

Ipsos UK September 2022 Political Pulse - Economy Qs

PUBLIC

Fieldwork: 23-25 September 2022

Adults aged 18-75 in GB

Q14. How closely, if at all, have you been following stories about ... - Summary

All Adults aged 18-75 in Great Britain

	Q14. How closely, if at all, have you been following stories about ...			
	... the Russian invasion of Ukraine	... the rising cost of living	... the funeral of Queen Elizabeth II	... the recent economic policies announced by Chancellor Kwasi Kwarteng
	(A)	(B)	(C)	(D)
Unweighted base	1083	1083	1083	1083
Weighted base	1083	1083	1083	1083
Very closely (2)	278 26%	481 44% AD	471 43% AD	241 22%
Fairly closely (1)	528 49% BCD	467 43% C	335 31%	440 41% C
Not very closely (-1)	220 20% BC	100 9%	167 15% B	269 25% ABC
Did not follow at all (-2)	45 4% B	19 2%	100 9% AB	105 10% AB
Don't know	13 1%	17 2%	10 1%	29 3% AC

Net: Very/fairly closely	806 74% D	948 88% ACD	806 74% D	681 63%
Net: Not very closely/Did not follow	264 24% B	118 11%	267 25% B	373 34% ABC

Mean	0.72 D	1.21 ACD	0.85 AD	0.42
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requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

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	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1083	521	552	363	395	325	158	205	197	198	213	112	792	291	255	281	241	156	54	96	939	144	689	295	99	425	658	569	514	774	309
Weighted base	1083	531	542	338	395	350	134	205	190	205	184	166	607	476	258	280	249	151	51	94	940	143	650	313	120	378	705	345	738	708	375
Very closely (2)	278 26%	155 29% C	120 22%	72 21%	105 27%	100 29% K	27 20%	46 22%	46 24%	59 29%	41 22%	59 36% DGK*	167 27%	111 23%	75 29%	65 23%	60 24%	41 27% *	17 34% **	18 19% *	242 26%	35 25% *	172 27%	65 21%	40 33% X*	104 27%	174 25%	111 32% c	167 23%	178 25%	99 26%
Fairly closely (1)	528 49%	269 51%	255 47%	153 45%	192 48%	183 52%	63 47%	91 44%	92 48%	100 49%	103 56% F	80 48% *	292 48%	237 50%	112 44%	140 50%	143 57% OR	62 41% *	22 43% **	49 52% *	448 48%	80 56% *	333 51%	144 46%	51 42% *	184 49%	344 49%	159 46%	370 50%	337 48%	192 51%
Not very closely (-1)	220 20%	84 16%	134 25% B	84 25%	76 19%	60 17%	30 22%	54 26%	42 22%	34 17%	34 19%	26 16% *	127 21%	92 19%	59 23%	63 23%	37 15%	40 26% Q*	7 14% **	14 15% *	200 21%	19 13% *	116 18%	77 25%	27 22% *	70 19%	149 21%	65 19%	154 21%	152 21%	67 18%
Did not follow at all (-2)	45 4%	17 3%	26 5%	21 6% FL	19 5% F	4 1%	10 7% FL	11 5% FL	8 4%	11 5% FL	4 2% F	- - *	15 2%	30 6% M	8 3%	7 3%	5 2%	7 5% *	4 9% **	14 14% OPQR*	36 4%	8 6% *	23 4%	19 6%	3 2% *	15 4%	30 4%	7 2%	38 5% b	31 4%	13 3%
Don't know	13 1%	6 1%	6 1%	8 2%	4 1%	1 * *	4 3% F	3 2%	3 1%	1 1%	1 1%	- - *	7 1%	6 1%	4 1%	4 2%	5 2%	1 * *	- - **	- - *	13 1%	- - *	6 1%	7 2%	- - *	5 1%	8 1%	4 1%	9 1%	9 1%	4 1%
Net: Very/fairly closely	806 74%	424 80% C	376 69%	226 67%	296 75%	284 81% DGH	90 67%	136 67%	138 72%	158 77% D	144 78% DGH	140 84% DGH*	458 75%	347 73%	188 73%	206 73%	203 81% R	104 69% *	39 77% **	67 71% *	691 73%	115 81% *	505 78% X	210 67%	91 76% *	288 76%	518 73%	269 78%	537 73%	515 73%	291 78%
Net: Not very closely/Did not follow	264 24%	101 19%	160 30% B	105 31% FKL	95 24%	65 19%	40 30% FL	65 32% FL	50 26%	45 22%	39 21%	26 16% *	142 23%	122 26%	67 26%	70 25%	42 17%	47 31% Q*	12 23% **	27 29% *	237 25%	27 19% *	139 21%	96 31% W	29 24% *	85 22%	179 25%	72 21%	192 26%	184 26%	81 21%
Mean	0.72	0.88 C	0.58	0.52	0.73	0.90 DGHK	0.51	0.53 *	0.67	0.79	0.78	1.04 DGHl*	0.78	0.65	0.74	0.70	0.89 T	0.61 *	0.79 **	0.47 *	0.71	0.81 *	0.80 X	0.52	0.82 *	0.78	0.69	0.88 c	0.65	0.68	0.80

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Overlap formulae used
ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)
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	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	Total	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to Truss	Unfavoura ble to Truss	Favourabl e to Starmer	Unfavoura ble to Starmer	Favourabl e to Kwasi Kwarteng	Unfavoura ble to Kwasi Kwarteng	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1083	316	252	136	147	439	380	262	539	405	363	300	333	365	298	268	514	360	385	210	451	283	515
Weighted base	1083	335	245	119	142	367	429	228	556	357	426	249	393	312	339	271	517	305	442	174	465	268	482
Very closely (2)	278 26%	104 31%	61 25%	36 30% *	32 23% *	89 24%	131 31%	82 36% IKM	134 24%	106 30% I	111 26%	91 36% UKM	102 26%	97 31% I	94 28%	84 31%	130 25%	98 32% Q	110 25%	73 42% PQRSU	135 29% Q	86 32% W	111 23%
Fairly closely (1)	528 49%	176 52%	125 51%	67 56% *	73 52% *	204 55%	202 47%	114 50%	270 49%	171 48%	213 50%	108 43%	191 49%	158 51% L	160 47%	134 50%	260 50%	155 51%	212 48%	77 44%	221 47%	120 45%	264 55% V
Not very closely (-1)	220 20%	51 15%	46 19%	11 10% *	29 20% *	58 16%	81 19%	26 12%	121 22% HILN	57 16%	86 20% H	36 14%	85 22% HN	44 14%	68 20% H	39 14% T	104 20% RT	34 11%	105 24% PRT	15 9%	84 18% RT	50 19%	90 19%
Did not follow at all (-2)	45 4%	4 1%	11 5%	5 4% *	6 4% *	16 4%	10 2%	6 3%	26 5%	19 5% N	15 4%	11 4%	14 4%	8 3%	16 5%	13 5%	19 4%	14 4%	15 3%	8 4%	22 5%	11 4%	14 3%
Don't know	13 1%	1 *	2 1%	* * *	2 1% *	1 *	5 1%	1 *	5 1%	4 1%	- -	4 2% KM	- -	4 1%	1 *	1 *	4 1%	5 2%	* *	1 1%	3 1%	1 *	3 1%

Net: Very/fairly closely	806 74%	279 83%	186 76%	102 86% *	106 75% *	293 80%	334 78%	195 86% IJKMO	404 73%	277 77%	324 76%	199 80% I	294 75%	255 82% I	254 75%	218 81% S	390 75%	253 83% QSU	322 73%	150 86% PQSU	356 76%	206 77%	375 78%
Net: Not very closely/Did not follow	264 24%	55 16%	57 23%	16 14% *	34 24% *	74 20%	91 21%	33 14%	147 26% HILN	76 21% HN	102 24% H	46 18%	99 25% HN	53 17%	84 25% H	52 19% T	124 24% RT	48 16%	120 27% PRT	23 13%	106 23% RT	61 23%	104 22%

