Methodology

- YouGov surveyed a **nationally** and **politically** representative sample of 2000 adults in Great Britain online between the 25th and 26th July 2023.
- To construct the sample, quota sampling paired with post-stratification random iterative method weighting was employed.
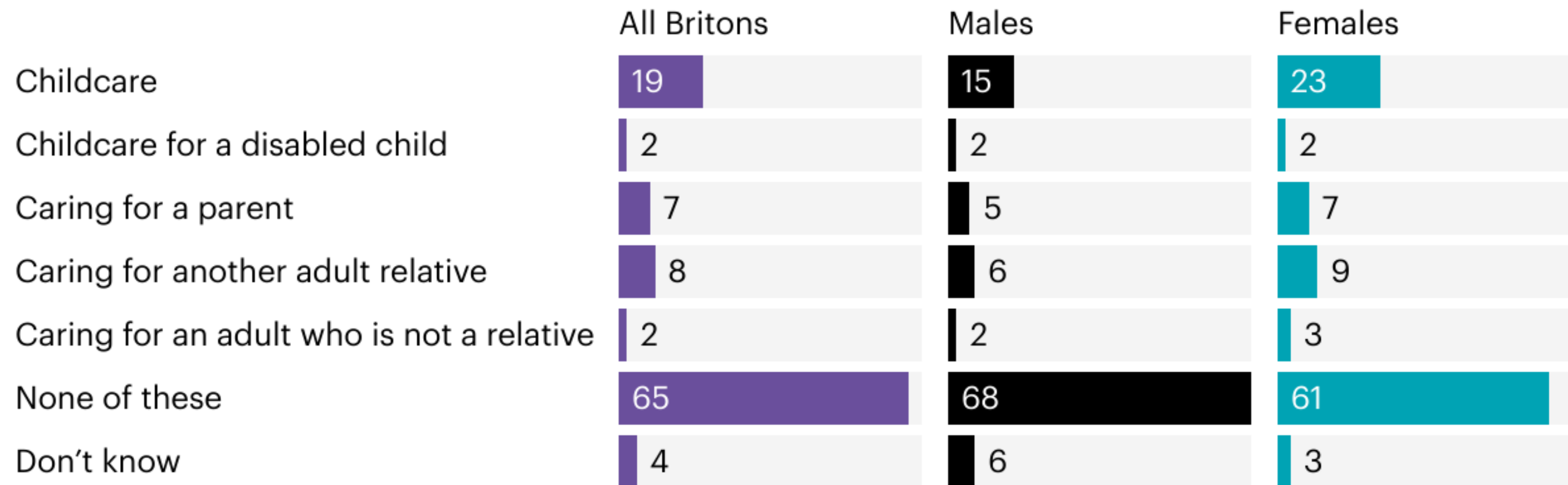
2000

Introduction

- Although figures are drawn from a nationally representative sample, this report focuses primarily on women, particularly women who are currently providing unpaid care to members of their families or communities.
- Recipients of this care may be adults or children.

Introduction

- Women are significantly more likely to be unpaid carers in some capacity than men

Which, if any, of the following types of UNPAID work do you do carry out in the average week? Please tick all that apply. %

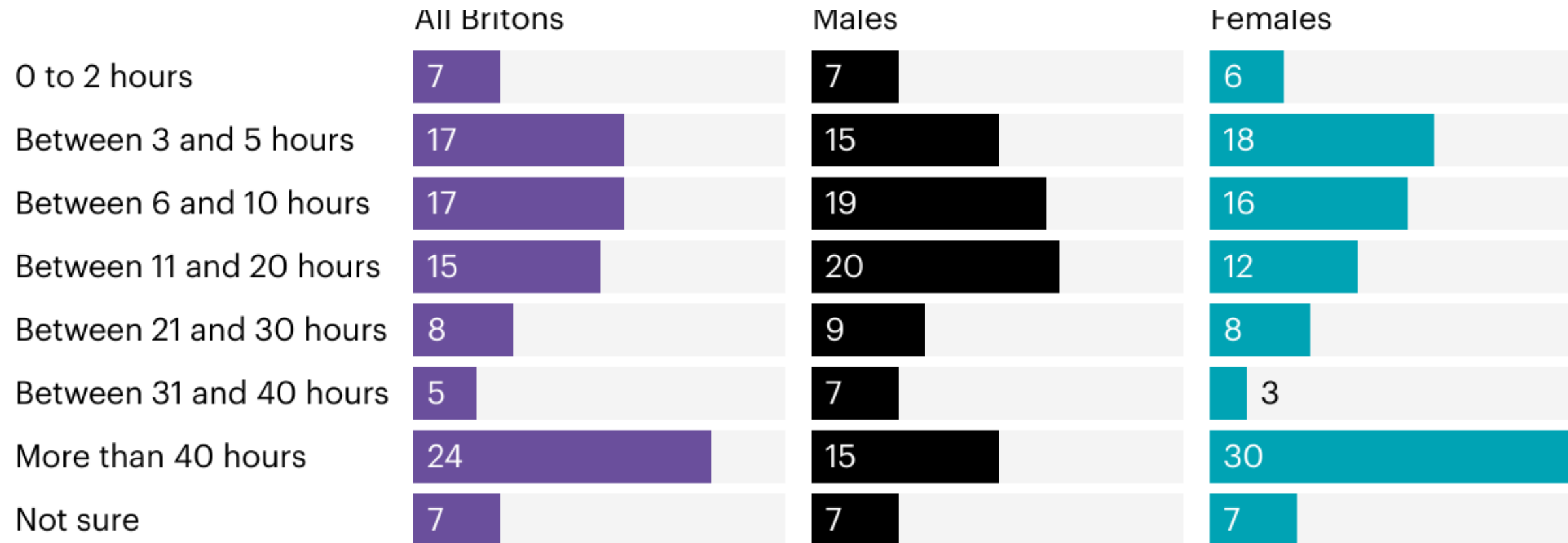|	All Britons	Males	Females
Childcare	19	15	23
Childcare for a disabled child	2	2	2
Caring for a parent	7	5	7
Caring for another adult relative	8	6	9
Caring for an adult who is not a relative	2	2	3
None of these	65	68	61
Don't know	4	6	3

25-26 July 2023

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Introduction

- Women carers are twice as likely as men to spend 40 hours or more per week caring for others

How many hours do you provide this care for in a typical week?

