

The Daily Express, Current Affairs poll – 7th February 2020

Methodology: Savanta ComRes interviewed 2,034 GB adults through an online quantitative survey from the 5th to 6th February 2020. Data were weighted to be demographically representative of all GB adults. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at www.comresglobal.com

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Opinion Poll

ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 1
Q1. To what extent do you feel optimistic or pessimistic about Britain's future after Brexit?
Base: All respondents

| | Total | Gender | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|--|------------|-------------------------|---------------|--------------------------|--------------------------|--------------------------|---------------------------|---------------------------|-----------------------------|--------------------------|-------------------------|--------------------------|--------------------------|-------------------------|---------------------------|-------------------------|-------------------|---------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| NET: Optimistic | 917 45% | 479 48%B | 437 42% | 68 30% | 118 33% | 126 39% ^c | 165 46% ^{CDe} | 158 52% ^{CDE} | 282 60% ^{CDEFg} | 186 32% | 291 43% ^I | 440 57% ^{IJ} | 242 44% | 253 44% | 214 52% ^{LMO} | 207 42% | 146 43% | 346 42% |
| Very optimistic (+2) | 297 15% | 176 18%B | 121 12% | 21 9% | 41 12% | 25 8% | 49 14% ^E | 56 19% ^{CDEf} | 104 22% ^{CDEF} | 63 11% | 74 11% | 160 21% ^{IJ} | 91 16% ^M | 68 12% | 67 16% ^m | 71 14% | 41 12% | 106 13% |
| Somewhat optimistic (+1) | 620 30% | 303 31% | 317 30% | 46 21% | 76 22% | 101 31% ^{CD} | 116 32% ^{CD} | 102 34% ^{CD} | 178 38% ^{CDe} | 123 21% | 217 32% ^I | 280 36% ^{Ij} | 151 27% | 186 32% ^l | 147 36% ^{LO} | 136 27% | 105 31% | 240 29% |
| Neither optimistic nor pessimistic (0) | 303 15% | 112 11% | 191 18%A | 44 19% ^{fGH} | 66 19% ^{fGH} | 52 16% | 48 13% | 36 12% | 57 12% | 110 19% ^{jk} | 100 15% | 93 12% | 66 12% | 85 15% | 65 16% | 88 18% ^L | 55 16% | 135 16% |
| Somewhat pessimistic (-1) | 402 20% | 203 20% | 199 19% | 59 26% ^{fGH} | 77 22% | 69 21% | 65 18% | 52 17% | 80 17% | 136 23% ^K | 134 20% | 132 17% | 128 23% ^{nO} | 117 21% | 73 18% | 83 17% | 68 20% | 170 20% |
| Very pessimistic (-2) | 332 16% | 175 18% | 157 15% | 40 18% ^H | 66 19% ^H | 68 21% ^{GH} | 68 19% ^H | 44 15% ^h | 46 10% | 106 18% ^K | 136 20% ^K | 90 12% | 106 19% ^N | 98 17% ^N | 48 12% | 80 16% ⁿ | 60 18% | 153 18% |
| NET: Pessimistic | 734 36% | 378 38% ^b | 356 34% | 98 44% ^{GH} | 143 41% ^{GH} | 137 42% ^{GH} | 133 37% ^H | 95 32% | 127 27% | 242 42% ^K | 270 39% ^K | 222 29% | 234 42% ^{NO} | 215 38% ^N | 122 29% | 163 33% | 128 37% | 323 39% |
| Don't know | 80 4% | 23 2% | 57 5%A | 16 7% ^{EH} | 25 7% ^{EfH} | 9 3% | 14 4% ^H | 12 4% ^H | 5 1% | 40 7% ^{JK} | 23 3% | 17 2% | 13 2% | 18 3% | 13 3% | 37 7% ^{LMN} | 12 4% | 28 3% |
| Mean | 0.08 | 0.11 | 0.05 | -0.23 | -0.16 | -0.17 | 0.04 ^{Ce} | 0.26 ^{CDEf} | 0.46 ^{CDEFg} | -0.19 | -0.06 | 0.38 ^{IJ} | -0.01 | 0.02 | 0.28 ^{LMO} | 0.08 | -0.01 | -0.03 |
| Standard deviation | 1.34 | 1.40 | 1.29 | 1.27 | 1.33 | 1.30 | 1.37 | 1.36 | 1.28 | 1.31 | 1.34 | 1.31 | 1.40 | 1.32 | 1.28 | 1.34 | 1.33 | 1.34 |
| Standard error | 0.03 | 0.04 | 0.04 | 0.09 | 0.08 | 0.07 | 0.07 | 0.08 | 0.06 | 0.06 | 0.05 | 0.05 | 0.06 | 0.06 | 0.07 | 0.06 | 0.08 | 0.05 |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll

ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 2
Q1. To what extent do you feel optimistic or pessimistic about Britain's future after Brexit?
Base: All respondents

| | Total | Region | | | | | | | | | | | |
|---------------------------------------|-----------------|--------------------|---------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|---------------|-------------------|-------------------|
| | | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| NET: Optimistic | 917 45% | 56 32% | 42 41% | 818 47%A | 42 49%A | 103 44%A | 86 51%AK | 89 49%AK | 78 53%AbK | 100 51%AK | 103 38% | 130 45%Ak | 88 48%AK |
| Very optimistic | (+2) 297 15% | 18 10% | 14 14% | 264 15%a | 12 14% | 40 17%a | 28 17%a | 33 18%A | 24 16% | 24 12% | 36 13% | 44 15% | 23 13% |
| Somewhat optimistic | (+1) 620 30% | 38 21% | 28 27% | 554 32%A | 30 35%A | 63 27% | 58 34%Ak | 56 31%a | 54 37%AfK | 76 39%AbFKl | 68 25% | 86 30%a | 64 35%AfK |
| Neither optimistic nor pessimistic | (0) 303 15% | 27 15% | 11 10% | 266 15% | 15 17% | 32 14% | 33 19%bL | 25 14% | 31 21%BfJL | 25 13% | 48 18%L | 31 11% | 27 15% |
| Somewhat pessimistic | (-1) 402 20% | 42 24%GI | 25 24%GI | 335 19% | 16 19% | 44 19% | 22 13% | 35 20% | 19 13% | 37 19% | 65 24%GI | 58 21%gi | 39 22%Gi |
| Very pessimistic | (-2) 332 16% | 44 25%DEGHIJKM | 19 19%I | 269 15% | 9 10% | 45 19%eI | 27 16% | 25 14% | 14 10% | 29 15% | 40 15% | 55 19%eI | 25 14% |
| NET: Pessimistic | 734 36% | 85 48%DEFGHIJKM | 44 43%deGI | 605 34% | 25 29% | 89 38%gI | 49 29% | 60 33%i | 34 23% | 66 34%I | 105 38%gI | 114 40%GI | 64 35%I |
| Don't know | 80 4% | 9 5%m | 5 5%m | 66 4% | 4 5% | 10 4% | 3 2% | 7 4% | 5 3% | 5 3% | 18 7%GjM | 10 4% | 3 1% |
| Mean | 0.08 | -0.33 | -0.07 | 0.12A | 0.25A | 0.04A | 0.23Abk | 0.21A | 0.38ABFKLm | 0.16A | -0.03A | 0.02A | 0.12A |
| Standard deviation | 1.34 | 1.36 | 1.40 | 1.33 | 1.24 | 1.42 | 1.32 | 1.35 | 1.21 | 1.30 | 1.31 | 1.40 | 1.29 |
| Standard error | 0.03 | 0.10 | 0.13 | 0.03 | 0.15 | 0.09 | 0.10 | 0.11 | 0.10 | 0.09 | 0.08 | 0.09 | 0.09 |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 3

Q2. Thinking about each of the following, and if you could only choose one, which would be the greatest priority to you in the next few years?

Base: All respondents

| | Total | Gender | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|---|------------|-----------------|---------------|------------------|-------------------|-------------------|------------------|------------------|---------------------|------------------|-----------------|------------------|----------------|------------------|-----------------|-----------------|-------------------|----------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Private (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| Spending more time with family/ friends | 854 42% | 370 37% | 484 46%A | 79 35% | 134 38% | 130 40% | 141 39% | 118 39% | 252 53% CDEFG | 213 37% | 271 40% | 370 48% IJ | 232 42% | 209 37% | 191 46% M | 222 45% M | 138 40% | 313 38% |
| Earning more money | 538 26% | 264 27% | 274 26% | 87 38% FGH | 143 41% FGH | 118 36% FGH | 102 28% GH | 61 20% H | 27 6% | 229 40% JK | 220 32% K | 88 11% | 135 24% | 166 29% | 105 25% | 132 27% | 105 31% | 280 34% |
| Going on more holidays either abroad or in the UK | 327 16% | 180 18% B | 146 14% | 29 13% | 28 8% | 34 10% | 61 17% DE | 62 21% CDE | 113 24% CDEF | 56 10% | 95 14% I | 176 23% IJ | 95 17% | 107 19% nO | 58 14% | 66 13% | 57 17% | 113 14% |
| Having more time for leisure activities | 177 9% | 107 11% B | 70 7% | 13 6% | 27 8% | 26 8% | 36 10% | 36 12% Ch | 38 8% | 40 7% | 62 9% | 74 10% | 62 11% O | 54 9% O | 32 8% | 28 6% | 32 9% | 87 10% |
| Don't know | 139 7% | 71 7% | 68 7% | 18 8% | 21 6% | 17 5% | 19 5% | 24 8% | 40 9% ef | 39 7% | 36 5% | 64 8% J | 31 6% | 35 6% | 26 6% | 47 9% Lm | 10 3% | 39 5% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 4

Q2. Thinking about each of the following, and if you could only choose one, which would be the greatest priority to you in the next few years?

Base: All respondents

| | Total | Region | | | | | | | | | | | |
|---|------------|-----------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|---------------|-------------------|-------------------|
| | | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| Spending more time with family/ friends | 854 42% | 72 41% | 48 47%l | 733 42% | 34 39% | 114 49%GIKL | 64 37% | 88 49%giKL | 55 37% | 85 44% | 104 38% | 106 37% | 85 47%gkl |
| Earning more money | 538 26% | 47 27% | 26 25% | 465 27% | 31 36%FhJ | 47 20% | 47 27%f | 42 23% | 41 28%f | 42 22% | 84 31%FJ | 85 30%Fj | 47 26% |
| Going on more holidays either abroad or in the UK | 327 16% | 31 18% | 13 13% | 283 16% | 10 12% | 39 16% | 31 18% | 23 13% | 30 20%k | 32 16% | 35 13% | 50 18% | 33 18% |
| Having more time for leisure activities | 177 9% | 16 9% | 8 7% | 153 9% | 5 5% | 19 8% | 22 13%lM | 15 8% | 13 9% | 25 13%lM | 24 9% | 20 7% | 11 6% |
| Don't know | 139 7% | 11 6% | 8 7% | 121 7% | 6 7% | 16 7% | 8 5% | 13 7% | 9 6% | 12 6% | 27 10%gM | 24 9%M | 6 3% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 5
Q3. To what extent do you support or oppose each of the following policies?
Summary
Base: All respondents

| | | Policies | | | | |
|----------------------------|------|------------------------------|---|-------------------------------|--|------------------------------|
| | | Scrapping High Speed 2 (HS2) | Scrapping free TV licenses for over 75s | Subsidising first-time buyers | Tax rises to fund elderly/ social care | Tax rises to see a GP sooner |
| Unweighted base | | 2034 | 2034 | 2034 | 2034 | 2034 |
| Weighted base | | 2034 | 2034 | 2034 | 2034 | 2034 |
| NET: Support | | 872 43% | 875 43% | 903 44% | 1140 56% | 765 38% |
| Strongly support | (+2) | 550 27% | 581 29% | 278 14% | 311 15% | 174 9% |
| Somewhat support | (+1) | 321 16% | 295 14% | 624 31% | 829 41% | 591 29% |
| Neither support nor oppose | (0) | 447 22% | 236 12% | 503 25% | 408 20% | 521 26% |
| Somewhat oppose | (-1) | 185 9% | 298 15% | 235 12% | 179 9% | 309 15% |
| Strongly oppose | (-2) | 148 7% | 533 26% | 182 9% | 168 8% | 281 14% |
| NET: Oppose | | 333 16% | 830 41% | 417 21% | 347 17% | 590 29% |
| Don't know | | 382 19% | 93 5% | 212 10% | 139 7% | 159 8% |
| Mean | | 0.57 | 0.05 | 0.32 | 0.49 | 0.04 |
| Standard deviation | | 1.29 | 1.61 | 1.18 | 1.14 | 1.20 |
| Standard error | | 0.03 | 0.04 | 0.03 | 0.03 | 0.03 |