Mean	0.72	0.97 E	0.74	0.99 *	0.70 *	0.80	0.86	1.05 IJKMO	0.66	0.82 I	0.75	0.95 I	0.72	0.95 IJKM	0.73	0.88 S	0.73	0.96 QSU	0.67	1.11 PQSU	0.78	0.82	0.77
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1083	521	552	363	395	325	158	205	197	198	213	112	792	291	255	281	241	156	54	96	939	144	689	295	99	425	658	569	514	774	309
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Very closely (2)	481 44%	223 42%	254 47%	132 39%	189 48%	160 46%	54 40%	78 38%	83 43%	106 52% DH	84 46%	76 46% *	285 47%	196 41%	114 44%	116 41%	124 50%	63 42% *	19 37% **	45 48% *	431 46% V	50 35% *	295 45%	127 41%	59 49% *	183 48%	298 42%	170 49%	311 42%	320 45%	161 43%
Fairly closely (1)	467 43%	228 43%	235 43%	138 41%	167 42%	163 47%	49 36%	89 44%	89 47%	78 38%	81 44%	82 49% *	263 43%	205 43%	110 43%	120 43%	98 39%	76 50% *	22 43% **	41 43% *	391 42%	76 53% U*	283 44%	132 42%	53 44% *	149 39%	319 45%	143 41%	324 44%	291 41%	176 47%
Not very closely (-1)	100 9%	61 11%	38 7%	47 14% EFL	30 8%	23 7%	24 18% EFUJKL	23 11%	13 7%	18 9%	15 8%	8 5% *	47 8%	52 11%	22 9%	36 13%	22 9%	8 6% *	7 14% **	4 5% *	92 10%	8 5% *	51 8%	41 13%	7 6% *	32 8%	68 10%	26 8%	74 10%	70 10%	29 8%
Did not follow at all (-2)	19 2%	10 2%	8 2%	8 2%	6 2%	4 1%	5 4%	3 1%	4 2%	2 1%	4 2% F	- - *	7 1%	12 3%	5 2%	4 2%	3 1%	- - *	3 6% **	4 4% *	9 1%	9 6% U*	10 2%	7 2%	1 1% *	6 2%	12 2%	1 * b	18 2% b	13 2%	6 1%
Don't know	17 2%	10 2%	6 1%	14 4% EFK	3 1%	- -	3 2% F	11 5% EFJKL	2 1%	1 1%	- -	- - *	6 1%	10 2%	7 3%	4 1%	2 1%	3 2% *	* 1% **	- - *	17 2%	- - *	11 2%	6 2%	- - *	8 2%	8 1%	5 1%	11 2%	13 2%	3 1%
Net: Very/fairly closely	948 88%	451 85%	490 90% B	270 80%	356 90% DGH	323 92% DGHK	102 76%	168 82%	172 90% DG	184 90% DG	165 90% DG	158 95% DGH*	547 90% N	401 84%	225 87%	235 84%	222 89%	139 92% *	41 80% **	85 91% *	822 87%	126 88% *	578 89% X	259 83%	112 93% *	332 88%	616 87%	313 91%	635 86%	611 86%	337 90%
Net: Not very closely/Did not follow	118 11%	71 13%	46 9%	55 16% EFL	37 9%	27 8%	29 22% DEFUJKL	26 13%	17 9%	20 10%	19 10% F	8 5% *	54 9%	64 14%	27 10%	40 14% R	25 10%	8 6% *	10 19% **	8 9% *	101 11%	17 12% *	61 9%	48 15% W	9 7% *	38 10%	80 11%	27 8%	91 12% b	84 12%	35 9%
Mean	1.21	1.14	1.29	1.05	1.28 DG	1.29 DG	0.93	1.12 *	1.23 G	1.32 DG	1.23 G	1.36 DG*	1.28 N	1.12	1.22	1.11	1.29	1.32 *	0.93 **	1.25 *	1.24	1.05 *	1.25	1.08	1.34 *	1.27	1.18	1.34 c	1.15	1.20	1.23

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	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Kwasi Kwarteng	Unfavourable to Kwasi Kwarteng	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
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Weighted base	1083	335	245	119	142	367	429	228	556	357	426	249	393	312	339	271	517	305	442	174	465	268	482
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Not very closely (-1)	100 9%	22 6%	30 12% D	3 3% *	22 16% BD*	32 9%	48 11%	20 9%	38 7%	25 7%	43 10%	12 5%	45 12% IL	21 7%	41 12% IL	27 10%	31 6%	21 7%	50 11% QU	14 8%	24 5%	29 11% W	21 4%
Did not follow at all (-2)	19 2%	3 1%	4 2%	- - *	4 3% *	5 1%	7 2%	2 1%	13 2% N	4 1%	6 1%	1 1%	10 3%	1 *	9 3%	2 1%	14 3% R	2 1%	12 3%	2 1%	7 2%	2 1%	- -
Don't know	17 2%	3 1%	1 *	1 * *	* * *	2 1%	5 1%	7 3% N	5 1%	5 1%	4 1%	7 3% IN	3 1%	2 1%	3 1%	7 3% QR	2 *	1 *	4 1%	6 3% QRSU	3 1%	- -	4 1%

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Net: Not very closely/Did not follow	118 11%	25 7%	34 14% D	3 3% *	26 18% BD*	37 10%	55 13%	22 9%	51 9%	30 8%	49 12% L	14 5%	55 14% IULN	22 7%	50 15% IULN	30 11%	44 9%	23 8%	62 14% QRU	16 9%	32 7%	31 12% W	21 4%

Mean	1.21	1.33 E	1.17	1.41 E*	1.06 *	1.26	1.21	1.33 M	1.25	1.34 MO	1.18	1.43 IKMO	1.13	1.35 KMO	1.13	1.31 S	1.27 S	1.42 QS	1.08	1.31 S	1.35 QS	1.23	1.38
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
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Very closely (2)	471 43%	224 42%	245 45%	119 35%	172 44%	180 52% DGH	46 34%	73 36%	82 43%	90 44%	92 50% DGH	89 53% DGH*	276 45%	195 41%	127 49% T	108 39%	123 49% T	63 42% *	24 47% **	25 27% *	407 43%	64 45% *	295 45%	121 39%	55 46% *	169 45%	302 43%	153 44%	318 43%	310 44%	161 43%
Fairly closely (1)	335 31%	155 29%	178 33%	126 37% E	109 28%	100 28%	50 37%	76 37%	54 28%	55 27%	54 29%	46 27% *	181 30%	154 32%	70 27%	111 40% OT	75 30%	44 29% *	13 25% **	22 23% *	290 31%	45 31% *	207 32%	89 28%	39 32% *	123 33%	212 30%	100 29%	235 32%	204 29%	132 35%
Not very closely (-1)	167 15%	94 18%	70 13%	61 18%	64 16%	41 12%	26 19%	35 17%	29 15%	35 17%	24 13%	17 10% *	92 15%	75 16%	39 15%	36 13%	32 13%	26 17% *	13 25% **	21 23% *	144 15%	23 16% *	90 14%	60 19%	17 14% *	52 14%	115 16%	64 18%	103 14%	114 16%	52 14%
Did not follow at all (-2)	100 9%	55 10%	43 8%	25 7%	46 12%	29 8%	9 7%	16 8%	24 12%	23 11%	14 8%	15 9% *	56 9%	44 9%	22 8%	20 7%	17 7%	18 12% *	2 3% **	22 24% OPQ*	89 9%	11 8% *	55 8%	37 12%	8 7% *	30 8%	70 10%	27 8%	73 10%	74 10%	26 7%
Don't know	10 1%	3 1%	6 1%	7 2% F	3 1%	- -	3 2% F	4 2%	2 1%	1 1%	- -	- - *	3 *	7 2%	1 *	4 2%	2 1%	- - *	- - **	3 3% *	10 1%	- - *	3 *	6 2%	1 1% *	4 1%	6 1%	1 *	9 1%	6 1%	5 1%

Net: Very/fairly closely	806 74%	379 71%	423 78%	245 72%	281 71%	280 80% E	96 72%	150 73%	135 71%	146 71%	146 79%	134 81% *	457 75%	349 73%	197 76% T	220 78% T	198 80% T	107 71% T*	37 72% **	47 51% *	698 74%	108 76% *	502 77% X	210 67%	94 78% *	293 77%	514 73%	253 73%	553 75%	513 73%	293 78%
Net: Not very closely/Did not follow	267 25%	149 28% C	113 21%	86 25%	111 28%	70 20%	35 26%	51 25%	53 28%	58 28%	38 21%	32 19% *	147 24%	119 25%	60 23%	56 20%	48 19%	44 29% *	15 28% **	44 46% OPQR*	232 25%	34 24% *	145 22%	97 31% W	25 21% *	82 22%	185 26%	91 26%	176 24%	189 27%	78 21%

Mean	0.85	0.75	0.96	0.76	0.75	1.03 DE	0.74	0.78 *	0.75	0.76	1.01	1.06 *	0.88	0.81	0.94 T	0.91 T	1.04 T	0.72 T*	0.86 **	0.08 *	0.84	0.89 *	0.92 X	0.64	0.97 *	0.93	0.80	0.84	0.85	0.80	0.94
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Overlap formulae used
ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs

PUBLIC

Fieldwork: 23-25 September 2022

Adults aged 18-75 in GB

Q14. How closely, if at all, have you been following stories about ... - ... the funeral of Queen Elizabeth II

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Liberal Democrats	Unfavourable to Liberal Democrats	Favourable to Green Party	Unfavourable to Green Party	Favourable to Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Kwasi Kwarteng	Unfavourable to Kwasi Kwarteng	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1083	316	252	136	147	439	380	262	539	405	363	300	333	365	298	268	514	360	385	210	451	283	515
Weighted base	1083	335	245	119	142	367	429	228	556	357	426	249	393	312	339	271	517	305	442	174	465	268	482
Very closely (2)	471 43%	189 56% CE	88 36%	57 48% *	50 36% *	146 40%	223 52% F	144 63% IJKLMNO	204 37%	154 43% I	197 46% I	120 48% I	175 45% I	137 44% I	161 48% I	173 64% QRSU	187 36%	142 47% QU	196 44% QU	126 73% PQRSU	171 37%	138 52% W	194 40%
Fairly closely (1)	335 31%	98 29%	78 32%	35 30% *	41 29% *	105 29%	131 30%	62 27%	166 30%	119 33%	115 27%	74 30%	109 28%	92 29%	86 25%	63 23%	149 29% T	96 32% PT	120 27%	34 20%	126 27%	81 30%	149 31%
Not very closely (-1)	167 15%	31 9%	43 18% B	18 15% *	28 20% B*	67 18% G	47 11%	18 8%	102 18% H	58 16% H	59 14% H	36 14% H	59 15% H	46 15% H	55 16% H	20 8%	104 20% PRT	43 14% PT	68 15% PT	12 7%	93 20% PRT	22 8%	89 18% V
Did not follow at all (-2)	100 9%	16 5%	35 14% B	9 7% *	19 14% B*	47 13% G	27 6%	5 2%	79 14% HJL	26 7% H	51 12% H	17 7% H	46 12% H	35 11% HJL	37 11% H	13 5% T	73 14% PRT	20 6% T	57 13% PRT	2 1%	70 15% PRT	25 9%	49 10%
Don't know	10 1%	1 *	1 *	- - *	3 2% *	2 *	1 *	- -	5 1%	1 *	3 1%	2 1%	3 1% O	2 1%	- -	2 1%	4 1%	4 1%	1 *	- -	6 1%	2 1%	1 *

Net: Very/fairly closely	806 74%	287 86% CE	166 68%	92 78% *	91 64% *	251 68%	354 82% F	205 90% IJKLMNO	370 67%	272 76% I	313 73% I	195 78% I	284 72%	228 73% I	247 73%	236 87% QRSU	336 65%	238 78% QU	316 71% U	160 92% PQRSU	297 64%	219 82% W	343 71%
Net: Not very closely/Did not follow	267 25%	46 14%	78 32% B	27 22% *	48 34% B*	114 31% G	75 17%	23 10%	181 33% HJLN	84 23% H	111 26% H	53 21% H	105 27% H	81 26% HL	91 27% H	33 12% T	177 34% PRT	63 21% PT	125 28% PT	14 8%	162 35% PRT	47 18%	138 29% V

Mean	0.85	1.24 CE	0.57	0.96 *	0.54 *	0.64	1.11 F	1.40 IJKLMNO	0.57	0.89 I	0.82 I	0.99 IN	0.79 I	0.80 I	0.83 I	1.35 QRSU	0.53	0.99 QU	0.75 QU	1.56 PQRSU	0.51	1.07 W	0.73
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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs
PUBLIC
Fieldwork: 23-25 September 2022
Adults aged 18-75 in GB

Q14. How closely, if at all, have you been following stories about ... - ... the recent economic policies announced by Chancellor Kwasi Kwarteng
All Adults aged 18-75 in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1083	521	552	363	395	325	158	205	197	198	213	112	792	291	255	281	241	156	54	96	939	144	689	295	99	425	658	569	514	774	309
Weighted base	1083	531	542	338	395	350	134	205	190	205	184	166	607	476	258	280	249	151	51	94	940	143	650	313	120	378	705	345	738	708	375
Very closely (2)	241 22%	135 25%	105 19%	51 15%	100 25% DGH	90 26% DHK	21 16%	30 15%	51 27% DGH	49 24% D	41 23%	48 29% DGH*	167 27% N	74 16%	56 22%	61 22%	61 24%	38 25% *	10 20% **	16 17% *	214 23%	27 19% *	155 24%	55 18%	30 25% *	96 25%	145 21%	107 31% c	134 18%	162 23%	78 21%
Fairly closely (1)	440 41%	224 42%	213 39%	128 38%	158 40%	154 44%	51 38%	76 37%	73 38%	85 42%	84 46%	71 43% *	255 42%	185 39%	103 40%	106 38%	118 47%	56 37% *	16 31% **	41 43% *	370 39%	70 49% *	258 40%	130 42%	52 43% *	148 39%	292 41%	138 40%	302 41%	296 42%	143 38%
Not very closely (-1)	269 25%	134 25%	131 24%	103 30% EIK	86 22% I	80 23%	34 26%	69 34% EFIK	31 16%	55 27% EI	37 20%	43 26% *	124 20%	145 30% M	68 26%	81 29% T	50 20%	46 30% T*	10 20% **	13 14% *	241 26%	28 20% *	169 26%	73 23%	26 22% *	90 24%	179 25%	75 22%	194 26%	166 23%	103 27%
Did not follow at all (-2)	105 10%	29 5%	74 14% B	37 11% L	45 11% JL	22 6%	19 14% FL	18 9%	30 16% FJL	15 7%	18 10% FL	4 3% *	48 8%	57 12%	28 11% Q	23 8%	12 5%	9 6% *	10 20% **	23 24% OPQR*	90 10%	15 10% *	57 9%	36 12%	11 9% *	32 9%	72 10%	22 6%	83 11% b	58 8%	47 12%
Don't know	29 3%	9 2%	19 4%	19 6% EFJL	6 2%	3 1%	8 6% EFJL	11 5% FJL	5 3%	1 1%	3 2% F	- - *	13 2%	15 3%	3 1%	9 3%	9 4%	2 1% *	4 9% **	1 2% *	26 3%	3 2% *	11 2%	18 6% W	* * *	12 3%	17 2%	4 1%	25 3%	25 3%	4 1%

Net: Very/fairly closely	681 63%	359 68% C	317 59%	179 53%	258 65% DGH	244 70% DGH	72 54%	106 52%	124 65% D	134 65% DH	125 68% DGH	119 72% DGH*	422 69% N	259 54%	159 61%	167 60%	179 72% P	94 62% *	26 51% **	57 60% *	584 62%	97 68% *	413 64%	185 59%	82 68% *	244 64%	437 62%	244 71% c	436 59%	459 65%	222 59%
Net: Not very closely/Did not follow	373 34%	163 31%	205 38%	140 41% FK	131 33%	102 29%	53 40%	87 43% FK	61 32%	70 34%	55 30%	47 28% *	172 28%	201 42% M	96 37% Q	104 37% Q	61 25%	55 37% *	21 41% **	36 38% *	331 35%	43 30% *	226 35%	109 35%	38 31% *	122 32%	251 36%	97 28%	277 37% b	224 32%	149 40% d

Mean	0.42	0.58 C	0.27	0.16	0.47 D	0.61 DGH	0.17 *	0.16 *	0.45	0.48 D	0.52 DH	0.70 DGH*	0.62 N	0.16	0.35	0.37	0.69 OPT	0.45 *	0.10 **	0.15 *	0.41	0.47 *	0.45	0.32	0.53 *	0.51	0.38	0.68 c	0.30	0.50	0.28
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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs

PUBLIC

Fieldwork: 23-25 September 2022

Adults aged 18-75 in GB

Q14. How closely, if at all, have you been following stories about ... - ... the recent economic policies announced by Chancellor Kwasi Kwarteng

