

The 2023 Political Agenda Survey

PeoplePolling

About the Survey

Client: Policy Exchange

Fieldwork Period: December 13-14, 2022

Sampling Method: Online

Population Sampled: All adults (18+) in Great Britain

Sample Size: 1,431

Data Collection: The data is acquired from a panel provider offering participants the chance to win money. The sampling relies on an online quota approach. Specifically, participants are sampled to meet Office of National Statistics quotas for gender, age, region, socio-economic group, vote in the 2019 general election, and vote in the 2016 Brexit referendum. No criteria are used to over- or undersample respondents. To ensure the polling is representative of the target population, we use official and reliable data sources to match the sample to demographic population targets.

Weighting: The sample has been weighted to be representative of the population on the following variables: gender, age, socio-economic group, region, vote in the 2019 General Elections and 2016 Brexit referendum vote.

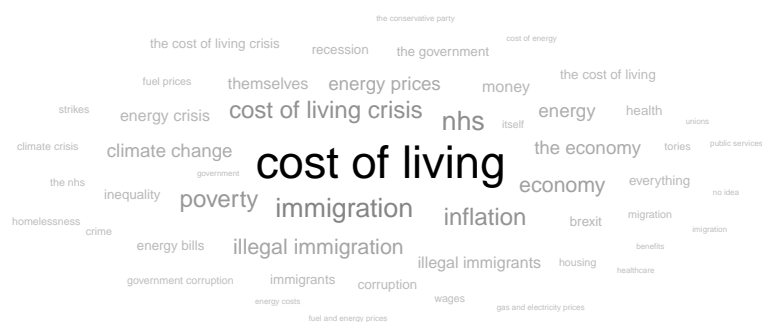
Contact: info@peoplepolling.org

Additional Information: PeoplePolling is a member of the [British Polling Council](#) (BPC) and abides by its rules.

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Q1. In as few words as possible, what do you believe is the BIGGEST problem in Britain the government should focus on in 2023?

	Gender			Age Group				Social Grade				Region				General Elections 2019			Brexit Ref 2016		
	National	Female	Male	18-24	25-49	50-64	65+	AB	C1	C2	DE	London	Midlands/ Wales	North	Rest of South	Scotland	Con	Lab	Lib Dem	Leave	Remain
Unweighted	1431	742	689	102	634	382	313	326	440	304	361	175	434	356	347	119	425	316	117	537	516
Weighted	1431	732	699	152	590	351	338	342	437	297	355	202	384	389	333	123	420	318	117	531	529
No word or phrase mentioned	2%	2%	2%	8%	2%	1%	0%	3%	1%	1%	2%	2%	1%	2%	2%	4%	1%	1%	1%	1%	1%
Word or phrase mentioned	98%	98%	98%	91%	98%	99%	100%	97%	99%	99%	97%	98%	99%	97%	98%	96%	99%	99%	99%	99%	99%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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Word	Frequency	Word	Frequency
cost of living	201	unions	3
immigration	58	asylum seekers	2
nhs	50	climate	2
cost of living crisis	46	col	2
inflation	44	debt	2
poverty	40	employment	2
economy	32	energy and food prices	2
illegal immigration	27	energy cost	2
energy prices	22	environment	2
the economy	22	fuel costs	2
climate change	20	fuel crisis	2
energy	19	gas and electric costs	2
illegal immigrants	13	gas and electric prices	2
themselves	12	getting people into work	2
energy crisis	10	greed	2
money	10	health service	2
brexit	9	i dont know	2
inequality	9	idk	2
the government	9	illegal migration	2
energy bills	8	immigration	2
everything	7	insulating houses	2
immigrants	7	nhs pay	2
corruption	6	over population	2
health	6	pay	2
recession	6	rejoining the eu	2
the cost of living	6	rising cost of living	2
the cost of living crisis	6	rising costs	2
fuel prices	5	rising fuel costs	2
housing	5	tax evasion	2
migration	5	tory corruption	2
strikes	5	wealth inequality	2
the nhs	5		
tories	5		
climate crisis	4		
crime	4		
government corruption	4		
homelessness	4		
itself	4		
wages	4		
benefits	3		
cost of energy	3		
energy costs	3		
fuel and energy prices	3		
gas and electricity prices	3		
government	3		
healthcare	3		
immigration	3		
no idea	3		
public services	3		
the conservative party	3		

