STONEHAVEN

Fieldwork date :	28th - 29th May 2024
Sample size :	2,101
Quotas :	Nat Rep
Weighting:	Age, Gender, Region, 2019 Vote
MRP Modeling:	This report includes estimates generated using Multilevel Regression and Post-stratification (MRP) modeling. The initial survey data was collected from a representative sample of the UK Population, capturing their responses to various queries. This survey data was then augmented with demographic and other relevant constituency-level information to enable the estimation of responses at the constituency level. The MRP modeling approach combines individual-level survey data with key demographic and geographical predictors. By employing this statistical technique, we aim to provide more accurate estimates that reflect the diversity of opinions across different constituencies. The model estimates are derived through a multilevel regression that accounts for the variability both within and between constituencies, followed by a post-stratification phase that adjusts these estimates according to the known constituency demographics. The MRP excludes data for respondents from Northern Ireland.
Disclaimer:	Not for publication. The methodology and modelling techniques used in this analysis are the intellectual property of Stonehaven. For further information or clarification regarding the methodology and its applications, please contact data@stonehaven.uk.com.

GB Constituencies - 2024 GE Boundaries	Climate Engaged Switchers - Proportion (%) of electorate per seat
North Herefordshire	15.75%
North Warwickshire and Bedworth	14.50%
Wyre Forest	13.83%
Maldon	13.57%
Louth and Horncastle	13.43%
South Shropshire	13.39%
North Norfolk	13.05%
West Worcestershire	12.96%
Droitwich and Evesham	12.82%
South Norfolk	12.79%
Kingswinford and South Staffordshire	12.61%
Waveney Valley	12.51%
Broadland and Fakenham	12.50%
The Wrekin	12.36%
Kenilworth and Southam	12.19%
Mid Norfolk	12.05%
Suffolk Coastal	12.03%
Stratford-on-Avon	11.82%
Nuneaton	11.72%
Harwich and North Essex	11.59%
Cannock Chase	11.49%
Bury St Edmunds and Stowmarket	11.48%
Stone, Great Wyrley and Penkridge	11.45%
Lichfield	11.41%
Rugby	11.18%
Stafford	11.15%
Hereford and South Herefordshire	11.13%
South Suffolk	11.03%
Bromsgrove	10.84%
North Bedfordshire	10.73%
Witham	10.67%

Torbay	10.53%
Telford	10.52%
Shrewsbury	10.47%
Halesowen	10.46%
Central Suffolk and North Ipswich	10.38%
South Leicestershire	10.37%
Brecon, Radnor and Cwm Tawe	10.34%
Solihull West and Shirley	10.34%
Aldridge-Brownhills	10.28%
Montgomeryshire and Glyndwr	10.25%
Burton and Uttoxeter	10.17%
Gainsborough	10.13%
Lowestoft	10.13%
Stourbridge	10.13%
Sleaford and North Hykeham	10.09%
Staffordshire Moorlands	10.01%
Loughborough	10.00%
Braintree	9.95%
St Austell and Newquay	9.82%
Central Devon	9.80%
Huntingdon	9.75%
South East Cornwall	9.66%
Mid and South Pembrokeshire	9.66%
West Suffolk	9.64%
Basildon and Billericay	9.63%
Sherwood Forest	9.61%
Rayleigh and Wickford	9.58%
Newton Abbot	9.52%
North West Essex	9.34%
Mid Leicestershire	9.33%
Bishop Auckland	9.30%
Warwick and Leamington	9.25%
Newcastle-under-Lyme	9.23%