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	Total	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to Truss	Unfavoura ble to Truss	Favourabl e to Starmer	Unfavoura ble to Starmer	Favourabl e to Kwasi Kwarteng	Unfavoura ble to Kwasi Kwarteng	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1083	316	252	136	147	439	380	262	539	405	363	300	333	365	298	268	514	360	385	210	451	283	515
Weighted base	1083	335	245	119	142	367	429	228	556	357	426	249	393	312	339	271	517	305	442	174	465	268	482
Very closely (2)	241 22%	91 27%	57 23%	35 29% *	36 25% *	105 28%	107 25%	81 35% IKMO	127 23%	109 30% IKMO	83 19%	85 34% IKMO	79 20%	99 32% IKMO	71 21%	84 31% S	123 24%	104 34% QS	86 19%	70 40% PQSU	131 28% QS	81 30%	105 22%
Fairly closely (1)	440 41%	145 43%	88 36%	61 51% C*	58 41% *	152 41%	181 42%	90 40%	218 39%	130 36%	176 41%	102 41%	155 39%	124 40%	127 38%	102 38%	214 41%	115 38%	178 40%	63 36%	198 43%	93 35%	214 44% V
Not very closely (-1)	269 25%	81 24%	67 27% D	18 15% *	35 25% *	67 18%	108 25%	52 23%	138 25%	78 22%	124 29% L	48 19%	111 28% L	67 22%	97 29% L	74 27% RTU	110 21%	55 18%	128 29% QRTU	33 19%	90 19%	77 29%	117 24%
Did not follow at all (-2)	105 10%	13 4%	28 11% B	6 5% *	13 9% *	42 11% G	27 6%	5 2%	60 11% HLN	32 9% HLN	39 9% H	11 5%	41 10% HL	17 5% H	36 11% HL	10 4%	55 11% PT	23 7%	44 10% PT	6 4%	39 8%	15 6%	40 8%
Don't know	29 3%	5 2%	6 3%	- - *	- - *	2 1%	7 2%	1 *	13 2%	8 2%	4 1%	3 1%	7 2%	3 1%	7 2%	1 *	16 3% U	8 3% PT	7 2%	* *	7 2%	3 1%	7 1%
Net: Very/fairly closely	681 63%	236 70% C	144 59%	96 80% CE*	94 66% *	256 70%	288 67%	171 75% IJKMO	345 62%	239 67%	259 61%	187 75% IJKMO	234 60%	224 72% IKMO	198 59%	186 69% S	337 65%	219 72% QS	264 60%	134 77% PQS	329 71% QS	174 65%	318 66%
Net: Not very closely/Did not follow	373 34%	94 28%	94 39% BD	23 20% *	48 34% D*	109 30%	135 31%	56 25%	198 36% HLN	110 31% L	163 38% HLN	59 24%	152 39% HLN	85 27%	133 39% HLN	84 31% T	164 32% RU	78 26%	172 39% QRTU	40 23%	129 28%	92 34%	156 32%
Mean	0.42	0.67 C	0.33	0.85 C*	0.49 *	0.57	0.55	0.84 IJKMO	0.39	0.59 IMO	0.33	0.82 IJKMO	0.31	0.72 IKMO	0.30	0.65 S	0.48	0.75 QS	0.30	0.91 PQS	0.64 QS	0.56	0.48

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs
PUBLIC
Fieldwork: 23-25 September 2022
Adults aged 18-75 in GB

Q15. How would you describe the current state of the British economy? Would you say it is...?

All Adults aged 18-75 in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1083	521	552	363	395	325	158	205	197	198	213	112	792	291	255	281	241	156	54	96	939	144	689	295	99	425	658	569	514	774	309
Weighted base	1083	531	542	338	395	350	134	205	190	205	184	166	607	476	258	280	249	151	51	94	940	143	650	313	120	378	705	345	738	708	375
Very good (2)	55 5% C	41 8% C	13 2% FJKL	22 7% FJKL	32 8% FJKL	1 * *	11 8% FJKL	11 5% FK	30 16% DEFHJKL	2 1% *	* * *	* * *	45 7% N	9 2% 2%	4 2% 2%	7 2% 2%	6 2% 2%	32 21% OPQT*	3 7% **	3 3% *	54 6% V	1 * *	44 7% 7%	9 3% 3%	2 1% *	46 12% a	8 1% 1%	42 12% c	13 2% 2%	48 7% e	7 2% 2%
Fairly good (1)	151 14%	88 17%	63 12%	84 25% EFJKL	37 9%	30 9%	33 24% EFJKL	51 25% EFJKL	16 8%	21 11%	13 7%	17 10% *	84 14%	67 14%	35 14%	34 12%	29 12%	26 17% *	11 22% **	15 16% *	135 14%	16 11% *	93 14%	50 16% Y	7 6% *	57 15%	93 13%	56 16%	95 13%	105 15%	46 12%
Fairly poor (-1)	429 40%	201 38%	225 42%	122 36%	144 36%	163 47% DEI	51 38%	71 35%	66 35%	78 38%	89 49% DEHI	74 44% *	243 40%	186 39%	105 41%	129 46% T	104 42% T	53 35% *	12 24% **	25 27% *	378 40%	51 36% *	244 38%	124 40%	61 50% *	129 34%	300 43% z	115 33%	313 42% b	263 37%	165 44%
Very poor (-2)	402 37%	186 35%	211 39%	96 29%	166 42% DG	140 40% DG	34 25%	63 31%	68 36%	98 48% DGH	76 41% DG	64 38% *	216 36%	186 39%	98 38% R	98 35% R	106 43% R	28 18% *	24 47% **	47 50% PR*	330 35%	72 50% U*	239 37%	117 37%	46 39% *	128 34%	274 39%	125 36%	277 38%	264 37%	138 37%
Don't know	47 4%	16 3%	30 5%	14 4%	16 4%	16 5% K	6 4%	9 4%	11 6%	5 2%	4 2%	12 7% *	19 3%	28 6%	15 6% Q	12 4%	4 1%	12 8% Q*	- - **	4 4% *	43 5%	3 2% *	29 4%	13 4%	4 4% *	17 5%	29 4%	7 2%	40 5% b	27 4%	20 5%

Net: Very/fairly good	206 19% C	129 24% C	75 14%	106 31% EFJKL	69 18% FJK	31 9%	43 32% EFJKL	62 30% EFJKL	45 24% EFJKL	24 12%	14 7%	17 10% *	129 21%	76 16%	39 15%	41 15%	35 14%	58 38% OPQT*	15 29% **	18 19% *	189 20%	17 12% *	138 21% Y	59 19% Y	9 7% *	104 27% a	102 14%	98 28% c	108 15%	153 22% e	52 14%
Net: Fairly/very poor	831 77%	386 73%	436 81% B	218 64%	310 78% DGH	303 87% DEGHI	84 63%	134 65%	134 70%	176 86% DEGHI	166 90% DEFGHI	137 83% DGH*	459 76%	372 78%	204 79% R	227 81% R	210 84% R	81 53% *	37 71% **	72 77% R*	708 75%	122 86% U*	483 74%	240 77%	107 89% WX*	257 68%	573 81% z	240 70%	591 80% b	528 75%	303 81%

Mean	-0.94	-0.78 C	-1.09	-0.58 EFJKL	-0.99 FJK	-1.23	-0.50 EFJKL*	-0.63 EFJKL*	-0.71 EFJKL	-1.24	-1.27	-1.19 *	-0.85	-1.05	-1.06	-1.03	-1.12	-0.13 OPQT*	-0.84 **	-1.10 *	-0.89 V	-1.27 *	-0.87 Y	-0.96	-1.23 *	-0.65 a	-1.09	-0.66 c	-1.07	-0.87	-1.07
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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs
PUBLIC
Fieldwork: 23-25 September 2022
Adults aged 18-75 in GB

