

# Rural Constituencies Polling

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Conducted by Survation on behalf of  
the Country Land and Business  
Association

The logo for the Country Land and Business Association (CLA) features the letters 'CLA' in a bold, white, sans-serif font. A stylized, curved line in shades of yellow and orange passes behind the letters, starting from the left, curving under the 'L', and ending under the 'A'. The logo is set against a light blue rectangular background.

Conducted by Survation on behalf of the Country Land and Business Association  
Methodology: Online interviews of adults aged 18+ living in the 100 most rural  
constituencies in England.  
Fieldwork: 23<sup>rd</sup> – 30<sup>th</sup> January 2024  
Sample size: 1,092

**Survation.**

# Methodology

## Fieldwork Dates

- 23<sup>rd</sup> – 30<sup>th</sup> January 2024

## Data Collection Method

- The survey was conducted via online panel. Invitations to complete the survey were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

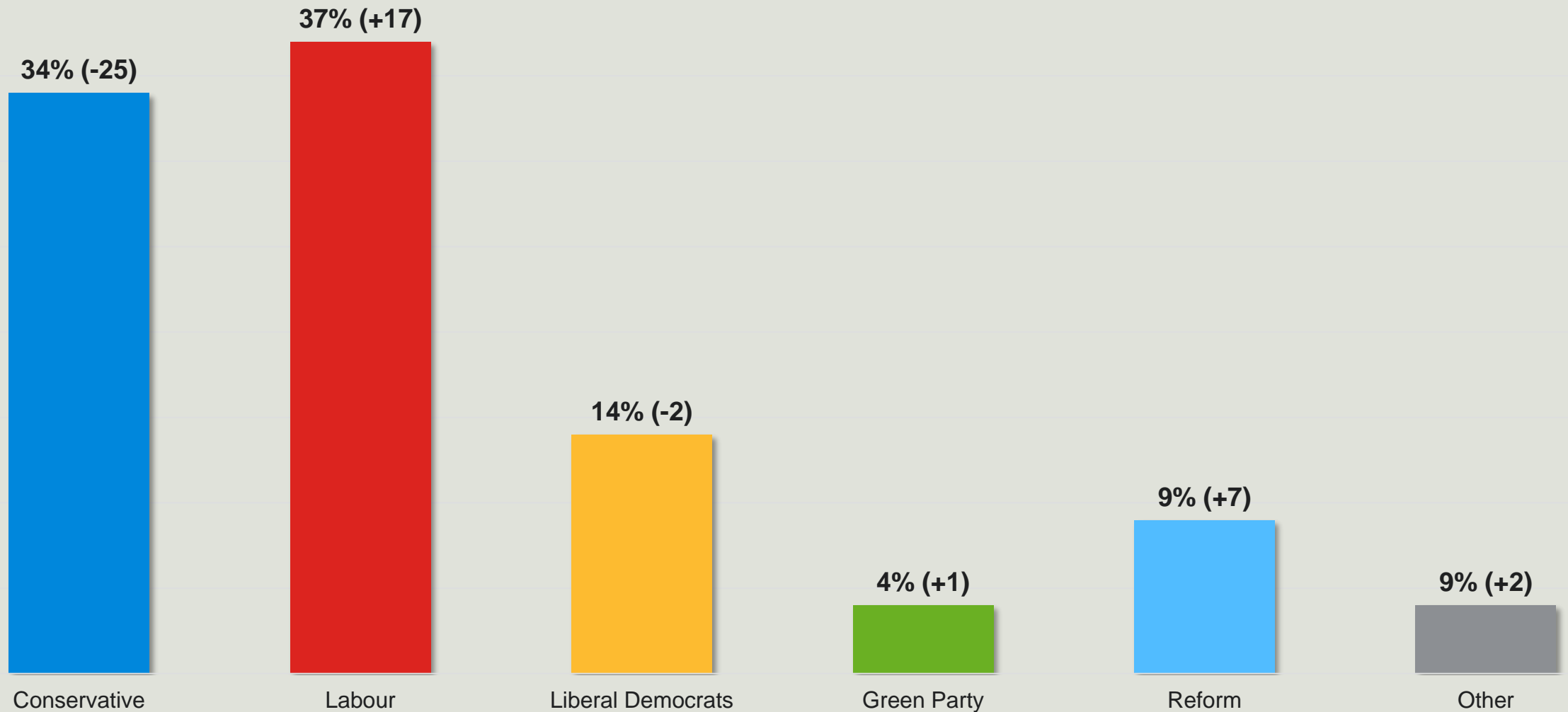
## Population Sampled

- Adults aged 18+ living in the 100 most rural constituencies in England.

