

YouGov / Matt Chorley Survey Results

Sample Size: 1898 GB Adults
Fieldwork: 15th - 16th December 2020

	Vote In 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1898	643	471	171	704	752	922	976	207	791	457	442	1082	816	228	638	412	457	163
Unweighted Sample	1898	673	479	190	788	786	830	1068	106	779	492	521	1106	792	191	666	427	455	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following terms, please indicate whether you have ever heard them being used in a political context and whether you know what they mean:

Levelling up

means	33	36	37	43	41	33	40	26	22	28	41	38	38	26	35	30	32	36	32
I have heard this being used, but I'm not sure what it means	24	25	25	28	27	25	21	27	19	24	26	25	24	24	23	25	25	21	31
I have heard this being used, but have no idea what it means	12	11	9	10	11	10	11	12	16	12	9	12	11	13	10	13	11	11	10
I have never heard this being used	31	27	29	19	21	32	28	35	43	36	24	26	27	37	32	31	32	32	27

Net-zero

means	37	36	40	57	46	33	49	26	39	37	41	32	46	26	37	39	35	34	42
I have heard this being used, but I'm not sure what it means	20	20	23	20	21	20	19	21	19	18	23	21	19	22	20	18	22	19	26
I have heard this being used, but have no idea what it means	11	12	9	8	10	11	9	13	12	11	10	12	10	13	13	14	9	10	6
I have never heard this being used	32	32	28	16	22	37	23	41	30	34	26	36	26	40	30	30	34	36	26

One nation

means	34	37	37	35	38	38	38	31	22	31	41	39	36	31	38	34	34	31	39
I have heard this being used, but I'm not sure what it means	25	23	27	31	26	24	24	26	24	23	27	25	26	23	19	23	27	27	27
I have heard this being used, but have no idea what it means	12	12	11	11	13	10	10	13	15	11	9	14	11	13	16	14	9	12	5
I have never heard this being used	30	28	25	23	23	28	28	31	39	35	23	23	27	33	27	29	30	31	29

UBI

means	8	5	13	10	11	5	12	4	11	10	6	4	10	5	12	6	10	6	9
I have heard this being used, but I'm not sure what it means	5	6	4	5	5	6	6	4	2	5	5	5	5	4	4	4	4	4	8
I have heard this being used, but have no idea what it means	7	6	8	5	8	6	9	5	9	6	6	8	7	7	6	9	5	6	5
I have never heard this being used	81	83	76	80	76	84	74	87	78	79	83	83	78	84	78	81	81	83	78

Deficit

	means	70	75	77	80	81	69	74	67	62	64	81	74	76	63	71	71	69	69	75
I have heard this being used, but I'm not sure what	it means	14	12	14	13	13	16	12	16	20	16	12	12	12	17	11	14	14	17	14
I have heard this being used, but have no idea what	it means	5	5	3	3	2	4	4	5	4	7	2	4	4	6	5	6	5	5	1
I have never heard this being used		11	9	6	4	4	11	10	11	14	12	6	11	8	14	13	9	12	10	10

Culture war

	means	31	30	39	35	39	28	36	26	26	29	37	30	36	24	36	30	29	28	39
I have heard this being used, but I'm not sure what	it means	22	20	24	28	23	23	21	23	24	19	21	27	20	24	24	23	19	23	20
I have heard this being used, but have no idea what	it means	9	10	8	5	9	8	9	9	6	10	11	7	9	10	4	11	10	10	5
I have never heard this being used		38	39	30	31	30	40	34	42	43	41	32	35	35	42	36	36	42	38	36

Tariff

	means	64	68	71	76	75	63	71	58	57	57	75	69	69	57	64	64	62	62	76
I have heard this being used, but I'm not sure what	it means	18	18	16	15	17	18	14	22	25	19	14	16	17	19	16	20	18	18	11
I have heard this being used, but have no idea what	it means	7	6	4	1	3	8	6	7	4	8	4	7	5	9	7	7	7	7	2
I have never heard this being used		12	9	9	7	5	11	10	13	14	16	6	8	9	15	13	10	12	14	11

Sunlit uplands

	means	10	8	13	21	17	6	14	6	8	8	14	11	14	5	10	11	9	9	12
I have heard this being used, but I'm not sure what	it means	7	7	8	12	9	7	8	6	6	6	6	11	8	6	9	7	7	6	8
I have heard this being used, but have no idea what	it means	7	6	8	5	8	6	9	6	6	8	6	8	7	8	4	9	6	9	8
I have never heard this being used		75	79	71	62	66	81	69	81	80	79	73	70	71	81	77	74	78	76	72

Level playing field

	means	69	74	76	82	81	69	73	66	70	62	77	74	74	63	69	70	66	68	78
I have heard this being used, but I'm not sure what it means		15	15	13	12	11	18	13	17	12	16	15	15	15	16	14	14	19	15	10
I have heard this being used, but have no idea what it means		6	5	4	4	4	5	5	7	8	7	4	6	4	8	4	7	5	8	3
I have never heard this being used		9	6	7	2	4	9	9	10	10	15	4	5	6	13	13	8	11	8	10

Spad

	means	10	8	14	17	16	7	14	6	5	8	14	10	13	5	15	9	9	8	11
I have heard this being used, but I'm not sure what it means		4	4	3	2	3	5	5	3	0	6	2	4	4	3	4	4	3	3	7
I have heard this being used, but have no idea what it means		5	4	5	4	6	3	6	3	8	5	3	4	5	4	7	6	3	4	5
I have never heard this being used		82	84	78	77	75	85	75	88	87	81	81	82	77	88	74	82	85	85	78

Mandarin

	means	28	24	37	45	37	23	32	24	34	24	30	29	33	20	37	29	25	24	26
I have heard this being used, but I'm not sure what it means		12	14	10	9	12	11	12	11	8	12	11	13	12	11	11	11	12	12	14
I have heard this being used, but have no idea what it means		8	10	6	4	8	8	10	7	9	10	7	7	8	9	7	10	7	9	5
I have never heard this being used		52	52	47	43	43	58	47	58	49	55	52	50	46	60	45	50	56	55	55