	All Britons	Males	Females
0 to 2 hours	7	7	6
Between 3 and 5 hours	17	15	18
Between 6 and 10 hours	17	19	16
Between 11 and 20 hours	15	20	12
Between 21 and 30 hours	8	9	8
Between 31 and 40 hours	5	7	3
More than 40 hours	24	15	30
Not sure	7	7	7

% of 672 people who provide unpaid care to an adult or child

25-26 July 2023

Violence against women and girls (VAWG) is widespread and under-reported. Economic inequality makes VAWG more likely and makes it harder for women to leave violent or abusive relationships. At the same time, violence and abuse can affect women's ability to work or study, and thus their economic wellbeing.

YES, BUT WHAT SKILLS DO YOU HAVE?

Paid care work is low status and badly paid

Paid care work is something women do 'naturally' - the skills involved are not recognised

Inequalities based on gender intersect with other forms of inequality based on race, disability, class, age, sexuality and so on. This means that inequality takes different forms and can be more severe for some women than others.

Employers make assumptions about women's abilities and likely behaviours

75% of mothers face pregnancy discrimination

Women face discrimination in the workplace

Women earn **43%** less than men

Women earn less per hour, and less overall

Women are **69%** of low earners

Women are less able to travel for work, restricting job choices

This reinforces gender stereotypes about the interests and roles of women and men in society

Women's careers progress at a slower rate than men's

Women are more likely to be living in poverty...

own less...

Women are more likely to be poor in old age

41% of women work part-time

Women have less time for paid work, more likely to work part-time/in precarious employment

Women do **60% MORE** unpaid care and domestic work than men

Caring is seen as women's work, earning money is seen as men's contribution to family

Care is undervalued and women end up doing 60% more unpaid care and domestic work than men

...save less

Women rely more on benefits and public services

INSUFFICIENT FUNDS

Women are hardest hit by cuts to benefits, tax credits and public services

Men's pension wealth **10x** women's

Full-time gender pay gap **8.9%**

I'M STEPPING DOWN TO SPEND MORE TIME WITH MY FAMILY

Women have less time to take part in politics and public life

Women are under-represented in decision-making positions

The majority of MPs and other decision makers are men

Policies and laws are more likely based on men's needs

FTSE 100 directors **29%** are women

34% of MPs are women
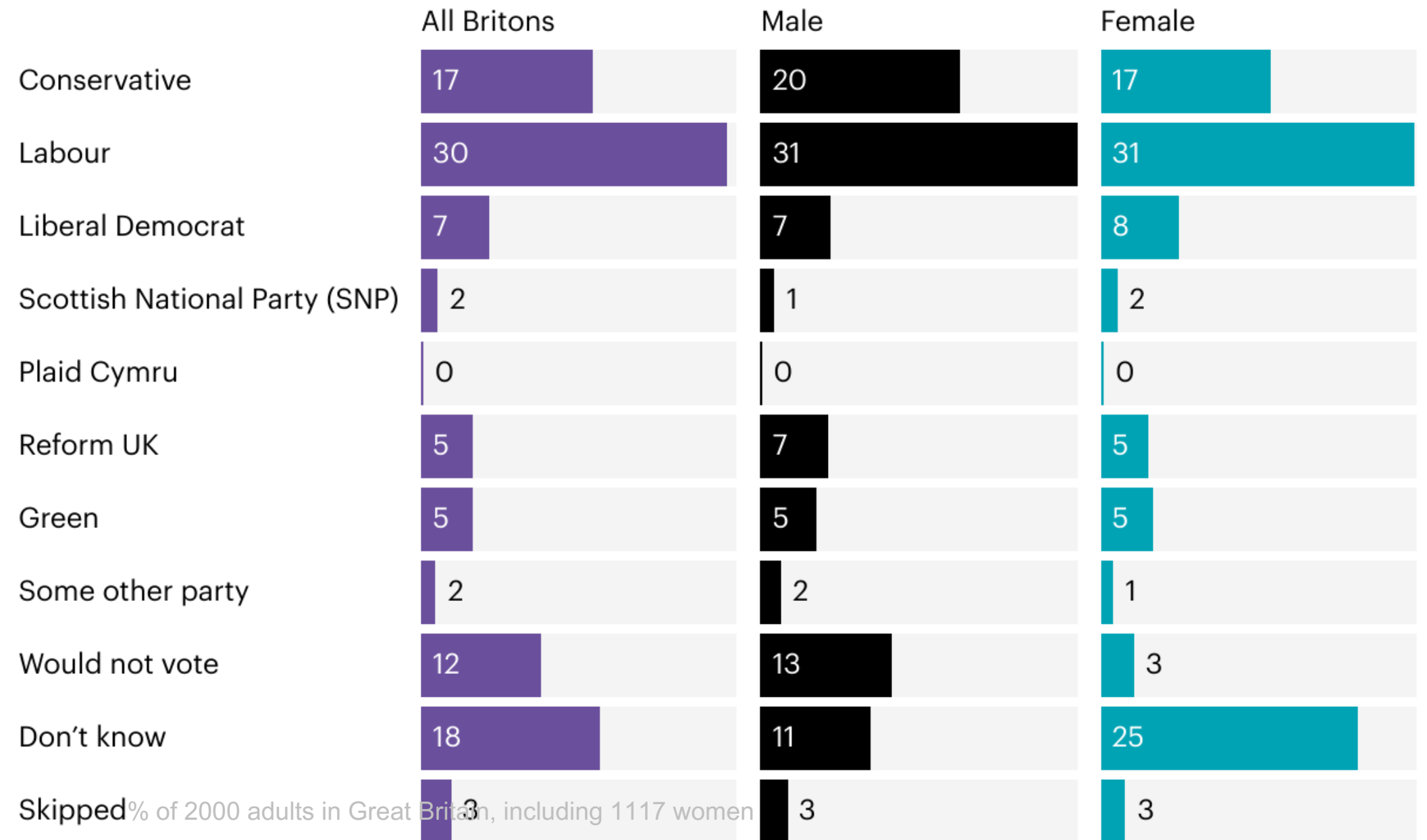
How do we break the cycle?