## Sample Size

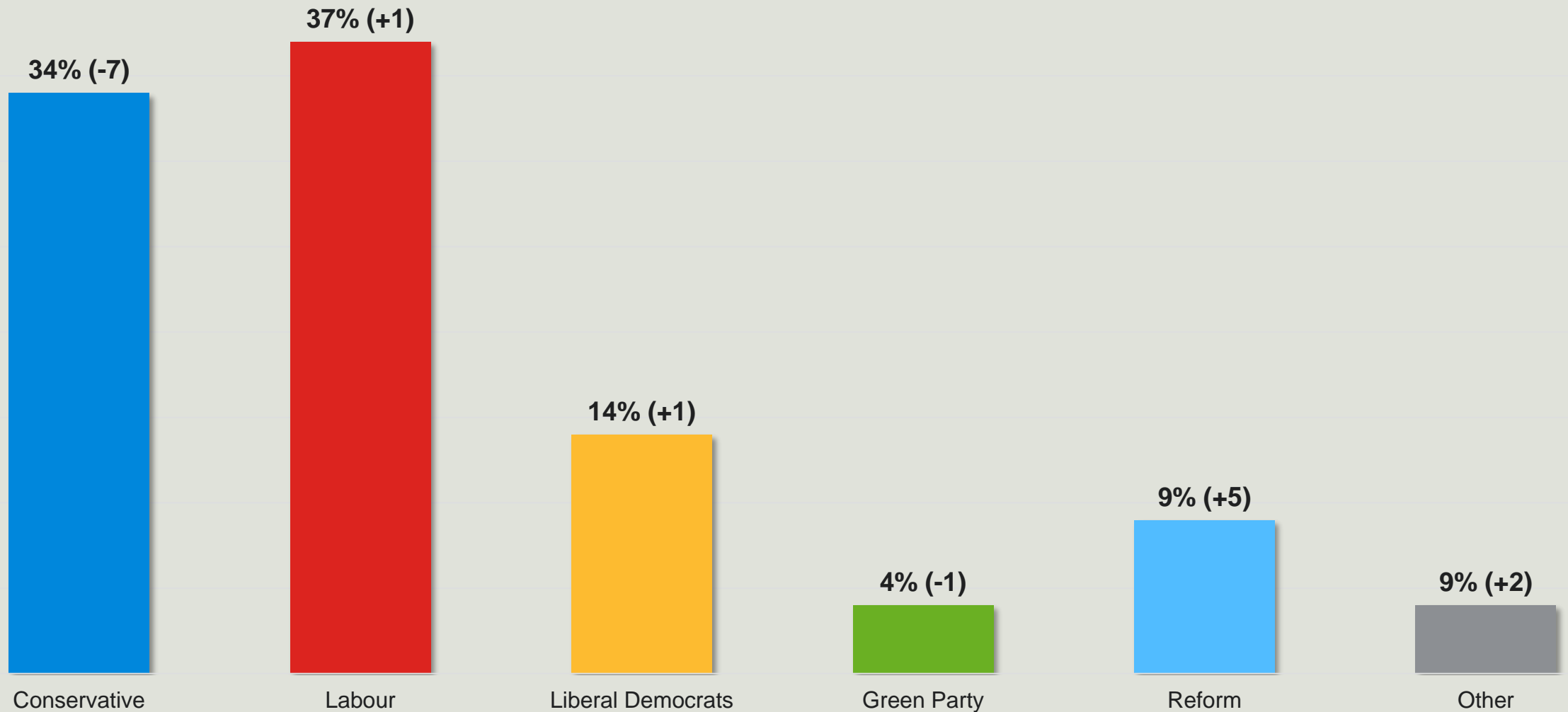
- 1,092

# If there were a general election tomorrow, and there were candidates from all political parties standing in your constituency, for which party would you vote?