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Q2. On the list below, select the top issues you believe are *most important* for the government to prioritise in 2023. (Please select up to three)

	Gender			Age Group				Social Grade				Region					General Elections 2019			Brexit Ref 2016	
	National	Female	Male	18-24	25-49	50-64	65+	AB	C1	C2	DE	London	Midlands/ Wales	North	Rest of South	Scotland	Con	Lab	Lib Dem	Leave	Remain
Unweighted	1431	742	689	102	634	382	313	326	440	304	361	175	434	356	347	119	425	316	117	537	516
Weighted	1431	732	699	152	590	351	338	342	437	297	355	202	384	389	333	123	420	318	117	531	529
Reduce NHS waiting lists	48%	50%	46%	41%	44%	53%	55%	48%	49%	51%	45%	50%	49%	49%	44%	53%	44%	55%	53%	44%	57%
Reduce immigration by stopping the small boats crossing the Channel	28%	25%	32%	8%	17%	37%	49%	19%	27%	38%	30%	23%	33%	25%	33%	22%	53%	7%	11%	51%	11%
Make it more difficult for workers to strike	5%	5%	6%	3%	4%	6%	9%	6%	6%	5%	4%	5%	6%	3%	9%	3%	11%	0%	3%	8%	4%
Introduce tougher measures for environmental protesters who cause disruption	8%	6%	10%	4%	6%	8%	13%	5%	7%	11%	9%	7%	9%	5%	10%	10%	14%	3%	6%	12%	5%
Bring down inflation to stop the price of household goods rising	48%	50%	45%	42%	55%	44%	42%	49%	54%	41%	44%	52%	44%	53%	43%	48%	43%	54%	52%	46%	50%
Reduce peoples taxes to help with the cost of living	26%	28%	24%	31%	32%	27%	12%	22%	25%	26%	30%	22%	27%	27%	25%	26%	20%	25%	18%	24%	23%
Build more self-sufficient energy infrastructure, such as wind, solar, and nuclear	38%	37%	39%	29%	40%	37%	39%	43%	39%	34%	34%	42%	38%	37%	39%	28%	36%	49%	52%	34%	46%
Make the streets safer by cutting crime	13%	12%	15%	7%	14%	14%	15%	11%	13%	18%	12%	16%	13%	14%	12%	10%	16%	11%	13%	15%	11%
Introduce a new ban on gay and transgender conversion therapy	7%	5%	8%	14%	8%	5%	3%	7%	8%	3%	6%	5%	4%	12%	6%	4%	5%	9%	4%	4%	9%
Support Ukraine to defend itself against Russias invasion	10%	7%	13%	10%	8%	10%	14%	10%	10%	9%	11%	11%	11%	8%	11%	12%	11%	9%	23%	11%	13%
Improve trains and buses	9%	9%	9%	14%	9%	8%	6%	11%	10%	7%	7%	11%	7%	9%	9%	13%	5%	16%	9%	4%	14%
Revitalise town centres and high streets	6%	7%	4%	5%	5%	7%	5%	4%	4%	7%	8%	3%	5%	3%	6%	17%	4%	6%	6%	4%	7%
Make it easier for first time buyers to afford a house	12%	13%	10%	20%	15%	8%	7%	14%	12%	8%	12%	13%	10%	11%	13%	12%	7%	15%	9%	8%	12%
Prefer not to say	4%	4%	3%	10%	5%	2%	1%	5%	2%	5%	4%	4%	4%	4%	4%	3%	1%	3%	-	3%	2%

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Q3. On the list below, are there any that you strongly *disagree* with and think the government should definitely not do? (Please select up to three)