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 6
Q3. To what extent do you support or oppose each of the following policies?
Scrapping High Speed 2 (HS2)
Base: All respondents

| | Total | Gender | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|-------------------------------|--------------------|-------------|---------------|----------------|--------------|--------------|--------------|----------------|-----------------|--------------|--------------|--------------|---------------|-------------|--------------|--------------|-------------------|---------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| NET: Support | 872 43% | 449 45%b | 423 41% | 52 23% | 122 35%C | 120 37%C | 150 42%Cd | 157 52%CDEF | 271 58%CDEF | 174 30% | 270 39%I | 428 55%IJ | 247 45% | 238 42% | 177 43% | 210 42% | 138 41% | 319 38% |
| Strongly support | (+2) 550 27% | 301 30%B | 249 24% | 19 9% | 71 20%C | 72 22%C | 94 26%Cd | 103 34%CDEF | 191 41%CDEFg | 90 16% | 167 24%I | 293 38%IJ | 153 28% | 144 25% | 110 27% | 144 29% | 85 25% | 189 23% |
| Somewhat support | (+1) 321 16% | 148 15% | 174 17% | 32 14% | 51 15% | 48 15% | 56 15% | 54 18% | 80 17% | 84 14% | 103 15% | 134 17% | 94 17% | 94 16% | 67 16% | 66 13% | 53 16% | 130 16% |
| Neither support nor oppose | (0) 447 22% | 224 23% | 223 21% | 48 21% | 82 23% | 72 22% | 92 25%h | 62 21% | 92 20% | 130 22% | 164 24%k | 154 20% | 109 20% | 127 22% | 113 27%LO | 98 20% | 70 21% | 206 25% |
| Somewhat oppose | (-1) 185 9% | 112 11%B | 73 7% | 16 7% | 34 10% | 34 10% | 33 9% | 26 9% | 43 9% | 50 9% | 67 10% | 69 9% | 63 11%nO | 52 9% | 32 8% | 37 8% | 41 12%Q | 63 8% |
| Strongly oppose | (-2) 148 7% | 102 10%B | 45 4% | 15 7% | 25 7% | 25 8% | 29 8% | 18 6% | 36 8% | 40 7% | 54 8% | 54 7% | 60 11%MNO | 30 5% | 21 5% | 36 7% | 17 5% | 78 9%P |
| NET: Oppose | 333 16% | 215 22%B | 118 11% | 31 14% | 59 17% | 59 18% | 62 17% | 44 15% | 78 17% | 90 16% | 120 18% | 123 16% | 124 22%MNO | 82 14% | 53 13% | 73 15% | 59 17% | 141 17% |
| Don't know | 382 19% | 105 11% | 277 27%A | 96 42%DEFGH | 89 25%FGH | 75 23%FGH | 56 16%H | 38 13%H | 29 6% | 184 32%JK | 131 19%K | 67 9% | 75 14% | 124 22%L | 70 17% | 113 23%Ln | 74 22% | 166 20% |
| Mean | 0.57 | 0.49 | 0.66A | 0.20 | 0.42 | 0.44 | 0.51C | 0.75CDEF | 0.79CDEF | 0.34 | 0.47 | 0.77IJ | 0.45 | 0.60l | 0.62l | 0.64l | 0.55 | 0.43 |
| Standard deviation | 1.29 | 1.37 | 1.19 | 1.18 | 1.27 | 1.30 | 1.29 | 1.26 | 1.31 | 1.24 | 1.29 | 1.29 | 1.38 | 1.23 | 1.20 | 1.32 | 1.26 | 1.31 |
| Standard error | 0.03 | 0.05 | 0.04 | 0.10 | 0.09 | 0.08 | 0.07 | 0.08 | 0.06 | 0.07 | 0.05 | 0.05 | 0.06 | 0.06 | 0.07 | 0.07 | 0.08 | 0.05 |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 7
Q3. To what extent do you support or oppose each of the following policies?
Scrapping High Speed 2 (HS2)
Base: All respondents

| | Total | Region | | | | | | | | | | | |
|-------------------------------|-----------------|-----------------|----------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|---------------|-------------------|-------------------|
| | | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| NET: Support | 872 43% | 89 50%dbeJK | 39 39% | 744 42% | 31 36% | 106 45%k | 74 43% | 95 53%BEJKlm | 67 45%k | 74 38% | 100 36% | 121 42% | 76 42% |
| Strongly support | (+2) 550 27% | 60 34%DjKL | 25 24% | 465 27% | 20 23% | 63 27%k | 48 28%k | 64 35%befJKL | 47 32%K | 50 26% | 54 20% | 69 24% | 52 29%K |
| Somewhat support | (+1) 321 16% | 28 16% | 15 14% | 279 16% | 11 13% | 44 19%j | 26 15% | 32 17% | 20 13% | 24 12% | 45 16% | 52 18% | 24 13% |
| Neither support nor oppose | (0) 447 22% | 33 19% | 23 22% | 391 22% | 24 28%h | 43 18% | 47 27%aFHI | 31 17% | 29 20% | 50 26%fh | 65 24% | 57 20% | 45 25%h |
| Somewhat oppose | (-1) 185 9% | 16 9% | 7 7% | 162 9% | 8 9% | 19 8% | 17 10% | 15 8% | 15 10% | 23 12% | 23 9% | 25 9% | 16 9% |
| Strongly oppose | (-2) 148 7% | 4 2% | 6 6%a | 138 8%A | 7 8%a | 28 12%AGHiM | 10 6%a | 10 6%a | 9 6%a | 17 9%A | 24 9%A | 23 8%A | 9 5% |
| NET: Oppose | 333 16% | 20 11% | 14 13% | 300 17%a | 14 17% | 48 20%A | 27 16% | 25 14% | 24 16% | 40 21%A | 47 17%a | 48 17% | 26 14% |
| Don't know | 382 19% | 36 20% | 26 25%dFGhj | 321 18% | 16 19% | 37 16% | 23 14% | 29 16% | 28 19% | 31 16% | 62 23%fG | 59 21%g | 34 19% |
| Mean | 0.57 | 0.89DbEFGJKLm | 0.58 | 0.54 | 0.43 | 0.47 | 0.57 | 0.81eFJKL | 0.67k | 0.41 | 0.39 | 0.53 | 0.63 |
| Standard deviation | 1.29 | 1.16 | 1.27 | 1.30 | 1.28 | 1.40 | 1.24 | 1.27 | 1.31 | 1.33 | 1.29 | 1.30 | 1.25 |
| Standard error | 0.03 | 0.10 | 0.14 | 0.03 | 0.16 | 0.10 | 0.10 | 0.11 | 0.11 | 0.10 | 0.09 | 0.09 | 0.10 |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 8
Q3. To what extent do you support or oppose each of the following policies?
Scrapping free TV licenses for over 75s
Base: All respondents

| | Total | Gender | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|-------------------------------|--------------------|-------------|---------------|---------------|--------------|----------------|--------------|----------------|----------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|-------------------|---------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| NET: Support | 875 43% | 432 44% | 443 43% | 94 42% | 150 43% | 163 50%cdGH | 174 48%gH | 122 40% | 172 37% | 244 42% | 337 49%IK | 294 38% | 236 43% | 247 43% | 194 47%o | 199 40% | 166 49% | 376 45% |
| Strongly support | (+2) 581 29% | 283 28% | 298 29% | 45 20% | 105 30%C | 110 34%CH | 111 31%C | 88 29%C | 122 26% | 150 26% | 221 32%IK | 210 27% | 142 26% | 155 27% | 141 34%LM | 142 29% | 104 30% | 248 30% |
| Somewhat support | (+1) 295 14% | 150 15% | 145 14% | 49 22%DGH | 46 13% | 53 16%gH | 63 17%GH | 34 11% | 51 11% | 95 16%K | 116 17%K | 84 11% | 94 17%O | 92 16%O | 53 13% | 56 11% | 62 18% | 128 15% |
| Neither support nor oppose | (o) 236 12% | 124 12% | 112 11% | 29 13%g | 59 17%EGH | 27 8% | 46 13%eG | 23 8% | 51 11% | 88 15%JK | 73 11% | 74 10% | 69 12% | 75 13%n | 37 9% | 54 11% | 31 9% | 104 12% |
| Somewhat oppose | (-1) 298 15% | 135 14% | 163 16% | 32 14% | 43 12% | 53 16%F | 36 10% | 42 14% | 90 19%DfG | 76 13% | 89 13% | 133 17%iJ | 102 18%NO | 91 16%O | 49 12% | 55 11% | 57 17% | 105 13% |
| Strongly oppose | (-2) 533 26% | 260 26% | 273 26% | 43 19% | 73 21% | 63 19% | 95 26%cE | 105 35%CDEF | 154 33%CDEf | 116 20% | 157 23% | 259 34%LJ | 125 23% | 134 24% | 119 29%L | 155 31%LM | 76 22% | 204 25% |
| NET: Oppose | 830 41% | 394 40% | 436 42% | 76 34% | 116 33% | 116 36% | 131 36% | 147 49%CDEF | 244 52%CDEF | 192 33% | 247 36% | 392 51%LJ | 227 41% | 226 40% | 168 41% | 210 42% | 133 39% | 309 37% |
| Don't know | 93 5% | 42 4% | 51 5% | 27 12%EFGH | 26 7%FGH | 19 6%FH | 9 3%H | 9 3%H | 3 1% | 53 9%JK | 28 4%K | 12 2% | 23 4% | 24 4% | 14 3% | 32 6%n | 12 3% | 43 5% |
| Mean | 0.05 | 0.06 | 0.03 | 0.10H | 0.20GH | 0.31GH | 0.17GH | -0.14 | -0.22 | 0.16K | 0.23K | -0.19 | 0.05 | 0.08 | 0.12 | -0.05 | 0.19 | 0.14 |
| Standard deviation | 1.61 | 1.61 | 1.62 | 1.48 | 1.56 | 1.59 | 1.62 | 1.70 | 1.62 | 1.53 | 1.60 | 1.65 | 1.54 | 1.57 | 1.69 | 1.68 | 1.59 | 1.60 |
| Standard error | 0.04 | 0.05 | 0.05 | 0.11 | 0.10 | 0.09 | 0.08 | 0.10 | 0.07 | 0.07 | 0.06 | 0.06 | 0.06 | 0.07 | 0.09 | 0.08 | 0.09 | 0.06 |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 9
Q3. To what extent do you support or oppose each of the following policies?
Scrapping free TV licenses for over 75s
Base: All respondents

