%	12%	14%	16%	16%	15%	12%	20%	18%	16%
Disagree strongly	16%	13%	14%	15%	19%	27%	18%	12%	15%	18%	20%	19%	16%	12%	18%	17%	13%	13%	13%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Dependable, self-disciplined.

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Agree strongly	24%	23%	24%	12%	16%	28%	26%	28%	29%	24%	23%	29%	21%	20%	23%	28%	25%	18%	35%
Agree moderately	37%	37%	36%	32%	33%	35%	31%	42%	45%	36%	38%	36%	39%	33%	31%	38%	33%	43%	30%
Agree a little	21%	19%	23%	27%	24%	19%	23%	21%	16%	20%	23%	21%	20%	24%	26%	15%	26%	20%	17%
Neither agree nor disagree	13%	15%	11%	20%	19%	11%	13%	8%	6%	13%	12%	6%	17%	18%	14%	14%	9%	11%	13%
Disagree a little	3%	2%	3%	6%	5%	3%	2%	1%	1%	4%	1%	6%	1%	1%	4%	4%	3%	3%	2%
Disagree moderately	2%	2%	2%	2%	2%	2%	3%	0%	2%	3%	2%	1%	1%	2%	1%	1%	0%	4%	2%
Disagree strongly	1%	1%	1%	1%	1%	2%	2%	0%	0%	1%	0%	0%	1%	2%	2%	0%	4%	0%	2%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.B) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Dependable, self-disciplined.

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Agree strongly	24%	23%	24%	20%	21%	33%	26%	28%	25%	18%	22%	27%	23%	19%	28%	20%	25%	17%	23%
Agree moderately	37%	33%	37%	40%	40%	35%	31%	40%	39%	35%	32%	38%	39%	28%	41%	37%	33%	63%	23%
Agree a little	21%	19%	23%	24%	20%	15%	27%	18%	22%	26%	20%	20%	21%	26%	16%	24%	28%	8%	23%
Neither agree nor disagree	13%	16%	12%	11%	11%	14%	9%	11%	9%	13%	19%	9%	12%	22%	10%	14%	7%	0%	24%
Disagree a little	3%	5%	3%	2%	3%	2%	0%	1%	3%	2%	5%	3%	2%	3%	2%	3%	2%	13%	3%
Disagree moderately	2%	3%	0%	2%	3%	1%	4%	2%	2%	3%	1%	2%	2%	3%	2%	2%	3%	0%	3%
Disagree strongly	1%	2%	1%	0%	0%	0%	2%	1%	0%	2%	1%	1%	1%	0%	1%	1%	1%	0%	1%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Anxious, easily upset.

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Agree strongly	9%	6%	12%	21%	9%	9%	10%	5%	3%	9%	11%	8%	6%	14%	8%	5%	7%	10%	12%
Agree moderately	11%	8%	13%	16%	19%	10%	10%	8%	5%	10%	11%	12%	14%	5%	12%	7%	7%	16%	9%
Agree a little	21%	19%	22%	28%	23%	19%	17%	24%	16%	19%	18%	24%	18%	15%	23%	24%	25%	19%	28%
Neither agree nor disagree	19%	21%	16%	17%	17%	25%	16%	18%	19%	22%	20%	10%	19%	26%	22%	21%	13%	13%	17%
Disagree a little	15%	14%	16%	10%	12%	13%	15%	20%	19%	14%	16%	22%	12%	13%	10%	12%	23%	16%	17%
Disagree moderately	13%	15%	11%	4%	11%	12%	18%	12%	16%	12%	14%	6%	13%	16%	12%	15%	13%	15%	3%
Disagree strongly	13%	16%	10%	4%	9%	12%	13%	13%	22%	14%	10%	16%	18%	10%	13%	14%	12%	10%	14%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Anxious, easily upset.

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Agree strongly	9%	8%	5%	18%	10%	8%	9%	8%	8%	8%	13%	7%	9%	8%	4%	14%	10%	13%	9%
Agree moderately	11%	9%	11%	15%	11%	9%	9%	8%	11%	12%	13%	10%	11%	16%	9%	14%	10%	7%	12%
Agree a little	21%	20%	23%	16%	19%	19%	32%	20%	21%	22%	20%	22%	18%	21%	19%	23%	16%	23%	21%
Neither agree nor disagree	19%	23%	21%	14%	18%	16%	11%	16%	18%	18%	22%	17%	21%	22%	18%	19%	15%	6%	26%
Disagree a little	15%	15%	15%	15%	15%	14%	15%	15%	16%	16%	13%	16%	14%	15%	18%	12%	19%	13%	8%
Disagree moderately	13%	12%	12%	12%	13%	15%	13%	15%	16%	12%	7%	13%	14%	10%	15%	9%	16%	26%	10%
Disagree strongly	13%	12%	13%	8%	14%	19%	11%	18%	11%	11%	12%	15%	13%	8%	15%	10%	14%	12%	13%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Open to new experiences, complex.

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Agree strongly	15%	16%	13%	18%	20%	18%	14%	12%	8%	23%	11%	10%	19%	11%	18%	15%	16%	9%	11%
Agree moderately	22%	21%	23%	23%	21%	24%	18%	19%	24%	17%	24%	23%	10%	30%	23%	29%	23%	21%	21%
Agree a little	31%	29%	32%	29%	26%	34%	34%	33%	29%	25%	31%	38%	31%	26%	35%	27%	35%	34%	28%
Neither agree nor disagree	21%	22%	21%	23%	19%	18%	20%	20%	26%	23%	20%	16%	27%	23%	18%	20%	21%	23%	19%
Disagree a little	8%	7%	8%	2%	11%	3%	8%	13%	9%	6%	8%	13%	8%	2%	3%	6%	2%	11%	18%
Disagree moderately	2%	3%	1%	2%	3%	1%	2%	2%	3%	3%	3%	0%	1%	7%	2%	4%	0%	1%	0%
Disagree strongly	2%	2%	2%	2%	1%	2%	3%	1%	1%	2%	2%	1%	4%	0%	1%	0%	2%	2%	3%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.B) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Open to new experiences, complex.

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Agree strongly	15%	21%	9%	18%	12%	19%	11%	16%	15%	15%	12%	16%	14%	10%	15%	16%	8%	20%	13%
Agree moderately	22%	19%	23%	26%	20%	18%	28%	30%	19%	21%	15%	21%	25%	17%	22%	25%	27%	20%	17%
Agree a little	31%	29%	33%	35%	30%	26%	28%	27%	32%	36%	29%	30%	31%	30%	31%	32%	36%	20%	26%
Neither agree nor disagree	21%	19%	26%	11%	25%	21%	20%	18%	23%	17%	27%	19%	23%	25%	20%	21%	17%	18%	27%
Disagree a little	8%	6%	7%	9%	9%	9%	10%	5%	10%	5%	10%	10%	5%	12%	9%	6%	8%	22%	9%
Disagree moderately	2%	2%	2%	1%	2%	6%	0%	1%	1%	3%	3%	3%	1%	5%	2%	1%	2%	0%	4%
Disagree strongly	2%	3%	1%	0%	2%	2%	2%	2%	0%	2%	3%	2%	2%	2%	2%	0%	2%	0%	4%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.A) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Reserved, quiet.

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Agree strongly	16%	16%	15%	22%	21%	19%	12%	11%	10%	16%	13%	19%	15%	13%	21%	9%	11%	19%	14%
Agree moderately	19%	19%	18%	18%	20%	22%	17%	21%	16%	21%	17%	21%	17%	19%	15%	14%	14%	19%	35%
Agree a little	26%	28%	25%	30%	24%	22%	28%	28%	27%	25%	29%	20%	30%	25%	31%	31%	24%	22%	23%
Neither agree nor disagree	17%	20%	16%	16%	17%	17%	20%	15%	19%	15%	14%	18%	18%	22%	11%	26%	18%	20%	17%
Disagree a little	11%	8%	14%	8%	9%	6%	15%	14%	14%	10%	15%	13%	10%	14%	12%	8%	11%	11%	6%
Disagree moderately	7%	7%	6%	3%	6%	7%	4%	9%	9%	7%	7%	6%	7%	3%	7%	7%	12%	7%	2%
Disagree strongly	4%	3%	6%	4%	4%	7%	4%	2%	5%	6%	5%	3%	3%	4%	4%	6%	9%	2%	3%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Reserved, quiet.

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Agree strongly	16%	17%	12%	19%	15%	18%	13%	13%	14%	19%	17%	15%	16%	13%	14%	15%	18%	21%	18%
Agree moderately	19%	16%	18%	22%	19%	20%	19%	16%	19%	19%	21%	18%	19%	24%	19%	17%	24%	26%	17%
Agree a little	26%	23%	29%	27%	26%	26%	24%	23%	30%	26%	27%	27%	25%	24%	28%	31%	22%	21%	22%
Neither agree nor disagree	17%	22%	18%	16%	16%	13%	15%	23%	16%	13%	17%	16%	18%	17%	15%	18%	19%	7%	20%
Disagree a little	11%	10%	12%	8%	12%	12%	17%	13%	12%	9%	10%	12%	10%	14%	12%	10%	11%	6%	12%
Disagree moderately	7%	7%	7%	5%	7%	4%	9%	8%	7%	6%	4%	7%	7%	4%	7%	5%	5%	13%	4%
Disagree strongly	4%	6%	4%	3%	5%	6%	2%	4%	2%	8%	4%	5%	4%	4%	5%	3%	2%	6%	6%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Sympathetic, warm.

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Agree strongly	22%	14%	31%	20%	22%	28%	18%	20%	25%	21%	18%	27%	22%	19%	26%	22%	20%	23%	31%
Agree moderately	33%	32%	35%	31%	24%	30%	32%	39%	43%	31%	35%	28%	36%	29%	37%	36%	36%	35%	30%
Agree a little	25%	30%	20%	29%	29%	21%	29%	24%	20%	28%	28%	28%	22%	27%	17%	27%	27%	21%	23%
Neither agree nor disagree	11%	15%	8%	10%	16%	14%	12%	10%	7%	11%	10%	9%	17%	13%	13%	12%	13%	11%	5%
Disagree a little	5%	5%	4%	5%	5%	5%	5%	4%	4%	5%	6%	4%	0%	10%	4%	2%	2%	4%	9%
Disagree moderately	2%	2%	2%	2%	3%	1%	1%	3%	1%	1%	1%	4%	1%	2%	2%	2%	0%	3%	2%
Disagree strongly	1%	2%	0%	3%	1%	1%	4%	0%	0%	2%	1%	0%	1%	0%	2%	0%	2%	2%	0%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Sympathetic, warm.

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Agree strongly	22%	22%	19%	28%	24%	22%	24%	21%	20%	25%	24%	24%	21%	22%	23%	24%	15%	25%	19%
Agree moderately	33%	30%	35%	34%	32%	37%	33%	37%	35%	32%	30%	35%	34%	31%	37%	30%	37%	48%	29%
Agree a little	25%	29%	26%	18%	26%	21%	26%	23%	28%	25%	24%	24%	27%	20%	22%	32%	32%	27%	20%
Neither agree nor disagree	11%	12%	13%	14%	8%	9%	14%	13%	8%	11%	14%	9%	10%	22%	10%	10%	7%	0%	23%
Disagree a little	5%	3%	5%	3%	5%	6%	0%	5%	6%	3%	5%	3%	6%	2%	5%	3%	7%	0%	4%
Disagree moderately	2%	1%	1%	1%	5%	2%	4%	1%	3%	2%	3%	3%	1%	1%	2%	1%	1%	0%	3%
Disagree strongly	1%	3%	0%	1%	1%	2%	0%	1%	0%	3%	1%	1%	1%	2%	1%	0%	0%	0%	2%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Disorganized, careless.

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Agree strongly	2%	3%	1%	6%	4%	1%	1%	1%	1%	5%	1%	0%	1%	4%	1%	1%	3%	3%	0%
Agree moderately	3%	3%	3%	6%	4%	2%	3%	1%	3%	3%	2%	7%	2%	1%	6%	5%	2%	2%	2%
Agree a little	10%	8%	11%	14%	14%	11%	10%	3%	7%	9%	8%	9%	14%	6%	7%	12%	12%	10%	15%
Neither agree nor disagree	12%	14%	11%	17%	16%	12%	12%	9%	9%	14%	8%	6%	15%	18%	17%	12%	9%	12%	14%
Disagree a little	19%	21%	18%	22%	17%	20%	19%	23%	18%	19%	22%	19%	14%	25%	24%	18%	15%	17%	22%
Disagree moderately	20%	20%	21%	18%	18%	18%	20%	28%	22%	20%	29%	19%	18%	17%	20%	16%	17%	22%	17%
Disagree strongly	33%	30%	35%	17%	26%	36%	36%	36%	41%	30%	31%	41%	35%	30%	25%	37%	41%	33%	31%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Disorganized, careless.

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Agree strongly	2%	3%	1%	6%	2%	0%	0%	1%	1%	4%	3%	2%	2%	2%	1%	4%	1%	0%	1%
Agree moderately	3%	4%	3%	3%	2%	2%	2%	4%	3%	2%	3%	3%	3%	3%	4%	3%	2%	0%	1%
Agree a little	10%	11%	10%	8%	9%	7%	20%	11%	7%	10%	11%	9%	11%	8%	6%	16%	11%	7%	10%
Neither agree nor disagree	12%	17%	13%	14%	10%	7%	9%	10%	11%	13%	16%	10%	13%	17%	9%	14%	15%	6%	18%
Disagree a little	19%	17%	21%	20%	22%	17%	15%	17%	22%	20%	19%	19%	19%	19%	19%	20%	16%	29%	14%
Disagree moderately	20%	17%	19%	23%	25%	20%	20%	19%	22%	24%	18%	20%	21%	19%	21%	18%	21%	26%	23%
Disagree strongly	33%	31%	33%	26%	30%	47%	34%	38%	34%	26%	31%	37%	31%	31%	39%	25%	33%	33%	33%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Calm, emotionally stable.

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Agree strongly	18%	18%	18%	13%	14%	21%	16%	16%	25%	25%	19%	14%	14%	14%	19%	19%	17%	15%	20%
Agree moderately	26%	28%	23%	23%	23%	22%	26%	24%	34%	24%	29%	18%	30%	26%	24%	33%	20%	29%	19%
Agree a little	25%	24%	25%	25%	27%	24%	24%	29%	20%	19%	22%	26%	27%	32%	37%	20%	21%	22%	28%
Neither agree nor disagree	17%	17%	17%	20%	20%	19%	17%	16%	10%	18%	17%	20%	16%	12%	12%	16%	20%	16%	21%
Disagree a little	9%	8%	10%	10%	11%	6%	11%	9%	8%	10%	7%	13%	10%	6%	6%	7%	17%	11%	7%
Disagree moderately	4%	3%	4%	7%	3%	5%	3%	4%	2%	2%	3%	6%	4%	5%	2%	4%	2%	6%	2%
Disagree strongly	2%	2%	2%	3%	2%	4%	3%	1%	0%	2%	4%	2%	0%	5%	0%	1%	4%	2%	3%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Calm, emotionally stable.

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Agree strongly	18%	21%	15%	18%	18%	21%	12%	23%	15%	18%	15%	21%	18%	12%	21%	17%	16%	18%	13%
Agree moderately	26%	19%	28%	30%	24%	29%	32%	27%	28%	23%	25%	26%	27%	24%	29%	22%	30%	34%	21%
Agree a little	25%	24%	29%	18%	26%	20%	24%	24%	27%	23%	24%	24%	24%	30%	24%	24%	27%	29%	23%
Neither agree nor disagree	17%	21%	16%	16%	14%	16%	16%	14%	15%	19%	20%	15%	16%	18%	15%	19%	15%	20%	22%
Disagree a little	9%	9%	8%	8%	10%	11%	15%	8%	10%	10%	9%	10%	9%	8%	8%	11%	5%	0%	11%
Disagree moderately	4%	3%	3%	6%	6%	1%	2%	3%	3%	4%	4%	2%	4%	6%	2%	4%	6%	0%	7%
Disagree strongly	2%	2%	1%	4%	3%	2%	0%	1%	2%	3%	2%	2%	2%	2%	1%	3%	1%	0%	3%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Conventional, uncreative.