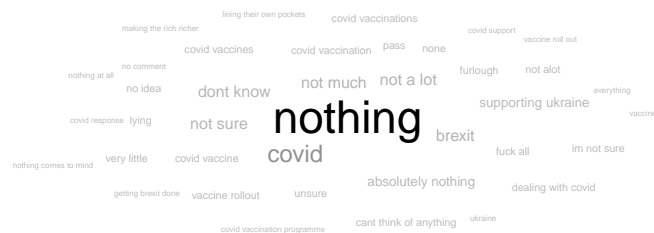
	Gender			Age Group				Social Grade				Region					General Elections 2019			Brexit Ref 2016	
	National	Female	Male	18-24	25-49	50-64	65+	AB	C1	C2	DE	London	Midlands/ Wales	North	Rest of South	Scotland	Con	Lab	Lib Dem	Leave	Remain
Unweighted	1431	742	689	102	634	382	313	326	440	304	361	175	434	356	347	119	425	316	117	537	516
Weighted	1431	732	699	152	590	351	338	342	437	297	355	202	384	389	333	123	420	318	117	531	529
Reduce NHS waiting lists	5%	5%	5%	4%	4%	7%	7%	4%	4%	7%	8%	3%	5%	7%	5%	7%	5%	4%	5%	6%	4%
Reduce immigration by stopping the small boats crossing the Channel	20%	21%	18%	27%	22%	16%	16%	27%	20%	14%	16%	22%	16%	21%	19%	25%	11%	33%	21%	11%	28%
Make it more difficult for workers to strike	36%	35%	38%	41%	41%	34%	29%	45%	39%	32%	28%	41%	33%	41%	31%	37%	22%	61%	48%	24%	53%
Introduce tougher measures for environmental protesters who cause disruption	24%	22%	26%	34%	25%	21%	21%	32%	24%	22%	19%	30%	21%	26%	21%	26%	11%	41%	34%	12%	39%
Bring down inflation to stop the price of household goods rising	6%	6%	7%	4%	5%	8%	7%	6%	3%	6%	11%	6%	6%	8%	4%	10%	5%	4%	6%	6%	5%
Reduce peoples taxes to help with the cost of living	11%	8%	14%	10%	8%	13%	14%	9%	10%	9%	15%	4%	11%	14%	10%	15%	10%	10%	11%	11%	12%
Build more self-sufficient energy infrastructure, such as wind, solar, and nuclear	6%	4%	7%	4%	5%	7%	6%	2%	6%	4%	9%	6%	6%	6%	4%	7%	7%	3%	4%	7%	4%
Make the streets safer by cutting crime	3%	2%	3%	3%	2%	4%	2%	2%	2%	4%	3%	2%	4%	2%	3%	3%	3%	2%	1%	2%	2%
Introduce a new ban on gay and transgender conversion therapy	23%	22%	23%	18%	23%	25%	22%	21%	24%	22%	23%	24%	21%	23%	23%	23%	23%	25%	20%	21%	23%
Support Ukraine to defend itself against Russias invasion	11%	9%	13%	9%	10%	15%	8%	8%	9%	12%	14%	12%	12%	8%	11%	14%	12%	8%	5%	13%	8%
Improve trains and buses	4%	3%	5%	1%	3%	6%	5%	4%	5%	5%	3%	3%	5%	4%	5%	1%	6%	3%	4%	5%	4%
Revitalise town centres and high streets	5%	4%	6%	9%	3%	5%	6%	4%	3%	6%	9%	5%	5%	6%	5%	2%	5%	6%	4%	6%	5%
Make it easier for first time buyers to afford a house	7%	7%	8%	9%	6%	11%	7%	6%	7%	7%	9%	7%	7%	7%	11%	4%	9%	6%	7%	11%	5%
Prefer not to say	7%	9%	5%	17%	8%	5%	5%	6%	8%	10%	6%	7%	9%	6%	7%	8%	6%	4%	2%	7%	5%

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Q5. Thinking about the performance of the government since 2019, what if anything do you think the government has done well on?

