

## Polling Methodological Note – 29/05/2025

A representative sample of 1,285 adults in Great Britain was interviewed between the afternoon of 8<sup>th</sup> April and the morning of 14<sup>th</sup> April 2025. Our sample was drawn from Verian's random sample panel Public Voice.

This panel is used extensively for social research commissioned by government, academic and third sector organisations, including those based in the US and Europe. Membership of this panel is restricted to those living in a controlled sample of UK addresses drawn from the Royal Mail's master database. This restrictive method of panel-building is relatively expensive but will ordinarily provide benefits in terms of sample and data quality when compared with a panel that any adult resident in the UK can join. Although the short-period fieldwork web-only protocol used for this poll is much more limited than is typical for a social research survey, the demographic and political composition of the sample is only modestly degraded compared to what could be obtained using the full social research data collection protocol (two to three weeks using both web and telephone interview modes).

We used this random sampling approach for our 2024 General Election polling, and firmly believe that this enabled us to generate the most accurate voting intentions estimate [ahead of the election](#).

The data was weighted in multiple stages. First, design weighting was applied to account for variations in sampling probability (both for selection into the Public Voice panel and for selection into this specific poll). Second, non-response modelling was used to account for variations in response probability that are associated with the extensive profiling data held about all Public Voice panel members. Finally, the data was calibrated to match population totals for age, gender, 2024 General Election voting patterns, education, region, and likelihood to vote in the next General Election. Further information about the benchmarks used in the final weighting stage can be found on page 2.

The response rate for this poll was 22% (1,285 completes out of 5,719 Public Voice panellists invited to take part in the survey).

## Weighting benchmarks

Weights have been applied to the sample to ensure that it is representative of the general public in Great Britain aged 18+. The sources for the population totals are provided above each table.

### Gender\* and age

Source: ONS Mid-Year-2022 Population Estimates:

	Unweighted count	Weighted count
Male 18-24	47	69
Male 25-34	88	106
Male 35-44	97	103
Male 45-54	118	102
Male 55-69	149	142
Male 70+	98	100
Female 18-24	45	66
Female 25-34	102	111
Female 35-44	113	109
Female 45-54	134	106
Female 55-69	180	148
Female 70+	114	123

\*Those reporting an "other" gender have been randomly allocated to either male or female solely for the purpose of weighting.

### Region

Source: ONS Mid-Year-2022 Population Estimates:

	Unweighted count	Weighted count
North East England	41	53
North West England	141	146
Yorkshire & Humber	105	108
East Midlands	84	97
West Midlands	94	116
East of England	143	124
London	205	172
South East England	192	183
South West England	119	115
Wales	65	62
Scotland	96	109

### Education by age

Source: ONS Annual Population Survey (July 2022-June 2023)

	Unweighted count	Weighted count
Aged 18-24 with a degree	52	30
Aged 25-44 with a degree	245	210
Aged 45-69 with a degree	217	159
Other	771	886

## Vote in the 2024 General Election\*

Source: 2024 General Election & ONS Mid-Year-2022 Population Estimates

	Unweighted percentage	Weighted percentage
No vote	19%	46%
Labour	34%	19%
Conservative	21%	13%
Lib Dem	08%	7%
SNP	2%	1%
Reform UK	9%	8%
Green	5%	4%
Other	3%	2%

\* An imputed response is given for those who preferred not to say who they voted for in the 2024 General Election.

### Further details

Please contact Richard Crawshaw [Richard.Crawshaw@VerianGroup.com](mailto:Richard.Crawshaw@VerianGroup.com) for further details on the methodology used in this polling.

**Table 1 : Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.**

Base: All adults GB 18+		Total	Gender		Age band						Vote in 2024 General Election				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.	Unweighted Base	1285	592	682	92	190	210	252	241	300	410	259	95	109	235
	Weighted Base	1285	614	652	135	217	212	208	220	293	221	158	83	97	583
	Growing the UK's economy	388	244	144	31	67	69	59	75	87	64	57	26	25	189
		30%	40%	22%	23%	31%	33%	28%	34%	30%	29%	36%	31%	26%	32%
	Reducing crime	275	143	129	40	28	39	45	62	62	43	49	9	34	117
		21%	23%	20%	29%	13%	18%	22%	28%	21%	19%	31%	11%	35%	20%
	Investing more in NHS capacity	512	196	299	58	95	85	80	84	111	97	48	34	24	247
		40%	32%	46%	43%	44%	40%	38%	38%	38%	44%	30%	41%	25%	42%
	Investing more in social care	148	48	99	3	13	20	27	26	59	39	26	18	6	44
		12%	8%	15%	2%	6%	9%	13%	12%	20%	18%	16%	22%	6%	8%
	Reducing the national debt	92	54	38	10	16	21	10	18	18	16	12	4	8	45
		7%	9%	6%	7%	7%	10%	5%	8%	6%	7%	8%	5%	9%	8%
	Investing more in education	129	46	83	15	22	27	31	13	21	22	13	15	2	58
		10%	7%	13%	11%	10%	13%	15%	6%	7%	10%	8%	18%	2%	10%
	Stricter border controls to reduce immigration	445	216	227	17	41	48	68	119	152	40	94	11	82	190
		35%	35%	35%	13%	19%	23%	32%	54%	52%	18%	59%	14%	85%	33%
	Reducing income inequality between the richest and the poorest	244	125	113	40	54	41	35	34	41	62	9	20	6	101
		19%	20%	17%	30%	25%	20%	17%	15%	14%	28%	6%	24%	7%	17%
	Reducing unemployment	116	52	64	18	20	27	20	14	16	29	11	9	9	49
		9%	8%	10%	13%	9%	13%	10%	6%	5%	13%	7%	11%	9%	8%

**Table 1 : Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.**

Base: All adults GB 18+		Total	Gender		Age band						Vote in 2024 General Election				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.	Unweighted Base	1285	592	682	92	190	210	252	241	300	410	259	95	109	235
	Weighted Base	1285	614	652	135	217	212	208	220	293	221	158	83	97	583
	Affordable housing	248	120	127	54	34	45	35	37	44	64	19	18	8	114
		19%	20%	19%	40%	16%	21%	17%	17%	15%	29%	12%	22%	8%	20%
	Reducing emissions to tackle climate change	132	65	60	12	40	28	15	17	21	25	6	12	5	58
		10%	11%	9%	9%	19%	13%	7%	8%	7%	11%	4%	14%	5%	10%
	Reducing the cost of living for households	554	221	323	70	117	94	100	77	96	80	57	30	45	287
		43%	36%	49%	52%	54%	45%	48%	35%	33%	36%	36%	36%	47%	49%
	Investing in defence/the armed forces	151	79	71	4	10	4	24	32	77	24	36	9	24	47
		12%	13%	11%	3%	5%	2%	11%	14%	26%	11%	23%	11%	25%	8%
	Ensuring there won't be energy (gas/electricity) shortages	103	53	51	1	12	23	15	16	37	12	20	5	9	49
		8%	9%	8%	1%	6%	11%	7%	7%	12%	5%	12%	6%	9%	8%
	Improving relations and trade with the EU	150	92	50	13	36	27	24	19	30	33	7	24	1	62
		12%	15%	8%	10%	17%	13%	11%	9%	10%	15%	5%	30%	1%	11%
	None of these	10	5	5	0	3	2	3	2	0	0	1	0	0	7
		1%	1%	1%	0%	1%	1%	2%	1%	0%	0%	1%	0%	0%	1%
	Don't know	20	7	13	4	5	5	5	0	1	3	0	1	0	6
		2%	1%	2%	3%	2%	2%	2%	0%	0%	1%	0%	1%	0%	1%
	Prefer not to answer	6	5	0	0	1	3	1	0	1	0	1	0	0	3
		0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%