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Agree strongly	5%	5%	5%	6%	6%	7%	5%	3%	4%	6%	2%	4%	7%	9%	7%	3%	3%	6%	7%
Agree moderately	13%	15%	11%	17%	13%	10%	12%	14%	14%	17%	16%	12%	10%	15%	16%	10%	3%	13%	11%
Agree a little	16%	18%	14%	7%	11%	17%	22%	21%	16%	16%	15%	18%	19%	16%	10%	14%	13%	20%	16%
Neither agree nor disagree	24%	25%	22%	25%	27%	19%	22%	27%	22%	24%	27%	17%	18%	23%	25%	28%	27%	22%	25%
Disagree a little	19%	17%	21%	15%	20%	18%	18%	22%	21%	10%	24%	23%	22%	12%	22%	19%	23%	21%	17%
Disagree moderately	13%	11%	14%	17%	10%	16%	9%	6%	16%	15%	8%	16%	11%	16%	14%	14%	16%	9%	11%
Disagree strongly	10%	8%	12%	12%	13%	13%	11%	7%	7%	13%	7%	11%	12%	9%	7%	13%	13%	8%	14%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) Here are a number of traits that may or may not apply to you. Please rate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as: Conventional, uncreative.

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Agree strongly	5%	5%	6%	7%	2%	7%	6%	5%	5%	6%	4%	5%	6%	3%	5%	6%	9%	8%	2%
Agree moderately	13%	17%	9%	14%	18%	9%	9%	14%	17%	9%	13%	14%	14%	10%	14%	13%	18%	13%	8%
Agree a little	16%	13%	19%	13%	15%	23%	9%	14%	19%	16%	15%	17%	16%	11%	19%	15%	21%	15%	6%
Neither agree nor disagree	24%	27%	23%	20%	26%	22%	21%	23%	21%	23%	28%	22%	22%	30%	23%	25%	16%	19%	32%
Disagree a little	19%	13%	19%	27%	21%	12%	29%	16%	19%	21%	20%	20%	18%	20%	19%	18%	16%	27%	24%
Disagree moderately	13%	14%	14%	11%	11%	14%	8%	15%	12%	12%	12%	11%	14%	18%	11%	12%	18%	6%	15%
Disagree strongly	10%	11%	10%	9%	7%	14%	18%	13%	8%	12%	8%	11%	10%	9%	10%	12%	4%	13%	13%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) Thinking about your local area as a place to live and work, do you expect your local area will be better or worse in ten years?

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Much better	5%	6%	3%	10%	7%	5%	4%	2%	1%	14%	2%	2%	2%	3%	2%	3%	4%	4%	4%
Better	18%	22%	15%	27%	24%	22%	13%	14%	11%	26%	12%	18%	19%	15%	22%	16%	22%	15%	14%
It will stay about the same	40%	38%	42%	26%	33%	40%	45%	42%	49%	31%	42%	38%	40%	44%	43%	41%	39%	42%	48%
Worse	22%	21%	23%	20%	19%	17%	25%	25%	25%	14%	32%	25%	26%	17%	18%	22%	18%	21%	26%
Much worse	7%	7%	6%	7%	6%	7%	5%	9%	6%	7%	6%	5%	5%	8%	5%	7%	12%	8%	6%
Don't Know	9%	6%	11%	10%	11%	9%	8%	8%	7%	8%	6%	12%	9%	12%	11%	11%	6%	9%	3%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.B) Thinking about your local area as a place to live and work, do you expect your local area will be better or worse in ten years?

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Much better	5%	8%	4%	7%	1%	5%	2%	7%	3%	5%	3%	5%	3%	6%	6%	2%	7%	0%	4%
Better	18%	31%	14%	18%	17%	9%	16%	23%	18%	21%	11%	18%	20%	12%	19%	20%	21%	14%	10%
It will stay about the same	40%	29%	48%	33%	39%	47%	43%	37%	40%	40%	43%	39%	41%	47%	44%	34%	42%	34%	42%
Worse	22%	17%	20%	25%	25%	25%	27%	21%	26%	15%	25%	22%	24%	14%	20%	27%	25%	26%	17%
Much worse	7%	7%	5%	8%	9%	5%	5%	6%	5%	8%	8%	8%	5%	6%	5%	8%	1%	19%	10%
Don't Know	9%	7%	10%	9%	9%	9%	7%	6%	8%	12%	9%	8%	7%	15%	6%	8%	3%	6%	17%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.A) You said that you have a child/children. Do you expect them to stay in the local area when they leave school or university, or do you expect them to move away?

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	577	265	312	18	57	106	125	106	165	59	91	55	57	54	59	61	30	81	30
Weighted	558	267	290	23	61	103	112	98	160	63	91	57	62	48	54	50	24	80	28
I expect they will stay in the local area	23%	24%	22%	52%	26%	31%	30%	18%	10%	27%	23%	22%	14%	15%	29%	19%	33%	28%	23%
I expect they will move away	27%	30%	24%	39%	34%	48%	35%	19%	9%	31%	28%	24%	29%	34%	25%	25%	10%	24%	32%
Not Applicable - my children have already left school or university	36%	32%	39%	5%	3%	2%	19%	51%	77%	25%	40%	36%	41%	39%	29%	40%	41%	32%	44%
Don't Know	14%	14%	15%	4%	36%	19%	16%	13%	5%	17%	10%	18%	16%	13%	17%	17%	16%	15%	0%

Note:

BASE: only people who responded; "Yes - child/children aged under 5 years old, Yes - child/children over 18 years old, Yes - child/children aged 11-15 years old, Yes - child/children aged 16-18 years old, Yes - child/children aged 5-10 years old" to Do you have any children? If so, how old are they?

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) You said that you have a child/children. Do you expect them to stay in the local area when they leave school or university, or do you expect them to move away?

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	577	89	165	78	131	83	31	158	150	133	133	284	229	53	294	144	42	8	56
Weighted	558	88	157	77	128	79	28	162	132	136	125	276	220	50	283	137	44	7	54
I expect they will stay in the local area	23%	27%	26%	36%	20%	11%	3%	19%	27%	21%	27%	19%	27%	26%	19%	29%	20%	35%	22%
I expect they will move away	27%	36%	25%	24%	28%	21%	30%	29%	28%	36%	14%	24%	29%	37%	22%	33%	34%	14%	35%
Not Applicable - my children have already left school or university	36%	17%	34%	24%	40%	58%	55%	43%	31%	23%	45%	46%	30%	16%	45%	23%	41%	36%	26%
Don't Know	14%	20%	14%	17%	12%	10%	13%	9%	15%	20%	13%	12%	14%	21%	13%	15%	5%	15%	17%

Note:

BASE: only people who responded;" Yes - child/children aged under 5 years old, Yes - child/children over 18 years old, Yes - child/children aged 11-15 years old, Yes - child/children aged 16-18 years old, Yes - child/children aged 5-10 years old" to Do you have any children? If so, how old are they?

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) Do you tend to agree or disagree with the following: I would prefer my child/children to stay in the local area when they leave school or univeristy

	Gender		Age							Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	368	176	192	17	55	104	101	51	40	44	55	35	34	33	41	37	18	54	17
Weighted	358	182	176	22	59	101	90	48	37	47	55	37	37	29	38	30	14	55	16
Strongly Agree	15%	17%	14%	22%	22%	14%	19%	8%	6%	24%	11%	14%	6%	6%	15%	10%	33%	26%	6%
Agree	32%	32%	32%	43%	32%	34%	31%	27%	27%	25%	29%	37%	35%	32%	38%	27%	40%	26%	53%
Neither Agree nor Disagree	32%	31%	33%	27%	24%	35%	28%	34%	47%	24%	43%	35%	33%	30%	27%	47%	22%	28%	23%
Disagree	9%	10%	8%	4%	6%	12%	9%	8%	9%	10%	2%	9%	15%	20%	7%	5%	5%	8%	12%
Strongly Disagree	5%	5%	6%	0%	9%	3%	6%	11%	0%	11%	5%	3%	0%	8%	5%	6%	0%	5%	6%
Don't Know	4%	4%	4%	5%	7%	2%	4%	6%	2%	4%	7%	3%	3%	3%	8%	0%	0%	5%	0%
Not Applicable	2%	2%	3%	0%	0%	0%	3%	6%	8%	2%	4%	0%	8%	0%	0%	5%	0%	2%	0%

Note:

BASE: only people who responded; "Don't Know, I expect they will move away, I expect they will stay in the local area" to You said that you have a child/children. Do you expect them to stay in the local area when they leave school or university, or do you expect them to move away?

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) Do you tend to agree or disagree with the following: I would prefer my child/children to stay in the local area when they leave school or univeristy

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	368	74	108	59	78	35	14	90	103	101	73	151	161	45	160	110	25	5	41
Weighted	358	73	103	59	77	33	13	91	91	105	69	150	154	42	155	106	26	5	40
Strongly Agree	15%	20%	10%	24%	11%	17%	7%	13%	15%	16%	17%	19%	13%	9%	15%	17%	8%	22%	14%
Agree	32%	22%	32%	38%	34%	31%	44%	35%	35%	30%	27%	31%	31%	39%	34%	33%	37%	16%	27%
Neither Agree nor Disagree	32%	30%	37%	21%	34%	37%	37%	34%	26%	33%	37%	33%	33%	30%	30%	30%	51%	40%	40%
Disagree	9%	11%	11%	8%	6%	6%	7%	11%	10%	8%	6%	8%	10%	7%	11%	9%	0%	0%	5%
Strongly Disagree	5%	7%	6%	3%	5%	2%	0%	3%	9%	6%	1%	4%	7%	4%	7%	4%	0%	21%	2%
Don't Know	4%	8%	1%	5%	4%	6%	0%	2%	3%	5%	7%	3%	4%	5%	3%	6%	0%	0%	5%
Not Applicable	2%	1%	3%	0%	5%	0%	6%	1%	2%	2%	5%	2%	2%	7%	1%	1%	4%	0%	7%

Note:

BASE: only people who responded; "Don't Know, I expect they will move away, I expect they will stay in the local area" to You said that you have a child/children. Do you expect them to stay in the local area when they leave school or university, or do you expect them to move away?

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.A) Do you tend to agree or disagree with the following: There are better opportunities for my child/children in other parts of the UK

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	368	176	192	17	55	104	101	51	40	44	55	35	34	33	41	37	18	54	17
Weighted	358	182	176	22	59	101	90	48	37	47	55	37	37	29	38	30	14	55	16
Strongly Agree	17%	18%	16%	34%	24%	17%	15%	11%	7%	13%	11%	14%	15%	14%	22%	24%	17%	24%	12%
Agree	28%	28%	28%	48%	33%	24%	26%	31%	24%	25%	17%	30%	32%	40%	34%	34%	28%	26%	29%
Neither Agree nor Disagree	33%	32%	33%	13%	18%	38%	34%	34%	49%	30%	33%	27%	28%	37%	34%	30%	32%	38%	47%
Disagree	8%	5%	11%	5%	9%	11%	7%	6%	9%	13%	16%	11%	0%	3%	2%	5%	6%	11%	5%
Strongly Disagree	4%	5%	2%	0%	2%	3%	5%	8%	0%	6%	9%	3%	3%	0%	3%	2%	5%	0%	0%
Don't Know	9%	11%	7%	0%	14%	6%	13%	8%	7%	10%	14%	14%	20%	6%	6%	3%	11%	2%	5%
Not Applicable	1%	0%	2%	0%	0%	0%	1%	2%	3%	2%	0%	0%	3%	0%	0%	3%	0%	0%	0%

Note:

BASE: only people who responded; "Don't Know, I expect they will move away, I expect they will stay in the local area" to You said that you have a child/children. Do you expect them to stay in the local area when they leave school or university, or do you expect them to move away?

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) Do you tend to agree or disagree with the following: There are better opportunities for my child/children in other parts of the UK

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	368	74	108	59	78	35	14	90	103	101	73	151	161	45	160	110	25	5	41
Weighted	358	73	103	59	77	33	13	91	91	105	69	150	154	42	155	106	26	5	40
Strongly Agree	17%	14%	16%	15%	19%	22%	27%	16%	18%	14%	21%	17%	19%	9%	18%	18%	10%	37%	10%
Agree	28%	26%	28%	34%	24%	33%	28%	28%	31%	28%	24%	28%	29%	34%	27%	31%	39%	0%	27%
Neither Agree nor Disagree	33%	35%	40%	23%	33%	20%	32%	35%	31%	35%	29%	35%	32%	26%	35%	35%	23%	23%	27%
Disagree	8%	9%	8%	14%	7%	6%	0%	11%	6%	7%	9%	7%	8%	11%	8%	7%	15%	17%	14%
Strongly Disagree	4%	3%	3%	0%	5%	12%	0%	3%	3%	6%	1%	4%	4%	2%	5%	2%	4%	0%	2%
Don't Know	9%	13%	5%	13%	11%	6%	8%	6%	11%	8%	14%	9%	6%	14%	7%	7%	9%	22%	15%
Not Applicable	1%	0%	1%	0%	1%	0%	6%	0%	0%	2%	1%	0%	1%	4%	0%	0%	0%	0%	5%

Note:

BASE: only people who responded; "Don't Know, I expect they will move away, I expect they will stay in the local area" to You said that you have a child/children. Do you expect them to stay in the local area when they leave school or university, or do you expect them to move away?

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.A) Do you tend to agree or disagree with the following: I would want my child/children to move away from the local area when they leave school or university

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	368	176	192	17	55	104	101	51	40	44	55	35	34	33	41	37	18	54	17
Weighted	358	182	176	22	59	101	90	48	37	47	55	37	37	29	38	30	14	55	16
Strongly Agree	8%	9%	7%	4%	22%	8%	4%	9%	0%	0%	6%	5%	10%	13%	13%	8%	11%	14%	0%
Agree	16%	18%	14%	38%	16%	16%	16%	13%	7%	15%	8%	14%	14%	32%	12%	26%	6%	15%	29%
Neither Agree nor Disagree	36%	37%	36%	36%	29%	38%	40%	33%	36%	41%	31%	32%	45%	30%	37%	29%	39%	37%	42%
Disagree	18%	17%	19%	4%	10%	19%	13%	27%	38%	17%	26%	25%	17%	12%	13%	24%	16%	15%	0%
Strongly Disagree	12%	10%	14%	13%	10%	15%	15%	8%	4%	15%	14%	14%	3%	3%	11%	3%	22%	16%	29%
Don't Know	6%	7%	6%	5%	12%	3%	7%	6%	7%	6%	12%	6%	3%	10%	13%	5%	0%	2%	0%
Not Applicable	3%	3%	4%	0%	0%	1%	6%	4%	8%	6%	2%	3%	8%	0%	0%	5%	5%	2%	0%

Note:

BASE: only people who responded; "Don't Know, I expect they will move away, I expect they will stay in the local area" to You said that you have a child/children. Do you expect them to stay in the local area when they leave school or university, or do you expect them to move away?

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.B) Do you tend to agree or disagree with the following: I would want my child/children to move away from the local area when they leave school or university

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	368	74	108	59	78	35	14	90	103	101	73	151	161	45	160	110	25	5	41
Weighted	358	73	103	59	77	33	13	91	91	105	69	150	154	42	155	106	26	5	40
Strongly Agree	8%	7%	8%	12%	6%	6%	13%	8%	10%	7%	8%	10%	8%	2%	10%	10%	0%	21%	2%
Agree	16%	15%	14%	26%	16%	8%	14%	14%	22%	16%	11%	14%	19%	16%	19%	19%	12%	0%	10%
Neither Agree nor Disagree	36%	41%	39%	22%	35%	40%	45%	44%	26%	40%	34%	36%	36%	36%	31%	35%	59%	39%	43%
Disagree	18%	8%	22%	15%	23%	24%	16%	19%	19%	15%	21%	21%	16%	18%	23%	17%	10%	17%	14%
Strongly Disagree	12%	13%	9%	15%	12%	16%	7%	10%	14%	12%	12%	11%	12%	15%	11%	10%	12%	22%	13%
Don't Know	6%	13%	3%	7%	5%	6%	0%	5%	6%	7%	8%	5%	6%	7%	5%	5%	4%	0%	10%
Not Applicable	3%	3%	4%	3%	3%	0%	6%	0%	3%	5%	5%	2%	3%	7%	1%	3%	4%	0%	7%

Note:

BASE: only people who responded; "Don't Know, I expect they will move away, I expect they will stay in the local area" to You said that you have a child/children. Do you expect them to stay in the local area when they leave school or university, or do you expect them to move away?