Q15. How would you describe the current state of the British economy? Would you say it is...?
All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Kwasi Kwarteng	Unfavourable to Kwasi Kwarteng	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1083	316	252	136	147	439	380	262	539	405	363	300	333	365	298	268	514	360	385	210	451	283	515
Weighted base	1083	335	245	119	142	367	429	228	556	357	426	249	393	312	339	271	517	305	442	174	465	268	482
Very good (2)	55 5%	15 4%	7 3%	19 16% BC*	11 8% *	18 5%	22 5%	39 17% IJKMO	8 1%	39 11% IKMO	8 2%	35 14% IKMO	13 3%	41 13% IKMO	10 3%	39 15% QSU	10 2%	38 12% QSU	10 2%	34 19% QRSU	10 2%	47 17% W	2 *
Fairly good (1)	151 14%	50 15% D	51 21% D	5 5% *	16 11% *	39 11%	69 16%	58 26% IJKLMNO	29 5%	51 14% I	50 12% I	37 15% I	43 11% I	51 16% I	40 12% I	71 26% QRSU	22 4%	47 16% QU	48 11% QU	49 28% QRSU	24 5%	73 27% W	19 4%
Fairly poor (-1)	429 40%	181 54% CDE	71 29%	40 33% *	48 34% *	137 37%	184 43%	102 45% IULN	196 35%	114 32%	187 44% IULN	79 32%	173 44% IULN	97 31%	156 46% IULN	118 43% RU	186 36% R	79 26%	200 45% QRU	64 37% R	150 32% R	95 35%	196 41%
Very poor (-2)	402 37%	77 23%	115 47% B	53 44% B*	58 41% B*	171 47% G	128 30%	19 8% HJKLMNO	304 55% HJKLMNO	150 42% H	157 37% H	90 36% H	144 37% H	115 37% H	112 33% H	35 13% PRST	282 55% PRST	139 46% PT	162 37% PT	20 11%	267 57% PRST	41 15%	260 54% V
Don't know	47 4%	13 4%	1 1%	2 1% *	8 6% C*	3 1%	26 6% F	10 4% J	18 3% J	3 1%	24 6% J	9 4% J	20 5% J	8 2% J	20 6% J	8 3% R	18 3% R	2 * R	22 5% R	8 4% R	14 3% R	13 5% W	4 1%
Net: Very/fairly good	206 19%	64 19%	58 24%	25 21% *	27 19% *	57 15%	92 21%	97 43% IJKLMNO	38 7%	90 25% IKMO	58 14% I	72 29% IKMO	56 14% I	92 29% IKMO	50 15% I	110 41% QRSU	31 6%	85 28% QSU	58 13% QU	83 47% QRSU	34 7%	120 45% W	21 4%
Net: Fairly/very poor	831 77%	258 77%	185 76%	92 78% *	106 75% *	308 84% G	312 73%	121 53% HJKLMNO	500 90% HJKLMNO	264 74% HLN	344 81% HLN	169 68% H	317 81% HLN	212 68% H	269 79% HLN	153 56% T	468 91% PRST	218 71% PT	362 82% PRT	84 48%	417 90% PRST	136 51%	457 95% V
Mean	-0.94	-0.80	-0.96	-0.86 *	-0.94 *	-1.11	-0.81 F	-0.02 IJKLMNO	-1.41	-0.80 IKM	-1.08 I	-0.63 IKMO	-1.05 I	-0.64 IKMO	-1.01 I	-0.14 QRSU	-1.42	-0.77 QSU	-1.08 QU	0.08 QRSU	-1.42	-0.04 W	-1.45

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs

PUBLIC

Fieldwork: 23-25 September 2022

Adults aged 18-75 in GB

Q18. Thinking about the cost of living in your local area, do you think the UK Government are providing not enough support, are providing too much support or about the right amount of support?

All Adults aged 18-75 in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1083	521	552	363	395	325	158	205	197	198	213	112	792	291	255	281	241	156	54	96	939	144	689	295	99	425	658	569	514	774	309
Weighted base	1083	531	542	338	395	350	134	205	190	205	184	166	607	476	258	280	249	151	51	94	940	143	650	313	120	378	705	345	738	708	375
Not enough support	589	284	297	192	227	171	74	117	96	130	100	71	314	275	162	160	119	65	27	57	506	83	341	188	60	208	382	181	408	389	200
	54%	54%	55%	57%	57% IL	49%	55%	57%	51%	64% EFIL	54% F	43% *	52%	58%	63% QR	57% R	48%	43% *	53% **	60% *	54%	58% *	53%	60%	50% *	55%	54%	53%	55%	55%	53%
About the right amount of support	314	151	162	106	103	105	49	57	56	47	46	59	183	131	65	82	78	52	17	20	278	36	204	74	36	105	208	93	220	211	103
	29%	28%	30%	31%	26%	30% K	36% JK	28%	29%	23%	25%	36% *	30%	28%	25%	29%	31%	34% *	33% **	21% *	30%	25% *	31%	24%	30% *	28%	30%	27%	30%	30%	27%
Too much support	60	47	13	22	25	13	5	17	23	2	5	8	40	21	8	8	10	23	7	4	57	3	47	8	5	42	18	38	22	45	15
	6%	9% C	2%	7% J	6% J	4%	4%	9% JK	12% EFGJK	1%	2%	5% *	7%	4%	3%	3%	4%	15% OPQ*	13% **	5% *	6%	2% *	7% X	3%	4% *	11% a	3%	11% c	3%	6%	4%
Don't know	120	49	70	19	40	61	6	13	16	25	34	27	71	48	24	30	42	11	*	13	100	20	57	43	19	23	96	32	88	62	57
	11%	9%	13%	6%	10%	17% DEGHI	5%	6%	8%	12% DG	18% DEGHI	16% DGH*	12%	10%	9%	11%	17% OR	7% *	1% **	14% *	11%	14% *	9%	14%	16% *	6%	14% Z	9%	12%	9%	15% d

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs

PUBLIC

Fieldwork: 23-25 September 2022

Adults aged 18-75 in GB

Q18. Thinking about the cost of living in your local area, do you think the UK Government are providing not enough support, are providing too much support or about the right amount of support?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Liberal Democrats	Unfavourable to Liberal Democrats	Favourable to Green Party	Unfavourable to Green Party	Favourable to Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Kwasi Kwarteng	Unfavourable to Kwasi Kwarteng	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1083	316	252	136	147	439	380	262	539	405	363	300	333	365	298	268	514	360	385	210	451	283	515
Weighted base	1083	335	245	119	142	367	429	228	556	357	426	249	393	312	339	271	517	305	442	174	465	268	482
Not enough support	589	131	169	62	86	226	207	47	402	210	212	131	212	177	184	87	378	188	225	34	349	99	338
	54%	39%	69% BD	52% *	60% B*	61% G	48%	21%	72% HJKLMNO	59% HL	50% H	53% H	54% H	57% H	54% H	32% T	73% PRST	62% PST	51% PT	20% 	75% PRST	37% 	70% V
About the right amount of support	314	144	48	26	45	91	146	119	83	83	142	64	116	82	103	130	82	61	146	95	58	111	83
	29%	43% CD	20%	22% *	32% C*	25%	34% F	52% IJKLMNO	15% 	23% I	33% IJ	26% I	30% I	26% I	30% I	48% QRSU	16% U	20% U	33% QRU	54% QRSU	13% 	41% W	17%
Too much support	60	16	12	17	7	21	29	35	11	33	15	28	22	29	22	32	13	34	19	31	18	35	12
	6%	5%	5%	14% BCE*	5% *	6%	7%	15% IJKMNO	2% 	9% IK	4% 	11% IKM	6% I	9% IK	6% IK	12% QSU	3% 	11% QSU	4% 	18% PQRSU	4% 	13% W	2%
Don't know	120	44	15	14	4	30	47	27	60	32	58	26	43	24	30	21	44	22	53	14	41	22	50
	11%	13% CE	6%	12% E*	3% *	8%	11%	12%	11%	9%	14% NO	11% 	11% 	8% 	9% 	8% 	8% 	7% 	12% 	8% 	9% 	8% 	10%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs

PUBLIC

Fieldwork: 23-25 September 2022

Adults aged 18-75 in GB

Q16A. To what extent, if at all, do you trust the Conservative party to: - Summary

All Adults aged 18-75 in Great Britain

	Q16A. To what extent, if at all, do you trust the Conservative party to:		
	manage Britain's taxes and public spending?	reduce you and your family's cost of living?	Have the right policies for Britain's economy?
	(A)	(B)	(C)
Unweighted base	1083	1083	1083
Weighted base	1083	1083	1083
A great deal (2)	92 8%	76 7%	96 9%
A fair amount (1)	258 24%	232 21%	263 24%
Not very much (-1)	318 29%	324 30%	312 29%
Not at all (-2)	358 33%	387 36% c	345 32%
Don't know	57 5%	64 6%	67 6%

Net: A great deal/fair amont	350 32% B	307 28%	359 33% B
Net: Not very much/at all	676 62%	712 66% AC	657 61%

Mean	-0.58 B	-0.70	-0.54 B
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rements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs
PUBLIC
Fieldwork: 23-25 September 2022
Adults aged 18-75 in GB