**Table 1 : Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.**

			Experience of Adult social care			
Base: All adults GB 18+		Total	Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.	Unweighted Base	1285	166	239	253	694
	Weighted Base	1285	137	223	234	739
	Growing the UK's economy	388	41	55	76	232
		30%	30%	24%	32%	31%
	Reducing crime	275	22	50	41	170
		21%	16%	23%	17%	23%
	Investing more in NHS capacity	512	69	102	92	274
		40%	51%	46%	39%	37%
	Investing more in social care	148	25	40	38	58
		12%	18%	18%	16%	8%
	Reducing the national debt	92	10	15	12	57
		7%	7%	7%	5%	8%
	Investing more in education	129	17	26	23	71
		10%	12%	11%	10%	10%
	Stricter border controls to reduce immigration	445	35	85	78	258
		35%	26%	38%	33%	35%
	Reducing income inequality between the richest and the poorest	244	24	50	46	133
		19%	18%	23%	20%	18%
	Reducing unemployment	116	13	15	14	78
		9%	9%	7%	6%	11%
	Affordable housing	248	19	48	39	148
		19%	14%	22%	17%	20%

**Table 1 : Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.**

		Total	Experience of Adult social care			
			Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Base: All adults GB 18+						
Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.	Unweighted Base	1285	166	239	253	694
	Weighted Base	1285	137	223	234	739
	Reducing emissions to tackle climate change	132	23	22	29	62
		10%	17%	10%	12%	8%
	Reducing the cost of living for households	554	49	73	102	350
		43%	36%	33%	43%	47%
	Investing in defence/the armed forces	151	16	39	31	72
		12%	12%	17%	13%	10%
	Ensuring there won't be energy (gas/electricity) shortages	103	7	13	38	48
		8%	5%	6%	16%	7%
	Improving relations and trade with the EU	150	11	20	26	97
		12%	8%	9%	11%	13%
	None of these	10	1	0	0	8
		1%	1%	0%	0%	1%
	Don't know	20	5	0	2	13
		2%	3%	0%	1%	2%
	Prefer not to answer	6	1	0	0	4
		0%	1%	0%	0%	1%

**Table 2 : Who do you think is currently responsible for organising adult social care in the UK?**

		Gender			Age band						Vote in 2024 General Election				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Who do you think is currently responsible for organising adult social care in the UK?	Unweighted Base	1285	592	682	92	190	210	252	241	300	410	259	95	109	235
	Weighted Base	1285	614	652	135	217	212	208	220	293	221	158	83	97	583
	Local councils	885	433	442	82	150	146	147	155	205	163	117	63	57	387
		69%	71%	68%	61%	69%	69%	71%	70%	70%	74%	74%	77%	59%	66%
	National government	363	166	189	51	70	53	61	53	75	70	44	17	27	168
		28%	27%	29%	38%	32%	25%	29%	24%	26%	32%	28%	21%	28%	29%
	The NHS	327	168	151	53	75	47	50	47	54	66	42	29	16	138
		25%	27%	23%	39%	35%	22%	24%	21%	19%	30%	26%	35%	17%	24%
	Relatives/family members of those that require care	440	211	221	43	72	59	69	77	119	82	66	46	31	169
		34%	34%	34%	32%	33%	28%	33%	35%	41%	37%	42%	55%	32%	29%
	The private sector	116	61	55	16	18	17	27	20	18	27	14	16	2	39
		9%	10%	9%	12%	8%	8%	13%	9%	6%	12%	9%	20%	2%	7%
	Other	5	2	3	0	0	0	1	0	4	0	0	0	3	2
		0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	3%	0%
	None of the above	2	1	1	0	0	1	0	0	1	1	0	0	0	1
		0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
	Don't know	101	41	52	13	23	22	15	16	12	12	8	3	4	55
		8%	7%	8%	10%	10%	10%	7%	7%	4%	5%	5%	3%	4%	10%



**Table 2 : Who do you think is currently responsible for organising adult social care in the UK?**

Base: All adults GB 18+		Total	Experience of Adult social care			
			Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Who do you think is currently responsible for organising adult social care in the UK?	Unweighted Base	1285	166	239	253	694
	Weighted Base	1285	137	223	234	739
	Local councils	885	92	162	177	496
		69%	68%	73%	75%	67%
	National government	363	42	60	63	216
		28%	31%	27%	27%	29%
	The NHS	327	38	74	55	180
		25%	28%	33%	23%	24%
	Relatives/family members of those that require care	440	53	98	99	215
		34%	39%	44%	42%	29%
	The private sector	116	9	30	34	55
		9%	6%	13%	15%	7%
	Other	5	2	0	0	3
		0%	2%	0%	0%	0%
	None of the above	2	0	0	0	2
		0%	0%	0%	0%	0%
	Don't know	101	4	7	8	82
		8%	3%	3%	3%	11%

**Table 3 : If you could choose, who should be most responsible for adult social care?**

			Gender		Age band						Vote in 2024 General Election				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
If you could choose, who should be most responsible for adult social care?	Unweighted Base	1285	592	682	92	190	210	252	241	300	410	259	95	109	235
	Weighted Base	1285	614	652	135	217	212	208	220	293	221	158	83	97	583
	Local councils	374	185	188	36	57	70	61	53	98	59	48	35	24	177
		29%	30%	29%	26%	26%	33%	29%	24%	34%	27%	31%	42%	25%	30%
	National government	433	195	230	46	84	66	70	83	84	83	44	22	33	197
		34%	32%	35%	34%	39%	31%	34%	38%	29%	37%	28%	27%	34%	34%
	The NHS	230	126	102	22	41	32	33	48	55	54	28	14	17	90
		18%	20%	16%	16%	19%	15%	16%	22%	19%	25%	18%	17%	17%	15%
	Relatives/Family members of those that require care	150	70	80	19	22	21	24	27	37	18	29	5	14	72
		12%	11%	12%	14%	10%	10%	12%	12%	13%	8%	19%	7%	15%	12%
	The private sector	10	6	3	0	3	0	0	3	4	0	1	1	1	4
		1%	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	1%	1%
	Other	7	1	6	0	0	0	1	1	5	1	1	3	1	2
		1%	0%	1%	0%	0%	0%	1%	0%	2%	1%	1%	4%	1%	0%
	None of the above	4	3	0	0	0	0	3	0	0	0	0	0	0	3
		0%	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%
	Don't know	76	27	43	13	10	23	15	5	10	6	7	3	7	38
		6%	4%	7%	9%	5%	11%	7%	2%	3%	3%	4%	3%	7%	6%