Camborne and Redruth	9.20%
Daventry	9.16%
Clacton	9.15%
Weston-super-Mare	9.09%
North Shropshire	9.08%
Great Yarmouth	9.06%
South West Norfolk	9.06%
Stevenage	8.98%
North Devon	8.96%
Torridge and Tavistock	8.91%
South Devon	8.87%
Sutton Coldfield	8.87%
Ely and East Cambridgeshire	8.73%
North Dorset	8.70%
Stoke-on-Trent South	8.68%
St Ives	8.64%
Meriden and Solihull East	8.63%
North West Cambridgeshire	8.58%
Welwyn Hatfield	8.55%
Chelmsford	8.52%
North Cornwall	8.31%
North West Leicestershire	8.30%
Castle Point	8.29%
Calder Valley	8.22%
Worcester	8.22%
Wells and Mendip Hills	8.19%
Hinckley and Bosworth	8.17%
North East Derbyshire	8.13%
South Cambridgeshire	8.00%
Mid Bedfordshire	7.98%
North East Cambridgeshire	7.98%
Herne Bay and Sandwich	7.95%
Harborough, Oadby and Wigston	7.93%

Redditch	7.88%
Broxtowe	7.87%
Dudley	7.86%
North West Norfolk	7.81%
Bridlington and The Wolds	7.78%
Dunstable and Leighton Buzzard	7.77%
Melton and Syston	7.77%
South Holland and The Deepings	7.77%
St Neots and Mid Cambridgeshire	7.76%
Gedling	7.76%
Thornbury and Yate	7.76%
Yeovil	7.67%
Newton Aycliffe and Spennymoor	7.67%
New Forest West	7.65%
Derbyshire Dales	7.46%
Southend West and Leigh	7.46%
Honiton and Sidmouth	7.46%
South West Devon	7.46%
Tiverton and Minehead	7.44%
Melksham and Devizes	7.44%
Thirsk and Malton	7.42%
Brigg and Immingham	7.42%
Erewash	7.41%
Rutland and Stamford	7.34%
South Basildon and East Thurrock	7.33%
East Thanet	7.31%
Beverley and Holderness	7.31%
East Wiltshire	7.29%
North East Hertfordshire	7.25%
Grantham and Bourne	7.24%
Harpenden and Berkhamsted	7.23%
Shipley	7.23%
Caerfyrddin	7.21%

Hitchin	7.19%
Bridgwater	7.18%
North Northumberland	7.18%
Hertford and Stortford	7.14%
Richmond and Northallerton	7.14%
Isle of Wight West	7.13%
North Durham	7.12%
Kettering	7.11%
Monmouthshire	7.10%
Colne Valley	7.09%
Harlow	7.08%
Glastonbury and Somerton	7.06%
Vale of Glamorgan	7.05%
South Northamptonshire	7.03%
Exmouth and Exeter East	6.98%
Newark	6.93%
Hamble Valley	6.92%
Ipswich	6.90%
Bangor Aberconwy	6.89%
Weald of Kent	6.89%
Rushcliffe	6.87%
West Dorset	6.85%
Isle of Wight East	6.84%
Colchester	6.84%
South Derbyshire	6.83%
Gillingham and Rainham	6.80%
Amber Valley	6.79%
High Peak	6.79%
New Forest East	6.78%
Truro and Falmouth	6.76%
Rossendale and Darwen	6.76%
Taunton and Wellington	6.76%

Middlesbrough South and East Cleveland	6.72%
Bridgend	6.70%
Gower	6.69%
Bolsover	6.68%
Morecambe and Lunesdale	6.68%
Skipton and Ripon	6.67%
North East Somerset and Hanham	6.66%
Wetherby and Easingwold	6.65%
Hemel Hempstead	6.63%
Stroud	6.63%
York Outer	6.61%
Bexhill and Battle	6.60%
Bolton West	6.57%
Coventry South	6.56%
Plymouth Moor View	6.56%
Dover and Deal	6.54%
Sussex Weald	6.53%
Clwyd North	6.52%
Congleton	6.52%
North Cotswolds	6.52%
East Grinstead and Uckfield	6.52%
Forest of Dean	6.51%
Sevenoaks	6.49%
Mid Derbyshire	6.46%
South West Wiltshire	6.46%
East Hampshire	6.44%
Gravesham	6.42%
City of Durham	6.42%
Arundel and South Downs	6.40%
South Dorset	6.35%
Broxbourne	6.34%
Clwyd East	6.34%