How will women vote at the next election?

How will women vote at this election?

- 25% of women say they are uncertain who they would vote for at the next election.
- Women are less likely than men to say they won't vote.
- They are as likely to vote Labour as men, but less likely than men to vote Conservative

	All Britons	Male	Female
Conservative	17	20	17
Labour	30	31	31
Liberal Democrat	7	7	8
Scottish National Party (SNP)	2	1	2
Plaid Cymru	0	0	0
Reform UK	5	7	5
Green	5	5	5
Some other party	2	2	1
Would not vote	12	13	3
Don't know	18	11	25
Skipped	3	3	3

% of 2000 adults in Great Britain, including 1117 women

25-26 July 2023

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How will women vote at this election by age?

- Younger women are most likely to vote Labour (44%) with around one in twenty saying they would vote Conservative (4%) and Lib Dem (5%).
- With increasing age, Labour's lead decreases, with the Conservatives in the lead in over 65s (27%).

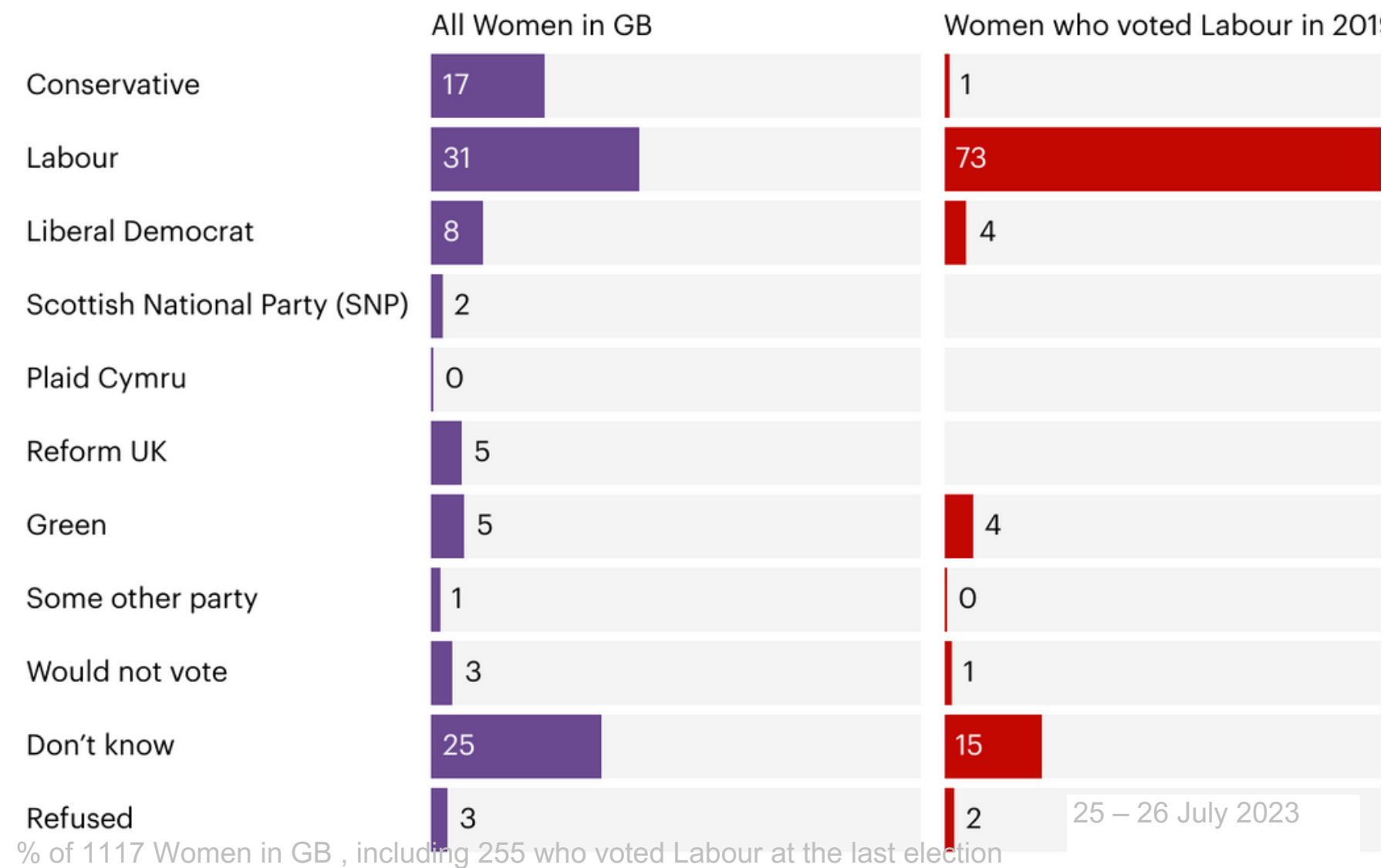|	All women	18-24	25-49	50-64	65+
Conservative	17	4	8	15	27
Labour	31	44	37	24	17
Liberal Democrat	8	5	6	5	10
Scottish National Party (SNP)	2	4	2	3	0
Plaid Cymru	0	1	0	0	
Reform UK	5		1	4	8
Green	5	5	6	5	2
Some other party	1		1	1	1
Would not vote	3	11	14	12	6