| | Total | Region | | | | | | | | | | | |
|-------------------------------|-----------------|-----------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|------------------|-------------------|-------------------|
| | | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| NET: Support | 875 43% | 87 49%BJL | 35 34% | 753 43%b | 41 48%b | 101 43% | 79 46%b | 76 42% | 64 43% | 75 38% | 125 45%b | 112 39% | 81 45% |
| Strongly support | (+2) 581 29% | 63 36%dBjJlm | 21 20% | 497 28%b | 27 31% | 76 33%BJ | 53 31%b | 49 27% | 39 26% | 45 23% | 85 31%bj | 76 27% | 48 27% |
| Somewhat support | (+1) 295 14% | 25 14% | 14 14% | 256 15% | 15 17% | 25 11% | 26 15% | 27 15% | 25 17%f | 30 15% | 40 15% | 36 13% | 32 18%F |
| Neither support nor oppose | (o) 236 12% | 14 8% | 11 11% | 211 12% | 7 8% | 27 11% | 19 11% | 17 9% | 19 13% | 27 14%a | 37 14%a | 35 12% | 23 13% |
| Somewhat oppose | (-1) 298 15% | 21 12% | 15 15% | 261 15% | 12 14% | 33 14% | 22 13% | 22 12% | 19 13% | 40 20%Aghi | 41 15% | 43 15% | 30 17% |
| Strongly oppose | (-2) 533 26% | 50 28%K | 35 34%dKM | 448 26% | 24 28%k | 66 28%K | 43 25%k | 51 28%K | 43 29%K | 49 25%k | 48 17% | 82 29%K | 41 23% |
| NET: Oppose | 830 41% | 71 40% | 50 49%dgK | 709 40% | 36 42% | 99 42%K | 66 39% | 73 41% | 62 42%k | 89 46%K | 89 32% | 125 44%K | 71 39% |
| Don't know | 93 5% | 5 3% | 6 6% | 82 5% | 2 2% | 7 3% | 7 4% | 15 8%AFLJm | 3 2% | 5 2% | 24 9%AeFgIJLM | 13 4% | 6 4% |
| Mean | 0.05 | 0.17B | -0.31 | 0.06B | 0.10 | 0.06b | 0.14B | * | -0.02 | -0.10 | 0.29BiJL | -0.07 | 0.10B |
| Standard deviation | 1.61 | 1.70 | 1.60 | 1.60 | 1.66 | 1.66 | 1.63 | 1.65 | 1.61 | 1.53 | 1.54 | 1.62 | 1.55 |
| Standard error | 0.04 | 0.13 | 0.15 | 0.04 | 0.20 | 0.11 | 0.12 | 0.13 | 0.13 | 0.11 | 0.10 | 0.10 | 0.12 |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 10
Q3. To what extent do you support or oppose each of the following policies?
Subsidising first-time buyers
Base: All respondents

| | Total | Gender | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|-------------------------------|--------------------|-------------|---------------|----------------|----------------|--------------|---------------|---------------|----------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|-------------------|---------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| NET: Support | 903 44% | 431 43% | 471 45% | 115 51%eFGH | 194 55%EFGH | 137 42% | 141 39% | 118 39% | 197 42% | 309 54%JK | 279 41% | 315 41% | 262 47%O | 267 47%O | 175 42% | 199 40% | 159 47% | 394 47% |
| Strongly support | (+2) 278 14% | 142 14% | 136 13% | 53 23%EFGH | 82 23%EFGH | 49 15%FGH | 34 9% | 27 9% | 35 7% | 134 23%JK | 82 12%K | 62 8% | 91 16%No | 88 15%N | 41 10% | 59 12% | 52 15% | 146 17% |
| Somewhat support | (+1) 624 31% | 289 29% | 335 32% | 62 28% | 113 32% | 89 27% | 108 30% | 90 30% | 163 35%cE | 175 30% | 196 29% | 253 33% | 171 31% | 180 31% | 134 33% | 139 28% | 107 31% | 248 30% |
| Neither support nor oppose | (o) 503 25% | 238 24% | 264 25% | 38 17% | 81 23% | 64 20% | 106 29%CdE | 71 24%c | 143 30%CDEG | 119 21% | 170 25% | 214 28%I | 123 22% | 124 22% | 125 30%LM | 130 26% | 85 25% | 190 23% |
| Somewhat oppose | (-1) 235 12% | 131 13%B | 104 10% | 8 4% | 18 5% | 42 13%CD | 39 11%CD | 54 18%CDeF | 74 16%CDf | 26 4% | 81 12%I | 128 17%LJ | 84 15%mNO | 63 11% | 41 10% | 47 9% | 39 11% | 75 9% |
| Strongly oppose | (-2) 182 9% | 120 12%B | 62 6% | 7 3% | 10 3% | 37 11%CDh | 55 15%CDH | 39 13%CDH | 34 7%CD | 17 3% | 92 13%IK | 74 10%I | 52 9% | 61 11%o | 35 8% | 35 7% | 34 10% | 86 10% |
| NET: Oppose | 417 21% | 250 25%B | 167 16% | 15 7% | 27 8% | 79 24%CD | 94 26%CD | 93 31%CDeH | 108 23%CD | 42 7% | 173 25%I | 202 26%I | 135 24%NO | 124 22%O | 76 18% | 81 16% | 73 21% | 161 19% |
| Don't know | 212 10% | 73 7% | 139 13%A | 58 26%DEFGH | 49 14%FGH | 45 14%FGH | 19 5% | 19 6% | 22 5% | 107 19%JK | 64 9%K | 41 5% | 35 6% | 56 10%L | 37 9% | 84 17%LMN | 25 7% | 87 10% |
| Mean | 0.32 | 0.22 | 0.42A | 0.87EFGH | 0.79EFGH | 0.25g | 0.08 | 0.04 | 0.20g | 0.82JK | 0.16 | 0.14 | 0.32 | 0.33 | 0.28 | 0.35 | 0.33 | 0.39 |
| Standard deviation | 1.18 | 1.24 | 1.09 | 1.04 | 1.01 | 1.28 | 1.21 | 1.21 | 1.05 | 1.02 | 1.24 | 1.12 | 1.22 | 1.23 | 1.09 | 1.12 | 1.20 | 1.23 |
| Standard error | 0.03 | 0.04 | 0.04 | 0.08 | 0.07 | 0.08 | 0.06 | 0.07 | 0.05 | 0.05 | 0.05 | 0.04 | 0.05 | 0.05 | 0.06 | 0.06 | 0.07 | 0.05 |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 11
Q3. To what extent do you support or oppose each of the following policies?
Subsidising first-time buyers
Base: All respondents

| | Total | Region | | | | | | | | | | | |
|-------------------------------|-----------------|------------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|--------------------|-------------------|-------------------|
| | | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| NET: Support | 903 44% | 73 41% | 38 37% | 792 45% | 35 41% | 115 49%bJ | 71 41% | 89 49%bJ | 60 41% | 72 37% | 143 52%ABGIJm | 131 46%j | 76 42% |
| Strongly support | (+2) 278 14% | 18 10% | 14 14% | 245 14% | 16 18%gj | 34 15% | 17 10% | 21 11% | 18 12% | 19 10% | 63 23%AbFGHIJLM | 33 11% | 26 14% |
| Somewhat support | (+1) 624 31% | 55 31% | 23 23% | 546 31%b | 20 23% | 81 35%Be | 54 31% | 68 38%BEjm | 42 29% | 54 27% | 80 29% | 98 35%Be | 50 28% |
| Neither support nor oppose | (0) 503 25% | 59 33%DefHKLm | 25 25% | 418 24% | 18 21% | 56 24% | 50 29%hkl | 36 20% | 42 28%k | 59 30%HKL | 52 19% | 61 21% | 44 25% |
| Somewhat oppose | (-1) 235 12% | 19 11% | 10 10% | 205 12% | 12 14% | 23 10% | 15 9% | 21 12% | 21 14% | 27 14% | 26 10% | 37 13% | 22 12% |
| Strongly oppose | (-2) 182 9% | 15 9% | 13 13%HK | 154 9% | 11 12% | 22 9% | 20 12%hk | 10 6% | 11 8% | 23 12%hK | 17 6% | 23 8% | 16 9% |
| NET: Oppose | 417 21% | 35 20% | 23 23% | 359 20% | 23 27%k | 45 19% | 36 21% | 31 17% | 32 22% | 50 26%hK | 43 16% | 60 21% | 38 21% |
| Don't know | 212 10% | 10 6% | 15 15%AFJ | 186 11%A | 9 11% | 18 8% | 15 9% | 25 14%Afj | 14 10% | 14 7% | 36 13%Afj | 32 11%a | 23 12%A |
| Mean | 0.32 | 0.25 | 0.18 | 0.33 | 0.23 | 0.38J | 0.20 | 0.43J | 0.26 | 0.10 | 0.61ABEfGIJLM | 0.32j | 0.30 |
| Standard deviation | 1.18 | 1.10 | 1.29 | 1.18 | 1.33 | 1.17 | 1.17 | 1.09 | 1.13 | 1.17 | 1.19 | 1.15 | 1.20 |
| Standard error | 0.03 | 0.08 | 0.13 | 0.03 | 0.16 | 0.08 | 0.09 | 0.09 | 0.09 | 0.09 | 0.08 | 0.08 | 0.09 |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 12
Q3. To what extent do you support or oppose each of the following policies?
Tax rises to fund elderly/social care
Base: All respondents

| | Total | Gender | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|-------------------------------|-----------------|-------------|---------------|---------------|--------------|---------------|--------------|----------------|-----------------|--------------|--------------|--------------|---------------|-------------|------------|--------------|-------------------|---------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| NET: Support | 1140 56% | 581 59%B | 559 54% | 101 45% | 147 42% | 161 49%d | 192 53%cD | 198 66%CDEF | 342 73%CDEFg | 248 43% | 352 51%I | 540 70%IJ | 343 62%mNO | 321 56% | 211 51% | 264 53% | 173 51% | 431 52% |
| Strongly support | (+2) 311 15% | 153 15% | 157 15% | 28 13% | 34 10% | 42 13% | 63 18%D | 52 17%D | 91 19%CDE | 62 11% | 105 15%I | 143 19%I | 86 15% | 92 16% | 57 14% | 75 15% | 43 13% | 127 15% |
| Somewhat support | (+1) 829 41% | 428 43%b | 402 39% | 72 32% | 113 32% | 119 37% | 129 36% | 146 49%CDEF | 250 53%CDEF | 186 32% | 247 36% | 396 51%IJ | 258 46%MNO | 229 40% | 154 37% | 189 38% | 130 38% | 304 37% |
| Neither support nor oppose | (o) 408 20% | 201 20% | 207 20% | 45 20% | 83 24%e | 55 17% | 83 23%e | 56 19% | 87 19% | 128 22% | 137 20% | 143 19% | 110 20% | 113 20% | 90 22% | 96 19% | 69 20% | 167 20% |
| Somewhat oppose | (-1) 179 9% | 79 8% | 100 10% | 33 15%efGH | 47 13%GH | 30 9%H | 34 10%H | 18 6% | 17 4% | 80 14%JK | 64 9%K | 35 5% | 49 9% | 59 10% | 33 8% | 38 8% | 39 11% | 84 10% |
| Strongly oppose | (-2) 168 8% | 89 9% | 79 8% | 20 9%H | 44 12%fGH | 46 14%cFGH | 29 8%H | 17 6%H | 13 3% | 63 11%K | 75 11%K | 30 4% | 32 6% | 47 8% | 48 12%L | 41 8% | 35 10% | 96 12% |
| NET: Oppose | 347 17% | 168 17% | 179 17% | 52 23%GH | 91 26%FGH | 75 23%FGH | 63 18%gH | 36 12%H | 29 6% | 144 25%jK | 139 20%K | 65 8% | 80 14% | 106 19%l | 81 20%l | 79 16% | 74 22% | 180 22% |
| Don't know | 139 7% | 42 4% | 96 9%A | 27 12%FGH | 31 9%GH | 35 11%FGH | 22 6%H | 12 4% | 13 3% | 58 10%K | 56 8%K | 24 3% | 22 4% | 31 5% | 31 7%L | 55 11%LMn | 26 8% | 55 7% |
| Mean | 0.49 | 0.50 | 0.48 | 0.29 | 0.14 | 0.28 | 0.48cDe | 0.68CDEF | 0.85CDEFG | 0.20 | 0.39I | 0.79IJ | 0.59N | 0.48 | 0.36 | 0.50 | 0.34 | 0.36 |
| Standard deviation | 1.14 | 1.14 | 1.14 | 1.19 | 1.20 | 1.28 | 1.16 | 1.03 | 0.87 | 1.20 | 1.22 | 0.94 | 1.05 | 1.15 | 1.21 | 1.16 | 1.19 | 1.23 |
| Standard error | 0.03 | 0.04 | 0.04 | 0.09 | 0.08 | 0.07 | 0.06 | 0.06 | 0.04 | 0.06 | 0.05 | 0.03 | 0.04 | 0.05 | 0.07 | 0.06 | 0.07 | 0.04 |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 13