Tamworth	6.32%
Romsey and Southampton North	6.31%
South Cotswolds	6.25%
Witney	6.23%
Chippenham	6.21%
Mid Dorset and North Poole	6.21%
Dartford	6.21%
South West Hertfordshire	6.17%
Westmorland and Lonsdale	6.16%
Salisbury	6.15%
Sittingbourne and Sheppey	6.13%
West Bromwich	6.13%
Bassetlaw	6.10%
Canterbury	6.08%
Tonbridge	6.08%
Ceredigion Preseli	6.07%
Stockton West	6.06%
Folkestone and Hythe	6.05%
Frome and East Somerset	6.03%
Tatton	6.02%
Brentwood and Ongar	6.01%
Caerphilly	6.00%
Huddersfield	5.99%
Chatham and Aylesford	5.98%
Newport West and Islwyn	5.97%
Tewkesbury	5.96%
Goole and Pocklington	5.96%
Ashford	5.95%
Ashfield	5.92%
Wolverhampton North East	5.88%
Macclesfield	5.87%
Bury North	5.86%
Horsham	5.86%

Leicester East	5.83%
Pendle and Clitheroe	5.77%
Dwyfor Meirionnydd	5.75%
Stoke-on-Trent North	5.74%
East Worthing and Shoreham	5.71%
Worthing West	5.69%
Rochester and Strood	5.69%
Leeds South West and Morley	5.68%
Northampton South	5.65%
Rother Valley	5.61%
Hexham	5.59%
Ynys Môn	5.59%
Llanelli	5.58%
East Surrey	5.57%
Eastleigh	5.53%
Ribble Valley	5.52%
North West Hampshire	5.51%
Fareham and Waterlooville	5.51%
Wolverhampton West	5.47%
Thurrock	5.46%
North East Hampshire	5.45%
Penistone and Stocksbridge	5.40%
Gosport	5.40%
Bicester and Woodstock	5.36%
Walsall and Bloxwich	5.35%
Wrexham	5.34%
Bournemouth West	5.34%
Birmingham Selly Oak	5.32%
Blyth and Ashington	5.32%
Mid Buckinghamshire	5.31%
North Somerset	5.31%
Winchester	5.30%
Maidstone and Malling	5.29%

Coventry North West	5.28%
Chichester	5.27%
Lewes	5.26%
Halifax	5.26%
Cramlington and Killingworth	5.24%
Hartlepool	5.22%
Leeds North West	5.21%
Norwich North	5.18%
Fylde	5.18%
Southend East and Rochford	5.15%
Tipton and Wednesbury	5.13%
Mid Sussex	5.12%
Bognor Regis and Littlehampton	5.12%
Ossett and Denby Dale	5.11%
Henley and Thame	5.11%
Epping Forest	5.11%
Cheadle	5.10%
Mansfield	5.09%
Harrogate and Knaresborough	5.06%
Newbury	5.06%
Birmingham Northfield	5.06%
Didcot and Wantage	5.03%
Spen Valley	5.02%
Great Grimsby and Cleethorpes	5.00%
Basingstoke	5.00%
Selby	5.00%
Wokingham	4.99%
Alyn and Deeside	4.99%
Blackpool North and Fleetwood	4.99%
Hertsmere	4.99%
Farnham and Bordon	4.99%
Leigh and Atherton	4.96%
Leeds West and Pudsey	4.93%

Filton and Bradley Stoke	4.92%
Bracknell	4.91%
Christchurch	4.89%
Scarborough and Whitby	4.88%
Tynemouth	4.88%
Cities of London and Westminster	4.88%
Hastings and Rye	4.88%
Lincoln	4.88%
Surrey Heath	4.86%
Plymouth Sutton and Devonport	4.86%
Banbury	4.85%
Tunbridge Wells	4.84%
South Ribble	4.77%
Chester South and Eddisbury	4.76%
Gloucester	4.73%
Aylesbury	4.73%
West Lancashire	4.72%
Reigate	4.72%
Blaenau Gwent and Rhymney	4.70%
Watford	4.68%
Faversham and Mid Kent	4.68%
Poole	4.67%
Lancaster and Wyre	4.67%
Bolton North East	4.64%
Godalming and Ash	4.58%
Penrith and Solway	4.57%
Peterborough	4.56%
Smethwick	4.55%
Aldershot	4.55%
Pontypridd	4.55%
Southampton Itchen	4.53%
Buckingham and Bletchley	4.53%
Swindon North	4.51%

Exeter	4.50%
Torfaen	4.49%
Neath and Swansea East	4.49%
Bristol North West	4.44%
Birmingham Edgbaston	4.42%
Easington	4.39%
Bolton South and Walkden	4.36%
Crewe and Nantwich	4.34%
Milton Keynes North	4.34%
St Albans	4.33%
Boston and Skegness	4.31%
Redcar	4.30%
Carlisle	4.22%
Maidenhead	4.21%
Stalybridge and Hyde	4.21%
Wellingborough and Rushden	4.19%
Dorking and Horley	4.17%
Crawley	4.14%
Southport	4.14%
Swindon South	4.13%
Bristol North East	4.11%
Southampton Test	4.11%
Windsor	4.10%
Eastbourne	4.05%
Portsmouth North	4.05%
Luton South and South Bedfordshire	4.05%
Hyndburn	4.04%
Wakefield and Rothwell	4.04%
Bedford	4.04%
Darlington	4.02%
Mid Cheshire	3.99%
Blaydon and Consett	3.98%
Milton Keynes Central	3.96%

Beaconsfield	3.96%
Wolverhampton South East	3.95%
Moray West, Nairn and Strathspey	3.95%
Sunderland Central	3.95%
Carshalton and Wallington	3.93%
Epsom and Ewell	3.92%
Dumfries and Galloway	3.92%
Hazel Grove	3.91%
Altrincham and Sale West	3.91%
Corby and East Northamptonshire	3.88%
Bexleyheath and Crayford	3.86%
Coventry East	3.86%
Spelthorne	3.83%
Northampton North	3.82%
Chesham and Amersham	3.79%
Cardiff North	3.79%
Merthyr Tydfil and Aberdare	3.78%
Dumfriesshire, Clydesdale and Tweeddale	3.76%
Rochdale	3.76%
Earley and Woodley	3.76%
Cheltenham	3.75%
Sutton and Cheam	3.74%
Orpington	3.74%
Woking	3.74%
Luton North	3.73%
Pontefract, Castleford and Knottingley	3.71%
Portsmouth South	3.71%
Bury South	3.70%
Oldham East and Saddleworth	3.70%
Warrington North	3.69%
Guildford	3.69%
Oxford West and Abingdon	3.67%

Aberdeenshire North and Moray East	3.66%
Dewsbury and Batley	3.64%
Normanton and Hemsworth	3.61%
Reading West and Mid Berkshire	3.60%
Heywood and Middleton North	3.59%
Doncaster East and the Isle of Axholme	3.59%
Romford	3.56%
Old Bexley and Sidcup	3.54%
Barrow and Furness	3.54%
Bradford South	3.52%
Bath	3.51%
Wirral West	3.47%
Keighley and Ilkley	3.43%
Havant	3.42%
Newport East	3.42%
Ruislip, Northwood and Pinner	3.41%
Worsley and Eccles	3.39%
Warrington South	3.39%
Nottingham North and Kimberley	3.36%
Wycombe	3.35%
Bristol East	3.31%
Newcastle upon Tyne North	3.28%
Swansea West	3.26%
Bournemouth East	3.26%
Hove and Portslade	3.25%
Houghton and Sunderland South	3.23%
Norwich South	3.22%
Oldham West, Chadderton and Royton	3.22%
Ashton-under-Lyne	3.21%
Stoke-on-Trent Central	3.20%
Bristol Central	3.19%

Runnymede and Weybridge	3.19%
Angus and Perthshire Glens	3.18%
Sefton Central	3.18%
South Shields	3.16%
Berwickshire, Roxburgh and Selkirk	3.16%
York Central	3.16%
Rhondda and Ogmore	3.09%
Whitehaven and Workington	3.08%
Uxbridge and South Ruislip	3.07%
Nottingham South	3.06%
Hornchurch and Upminster	3.05%
Twickenham	3.05%
Burnley	2.99%
Cardiff South and Penarth	2.98%
Leicester West	2.97%
Scunthorpe	2.97%
Hayes and Harlington	2.97%
Bromley and Biggin Hill	2.92%
Chesterfield	2.92%
Runcorn and Helsby	2.91%
Esher and Walton	2.90%
Argyll, Bute and South Lochaber	2.85%
Birmingham Hall Green and Moseley	2.84%
Kensington and Bayswater	2.82%
Derby North	2.80%
Gordon and Buchan	2.80%
Cambridge	2.78%
Chelsea and Fulham	2.77%
Chester North and Neston	2.77%
Harrow East	2.77%
Wigan	2.76%
Newcastle upon Tyne East and Wallsend	2.75%

Kingston and Surbiton	2.75%
Battersea	2.75%
Gateshead Central and Whickham	2.74%
Makerfield	2.72%
Preston	2.72%
Wallasey	2.72%
Aberafan Maesteg	2.71%
Rawmarsh and Conisbrough	2.71%
Cardiff West	2.69%
Ilford North	2.67%
West Aberdeenshire and Kincardine	2.65%
Perth and Kinross-shire	2.64%
Harrow West	2.64%
Kingston upon Hull West and Haltemprice	2.64%
Reading Central	2.63%
Leeds North East	2.63%
Wythenshawe and Sale East	2.62%
Wimbledon	2.60%
Chipping Barnet	2.58%
Chingford and Woodford Green	2.52%
Brighton Pavilion	2.51%
Manchester Central	2.47%
Birmingham Erdington	2.47%
Stirling and Strathallan	2.46%
Bristol South	2.45%
Brighton Kemptown and Peacehaven	2.43%
Washington and Gateshead South	2.42%
Tooting	2.42%
Rotherham	2.41%
Stockport	2.40%
Stockton North	2.40%
Croydon South	2.39%

Newcastle upon Tyne Central and West	2.37%
Ellesmere Port and Bromborough	2.37%
Blackley and Middleton South	2.36%
Blackpool South	2.35%
Jarrow and Gateshead East	2.34%
Birmingham Yardley	2.34%
Holborn and St Pancras	2.33%
Beckenham and Penge	2.33%
Feltham and Heston	2.27%
Eltham and Chislehurst	2.26%
Sheffield Heeley	2.26%
Sheffield Hallam	2.26%
Kingston upon Hull North and Cottingham	2.23%
Stretford and Urmston	2.16%
Sheffield Brightside and Hillsborough	2.15%
Birmingham Perry Barr	2.12%
Richmond Park	2.12%
Falkirk	2.04%
Leicester South	2.04%
Doncaster North	2.03%
Poplar and Limehouse	2.03%
Salford	2.02%
Hampstead and Highgate	1.99%
Slough	1.97%
Ilford South	1.97%
Inverness, Skye and West Ross-shire	1.97%
Nottingham East	1.96%
Leeds South	1.96%
Cardiff East	1.92%
Doncaster Central	1.90%
Oxford East	1.88%

Bethnal Green and Stepney	1.88%
Putney	1.86%
Gorton and Denton	1.85%
Birmingham Hodge Hill and Solihull North	1.84%
Barnsley North	1.84%
Hammersmith and Chiswick	1.83%
Bathgate and Linlithgow	1.82%
Brentford and Isleworth	1.79%
Manchester Withington	1.78%
Lothian East	1.77%
Leeds East	1.76%
Sheffield South East	1.73%
St Helens North	1.73%
Brent West	1.72%
Queen's Park and Maida Vale	1.69%
Sheffield Central	1.68%
Islington North	1.68%
Alloa and Grangemouth	1.64%
Croydon East	1.63%
Bradford East	1.62%
Leeds Central and Headingley	1.59%
Edinburgh South West	1.57%
Islington South and Finsbury	1.56%
Bradford West	1.55%
Finchley and Golders Green	1.55%
Arbroath and Broughty Ferry	1.55%
North Ayrshire and Arran	1.53%
Blackburn	1.53%
Midlothian	1.51%
Livingston	1.51%
Greenwich and Woolwich	1.50%
Central Ayrshire	1.50%

Ealing North	1.48%
Dagenham and Rainham	1.48%
Barnsley South	1.47%
Bermondsey and Old Southwark	1.46%
Hendon	1.45%
Ealing Southall	1.43%
Ayr, Carrick and Cumnock	1.43%
Middlesbrough and Thornaby East	1.42%
Aberdeen South	1.38%
East Renfrewshire	1.35%
Dunfermline and Dollar	1.34%
Ealing Central and Acton	1.32%
Aberdeen North	1.31%
Clapham and Brixton Hill	1.29%
Erith and Thamesmead	1.29%
Southgate and Wood Green	1.26%
Kingston upon Hull East	1.24%
Birkenhead	1.24%
Kilmarnock and Loudoun	1.19%
Mitcham and Morden	1.19%
Stratford and Bow	1.17%
Cowdenbeath and Kirkcaldy	1.17%
Vauxhall and Camberwell Green	1.17%
Enfield North	1.14%
Manchester Rusholme	1.12%
Edmonton and Winchmore Hill	1.10%
Widnes and Halewood	1.10%
Caithness, Sutherland and Easter Ross	1.09%
North East Fife	1.08%
Brent East	1.08%
St Helens South and Whiston	1.07%
Barking	1.06%

Paisley and Renfrewshire South	1.05%
Glenrothes and Mid Fife	1.03%
Birmingham Ladywood	1.03%
Dulwich and West Norwood	1.03%
Glasgow North East	<1%
Chorley	<1%
Glasgow North	<1%
Knowsley	<1%
Glasgow East	<1%
Coatbridge and Bellshill	<1%
Glasgow South West	<1%
Glasgow West	<1%
Airdrie and Shotts	<1%
Glasgow South	<1%
Liverpool West Derby	<1%
Liverpool Garston	<1%
Dundee Central	<1%
Inverclyde and Renfrewshire West	<1%
Liverpool Walton	<1%
Hackney North and Stoke Newington	<1%
Liverpool Riverside	<1%
Rutherglen	<1%
West Dunbartonshire	<1%
Mid Dunbartonshire	<1%
Liverpool Wavertree	<1%
Orkney and Shetland	<1%
Bootle	<1%
Cumbernauld and Kirkintilloch	<1%
Motherwell, Wishaw and Carluke	<1%
Tottenham	<1%
Walthamstow	<1%
Hackney South and Shoreditch	<1%
Paisley and Renfrewshire North	<1%

Edinburgh West	<1%
Edinburgh South	<1%
Lewisham North	<1%
Edinburgh East and Musselburgh	<1%
West Ham and Beckton	<1%
Hornsey and Friern Barnet	<1%
Na h-Eileanan an Iar	<1%
Hamilton and Clyde Valley	<1%
Peckham	<1%
Croydon West	<1%
East Ham	<1%
Leyton and Wanstead	<1%
Derby South	<1%
Lewisham West and East Dulwich	<1%
Edinburgh North and Leith	<1%
Lewisham East	<1%
Streatham and Croydon North	<1%
East Kilbride and Strathaven	<1%