**Table 3 : If you could choose, who should be most responsible for adult social care?**

Base: All adults GB 18+		Total	Experience of Adult social care			
			Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
If you could choose, who should be most responsible for adult social care?	Unweighted Base	1285	166	239	253	694
	Weighted Base	1285	137	223	234	739
	Local councils	374	38	67	69	206
		29%	28%	30%	30%	28%
	National government	433	42	77	80	251
		34%	31%	35%	34%	34%
	The NHS	230	32	47	42	122
		18%	23%	21%	18%	17%
	Relatives/Family members of those that require care	150	18	24	30	81
		12%	13%	11%	13%	11%
	The private sector	10	0	0	4	5
		1%	0%	0%	2%	1%
	Other	7	1	1	1	5
		1%	1%	0%	0%	1%
	None of the above	4	0	0	0	4
		0%	0%	0%	0%	1%
	Don't know	76	5	7	7	65
		6%	4%	3%	3%	9%

**Table 4 : Thinking about private sector involvement in social care, which of the following statements is closest to your view?**

		Gender			Age band						Vote in 2024 General Election				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Thinking about private sector involvement in social care, which of the following statements is closest to your view?	Unweighted Base	<b>1285</b>	<b>592</b>	<b>682</b>	<b>92</b>	<b>190</b>	<b>210</b>	<b>252</b>	<b>241</b>	<b>300</b>	<b>410</b>	<b>259</b>	<b>95</b>	<b>109</b>	<b>235</b>
	Weighted Base	<b>1285</b>	<b>614</b>	<b>652</b>	<b>135</b>	<b>217</b>	<b>212</b>	<b>208</b>	<b>220</b>	<b>293</b>	<b>221</b>	<b>158</b>	<b>83</b>	<b>97</b>	<b>583</b>
	The government should be mainly responsible for organising adult social care	<b>679</b>	<b>346</b>	<b>315</b>	<b>52</b>	<b>115</b>	<b>114</b>	<b>109</b>	<b>138</b>	<b>151</b>	<b>144</b>	<b>66</b>	<b>37</b>	<b>56</b>	<b>300</b>
		<b>53%</b>	<b>56%</b>	<b>48%</b>	<b>39%</b>	<b>53%</b>	<b>54%</b>	<b>52%</b>	<b>62%</b>	<b>51%</b>	<b>65%</b>	<b>41%</b>	<b>45%</b>	<b>58%</b>	<b>51%</b>
	The government and private sector should both be responsible for organising adult social care	<b>558</b>	<b>242</b>	<b>314</b>	<b>80</b>	<b>91</b>	<b>88</b>	<b>90</b>	<b>75</b>	<b>134</b>	<b>72</b>	<b>86</b>	<b>44</b>	<b>37</b>	<b>256</b>
		<b>43%</b>	<b>39%</b>	<b>48%</b>	<b>59%</b>	<b>42%</b>	<b>42%</b>	<b>43%</b>	<b>34%</b>	<b>46%</b>	<b>33%</b>	<b>54%</b>	<b>53%</b>	<b>39%</b>	<b>44%</b>
	The private sector should be mainly responsible for organising adult social care	<b>48</b>	<b>26</b>	<b>23</b>	<b>3</b>	<b>11</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>8</b>	<b>5</b>	<b>7</b>	<b>2</b>	<b>3</b>	<b>27</b>
		<b>4%</b>	<b>4%</b>	<b>3%</b>	<b>2%</b>	<b>5%</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>3%</b>	<b>2%</b>	<b>4%</b>	<b>2%</b>	<b>3%</b>	<b>5%</b>

**Table 4 : Thinking about private sector involvement in social care, which of the following statements is closest to your view?**

Base: All adults GB 18+		Total	Experience of Adult social care			
			Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Thinking about private sector involvement in social care, which of the following statements is closest to your view?	Unweighted Base	1285	166	239	253	694
	Weighted Base	1285	137	223	234	739
	The government should be mainly responsible for organising adult social care	679	76	126	141	361
		53%	55%	57%	60%	49%
	The government and private sector should both be responsible for organising adult social care	558	58	87	88	347
		43%	42%	39%	38%	47%
	The private sector should be mainly responsible for organising adult social care	48	3	10	5	31
		4%	2%	5%	2%	4%

**Table 5 : Under the current system, local authorities are responsible for adult social care in England, Wales, and Scotland. Which of the following statements is closest to your view?**

Base: All adults GB 18+ who selected government or government and private sector should be responsible for organising adult social care		Total	Gender		Age band						Vote in 2024 General Election				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Under the current system, local authorities are responsible for adult social care in England, Wales, and Scotland. Which of the following statements is closest to your view?	Unweighted Base	<b>1246</b>	<b>572</b>	<b>663</b>	<b>91</b>	<b>183</b>	<b>202</b>	<b>245</b>	<b>234</b>	<b>291</b>	<b>403</b>	<b>249</b>	<b>94</b>	<b>104</b>	<b>223</b>
	Weighted Base	<b>1237</b>	<b>588</b>	<b>630</b>	<b>132</b>	<b>206</b>	<b>203</b>	<b>199</b>	<b>212</b>	<b>285</b>	<b>216</b>	<b>152</b>	<b>81</b>	<b>94</b>	<b>556</b>
	The national government should be responsible for organising adult social care	<b>273</b>	<b>156</b>	<b>114</b>	<b>34</b>	<b>47</b>	<b>38</b>	<b>44</b>	<b>49</b>	<b>62</b>	<b>67</b>	<b>25</b>	<b>15</b>	<b>23</b>	<b>118</b>
		<b>22%</b>	<b>27%</b>	<b>18%</b>	<b>26%</b>	<b>23%</b>	<b>19%</b>	<b>22%</b>	<b>23%</b>	<b>22%</b>	<b>31%</b>	<b>16%</b>	<b>19%</b>	<b>24%</b>	<b>21%</b>
	The national government and local authorities should both be equally responsible for organising adult social care	<b>724</b>	<b>293</b>	<b>416</b>	<b>68</b>	<b>130</b>	<b>128</b>	<b>120</b>	<b>121</b>	<b>157</b>	<b>122</b>	<b>95</b>	<b>48</b>	<b>55</b>	<b>312</b>
		<b>59%</b>	<b>50%</b>	<b>66%</b>	<b>51%</b>	<b>63%</b>	<b>63%</b>	<b>60%</b>	<b>57%</b>	<b>55%</b>	<b>57%</b>	<b>63%</b>	<b>59%</b>	<b>59%</b>	<b>56%</b>
	Local authorities should be responsible for organising adult social care	<b>240</b>	<b>139</b>	<b>100</b>	<b>31</b>	<b>29</b>	<b>36</b>	<b>35</b>	<b>43</b>	<b>66</b>	<b>27</b>	<b>31</b>	<b>17</b>	<b>16</b>	<b>126</b>
		<b>19%</b>	<b>24%</b>	<b>16%</b>	<b>23%</b>	<b>14%</b>	<b>18%</b>	<b>18%</b>	<b>20%</b>	<b>23%</b>	<b>13%</b>	<b>21%</b>	<b>22%</b>	<b>17%</b>	<b>23%</b>