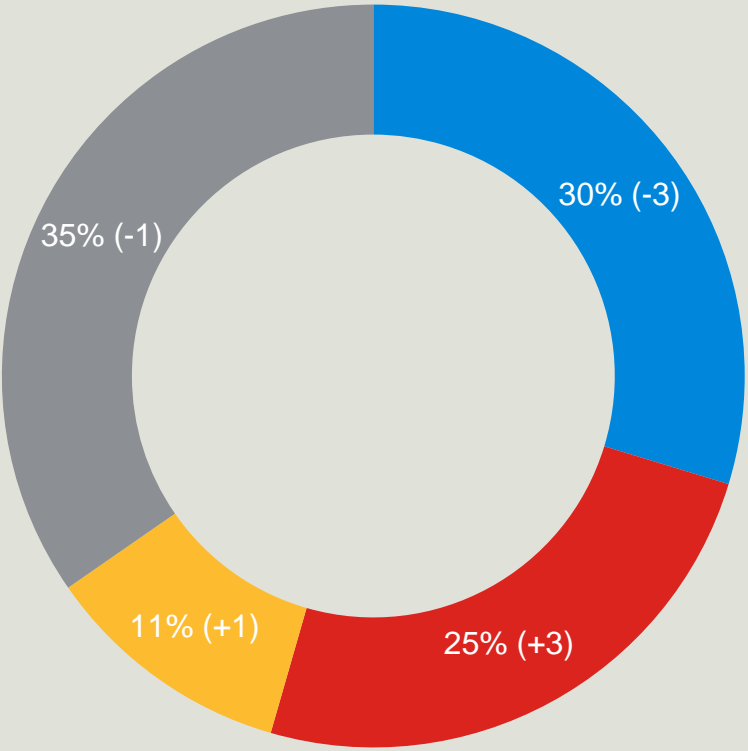
BASE: Respondents likely to vote, factored by likelihood to vote, with undecided and refused removed. Unweighted total, 774. Changes with General Election 2019 results

# If there were a general election tomorrow, and there were candidates from all political parties standing in your constituency, for which party would you vote?



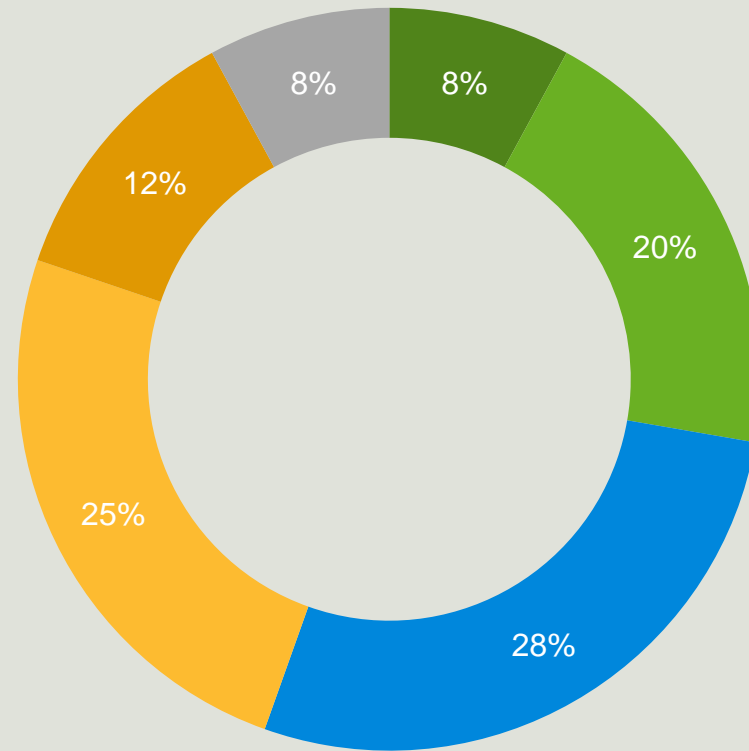
4 BASE: Respondents likely to vote, factored by likelihood to vote, with undecided and refused removed. Unweighted total, 774. Changes with April 2023