Don't know	25	17	23	27	28
Refused	3	11	3	4	0
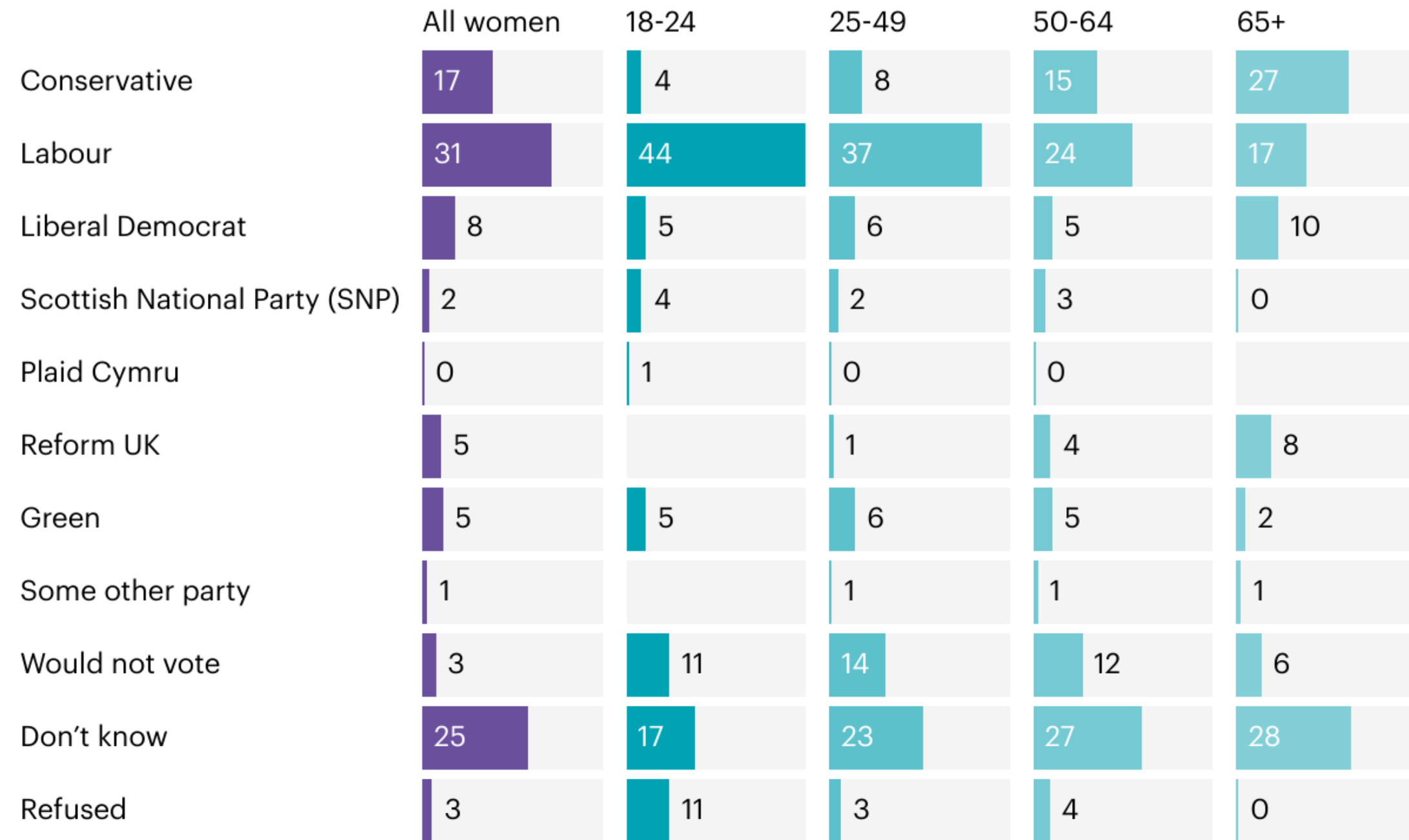
% of 1,117 women in Great Britain, including 104 (18-24); 420 (25-49); 252 (50-64); 265 (65+)

25-26 July 2023

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How will women vote at this election?

Women who voted Labour in 2019

	All Women in GB	Women who voted Labour in 201[9]
Conservative	17	1
Labour	31	73
Liberal Democrat	8	4
Scottish National Party (SNP)	2	
Plaid Cymru	0	
Reform UK	5	
Green	5	4
Some other party	1	0
Would not vote	3	1
Don't know	25	15
Refused	3	2

25 – 26 July 2023

% of 1117 Women in GB , including 255 who voted Labour at the last election

26-26 July

Vote in 2019 — **Current Voting Intention**

Conservative, Reform UK, Don't know, Would not vote, Liberal Democrat, Labour, Green

Conservative — Labour

Note: Diagram includes only women who voted Labour or Conservative at the last election

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What do women care about?

Most important issues to women at the next election

- Women's two most important issues do not differ from men's – NHS; cost of living.
- However, they are significantly less likely to care about immigration and defence than men, whilst being twice as likely to care about education and social care.