**Table 5 : Under the current system, local authorities are responsible for adult social care in England, Wales, and Scotland. Which of the following statements is closest to your view?**

Base: All adults GB 18+ who state government or government and private sector should be responsible for organising adult social care		Total	Experience of Adult social care			
			Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Under the current system, local authorities are responsible for adult social care in England, Wales, and Scotland. Which of the following statements is closest to your view?	Unweighted Base	<b>1246</b>	<b>163</b>	<b>230</b>	<b>250</b>	<b>669</b>
	Weighted Base	<b>1237</b>	<b>134</b>	<b>213</b>	<b>229</b>	<b>708</b>
	The national government should be responsible for organising adult social care	<b>273</b>	<b>34</b>	<b>38</b>	<b>47</b>	<b>164</b>
		<b>22%</b>	<b>25%</b>	<b>18%</b>	<b>20%</b>	<b>23%</b>
	The national government and local authorities should both be equally responsible for organising adult social care	<b>724</b>	<b>67</b>	<b>130</b>	<b>148</b>	<b>411</b>
		<b>59%</b>	<b>50%</b>	<b>61%</b>	<b>65%</b>	<b>58%</b>
	Local authorities should be responsible for organising adult social care	<b>240</b>	<b>34</b>	<b>45</b>	<b>34</b>	<b>133</b>
		<b>19%</b>	<b>25%</b>	<b>21%</b>	<b>15%</b>	<b>19%</b>

**Table 6 : Now thinking about how adult social care is paid for. Which of the following statements is closest to your view?**

Base: All adults GB 18+		Gender			Age band						Vote in 2024 General Election				
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Now thinking about how adult social care is paid for. Which of the following statements is closest to your view?	Unweighted Base	<b>1285</b>	<b>592</b>	<b>682</b>	<b>92</b>	<b>190</b>	<b>210</b>	<b>252</b>	<b>241</b>	<b>300</b>	<b>410</b>	<b>259</b>	<b>95</b>	<b>109</b>	<b>235</b>
	Weighted Base	<b>1285</b>	<b>614</b>	<b>652</b>	<b>135</b>	<b>217</b>	<b>212</b>	<b>208</b>	<b>220</b>	<b>293</b>	<b>221</b>	<b>158</b>	<b>83</b>	<b>97</b>	<b>583</b>
	The government should pay for all adult social care, ensuring it is completely free for everyone that needs it	<b>592</b>	<b>258</b>	<b>319</b>	<b>56</b>	<b>113</b>	<b>93</b>	<b>105</b>	<b>99</b>	<b>127</b>	<b>96</b>	<b>77</b>	<b>33</b>	<b>49</b>	<b>263</b>
		<b>46%</b>	<b>42%</b>	<b>49%</b>	<b>41%</b>	<b>52%</b>	<b>44%</b>	<b>50%</b>	<b>45%</b>	<b>43%</b>	<b>43%</b>	<b>49%</b>	<b>40%</b>	<b>51%</b>	<b>45%</b>
	Adult social care should be free for those that cannot afford to pay for it themselves, but those that can afford it should have to pay for their own care	<b>636</b>	<b>320</b>	<b>314</b>	<b>70</b>	<b>85</b>	<b>117</b>	<b>92</b>	<b>115</b>	<b>157</b>	<b>120</b>	<b>75</b>	<b>48</b>	<b>39</b>	<b>293</b>
		<b>50%</b>	<b>52%</b>	<b>48%</b>	<b>52%</b>	<b>39%</b>	<b>55%</b>	<b>44%</b>	<b>52%</b>	<b>54%</b>	<b>54%</b>	<b>47%</b>	<b>58%</b>	<b>40%</b>	<b>50%</b>
	The government should not pay for any adult social care, everyone that needs it should have to pay the cost of their own adult social care	<b>56</b>	<b>36</b>	<b>20</b>	<b>9</b>	<b>18</b>	<b>2</b>	<b>12</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>6</b>	<b>2</b>	<b>9</b>	<b>27</b>
		<b>4%</b>	<b>6%</b>	<b>3%</b>	<b>7%</b>	<b>8%</b>	<b>1%</b>	<b>6%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>4%</b>	<b>2%</b>	<b>9%</b>	<b>5%</b>



**Table 6 : Now thinking about how adult social care is paid for. Which of the following statements is closest to your view?**

		Experience of Adult social care				
		Total	Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Base: All adults GB 18+  Now thinking about how adult social care is paid for. Which of the following statements is closest to your view?	Unweighted Base	<b>1285</b>	<b>166</b>	<b>239</b>	<b>253</b>	<b>694</b>
	Weighted Base	<b>1285</b>	<b>137</b>	<b>223</b>	<b>234</b>	<b>739</b>
	The government should pay for all adult social care, ensuring it is completely free for everyone that needs it	<b>592</b>	<b>65</b>	<b>103</b>	<b>108</b>	<b>344</b>
		<b>46%</b>	<b>48%</b>	<b>46%</b>	<b>46%</b>	<b>46%</b>
	Adult social care should be free for those that cannot afford to pay for it themselves, but those that can afford it should have to pay for their own care	<b>636</b>	<b>64</b>	<b>112</b>	<b>118</b>	<b>362</b>
		<b>50%</b>	<b>46%</b>	<b>50%</b>	<b>50%</b>	<b>49%</b>
	The government should not pay for any adult social care, everyone that needs it should have to pay the cost of their own adult social care	<b>56</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>33</b>
		<b>4%</b>	<b>6%</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>

**Table 7 : Currently, if you have savings of under £23,500 you may receive help towards some or all of the cost of your social care. However, if your savings are over £23,500, individuals that need care (or their families) must pay for the entire cost of any adult social care required themselves. Do you think that this is fair or unfair?**