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) Do you tend to agree or disagree with the following: My local area is not the sort of place my child/children would want to live when they start working

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	368	176	192	17	55	104	101	51	40	44	55	35	34	33	41	37	18	54	17
Weighted	358	182	176	22	59	101	90	48	37	47	55	37	37	29	38	30	14	55	16
Strongly Agree	6%	7%	6%	20%	12%	8%	1%	3%	2%	2%	4%	6%	6%	6%	10%	5%	11%	12%	0%
Agree	15%	14%	17%	21%	24%	13%	18%	9%	7%	21%	12%	8%	17%	30%	15%	12%	6%	12%	18%
Neither Agree nor Disagree	27%	29%	26%	41%	23%	25%	29%	32%	23%	19%	32%	35%	31%	23%	29%	21%	27%	30%	18%
Disagree	25%	26%	24%	18%	30%	25%	23%	22%	28%	29%	20%	23%	20%	28%	35%	27%	16%	18%	36%
Strongly Disagree	18%	17%	18%	0%	5%	20%	20%	22%	29%	22%	22%	14%	9%	9%	5%	21%	39%	21%	29%
Don't Know	7%	6%	7%	0%	7%	8%	7%	8%	5%	4%	10%	15%	11%	3%	7%	5%	0%	3%	0%
Not Applicable	2%	2%	3%	0%	0%	1%	3%	4%	5%	2%	0%	0%	6%	0%	0%	8%	0%	4%	0%

Note:

BASE: only people who responded; "Don't Know, I expect they will move away, I expect they will stay in the local area" to You said that you have a child/children. Do you expect them to stay in the local area when they leave school or university, or do you expect them to move away?

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) Do you tend to agree or disagree with the following: My local area is not the sort of place my child/children would want to live when they start working

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	368	74	108	59	78	35	14	90	103	101	73	151	161	45	160	110	25	5	41
Weighted	358	73	103	59	77	33	13	91	91	105	69	150	154	42	155	106	26	5	40
Strongly Agree	6%	8%	6%	3%	8%	6%	6%	7%	6%	7%	5%	8%	6%	3%	8%	7%	0%	0%	5%
Agree	15%	20%	12%	22%	11%	14%	21%	11%	21%	14%	16%	13%	19%	15%	11%	22%	24%	22%	15%
Neither Agree nor Disagree	27%	20%	30%	31%	24%	38%	23%	31%	24%	24%	32%	26%	26%	30%	29%	24%	14%	21%	26%
Disagree	25%	25%	25%	26%	28%	12%	15%	27%	26%	26%	17%	26%	23%	25%	24%	24%	36%	17%	28%
Strongly Disagree	18%	19%	19%	8%	17%	25%	22%	22%	15%	17%	16%	20%	18%	11%	22%	15%	22%	16%	14%
Don't Know	7%	7%	4%	10%	9%	6%	0%	3%	8%	8%	8%	6%	5%	9%	6%	7%	4%	0%	5%
Not Applicable	2%	1%	3%	0%	3%	0%	13%	0%	0%	4%	5%	1%	2%	7%	1%	1%	0%	23%	7%

Note:

BASE: only people who responded; "Don't Know, I expect they will move away, I expect they will stay in the local area" to You said that you have a child/children. Do you expect them to stay in the local area when they leave school or university, or do you expect them to move away?

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) Would you encourage your child/children to do the same sort of work that you do, or would you prefer them to do different sort of work?

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	368	176	192	17	55	104	101	51	40	44	55	35	34	33	41	37	18	54	17
Weighted	358	182	176	22	59	101	90	48	37	47	55	37	37	29	38	30	14	55	16
I would encourage them to do the same sort of work as me	9%	14%	4%	16%	8%	12%	10%	4%	2%	14%	0%	16%	10%	13%	7%	8%	6%	10%	6%
I would prefer them to do a different sort of work	49%	50%	48%	53%	49%	51%	53%	49%	33%	56%	56%	45%	37%	38%	55%	32%	54%	57%	47%
Neither of the above	28%	28%	29%	26%	26%	27%	25%	35%	38%	25%	33%	25%	27%	31%	22%	50%	23%	21%	30%
Not Applicable - I am not in work/my child is already in work	6%	4%	8%	0%	3%	3%	6%	8%	20%	2%	5%	8%	11%	9%	4%	5%	5%	3%	11%
Don't Know	8%	5%	10%	4%	14%	8%	6%	4%	7%	2%	5%	6%	14%	9%	11%	5%	11%	9%	5%

Note:
 BASE: only people who responded; "Don't Know, I expect they will move away, I expect they will stay in the local area" to You said that you have a child/children. Do you expect them to stay in the local area when they leave school or university, or do you expect them to move away?
 Fieldwork: 11th Sep - 14th Sep 2020
 Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) Would you encourage your child/children to do the same sort of work that you do, or would you prefer them to do different sort of work?

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	368	74	108	59	78	35	14	90	103	101	73	151	161	45	160	110	25	5	41
Weighted	358	73	103	59	77	33	13	91	91	105	69	150	154	42	155	106	26	5	40
I would encourage them to do the same sort of work as me	9%	11%	6%	17%	5%	11%	7%	15%	14%	6%	0%	6%	13%	7%	8%	9%	22%	0%	7%
I would prefer them to do a different sort of work	49%	54%	47%	50%	45%	50%	58%	41%	48%	51%	58%	55%	45%	53%	51%	46%	69%	100%	43%
Neither of the above	28%	22%	33%	24%	34%	22%	28%	40%	26%	24%	23%	28%	29%	24%	29%	31%	5%	0%	33%
Not Applicable - I am not in work/my child is already in work	6%	4%	6%	3%	8%	11%	7%	0%	9%	7%	8%	5%	7%	5%	4%	8%	4%	0%	7%
Don't Know	8%	9%	8%	7%	8%	6%	0%	3%	5%	12%	11%	7%	6%	11%	7%	6%	0%	0%	9%

Note:

BASE: only people who responded; "Don't Know, I expect they will move away, I expect they will stay in the local area" to "You said that you have a child/children. Do you expect them to stay in the local area when they leave school or university, or do you expect them to move away?"

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.A) Has your local area got better or worse in the last 5 years?

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
It has got much better	4%	5%	2%	9%	5%	3%	2%	3%	2%	11%	2%	1%	2%	2%	6%	3%	5%	1%	2%
It has got a little better	18%	18%	18%	27%	26%	22%	13%	15%	8%	28%	13%	15%	15%	20%	17%	17%	18%	16%	16%
It has stayed about the same	43%	43%	44%	34%	34%	41%	48%	45%	53%	31%	46%	43%	47%	43%	48%	41%	45%	50%	42%
It has got a little worse	22%	22%	23%	15%	18%	18%	26%	26%	28%	20%	28%	31%	23%	19%	12%	27%	12%	18%	27%
It has got much worse	8%	8%	8%	7%	7%	10%	8%	10%	8%	7%	8%	5%	10%	9%	9%	8%	12%	10%	6%
Don't Know	5%	4%	5%	8%	9%	7%	2%	3%	1%	3%	3%	5%	3%	7%	9%	5%	7%	5%	7%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) Has your local area got better or worse in the last 5 years?

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
It has got much better	4%	8%	2%	5%	2%	3%	2%	8%	3%	2%	2%	5%	4%	0%	5%	4%	2%	0%	1%
It has got a little better	18%	26%	18%	16%	15%	12%	19%	22%	16%	22%	12%	15%	20%	20%	14%	23%	24%	14%	18%
It has stayed about the same	43%	33%	48%	39%	43%	54%	38%	41%	43%	42%	46%	43%	44%	44%	48%	39%	44%	22%	40%
It has got a little worse	22%	16%	21%	26%	25%	23%	31%	18%	27%	18%	25%	25%	22%	20%	24%	20%	27%	24%	21%
It has got much worse	8%	10%	6%	10%	10%	6%	5%	7%	7%	9%	10%	10%	7%	6%	7%	10%	3%	27%	8%
Don't Know	5%	6%	4%	5%	5%	3%	6%	3%	4%	7%	5%	2%	3%	10%	3%	3%	0%	12%	13%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) You said that your area had got worse in the last 5 years. Which of the following reasons best explains why? Please select up to three

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	312	144	168	25	40	48	65	55	79	41	56	33	30	25	22	38	13	35	19
Weighted	305	149	156	31	42	46	58	50	78	44	54	34	33	23	21	31	11	36	18
Crime has risen	41%	44%	39%	47%	40%	40%	52%	40%	34%	58%	40%	19%	33%	41%	50%	58%	42%	49%	9%
Shops and businesses on the highstreet have shut down	44%	41%	46%	44%	36%	37%	43%	47%	49%	31%	57%	39%	39%	53%	35%	36%	65%	48%	42%
There are fewer jobs available in the area	22%	21%	22%	16%	32%	21%	22%	26%	16%	9%	17%	34%	22%	20%	36%	25%	38%	16%	28%
Anti-social behaviour has risen	55%	58%	51%	48%	59%	59%	65%	54%	45%	62%	45%	55%	49%	45%	55%	66%	85%	47%	61%
Markets and other attractions have stopped running	10%	12%	9%	18%	10%	12%	6%	12%	9%	14%	9%	14%	4%	11%	13%	3%	0%	11%	26%
Parks and other shared spaces have got worse	12%	9%	14%	22%	10%	13%	13%	7%	11%	2%	11%	14%	13%	4%	9%	16%	19%	20%	20%
Entertainment and leisure facilities have got worse or shut down (e.g. gyms and cinemas)	10%	10%	9%	7%	8%	11%	9%	6%	13%	10%	12%	12%	6%	0%	14%	2%	7%	11%	23%
Public transport links have got worse	13%	12%	15%	18%	5%	13%	7%	11%	22%	5%	16%	15%	14%	18%	8%	13%	8%	21%	9%
Road / rail links have got worse	9%	10%	7%	6%	13%	9%	5%	7%	12%	9%	7%	24%	6%	7%	4%	8%	0%	8%	5%
Schools have got worse	10%	9%	11%	22%	12%	18%	6%	3%	6%	14%	7%	8%	4%	8%	18%	13%	7%	11%	11%
It is harder to access healthcare at GPs and hospitals	28%	27%	29%	23%	19%	20%	24%	36%	36%	27%	43%	21%	23%	44%	18%	29%	21%	25%	5%
Other (Please specify)	10%	11%	9%	0%	11%	7%	9%	10%	15%	9%	7%	6%	21%	4%	16%	8%	0%	6%	23%
Don't know	1%	1%	1%	0%	0%	0%	2%	2%	0%	2%	0%	0%	0%	4%	0%	0%	0%	0%	0%

Note:

BASE: only people who responded; "It has got a little worse, It has got much worse" to Has your local area got better or worse in the last 5 years?

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.B) You said that your area had got worse in the last 5 years. Which of the following reasons best explains why? Please select up to three

	Total	Area						EU 2016			2019 Vote								
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	312	56	84	50	70	36	16	66	98	56	89	153	123	28	134	87	27	8	34
Weighted	305	55	80	50	70	35	16	68	89	59	86	149	118	28	130	84	27	7	35
Crime has risen	41%	55%	44%	44%	33%	31%	36%	37%	46%	42%	42%	42%	35%	58%	43%	42%	10%	63%	43%
Shops and businesses on the highstreet have shut down	44%	26%	41%	57%	55%	40%	31%	42%	44%	39%	47%	40%	45%	60%	41%	38%	60%	11%	60%
There are fewer jobs available in the area	22%	12%	18%	36%	25%	21%	18%	19%	21%	21%	24%	18%	27%	26%	15%	23%	42%	12%	33%
Anti-social behaviour has risen	55%	55%	65%	57%	47%	52%	30%	40%	63%	64%	53%	54%	58%	50%	53%	59%	51%	100%	50%
Markets and other attractions have stopped running	10%	9%	5%	23%	12%	6%	7%	9%	13%	9%	10%	8%	13%	4%	10%	11%	6%	0%	9%
Parks and other shared spaces have got worse	12%	9%	11%	15%	12%	16%	6%	10%	15%	10%	13%	13%	11%	10%	12%	12%	11%	10%	13%
Entertainment and leisure facilities have got worse or shut down (e.g. gyms and cinemas)	10%	7%	9%	8%	10%	16%	7%	14%	4%	12%	9%	7%	12%	7%	11%	11%	5%	0%	6%
Public transport links have got worse	13%	17%	11%	9%	10%	22%	17%	14%	15%	5%	16%	15%	13%	9%	13%	17%	20%	12%	8%
Road / rail links have got worse	9%	12%	10%	4%	11%	3%	13%	8%	11%	3%	11%	6%	12%	10%	6%	15%	12%	0%	8%
Schools have got worse	10%	17%	10%	0%	11%	8%	18%	10%	12%	14%	5%	8%	9%	23%	7%	11%	15%	0%	16%
It is harder to access healthcare at GPs and hospitals	28%	29%	26%	32%	19%	37%	38%	40%	27%	21%	24%	35%	22%	15%	37%	18%	31%	15%	24%
Other (Please specify)	10%	9%	4%	2%	15%	21%	20%	19%	3%	11%	8%	10%	10%	8%	12%	8%	5%	14%	9%
Don't know	1%	2%	1%	0%	0%	0%	0%	0%	0%	2%	1%	1%	0%	0%	1%	0%	0%	0%	3%

Note:

BASE: only people who responded; "It has got a little worse, It has got much worse" to Has your local area got better or worse in the last 5 years?

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) You said that your area had got better in the last 5 years. Which of the following reasons best explains why? Please select up to three

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	209	103	106	38	49	42	30	26	24	54	22	15	15	18	22	21	13	20	9
Weighted	219	118	101	50	53	43	26	24	22	64	23	16	17	18	23	18	11	21	10
There is less crime	17%	17%	17%	10%	23%	14%	13%	15%	32%	12%	31%	13%	7%	15%	22%	25%	27%	11%	30%
New businesses and shops have opened on the highstreet	28%	21%	35%	16%	31%	27%	20%	34%	47%	24%	32%	27%	14%	38%	31%	38%	15%	31%	28%
There are more jobs available in the area	18%	22%	14%	14%	19%	13%	32%	24%	12%	18%	29%	29%	22%	16%	3%	19%	21%	15%	9%
There is less anti-social behaviour	27%	28%	25%	12%	29%	24%	31%	47%	32%	25%	27%	33%	29%	16%	13%	39%	41%	35%	19%
There are new markets and other attractions	15%	15%	15%	22%	10%	12%	7%	22%	21%	17%	14%	7%	6%	11%	16%	10%	16%	29%	18%
Parks and other shared spaces have improved	35%	32%	40%	39%	28%	37%	36%	40%	38%	35%	39%	48%	51%	31%	34%	23%	28%	38%	20%
Entertainment and leisure facilities have improved or opened (e.g. gyms and cinemas)	22%	23%	22%	12%	27%	25%	35%	23%	14%	16%	31%	21%	25%	22%	21%	15%	46%	30%	12%
Public transport links have got better	24%	30%	16%	26%	23%	32%	13%	12%	28%	31%	22%	27%	15%	27%	24%	13%	13%	20%	19%
Road / rail links have got better	13%	16%	10%	22%	4%	17%	18%	3%	14%	11%	15%	7%	12%	22%	17%	15%	0%	16%	20%
Schools have got better	15%	13%	17%	16%	13%	26%	11%	4%	13%	12%	18%	26%	25%	15%	13%	6%	16%	20%	0%
It is easier to access healthcare at GPs and hospitals	16%	16%	15%	26%	8%	10%	20%	18%	14%	20%	8%	0%	7%	30%	21%	15%	22%	13%	9%
Other (Please specify)	6%	5%	6%	6%	4%	3%	7%	10%	8%	3%	4%	13%	7%	5%	4%	9%	15%	0%	12%
Don't know	3%	2%	4%	0%	6%	4%	4%	0%	0%	4%	4%	0%	6%	5%	0%	5%	0%	0%	0%

Note:

BASE: only people who responded: "It has got a little better, It has got much better" to Has your local area got better or worse in the last 5 years?