Q16A. To what extent, if at all, do you trust the Conservative party to: - manage Britain’s taxes and public spending?
All Adults aged 18-75 in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1083	521	552	363	395	325	158	205	197	198	213	112	792	291	255	281	241	156	54	96	939	144	689	295	99	425	658	569	514	774	309
Weighted base	1083	531	542	338	395	350	134	205	190	205	184	166	607	476	258	280	249	151	51	94	940	143	650	313	120	378	705	345	738	708	375
A great deal (2)	92 8%	55 10%	35 6%	39 11% JK	32 8% J	21 6%	20 15% FIK	19 9%	24 12% EIK	8 4%	8 5%	13 8% *	65 11% N	27 6%	13 5%	17 6%	21 9%	29 19% OPQT*	7 14% **	3 4% *	83 9%	9 6% *	63 10%	24 8%	4 3% *	49 13% a	43 6%	47 14% c	45 6%	71 10%	21 6%
A fair amount (1)	258 24%	135 25%	123 23%	89 26%	93 24%	76 22%	31 23%	59 29%	48 25%	45 22%	40 22%	35 21% *	141 23%	117 25%	58 22%	77 27%	57 23%	43 29% *	9 18% **	14 15% *	236 25% V	22 15% *	184 28% X	52 17%	22 18% *	104 27%	154 22%	89 26%	169 23%	172 24%	87 23%
Not very much (-1)	318 29%	145 27%	171 32%	104 31%	98 25%	115 33% IK	39 29%	65 32%	40 21%	58 28%	52 28%	63 38% EI*	180 30%	138 29%	88 34%	75 27%	75 30%	46 31% *	10 19% **	24 25% *	269 29%	49 34% *	174 27%	98 31%	46 38% *	111 29%	207 29%	87 25%	230 31%	197 28%	121 32%
Not at all (-2)	358 33%	172 32%	181 33%	81 24%	158 40% DGH	119 34% D	33 25%	48 24%	70 37% DH	88 43% DGH	68 37% DGH	51 31% *	193 32%	165 35%	85 33% R	94 34% R	82 33% R	29 19% *	23 44% **	45 48% OPQR*	299 32%	59 41% *	210 32%	106 34%	42 35% *	103 27%	255 36% Z	109 32%	249 34%	234 33%	125 33%
Don't know	57 5%	24 5%	31 6%	25 7%	14 4%	19 5%	11 8% J	14 7%	9 4%	5 3%	15 8% EFJ	4 3% *	28 5%	29 6%	14 5%	17 6%	14 6%	3 2% *	2 4% **	7 8% *	53 6%	4 3% *	19 3%	32 10% W	6 5% *	11 3%	46 7%	12 4%	45 6%	35 5%	22 6%

Net: A great deal/fair amont	350 32%	190 36%	159 29%	128 38% FIK	125 32% J	97 28%	51 38% J	78 38%	72 38% J	53 26%	49 26%	48 29% *	206 34%	144 30%	72 28%	94 33% T	78 31%	72 48% OPQT*	17 32% **	17 18% *	319 34% V	30 21% *	247 38% XY	77 24%	26 22% *	153 40% a	197 28%	136 39% c	213 29%	242 34%	108 29%
Net: Not very much/at all	676 62%	317 60%	352 65%	186 55%	256 65% DI	234 67% DG	72 54%	113 55%	110 58%	146 72% DEGHI	120 66% D	114 68% *	373 61%	303 64%	173 67% R	169 60%	157 63%	75 50% *	33 64% **	69 74% R*	568 60%	108 76% U*	384 59%	204 65%	88 73% W*	214 57%	461 65% Z	196 57%	479 65% b	430 61%	245 65%

Mean	-0.58	-0.48	-0.66	-0.32 EFJK	-0.67 J	-0.71	-0.29 EFJK*	-0.34 FIK*	-0.46 EJ	-0.87	-0.78	-0.64 *	-0.51	-0.66	-0.71	-0.58 T	-0.59 T	-0.02 OPQT*	-0.63 **	-1.08 *	-0.52 V	-0.92 *	-0.45 XY	-0.75	-0.88 *	-0.32 a	-0.72	-0.37 c	-0.68	-0.52	-0.68
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Overlap formulae used
ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs

PUBLIC

Fieldwork: 23-25 September 2022

Adults aged 18-75 in GB

Q16A. To what extent, if at all, do you trust the Conservative party to: - manage Britain’s taxes and public spending?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	Total	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to Truss	Unfavourabl e to Truss	Favourabl e to Starmer	Unfavoura ble to Starmer	Favourabl e to Kwasi Kwarteng	Unfavoura ble to Kwasi Kwarteng	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1083	316	252	136	147	439	380	262	539	405	363	300	333	365	298	268	514	360	385	210	451	283	515
Weighted base	1083	335	245	119	142	367	429	228	556	357	426	249	393	312	339	271	517	305	442	174	465	268	482
A great deal (2)	92 8%	38 11%	22 9%	16 13% *	11 8% *	25 7%	51 12%	63 28% IJKLMNOP	10 2%	49 14% IK	30 7% I	37 15% IK	38 10% I	41 13% IK	36 11% I	58 22% QSU	12 2% QSU	48 16% QSU	32 7% QU	55 31% PQRSU	15 3% QSU	63 23% W	10 2%
A fair amount (1)	258 24%	120 36% CDE	37 15%	25 21% *	26 18% *	66 18%	127 29% F	124 54% IJKLMNOP	47 8%	67 19% I	124 29% IJ	65 26% IJ	99 25% I	79 25% IJ	80 24% I	131 48% QRSU	42 8% QU	53 17% QU	110 25% QU	75 43% QRSU	43 9% QSU	103 38% W	55 11%
Not very much (-1)	318 29%	99 30% D	82 34% D	20 17% *	39 27% *	100 27%	131 30%	24 11% HLN	169 30% HLN	96 27% HN	115 27% H	56 22% H	105 27% H	68 22% H	108 32% HLN	63 23%	138 27%	87 28% T	118 27%	35 20%	116 25%	57 21%	161 33% V
Not at all (-2)	358 33%	62 19%	101 41% B	54 46% B*	60 42% B*	168 46% G	97 23%	10 4% HJKLMNOP	318 57% HJKLMNOP	143 40% HO	139 33% H	88 35% H	138 35% H	115 37% H	105 31% H	14 5% PRST	309 60% PRST	115 38% PT	166 37% PT	9 5% QSU	278 60% PRST	35 13%	241 50% V
Don't know	57 5%	15 4%	3 1%	4 3% *	5 4% *	7 2%	25 6% F	7 3% J	13 2% J	2 1%	18 4% J	3 1%	12 3% J	9 3% J	10 3%	4 2%	16 3% R	2 1%	17 4% R	1 1%	13 3% R	10 4%	15 3%

Net: A great deal/fair amont	350 32%	158 47% CE	59 24%	41 35% *	37 26% *	91 25%	177 41% F	187 82% IJKLMNOP	57 10%	116 32% I	154 36% I	102 41% IJ	137 35% I	120 38% IJ	115 34% I	189 70% QRSU	54 10%	101 33% QU	142 32% QU	130 74% QRSU	59 13%	166 62% W	65 13%
Net: Not very much/at all	676 62%	161 48%	184 75% BD	74 62% B*	99 70% B*	269 73% G	228 53%	34 15% HJKLMNOP	487 87% HJKLMNOP	239 67% HLN	254 60% H	144 58% H	243 62% H	183 59% H	213 63% H	77 29%	447 86% PRST	202 66% PT	284 64% PT	43 25%	394 85% PRST	92 34%	402 83% V

Mean	-0.58	-0.09 CDE	-0.84	-0.62 *	-0.81 *	-0.89	-0.24 F	0.93 IJKLMNOP	-1.36	-0.61 I	-0.51 I	-0.38 IJ	-0.54 I	-0.46 I	-0.51 I	0.59 QRSU	-1.38	-0.55 QU	-0.65 QU	0.77 PQRSU	-1.32	0.39 W	-1.22
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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

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Ipsos UK September 2022 Political Pulse - Economy Qs
PUBLIC
Fieldwork: 23-25 September 2022
Adults aged 18-75 in GB

Q16A. To what extent, if at all, do you trust the Conservative party to: - reduce you and your family’s cost of living?

