Public First Polling on Apprenticeships

Fieldwork: 16th Jan - 22nd Jan 2024

Interview method: Online Survey

Population represented: UK Adults

Sample size: 2007

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

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

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(1.A) Which of the following would you most like to see the next government implement?

| | Total | Gender | | Region | | | | | | | | | | | |
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2007	979	1023	285	266	151	179	146	187	164	84	223	173	100	49
Weighted	2007	989	1013	281	261	161	181	140	181	160	80	221	181	100	60
Funding for more apprenticeships for skilled and technical work	32%	34%	30%	28%	32%	37%	35%	35%	30%	33%	41%	29%	30%	33%	24%
More funding for schools	22%	22%	22%	21%	25%	24%	22%	16%	20%	19%	17%	24%	21%	31%	22%
Lower fees for people going to university	20%	18%	21%	27%	21%	15%	21%	20%	21%	18%	11%	17%	19%	13%	22%
More free childcare for under 5s	14%	12%	15%	14%	10%	13%	10%	15%	18%	15%	18%	16%	16%	4%	16%
None of the above	6%	7%	5%	4%	6%	7%	5%	10%	5%	7%	7%	5%	9%	6%	10%
Don't know	7%	6%	7%	7%	6%	5%	7%	5%	7%	7%	6%	8%	5%	12%	6%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

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(1.B) Which of the following would you most like to see the next government implement?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	280	312	348	349	291	427	711	804	301	669	550	156	26	276
Weighted	2007	279	342	341	342	282	421	704	808	305	661	549	155	26	279
Funding for more apprenticeships for skilled and technical work	32%	19%	21%	25%	28%	44%	50%	41%	31%	21%	42%	26%	39%	28%	27%
More funding for schools	22%	24%	23%	26%	27%	12%	19%	20%	25%	19%	17%	29%	24%	11%	17%
Lower fees for people going to university	20%	37%	20%	20%	21%	16%	8%	12%	20%	27%	15%	19%	16%	20%	24%
More free childcare for under 5s	14%	13%	24%	18%	5%	10%	11%	12%	14%	19%	11%	16%	13%	23%	15%
None of the above	6%	4%	5%	7%	9%	9%	5%	7%	6%	6%	8%	4%	3%	15%	8%
Don't know	7%	3%	6%	4%	10%	9%	7%	8%	5%	8%	7%	7%	5%	4%	10%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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

Public First Polling on Apprenticeships

(1.C) Which of the following would you most like to see the next government implement?

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2007	546	520	423	506	350	709	162	473	451	523	227	41
Weighted	2007	539	519	439	498	346	709	162	469	453	528	225	41
Funding for more apprenticeships for skilled and technical work	32%	31%	29%	35%	33%	39%	27%	32%	35%	33%	27%	22%	29%
More funding for schools	22%	26%	23%	21%	18%	18%	30%	26%	19%	21%	23%	30%	38%
Lower fees for people going to university	20%	21%	22%	16%	18%	20%	19%	18%	15%	21%	23%	25%	24%
More free childcare for under 5s	14%	12%	12%	16%	15%	12%	15%	17%	12%	13%	15%	16%	7%
None of the above	6%	6%	8%	5%	6%	6%	3%	4%	8%	7%	5%	4%	2%
Don't know	7%	4%	6%	7%	10%	7%	6%	3%	11%	5%	6%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 16th Jan - 22nd Jan 2024

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