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.B) You said that your area had got better in the last 5 years. Which of the following reasons best explains why? Please select up to three

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	209	62	57	27	34	19	10	75	54	46	34	81	94	20	80	69	21	2	21
Weighted	219	72	57	29	34	18	9	82	49	53	35	85	97	21	80	75	23	2	23
There is less crime	17%	10%	19%	21%	20%	15%	42%	12%	20%	21%	18%	21%	16%	9%	22%	14%	10%	0%	23%
New businesses and shops have opened on the highstreet	28%	19%	39%	19%	36%	20%	30%	32%	32%	13%	32%	30%	30%	13%	28%	29%	21%	100%	9%
There are more jobs available in the area	18%	22%	11%	12%	24%	31%	9%	18%	14%	24%	16%	20%	18%	9%	21%	18%	25%	0%	11%
There is less anti-social behaviour	27%	28%	29%	13%	29%	36%	19%	21%	27%	30%	32%	31%	22%	31%	37%	20%	22%	47%	24%
There are new markets and other attractions	15%	17%	10%	29%	17%	5%	10%	18%	11%	13%	18%	9%	19%	24%	8%	17%	25%	47%	21%
Parks and other shared spaces have improved	35%	31%	38%	33%	39%	50%	19%	37%	29%	42%	30%	41%	33%	27%	40%	34%	39%	0%	29%
Entertainment and leisure facilities have improved or opened (e.g. gyms and cinemas)	22%	17%	28%	26%	25%	16%	19%	29%	28%	20%	2%	15%	31%	24%	19%	29%	29%	0%	13%
Public transport links have got better	24%	29%	16%	50%	15%	5%	9%	24%	26%	20%	25%	25%	26%	13%	23%	25%	24%	53%	13%
Road / rail links have got better	13%	18%	12%	14%	3%	28%	0%	20%	4%	15%	10%	14%	12%	14%	11%	7%	31%	0%	30%
Schools have got better	15%	17%	8%	13%	20%	12%	33%	7%	23%	18%	17%	13%	12%	27%	14%	13%	21%	0%	14%
It is easier to access healthcare at GPs and hospitals	16%	20%	17%	11%	3%	15%	41%	14%	14%	15%	25%	18%	11%	14%	18%	13%	9%	53%	15%
Other (Please specify)	6%	5%	3%	0%	14%	6%	10%	6%	9%	5%	0%	5%	6%	5%	4%	5%	4%	0%	4%
Don't know	3%	3%	5%	0%	0%	5%	0%	4%	2%	2%	3%	2%	2%	12%	1%	4%	0%	0%	11%

Note:

BASE: only people who responded; "It has got a little better, It has got much better" to Has your local area got better or worse in the last 5 years?

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) Which of the following would be the most effective things the Government could do to make your local area a better place to live? Please select up to three

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Crack down on anti-social behaviour like drug use	47%	46%	48%	35%	42%	41%	50%	56%	54%	39%	49%	48%	48%	42%	46%	55%	38%	49%	54%
Crack down on serious crime like assault and robbery	35%	34%	36%	32%	34%	37%	36%	35%	34%	37%	39%	32%	21%	33%	41%	39%	32%	34%	36%
Improve parks and green spaces	26%	24%	28%	34%	32%	33%	23%	15%	20%	30%	25%	29%	23%	27%	20%	21%	28%	30%	24%
Improve local road / rail links	23%	24%	22%	16%	25%	21%	29%	24%	21%	14%	27%	25%	30%	30%	19%	21%	25%	20%	23%
Make sure there were more options for public transport	21%	20%	21%	25%	19%	19%	22%	25%	18%	20%	18%	21%	21%	22%	25%	22%	27%	18%	22%
Encourage markets in the local town centre	22%	20%	23%	22%	19%	18%	20%	25%	25%	22%	20%	24%	16%	20%	25%	24%	23%	23%	21%
Support events for annual festivals, such as Christmas, November 5th, May Day etc	14%	14%	14%	15%	21%	15%	18%	5%	10%	17%	8%	12%	12%	14%	14%	14%	14%	16%	28%
Help protect or improve the local high street	39%	34%	44%	32%	24%	37%	34%	48%	54%	28%	44%	44%	38%	45%	35%	42%	49%	40%	34%
Other (Please state)	6%	7%	4%	5%	1%	5%	3%	6%	11%	5%	9%	5%	9%	5%	7%	0%	5%	2%	
Don't know	9%	10%	8%	11%	12%	10%	6%	9%	6%	10%	7%	7%	8%	12%	9%	8%	13%	10%	9%
put restrictions on landlords letting to students and taking advantage by not having quality accommodation for them	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
DO NOT KNOW	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
1 My local area is quite and peaceful	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Restore local Government back to 2010 levels	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%
reduce traffic pollution	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Nothing	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Nothing. It's a splendid place in which to live.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
stop immigration	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Stop building new houses	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
encourage new businesses to open up offering employment to the young	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Fund Local Auth better	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
CLEAN UP LITTER	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
make more affordable housing available	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
reduce housebuilding on green spaces	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
legalise drugs	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Remove parking charges as the stop people going out to shop in towns	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Stop development of houses	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
More Drs surgeries	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
LESS IMMIGRATION	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Improve access to GPs	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
improve local GP services	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
encourage someone to take on the shop	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%

(30.B) Which of the following would be the most effective things the Government could do to make your local area a better place to live? Please select up to three

	Total	Area						EU 2016					2019 Vote						
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote!
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Crack down on anti-social behaviour like drug use	47%	42%	47%	49%	57%	46%	13%	41%	50%	47%	49%	52%	43%	43%	52%	46%	37%	51%	46%
Crack down on serious crime like assault and robbery	35%	42%	36%	31%	37%	28%	15%	31%	37%	34%	38%	41%	29%	36%	37%	34%	21%	47%	40%
Improve parks and green spaces	26%	32%	28%	32%	21%	22%	7%	25%	28%	31%	20%	22%	28%	32%	21%	31%	30%	11%	25%
Improve local road / rail links	23%	19%	19%	24%	28%	24%	35%	25%	24%	21%	20%	26%	24%	14%	24%	24%	37%	15%	11%
Make sure there were more options for public transport	21%	20%	16%	19%	20%	31%	41%	20%	23%	18%	23%	20%	23%	16%	20%	23%	26%	8%	17%
Encourage markets in the local town centre	22%	20%	19%	32%	17%	23%	28%	22%	22%	19%	22%	23%	21%	20%	24%	18%	20%	33%	18%
Support events for annual festivals, such as Christmas, November 5th, May Day etc	14%	15%	15%	17%	12%	10%	18%	13%	14%	19%	11%	14%	14%	15%	14%	15%	8%	34%	17%
Help protect or improve the local high street	39%	31%	40%	38%	48%	31%	51%	41%	40%	34%	39%	40%	41%	31%	43%	36%	38%	34%	34%
Other (Please state)	6%	3%	3%	6%	5%	12%	14%	9%	3%	4%	5%	5%	6%	5%	6%	5%	7%	7%	6%
Don't know	9%	9%	11%	8%	7%	9%	8%	8%	6%	12%	11%	5%	10%	18%	5%	10%	6%	14%	19%
put restrictions on landlords letting to students and taking advantage by not having quality accommodation for them	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DO NOT KNOW	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I My local area is quite and peaceful	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Restor local Government back to 2010 levels	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
reduce traffic pollution	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nothing	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Nothing. It's a splendid place in which to live.	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
stop immigration	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	0%
Stop building new houses	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
encourage new bussinesses to open up offering employment to the young	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Fund Local Auth better	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CLEAN UP LITTER	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%
make more affordable housing available	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
reduce housebuilding on green spaces	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
legalise drugs	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Remove parking charges as the stop people going out to shop in towns	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Stop development of houses	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More Drs surgeries	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LESS IMMIGRATION	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Improve access to GPs	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
improve local GP services	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
encourage someone to take on the shop	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Get rid of Police Comissioners and pay for some useful police and a 24hour access Police Station.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

(31.A) Thinking about the policies that might help your local area as we come out of the Coronavirus lockdown, which of the following do you think would be most useful? Please select up to three

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Reduce corporation tax – the tax all businesses must pay – for small businesses.	20%	19%	22%	31%	20%	18%	17%	22%	17%	23%	21%	18%	16%	19%	20%	24%	15%	22%	17%
Cut business rates for small businesses.	34%	31%	37%	24%	28%	33%	27%	38%	47%	32%	36%	40%	34%	24%	25%	35%	39%	39%	31%
Cut VAT to 17.5% for a year.	35%	33%	37%	17%	37%	40%	44%	30%	37%	29%	37%	39%	37%	35%	41%	32%	35%	31%	33%
Make Covid testing more widely available.	47%	41%	53%	42%	44%	39%	46%	52%	57%	40%	47%	46%	51%	53%	54%	40%	45%	46%	56%
Cut the taxes businesses pay on anyone new they hire for a year.	15%	17%	13%	15%	15%	16%	15%	19%	11%	17%	13%	13%	20%	12%	16%	15%	19%	14%	10%
Encourage businesses to end home working and return to offices.	16%	17%	15%	19%	12%	12%	16%	16%	21%	19%	18%	17%	14%	25%	11%	14%	14%	12%	12%
Ensure public transport returns to normal.	22%	24%	21%	26%	18%	20%	21%	26%	25%	23%	19%	20%	24%	20%	17%	24%	23%	26%	32%
Suspend parking charges and restrictions.	34%	31%	38%	21%	23%	36%	44%	36%	42%	34%	37%	31%	28%	40%	35%	35%	29%	43%	23%
Other (Please Specify)	3%	4%	2%	0%	3%	3%	4%	1%	3%	1%	3%	3%	0%	3%	4%	4%	2%	3%	3%
Don't Know	11%	13%	9%	19%	17%	13%	8%	8%	5%	11%	11%	12%	10%	7%	16%	13%	16%	7%	15%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.B) Thinking about the policies that might help your local area as we come out of the Coronavirus lockdown, which of the following do you think would be most useful? Please select up to three

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Reduce corporation tax – the tax all businesses must pay – for small businesses.	20%	23%	20%	27%	16%	15%	24%	22%	23%	18%	17%	19%	22%	17%	21%	22%	21%	13%	18%
Cut business rates for small businesses.	34%	29%	34%	34%	33%	34%	50%	39%	33%	29%	32%	38%	34%	25%	37%	31%	41%	26%	27%
Cut VAT to 17.5% for a year.	35%	32%	35%	32%	38%	38%	34%	32%	39%	34%	34%	40%	35%	28%	38%	35%	28%	55%	25%
Make Covid testing more widely available.	47%	36%	50%	48%	49%	53%	50%	53%	44%	41%	49%	43%	50%	53%	44%	52%	55%	45%	49%
Cut the taxes businesses pay on anyone new they hire for a year.	15%	15%	15%	16%	14%	12%	21%	10%	17%	19%	15%	16%	15%	14%	16%	15%	17%	13%	17%
Encourage businesses to end home working and return to offices.	16%	19%	11%	17%	19%	14%	17%	16%	18%	15%	15%	19%	14%	11%	21%	10%	12%	11%	13%
Ensure public transport returns to normal.	22%	22%	20%	17%	26%	30%	17%	23%	25%	21%	20%	24%	21%	17%	25%	21%	22%	12%	16%
Suspend parking charges and restrictions.	34%	30%	33%	39%	36%	39%	30%	35%	36%	33%	34%	39%	33%	26%	39%	30%	38%	50%	28%
Other (Please Specify)	3%	2%	2%	3%	3%	3%	4%	4%	2%	2%	2%	2%	4%	3%	2%	3%	4%	0%	3%
Don't Know	11%	17%	12%	9%	7%	10%	7%	7%	8%	15%	15%	7%	11%	20%	7%	12%	6%	7%	23%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) Overall, do you think tax levels in this country are too high, about right, or too low?

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Taxes are much too high	12%	12%	11%	7%	13%	24%	12%	6%	7%	14%	10%	10%	11%	12%	13%	8%	15%	11%	12%
Taxes are a bit too high	32%	30%	34%	35%	31%	27%	34%	33%	32%	33%	38%	29%	34%	30%	28%	35%	33%	26%	31%
Taxes are about right	33%	34%	32%	20%	33%	28%	32%	42%	40%	32%	33%	35%	31%	32%	30%	35%	28%	35%	34%
Taxes are a bit too low	8%	11%	5%	12%	1%	5%	9%	9%	12%	9%	6%	12%	8%	8%	8%	7%	8%	8%	8%
Taxes are much too low	2%	2%	2%	4%	1%	1%	3%	1%	1%	1%	3%	1%	1%	3%	0%	2%	3%	3%	0%
None of the above	1%	2%	1%	3%	0%	2%	1%	1%	2%	4%	1%	2%	1%	1%	1%	1%	0%	1%	0%
Don't know	12%	9%	16%	19%	21%	13%	9%	8%	6%	8%	9%	10%	14%	14%	19%	13%	13%	15%	14%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.B) Overall, do you think tax levels in this country are too high, about right, or too low?

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Taxes are much too high	12%	15%	9%	13%	11%	14%	8%	11%	10%	12%	13%	12%	10%	19%	11%	12%	8%	0%	17%
Taxes are a bit too high	32%	40%	30%	32%	29%	31%	23%	30%	31%	38%	29%	38%	28%	26%	35%	28%	34%	53%	28%
Taxes are about right	33%	24%	33%	32%	38%	37%	38%	36%	38%	27%	30%	35%	33%	32%	40%	28%	37%	29%	25%
Taxes are a bit too low	8%	7%	10%	6%	7%	6%	15%	11%	8%	6%	6%	6%	12%	3%	7%	12%	12%	13%	0%
Taxes are much too low	2%	1%	2%	2%	3%	2%	0%	2%	2%	2%	2%	2%	2%	0%	1%	2%	1%	5%	3%
None of the above	1%	2%	2%	1%	1%	0%	3%	2%	1%	2%	1%	1%	2%	2%	1%	2%	0%	0%	2%
Don't know	12%	12%	14%	14%	10%	10%	13%	8%	10%	14%	19%	7%	13%	19%	7%	15%	8%	0%	24%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.A) It is expected that the Government will have to either raise taxes or cut spending to help pay off the debt accumulated during the lockdown period. Which of the following would you prefer to see Government do?

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
I would like to see them plug the national debt by raising taxes, while keeping spending levels as they are now	20%	25%	15%	15%	14%	18%	21%	21%	29%	17%	20%	28%	19%	29%	16%	16%	20%	21%	18%
I would like to see them plug the national debt partly by cutting spending and partly by raising taxes	29%	31%	27%	33%	30%	26%	25%	33%	28%	33%	30%	29%	26%	22%	29%	34%	17%	33%	21%
I would like to see them plug the national debt by cutting spending, while keeping tax levels as they are now	23%	20%	26%	14%	21%	29%	29%	17%	25%	21%	23%	17%	27%	25%	24%	21%	27%	22%	29%
None of the above	8%	9%	7%	6%	9%	8%	8%	11%	6%	9%	9%	6%	9%	4%	8%	5%	16%	8%	8%
Don't Know	20%	15%	25%	32%	26%	19%	16%	18%	12%	20%	17%	20%	19%	20%	23%	24%	19%	17%	24%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.B) It is expected that the Government will have to either raise taxes or cut spending to help pay off the debt accumulated during the lockdown period. Which of the following would you prefer to see Government do?