			Gender		Age band						Vote in 2024 General Election				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Currently, if you have savings of under £23,500 you may receive help towards some or all of the cost of your social care.... Do you think that this is fair or unfair?	Unweighted Base	1285	592	682	92	190	210	252	241	300	410	259	95	109	235
	Weighted Base	1285	614	652	135	217	212	208	220	293	221	158	83	97	583
	Very fair	50	27	23	6	4	6	12	10	11	9	5	5	5	23
		4%	4%	3%	5%	2%	3%	6%	5%	4%	4%	3%	6%	5%	4%
	Fair	205	100	102	37	39	37	29	33	30	44	18	14	12	99
		16%	16%	16%	28%	18%	17%	14%	15%	10%	20%	11%	17%	12%	17%
	Neither fair nor unfair	199	86	106	17	49	32	31	26	44	42	21	9	8	93
		16%	14%	16%	13%	22%	15%	15%	12%	15%	19%	13%	11%	8%	16%
	Unfair	464	221	241	43	71	98	67	69	115	83	55	32	34	210
		36%	36%	37%	32%	33%	46%	32%	31%	39%	37%	35%	39%	36%	36%
	Very unfair	326	159	161	28	45	31	57	79	87	42	56	19	35	139
		25%	26%	25%	21%	21%	14%	27%	36%	30%	19%	36%	23%	36%	24%
	Don't know	41	20	20	3	9	9	11	3	6	2	3	4	3	19
		3%	3%	3%	2%	4%	4%	5%	1%	2%	1%	2%	5%	3%	3%

**Table 7 : Currently, if you have savings of under £23,500 you may receive help towards some or all of the cost of your social care. However, if your savings are over £23,500, individuals that need care (or their families) must pay for the entire cost of any adult social care required themselves. Do you think that this is fair or unfair?**

		Total	Experience of Adult social care			
			Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Base: All adults GB 18+						
Currently, if you have savings of under £23,500 you may receive help towards some or all of the cost of your social care.... Do you think that this is fair or unfair?	Unweighted Base	1285	166	239	253	694
	Weighted Base	1285	137	223	234	739
	Very fair	50	6	6	11	30
		4%	4%	3%	5%	4%
	Fair	205	16	31	34	127
		16%	12%	14%	15%	17%
	Neither fair nor unfair	199	22	26	40	116
		16%	16%	12%	17%	16%
	Unfair	464	59	83	83	259
		36%	43%	37%	36%	35%
	Very unfair	326	28	73	63	178
		25%	20%	33%	27%	24%
	Don't know	41	6	3	2	30
		3%	4%	2%	1%	4%

**Table 8 : Why do you think the current system is unfair?**

Base: All adults GB 18+ who selected unfair/very unfair at CareMeanstest1		Total	Gender		Age band						Vote in 2024 General Election				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Why do you think the current system is unfair?	Unweighted Base	<b>805</b>	<b>370</b>	<b>431</b>	<b>51</b>	<b>106</b>	<b>128</b>	<b>157</b>	<b>168</b>	<b>195</b>	<b>247</b>	<b>179</b>	<b>63</b>	<b>78</b>	<b>140</b>
	Weighted Base	<b>790</b>	<b>380</b>	<b>402</b>	<b>71</b>	<b>116</b>	<b>129</b>	<b>124</b>	<b>148</b>	<b>202</b>	<b>124</b>	<b>112</b>	<b>51</b>	<b>69</b>	<b>349</b>
	The limit is too low, people with savings of more than £23,500 should receive help towards the cost of some or all of their care	<b>763</b>	<b>364</b>	<b>390</b>	<b>68</b>	<b>112</b>	<b>119</b>	<b>120</b>	<b>145</b>	<b>199</b>	<b>122</b>	<b>106</b>	<b>50</b>	<b>69</b>	<b>334</b>
		<b>97%</b>	<b>96%</b>	<b>97%</b>	<b>95%</b>	<b>97%</b>	<b>92%</b>	<b>97%</b>	<b>98%</b>	<b>99%</b>	<b>98%</b>	<b>95%</b>	<b>99%</b>	<b>100%</b>	<b>96%</b>
	The limit is too high, people with savings of under £23,500 should have to pay for their own care	<b>27</b>	<b>15</b>	<b>12</b>	<b>4</b>	<b>4</b>	<b>10</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>15</b>
		<b>3%</b>	<b>4%</b>	<b>3%</b>	<b>5%</b>	<b>3%</b>	<b>8%</b>	<b>3%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>5%</b>	<b>1%</b>	<b>0%</b>	<b>4%</b>

**Table 8 : Why do you think the current system is unfair?**

			Experience of Adult social care			
			Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Base: All adults GB 18+ who selected unfair/very unfair at CareMeanstest1		Total				
Why do you think the current system is unfair?	Unweighted Base	805	103	176	169	406
	Weighted Base	790	87	156	147	437
	The limit is too low, people with savings of more than £23,500 should receive help towards the cost of some or all of their care	763	83	153	141	423
		97%	95%	98%	96%	97%
	The limit is too high, people with savings of under £23,500 should have to pay for their own care	27	5	3	6	14
		3%	5%	2%	4%	3%

**Table 9 : Currently there is no upper limit to how much people – that have over £23,500 in savings - pay towards the cost of their own adult social care over their lifetime. Do you think that this is fair or unfair?**

			Gender		Age band						Vote in 2024 General Election				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Currently there is no upper limit to how much people – that have over £23,500 in savings - pay towards the cost of their own adult social care over their lifetime. Do you think that this is fair or unfair?	Unweighted Base	1285	592	682	92	190	210	252	241	300	410	259	95	109	235
	Weighted Base	1285	614	652	135	217	212	208	220	293	221	158	83	97	583
	Very fair	50	31	17	2	7	11	13	11	6	9	6	2	2	24
		4%	5%	3%	1%	3%	5%	6%	5%	2%	4%	4%	2%	2%	4%
	Fair	115	60	55	18	13	26	20	19	19	20	13	9	5	57
		9%	10%	8%	14%	6%	12%	9%	9%	6%	9%	9%	11%	5%	10%
	Neither fair nor unfair	234	127	105	32	41	40	35	41	44	47	26	13	14	99
		18%	21%	16%	24%	19%	19%	17%	19%	15%	21%	17%	16%	14%	17%
	Unfair	485	216	260	41	100	78	64	77	124	97	51	26	36	233
		38%	35%	40%	31%	46%	37%	31%	35%	42%	44%	32%	31%	37%	40%
	Very unfair	301	131	164	25	43	35	52	56	88	38	54	22	35	116
		23%	21%	25%	19%	20%	16%	25%	26%	30%	17%	34%	27%	36%	20%
	Don't know	101	48	52	16	11	21	25	15	12	9	7	11	5	54
		8%	8%	8%	12%	5%	10%	12%	7%	4%	4%	4%	13%	5%	9%

**Table 9 : Currently there is no upper limit to how much people – that have over £23,500 in savings - pay towards the cost of their own adult social care over their lifetime. Do you think that this is fair or unfair?**