	Gender		Age Group				Social Grade				Region				General Elections 2019			Brexit Ref 2016			
	National	Female	Male	18-24	25-49	50-64	65+	AB	C1	C2	DE	London	Midlands/ Wales	North	Rest of South	Scotland	Con	Lab	Lib Dem	Leave	Remain
Unweighted	1431	742	689	102	634	382	313	326	440	304	361	175	434	356	347	119	425	316	117	537	516
Weighted	1431	732	699	152	590	351	338	342	437	297	355	202	384	389	333	123	420	318	117	531	529
No word or phrase mentioned	7%	8%	6%	15%	8%	5%	3%	7%	5%	8%	8%	6%	7%	8%	5%	8%	4%	4%	5%	5%	5%
Word or phrase mentioned	92%	91%	94%	82%	91%	95%	97%	93%	94%	92%	91%	94%	93%	91%	94%	91%	96%	95%	95%	95%	95%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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Word	Frequency	Word	Frequency
nothing	414	furlough scheme	2
covid	90	got us through covid	2
brexit	22	helping ukraine	2
not a lot	22	i dont know	2
not much	22	leaving eu	2
dont know	19	looking after themselves	2
not sure	18	making themselves richer	2
absolutely nothing	12	nope	2
supporting ukraine	9	not a great deal	2
covid vaccine	8	nothing much	2
fuck all	8	nothing whatsoever	2
unsure	8	nothin	2
furlough	7	nowt	2
none	7	pandemic management	2
covid vaccination	6	paying themselves	2
covid vaccines	6	rubbish	2
no idea	6	surviving	2
vaccine rollout	6	telling lies	2
lying	5	the covid pandemic	2
very little	5	the furlough scheme	2
cant think of anything	4	vaccination	2
covid vaccinations	4	vaccination programme	2
dealing with covid	4	vaccinations	2
im not sure	4	vaccine	2
not alot	4		
pass	4		
covid response	3		
covid support	3		
covid vaccination programme	3		
everything	3		
getting brexit done	3		
lining their own pockets	3		
making the rich richer	3		
no comment	3		
nothing at all	3		
nothing comes to mind	3		
ukraine	3		
vaccine roll out	3		
vaccines	3		
awful	2		
being better than labour	2		
brexit covid	2		
controlling covid	2		
corruption	2		
covid and brexit	2		
covid jabs	2		
covid vaccine programme	2		
covid vaccine rollout	2		
c**p	2		
fucking up the country	2		

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Q6. Recent economic forecasts suggest the government in Britain is spending more money than it raises each year from taxation. Where should the government make savings? (Please select up to three)

	Gender			Age Group				Social Grade				Region					General Elections 2019			Brexit Ref 2016	
	National	Female	Male	18-24	25-49	50-64	65+	AB	C1	C2	DE	London	Midlands/ Wales	North	Rest of South	Scotland	Con	Lab	Lib Dem	Leave	Remain
Unweighted	1431	742	689	102	634	382	313	326	440	304	361	175	434	356	347	119	425	316	117	537	516
Weighted	1431	732	699	152	590	351	338	342	437	297	355	202	384	389	333	123	420	318	117	531	529
Reduce public spending on the National Health Service and social care	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	-	1%	1%	1%	1%	-	2%	1%	1%
Reduce public spending on schools	2%	1%	2%	4%	1%	1%	2%	-	1%	1%	3%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%
Reduce public spending on science and research	3%	3%	3%	4%	3%	4%	3%	3%	3%	4%	2%	4%	4%	3%	2%	2%	3%	3%	2%	4%	2%
Reduce public spending on international aid	46%	41%	51%	24%	37%	54%	64%	35%	47%	53%	49%	40%	48%	42%	51%	44%	71%	27%	28%	68%	26%
Reduce public spending on equality and diversity initiatives in the public sector	31%	25%	37%	16%	19%	37%	51%	31%	35%	31%	25%	34%	32%	29%	34%	19%	50%	15%	32%	49%	22%
Restrict pensions to rise in line with average earnings instead of inflation	6%	4%	7%	7%	8%	3%	3%	10%	6%	2%	4%	9%	5%	3%	7%	6%	5%	7%	6%	4%	8%
Reduce public spending on social benefits such as Universal Credit	13%	11%	14%	13%	14%	12%	13%	14%	15%	16%	6%	7%	15%	14%	14%	11%	19%	6%	8%	17%	8%
Reduce public spending on the police	2%	3%	2%	8%	3%	1%	0%	2%	3%	2%	2%	3%	2%	3%	1%	5%	1%	3%	1%	1%	3%
Reduce public spending on prisons	12%	13%	11%	13%	14%	10%	8%	9%	12%	12%	14%	6%	10%	13%	13%	20%	10%	10%	7%	11%	10%
Restrict pay rises in the public sector	8%	9%	8%	7%	7%	10%	9%	6%	9%	10%	8%	7%	7%	10%	10%	6%	12%	6%	7%	10%	6%
Reduce the defence budget	15%	14%	16%	25%	18%	14%	7%	18%	18%	8%	14%	21%	12%	16%	12%	22%	6%	29%	11%	6%	24%
Cancel the High Speed 2 rail project	46%	43%	49%	26%	40%	51%	60%	42%	48%	47%	46%	42%	47%	46%	46%	47%	52%	51%	52%	51%	51%
None of the above	9%	10%	8%	16%	10%	6%	6%	14%	7%	5%	9%	14%	9%	9%	6%	9%	3%	13%	14%	4%	14%
Prefer not to say	9%	11%	6%	14%	11%	7%	5%	8%	6%	12%	10%	5%	8%	11%	10%	9%	4%	6%	10%	5%	8%