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
I would like to see them plug the national debt by raising taxes, while keeping spending levels as they are now	20%	17%	21%	21%	22%	20%	24%	24%	19%	20%	17%	19%	26%	12%	21%	22%	27%	19%	10%
I would like to see them plug the national debt partly by cutting spending and partly by raising taxes	29%	29%	31%	27%	30%	26%	26%	31%	32%	23%	29%	32%	28%	23%	32%	29%	32%	15%	22%
I would like to see them plug the national debt by cutting spending, while keeping tax levels as they are now	23%	27%	18%	21%	23%	29%	23%	22%	25%	24%	20%	29%	19%	19%	28%	20%	20%	12%	22%
None of the above	8%	9%	8%	9%	4%	10%	17%	11%	7%	7%	7%	8%	8%	12%	7%	11%	7%	26%	9%
Don't Know	20%	19%	22%	22%	21%	16%	10%	12%	16%	26%	27%	12%	20%	33%	13%	18%	14%	28%	37%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.A) Which of the following groups of people do you think the Conservative Party most cares about? Please select up to three

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Rich people	56%	53%	58%	53%	51%	53%	61%	62%	55%	48%	52%	61%	56%	60%	52%	62%	61%	60%	57%
Business owners	46%	48%	43%	42%	47%	35%	45%	46%	55%	43%	41%	49%	44%	51%	45%	47%	51%	48%	45%
People on middle incomes	27%	29%	26%	17%	22%	26%	30%	35%	32%	21%	27%	32%	39%	28%	20%	29%	29%	27%	23%
Pensioners	10%	15%	6%	14%	10%	12%	9%	8%	10%	15%	14%	10%	8%	13%	10%	6%	4%	7%	8%
Families	15%	16%	14%	16%	10%	13%	15%	16%	19%	12%	19%	9%	18%	22%	18%	12%	12%	13%	11%
Recent arrivals to the country	9%	11%	8%	9%	8%	6%	13%	8%	12%	7%	11%	7%	8%	11%	16%	10%	12%	8%	6%
People on low incomes	5%	5%	5%	10%	6%	3%	5%	5%	4%	5%	6%	6%	4%	7%	9%	4%	2%	4%	3%
People on welfare	4%	5%	3%	5%	6%	4%	4%	3%	3%	3%	3%	4%	1%	5%	8%	4%	3%	5%	7%
People from ethnic minorities	6%	8%	5%	8%	5%	3%	5%	8%	7%	8%	5%	4%	3%	9%	11%	7%	3%	5%	2%
Young people	7%	7%	8%	11%	3%	9%	5%	7%	9%	10%	9%	7%	2%	9%	10%	5%	5%	7%	5%
Members of trade unions	5%	6%	5%	8%	10%	8%	3%	3%	1%	7%	5%	6%	3%	7%	7%	7%	0%	4%	2%
People who live in Wales, Scotland and Northern Ireland	5%	5%	4%	7%	3%	3%	4%	4%	7%	6%	4%	3%	8%	1%	4%	6%	5%	4%	8%
None of these	14%	13%	15%	14%	16%	19%	11%	9%	14%	17%	14%	14%	16%	9%	9%	13%	16%	14%	16%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.B) Which of the following groups of people do you think the Conservative Party most cares about? Please select up to three

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Rich people	56%	55%	53%	65%	56%	54%	50%	54%	63%	50%	56%	49%	63%	58%	38%	75%	75%	74%	58%
Business owners	46%	42%	46%	48%	45%	47%	53%	51%	51%	41%	37%	45%	50%	43%	44%	51%	53%	55%	38%
People on middle incomes	27%	19%	29%	24%	31%	29%	38%	32%	26%	24%	27%	30%	27%	23%	34%	21%	30%	27%	22%
Pensioners	10%	12%	11%	10%	11%	7%	7%	13%	10%	7%	10%	9%	12%	7%	12%	8%	12%	0%	7%
Families	15%	13%	15%	7%	16%	23%	14%	17%	15%	15%	13%	20%	13%	8%	26%	6%	10%	7%	5%
Recent arrivals to the country	9%	9%	6%	14%	10%	11%	8%	6%	8%	12%	13%	16%	4%	4%	13%	6%	3%	40%	9%
People on low incomes	5%	6%	5%	8%	5%	6%	2%	6%	4%	7%	4%	7%	4%	5%	7%	4%	5%	8%	4%
People on welfare	4%	3%	5%	5%	2%	4%	4%	4%	3%	4%	6%	5%	3%	5%	6%	3%	0%	0%	6%
People from ethnic minorities	6%	6%	5%	12%	6%	5%	2%	6%	4%	8%	8%	9%	5%	2%	9%	3%	1%	19%	7%
Young people	7%	10%	7%	6%	7%	8%	10%	6%	9%	7%	7%	10%	5%	7%	10%	4%	11%	6%	4%
Members of trade unions	5%	9%	5%	7%	3%	2%	2%	5%	5%	7%	5%	5%	4%	7%	5%	5%	3%	0%	7%
People who live in Wales, Scotland and Northern Ireland	5%	6%	6%	1%	5%	4%	6%	6%	7%	3%	3%	6%	4%	3%	6%	4%	4%	5%	4%
None of these	14%	12%	16%	10%	14%	17%	16%	11%	11%	17%	17%	12%	12%	22%	13%	9%	5%	12%	27%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.A) Which of the following groups of people do you think the Labour Party most cares about? Please select up to three

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Rich people	7%	6%	8%	4%	12%	7%	8%	7%	3%	5%	6%	8%	1%	5%	11%	6%	15%	8%	8%
Business owners	7%	8%	6%	12%	9%	11%	6%	5%	3%	9%	5%	9%	5%	7%	11%	10%	8%	4%	7%
People on middle incomes	10%	9%	11%	11%	14%	16%	7%	7%	6%	12%	10%	9%	9%	8%	6%	12%	23%	8%	10%
Pensioners	11%	12%	10%	9%	11%	14%	9%	12%	11%	13%	11%	7%	6%	8%	9%	7%	14%	15%	22%
Families	23%	22%	25%	28%	28%	24%	22%	19%	18%	20%	20%	19%	22%	30%	27%	23%	24%	27%	24%
Recent arrivals to the country	16%	17%	16%	16%	8%	11%	19%	26%	19%	17%	21%	11%	12%	16%	25%	13%	13%	18%	11%
People on low incomes	36%	36%	36%	30%	36%	30%	36%	40%	43%	30%	39%	35%	39%	34%	32%	47%	46%	39%	21%
People on welfare	30%	31%	28%	27%	25%	22%	34%	36%	35%	19%	31%	33%	37%	36%	28%	31%	32%	32%	28%
People from ethnic minorities	19%	23%	16%	27%	13%	13%	19%	22%	21%	21%	22%	15%	14%	25%	23%	18%	19%	18%	13%
Young people	17%	15%	18%	31%	25%	18%	14%	8%	7%	16%	12%	17%	18%	14%	20%	12%	15%	22%	22%
Members of trade unions	30%	32%	28%	14%	15%	26%	30%	39%	50%	27%	29%	32%	32%	28%	26%	31%	41%	31%	33%
People who live in Wales, Scotland and Northern Ireland	3%	4%	3%	6%	3%	3%	5%	1%	3%	2%	3%	3%	0%	10%	4%	3%	4%	1%	10%
None of these	16%	16%	16%	14%	16%	19%	14%	13%	18%	18%	17%	24%	20%	14%	10%	16%	5%	12%	16%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.B) Which of the following groups of people do you think the Labour Party most cares about? Please select up to three

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Rich people	7%	8%	6%	6%	10%	3%	4%	3%	8%	8%	9%	8%	4%	14%	6%	4%	7%	14%	13%
Business owners	7%	14%	5%	10%	6%	3%	4%	4%	9%	10%	8%	8%	7%	8%	7%	6%	11%	0%	8%
People on middle incomes	10%	13%	9%	8%	11%	8%	9%	13%	10%	12%	6%	8%	14%	6%	5%	15%	24%	0%	7%
Pensioners	11%	13%	11%	11%	10%	9%	7%	10%	9%	14%	11%	9%	14%	9%	6%	21%	13%	7%	7%
Families	23%	29%	22%	24%	20%	19%	24%	20%	22%	25%	26%	15%	33%	20%	11%	43%	24%	5%	17%
Recent arrivals to the country	16%	16%	18%	16%	16%	16%	18%	14%	16%	19%	18%	26%	9%	11%	25%	7%	6%	58%	15%
People on low incomes	36%	31%	34%	41%	34%	47%	41%	46%	38%	24%	32%	30%	47%	27%	32%	50%	39%	20%	21%
People on welfare	30%	20%	30%	33%	32%	38%	38%	35%	35%	23%	25%	32%	31%	27%	35%	33%	28%	14%	18%
People from ethnic minorities	19%	26%	19%	21%	16%	14%	16%	23%	19%	19%	15%	22%	15%	19%	22%	16%	18%	55%	17%
Young people	17%	18%	15%	18%	17%	17%	12%	19%	18%	15%	14%	12%	21%	13%	8%	34%	12%	5%	13%
Members of trade unions	30%	22%	32%	25%	31%	38%	42%	38%	34%	23%	23%	37%	29%	16%	45%	16%	27%	33%	18%
People who live in Wales, Scotland and Northern Ireland	3%	3%	2%	3%	5%	5%	4%	1%	4%	5%	4%	4%	2%	4%	2%	5%	3%	7%	3%
None of these	16%	15%	18%	14%	16%	15%	18%	11%	12%	18%	24%	15%	13%	27%	17%	7%	10%	11%	35%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.A) Which of the following words best describe your own personal values and your outlook on life? Please select up to five

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Family	42%	37%	48%	36%	39%	42%	42%	40%	49%	34%	44%	40%	42%	45%	46%	44%	46%	40%	56%
Fairness	32%	29%	35%	26%	32%	22%	34%	43%	37%	24%	36%	32%	42%	39%	30%	26%	41%	38%	19%
Hard work	31%	28%	35%	27%	31%	31%	34%	34%	31%	25%	29%	30%	38%	27%	38%	33%	24%	38%	34%
Decency	26%	26%	27%	17%	15%	14%	23%	42%	45%	21%	26%	25%	30%	25%	24%	25%	34%	34%	25%
Equality	27%	24%	29%	36%	30%	26%	24%	25%	23%	34%	34%	28%	27%	22%	32%	25%	22%	24%	14%
Freedom	25%	25%	25%	32%	22%	24%	21%	21%	30%	32%	25%	26%	22%	25%	20%	18%	33%	24%	23%
Morality	19%	16%	22%	14%	19%	19%	18%	27%	19%	21%	19%	20%	17%	16%	18%	20%	13%	24%	15%
Independence	20%	20%	20%	20%	18%	19%	20%	22%	22%	19%	22%	24%	15%	23%	20%	22%	20%	17%	18%
Stability	19%	17%	21%	13%	22%	19%	21%	20%	19%	19%	17%	17%	20%	11%	19%	21%	18%	23%	28%
Tradition	19%	19%	20%	12%	12%	16%	29%	23%	22%	16%	17%	26%	19%	16%	17%	23%	20%	18%	28%
Creativity	13%	14%	13%	22%	18%	17%	11%	7%	7%	12%	15%	15%	12%	13%	12%	15%	13%	9%	21%
Patriotism	10%	13%	6%	3%	4%	7%	15%	16%	12%	5%	14%	9%	13%	10%	10%	9%	5%	8%	13%
Opportunity	10%	9%	11%	11%	13%	11%	10%	10%	7%	9%	14%	7%	7%	7%	11%	14%	9%	11%	9%
Co-operation	9%	10%	8%	3%	9%	7%	12%	10%	11%	6%	6%	12%	8%	14%	5%	8%	15%	13%	9%
Civility	10%	13%	8%	4%	11%	9%	9%	13%	14%	13%	8%	11%	8%	12%	8%	11%	10%	10%	11%
Ambition	9%	8%	10%	21%	13%	10%	5%	7%	2%	12%	10%	3%	9%	10%	9%	15%	4%	6%	7%
Individualism	8%	8%	7%	11%	10%	7%	7%	6%	5%	14%	4%	5%	5%	8%	6%	9%	14%	6%	7%
Faith	10%	8%	11%	10%	8%	9%	11%	7%	13%	10%	10%	10%	6%	7%	13%	10%	11%	10%	16%
Moderation	8%	10%	6%	4%	7%	7%	5%	11%	11%	10%	5%	6%	4%	10%	10%	7%	4%	9%	9%
Charity	6%	5%	7%	7%	8%	5%	8%	4%	6%	8%	4%	11%	10%	3%	6%	4%	4%	3%	9%
Internationalism	4%	5%	3%	1%	3%	4%	7%	4%	5%	6%	3%	8%	3%	3%	1%	4%	9%	3%	2%
Entrepreneurship	3%	4%	2%	6%	4%	3%	2%	3%	1%	5%	2%	4%	4%	5%	0%	4%	0%	5%	2%
Modernity	3%	3%	4%	8%	6%	2%	2%	2%	2%	5%	1%	1%	4%	5%	1%	4%	2%	6%	5%
Progression	7%	8%	7%	13%	11%	8%	6%	3%	3%	11%	6%	7%	9%	4%	6%	7%	3%	7%	7%
Radicalness	1%	2%	1%	4%	3%	1%	1%	0%	0%	2%	1%	0%	2%	0%	4%	1%	2%	1%	0%
Britishness	13%	15%	11%	12%	7%	9%	17%	15%	19%	14%	16%	11%	8%	18%	12%	16%	11%	12%	13%
Honesty	46%	39%	53%	30%	35%	44%	50%	57%	58%	39%	48%	58%	47%	53%	35%	47%	42%	53%	42%
None of these	1%	1%	1%	0%	2%	2%	1%	0%	0%	2%	0%	1%	1%	0%	1%	0%	0%	0%	0%
Don't Know	3%	4%	2%	4%	4%	5%	2%	1%	1%	0%	3%	2%	0%	6%	6%	4%	7%	1%	3%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.B) Which of the following words best describe your own personal values and your outlook on life? Please select up to five

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not votel
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Family	42%	37%	41%	40%	49%	43%	47%	38%	44%	42%	45%	42%	41%	46%	46%	41%	34%	34%	41%
Fairness	32%	25%	29%	30%	34%	47%	45%	38%	33%	26%	32%	33%	34%	31%	32%	32%	43%	21%	28%
Hard work	31%	29%	32%	27%	32%	33%	45%	31%	29%	35%	31%	31%	33%	31%	35%	27%	27%	28%	36%
Decency	26%	18%	29%	27%	31%	27%	24%	28%	30%	21%	26%	30%	27%	21%	31%	26%	24%	30%	18%
Equality	27%	26%	25%	32%	24%	29%	32%	26%	26%	25%	30%	20%	31%	31%	18%	37%	35%	26%	24%
Freedom	25%	29%	24%	24%	26%	22%	22%	26%	27%	24%	23%	27%	21%	26%	27%	27%	22%	41%	22%
Morality	19%	18%	19%	25%	19%	17%	20%	17%	23%	21%	15%	18%	21%	21%	17%	22%	20%	28%	20%
Independence	20%	20%	18%	21%	21%	20%	18%	23%	19%	19%	18%	23%	17%	21%	23%	16%	26%	12%	18%
Stability	19%	17%	18%	19%	20%	25%	14%	20%	20%	19%	18%	20%	19%	20%	21%	16%	18%	20%	20%
Tradition	19%	14%	19%	21%	24%	19%	17%	13%	18%	22%	24%	28%	12%	17%	24%	15%	12%	68%	19%
Creativity	13%	20%	10%	13%	11%	13%	14%	13%	13%	16%	12%	10%	15%	14%	11%	17%	7%	6%	15%
Patriotism	10%	5%	11%	9%	13%	9%	4%	6%	13%	8%	12%	16%	5%	7%	16%	4%	4%	21%	7%
Opportunity	10%	9%	12%	11%	9%	10%	2%	9%	10%	10%	11%	9%	11%	9%	9%	10%	14%	12%	10%
Co-operation	9%	7%	10%	7%	11%	8%	11%	10%	9%	7%	8%	7%	13%	7%	8%	14%	10%	0%	5%
Civility	10%	10%	9%	10%	12%	12%	8%	11%	14%	7%	9%	11%	12%	6%	10%	9%	18%	5%	5%
Ambition	9%	12%	10%	7%	7%	8%	10%	11%	6%	10%	9%	7%	10%	12%	8%	10%	9%	0%	13%
Individualism	8%	7%	10%	8%	5%	6%	8%	11%	4%	8%	6%	6%	7%	16%	8%	7%	3%	13%	10%
Faith	10%	12%	10%	11%	9%	7%	13%	12%	8%	8%	11%	9%	11%	10%	10%	12%	7%	0%	10%
Moderation	8%	10%	7%	5%	8%	8%	11%	9%	10%	4%	7%	7%	11%	2%	8%	8%	12%	0%	2%
Charity	6%	7%	6%	6%	6%	7%	5%	7%	8%	5%	5%	6%	7%	5%	5%	8%	9%	7%	3%
Internationalism	4%	6%	4%	4%	2%	6%	2%	9%	2%	3%	2%	1%	7%	6%	2%	6%	9%	8%	3%
Entrepreneurship	3%	4%	3%	2%	3%	5%	0%	5%	3%	4%	0%	3%	4%	2%	4%	2%	8%	0%	2%
Modernity	3%	5%	3%	4%	3%	3%	2%	4%	3%	4%	2%	3%	4%	3%	2%	5%	4%	0%	4%
Progression	7%	12%	8%	7%	3%	7%	7%	10%	6%	8%	5%	7%	7%	8%	6%	10%	12%	0%	6%
Radicalness	1%	1%	3%	2%	0%	1%	0%	2%	1%	0%	2%	2%	1%	0%	0%	2%	2%	0%	1%
Britishness	13%	10%	13%	9%	18%	13%	16%	12%	13%	15%	15%	20%	8%	8%	20%	9%	8%	40%	8%
Honesty	46%	42%	42%	46%	51%	53%	59%	42%	52%	39%	51%	47%	48%	45%	49%	44%	48%	59%	43%
None of these	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%	1%	0%	2%	1%	0%	0%	0%	3%
Don't Know	3%	4%	4%	3%	2%	1%	2%	2%	2%	5%	4%	2%	2%	4%	1%	4%	0%	0%	6%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.A) Which of the following words best describe the values of the Conservative Party? Please select up to five