		Total	Currently receives adult social care/Relative currently receives adult social care	Experience of Adult social care		
				Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Base: All adults GB 18+						
Currently there is no upper limit to how much people – that have over £23,500 in savings - pay towards the cost of their own adult social care over their lifetime. Do you think that this is fair or unfair?	Unweighted Base	1285	166	239	253	694
	Weighted Base	1285	137	223	234	739
	Very fair	50	4	10	10	28
		4%	3%	5%	4%	4%
	Fair	115	12	15	21	71
		9%	9%	7%	9%	10%
	Neither fair nor unfair	234	26	41	40	134
		18%	19%	18%	17%	18%
	Unfair	485	48	87	96	272
		38%	35%	39%	41%	37%
	Very unfair	301	31	62	62	162
		23%	23%	28%	27%	22%
	Don't know	101	16	8	5	73
		8%	11%	4%	2%	10%

**Table 10 : Which of the following statements is closest to your view?**

		Gender			Age band						Vote in 2024 General Election				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Which of the following statements is closest to your view?	Unweighted Base	<b>1285</b>	<b>592</b>	<b>682</b>	<b>92</b>	<b>190</b>	<b>210</b>	<b>252</b>	<b>241</b>	<b>300</b>	<b>410</b>	<b>259</b>	<b>95</b>	<b>109</b>	<b>235</b>
	Weighted Base	<b>1285</b>	<b>614</b>	<b>652</b>	<b>135</b>	<b>217</b>	<b>212</b>	<b>208</b>	<b>220</b>	<b>293</b>	<b>221</b>	<b>158</b>	<b>83</b>	<b>97</b>	<b>583</b>
	There should be a maximum limit to how much any individual person has to pay for adult social care over their lifetime	<b>1055</b>	<b>483</b>	<b>555</b>	<b>109</b>	<b>169</b>	<b>166</b>	<b>178</b>	<b>167</b>	<b>266</b>	<b>181</b>	<b>142</b>	<b>61</b>	<b>83</b>	<b>478</b>
		<b>82%</b>	<b>79%</b>	<b>85%</b>	<b>81%</b>	<b>78%</b>	<b>78%</b>	<b>85%</b>	<b>76%</b>	<b>91%</b>	<b>82%</b>	<b>90%</b>	<b>74%</b>	<b>86%</b>	<b>82%</b>
	There should not be any limit to how much any individual person has to pay for adult social care over their lifetime	<b>230</b>	<b>131</b>	<b>98</b>	<b>26</b>	<b>48</b>	<b>46</b>	<b>30</b>	<b>53</b>	<b>27</b>	<b>40</b>	<b>16</b>	<b>21</b>	<b>14</b>	<b>105</b>
		<b>18%</b>	<b>21%</b>	<b>15%</b>	<b>19%</b>	<b>22%</b>	<b>22%</b>	<b>15%</b>	<b>24%</b>	<b>9%</b>	<b>18%</b>	<b>10%</b>	<b>26%</b>	<b>14%</b>	<b>18%</b>



**Table 10 : Which of the following statements is closest to your view?**

			Experience of Adult social care			
		Total	Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Base: All adults GB 18+						
Which of the following statements is closest to your view?	Unweighted Base	1285	166	239	253	694
	Weighted Base	1285	137	223	234	739
	There should be a maximum limit to how much any individual person has to pay for adult social care over their lifetime	1055	112	182	197	604
		82%	82%	82%	84%	82%
	There should not be any limit to how much any individual person has to pay for adult social care over their lifetime	230	25	41	37	135
		18%	18%	18%	16%	18%

**Table 11 : In the future, the way adult social care is funded may need to change to meet rising costs.**

**One option could be a compulsory government-run insurance scheme, where everyone contributes monthly payments (in addition to income tax or through a separate contribution). The money would be kept in a dedicated fund and used exclusively to pay for all adult social care. Would you support or oppose this scheme?**

			Gender		Age band						Vote in 2024 General Election				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Support for a compulsory government-run insurance scheme, where everyone contributes monthly payments(in addition to income tax or through a separate contribution)	Unweighted Base	1285	592	682	92	190	210	252	241	300	410	259	95	109	235
	Weighted Base	1285	614	652	135	217	212	208	220	293	221	158	83	97	583
	Strongly support	248	117	129	10	19	32	42	40	107	52	49	19	24	80
		19%	19%	20%	7%	9%	15%	20%	18%	37%	23%	31%	23%	25%	14%
	Slightly support	513	264	241	48	100	78	82	84	121	102	59	41	33	227
		40%	43%	37%	36%	46%	37%	40%	38%	41%	46%	37%	50%	34%	39%
	Slightly oppose	163	75	86	31	31	29	24	27	21	25	17	12	7	83
		13%	12%	13%	23%	14%	14%	12%	12%	7%	11%	11%	14%	7%	14%
	Strongly oppose	179	76	98	22	37	31	26	41	21	20	12	4	23	93
		14%	12%	15%	16%	17%	15%	12%	19%	7%	9%	7%	5%	24%	16%
	Don't know	182	81	98	24	30	43	34	29	23	22	21	6	10	100
		14%	13%	15%	18%	14%	20%	16%	13%	8%	10%	13%	8%	10%	17%

**Table 11 : In the future, the way adult social care is funded may need to change to meet rising costs.**

**One option could be a compulsory government-run insurance scheme, where everyone contributes monthly payments (in addition to income tax or through a separate contribution). The money would be kept in a dedicated fund and used exclusively to pay for all adult social care. Would you support or oppose this scheme?**

			Experience of Adult social care			
			Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Base: All adults GB 18+		Total				
Support for a compulsory government-run insurance scheme, where everyone contributes monthly payments(in addition to income tax or through a separate contribution)	Unweighted Base	1285	166	239	253	694
	Weighted Base	1285	137	223	234	739
	Strongly support	248	29	40	66	120
		19%	21%	18%	28%	16%
	Slightly support	513	50	112	107	268
		40%	36%	50%	46%	36%
	Slightly oppose	163	13	30	15	106
		13%	10%	13%	7%	14%
	Strongly oppose	179	27	16	24	117
		14%	20%	7%	10%	16%
	Don't know	182	19	25	22	128
		14%	14%	11%	9%	17%

**Table 12 : In the future, if there is no government-run insurance scheme, it may also be possible to buy private insurance to help fund care any adult social care you may need. If this option were to become available, do you think you would be interested in investigating this option?**