All Adults aged 18-75 in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1083	521	552	363	395	325	158	205	197	198	213	112	792	291	255	281	241	156	54	96	939	144	689	295	99	425	658	569	514	774	309
Weighted base	1083	531	542	338	395	350	134	205	190	205	184	166	607	476	258	280	249	151	51	94	940	143	650	313	120	378	705	345	738	708	375
A great deal (2)	76 7%	44 8%	32 6%	32 9% FJK	30 8% J	14 4%	13 10% FJ	19 9%	23 12% EFJK	7 3%	7 4%	7 4% *	53 9%	23 5%	12 5%	11 4%	17 7%	26 17% OPQT*	5 11% **	5 5% *	71 8%	5 4% *	55 8%	16 5%	4 4% *	42 11% a	34 5%	37 11% c	39 5%	62 9% e	14 4%
A fair amount (1)	232 21%	123 23%	107 20%	99 29% EFJK	70 18%	64 18%	48 36% DEFIJKL	50 25%	40 21%	30 15%	32 17%	32 19% *	135 22%	97 20%	43 17%	59 21%	63 25%	41 27% *	10 19% **	16 17% *	212 23%	20 14% *	140 22%	75 24%	16 13% *	88 23%	144 20%	79 23%	153 21%	159 22%	73 19%
Not very much (-1)	324 30%	151 28%	170 31%	94 28%	109 28%	122 35% I	34 25%	60 29%	42 22%	67 33%	60 33%	62 37% I*	197 32%	127 27%	94 36% T	97 35% T	66 26%	44 29% *	8 16% **	16 17% *	273 29%	52 36% *	195 30%	78 25%	51 43% wx*	112 30%	213 30%	101 29%	224 30%	199 28%	125 33%
Not at all (-2)	387 36%	186 35%	197 36%	89 26%	170 43% DGH	129 37% DG	30 23%	58 28%	76 40% DG	95 46% DGH	71 38% DG	58 35% *	192 32%	195 41% M	93 36%	97 35%	86 34%	38 25% *	22 44% **	51 54% OPQR*	324 34%	63 44% *	229 35%	116 37%	41 34% *	119 32%	268 38%	110 32%	278 38%	246 35%	141 38%
Don't know	64 6%	27 5%	35 6%	26 8%	16 4%	22 6%	9 7%	17 8%	10 5%	6 3%	15 8%	7 4% *	30 5%	34 7%	16 6%	15 6%	17 7%	2 2% *	5 10% **	7 7% *	61 6%	3 2% *	30 5%	27 9%	7 6% *	18 5%	47 7%	18 5%	46 6%	42 6%	22 6%

Net: A great deal/fair amont	307 28%	167 32%	139 26%	130 39% EFJKL	100 25% J	77 22%	61 46% DEFJKL	69 34% FJK	63 33% EFJK	37 18%	39 21%	39 23% *	188 31%	119 25%	55 21%	70 25%	80 32% O	66 44% OPT*	15 30% **	21 22% *	283 30% V	25 17% *	196 30% Y	91 29%	20 17% *	130 34% a	178 25%	116 34% c	191 26%	220 31% e	87 23%
Net: Not very much/at all	712 66%	337 63%	368 68%	182 54%	279 71% DGH	250 72% DGH	64 48%	118 58%	118 62% G	162 79% DEGHI	130 71% DGH	120 72% DG*	390 64%	322 68%	187 72% QR	194 69% R	152 61%	82 54% *	30 59% **	66 71% *	597 63%	115 80% U*	424 65%	195 62%	93 77% X*	231 61%	480 68%	211 61%	501 68%	445 63%	266 71% d

Mean	-0.70	-0.62	-0.78	-0.35 EFJKL	-0.84 J	-0.88	-0.17 EFUJL*	-0.47 EFJK*	-0.59 EJ	-1.07	-0.92	-0.84 *	-0.59 N	-0.85	-0.88	-0.80	-0.61	-0.19 OPQT*	-0.70 **	-1.05 *	-0.65 V	-1.06 *	-0.65	-0.71	-0.97 *	-0.50 a	-0.82	-0.51 c	-0.79	-0.61 e	-0.87
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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs

PUBLIC

Fieldwork: 23-25 September 2022

Adults aged 18-75 in GB

Q16A. To what extent, if at all, do you trust the Conservative party to: - reduce you and your family’s cost of living?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	Total	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to Truss	Unfavoura ble to Truss	Favourabl e to Starmer	Unfavoura ble to Starmer	Favourabl e to Kwasi Kwarteng	Unfavoura ble to Kwasi Kwarteng	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1083	316	252	136	147	439	380	262	539	405	363	300	333	365	298	268	514	360	385	210	451	283	515
Weighted base	1083	335	245	119	142	367	429	228	556	357	426	249	393	312	339	271	517	305	442	174	465	268	482
A great deal (2)	76 7%	28 8%	9 4%	18 15% C*	14 10% *	28 8%	33 8%	58 25% IJKLMNOP	3 1%	40 11% IMO	26 6% I	41 17% IJKMO	24 6% I	43 14% IKMO	17 5% I	53 20% QSU	8 1% QSU	43 14% QSU	22 5% Q	48 27% PQRSU	11 2% QSU	56 21% W	6 1%
A fair amount (1)	232 21%	92 28%	53 21%	21 17% *	32 23% *	65 18%	109 25% F	98 43% IJKLMNOP	45 8%	71 20% I	104 24% I	48 19% I	93 24% I	67 21% I	75 22% I	116 43% QRSU	40 8% QSU	50 16% QU	107 24% QRU	82 47% QRSU	41 9% QSU	89 33% W	65 13%
Not very much (-1)	324 30%	131 39% CDE	53 21%	30 25% *	32 23% *	97 26%	143 33%	53 23%	161 29% JN	83 23%	134 31% HN	64 26%	109 28%	67 22%	116 34% HJMN	69 25% T	134 26% T	73 24% T	125 28% T	27 15%	115 25% T	55 20%	153 32% V
Not at all (-2)	387 36%	65 20%	126 51% B	46 39% B*	60 42% B*	170 46% G	113 26%	12 5%	336 60% HJKLMNOP	157 44% HKLO	146 34% H	94 38% H	153 39% H	128 41% H	117 34% H	25 9% PRST	320 62% PRST	132 43% PT	172 39% PT	13 7%	283 61% PRST	59 22%	243 50% V
Don't know	64 6%	18 5%	5 2%	4 4% *	4 2% *	7 2%	31 7% F	7 3%	10 2%	6 2%	17 4%	2 1%	15 4%	6 2%	14 4% L	7 3%	15 3%	7 2%	17 4%	5 3%	15 3%	10 4%	15 3%

Net: A great deal/fair amont	307 28%	121 36% C	62 25%	38 32% *	46 32% *	93 25%	142 33%	157 69% IJKLMNOP	49 9%	111 31% I	129 30% I	90 36% I	116 30% I	110 35% I	92 27% I	170 63% QRSU	48 9%	93 30% QU	129 29% QU	129 74% PQRSU	52 11%	144 54% W	71 15%
Net: Not very much/at all	712 66%	196 59%	178 73% B	76 64% *	92 65% *	267 73% G	256 60%	65 28%	497 89% HJKLMNOP	240 67% H	280 66% H	158 63% H	261 67% H	196 63% H	233 69% H	94 35% T	454 88% PRST	205 67% PT	297 67% PT	39 23%	398 86% PRST	114 42%	396 82% V

Mean	-0.70	-0.35 C	-0.97	-0.57 C*	-0.67 *	-0.88	-0.49 F	0.62 IJKLMNOP	-1.43	-0.70 I	-0.66 I	-0.49 IJ	-0.73 I	-0.56 I	-0.74 I	0.39 QRSU	-1.43	-0.67 QU	-0.75 QU	0.74 PQRSU	-1.37	0.11 W	-1.20
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Ipsos UK September 2022 Political Pulse - Economy Qs
PUBLIC
Fieldwork: 23-25 September 2022
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Q16A. To what extent, if at all, do you trust the Conservative party to: - Have the right policies for Britain’s economy?

All Adults aged 18-75 in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1083	521	552	363	395	325	158	205	197	198	213	112	792	291	255	281	241	156	54	96	939	144	689	295	99	425	658	569	514	774	309
Weighted base	1083	531	542	338	395	350	134	205	190	205	184	166	607	476	258	280	249	151	51	94	940	143	650	313	120	378	705	345	738	708	375
A great deal (2)	96 9%	60 11% C	35 6%	42 12% FJK	35 9% JK	19 5% K	14 11% JK	28 14% FJK	27 14% EFJK	8 4%	6 3%	13 8% *	65 11%	31 6%	16 6%	14 5%	18 7%	41 27% OPQT*	2 5% **	4 4% *	90 10%	5 4% *	70 11% Y	23 7%	3 2% *	57 15% a	39 6% c	48 14%	48 6%	74 10%	22 6%
A fair amount (1)	263 24%	135 25%	128 24%	95 28%	83 21%	85 24%	44 33% EI	51 25%	35 18%	48 24%	47 25%	38 23% *	150 25%	113 24%	53 20%	76 27%	70 28%	35 23% *	13 26% **	17 18% *	240 26%	23 16% *	168 26%	66 21%	29 24% *	87 23%	176 25%	84 24%	180 24%	177 25%	87 23%
Not very much (-1)	312 29%	134 25%	176 33% B	97 29%	101 26%	114 33% K	38 28%	59 29%	52 28%	49 24%	52 28%	62 37% *	182 30%	130 27%	85 33% T	82 29%	71 29%	47 31% *	10 20% **	16 17% *	264 28%	48 33% *	185 28%	84 27%	43 36% *	122 32%	190 27%	85 25%	227 31%	200 28%	112 30%
Not at all (-2)	345 32%	174 33%	166 31%	77 23%	163 41% DFGHL	105 30%	28 21%	49 24%	70 37% DGH	93 46% DFGHL	64 35% DFG	41 25% *	179 30%	166 35%	90 35% R	88 32% R	72 29% R	23 16% *	21 42% **	50 53% OPQR*	285 30%	60 42% U*	200 31%	107 34%	39 32% *	99 26%	246 35% Z	115 33%	231 31%	219 31%	126 34%
Don't know	67 6%	29 5%	36 7%	28 8% E	13 3%	27 8% E	10 8%	17 8% E	7 3%	6 3%	15 8% E	12 7% *	32 5%	35 7%	15 6%	19 7%	18 7%	4 3% *	4 8% **	7 7% *	60 6%	7 5% *	28 4%	32 10% W	7 6% *	13 4%	53 8% Z	14 4%	53 7%	38 5%	29 8%