Which of the following issues will be most important to you in deciding how to vote at the next general election? Please tick up to three %

	All Britons	Males	Females
NHS and healthcare	57	48	64
Inflation and the cost of living	50	47	52
The economy	35	44	28
Environment and climate change	28	26	30
Immigration	24	27	20
Education and schools	14	9	18
Housing	12	12	12
Law and order	11	13	9
Pensions	10	9	10
Defence and security	9	12	6
Social care	6	5	8
Welfare benefits	6	6	5
Childcare	4	3	6
Transport	3	3	2
Some other issue	2	3	2
Don't know	5	5	5

% of 2000 adults in Great Britain, including 1117 women

WOMEN'S BUDGET GROUP
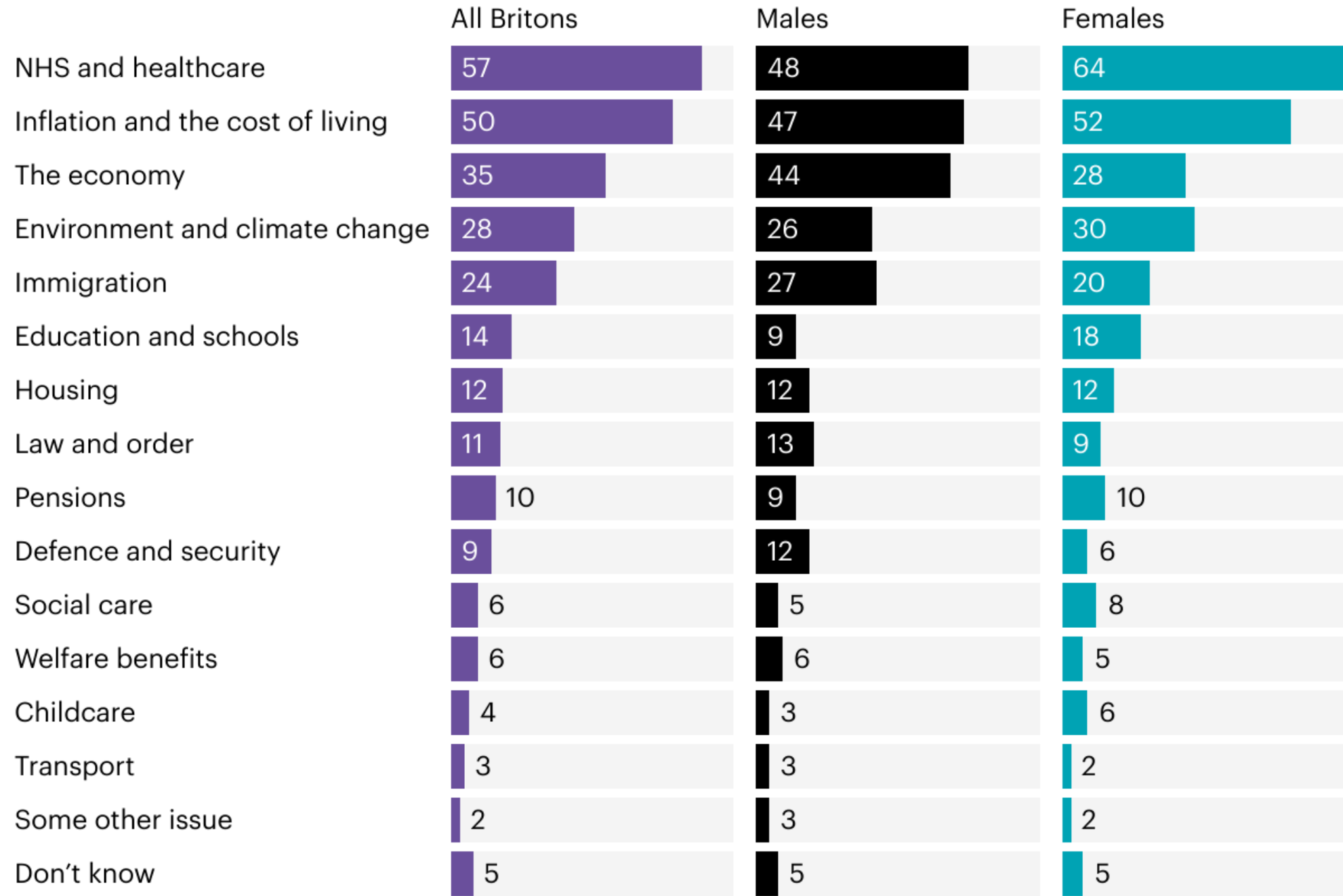
25-26 July 20

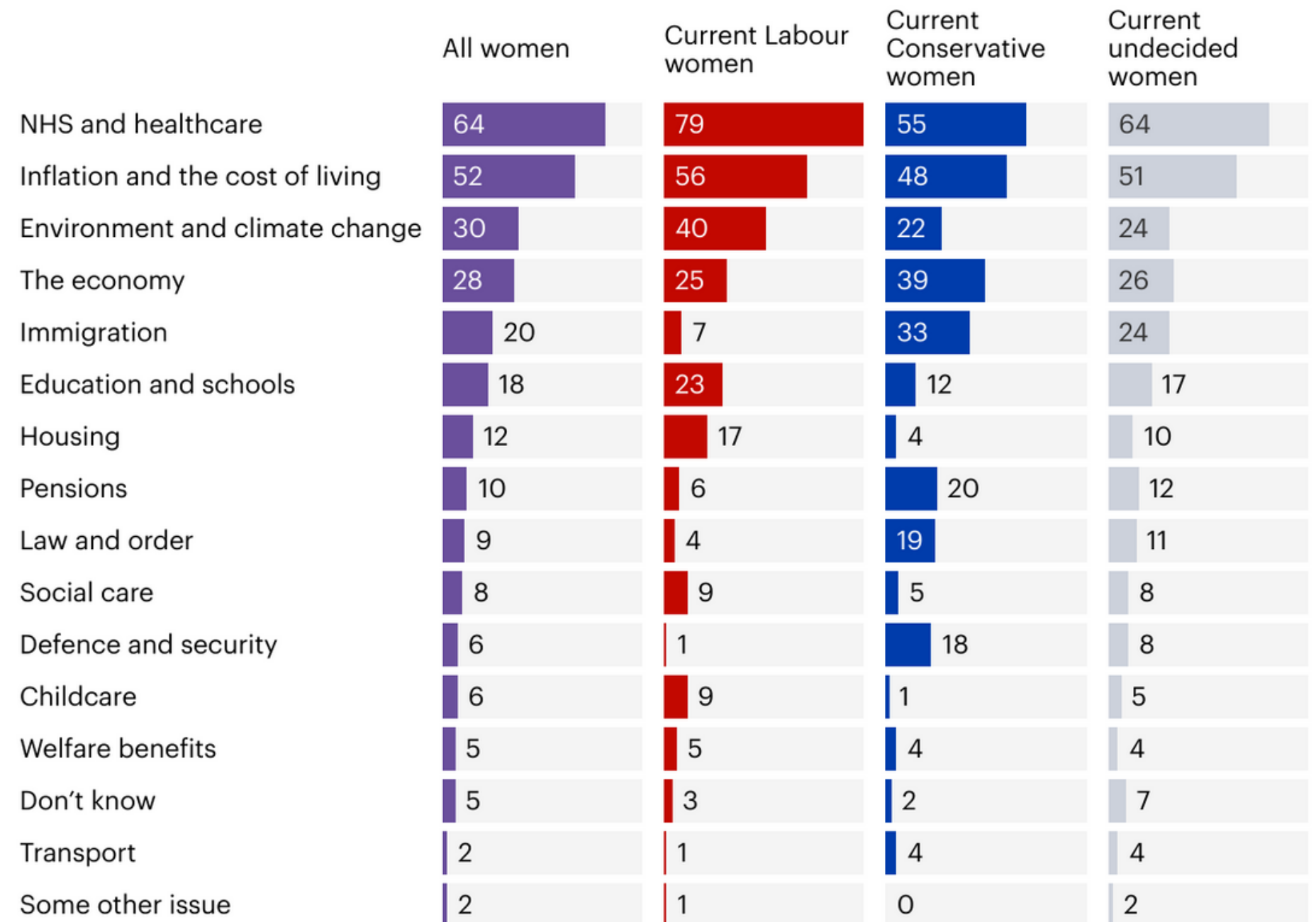# How does this differ with voting intention?

What is most important to women by voting intention?

Women who would vote Conservative are particularly likely to care about the economy (39%) and immigration (33%), whilst being less likely to care about housing (4%) and climate change (22%).