			Gender		Age band						Vote in 2024 General Election				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Interest in investigating private insurance to help fund care any adult social care?	Unweighted Base	1285	592	682	92	190	210	252	241	300	410	259	95	109	235
	Weighted Base	1285	614	652	135	217	212	208	220	293	221	158	83	97	583
	Very interested	81	43	37	5	12	20	14	9	21	14	17	4	11	30
		6%	7%	6%	4%	6%	9%	7%	4%	7%	6%	11%	5%	11%	5%
	Interested	440	209	227	39	69	79	71	70	112	79	72	36	27	188
		34%	34%	35%	29%	32%	37%	34%	32%	38%	36%	46%	44%	27%	32%
	Not very interested	369	189	172	45	73	55	62	58	77	69	33	24	32	174
		29%	31%	26%	34%	34%	26%	30%	26%	26%	31%	21%	29%	33%	30%
	Not at all interested	180	77	103	14	28	14	19	46	59	24	21	11	14	79
		14%	13%	16%	10%	13%	7%	9%	21%	20%	11%	13%	13%	15%	14%
	Don't know	215	96	113	32	35	45	42	37	25	36	16	8	14	112
		17%	16%	17%	24%	16%	21%	20%	17%	8%	16%	10%	9%	14%	19%

**Table 12 : In the future, if there is no government-run insurance scheme, it may also be possible to buy private insurance to help fund care any adult social care you may need. If this option were to become available, do you think you would be interested in investigating this option?**

			Experience of Adult social care			
		Total	Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Base: All adults GB 18+						
Interest in investigating private insurance to help fund care any adult social care?	Unweighted Base	<b>1285</b>	<b>166</b>	<b>239</b>	<b>253</b>	<b>694</b>
	Weighted Base	<b>1285</b>	<b>137</b>	<b>223</b>	<b>234</b>	<b>739</b>
	Very interested	<b>81</b>	<b>9</b>	<b>11</b>	<b>17</b>	<b>46</b>
		<b>6%</b>	<b>7%</b>	<b>5%</b>	<b>7%</b>	<b>6%</b>
	Interested	<b>440</b>	<b>51</b>	<b>94</b>	<b>87</b>	<b>218</b>
		<b>34%</b>	<b>37%</b>	<b>42%</b>	<b>37%</b>	<b>30%</b>
	Not very interested	<b>369</b>	<b>28</b>	<b>59</b>	<b>68</b>	<b>226</b>
		<b>29%</b>	<b>21%</b>	<b>27%</b>	<b>29%</b>	<b>31%</b>
	Not at all interested	<b>180</b>	<b>26</b>	<b>22</b>	<b>24</b>	<b>118</b>
		<b>14%</b>	<b>19%</b>	<b>10%</b>	<b>10%</b>	<b>16%</b>
	Don't know	<b>215</b>	<b>23</b>	<b>37</b>	<b>37</b>	<b>131</b>
		<b>17%</b>	<b>17%</b>	<b>17%</b>	<b>16%</b>	<b>18%</b>

**Table 13 : Have you made any plans for how you would pay for any adult social care which you may need in the future?**

			Gender		Age band						Vote in 2024 General Election				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Have you made any plans for how you would pay for any adult social care which you may need in the future?	Unweighted Base	1285	592	682	92	190	210	252	241	300	410	259	95	109	235
	Weighted Base	1285	614	652	135	217	212	208	220	293	221	158	83	97	583
	Yes	108	60	48	7	14	11	19	17	41	17	25	14	6	40
		8%	10%	7%	5%	7%	5%	9%	8%	14%	8%	16%	17%	6%	7%
	No	1094	519	558	120	194	186	184	189	221	195	117	64	84	521
		85%	85%	86%	89%	90%	88%	88%	86%	75%	88%	74%	78%	87%	89%
	Prefer not to say	83	35	46	8	8	15	6	15	31	10	16	4	7	21
		6%	6%	7%	6%	4%	7%	3%	7%	11%	4%	10%	5%	7%	4%

**Table 13 : Have you made any plans for how you would pay for any adult social care which you may need in the future?**

			Experience of Adult social care			
		Total	Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Base: All adults GB 18+						
Have you made any plans for how you would pay for any adult social care which you may need in the future?	Unweighted Base	1285	166	239	253	694
	Weighted Base	1285	137	223	234	739
	Yes	108	15	23	38	43
		8%	11%	10%	16%	6%
	No	1094	118	183	180	648
		85%	86%	82%	77%	88%
	Prefer not to say	83	4	17	17	49
		6%	3%	8%	7%	7%

**Table 14 : How concerned are you about paying for any adult social care that you may need when you are older?**

			Gender		Age band						Vote in 2024 General Election				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
How concerned are you about paying for any adult social care that you may need when you are older?	Unweighted Base	1285	592	682	92	190	210	252	241	300	410	259	95	109	235
	Weighted Base	1285	614	652	135	217	212	208	220	293	221	158	83	97	583
	Very concerned	273	110	163	8	18	36	57	74	79	44	49	15	25	112
		21%	18%	25%	6%	8%	17%	28%	34%	27%	20%	31%	18%	26%	19%
	Somewhat concerned	525	243	279	47	75	78	88	89	148	94	71	45	30	233
		41%	40%	43%	35%	35%	37%	42%	40%	50%	42%	45%	55%	31%	40%
	Not very concerned	285	161	115	40	68	57	42	37	41	50	27	13	24	148
		22%	26%	18%	30%	31%	27%	20%	17%	14%	22%	17%	16%	25%	25%
	Not at all concerned	92	51	40	22	24	17	7	11	11	21	8	4	11	37
		7%	8%	6%	16%	11%	8%	4%	5%	4%	9%	5%	4%	12%	6%
	Don't know	110	49	55	19	31	24	13	9	15	13	2	6	7	54
		9%	8%	8%	14%	14%	11%	6%	4%	5%	6%	1%	7%	7%	9%



**Table 14 : How concerned are you about paying for any adult social care that you may need when you are older?**

			Experience of Adult social care			
			Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Base: All adults GB 18+		Total				
How concerned are you about paying for any adult social care that you may need when you are older?	Unweighted Base	1285	166	239	253	694
	Weighted Base	1285	137	223	234	739
	Very concerned	273	42	73	57	117
		21%	31%	33%	24%	16%
	Somewhat concerned	525	60	89	112	288
		41%	44%	40%	48%	39%
	Not very concerned	285	23	48	50	169
		22%	17%	21%	21%	23%
	Not at all concerned	92	8	11	8	69
		7%	6%	5%	3%	9%
	Don't know	110	3	2	8	96
		9%	2%	1%	4%	13%

**Table 15 : Thinking about any adult social care you may need in the future, how comfortable would you be discussing the following with family and friends? - Plans for your care**