Q3. To what extent do you support or oppose each of the following policies?**Tax rises to fund elderly/social care****Base: All respondents**

| | Total | Region | | | | | | | | | | | |
|-------------------------------|-----------------|-----------------|-----------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|---------------|-------------------|-------------------|
| | | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| NET: Support | 1140 56% | 102 58%e | 51 50% | 987 56% | 38 44% | 146 62%BEiKL | 98 57%e | 113 62%bEiKL | 75 51% | 117 60%El | 146 53% | 146 51% | 109 60%El |
| Strongly support | (+2) 311 15% | 32 18% | 17 17% | 261 15% | 11 12% | 40 17% | 31 18% | 23 13% | 21 14% | 29 15% | 42 15% | 35 12% | 29 16% |
| Somewhat support | (+1) 829 41% | 70 40% | 33 33% | 726 41% | 27 32% | 106 45%Be | 66 39% | 89 49%aBEgIKL | 54 37% | 89 45%Be | 105 38% | 110 39% | 80 44%be |
| Neither support nor oppose | (0) 408 20% | 44 25%Fm | 21 21% | 344 20% | 18 21% | 35 15% | 33 19% | 31 17% | 35 24%F | 45 23%F | 49 18% | 67 23%F | 30 17% |
| Somewhat oppose | (-1) 179 9% | 15 9% | 9 9% | 154 9% | 14 17%aFGHJk | 15 6% | 12 7% | 9 5% | 19 13%FHJ | 12 6% | 23 8% | 34 12%FgHJ | 17 9% |
| Strongly oppose | (-2) 168 8% | 10 6% | 8 8% | 150 9% | 7 8% | 24 10% | 16 9% | 12 7% | 11 7% | 15 8% | 32 12%am | 23 8% | 10 6% |
| NET: Oppose | 347 17% | 26 15% | 17 17% | 304 17% | 21 25%aHJm | 39 17% | 27 16% | 21 12% | 29 20%h | 27 14% | 55 20%Hj | 57 20%H | 27 15% |
| Don't know | 139 7% | 5 3% | 13 13%DAFiJL | 121 7%a | 9 10%AJ | 14 6% | 13 8%aj | 16 9%AJ | 8 6% | 7 3% | 24 9%AJ | 15 5% | 15 8%Aj |
| Mean | 0.49 | 0.57e | 0.49 | 0.49 | 0.26 | 0.56e | 0.54 | 0.62EkL | 0.40 | 0.55e | 0.40 | 0.38 | 0.60el |
| Standard deviation | 1.14 | 1.08 | 1.18 | 1.14 | 1.18 | 1.19 | 1.18 | 1.04 | 1.13 | 1.08 | 1.24 | 1.12 | 1.08 |
| Standard error | 0.03 | 0.08 | 0.12 | 0.03 | 0.14 | 0.08 | 0.09 | 0.08 | 0.09 | 0.08 | 0.08 | 0.07 | 0.08 |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 14
Q3. To what extent do you support or oppose each of the following policies?
Tax rises to see a GP sooner
Base: All respondents

| | Total | Gender | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|-------------------------------|--------------------|-------------|-----------------|-------------------|-----------------|--------------------|-------------------|-----------------|---------------------|-----------------|------------------|------------------|-------------------|-----------------|-----------------|-----------------|-------------------|---------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| NET: Support | 765 38% | 399 40%B | 366 35% | 79 35% | 127 36% | 105 32% | 121 33% | 112 37% | 220 47% CDEFG | 206 36% | 226 33% | 332 43% IJ | 249 45% MNO | 201 35% | 154 37% | 161 33% | 123 36% | 288 35% |
| Strongly support | (+2) 174 9% | 88 9% | 85 8% | 20 9% | 26 7% | 32 10% | 33 9% | 25 8% | 37 8% | 46 8% | 65 10% | 63 8% | 51 9% | 45 8% | 33 8% | 45 9% | 26 8% | 78 9% |
| Somewhat support | (+1) 591 29% | 310 31%B | 281 27% | 60 26% | 101 29% | 73 23% | 87 24% | 87 29% e | 183 39% CDEFG | 160 28% | 161 23% | 270 35% IJ | 198 36% MNO | 155 27% | 122 30% o | 116 23% | 97 28% | 210 25% |
| Neither support nor oppose | (o) 521 26% | 260 26% | 261 25% | 53 23% | 100 28% E | 64 20% | 92 26% e | 84 28% E | 128 27% E | 152 26% | 156 23% | 212 27% j | 138 25% | 155 27% | 101 24% | 127 26% | 86 25% | 215 26% |
| Somewhat oppose | (-1) 309 15% | 146 15% | 163 16% | 30 13% | 48 14% | 64 20% cdGH | 68 19% dgH | 39 13% | 60 13% | 78 13% | 132 19% IK | 99 13% | 85 15% | 93 16% | 60 15% | 70 14% | 62 18% | 131 16% |
| Strongly oppose | (-2) 281 14% | 139 14% | 143 14% | 28 12% | 39 11% | 62 19% cDH | 54 15% H | 52 17% dH | 46 10% | 67 12% | 116 17% IK | 98 13% | 58 10% | 84 15% L | 62 15% L | 77 16% L | 44 13% | 139 17% |
| NET: Oppose | 590 29% | 284 29% | 305 29% | 58 26% | 87 25% | 126 39% CDGH | 122 34% cDH | 91 30% H | 106 22% | 145 25% | 248 36% IK | 197 26% | 143 26% | 177 31% l | 123 30% | 146 30% | 106 31% | 270 32% |
| Don't know | 159 8% | 49 5% | 109 11% A | 35 16% EFGH | 38 11% GH | 30 9% GH | 25 7% H | 14 5% | 16 3% | 74 13% JK | 55 8% K | 30 4% | 25 5% | 38 7% | 35 8% L | 60 12% LM | 26 8% | 59 7% |
| Mean | 0.04 | 0.07 | * | 0.07e | 0.09E | -0.17 | -0.07 | -0.02 | 0.23EFG | 0.08J | -0.12 | 0.14J | 0.19MNO | -0.03 | * | -0.04 | -0.01 | -0.06 |
| Standard deviation | 1.20 | 1.20 | 1.21 | 1.22 | 1.14 | 1.31 | 1.23 | 1.23 | 1.10 | 1.17 | 1.27 | 1.16 | 1.15 | 1.20 | 1.22 | 1.24 | 1.18 | 1.25 |
| Standard error | 0.03 | 0.04 | 0.04 | 0.09 | 0.07 | 0.08 | 0.07 | 0.07 | 0.05 | 0.06 | 0.05 | 0.04 | 0.05 | 0.05 | 0.07 | 0.06 | 0.07 | 0.04 |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 15

Q3. To what extent do you support or oppose each of the following policies?**Tax rises to see a GP sooner****Base: All respondents**

| | Total | Region | | | | | | | | | | | |
|-------------------------------|-----------------|-----------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|---------------|-------------------|-------------------|
| | | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| NET: Support | 765 38% | 65 37% | 37 37% | 662 38% | 30 35% | 101 43%GL | 52 31% | 81 45%GiL | 51 34% | 79 41%g | 101 37% | 94 33% | 73 40%g |
| Strongly support | (+2) 174 9% | 13 7% | 8 7% | 153 9% | 9 11% | 19 8% | 17 10% | 13 7% | 13 9% | 21 11% | 25 9% | 20 7% | 16 9% |
| Somewhat support | (+1) 591 29% | 53 30%g | 30 29% | 509 29% | 21 25% | 82 35%GiL | 35 21% | 68 37%eGiL | 38 25% | 58 30%g | 76 28% | 74 26% | 57 31%G |
| Neither support nor oppose | (o) 521 26% | 50 28%b | 19 19% | 452 26% | 21 24% | 55 24% | 48 28% | 44 24% | 39 26% | 58 30%bm | 68 25% | 82 29%b | 39 21% |
| Somewhat oppose | (-1) 309 15% | 34 19%dfHk | 20 19%fH | 254 14% | 12 14% | 26 11% | 32 19%FHk | 18 10% | 28 19%fH | 26 14% | 34 13% | 45 16% | 33 18%fH |
| Strongly oppose | (-2) 281 14% | 19 11% | 15 15% | 247 14% | 14 17% | 37 16%m | 27 16%m | 25 14% | 20 14% | 27 14% | 43 15%m | 37 13% | 17 9% |
| NET: Oppose | 590 29% | 54 30% | 35 34%h | 501 29% | 26 30% | 63 27% | 60 35%H | 43 24% | 48 32% | 53 27% | 77 28% | 82 29% | 50 28% |
| Don't know | 159 8% | 8 5% | 10 10%aJ | 140 8% | 9 10%J | 15 6%j | 11 6%j | 14 8%J | 11 7%J | 5 2% | 29 10%AJ | 27 10%aJ | 20 11%AJ |
| Mean | 0.04 | 0.03 | -0.06 | 0.04 | -0.01 | 0.09 | -0.11 | 0.16g | -0.03 | 0.11 | 0.03 | -0.02 | 0.14g |
| Standard deviation | 1.20 | 1.13 | 1.24 | 1.21 | 1.29 | 1.23 | 1.24 | 1.18 | 1.21 | 1.20 | 1.25 | 1.16 | 1.17 |
| Standard error | 0.03 | 0.08 | 0.12 | 0.03 | 0.16 | 0.08 | 0.10 | 0.09 | 0.10 | 0.09 | 0.08 | 0.07 | 0.09 |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 16