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Family	6%	6%	5%	5%	6%	6%	6%	5%	6%	4%	6%	4%	4%	8%	9%	5%	5%	5%	3%
Fairness	7%	7%	6%	4%	4%	7%	6%	8%	9%	4%	8%	6%	5%	10%	8%	8%	2%	5%	10%
Hard work	13%	15%	11%	10%	13%	11%	15%	13%	14%	12%	16%	7%	16%	16%	13%	12%	10%	11%	14%
Decency	6%	7%	5%	9%	5%	5%	5%	7%	8%	9%	7%	5%	4%	8%	6%	5%	2%	5%	9%
Equality	6%	5%	6%	2%	6%	9%	4%	7%	6%	6%	5%	5%	5%	7%	9%	3%	4%	8%	3%
Freedom	5%	5%	5%	4%	3%	4%	5%	5%	9%	7%	7%	1%	3%	5%	2%	6%	5%	6%	3%
Morality	3%	3%	4%	2%	5%	5%	4%	1%	2%	3%	5%	3%	2%	1%	3%	2%	3%	2%	3%
Independence	13%	16%	11%	17%	11%	8%	11%	15%	19%	15%	12%	13%	19%	21%	11%	8%	7%	10%	15%
Stability	9%	8%	11%	4%	12%	6%	8%	12%	11%	6%	9%	9%	13%	8%	10%	10%	12%	10%	5%
Tradition	20%	18%	22%	21%	21%	18%	19%	18%	23%	24%	27%	18%	18%	17%	18%	16%	16%	19%	19%
Creativity	4%	5%	3%	4%	6%	4%	4%	5%	2%	8%	2%	5%	3%	4%	3%	3%	3%	3%	2%
Patriotism	19%	22%	17%	17%	16%	22%	17%	20%	24%	23%	23%	23%	18%	17%	20%	14%	15%	13%	22%
Opportunity	14%	16%	12%	10%	10%	13%	15%	17%	17%	12%	10%	12%	15%	11%	17%	15%	19%	17%	12%
Co-operation	5%	6%	4%	10%	5%	4%	4%	6%	3%	8%	3%	7%	3%	4%	7%	1%	9%	3%	5%
Civility	3%	4%	3%	5%	5%	2%	3%	2%	2%	4%	2%	4%	1%	3%	6%	2%	2%	3%	3%
Ambition	15%	16%	14%	12%	10%	17%	13%	20%	18%	17%	14%	19%	15%	20%	13%	17%	12%	9%	16%
Individualism	8%	9%	7%	8%	8%	8%	8%	7%	9%	7%	7%	4%	7%	7%	15%	13%	4%	9%	8%
Faith	3%	5%	2%	3%	7%	4%	2%	3%	1%	4%	4%	2%	3%	6%	4%	2%	0%	3%	2%
Moderation	4%	5%	4%	5%	4%	5%	6%	3%	3%	6%	3%	4%	6%	7%	3%	5%	5%	2%	3%
Charity	2%	3%	2%	6%	5%	2%	2%	0%	1%	6%	1%	3%	0%	4%	1%	0%	2%	2%	5%
Internationalism	7%	6%	8%	7%	4%	5%	6%	10%	11%	9%	4%	6%	7%	5%	12%	7%	8%	7%	
Entrepreneurship	22%	23%	21%	18%	13%	12%	24%	30%	33%	21%	27%	18%	23%	18%	26%	20%	16%	24%	19%
Modernity	4%	6%	3%	9%	8%	3%	3%	3%	1%	5%	5%	0%	3%	3%	7%	4%	3%	7%	4%
Progression	10%	8%	13%	7%	9%	11%	10%	12%	12%	7%	16%	15%	3%	11%	10%	10%	15%	10%	5%
Radicalness	4%	4%	4%	10%	7%	3%	3%	1%	3%	3%	1%	3%	0%	3%	7%	9%	2%	6%	12%
Britishness	27%	28%	27%	21%	25%	21%	30%	36%	31%	28%	30%	28%	27%	30%	28%	21%	21%	31%	24%
Honesty	4%	7%	2%	4%	3%	6%	4%	6%	4%	5%	4%	2%	5%	10%	5%	4%	2%	2%	5%
None of these	15%	15%	15%	13%	15%	15%	18%	14%	15%	10%	15%	17%	19%	17%	8%	13%	28%	18%	14%
Don't Know	17%	14%	21%	20%	18%	19%	18%	15%	14%	16%	12%	19%	20%	17%	18%	21%	12%	19%	21%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.B) Which of the following words best describe the values of the Conservative Party? Please select up to five

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not votel
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Family	6%	7%	3%	3%	9%	5%	6%	5%	6%	7%	4%	7%	5%	4%	9%	3%	1%	7%	2%
Fairness	7%	5%	6%	5%	10%	6%	6%	5%	7%	7%	6%	9%	6%	1%	13%	3%	0%	0%	1%
Hard work	13%	10%	12%	13%	17%	11%	17%	14%	16%	13%	9%	18%	11%	5%	20%	8%	7%	8%	5%
Decency	6%	5%	6%	8%	7%	6%	2%	6%	6%	6%	6%	8%	3%	6%	8%	5%	2%	8%	4%
Equality	6%	6%	6%	4%	6%	5%	4%	5%	4%	9%	5%	9%	3%	3%	11%	2%	0%	0%	2%
Freedom	5%	6%	4%	3%	5%	6%	6%	6%	6%	3%	4%	7%	3%	4%	10%	2%	0%	0%	1%
Morality	3%	2%	3%	3%	4%	5%	6%	4%	3%	5%	1%	4%	3%	2%	5%	2%	3%	0%	1%
Independence	13%	14%	12%	13%	14%	14%	17%	16%	13%	10%	13%	16%	12%	6%	19%	9%	12%	13%	10%
Stability	9%	6%	11%	6%	10%	11%	10%	10%	10%	9%	7%	12%	8%	4%	16%	6%	6%	13%	1%
Tradition	20%	22%	17%	18%	23%	22%	18%	27%	21%	15%	16%	21%	22%	11%	23%	20%	22%	12%	10%
Creativity	4%	7%	3%	2%	5%	2%	2%	3%	3%	4%	5%	5%	3%	4%	5%	4%	3%	0%	3%
Patriotism	19%	27%	17%	14%	18%	19%	23%	23%	21%	18%	15%	19%	21%	13%	21%	18%	21%	20%	14%
Opportunity	14%	12%	15%	12%	12%	17%	18%	16%	18%	11%	10%	16%	14%	7%	22%	8%	13%	16%	5%
Co-operation	5%	7%	6%	4%	4%	3%	2%	6%	4%	4%	6%	6%	5%	1%	6%	4%	7%	0%	3%
Civility	3%	4%	1%	5%	3%	4%	4%	2%	2%	4%	5%	5%	2%	3%	4%	4%	2%	6%	3%
Ambition	15%	12%	21%	14%	13%	15%	7%	20%	18%	13%	10%	17%	16%	8%	15%	16%	26%	20%	8%
Individualism	8%	7%	11%	9%	8%	3%	6%	12%	8%	7%	5%	7%	10%	6%	8%	12%	8%	20%	3%
Faith	3%	3%	3%	5%	3%	3%	2%	3%	3%	4%	4%	3%	3%	5%	4%	4%	5%	0%	2%
Moderation	4%	5%	5%	5%	3%	3%	4%	3%	6%	5%	3%	5%	4%	4%	6%	3%	3%	7%	4%
Charity	2%	4%	2%	2%	3%	2%	2%	2%	2%	5%	1%	2%	2%	1%	3%	2%	5%	8%	1%
Internationalism	7%	10%	8%	7%	6%	5%	4%	8%	6%	7%	8%	11%	5%	2%	9%	5%	8%	13%	4%
Entrepreneurship	22%	16%	25%	21%	25%	19%	29%	26%	25%	19%	17%	23%	24%	17%	24%	20%	28%	43%	14%
Modernity	4%	8%	3%	6%	4%	2%	0%	4%	3%	5%	6%	4%	5%	4%	4%	6%	6%	0%	3%
Progression	10%	10%	11%	9%	12%	9%	8%	10%	12%	10%	9%	12%	10%	9%	14%	10%	7%	0%	7%
Radicalness	4%	7%	4%	5%	3%	2%	5%	4%	6%	4%	3%	2%	6%	5%	1%	8%	4%	6%	8%
Britishness	27%	28%	25%	21%	32%	34%	21%	33%	29%	22%	23%	32%	26%	18%	35%	23%	26%	26%	18%
Honesty	4%	6%	3%	3%	4%	6%	8%	3%	3%	7%	5%	5%	4%	3%	8%	2%	3%	0%	2%
None of these	15%	11%	15%	18%	18%	17%	12%	12%	12%	17%	20%	12%	18%	13%	6%	24%	19%	7%	20%
Don't Know	17%	16%	20%	17%	14%	18%	22%	12%	16%	18%	25%	13%	14%	40%	12%	13%	13%	19%	40%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.A) Which of the following words best describe the values of the Labour Party? Please select up to five

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Family	16%	15%	18%	9%	18%	19%	15%	16%	19%	14%	21%	11%	16%	20%	13%	21%	24%	12%	16%
Fairness	19%	18%	20%	17%	17%	14%	19%	27%	20%	14%	20%	20%	19%	19%	14%	25%	29%	17%	20%
Hard work	11%	11%	12%	15%	13%	16%	10%	7%	7%	10%	9%	15%	6%	9%	11%	10%	16%	19%	8%
Decency	11%	10%	11%	10%	12%	9%	8%	15%	10%	11%	9%	9%	12%	11%	11%	7%	19%	7%	16%
Equality	26%	24%	28%	28%	25%	21%	23%	33%	27%	30%	26%	26%	32%	26%	19%	20%	29%	29%	17%
Freedom	10%	11%	9%	12%	12%	10%	5%	8%	10%	8%	7%	7%	14%	8%	17%	7%	7%	13%	9%
Morality	7%	7%	7%	10%	11%	7%	4%	5%	5%	11%	4%	3%	7%	8%	9%	5%	4%	9%	2%
Independence	5%	4%	6%	3%	6%	6%	4%	5%	4%	10%	4%	1%	3%	5%	6%	1%	4%	4%	3%
Stability	9%	9%	10%	18%	10%	8%	7%	8%	6%	11%	7%	8%	9%	12%	10%	10%	5%	9%	9%
Tradition	9%	10%	8%	5%	7%	9%	12%	8%	10%	9%	5%	11%	8%	8%	9%	13%	9%	10%	8%
Creativity	3%	2%	3%	4%	3%	4%	3%	1%	1%	7%	2%	0%	2%	2%	4%	1%	0%	3%	0%
Patriotism	4%	3%	4%	7%	3%	5%	3%	1%	3%	3%	5%	4%	1%	5%	4%	5%	3%	1%	3%
Opportunity	12%	10%	13%	10%	19%	14%	9%	15%	8%	10%	14%	16%	9%	13%	13%	9%	9%	13%	9%
Co-operation	10%	11%	9%	12%	8%	13%	8%	8%	11%	7%	10%	20%	11%	9%	6%	8%	7%	9%	16%
Civility	5%	6%	4%	9%	5%	4%	5%	4%	4%	6%	3%	4%	5%	4%	3%	6%	5%	8%	6%
Ambition	6%	5%	6%	10%	10%	5%	2%	4%	3%	8%	3%	6%	4%	5%	12%	5%	3%	5%	2%
Individualism	3%	4%	3%	4%	4%	6%	2%	2%	2%	4%	3%	3%	2%	7%	3%	4%	4%	3%	2%
Faith	3%	4%	3%	6%	6%	4%	2%	1%	1%	8%	3%	0%	2%	0%	6%	3%	0%	2%	6%
Moderation	5%	6%	4%	4%	6%	9%	2%	3%	4%	7%	1%	3%	4%	3%	5%	3%	5%	11%	3%
Charity	8%	9%	7%	12%	6%	11%	8%	5%	6%	12%	5%	6%	7%	4%	16%	6%	4%	5%	12%
Internationalism	9%	11%	7%	7%	8%	6%	8%	12%	12%	9%	12%	7%	8%	11%	12%	11%	5%	8%	8%
Entrepreneurship	2%	2%	2%	3%	1%	4%	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	2%	3%	2%
Modernity	4%	4%	4%	8%	4%	5%	2%	5%	1%	3%	3%	5%	1%	7%	9%	5%	0%	2%	6%
Progression	7%	7%	8%	7%	11%	9%	8%	5%	5%	11%	8%	4%	4%	7%	10%	5%	5%	9%	6%
Radicalness	9%	10%	8%	4%	4%	6%	11%	12%	15%	8%	9%	14%	8%	11%	7%	8%	10%	9%	7%
Britishness	7%	5%	8%	6%	6%	8%	9%	5%	6%	7%	7%	7%	7%	7%	3%	8%	7%	9%	3%
Honesty	9%	9%	9%	10%	12%	11%	8%	6%	6%	10%	7%	5%	7%	9%	11%	11%	7%	13%	5%
None of these	14%	17%	12%	5%	9%	10%	18%	20%	22%	7%	23%	16%	13%	17%	9%	17%	16%	14%	14%
Don't Know	20%	17%	24%	23%	24%	19%	22%	14%	19%	19%	15%	20%	27%	22%	20%	22%	15%	22%	21%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.B) Which of the following words best describe the values of the Labour Party? Please select up to five

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Family	16%	15%	15%	17%	14%	22%	19%	18%	17%	15%	14%	12%	23%	12%	12%	28%	13%	0%	10%
Fairness	19%	20%	19%	18%	19%	18%	17%	24%	20%	14%	16%	14%	27%	15%	10%	36%	26%	5%	12%
Hard work	11%	13%	12%	14%	9%	9%	9%	9%	12%	14%	11%	12%	12%	8%	7%	21%	15%	0%	7%
Decency	11%	10%	13%	9%	10%	7%	10%	9%	12%	12%	9%	7%	14%	10%	4%	25%	7%	0%	8%
Equality	26%	25%	25%	31%	26%	25%	27%	33%	29%	19%	23%	20%	36%	15%	19%	44%	34%	7%	13%
Freedom	10%	11%	7%	12%	8%	13%	9%	11%	13%	8%	11%	9%	11%	8%	7%	16%	8%	0%	7%
Morality	7%	9%	7%	10%	4%	7%	4%	7%	8%	5%	7%	4%	8%	7%	4%	12%	10%	0%	2%
Independence	5%	7%	4%	3%	6%	2%	2%	6%	4%	5%	4%	5%	5%	2%	5%	8%	0%	0%	0%
Stability	9%	13%	7%	12%	6%	8%	14%	9%	9%	9%	10%	7%	11%	6%	6%	16%	12%	8%	4%
Tradition	9%	12%	9%	8%	8%	5%	9%	8%	8%	9%	10%	10%	10%	2%	10%	9%	13%	14%	4%
Creativity	3%	3%	2%	6%	2%	0%	2%	2%	3%	4%	2%	3%	2%	4%	3%	4%	1%	0%	2%
Patriotism	4%	4%	5%	1%	4%	1%	2%	4%	4%	5%	3%	3%	4%	6%	3%	3%	5%	7%	5%
Opportunity	12%	12%	10%	15%	10%	13%	13%	13%	13%	10%	10%	8%	17%	12%	9%	19%	10%	7%	8%
Co-operation	10%	9%	12%	6%	10%	12%	11%	11%	11%	10%	8%	6%	15%	6%	8%	15%	12%	8%	6%
Civility	5%	8%	3%	7%	3%	6%	6%	5%	7%	6%	2%	5%	6%	5%	3%	8%	10%	7%	1%
Ambition	6%	8%	5%	4%	5%	4%	4%	4%	6%	9%	4%	5%	6%	6%	5%	9%	4%	7%	2%
Individualism	3%	4%	2%	4%	4%	2%	7%	3%	5%	4%	1%	3%	4%	1%	3%	4%	6%	0%	1%
Faith	3%	4%	3%	6%	3%	1%	0%	3%	3%	3%	4%	2%	3%	2%	2%	5%	3%	6%	1%
Moderation	5%	8%	5%	3%	6%	2%	4%	4%	8%	3%	5%	4%	6%	7%	4%	6%	5%	7%	4%
Charity	8%	10%	8%	10%	5%	6%	8%	10%	10%	7%	4%	8%	8%	6%	9%	8%	7%	14%	8%
Internationalism	9%	9%	10%	7%	9%	9%	8%	8%	10%	9%	8%	11%	8%	6%	10%	9%	7%	28%	6%
Entrepreneurship	2%	4%	1%	1%	1%	0%	3%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	0%	2%
Modernity	4%	6%	2%	4%	4%	4%	4%	4%	4%	3%	4%	3%	5%	4%	3%	4%	2%	0%	5%
Progression	7%	8%	8%	7%	5%	6%	13%	10%	8%	7%	5%	6%	10%	4%	4%	15%	9%	7%	3%
Radicalness	9%	8%	12%	4%	9%	8%	12%	11%	12%	7%	5%	14%	6%	6%	16%	3%	5%	34%	3%
Britishness	7%	6%	7%	9%	6%	5%	11%	6%	7%	8%	6%	8%	6%	9%	8%	7%	4%	8%	6%
Honesty	9%	10%	9%	11%	5%	9%	7%	8%	10%	10%	7%	7%	12%	4%	5%	21%	3%	8%	2%
None of these	14%	8%	13%	13%	19%	21%	17%	12%	13%	15%	18%	22%	9%	12%	22%	3%	8%	24%	19%
Don't Know	20%	18%	22%	22%	19%	21%	16%	15%	17%	21%	29%	17%	16%	39%	19%	9%	18%	12%	43%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.A) Do you tend to support or oppose the following?: Increasing taxes on people that earn over £100,000 a year