Women who would vote Labour are particularly likely to care about the NHS (79%), whilst being less likely to care about immigration (7%) and defence (1%).

Women who are undecided don't care any more about any issue than women in general, but are less likely to care about climate change (24%).

Which of the following issues will be most important to you in deciding how to vote at the next general election? Please tick up to three. %

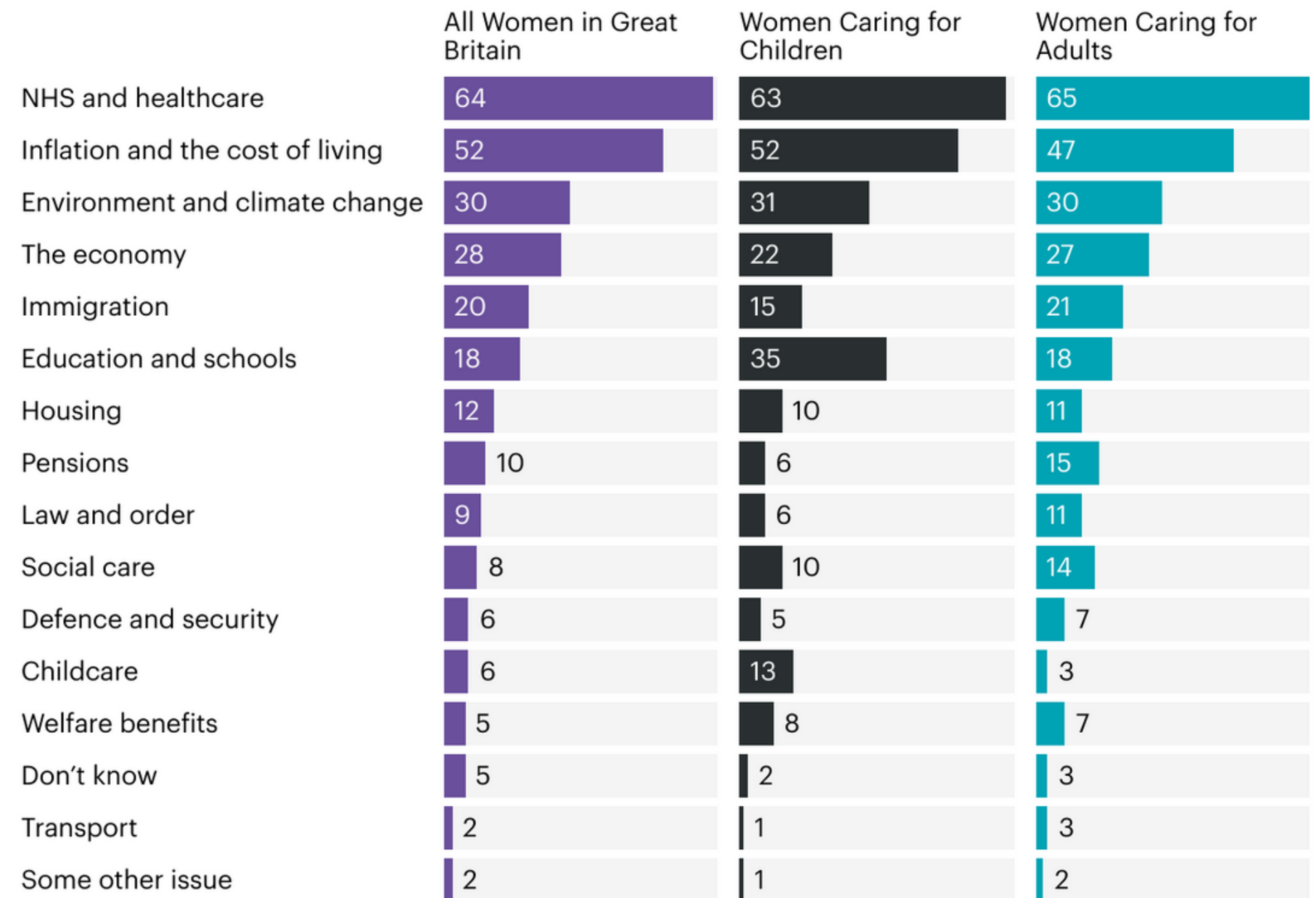|	All women	Current Labour women	Current Conservative women	Current undecided women
NHS and healthcare	64	79	55	64
Inflation and the cost of living	52	56	48	51
Environment and climate change	30	40	22	24
The economy	28	25	39	26
Immigration	20	7	33	24
Education and schools	18	23	12	17
Housing	12	17	4	10
Pensions	10	6	20	12
Law and order	9	4	19	11
Social care	8	9	5	8
Defence and security	6	1	18	8
Childcare	6	9	1	5
Welfare benefits	5	5	4	4
Don't know	5	3	2	7
Transport	2	1	4	4
Some other issue	2	1	0	2