Q4. To what extent do you feel safe in your local community, or not safe at all?**Base: All respondents**

| | Total | Gender | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|---------------------|-------------|-------------|-------------------------|------------------------|------------------------|-------------------------|-------------------------|------------------------|-----------------------------|-------------------------|-------------------------|--------------------------|--------------------------|--------------------------|------------------------|---------------------------|-------------------|----------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Private (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| NET: Safe | 1677 82% | 831 84% | 846 81% | 174 77% | 278 79% | 257 79% | 301 84% ^c | 249 83% | 419 89% ^{CDEFG} | 452 78% | 558 81% | 667 86% ^{IJ} | 473 85% ^{nO} | 494 86% ^{NO} | 332 81% | 378 76% | 288 84% | 677 81% |
| Very safe (4) | 383 19% | 200 20% | 183 18% | 43 19% ^E | 62 18% ^E | 37 11% | 65 18% ^E | 56 19% ^E | 118 25% ^{DEFG} | 106 18% | 102 15% | 175 23% ^{iJ} | 126 23% ^O | 116 20% ^O | 74 18% | 67 13% | 70 20% | 132 16% |
| Quite safe (3) | 1294 64% | 631 64% | 663 64% | 131 58% | 216 61% | 220 68% ^C | 236 65% ^c | 192 64% | 300 64% | 346 60% | 455 66% ^I | 493 64% | 347 62% | 378 66% | 258 63% | 311 63% | 219 64% | 545 65% |
| Not very safe (2) | 253 12% | 110 11% | 143 14% ^a | 32 14% ^h | 54 15% ^H | 48 15% ^H | 39 11% | 37 12% | 42 9% | 86 15% ^K | 87 13% | 80 10% | 57 10% | 55 10% | 57 14% ^m | 84 17% ^{LM} | 40 12% | 105 13% |
| Not safe at all (1) | 79 4% | 42 4% | 37 4% | 12 5% ^H | 13 4% ^h | 18 5% ^H | 17 5% ^H | 12 4% ^h | 8 2% | 26 4% ^k | 34 5% ^K | 19 2% | 20 4% | 14 2% | 15 4% | 30 6% ^{LM} | 8 2% | 40 5% |
| NET: Not safe | 332 16% | 151 15% | 181 17% | 44 20% ^H | 68 19% ^H | 66 20% ^H | 56 16% ^H | 49 16% ^H | 50 11% | 112 19% ^K | 122 18% ^K | 99 13% | 77 14% | 70 12% | 72 17% ^M | 114 23% ^{LMn} | 49 14% | 144 17% |
| Prefer not to say | 25 1% | 10 1% | 15 1% | 8 3% ^{eFH} | 6 2% ^h | 3 1% | 3 1% | 3 1% | 2 * | 14 2% ^{jK} | 6 1% | 5 1% | 5 1% | 8 1% | 9 2% ^o | 3 1% | 4 1% | 11 1% |
| Mean | 2.99 | 3.01 | 2.97 | 2.94 | 2.95 | 2.86 | 2.98 ^E | 2.99 ^E | 3.13 ^{CDEFG} | 2.94 | 2.92 | 3.07 ^{IJ} | 3.05 ^{nO} | 3.06 ^{nO} | 2.97 ^O | 2.84 | 3.04 ^Q | 2.94 |
| Standard deviation | 0.69 | 0.70 | 0.68 | 0.75 | 0.70 | 0.68 | 0.69 | 0.69 | 0.63 | 0.72 | 0.69 | 0.65 | 0.69 | 0.63 | 0.69 | 0.72 | 0.65 | 0.69 |
| Standard error | 0.02 | 0.02 | 0.02 | 0.05 | 0.04 | 0.04 | 0.04 | 0.04 | 0.03 | 0.03 | 0.03 | 0.02 | 0.03 | 0.03 | 0.04 | 0.03 | 0.04 | 0.02 |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 17

Q4. To what extent do you feel safe in your local community, or not safe at all?**Base: All respondents**

| | Total | Region | | | | | | | | | | | |
|--------------------|-----------------|--------------------------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|-----------------|-------------------|---------------------|
| | | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| NET: Safe | 1677 82% | 168 95%DBEFGHIJKL35%eK | 86 | 1423 81% | 62 73% | 184 78% | 140 82%k | 145 80% | 122 82%k | 168 86%EfK | 202 74% | 232 82%K | 168 93%BEFGHIJKL |
| Very safe | (4) 383 19% | 53 30%DEFGHIJKLm30%DEFGHjKL | 31 | 299 17% | 11 13% | 28 12% | 30 17% | 30 17% | 37 25%eFhKl | 40 20%FK | 35 13% | 49 17% | 38 21%FK |
| Quite safe | (3) 1294 64% | 115 65% | 56 55% | 1124 64%b | 51 60% | 155 66%b | 110 64% | 114 63% | 86 58% | 128 66%b | 167 61% | 183 64% | 130 72%BeIK |
| Not very safe | (2) 253 12% | 7 4% | 8 8% | 238 14%A | 14 16%AM | 36 15%AbjM | 27 16%AbjM | 27 15%AM | 16 11%Am | 19 10%A | 53 19%ABlJM | 37 13%AM | 9 5% |
| Not safe at all | (1) 79 4% | 1 * | 5 5%AM | 73 4%A | 7 9%AghjM | 11 5%AM | 4 2%m | 5 3%m | 10 7%AghM | 6 3%aM | 17 6%AM | 13 5%AM | * * |
| NET: Not safe | 332 16% | 8 4% | 13 13%AM | 311 18%A | 21 25%AbJM | 47 20%AjM | 31 18%AM | 32 18%AM | 26 18%AM | 25 13%AM | 70 25%ABhiJM | 50 18%AM | 10 5% |
| Prefer not to say | 25 1% | 2 1% | 2 2%g | 21 1% | 2 2%g | 4 2% | - - | 4 2%gi | - - | 3 1% | 3 1% | 2 1% | 3 2% |
| Mean | 2.99 | 3.26DEFGHIJKL | 3.13DEFGHKL | 2.95 | 2.79 | 2.87 | 2.97eK | 2.96k | 3.00eK | 3.05EFK | 2.81 | 2.95K | 3.16EFGHIjKL |
| Standard deviation | 0.69 | 0.54 | 0.76 | 0.69 | 0.78 | 0.67 | 0.66 | 0.66 | 0.80 | 0.66 | 0.73 | 0.70 | 0.50 |
| Standard error | 0.02 | 0.04 | 0.07 | 0.02 | 0.09 | 0.04 | 0.05 | 0.05 | 0.06 | 0.05 | 0.05 | 0.04 | 0.04 |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 18

Q5. Which of the following do you think is the best representative for the UK on the world stage?**Base: All respondents**

| | Gender | | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|-----------------|------------|---------------------|---------------------|----------------------|----------------------|-----------------------|-----------------------|------------------------|-------------------------|----------------------|---------------------|----------------------|-----------------------|---------------------|---------------------|---------------------|-------------------|--------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Private (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| The Queen | 884 43% | 437 44% | 447 43% | 65 29% | 99 28% | 106 33% | 147 41% CDE | 164 54% CDEF | 303 64% CDEFG | 164 28% | 253 37% I | 467 60% IJ | 275 49% MNO | 242 42% | 162 39% | 205 42% | 143 42% | 303 36% |
| Prince William | 500 25% | 192 19% | 308 30% A | 63 28% GH | 107 30% GH | 113 35% fGH | 99 27% gH | 64 21% H | 55 12% | 170 29% K | 211 31% K | 119 15% | 110 20% | 150 26% L | 107 26% L | 133 27% L | 92 27% | 226 27% |
| Boris Johnson | 186 9% | 113 11% B | 73 7% | 30 13% Fh | 36 10% f | 31 10% f | 21 6% | 26 9% | 41 9% | 67 12% J | 52 8% | 67 9% | 55 10% | 43 7% | 46 11% m | 43 9% | 23 7% | 91 11% p |
| Prince Charles | 65 3% | 43 4% B | 22 2% | 3 1% | 11 3% | 4 1% | 17 5% CE | 7 2% | 23 5% CEg | 14 2% | 22 3% | 30 4% | 24 4% M | 11 2% | 11 3% | 19 4% m | 8 2% | 22 3% |
| Don't know | 399 20% | 208 21% | 191 18% | 64 28% fGH | 99 28% fGH | 71 22% GH | 76 21% GH | 40 13% | 49 10% | 163 28% JK | 147 21% K | 89 12% | 91 16% | 126 22% L | 88 21% l | 94 19% | 75 22% | 190 23% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 19

Q5. Which of the following do you think is the best representative for the UK on the world stage?**Base: All respondents**

| | Region | | | | | | | | | | | | |
|-----------------|------------|-----------------------|--------------|---------------------|---------------------|-------------------|----------------------------------|----------------------|----------------------|------------------|-----------------|-------------------|-------------------|
| | Total | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| The Queen | 884 43% | 63 35% | 45 44% | 777 44%A | 33 39% | 121 52%AeGHKM | 68 40% | 69 38% | 70 47%a | 102 52%AeGHKM | 110 40% | 131 46%A | 73 40% |
| Prince William | 500 25% | 43 24% | 28 27% | 429 24% | 17 20% | 47 20% | 44 26% | 60 33%aeFijKL | 34 23% | 48 24% | 55 20% | 66 23% | 59 33%aeFiKL |
| Boris Johnson | 186 9% | 8 5% | 7 7% | 171 10%A | 18 21%ABFgHiJKLM | 13 6% | 21 12%AF | 16 9% | 17 11%Af | 13 7% | 29 11%Af | 30 10%Af | 13 7% |
| Prince Charles | 65 3% | 6 3% | 2 2% | 57 3% | - - | 10 4%e | 4 2% | 7 4% | 4 2% | 6 3% | 11 4% | 10 4% | 4 2% |
| Don't know | 399 20% | 58 33%DBeFGHJLM20% | 20 | 321 18% | 16 19% | 43 18% | 34 20%j | 28 16% | 25 17% | 25 13% | 70 25%fHiJLm | 48 17% | 32 18% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 20
Q6. Thinking about the following pairs of words, which best matches your current outlook on life?
Base: All respondents

| | Gender | | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|-----------------|-------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|------------|------------------|--------------|--------------|--------------|-------------|------------|--------------|-------------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| Optimistic | 1341 66% | 661 67% | 680 65% | 140 62% | 209 60% | 198 61% | 234 65% | 192 64% | 368 78% | 349 CDEFG 61% | 432 63% | 560 73%IJ | 382 69%O | 395 69%O | 270 65% | 294 60% | 233 68% | 547 66% |
| Pessimistic | 693 34% | 331 33% | 362 35% | 86 38%H | 142 40%H | 128 39%H | 125 35%H | 109 36%H | 103 22% | 228 39%K | 253 37%K | 212 27% | 174 31% | 177 31% | 143 35% | 200 40%LM | 108 32% | 285 34% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 21

Q6. Thinking about the following pairs of words, which best matches your current outlook on life?