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Strongly Support	35%	35%	36%	27%	35%	37%	43%	35%	34%	32%	32%	37%	31%	48%	31%	42%	41%	35%	39%
Support	32%	30%	35%	24%	26%	34%	33%	32%	42%	26%	36%	33%	41%	22%	29%	27%	29%	41%	37%
Neither Support Nor Oppose	21%	24%	18%	27%	23%	19%	18%	21%	18%	23%	22%	22%	16%	21%	22%	25%	25%	14%	16%
Oppose	5%	5%	4%	7%	7%	4%	3%	5%	5%	7%	6%	4%	6%	4%	5%	3%	0%	4%	2%
Strongly Oppose	3%	2%	4%	8%	1%	2%	2%	4%	2%	7%	2%	0%	2%	4%	2%	2%	4%	2%	2%
Don't Know	4%	4%	4%	8%	8%	4%	2%	3%	0%	4%	2%	5%	3%	0%	11%	1%	2%	4%	4%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.B) Do you tend to support or oppose the following?: Increasing taxes on people that earn over £100,000 a year

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Strongly Support	35%	36%	32%	39%	33%	39%	43%	30%	39%	36%	38%	36%	40%	21%	29%	50%	26%	59%	28%
Support	32%	27%	33%	36%	38%	28%	35%	36%	31%	30%	32%	34%	33%	34%	38%	26%	44%	15%	25%
Neither Support Nor Oppose	21%	23%	25%	15%	16%	21%	20%	21%	20%	20%	21%	20%	17%	30%	22%	15%	21%	19%	31%
Oppose	5%	5%	4%	4%	5%	8%	0%	7%	5%	3%	4%	6%	4%	5%	6%	3%	5%	0%	3%
Strongly Oppose	3%	5%	3%	4%	2%	2%	2%	4%	3%	2%	3%	3%	2%	5%	4%	2%	1%	8%	4%
Don't Know	4%	4%	3%	2%	7%	3%	0%	2%	2%	9%	3%	2%	3%	5%	1%	3%	2%	0%	9%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.A) Do you tend to support or oppose the following?: Introducing an Australian style points system for immigration

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Strongly Support	35%	33%	37%	13%	25%	36%	41%	44%	48%	26%	43%	39%	34%	42%	28%	36%	31%	36%	45%
Support	25%	26%	24%	26%	23%	26%	27%	24%	25%	29%	23%	17%	24%	24%	26%	20%	26%	34%	28%
Neither Support Nor Oppose	23%	23%	23%	37%	32%	24%	15%	22%	12%	32%	19%	23%	29%	18%	22%	26%	22%	18%	10%
Oppose	4%	5%	3%	5%	4%	5%	2%	6%	4%	4%	4%	4%	2%	6%	4%	3%	7%	3%	9%
Strongly Oppose	4%	5%	4%	4%	5%	3%	6%	2%	6%	3%	4%	7%	5%	2%	6%	5%	6%	6%	0%
Don't Know	8%	8%	8%	15%	11%	7%	8%	3%	5%	6%	7%	10%	5%	8%	15%	11%	8%	4%	9%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.B) Do you tend to support or oppose the following?: Introducing an Australian style points system for immigration

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Strongly Support	35%	25%	33%	36%	47%	39%	38%	30%	38%	39%	36%	56%	21%	19%	52%	19%	21%	86%	29%
Support	25%	21%	28%	25%	25%	27%	26%	32%	24%	24%	20%	25%	26%	29%	27%	22%	37%	14%	19%
Neither Support Nor Oppose	23%	34%	24%	23%	16%	16%	14%	21%	25%	21%	25%	11%	31%	31%	14%	32%	26%	0%	27%
Oppose	4%	6%	4%	5%	3%	4%	0%	4%	4%	4%	4%	2%	7%	3%	1%	10%	5%	0%	3%
Strongly Oppose	4%	4%	5%	4%	4%	5%	10%	6%	4%	4%	4%	2%	7%	5%	1%	10%	8%	0%	2%
Don't Know	8%	10%	7%	8%	5%	10%	13%	7%	6%	8%	12%	4%	7%	14%	5%	7%	3%	0%	19%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.A) Do you tend to support or oppose the following?: The Government giving more power to local area

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Strongly Support	13%	13%	12%	17%	13%	13%	11%	12%	11%	12%	14%	10%	10%	11%	18%	14%	10%	13%	13%
Support	39%	36%	42%	31%	35%	40%	39%	41%	47%	33%	36%	49%	31%	48%	30%	38%	43%	52%	35%
Neither Support Nor Oppose	35%	38%	32%	38%	35%	36%	35%	39%	29%	42%	41%	25%	43%	29%	34%	35%	39%	27%	26%
Oppose	6%	7%	5%	5%	6%	6%	8%	4%	6%	5%	4%	7%	8%	5%	6%	7%	2%	4%	15%
Strongly Oppose	3%	3%	3%	2%	3%	1%	2%	3%	4%	4%	2%	2%	1%	4%	2%	2%	4%	2%	7%
Don't Know	5%	3%	6%	7%	8%	5%	5%	1%	2%	5%	2%	8%	7%	3%	9%	5%	2%	2%	3%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) Do you tend to support or oppose the following?: The Government giving more power to local area

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Strongly Support	13%	12%	13%	15%	10%	16%	10%	15%	10%	12%	14%	14%	13%	5%	11%	16%	10%	27%	10%
Support	39%	34%	33%	46%	48%	38%	47%	41%	42%	37%	36%	42%	40%	35%	41%	42%	45%	19%	29%
Neither Support Nor Oppose	35%	40%	39%	30%	27%	37%	28%	30%	37%	36%	37%	32%	37%	42%	35%	33%	35%	27%	40%
Oppose	6%	7%	5%	3%	7%	7%	11%	8%	6%	6%	4%	7%	5%	5%	9%	3%	6%	13%	3%
Strongly Oppose	3%	2%	4%	3%	3%	1%	0%	3%	3%	2%	3%	4%	2%	3%	3%	2%	1%	14%	4%
Don't Know	5%	5%	6%	4%	5%	2%	5%	3%	3%	7%	6%	2%	4%	10%	2%	4%	2%	0%	15%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) Do you tend to support or oppose the following?: Reducing taxes for businesses on the highstreet

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Strongly Support	14%	14%	15%	19%	12%	16%	14%	10%	15%	18%	13%	18%	13%	7%	11%	9%	23%	17%	16%
Support	39%	35%	43%	25%	36%	37%	37%	44%	50%	37%	38%	38%	45%	45%	40%	38%	29%	41%	34%
Neither Support Nor Oppose	32%	33%	31%	34%	36%	31%	33%	34%	28%	28%	38%	30%	31%	31%	29%	40%	34%	29%	40%
Oppose	7%	9%	5%	10%	6%	7%	8%	8%	5%	8%	6%	5%	6%	10%	6%	5%	8%	7%	8%
Strongly Oppose	3%	3%	2%	3%	2%	3%	3%	4%	2%	3%	3%	3%	1%	5%	2%	4%	2%	4%	0%
Don't Know	4%	5%	4%	8%	8%	5%	6%	1%	0%	6%	3%	4%	4%	2%	12%	4%	4%	2%	2%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) Do you tend to support or oppose the following?: Reducing taxes for businesses on the highstreet

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Strongly Support	14%	12%	12%	20%	18%	10%	26%	18%	11%	14%	15%	17%	13%	9%	16%	14%	12%	16%	11%
Support	39%	34%	40%	35%	42%	42%	45%	39%	45%	35%	35%	43%	40%	31%	46%	36%	41%	33%	25%
Neither Support Nor Oppose	32%	36%	35%	30%	31%	32%	21%	29%	33%	34%	35%	29%	33%	43%	29%	33%	34%	37%	44%
Oppose	7%	10%	5%	8%	5%	7%	6%	9%	7%	6%	5%	7%	7%	6%	6%	9%	7%	8%	6%
Strongly Oppose	3%	3%	3%	3%	1%	6%	0%	3%	2%	3%	4%	3%	3%	3%	1%	5%	2%	0%	3%
Don't Know	4%	5%	6%	5%	3%	3%	2%	2%	3%	7%	6%	2%	4%	8%	2%	3%	3%	7%	11%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.A) Do you tend to support or oppose the following?: Building more council housing

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Strongly Support	24%	24%	24%	22%	22%	26%	28%	21%	23%	27%	20%	40%	25%	23%	20%	19%	25%	18%	27%
Support	34%	35%	34%	33%	30%	29%	34%	42%	39%	25%	30%	34%	34%	42%	32%	39%	35%	48%	32%
Neither Support Nor Oppose	26%	26%	26%	24%	27%	29%	23%	26%	27%	29%	38%	17%	26%	25%	22%	25%	32%	22%	19%
Oppose	7%	6%	8%	7%	8%	5%	8%	7%	6%	8%	7%	4%	7%	5%	5%	7%	4%	9%	5%
Strongly Oppose	4%	4%	4%	5%	3%	5%	5%	2%	4%	5%	5%	1%	3%	2%	8%	3%	2%	2%	7%
Don't Know	5%	6%	4%	10%	10%	5%	3%	1%	1%	5%	1%	3%	4%	3%	14%	7%	2%	1%	9%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) Do you tend to support or oppose the following?: Building more council housing

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Strongly Support	24%	25%	20%	34%	26%	19%	20%	21%	22%	28%	26%	24%	27%	12%	18%	37%	26%	35%	13%
Support	34%	32%	31%	37%	35%	37%	48%	38%	39%	26%	33%	33%	37%	34%	34%	34%	42%	21%	38%
Neither Support Nor Oppose	26%	26%	34%	18%	23%	24%	18%	27%	26%	27%	25%	26%	25%	32%	31%	20%	20%	30%	26%
Oppose	7%	6%	6%	3%	9%	10%	7%	7%	8%	7%	5%	9%	5%	5%	9%	5%	7%	0%	4%
Strongly Oppose	4%	4%	4%	3%	3%	6%	4%	5%	4%	4%	3%	5%	3%	6%	6%	1%	3%	7%	4%
Don't Know	5%	7%	6%	4%	3%	3%	2%	2%	2%	8%	8%	2%	4%	10%	2%	4%	1%	7%	15%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.A) Do you tend to support or oppose the following?: Increasing benefit provision

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Strongly Support	12%	11%	13%	13%	15%	15%	13%	9%	7%	14%	7%	14%	6%	14%	17%	4%	21%	17%	10%
Support	22%	22%	23%	30%	18%	23%	25%	23%	17%	21%	21%	23%	27%	16%	20%	26%	15%	24%	24%
Neither Support Nor Oppose	38%	38%	37%	33%	37%	34%	35%	36%	47%	35%	46%	33%	46%	40%	33%	40%	39%	32%	27%
Oppose	13%	13%	14%	6%	12%	14%	14%	14%	18%	13%	14%	13%	10%	17%	8%	16%	11%	17%	17%
Strongly Oppose	9%	9%	8%	5%	8%	7%	8%	14%	11%	8%	9%	13%	4%	8%	10%	11%	10%	5%	14%
Don't Know	6%	6%	6%	12%	10%	6%	5%	3%	1%	8%	3%	4%	6%	6%	12%	4%	4%	5%	8%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.B) Do you tend to support or oppose the following?: Increasing benefit provision

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Strongly Support	12%	17%	10%	14%	9%	11%	11%	14%	9%	12%	14%	12%	14%	5%	8%	20%	11%	0%	10%
Support	22%	28%	18%	23%	25%	16%	23%	23%	20%	22%	23%	19%	26%	20%	17%	33%	18%	28%	18%
Neither Support Nor Oppose	38%	33%	42%	38%	34%	37%	49%	37%	40%	35%	39%	36%	38%	37%	40%	31%	47%	39%	34%
Oppose	13%	7%	16%	12%	13%	20%	11%	16%	17%	13%	8%	18%	11%	10%	19%	9%	15%	0%	11%
Strongly Oppose	9%	7%	7%	5%	15%	10%	6%	9%	10%	9%	8%	11%	7%	8%	13%	4%	7%	27%	7%
Don't Know	6%	8%	6%	8%	4%	6%	0%	2%	5%	9%	9%	3%	4%	20%	3%	4%	1%	7%	21%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.A) Do you tend to support or oppose the following?: Changing our welfare system so that those who work for many years before needing welfare receive more

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Strongly Support	23%	23%	24%	19%	21%	24%	27%	25%	25%	21%	22%	25%	23%	22%	27%	20%	24%	26%	26%
Support	36%	34%	39%	27%	29%	38%	41%	36%	43%	37%	37%	31%	38%	29%	36%	40%	35%	42%	32%
Neither Support Nor Oppose	25%	28%	23%	31%	33%	28%	16%	26%	21%	26%	28%	32%	22%	28%	16%	25%	30%	22%	32%
Oppose	5%	5%	6%	8%	3%	4%	7%	5%	6%	6%	7%	6%	6%	9%	4%	6%	2%	2%	3%
Strongly Oppose	3%	4%	3%	3%	5%	3%	4%	4%	1%	5%	2%	1%	3%	4%	2%	4%	7%	3%	3%
Don't Know	6%	6%	6%	12%	10%	4%	5%	4%	3%	5%	4%	5%	8%	9%	16%	5%	2%	4%	3%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.B) Do you tend to support or oppose the following?: Changing our welfare system so that those who work for many years before needing welfare receive more

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Strongly Support	23%	19%	21%	26%	33%	20%	21%	20%	26%	26%	22%	32%	18%	14%	28%	20%	14%	52%	22%
Support	36%	34%	39%	31%	33%	44%	39%	43%	37%	34%	32%	39%	36%	36%	42%	33%	42%	22%	29%
Neither Support Nor Oppose	25%	31%	27%	23%	21%	21%	28%	23%	26%	24%	29%	20%	29%	28%	23%	27%	27%	27%	26%
Oppose	5%	5%	5%	9%	3%	9%	0%	8%	4%	5%	3%	4%	8%	2%	3%	8%	15%	0%	1%
Strongly Oppose	3%	3%	3%	5%	3%	3%	0%	3%	4%	4%	2%	2%	4%	7%	1%	6%	1%	0%	5%
Don't Know	6%	8%	5%	6%	6%	3%	11%	3%	3%	7%	11%	3%	5%	14%	3%	6%	1%	0%	16%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.A) Do you tend to support or oppose the following?: Reducing spending on international aid

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Strongly Support	34%	39%	30%	17%	16%	34%	39%	48%	49%	28%	43%	36%	30%	43%	38%	31%	30%	30%	34%
Support	23%	23%	24%	20%	26%	18%	27%	19%	27%	20%	21%	14%	24%	24%	23%	22%	28%	31%	31%
Neither Support Nor Oppose	23%	20%	25%	32%	29%	29%	18%	20%	12%	26%	20%	27%	28%	18%	14%	26%	29%	23%	16%
Oppose	10%	8%	11%	14%	13%	11%	8%	8%	5%	13%	7%	12%	12%	7%	9%	7%	10%	8%	7%
Strongly Oppose	6%	6%	6%	8%	8%	5%	6%	5%	7%	7%	7%	10%	4%	5%	4%	9%	2%	7%	6%
Don't Know	4%	4%	3%	8%	8%	4%	2%	1%	0%	5%	1%	2%	2%	2%	12%	4%	2%	1%	6%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.B) Do you tend to support or oppose the following?: Reducing spending on international aid