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Q10. Which of the following do you think will give the government the best chance of winning the next general election? (Please select up to three)

	Gender			Age Group				Social Grade				Region					General Elections 2019			Brexit Ref 2016	
	National	Female	Male	18-24	25-49	50-64	65+	AB	C1	C2	DE	London	Midlands/ Wales	North	Rest of South	Scotland	Con	Lab	Lib Dem	Leave	Remain
Unweighted	1431	742	689	102	634	382	313	326	440	304	361	175	434	356	347	119	425	316	117	537	516
Weighted	1431	732	699	152	590	351	338	342	437	297	355	202	384	389	333	123	420	318	117	531	529
Increasing economic growth	8%	7%	8%	10%	8%	6%	6%	7%	9%	7%	7%	9%	8%	8%	6%	9%	9%	6%	6%	7%	8%
Reducing inflation/cost of living	29%	33%	24%	23%	34%	28%	22%	31%	33%	22%	25%	29%	27%	28%	30%	32%	25%	28%	29%	26%	31%
Reducing immigration/the small boats	26%	21%	31%	13%	14%	35%	42%	17%	25%	34%	27%	25%	29%	23%	27%	21%	49%	5%	10%	46%	11%
Improving the National Health Service	44%	44%	44%	40%	43%	40%	51%	45%	48%	41%	39%	43%	44%	47%	40%	41%	48%	46%	48%	44%	49%
Lowering crime	2%	1%	2%	5%	2%	1%	1%	1%	2%	1%	2%	3%	1%	2%	2%	1%	1%	3%	1%	1%	2%
Helping Ukraine win the war	1%	1%	2%	4%	1%	2%	1%	1%	1%	1%	3%	1%	1%	2%	2%	-	1%	3%	3%	1%	2%
Building new homes	1%	1%	2%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Lowering taxes	7%	5%	8%	11%	8%	5%	4%	6%	6%	9%	6%	4%	7%	7%	7%	5%	6%	5%	4%	7%	4%
Improving schools	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	0%	2%	2%	1%	1%
Stopping the strikes	2%	2%	2%	3%	2%	1%	3%	3%	2%	1%	2%	2%	2%	0%	4%	2%	3%	0%	3%	2%	2%
None of the above	11%	10%	13%	7%	11%	13%	12%	12%	10%	12%	12%	11%	11%	11%	11%	13%	3%	19%	17%	7%	16%
Prefer not to say	8%	10%	5%	15%	9%	6%	3%	7%	7%	9%	7%	6%	6%	9%	8%	4%	9%	7%	4%	7%	