Base: All respondents

| | Region | | | | | | | | | | | | |
|-----------------|-------------|-----------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|---------------|-------------------|-------------------|
| | Total | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| Optimistic | 1341 66% | 111 63% | 68 67% | 1161 66% | 56 65% | 146 63% | 112 66% | 114 63% | 97 65% | 134 69% | 191 69% | 188 66% | 123 68% |
| Pessimistic | 693 34% | 66 37% | 33 33% | 594 34% | 30 35% | 88 37% | 59 34% | 67 37% | 51 35% | 61 31% | 84 31% | 97 34% | 58 32% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 22

Q6. Thinking about the following pairs of words, which best matches your current outlook on life?**Base: All respondents**

| | Gender | | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|-----------------|-------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|------------|------------------|--------------|--------------|--------------|-------------|-------------|---------------|-------------------|----------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Private (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| Happy | 1490 73% | 746 75%b | 743 71% | 155 69% | 249 71% | 231 71% | 252 70% | 201 67% | 401 85% | 404 CDEFG 70% | 483 70% | 603 78%IJ | 439 79%MO | 424 74%O | 326 79%O | 301 61% | 249 73% | 616 74% |
| Unhappy | 544 27% | 246 25% | 298 29%a | 71 31%H | 103 29%H | 94 29%H | 108 30%H | 100 33%H | 69 15% | 173 30%K | 202 30%K | 169 22% | 117 21% | 147 26%I | 87 21% | 194 39%LMN | 92 27% | 217 26% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 23

Q6. Thinking about the following pairs of words, which best matches your current outlook on life?

Base: All respondents

| | Region | | | | | | | | | | | | |
|-----------------|-------------|-----------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|------------------------|----------------|---------------|-------------------|-------------------------|
| | Total | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| Happy | 1490 73% | 130 73% | 78 77% | 1282 73% | 58 67% | 177 76% | 127 74% | 129 71% | 100 68% | 142 73% | 207 75% | 201 71% | 140 77% ⁱ |
| Unhappy | 544 27% | 47 27% | 24 23% | 473 27% | 28 33% | 57 24% | 44 26% | 52 29% | 48 32% ^m | 53 27% | 67 25% | 84 29% | 41 23% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 24
Q6. Thinking about the following pairs of words, which best matches your current outlook on life?
Base: All respondents

| | Gender | | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|-----------------|-------------|-------------|---------------|----------------|-----------------|-----------------|-----------------|-----------------|---------------------|-----------------|-----------------|------------------|-------------------|-----------------|-----------------|-------------------|-------------------|----------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Private (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| Confident | 1303 64% | 675 68%B | 628 60% | 127 56% | 215 61% | 196 60% | 214 59% | 187 62% | 364 77% CDEFG | 342 59% | 410 60% | 551 71% IJ | 402 72% MNO | 365 64% O | 267 65% O | 269 54% | 227 67% | 531 64% |
| Unconfident | 731 36% | 318 32% | 414 40%A | 99 44% H | 137 39% H | 130 40% H | 146 41% H | 114 38% H | 107 23% | 236 41% K | 275 40% K | 220 29% | 153 28% | 206 36% L | 146 35% L | 226 46% LMN | 114 33% | 301 36% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 25
Q6. Thinking about the following pairs of words, which best matches your current outlook on life?
Base: All respondents

| | Region | | | | | | | | | | | | |
|-----------------|-------------|-----------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|---------------|-------------------|-------------------|
| | Total | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| Confident | 1303 64% | 114 65%E | 61 60% | 1127 64% | 41 48% | 146 62%E | 107 63%E | 122 67%E | 90 61%e | 133 68%E | 186 68%E | 183 64%E | 120 66%E |
| Unconfident | 731 36% | 63 35% | 40 40% | 628 36% | 45 52%AFGHJKLM | 88 38% | 64 37% | 59 33% | 58 39% | 62 32% | 89 32% | 102 36% | 61 34% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 26
Q6. Thinking about the following pairs of words, which best matches your current outlook on life?
Base: All respondents

| | Gender | | Age | | | | | | | | | | Social Grade | | | | Employment Sector | |
|----------------------|-------------|-------------|---------------|--------------|--------------|--------------|--------------|---------------|-----------------|--------------|--------------|--------------|---------------|-------------|-------------|---------------|-------------------|----------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Private (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| Financially secure | 1162 57% | 619 62%B | 544 52% | 115 51% | 172 49% | 150 46% | 172 48% | 177 59%DEF | 376 80%CDEFG | 287 50% | 322 47% | 553 72%LJ | 385 69%MNO | 318 56%O | 240 58%O | 220 44% | 192 56% | 456 55% |
| Financially insecure | 872 43% | 374 38% | 498 48%A | 110 49%H | 180 51%GH | 175 54%GH | 188 52%GH | 124 41%H | 94 20% | 290 50%K | 363 53%K | 218 28% | 170 31% | 254 44%L | 173 42%L | 275 56%LMN | 150 44% | 376 45% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 27

Q6. Thinking about the following pairs of words, which best matches your current outlook on life?

Base: All respondents

| | Region | | | | | | | | | | | | |
|----------------------|-------------|-----------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|-------------------|---------------|-------------------|-------------------|
| | Total | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| Financially secure | 1162 57% | 106 60% | 54 53% | 1002 57% | 44 52% | 120 51% | 100 59% | 115 63%Flm | 84 56% | 129 66%BEFikLM | 158 58% | 155 54% | 97 53% |
| Financially insecure | 872 43% | 71 40% | 47 47%J | 753 43% | 41 48%J | 114 49%HJ | 70 41% | 66 37% | 65 44%j | 66 34% | 116 42%j | 130 46%hJ | 84 47%hJ |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 28

Q6. Thinking about the following pairs of words, which best matches your current outlook on life?**Base: All respondents**

| | Gender | | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|-----------------|-------------|-------------|---------------|--------------|--------------|--------------|--------------|----------------|-----------------|--------------|--------------|--------------|---------------|-------------|-------------|--------------|-------------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| Thriving | 1027 51% | 568 57%B | 460 44% | 86 38% | 143 41% | 130 40% | 159 44% | 155 51%CDEf | 355 75%CDEFG | 229 40% | 289 42% | 510 66%IJ | 333 60%MNO | 275 48% | 207 50%o | 213 43% | 160 47% | 398 48% |
| Overwhelmed | 1007 49% | 425 43% | 582 56%A | 140 62%GH | 209 59%GH | 195 60%GH | 201 56%gH | 146 49%H | 116 25% | 348 60%K | 396 58%K | 262 34% | 223 40% | 297 52%L | 206 50%L | 281 57%Ln | 181 53% | 434 52% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 29

Q6. Thinking about the following pairs of words, which best matches your current outlook on life?**Base: All respondents**

| | Total | Region | | | | | | | | | | | |
|-----------------|-------------|-------------------------------|-------------------------|-------------------------|-----------------------------|---------------------------|----------------------------------|------------------------|------------------------|-------------------------|---------------|-------------------------|------------------------|
| | | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| Thriving | 1027 51% | 103 58% ^d BEhil | 44 44% | 880 50% | 33 38% | 128 55% ^b E | 88 51% ^e | 86 48% | 70 47% | 104 53% ^E | 136 50% | 139 49% | 97 53% ^E |
| Overwhelmed | 1007 49% | 74 42% | 57 56% ^{Af} | 875 50% ^a | 53 62% ^A FgJM | 106 45% | 83 49% | 95 52% ^a | 78 53% ^a | 91 47% | 139 50% | 146 51% ^a | 84 47% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 30
Q6. Thinking about the following pairs of words, which best matches your current outlook on life?
Base: All respondents

| | Gender | | Age | | | | | | | | | | Social Grade | | | | Employment Sector | |
|-----------------|-------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|-----------------|--------------|--------------|--------------|--------------|-------------|-------------|---------------|-------------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| Lucky | 1276 63% | 650 66%B | 625 60% | 148 66%ef | 207 59% | 188 58% | 204 57% | 176 59% | 353 75%CDEFG | 354 61% | 392 57% | 529 69%IJ | 396 71%MN | 379 66%O | 261 63%O | 240 49% | 216 63% | 538 65% |
| Unlucky | 758 37% | 342 34% | 416 40%A | 78 34%H | 145 41%H | 138 42%cH | 156 43%cH | 125 41%H | 118 25% | 223 39%K | 293 43%K | 242 31% | 160 29% | 192 34%l | 152 37%L | 254 51%LMN | 125 37% | 294 35% |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
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Absolutes/col percents

Table 31

Q6. Thinking about the following pairs of words, which best matches your current outlook on life?

Base: All respondents

| | Region | | | | | | | | | | | | |
|-----------------|-------------|-----------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|------------------|-------------------|-------------------|
| | Total | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| Lucky | 1276 63% | 115 65%Efi | 65 64%E | 1095 62% | 40 46% | 132 56% | 97 57% | 117 65%Ei | 81 55% | 126 64%Ei | 199 73%EFGlJL | 182 64%Ei | 121 67%EFgI |
| Unlucky | 758 37% | 62 35% | 36 36% | 660 38% | 46 54%ABHJKLM | 102 44%aKM | 73 43%Km | 64 35% | 67 45%ahjKLM | 69 36%k | 75 27% | 103 36%K | 60 33% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 32

Q6. Thinking about the following pairs of words, which best matches your current outlook on life?**Base: All respondents**

| | Gender | | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|-----------------|-------------|-------------|---------------|----------------|----------------|--------------|--------------|----------------|-----------------|--------------|--------------|--------------|--------------|-------------|-------------|---------------|-------------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| Stable | 1451 71% | 749 76%B | 701 67% | 125 56% | 205 58% | 215 66%Cd | 249 69%CD | 229 76%CDEf | 427 91%CDEFG | 330 57% | 464 68%I | 657 85%IJ | 416 75%O | 409 72%O | 306 74%O | 320 65% | 246 72% | 562 68% |
| Chaotic | 583 29% | 243 24% | 340 33%A | 100 44%EFGH | 147 42%eFGH | 110 34%GH | 111 31%gH | 72 24%H | 43 9% | 247 43%JK | 221 32%K | 115 15% | 139 25% | 163 28% | 107 26% | 175 35%LMN | 95 28% | 270 32% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 33
Q6. Thinking about the following pairs of words, which best matches your current outlook on life?
Base: All respondents

| | Region | | | | | | | | | | | | |
|-----------------|-------------|-----------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|---------------|-------------------|-------------------|
| | Total | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| Stable | 1451 71% | 135 76%F | 70 69% | 1246 71% | 61 71% | 156 66% | 123 72% | 128 71% | 106 71% | 149 76%F | 197 72% | 197 69% | 129 71% |
| Chaotic | 583 29% | 42 24% | 32 31% | 510 29% | 24 29% | 78 34%AJ | 47 28% | 53 29% | 43 29% | 47 24% | 77 28% | 88 31% | 52 29% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 34
Q7. Thinking about each of the following people, which of them would you most...?
Summary
Base: All respondents

| | Activity | | | | |
|------------------|--|---------------------------------|--------------------------|--|---|
| | Like to spend Valentine's day with | Like to debate politics with | Trust to repay a debt | Like to have as a guest in your home | Like to be stuck on a desert island with |
| Unweighted base | 2034 | 2034 | 2034 | 2034 | 2034 |
| Weighted base | 2034 | 2034 | 2034 | 2034 | 2034 |
| Boris Johnson | 48 2% | 673 33% | 85 4% | 192 9% | 83 4% |
| Piers Morgan | 46 2% | 303 15% | 97 5% | 92 5% | 86 4% |
| Holly Willoughby | 479 24% | 89 4% | 245 12% | 487 24% | 586 29% |
| Daniel Craig | 352 17% | 47 2% | 167 8% | 232 11% | 299 15% |
| Fiona Bruce | 84 4% | 159 8% | 221 11% | 170 8% | 149 7% |
| Kate Middleton | 204 10% | 79 4% | 565 28% | 389 19% | 286 14% |
| Don't know | 820 40% | 685 34% | 654 32% | 473 23% | 546 27% |