			Gender		Age band						Vote in 2024 General Election				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Thinking about any adult social care you may need in the future, how comfortable would you be discussing the following with family and friends? - Plans for your care	Unweighted Base	1285	592	682	92	190	210	252	241	300	410	259	95	109	235
	Weighted Base	1285	614	652	135	217	212	208	220	293	221	158	83	97	583
	Very comfortable	453	195	257	35	62	79	77	87	113	73	73	32	30	204
		35%	32%	39%	26%	29%	37%	37%	39%	39%	33%	46%	39%	31%	35%
	Somewhat comfortable	509	266	233	58	94	86	72	83	116	95	60	35	40	222
		40%	43%	36%	43%	44%	41%	34%	38%	40%	43%	38%	42%	42%	38%
	Not very comfortable	191	94	96	11	36	23	40	35	45	29	19	9	14	103
		15%	15%	15%	8%	17%	11%	19%	16%	15%	13%	12%	11%	14%	18%
	Not at all comfortable	43	22	21	6	4	4	9	9	11	7	5	2	7	17
		3%	4%	3%	4%	2%	2%	4%	4%	4%	3%	3%	2%	8%	3%
	Don't know	89	37	46	25	20	20	10	7	7	16	2	5	5	38
		7%	6%	7%	18%	9%	9%	5%	3%	2%	7%	1%	6%	5%	6%

**Table 15 : Thinking about any adult social care you may need in the future, how comfortable would you be discussing the following with family and friends? - Plans for your care**

			Experience of Adult social care			
		Total	Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Base: All adults GB 18+						
Thinking about any adult social care you may need in the future, how comfortable would you be discussing the following with family and friends? - Plans for your care	Unweighted Base	1285	166	239	253	694
	Weighted Base	1285	137	223	234	739
	Very comfortable	453	58	86	89	235
		35%	43%	39%	38%	32%
	Somewhat comfortable	509	48	102	88	295
		40%	35%	46%	38%	40%
	Not very comfortable	191	15	29	50	106
		15%	11%	13%	21%	14%
	Not at all comfortable	43	12	2	5	24
		3%	9%	1%	2%	3%
	Don't know	89	3	4	2	79
		7%	2%	2%	1%	11%

**Table 16 : Thinking about any adult social care you may need in the future, how comfortable would you be discussing the following with family and friends? - How cany care you receive will be paid for**

			Gender		Age band						Vote in 2024 General Election				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Thinking about any adult social care you may need in the future, how comfortable would you be discussing the following with family and friends? - How cany care you receive will be paid for	Unweighted Base	1285	592	682	92	190	210	252	241	300	410	259	95	109	235
	Weighted Base	1285	614	652	135	217	212	208	220	293	221	158	83	97	583
	Very comfortable	352	171	173	17	53	58	54	76	94	56	51	27	26	154
		27%	28%	27%	13%	24%	27%	26%	34%	32%	25%	32%	33%	27%	26%
	Somewhat comfortable	504	254	246	64	91	82	78	76	113	84	74	28	43	223
		39%	41%	38%	47%	42%	39%	37%	35%	39%	38%	47%	34%	44%	38%
	Not very comfortable	254	113	141	25	35	45	53	38	58	49	25	16	15	130
		20%	18%	22%	19%	16%	21%	26%	17%	20%	22%	16%	20%	15%	22%
	Not at all comfortable	84	40	44	6	19	8	15	20	17	16	5	4	8	42
		7%	7%	7%	4%	9%	4%	7%	9%	6%	7%	3%	5%	8%	7%
	Don't know	90	35	49	23	18	19	8	11	11	17	4	7	5	34
		7%	6%	8%	17%	8%	9%	4%	5%	4%	8%	2%	8%	5%	6%

**Table 16 : Thinking about any adult social care you may need in the future, how comfortable would you be discussing the following with family and friends? - How cany care you receive will be paid for**

		Total	Experience of Adult social care			
			Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Base: All adults GB 18+						
Thinking about any adult social care you may need in the future, how comfortable would you be discussing the following with family and friends? - How cany care you receive will be paid for	Unweighted Base	1285	166	239	253	694
	Weighted Base	1285	137	223	234	739
	Very comfortable	352	45	81	68	172
		27%	33%	36%	29%	23%
	Somewhat comfortable	504	45	89	100	289
		39%	33%	40%	43%	39%
	Not very comfortable	254	31	36	50	152
		20%	22%	16%	21%	21%
	Not at all comfortable	84	15	12	8	50
		7%	11%	5%	3%	7%
	Don't know	90	2	4	9	76
		7%	1%	2%	4%	10%

**Table 17 : Thinking about your friends and family, are you concerned, if at all, about how they would afford the costs of any adult social care that they may require in the future?**

			Gender		Age band						Vote in 2024 General Election				
Base: All adults GB 18+		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote
Thinking about your friends and family, are you concerned, if at all, about how they would afford the costs of any adult social care that they may require in the future?	Unweighted Base	1285	592	682	92	190	210	252	241	300	410	259	95	109	235
	Weighted Base	1285	614	652	135	217	212	208	220	293	221	158	83	97	583
	Very concerned	302	111	184	11	45	44	55	69	77	48	37	15	25	143
		23%	18%	28%	8%	21%	21%	27%	31%	26%	22%	23%	18%	26%	24%
	Somewhat concerned	563	272	287	66	90	98	93	87	129	104	76	41	34	259
		44%	44%	44%	49%	42%	46%	45%	39%	44%	47%	48%	50%	35%	44%
	Not very concerned	220	127	94	25	48	34	32	30	51	45	25	15	21	91
		17%	21%	14%	19%	22%	16%	15%	14%	17%	20%	16%	18%	22%	16%
	Not at all concerned	63	40	23	7	11	11	13	11	10	11	9	3	8	26
		5%	6%	3%	5%	5%	5%	6%	5%	3%	5%	5%	3%	8%	5%
	I do not have any relatives	13	7	5	0	1	1	0	7	4	2	0	1	3	7
		1%	1%	1%	0%	0%	1%	0%	3%	1%	1%	0%	1%	3%	1%
	Don't know	125	58	60	25	22	23	15	16	23	12	12	7	7	57
		10%	9%	9%	19%	10%	11%	7%	7%	8%	5%	8%	9%	7%	10%

**Table 17 : Thinking about your friends and family, are you concerned, if at all, about how they would afford the costs of any adult social care that they may require in the future?**

Base: All adults GB 18+		Total	Experience of Adult social care			
			Currently receives adult social care/Relative currently receives adult social care	Has relative that received adult social care in last 5 years	Has relative likely to require adult social care in next 5 years	No experience of Adult Social Care
Thinking about your friends and family, are you concerned, if at all, about how they would afford the costs of any adult social care that they may require in the future?	Unweighted Base	1285	166	239	253	694
	Weighted Base	1285	137	223	234	739
	Very concerned	302	46	75	62	131
		23%	33%	34%	26%	18%
	Somewhat concerned	563	64	87	111	322
		44%	47%	39%	47%	44%
	Not very concerned	220	18	30	37	141
		17%	13%	14%	16%	19%
	Not at all concerned	63	5	16	11	38
		5%	4%	7%	5%	5%
	I do not have any relatives	13	0	1	0	12
		1%	0%	0%	0%	2%
	Don't know	125	4	13	13	95
		10%	3%	6%	6%	13%