% of 1117 women in Great Britain, including 164; 338 and 274 women who would vote Conservative, Labour or are undecided respectively.

25 - 26 July 2023

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What do women <u>carers</u> care about?

The most important issues to women carers

- Women who care for children on an unpaid basis are even more likely to cite education as a top priority than women, making them nearly four times as like to cite education as men (35% vs. 9%).
- Women who care for adults are particularly likely to cite social care as a top issue (14%) compared to all women (8%).

	All Women in Great Britain	Women Caring for Children	Women Caring for Adults
NHS and healthcare	64	63	65
Inflation and the cost of living	52	52	47
Environment and climate change	30	31	30
The economy	28	22	27
Immigration	20	15	21
Education and schools	18	35	18
Housing	12	10	11
Pensions	10	6	15
Law and order	9	6	11
Social care	8	10	14
Defence and security	6	5	7
Childcare	6	13	3
Welfare benefits	5	8	7
Don't know	5	2	3
Transport	2	1	3
Some other issue	2	1	2

% of 1117 women in Great Britain, including 436 women who care for an adult or child on an unpaid basis

25-26 July 2023

Which party would do the most to improve gender equality?

Improving gender equality

- Overall, women are most likely to cite Labour as being the party most likely improve gender equality in society (23%).
- Conservatives were the least likely (4%), tied with 'another party' (4%).
- However, people are most likely to be unsure (33%) or not believe any party in particular would be most likely to (29%).
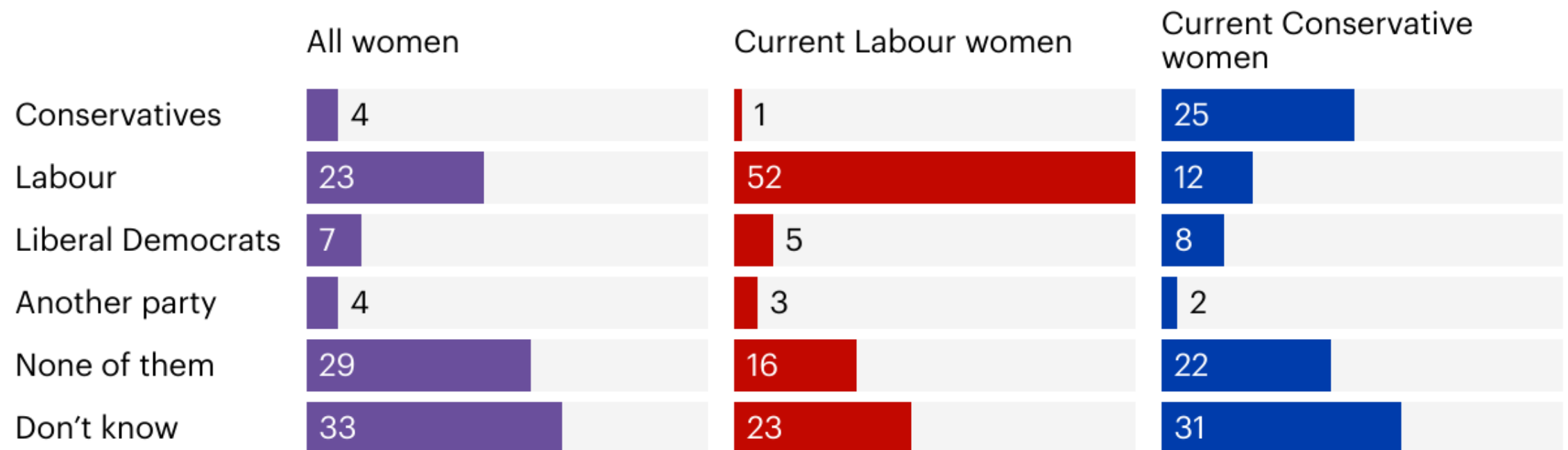
Which of the following political parties would you trust the most to improve gender equality in society? %