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 35
Q7. Thinking about each of the following people, which of them would you most...?
Like to spend Valentine's day with
Base: All respondents

| | Gender | | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|------------------|------------|-------------|---------------|------------------------|------------------------|------------------------|---------------------|------------------------|-------------------------|---------------------|---------------------|----------------------|----------------------|---------------------|---------------------|----------------------|-------------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| Boris Johnson | 48 2% | 14 1% | 35 3%A | 6 3% | 4 1% | 7 2% | 8 2% | 9 3% | 14 3% | 10 2% | 15 2% | 24 3% | 16 3% <i>m</i> | 7 1% | 9 2% | 16 3% <i>M</i> | 5 2% | 16 2% |
| Piers Morgan | 46 2% | 8 1% | 37 4%A | 3 1% | 10 3% | 6 2% | 7 2% | 6 2% | 13 3% | 13 2% | 14 2% | 19 2% | 7 1% | 20 4% <i>L</i> | 9 2% | 10 2% | 10 3% | 19 2% |
| Holly Willoughby | 479 24% | 394 40%B | 85 8% | 55 24% <i>H</i> | 98 28% <i>gH</i> | 108 33% <i>CfGH</i> | 95 26% <i>gH</i> | 61 20% <i>H</i> | 63 13% | 152 26% <i>K</i> | 203 30% <i>K</i> | 124 16% | 155 28% <i>MO</i> | 124 22% | 104 25% <i>o</i> | 96 19% | 103 30% | 247 30% |
| Daniel Craig | 352 17% | 35 3% | 318 30%A | 63 28% <i>DEFGH</i> | 57 16% | 51 16% | 72 20% <i>gH</i> | 45 15% | 65 14% | 119 21% <i>K</i> | 124 18% <i>k</i> | 109 14% | 74 13% | 106 19% <i>L</i> | 83 20% <i>L</i> | 89 18% <i>L</i> | 65 19% | 146 18% |
| Fiona Bruce | 84 4% | 76 8%B | 9 1% | 3 1% | 6 2% | 9 3% | 18 5% <i>CD</i> | 14 5% <i>Cd</i> | 35 7% <i>CDE</i> | 9 1% | 27 4% <i>I</i> | 49 6% <i>Ij</i> | 36 7% <i>MNO</i> | 17 3% | 13 3% | 18 4% | 9 3% | 28 3% |
| Kate Middleton | 204 10% | 169 17%B | 35 3% | 16 7% | 56 16% <i>CEFGH</i> | 30 9% | 32 9% | 33 11% | 38 8% | 72 13% <i>jk</i> | 62 9% | 70 9% | 69 12% <i>O</i> | 58 10% | 36 9% | 41 8% | 33 10% | 107 13% |
| Don't know | 820 40% | 296 30% | 524 50%A | 81 36% | 120 34% | 114 35% | 128 36% | 133 44% <i>cDEF</i> | 244 52% <i>CDEFG</i> | 201 35% | 242 35% | 377 49% <i>IJ</i> | 198 36% | 239 42% <i>L</i> | 159 38% | 224 45% <i>Ln</i> | 115 34% | 269 32% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 36

Q7. Thinking about each of the following people, which of them would you most...?**Like to spend Valentine's day with****Base: All respondents**

| | Region | | | | | | | | | | | | |
|------------------|------------|-----------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|----------------|-------------------|-------------------|
| | Total | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| Boris Johnson | 48 2% | 4 2%J | 3 3%J | 41 2% | 3 3%J | 8 3%J | 4 2%J | 6 3%J | 1 1% | - | 9 3%J | 7 2%J | 4 2%j |
| Piers Morgan | 46 2% | 4 2% | - | 42 2% | - | 3 1% | 7 4%b | 4 2% | 5 4%b | 8 4%Bm | 7 2% | 6 2% | 2 1% |
| Holly Willoughby | 479 24% | 49 28%KL | 20 20% | 410 23% | 21 25% | 59 25%KL | 51 30%bKL | 47 26%KL | 42 28%KL | 45 23% | 46 17% | 52 18% | 47 26%KL |
| Daniel Craig | 352 17% | 35 20%k | 23 22%K | 295 17% | 11 12% | 47 20%K | 25 15% | 31 17% | 25 17% | 37 19% | 35 13% | 47 16% | 37 21%K |
| Fiona Bruce | 84 4% | 7 4% | 6 6% | 71 4% | 6 7% | 9 4% | 11 6%m | 7 4% | 6 4% | 7 3% | 11 4% | 10 4% | 4 2% |
| Kate Middleton | 204 10% | 20 12% | 9 8% | 175 10% | 5 5% | 24 10% | 16 9% | 19 10% | 17 12% | 16 8% | 42 15%EgJLM | 26 9% | 11 6% |
| Don't know | 820 40% | 58 33% | 41 40% | 721 41%A | 40 47%ag | 84 36% | 58 34% | 67 37% | 52 35% | 83 42%a | 124 45%AfGi | 137 48%AFGHI | 75 41% |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 37
Q7. Thinking about each of the following people, which of them would you most...?
Like to debate politics with
Base: All respondents

| | Total | Gender | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|------------------|------------|-------------|---------------|--------------|--------------|--------------|---------------|----------------|----------------|--------------|--------------|--------------|--------------|--------------|------------|-------------|-------------------|---------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| Boris Johnson | 673 33% | 386 39%B | 287 28% | 58 26% | 90 26% | 94 29% | 111 31% | 122 41%CDEF | 198 42%CDEF | 148 26% | 205 30% | 320 41%IJ | 181 33% | 194 34% | 147 36% | 151 30% | 91 27% | 263 32% |
| Piers Morgan | 303 15% | 148 15% | 155 15% | 41 18%GH | 62 18%GH | 64 20%fGH | 52 15% | 33 11% | 51 11% | 103 18%K | 117 17%K | 83 11% | 76 14% | 103 18%ln | 54 13% | 70 14% | 64 19% | 128 15% |
| Holly Willoughby | 89 4% | 44 4% | 45 4% | 16 7%GH | 26 7%GH | 15 5%gH | 17 5%gH | 6 2% | 9 2% | 42 7%jK | 32 5%K | 15 2% | 28 5%m | 16 3% | 17 4% | 28 6%M | 23 7%q | 33 4% |
| Daniel Craig | 47 2% | 29 3%b | 18 2% | 6 3%h | 8 2% | 5 2% | 14 4%eH | 9 3%H | 4 1% | 14 2% | 19 3% | 13 2% | 21 4%Mn | 8 1% | 7 2% | 10 2% | 10 3% | 24 3% |
| Fiona Bruce | 159 8% | 83 8% | 76 7% | 7 3% | 16 5% | 18 6% | 44 12%CDEG | 22 7%c | 52 11%CDEg | 23 4% | 62 9%I | 74 10%I | 58 10%mO | 41 7% | 30 7% | 29 6% | 28 8% | 70 8% |
| Kate Middleton | 79 4% | 38 4% | 41 4% | 14 6%GH | 31 9%EFGH | 10 3%h | 12 3%h | 7 2% | 6 1% | 45 8%JK | 22 3%k | 12 2% | 27 5% | 17 3% | 15 4% | 20 4% | 20 6% | 40 5% |
| Don't know | 685 34% | 264 27% | 420 40%A | 84 37% | 119 34% | 118 36% | 110 31% | 103 34% | 150 32% | 203 35% | 228 33% | 254 33% | 164 30% | 191 33% | 142 34% | 187 38%L | 107 31% | 275 33% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 38

Q7. Thinking about each of the following people, which of them would you most...?**Like to debate politics with****Base: All respondents**

| | Region | | | | | | | | | | | | |
|------------------|------------|------------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|---------------|-------------------|-------------------|
| | Total | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| Boris Johnson | 673 33% | 48 27% | 39 39%a | 586 33% | 29 34% | 96 41%AHJKL | 57 33% | 55 31% | 51 35% | 60 31% | 82 30% | 93 33% | 61 33% |
| Piers Morgan | 303 15% | 26 15% | 16 16% | 261 15% | 16 19% | 37 16% | 30 17% | 23 12% | 17 11% | 25 13% | 44 16% | 45 16% | 24 14% |
| Holly Willoughby | 89 4% | 6 3% | 4 4% | 79 5% | 3 4% | 12 5% | 7 4% | 6 4% | 5 4% | 8 4% | 15 5% | 18 6% | 5 3% |
| Daniel Craig | 47 2% | 3 2% | 1 1% | 42 2% | 4 4%FG | 1 * | - - | 5 3%fG | 4 2%g | 3 1% | 12 5%FGj | 10 3%FG | 4 2%g |
| Fiona Bruce | 159 8% | 23 13%DeFgJKL | 9 9% | 127 7% | 4 5% | 12 5% | 12 7% | 14 8% | 18 12%eFJK | 11 6% | 15 6% | 21 7% | 20 11%Fjk |
| Kate Middleton | 79 4% | 5 3% | 3 3% | 71 4% | 5 6% | 6 2% | 8 5% | 6 3% | 5 3% | 14 7%aF | 12 4% | 10 4% | 6 3% |
| Don't know | 685 34% | 66 37% | 29 28% | 590 34% | 24 28% | 70 30% | 57 34% | 72 40%bfl | 49 33% | 76 39%bf | 93 34% | 88 31% | 61 34% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 39
Q7. Thinking about each of the following people, which of them would you most...?
Trust to repay a debt
Base: All respondents

| | Total | Gender | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|------------------|------------|-------------|---------------|--------------|----------------|--------------|--------------|--------------|-----------------|--------------|--------------|--------------|--------------|-------------|-------------|-------------|-------------------|---------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| Boris Johnson | 85 4% | 56 6%B | 29 3% | 12 5%d | 8 2% | 13 4% | 13 4% | 10 3% | 29 6%Dg | 21 4% | 26 4% | 39 5% | 29 5% | 19 3% | 22 5% | 15 3% | 11 3% | 33 4% |
| Piers Morgan | 97 5% | 45 5% | 51 5% | 13 6%H | 17 5% | 22 7%H | 17 5%h | 16 5%h | 11 2% | 30 5% | 39 6%k | 27 4% | 21 4% | 34 6% | 14 3% | 28 6% | 21 6% | 36 4% |
| Holly Willoughby | 245 12% | 115 12% | 130 12% | 35 15%GH | 81 23%cEFGH | 47 14%GH | 42 12%H | 24 8%H | 15 3% | 116 20%JK | 89 13%K | 40 5% | 53 9% | 63 11% | 57 14%l | 71 14%L | 59 17% | 114 14% |
| Daniel Craig | 167 8% | 120 12%B | 47 5% | 24 11%H | 35 10%H | 35 11%H | 36 10%H | 26 9%H | 12 2% | 59 10%K | 71 10%K | 37 5% | 56 10%O | 47 8% | 34 8% | 30 6% | 37 11% | 90 11% |
| Fiona Bruce | 221 11% | 132 13%B | 89 9% | 10 4% | 28 8% | 39 12%C | 47 13%Cd | 41 13%CD | 57 12%Cd | 38 7% | 86 13%I | 98 13%I | 88 16%MNO | 59 10%n | 28 7% | 45 9% | 26 8% | 99 12%p |
| Kate Middleton | 565 28% | 223 23% | 341 33%A | 58 26% | 97 28% | 82 25% | 101 28% | 85 28% | 141 30% | 155 27% | 183 27% | 226 29% | 157 28% | 164 29% | 110 27% | 135 27% | 97 28% | 228 27% |
| Don't know | 654 32% | 301 30% | 353 34% | 74 33%d | 85 24% | 86 27% | 103 29% | 100 33%De | 205 44%CDEFG | 159 28% | 190 28% | 305 40%IJ | 151 27% | 185 32%l | 148 36%L | 169 34%L | 90 26% | 233 28% |