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Strongly Support	34%	29%	29%	30%	46%	43%	36%	29%	38%	35%	36%	55%	20%	18%	53%	17%	13%	79%	28%
Support	23%	21%	25%	27%	18%	22%	34%	27%	25%	22%	19%	22%	27%	22%	23%	23%	38%	7%	16%
Neither Support Nor Oppose	23%	25%	25%	25%	20%	14%	21%	23%	20%	22%	26%	15%	25%	38%	17%	27%	24%	6%	35%
Oppose	10%	10%	10%	8%	9%	11%	5%	10%	8%	9%	12%	5%	14%	8%	4%	17%	17%	8%	7%
Strongly Oppose	6%	9%	6%	7%	5%	8%	4%	10%	7%	5%	2%	2%	10%	7%	2%	13%	8%	0%	3%
Don't Know	4%	6%	5%	3%	2%	2%	0%	1%	3%	7%	5%	2%	3%	7%	1%	3%	0%	0%	10%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.A) Do you tend to support or oppose the following?: Introducing a four-day working week

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Strongly Support	17%	17%	16%	19%	30%	21%	19%	11%	3%	18%	21%	8%	14%	18%	23%	11%	16%	13%	21%
Support	27%	25%	29%	33%	25%	34%	27%	27%	19%	25%	21%	30%	30%	26%	32%	28%	27%	26%	31%
Neither Support Nor Oppose	27%	26%	28%	30%	21%	24%	20%	30%	35%	29%	30%	24%	24%	22%	22%	27%	33%	33%	25%
Oppose	14%	16%	13%	9%	10%	9%	17%	14%	24%	13%	16%	16%	13%	20%	13%	14%	17%	15%	7%
Strongly Oppose	10%	12%	8%	5%	6%	7%	13%	14%	14%	10%	9%	15%	12%	10%	4%	15%	4%	10%	10%
Don't Know	5%	4%	5%	4%	7%	4%	5%	3%	4%	4%	3%	8%	6%	4%	6%	4%	4%	4%	5%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.B) Do you tend to support or oppose the following?: Introducing a four-day working week

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Strongly Support	17%	21%	15%	18%	15%	18%	8%	17%	14%	19%	16%	13%	19%	18%	10%	26%	13%	12%	17%
Support	27%	30%	27%	28%	27%	22%	27%	22%	35%	24%	27%	24%	30%	29%	26%	33%	20%	36%	23%
Neither Support Nor Oppose	27%	27%	31%	25%	24%	23%	31%	27%	21%	30%	30%	26%	27%	27%	26%	23%	31%	0%	38%
Oppose	14%	11%	16%	12%	13%	22%	13%	16%	16%	11%	13%	19%	13%	7%	19%	12%	22%	11%	6%
Strongly Oppose	10%	8%	8%	9%	15%	11%	10%	14%	10%	10%	6%	15%	7%	9%	17%	3%	10%	35%	6%
Don't Know	5%	3%	3%	7%	6%	4%	11%	2%	4%	6%	7%	3%	4%	10%	2%	4%	4%	6%	10%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) Do you tend to support or oppose the following?: Removing statues of figures whose past behaviour or views are offensive

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Strongly Support	11%	9%	14%	22%	15%	12%	11%	7%	4%	16%	10%	10%	9%	14%	17%	7%	9%	9%	5%
Support	14%	13%	16%	21%	18%	19%	13%	8%	8%	17%	13%	15%	17%	12%	10%	13%	13%	15%	16%
Neither Support Nor Oppose	25%	24%	26%	32%	27%	26%	22%	22%	21%	24%	17%	23%	30%	20%	26%	32%	26%	25%	36%
Oppose	16%	17%	16%	1%	15%	18%	21%	23%	17%	13%	23%	18%	13%	19%	12%	18%	18%	18%	8%
Strongly Oppose	29%	33%	25%	16%	16%	19%	31%	36%	50%	24%	34%	29%	29%	31%	26%	28%	33%	30%	30%
Don't Know	4%	5%	4%	8%	8%	6%	2%	4%	0%	6%	3%	5%	2%	4%	10%	2%	2%	4%	5%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.B) Do you tend to support or oppose the following?: Removing statues of figures whose past behaviour or views are offensive

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Strongly Support	11%	18%	8%	16%	8%	7%	11%	12%	11%	10%	11%	7%	14%	10%	7%	21%	7%	0%	7%
Support	14%	16%	12%	18%	11%	19%	11%	13%	14%	16%	14%	11%	18%	12%	9%	22%	15%	8%	11%
Neither Support Nor Oppose	25%	28%	27%	26%	23%	17%	25%	23%	23%	28%	26%	17%	29%	37%	16%	32%	28%	29%	35%
Oppose	16%	12%	18%	18%	17%	16%	17%	18%	17%	15%	14%	18%	17%	15%	21%	11%	25%	7%	11%
Strongly Oppose	29%	19%	30%	17%	38%	39%	34%	32%	31%	24%	27%	45%	18%	17%	46%	11%	24%	56%	22%
Don't Know	4%	7%	5%	5%	4%	2%	2%	1%	3%	7%	7%	2%	4%	9%	2%	3%	1%	0%	14%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.A) Do you tend to support or oppose the following?: Legalise marijuana for recreational use

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Strongly Support	11%	11%	11%	18%	15%	16%	9%	6%	5%	17%	8%	12%	14%	7%	13%	9%	12%	9%	5%
Support	19%	20%	17%	25%	19%	18%	18%	19%	17%	20%	18%	12%	21%	26%	20%	17%	23%	15%	23%
Neither Support Nor Oppose	26%	27%	25%	26%	31%	30%	22%	28%	20%	21%	29%	22%	25%	17%	29%	33%	35%	30%	18%
Oppose	14%	12%	16%	11%	12%	8%	15%	12%	23%	17%	12%	19%	14%	14%	9%	14%	9%	16%	12%
Strongly Oppose	24%	24%	24%	11%	15%	21%	31%	32%	30%	17%	29%	25%	21%	25%	19%	25%	16%	27%	35%
Don't Know	6%	6%	6%	9%	8%	7%	5%	3%	4%	7%	4%	10%	4%	10%	10%	3%	5%	2%	7%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.B) Do you tend to support or oppose the following?: Legalise marijuana for recreational use

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Strongly Support	11%	13%	11%	16%	10%	7%	4%	9%	9%	17%	12%	10%	11%	12%	6%	16%	11%	15%	15%
Support	19%	22%	18%	22%	15%	17%	24%	18%	21%	16%	20%	17%	23%	13%	16%	25%	27%	6%	12%
Neither Support Nor Oppose	26%	26%	28%	28%	21%	23%	29%	30%	26%	24%	23%	23%	28%	32%	23%	25%	26%	25%	30%
Oppose	14%	11%	16%	11%	14%	15%	21%	16%	14%	12%	13%	16%	12%	13%	17%	11%	16%	33%	6%
Strongly Oppose	24%	20%	22%	14%	33%	34%	17%	25%	24%	22%	24%	30%	20%	20%	34%	16%	16%	21%	22%
Don't Know	6%	7%	5%	8%	7%	4%	5%	2%	6%	8%	9%	4%	6%	10%	3%	6%	4%	0%	15%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.A) Do you tend to support or oppose the following?: Longer sentences for serious crime like assault

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Strongly Support	51%	48%	55%	35%	41%	51%	56%	60%	62%	44%	57%	56%	47%	60%	52%	47%	59%	48%	58%
Support	28%	25%	30%	29%	28%	24%	30%	28%	28%	23%	26%	25%	34%	32%	20%	28%	23%	35%	33%
Neither Support Nor Oppose	14%	16%	11%	21%	18%	18%	11%	9%	7%	17%	14%	16%	12%	7%	13%	19%	15%	12%	3%
Oppose	3%	3%	2%	3%	5%	2%	1%	2%	2%	4%	3%	0%	5%	0%	2%	0%	0%	4%	4%
Strongly Oppose	1%	1%	1%	2%	1%	2%	1%	1%	0%	3%	1%	1%	0%	0%	0%	4%	0%	0%	0%
Don't Know	4%	5%	2%	10%	7%	4%	1%	1%	0%	8%	1%	2%	2%	1%	12%	3%	3%	1%	2%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.B) Do you tend to support or oppose the following?: Longer sentences for serious crime like assault

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Strongly Support	51%	42%	49%	48%	62%	58%	54%	47%	56%	47%	56%	64%	43%	42%	64%	37%	38%	94%	50%
Support	28%	23%	29%	33%	25%	32%	26%	30%	25%	31%	25%	23%	32%	32%	25%	34%	35%	6%	19%
Neither Support Nor Oppose	14%	19%	16%	10%	9%	8%	21%	18%	12%	11%	13%	9%	17%	13%	9%	20%	21%	0%	15%
Oppose	3%	5%	2%	1%	3%	1%	0%	3%	4%	3%	1%	2%	4%	1%	2%	3%	4%	0%	3%
Strongly Oppose	1%	2%	0%	4%	0%	0%	0%	0%	1%	1%	2%	0%	1%	4%	0%	2%	0%	0%	2%
Don't Know	4%	8%	4%	3%	2%	1%	0%	2%	3%	7%	4%	2%	3%	8%	1%	4%	1%	0%	12%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.A) Do you tend to support or oppose the following?: Move an existing bank holiday to the patron saint day in each nation (e.g. St. George's day in England, St. David's day in Wales)

	Gender			Age						Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Strongly Support	14%	16%	12%	17%	11%	12%	18%	14%	13%	15%	11%	15%	17%	16%	10%	11%	14%	15%	19%
Support	20%	20%	20%	13%	19%	20%	26%	27%	16%	19%	16%	15%	18%	26%	24%	20%	24%	24%	22%
Neither Support Nor Oppose	42%	41%	44%	46%	45%	43%	39%	39%	42%	40%	48%	46%	43%	36%	34%	47%	49%	43%	36%
Oppose	10%	10%	10%	5%	6%	11%	7%	14%	15%	12%	13%	10%	15%	9%	7%	7%	7%	6%	7%
Strongly Oppose	5%	5%	5%	4%	4%	4%	5%	4%	9%	5%	4%	9%	1%	5%	6%	7%	2%	7%	9%
Don't Know	8%	8%	9%	15%	15%	10%	6%	2%	3%	10%	8%	6%	6%	9%	18%	8%	4%	5%	7%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) Do you tend to support or oppose the following?: Move an existing bank holiday to the patron saint day in each nation (e.g. St. George's day in England, St. David's day in Wales)

	Total	Area						EU 2016					2019 Vote						
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Strongly Support	14%	9%	13%	22%	16%	12%	15%	10%	12%	19%	16%	20%	10%	8%	18%	10%	6%	59%	9%
Support	20%	21%	23%	11%	21%	23%	19%	18%	24%	20%	19%	22%	21%	16%	26%	18%	16%	14%	15%
Neither Support Nor Oppose	42%	46%	42%	39%	40%	45%	40%	43%	38%	41%	47%	37%	45%	50%	36%	47%	47%	20%	51%
Oppose	10%	9%	9%	10%	10%	12%	11%	15%	12%	7%	5%	11%	12%	4%	12%	9%	18%	0%	2%
Strongly Oppose	5%	5%	6%	7%	5%	4%	6%	7%	6%	5%	4%	5%	5%	8%	5%	7%	6%	7%	5%
Don't Know	8%	10%	8%	11%	8%	5%	8%	6%	9%	9%	9%	5%	8%	15%	4%	9%	7%	0%	18%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) Do you tend to support or oppose the following?: Abolish the monarchy

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Strongly Support	11%	12%	10%	13%	16%	13%	12%	9%	6%	14%	10%	11%	10%	13%	9%	15%	14%	7%	13%
Support	11%	11%	11%	18%	9%	12%	11%	10%	7%	14%	13%	2%	12%	11%	12%	7%	11%	12%	11%
Neither Support Nor Oppose	26%	29%	24%	33%	30%	39%	21%	21%	17%	21%	23%	29%	27%	26%	31%	30%	22%	28%	35%
Oppose	15%	11%	19%	13%	16%	15%	17%	15%	15%	19%	17%	15%	21%	11%	7%	15%	12%	17%	11%
Strongly Oppose	31%	31%	31%	13%	18%	16%	35%	41%	54%	24%	35%	38%	25%	36%	30%	28%	35%	34%	23%
Don't Know	5%	5%	6%	10%	11%	6%	4%	3%	1%	9%	2%	5%	5%	3%	10%	6%	5%	3%	8%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.B) Do you tend to support or oppose the following?: Abolish the monarchy

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Strongly Support	11%	17%	9%	13%	11%	7%	4%	11%	12%	10%	11%	7%	15%	11%	5%	18%	9%	19%	13%
Support	11%	14%	11%	11%	8%	12%	11%	15%	9%	12%	8%	9%	12%	13%	9%	15%	11%	15%	10%
Neither Support Nor Oppose	26%	35%	28%	25%	21%	21%	23%	25%	24%	31%	27%	21%	28%	39%	19%	32%	21%	21%	44%
Oppose	15%	9%	16%	21%	15%	15%	24%	14%	19%	14%	14%	18%	14%	11%	16%	15%	25%	8%	8%
Strongly Oppose	31%	18%	31%	25%	41%	40%	34%	31%	34%	23%	32%	41%	27%	16%	49%	13%	30%	37%	15%
Don't Know	5%	8%	5%	4%	4%	6%	4%	4%	1%	9%	8%	4%	4%	9%	3%	6%	4%	0%	9%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.A) Do you tend to support or oppose the following?: Raising corporation tax on businesses with more than 250 employees

	Total	Gender		Age						Region									
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Wales
Unweighted	1005	465	539	108	157	175	191	152	222	145	152	91	90	86	102	104	54	125	56
Weighted	1005	500	504	140	170	170	170	140	216	165	150	95	100	80	100	90	45	125	55
Strongly Support	15%	15%	14%	17%	18%	21%	14%	13%	9%	12%	17%	13%	11%	19%	16%	12%	23%	16%	15%
Support	29%	29%	29%	28%	26%	30%	33%	25%	31%	30%	29%	30%	36%	31%	26%	26%	27%	28%	27%
Neither Support Nor Oppose	37%	36%	37%	34%	36%	33%	35%	40%	40%	33%	42%	37%	33%	31%	30%	45%	37%	37%	42%
Oppose	8%	9%	8%	5%	7%	6%	6%	12%	13%	10%	5%	7%	10%	9%	12%	8%	3%	9%	7%
Strongly Oppose	3%	3%	2%	3%	2%	3%	3%	3%	3%	3%	3%	4%	2%	3%	3%	2%	4%	3%	4%
Don't Know	8%	7%	8%	13%	11%	6%	9%	6%	4%	12%	3%	9%	8%	7%	13%	6%	7%	7%	6%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.B) Do you tend to support or oppose the following?: Raising corporation tax on businesses with more than 250 employees

	Total	Area						EU 2016				2019 Vote							
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1
Unweighted	1005	195	293	137	204	130	46	255	287	206	253	438	412	103	436	276	86	15	115
Weighted	1005	208	288	140	201	125	43	271	260	220	250	430	407	106	424	276	89	13	123
Strongly Support	15%	13%	13%	24%	16%	14%	8%	13%	13%	19%	16%	15%	17%	8%	10%	26%	11%	20%	10%
Support	29%	33%	26%	28%	27%	31%	38%	34%	31%	25%	26%	27%	34%	29%	29%	31%	41%	27%	26%
Neither Support Nor Oppose	37%	35%	39%	32%	37%	36%	39%	33%	36%	39%	39%	39%	33%	38%	40%	29%	30%	20%	43%
Oppose	8%	6%	11%	5%	7%	11%	9%	10%	10%	6%	7%	10%	8%	7%	11%	6%	10%	21%	4%
Strongly Oppose	3%	2%	3%	1%	6%	2%	2%	6%	3%	2%	2%	4%	2%	4%	5%	2%	0%	0%	1%
Don't Know	8%	10%	8%	9%	7%	6%	4%	4%	8%	10%	11%	5%	6%	14%	5%	7%	7%	13%	15%

Note:

Fieldwork: 11th Sep - 14th Sep 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions