



Government Priorities Research - September 2023

Methodology: Whitestone Insight interviewed 588 Conservative party members online from 4th to 7th August 2023. Data were weighted to be representative of all adults.

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With the likelihood of one final year to go before the next UK General Election, what do you personally think the priorities from the following list should be for the Government over the next 12 months? Please select up to five of the following:

Total sample size: 588

GB Sample Spec	Reducing illegal migration	Reducing NHS waiting lists	Growing the economy	Tackling Inflation	National security	Ending public sector strikes	Energy security	Balancing the public finances	Tax burden	Social care	Building new homes	International trade deals	Free speech	Cyber security	Children's safety online	School infrastructure	Levelling up	Support for victims of crime	Regulating artificial intelligence (AI)	National transport links	Conversion therapy ban	Net Zero	Regional devolution
TOTALS	348 - 59%	310 - 53%	272 - 46%	238 - 40%	160 - 27%	158 - 27%	134 - 23%	132 - 22%	103 - 18%	99 - 17%	81 - 14%	80 - 14%	72 - 12%	50 - 9%	48 - 8%	36 - 6%	35 - 6%	35 - 6%	32 - 5%	29 - 5%	27 - 5%	23 - 4%	9 - 2%
Gender	Results																						
Male	193 60%	159 49%	162 50%	133 41%	95 30%	74 23%	89 28%	77 24%	59 18%	48 15%	48 15%	46 14%	44 14%	25 8%	20 6%	18 6%	28 9%	21 7%	14 4%	15 5%	17 5%	13 4%	4 1%
Female	148 59%	146 58%	105 42%	98 39%	63 25%	80 32%	41 16%	55 22%	37 15%	49 20%	32 13%	33 13%	24 10%	24 10%	26 10%	18 7%	6 2%	14 6%	17 7%	14 6%	9 4%	9 4%	4 2%
AgeRange	Results																						
18-24	1 14%	3 43%	3 43%	4 57%	0 0%	1 14%	2 29%	2 29%	1 14%	0 0%	3 43%	0 0%	0 0%	1 14%	1 14%	0 0%	0 0%	0 0%	0 0%	1 14%	2 29%	2 29%	0 0%
25-34	11 32%	16 47%	16 47%	21 62%	3 9%	6 18%	5 15%	7 21%	12 35%	3 9%	3 9%	2 6%	3 9%	2 6%	2 6%	6 18%	1 3%	2 6%	1 3%	1 3%	1 3%	1 3%	0 0%
35-44	21 38%	24 41%	26 45%	15 26%	22 38%	10 17%	10 17%	15 26%	6 10%	9 16%	4 7%	13 22%	3 5%	6 10%	8 14%	3 5%	4 7%	2 3%	2 3%	1 2%	7 12%	4 7%	3 5%
45-54	41 52%	35 44%	38 48%	29 37%	19 24%	17 22%	15 19%	24 30%	14 18%	18 23%	14 18%	11 14%	12 15%	8 10%	7 9%	6 8%	2 3%	6 8%	8 10%	3 4%	4 5%	5 6%	1 1%
55-64	70 58%	54 45%	59 49%	45 38%	27 23%	25 21%	27 23%	24 20%	27 23%	19 16%	16 13%	14 12%	19 16%	8 7%	11 9%	6 5%	10 8%	7 6%	8 7%	7 6%	2 2%	2 2%	2 2%
65+	204 70%	178 61%	130 45%	124 43%	89 31%	99 34%	75 26%	60 21%	43 15%	50 17%	41 14%	40 14%	35 12%	25 9%	19 7%	15 5%	18 6%	18 6%	13 4%	16 6%	11 4%	9 3%	3 1%
SocialGrade	Results																						
AB	191 57%	166 50%	157 47%	151 45%	82 25%	91 27%	79 24%	81 24%	65 19%	53 16%	43 13%	46 14%	42 13%	30 9%	23 7%	20 6%	20 6%	18 5%	21 6%	15 4%	16 5%	12 4%	3 1%
C1	60 61%	54 55%	56 57%	25 26%	35 36%	33 34%	24 24%	27 28%	11 11%	16 16%	14 14%	15 15%	10 10%	9 9%	8 8%	4 4%	8 8%	4 4%	4 4%	8 8%	7 7%	3 3%	2 2%
C2	62 65%	57 59%	37 39%	40 42%	31 32%	19 20%	21 22%	14 15%	18 19%	16 17%	13 14%	11 11%	13 14%	6 6%	7 7%	8 8%	3 3%	7 7%	4 4%	5 5%	3 3%	4 4%	0 0%
DE	35 58%	33 55%	22 37%	22 37%	12 20%	15 25%	10 17%	10 17%	9 15%	14 23%	11 18%	8 13%	7 12%	5 8%	10 17%	4 7%	4 7%	6 10%	3 5%	1 2%	1 2%	4 7%	4 7%
Region	Results																						
Central Scotland	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Glasgow	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Highlands and Islands	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Lothian	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Mid Scotland and Fife	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
North East Scotland	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
South Scotland	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
West Scotland	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
VoteBrexit	Results																						
Leave	288 67%	234 54%	198 48%	177 41%	131 30%	126 29%	96 22%	100 23%	74 17%	71 17%	57 13%	63 15%	61 14%	37 9%	31 7%	24 6%	25 6%	25 6%	25 6%	19 4%	19 4%	13 3%	6 1%
Remain	43 39%	52 48%	55 50%	48 44%	21 19%	23 21%	26 24%	23 21%	20 18%	24 22%	16 15%	16 15%	8 7%	7 6%	10 9%	7 6%	10 9%	6 6%	5 5%	7 6%	4 4%	6 6%	3 3%
None	17 35%	24 49%	19 39%	13 27%	8 16%	9 18%	12 24%	9 18%	9 18%	4 8%	8 16%	1 2%	3 6%	6 12%	7 14%	5 10%	0 0%	4 8%	2 4%	3 6%	4 8%	4 8%	0 0%
Vote2019	Results																						
Conservative-party	332 62%	293 54%	252 47%	220 41%	150 28%	152 28%	126 23%	127 24%	98 18%	91 17%	75 14%	75 14%	66 12%	46 9%	41 8%	33 6%	34 6%	31 6%	26 5%	25 5%	24 4%	19 4%	7 1%
Labour-party	2 25%	4 50%	3 38%	5 63%	1 13%	0 0%	0 0%	0 0%	1 13%	3 38%	1 13%	1 13%	1 13%	0 0%	1 13%	1 13%	0 0%	0 0%	1 13%	0 0%	0 0%	2 25%	1 13%
Liberal-democrats	1 20%	2 40%	4 80%	5 100%	0 0%	1 20%	1 20%	2 40%	0 0%	1 20%	3 60%	1 20%	0 0%	0 0%	1 20%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 40%	0 0%
Scottish-national-party	0 0%	0 0%	0 0%	1 50%	0 0%	0 0%	1 50%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Other-or-no-vote	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%