Proportions/Meanings: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 40
Q7. Thinking about each of the following people, which of them would you most...?
Trust to repay a debt
Base: All respondents

| | Region | | | | | | | | | | | | |
|------------------|------------|-----------------|-----------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|----------------|-------------------|-------------------|
| | Total | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| Boris Johnson | 85 4% | 3 2% | 7 7%AFg | 75 4% | 6 7%a | 6 2% | 4 2% | 13 7%AFg | 5 3% | 6 3% | 11 4% | 20 7%AFGjm | 5 3% |
| Piers Morgan | 97 5% | 7 4% | 6 6% | 83 5% | 4 5% | 11 5% | 8 5% | 8 4% | 5 3% | 12 6% | 10 4% | 20 7%m | 5 3% |
| Holly Willoughby | 245 12% | 28 16%dHjK | 21 21%DEHJKm | 195 11% | 7 8% | 34 14%hK | 22 13%k | 14 8% | 19 13%k | 19 10% | 21 8% | 38 13%hK | 21 12% |
| Daniel Craig | 167 8% | 15 8% | 5 5% | 148 8% | 5 6% | 19 8% | 15 9% | 15 8% | 6 4% | 16 8% | 27 10%i | 28 10%i | 16 9% |
| Fiona Bruce | 221 11% | 26 14%gl | 11 11% | 185 11% | 8 10% | 24 10% | 13 8% | 20 11% | 21 14%gl | 28 14%gl | 25 9% | 24 9% | 21 12% |
| Kate Middleton | 565 28% | 41 23% | 24 24% | 499 28% | 27 32% | 72 31% | 53 31% | 49 27% | 42 28% | 56 29% | 75 27% | 69 24% | 56 31% |
| Don't know | 654 32% | 57 32% | 27 27% | 570 32% | 28 33% | 69 29% | 56 33% | 63 35% | 50 33% | 59 30% | 105 38%Bfjl | 85 30% | 56 31% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 41
Q7. Thinking about each of the following people, which of them would you most...?
Like to have as a guest in your home
Base: All respondents

| | Gender | | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|------------------|------------|-------------|---------------|--------------|---------------|---------------|---------------|--------------|----------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|-------------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| Boris Johnson | 192 9% | 118 12%B | 74 7% | 14 6% | 23 7% | 25 8% | 38 11%d | 27 9% | 65 14%CDEG | 37 6% | 63 9% | 92 12%I | 71 13%MNO | 46 8% | 34 8% | 41 8% | 24 7% | 78 9% |
| Piers Morgan | 92 5% | 47 5% | 46 4% | 4 2% | 14 4% | 14 4%c | 18 5%C | 22 7%CDh | 20 4%c | 17 3% | 33 5% | 42 6%I | 23 4% | 28 5% | 22 5% | 19 4% | 25 7%q | 37 4% |
| Holly Willoughby | 487 24% | 243 24% | 244 23% | 73 32%FGH | 129 37%FGH | 105 32%FGH | 86 24%GH | 47 15%H | 47 10% | 201 35%JK | 191 28%K | 94 12% | 118 21% | 123 21% | 127 31%LMO | 119 24% | 94 28% | 242 29% |
| Daniel Craig | 232 11% | 134 13%B | 98 9% | 32 14%H | 35 10%H | 42 13%H | 68 19%DeGH | 29 10%H | 25 5% | 67 12%K | 110 16%IK | 54 7% | 72 13% | 67 12% | 41 10% | 51 10% | 50 15% | 112 14% |
| Fiona Bruce | 170 8% | 90 9% | 80 8% | 2 1% | 12 3% | 15 5%C | 30 8%CDe | 31 10%CDE | 79 17%CDEFG | 14 2% | 45 7%I | 110 14%IJ | 53 9%O | 55 10%O | 34 8% | 29 6% | 18 5% | 62 8% |
| Kate Middleton | 389 19% | 151 15% | 237 23%A | 43 19% | 79 22%F | 55 17% | 54 15% | 66 22%F | 92 20% | 122 21%J | 109 16% | 158 20%J | 110 20% | 113 20% | 78 19% | 88 18% | 68 20% | 145 17% |
| Don't know | 473 23% | 210 21% | 263 25%A | 58 26%DF | 61 17% | 69 21% | 65 18% | 80 26%DF | 141 30%DEF | 118 20% | 133 19% | 221 29%IJ | 108 19% | 140 24%ln | 77 19% | 148 30%LmN | 63 18% | 155 19% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll

ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 42

Q7. Thinking about each of the following people, which of them would you most...?

Like to have as a guest in your home

Base: All respondents

| | Region | | | | | | | | | | | | |
|------------------|------------|-----------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|---------------|-------------------|-------------------|
| | Total | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| Boris Johnson | 192 9% | 7 4% | 10 10%a | 175 10%A | 11 12%A | 17 7% | 21 12%Ajkm | 27 15%AFJKM | 19 13%Ajkm | 12 6% | 18 7% | 38 13%AfJKM | 12 7% |
| Piers Morgan | 92 5% | 11 6%H | 5 4% | 77 4% | 3 3% | 9 4% | 9 5%h | 3 2% | 10 7%H | 10 5%h | 16 6%H | 9 3% | 7 4% |
| Holly Willoughby | 487 24% | 49 28%KL | 23 22% | 415 24% | 29 34%hJKL | 59 25%k | 52 30%hKL | 39 22% | 38 25% | 44 23% | 50 18% | 56 20% | 47 26%k |
| Daniel Craig | 232 11% | 23 13%g | 11 11% | 197 11% | 8 9% | 29 13%g | 11 7% | 22 12%g | 12 8% | 17 9% | 37 14%G | 33 11% | 28 15%Gij |
| Fiona Bruce | 170 8% | 24 13%DHkLm | 9 9% | 137 8% | 6 7% | 20 9% | 16 9% | 11 6% | 12 8% | 22 11%L | 21 8% | 16 6% | 14 8% |
| Kate Middleton | 389 19% | 27 15% | 17 17% | 345 20% | 14 16% | 42 18% | 25 15% | 38 21% | 29 20% | 48 25%AG | 55 20% | 60 21% | 32 18% |
| Don't know | 473 23% | 36 20% | 27 27% | 409 23% | 15 18% | 57 24% | 36 21% | 41 23% | 29 19% | 42 21% | 76 28%i | 73 26% | 41 23% |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 43
Q7. Thinking about each of the following people, which of them would you most...?
Like to be stuck on a desert island with
Base: All respondents

| | Gender | | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|------------------|------------|-------------|---------------|--------------|--------------|---------------|--------------|---------------|-----------------|--------------|--------------|--------------|--------------|-------------|---------------|--------------|-------------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2034 | 1024 | 1010 | 222 | 280 | 333 | 380 | 318 | 501 | 502 | 713 | 819 | 603 | 577 | 369 | 485 | 315 | 829 |
| Weighted base | 2034 | 992 | 1042 | 226 | 352 | 325 | 360 | 301 | 471 | 577 | 685 | 772 | 555 | 571 | 413 | 494 | 341 | 832 |
| Boris Johnson | 83 4% | 41 4% | 42 4% | 10 4% | 14 4% | 10 3% | 12 3% | 16 5% | 21 4% | 24 4% | 22 3% | 37 5% | 28 5% | 22 4% | 15 4% | 17 3% | 9 3% | 32 4% |
| Piers Morgan | 86 4% | 34 3% | 53 5%a | 8 4% | 15 4% | 13 4% | 14 4% | 17 5% | 19 4% | 23 4% | 27 4% | 36 5% | 24 4% | 27 5% | 16 4% | 18 4% | 17 5% | 39 5% |
| Holly Willoughby | 586 29% | 378 38%B | 207 20% | 83 37%GH | 120 34%GH | 131 40%FGH | 114 32%GH | 70 23%H | 68 14% | 203 35%K | 245 36%K | 138 18% | 148 27% | 155 27% | 150 36%LMO | 133 27% | 123 36% | 292 35% |
| Daniel Craig | 299 15% | 65 7% | 234 22%A | 47 21%GH | 54 15%h | 49 15%H | 68 19%GH | 34 11% | 47 10% | 100 17%K | 117 17%K | 82 11% | 78 14% | 90 16% | 63 15% | 69 14% | 65 19%q | 120 14% |
| Fiona Bruce | 149 7% | 97 10%B | 52 5% | 1 * | 7 2% | 12 4%C | 26 7%CDe | 30 10%CDE | 74 16%CDEFG | 8 1% | 37 5%I | 103 13%IJ | 60 11%mNO | 42 7%N | 15 4% | 31 6% | 13 4% | 45 5% |
| Kate Middleton | 286 14% | 150 15% | 136 13% | 27 12% | 60 17% | 41 13% | 43 12% | 44 15% | 71 15% | 86 15% | 85 12% | 115 15% | 87 16% | 71 12% | 57 14% | 71 14% | 45 13% | 125 15% |
| Don't know | 546 27% | 228 23% | 318 31%A | 50 22% | 82 23% | 69 21% | 83 23% | 91 30%cdEf | 171 36%CDEFG | 133 23% | 152 22% | 261 34%IJ | 130 23% | 163 29%l | 97 23% | 156 31%LN | 69 20% | 179 22% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Opinion Poll
ONLINE Fieldwork: 5th-6th February 2020

Absolutes/col percents

Table 44
Q7. Thinking about each of the following people, which of them would you most...?
Like to be stuck on a desert island with
Base: All respondents

| | Region | | | | | | | | | | | | |
|------------------|------------|-----------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|-------------------|-------------------|-------------------|
| | Total | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2034 | 187 | 113 | 1734 | 72 | 239 | 179 | 170 | 162 | 204 | 259 | 262 | 187 |
| Weighted base | 2034 | 177 | 102* | 1755 | 85* | 234 | 171 | 181 | 148 | 195 | 275 | 285 | 181 |
| Boris Johnson | 83 4% | 3 2% | 5 5% | 74 4% | 1 1% | 12 5%a | 7 4% | 11 6%ae | 6 4% | 9 5% | 9 3% | 15 5%a | 5 3% |
| Piers Morgan | 86 4% | 5 3% | 5 5%m | 76 4% | 5 6%m | 13 6%M | 8 5%m | 6 3% | 8 6%M | 8 4%m | 13 5%m | 13 4%m | 2 1% |
| Holly Willoughby | 586 29% | 58 33%hK | 24 23% | 504 29% | 30 35%hK | 74 32%K | 61 36%BHK | 43 24% | 44 30%k | 58 30%K | 57 21% | 82 29%K | 55 30%K |
| Daniel Craig | 299 15% | 34 19%dgL | 18 18% | 247 14% | 10 12% | 33 14% | 19 11% | 24 13% | 24 16% | 28 14% | 39 14% | 33 12% | 37 21%fGL |
| Fiona Bruce | 149 7% | 16 9% | 10 10% | 123 7% | 9 10% | 20 8% | 11 6% | 8 4% | 12 8% | 12 6% | 21 8% | 21 7% | 11 6% |
| Kate Middleton | 286 14% | 18 10% | 10 10% | 258 15% | 8 10% | 25 11% | 21 12% | 42 23%ABEFGJKIM | 24 16% | 28 14% | 40 15% | 44 16% | 24 13% |
| Don't know | 546 27% | 43 24% | 30 29% | 473 27% | 22 26% | 58 25% | 44 26% | 47 26% | 31 21% | 51 26% | 96 35%AFghIjlm | 77 27% | 47 26% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**