# Which of the following political parties do you trust most to stimulate economic growth in rural areas?



■ Conservatives      ■ Labour      ■ Liberal Democrats      ■ Don't know

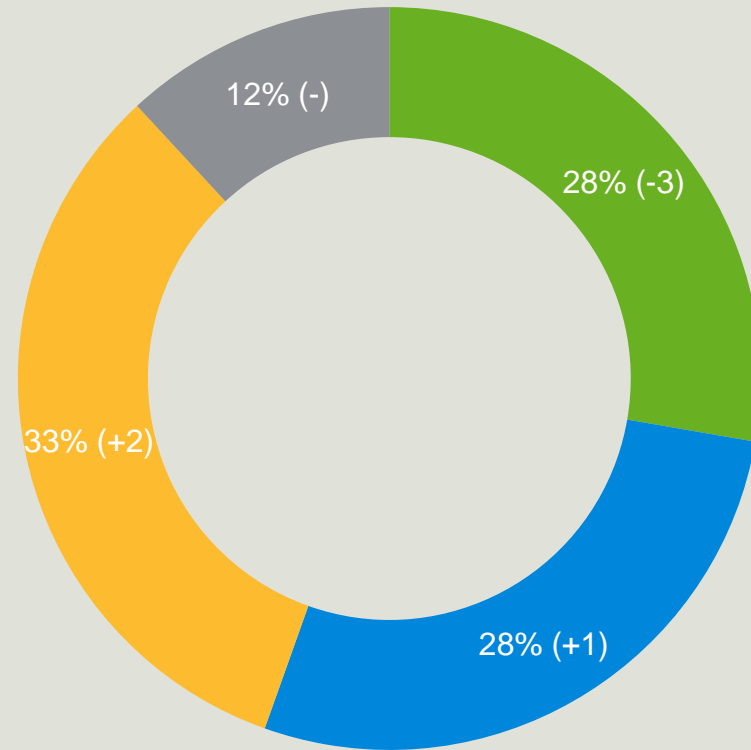
# How likely or unlikely is it that the next generation of those living in the countryside will have a better life than their parents living in the countryside?



■ Very likely ■ Somewhat likely ■ Neither likely nor unlikely ■ Somewhat unlikely ■ Very unlikely ■ Don't know

BASE: All Respondents, Unweighted Total: 1,092

# To what extent, if at all, do you agree or disagree with the following statement: 'The Labour Party understands and respects rural communities and the rural way of life'



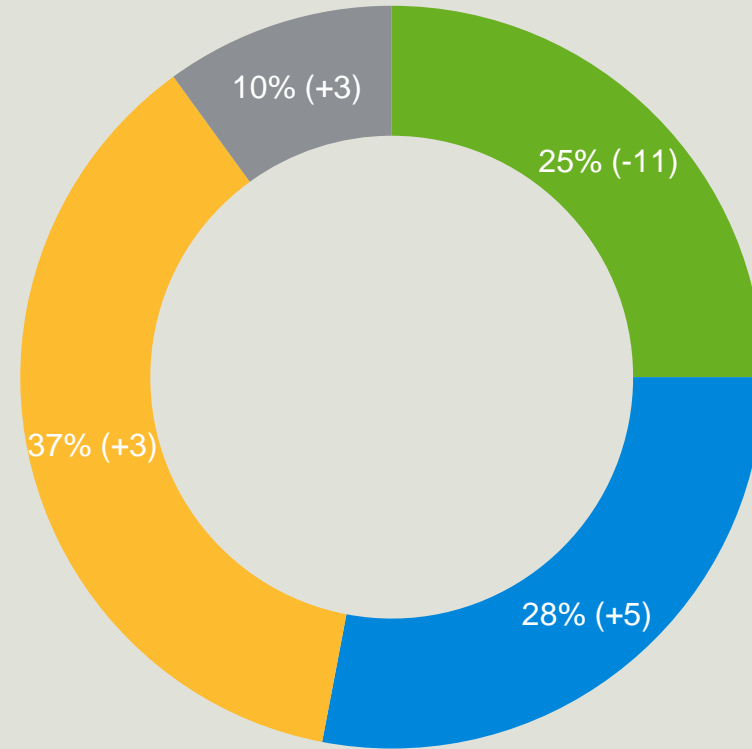
■ Agree (NET)

■ Neither agree nor disagree

■ Disagree (NET)

■ Don't know

To what extent, if at all, do you agree or disagree with the following statement: 'The Conservative Party understands and respects rural communities and the rural way of life'



■ Agree (NET)

■ Neither agree nor disagree

■ Disagree (NET)

■ Don't know