Segments by Demographics and Segments

	What is your gender?		What is your age?						Segments			
Column %	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Loyalists	Total Swing Away from Tory	Climate Enagaged Switchers	NET
Loyalists	58%	61%	53%	54%	51%	57%	58%	66%	100%	0%	0%	60%
Total Swing Away from Tory	42%	39%	47%	46%	49%	43%	42%	34%	0%	100%	100%	40%
Climate Enagaged Switchers	17%	17%	26%	27%	17%	19%	12%	15%	0%	42%	100%	17%
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Filter: Conservatives; Weight: weight; base n = 733; effective sample size = 725 (99%); 65% filtered out

To what extent do you agree or disagree with the following statement? 'It is important to tackle climate change, even if that means higher prices.' by Demographics and Segments

	What is your gender?		What is your age?						Segments			
Column %	**Male**	**Female**	**18 - 24**	**25 - 34**	**35 - 44**	**45 - 54**	**55 - 64**	**65+**	**Loyalists**	**Total Swing Away from Tory**	**Climate Enagaged Switchers**	**NET**
Strongly disagree	10%	7%	7%	4%	7%	10%	12%	11%	10%	14%	0%	9%
Disagree	12%	13%	14%	12%	12%	14%	14%	10%	15%	18%	0%	12%
Neither agree nor disagree	21%	33%	34%	28%	28%	32%	25%	23%	25%	25%	0%	27%
Agree	36%	33%	29%	35%	36%	31%	32%	39%	38%	29%	68%	34%
Strongly agree	20%	14%	18%	20%	17%	14%	16%	17%	13%	14%	32%	17%
T2B	56%	47%	46%	55%	53%	45%	49%	56%	51%	42%	100%	51%
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Total sample; Weight: weight; base n = 2096; total n = 2105; 9 missing; effective sample size = 2036 (97%)

If the Conservative Party did more to combat climate change I would... by Demographics and Segments

	What is your gender?		What is your age?						Segments			
Column %	**Male**	**Female**	**18 - 24**	**25 - 34**	**35 - 44**	**45 - 54**	**55 - 64**	**65+**	**Loyalists**	**Total Swing Away from Tory**	**Climate Enagaged Switchers**	**NET**
Be significantly less likely to vote for them	9%	8%	8%	10%	8%	9%	8%	7%	4%	11%	5%	8%
Be less likely to vote for them	7%	6%	8%	11%	7%	7%	3%	5%	8%	8%	5%	7%
It would make no difference	64%	67%	53%	49%	66%	70%	73%	74%	62%	60%	53%	65%
Be more likely to vote for them	14%	15%	22%	22%	14%	11%	11%	11%	16%	17%	29%	15%
Be significantly more likely to vote for them	6%	5%	9%	8%	4%	3%	4%	3%	9%	4%	8%	5%
T2B	20%	19%	31%	30%	18%	15%	16%	14%	25%	20%	37%	20%
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Total sample; Weight: weight; base n = 2096; total n = 2105; 9 missing; effective sample size = 2008 (96%)

If the Conservative Party did less to combat climate change I would... by Demographics and Segments

	What is your gender?		What is your age?						Segments			
Column %	**Male**	**Female**	**18 - 24**	**25 - 34**	**35 - 44**	**45 - 54**	**55 - 64**	**65+**	**Loyalists**	**Total Swing Away from Tory**	**Climate Enagaged Switchers**	**NET**
Be significantly less likely to vote for them	19%	19%	28%	22%	21%	15%	18%	15%	5%	16%	31%	19%
Be less likely to vote for them	15%	16%	23%	28%	18%	10%	10%	9%	15%	17%	27%	16%
It would make no difference	55%	58%	38%	40%	53%	67%	62%	67%	65%	53%	36%	57%
Be more likely to vote for them	7%	4%	9%	7%	5%	6%	5%	5%	9%	8%	6%	6%
Be significantly more likely to vote for them	4%	2%	2%	3%	3%	2%	5%	4%	6%	5%	1%	3%
T2B	12%	6%	10%	10%	7%	8%	10%	9%	15%	13%	7%	9%
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Total sample; Weight: weight; base n = 2096; total n = 2105; 9 missing; effective sample size = 2012 (96%)