Legend:
- Don't know
- None of them
- **Labour**
- **Liberal Democrats**
- **Conservatives**
- Another party

Chart values: 33%, 29%, 23%, 7%, 4%, 4%
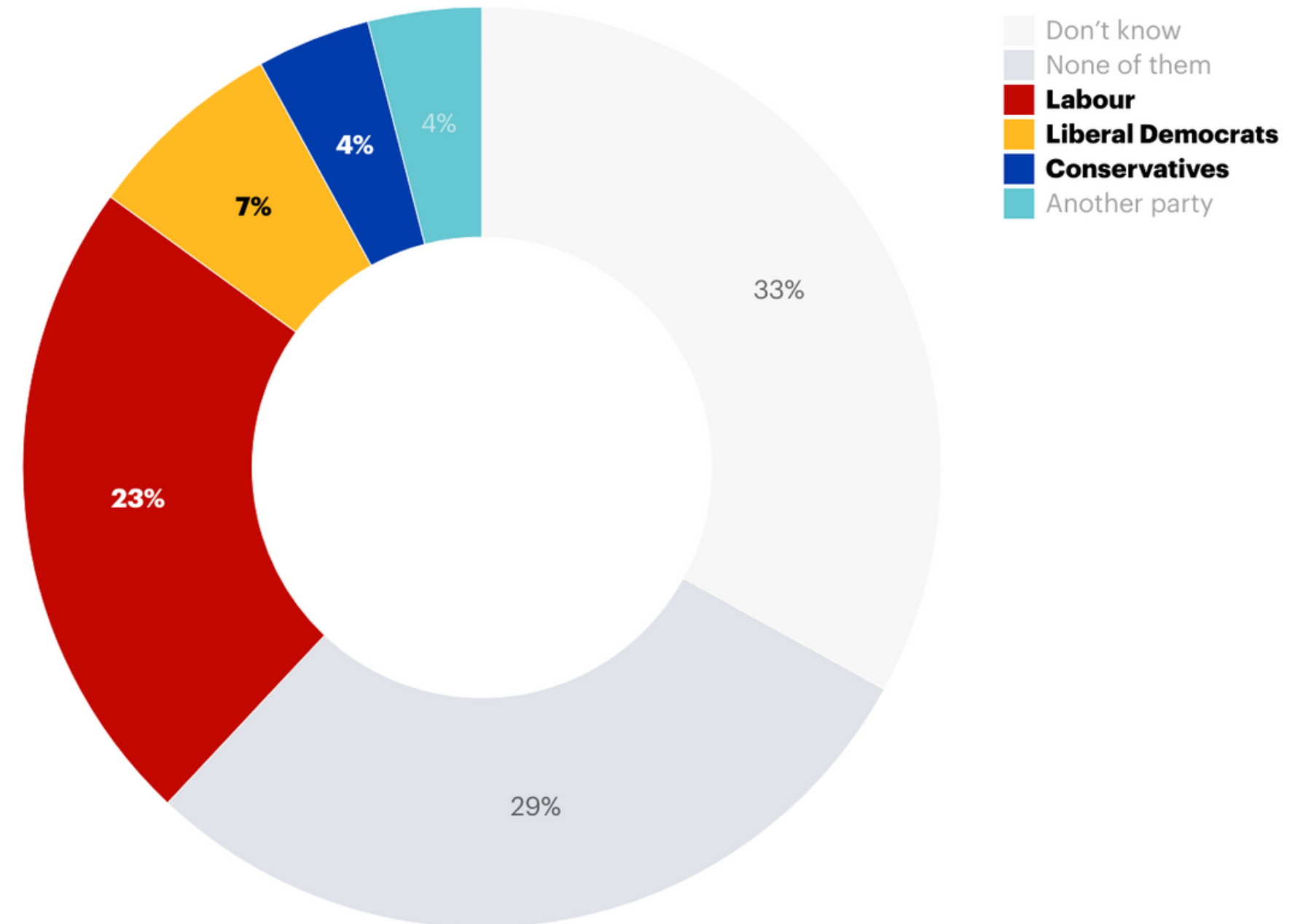
% of 1117 women in Great Britain

25 – 26 July 2023

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Improving gender equality

- Overall, women who would vote Labour are most likely to cite Labour as being the party most likely improve gender equality in society (52%).
- However, nearly one in four (23%) are unsure and 16% don't know.

Which of the following political parties would you trust the most to improve gender equality in society? %

	All women	Current Labour women	Current Conservative women
Conservatives	4	1	25
Labour	23	52	12
Liberal Democrats	7	5	8
Another party	4	3	2
None of them	29	16	22
Don't know	33	23	31

% of 1117 women in Great Britain, including 164 women who would vote Conservative and 338 women who would vote Labour tomorrow.

25 – 26 July 2023

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Thank you for your attention

Analyses for the purposes of this presentation were conducted by Fintan Smith of YouGov UK.

If you have any questions about the methodology underlying the findings of this poll, or how you can access these results, please contact fintan.smith@yougov.com

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Appendix 1: Methodology

- YouGov invites respondents to complete surveys from its proprietary panel, a group of over 2.7 million people in the UK who have signed up to complete YouGov surveys, via email and the YouGov app.
- YouGov employs quota sampling to invite respondents to surveys needed to meet sample quotas based on data from the ONS and election studies.
- Quotas are applied to select people based on their:
  - Age
  - Gender
  - Vote in 2019
  - Vote in the EU referendum
  - Social grade (see MRS)
  - Region
  - Political attention
  - Education level

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