Response to the statement "Tackling climate change will be good for the economy" by Demographics and Segments

	What is your gender?		What is your age?						Segments			
Column %	**Male**	**Female**	**18 - 24**	**25 - 34**	**35 - 44**	**45 - 54**	**55 - 64**	**65+**	**Loyalists**	**Total Swing Away from Tory**	**Climate Enagaged Switchers**	**NET**
Strongly disagree	7%	5%	3%	4%	2%	7%	7%	11%	10%	10%	3%	6%
Disagree	11%	9%	11%	5%	8%	10%	13%	14%	15%	13%	5%	10%
Neither agree nor disagree	24%	30%	27%	20%	28%	30%	28%	30%	29%	27%	14%	27%

Agree	34%	35%	34%	42%	36%	34%	31%	30%	34%	32%	46%	34%
Strongly agree	24%	21%	25%	28%	26%	19%	21%	16%	13%	17%	32%	22%
Agree + Strongly agree	57%	55%	59%	71%	62%	53%	52%	46%	46%	49%	78%	56%
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Total sample; Weight: weight; base n = 2096; total n = 2105; 9 missing; effective sample size = 2025 (97%)

Response to the statement "Tackling climate change is good for me and my family" by Demographics and Segments

	What is your gender?		What is your age?						Segments			
Column %	**Male**	**Female**	**18 - 24**	**25 - 34**	**35 - 44**	**45 - 54**	**55 - 64**	**65+**	**Loyalists**	**Total Swing Away from Tory**	**Climate Enagaged Switchers**	**NET**
Strongly disagree	7%	3%	4%	4%	2%	4%	6%	9%	7%	9%	1%	5%
Disagree	6%	5%	5%	4%	5%	5%	7%	8%	10%	8%	3%	6%
Neither agree nor disagree	22%	25%	27%	20%	23%	23%	25%	24%	25%	22%	9%	24%
Agree	35%	39%	36%	41%	37%	41%	34%	33%	39%	35%	39%	37%
Strongly agree	31%	27%	28%	32%	32%	26%	29%	26%	19%	25%	49%	29%
Agree + Strongly agree	65%	66%	64%	72%	70%	67%	63%	59%	58%	60%	88%	65%
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Total sample; Weight: weight; base n = 2096; total n = 2105; 9 missing; effective sample size = 2019 (96%)

If there was a general election tomorrow - who would you vote for? by Demographics and Segments

	What is your gender?		What is your age?						Segments			
Column %	**Male**	**Female**	**18 - 24**	**25 - 34**	**35 - 44**	**45 - 54**	**55 - 64**	**65+**	**Loyalists**	**Total Swing Away from Tory**	**Climate Enagaged Switchers**	**NET**
Conservatives	24%	25%	11%	17%	14%	23%	28%	40%	100%	0%	0%	24%
Labour	41%	43%	58%	52%	52%	48%	33%	25%	0%	40%	51%	42%
Liberal Democrats	11%	9%	8%	13%	11%	6%	12%	10%	0%	10%	13%	10%
Reform UK (formerly Brexit party)	10%	9%	7%	6%	6%	10%	12%	12%	0%	37%	23%	9%
Green Party	6%	5%	7%	8%	8%	4%	4%	3%	0%	5%	9%	5%
Plaid Cymru	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%
Scottish National Party	2%	2%	0%	1%	2%	2%	3%	3%	0%	0%	0%	2%
Democratic Unionist Party	1%	1%	1%	0%	2%	0%	1%	1%	0%	0%	0%	1%
Other	5%	6%	7%	3%	5%	5%	7%	7%	0%	6%	4%	5%
Sinn Fein	0%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%
Other - NETT	13%	15%	17%	13%	17%	13%	15%	13%	0%	12%	13%	14%
I wouldn't vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Filter: I would vote; Weight: weight; base n = 1876; total n = 1885; 9 missing; effective sample size = 1797 (96%); 10% filtered out