Net: A great deal/fair amont	359 33%	195 37%	163 30%	137 40% EFJK	118 30%	104 30%	58 43% EFJK	79 39%	62 33%	56 27%	53 29%	51 31% *	215 35%	144 30%	69 27%	90 32%	88 35%	76 51% OPQT*	16 31% **	21 22% *	331 35% V	29 20% *	238 37%	89 29%	32 26% *	144 38% a	215 31%	132 38% c	227 31%	250 35%	109 29%
Net: Not very much/at all	657 61%	308 58%	343 63%	174 51%	264 67% DGH	219 63% DG	66 49%	108 53%	122 64% DG	142 70% DGH	116 63% DG	103 62% *	361 59%	296 62%	175 68% R	171 61% R	144 58%	70 46% *	31 62% **	66 70% R*	550 58%	107 75% U*	384 59%	191 61%	82 68% *	221 58%	436 62%	199 58%	458 62%	420 59%	238 63%

Mean	-0.54	-0.45	-0.61	-0.23 EFJK	-0.72	-0.62	-0.17 EFJK*	-0.27 EJK*	-0.56	-0.86	-0.71	-0.53 *	-0.45	-0.65	-0.74	-0.60	-0.48 T	0.17 OPQT*	-0.74 **	-1.04 *	-0.47 V	-0.98 *	-0.44	-0.66	-0.76 *	-0.33 a	-0.66	-0.40	-0.60	-0.47	-0.67
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	Total	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to Truss	Unfavourabl e to Truss	Favourabl e to Starmer	Unfavoura ble to Starmer	Favourabl e to Kwasi Kwarteng	Unfavoura ble to Kwasi Kwarteng	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1083	316	252	136	147	439	380	262	539	405	363	300	333	365	298	268	514	360	385	210	451	283	515
Weighted base	1083	335	245	119	142	367	429	228	556	357	426	249	393	312	339	271	517	305	442	174	465	268	482
A great deal (2)	96 9%	38 11%	13 5%	23 20% CE*	13 9% *	20 6%	50 12% F	66 29% IJKLMNOP	11 2%	48 13% IKMO	28 7% I	46 18% IJKMO	30 8% I	59 19% IJKMO	23 7% I	73 27% QRSU	12 2%	43 14% QSU	36 8% QU	61 35% PQRSU	11 2%	65 24% W	14 3%
A fair amount (1)	263 24%	121 36% CDE	55 23%	19 16% *	22 15% *	70 19%	127 30% F	126 55% IJKLMNOP	46 8%	83 23% I	118 28% IN	51 20% I	108 28% IN	59 19% I	98 29% ILN	137 51% QRSU	36 7%	66 21% QU	117 26% QU	80 46% QRSU	40 9%	98 36% W	63 13%
Not very much (-1)	312 29%	111 33% D	70 29%	21 17% *	36 25% *	109 30%	122 28%	26 12% HJN	163 29% HJN	85 24% H	134 31% HN	60 24% H	107 27% H	64 20% H	104 31% HN	48 18%	145 28% PRT	68 22% T	129 29% PT	26 15% PT	120 26% PT	56 21% PT	147 30% V
Not at all (-2)	345 32%	44 13%	106 43% B	52 43% B*	64 45% B*	160 44% G	99 23%	4 2% HJKLMNOP	319 57% HJKLMNOP	140 39% HKO	121 28% H	89 36% H	130 33% H	121 39% HKO	96 28% H	9 3% PRST	303 59% PRST	123 40% PST	137 31% PT	4 2%	277 60% PRST	33 12% PT	240 50% V
Don't know	67 6%	21 6% C	1 * *	4 3% *	7 5% C*	8 2%	31 7% F	6 3% J	17 3% J	2 1%	25 6% JL	4 1%	17 4% J	8 3% J	18 5% JL	3 1%	21 4% R	5 2%	22 5% P	3 2%	16 4%	16 6%	19 4%

Net: A great deal/fair amont	359 33%	159 48% CE	68 28%	43 36% *	35 24% *	90 25%	177 41% F	192 84% IJKLMNOP	57 10%	130 36% I	146 34% I	97 39% I	138 35% I	118 38% I	121 36% I	210 78% QRSU	48 9%	109 36% QU	153 35% QU	141 81% QRSU	51 11%	163 61% W	76 16%
Net: Not very much/at all	657 61%	155 46%	176 72% B	72 61% B*	100 71% B*	269 73% G	221 52%	30 13% HJKLMNOP	482 87% HJKLMNOP	225 63% H	255 60% H	149 60% H	237 60% H	185 59% H	200 59% H	58 21% PRST	448 87% PRST	191 63% PT	267 60% PT	30 17% PT	397 85% PRST	89 33% PT	386 80% V

Mean	-0.54	* CDE	-0.82	-0.51 *	-0.87 *	-0.89	-0.24 F	1.01 IJKLMNOP	-1.36	-0.53 I	-0.50 I	-0.39 I	-0.53 I	-0.43 I	-0.47 I	0.81 QRSU	-1.39	-0.54 QU	-0.51 QU	0.98 PQRSU	-1.36	0.42 W	-1.16
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs
PUBLIC
Fieldwork: 23-25 September 2022
Adults aged 18-75 in GB

Q16B. To what extent, if at all, do you trust the Labour party to: - Summary
All Adults aged 18-75 in Great Britain

	Q16B. To what extent, if at all, do you trust the Labour party to:		
	manage Britain's taxes and public spending?	reduce you and your family's cost of living?	Have the right policies for Britain's economy?
	(A)	(B)	(C)
Unweighted base	1083	1083	1083
Weighted base	1083	1083	1083
A great deal (2)	122 11%	138 13%	119 11%
A fair amount (1)	294 27%	288 27%	310 29%
Not very much (-1)	285 26%	314 29%	297 27%
Not at all (-2)	280 26% BC	240 22%	242 22%
Don't know	103 9%	104 10%	115 11%

Net: A great deal/fair amont	416 38%	425 39%	429 40%
Net: Not very much/at all	564 52%	554 51%	539 50%

Mean	-0.31	-0.24	-0.24
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rements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs
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Adults aged 18-75 in GB

Q16B. To what extent, if at all, do you trust the Labour party to: - manage Britain’s taxes and public spending?

All Adults aged 18-75 in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1083	521	552	363	395	325	158	205	197	198	213	112	792	291	255	281	241	156	54	96	939	144	689	295	99	425	658	569	514	774	309
Weighted base	1083	531	542	338	395	350	134	205	190	205	184	166	607	476	258	280	249	151	51	94	940	143	650	313	120	378	705	345	738	708	375
A great deal (2)	122 11%	73 14%	49 9%	51 15% FKL	58 15% FKL	13 4%	18 14% FKL	32 16% FKL	33 17% FKL	25 12% FKL	10 5% F	3 2% *	84 14% N	38 8%	21 8%	29 11%	21 8%	33 22% OPQ*	7 13% **	11 12% *	113 12%	9 6% *	87 13% Y	30 9% 4% *	5 4% *	69 18% a	53 8%	65 19% c	57 8%	101 14% e	21 5%
A fair amount (1)	294 27%	154 29%	135 25%	116 34% FKL	118 30% FKL	60 17%	50 38% FKL	65 32% FKL	62 32% FKL	57 28% F	35 19%	25 15% *	160 26%	134 28%	77 30% Q	86 31% Q	50 20%	40 26% *	22 43% **	19 20% *	253 27%	41 29% *	178 27%	96 31% Y	20 17% *	118 31%	176 25%	113 33% c	181 24%	203 29%	91 24%
Not very much (-1)	285 26%	127 24%	156 29%	88 26%	94 24%	102 29% I	38 29%	50 25%	35 18%	59 29%	61 33% EFI	41 25% *	155 25%	130 27%	75 29%	83 30%	61 24%	36 24% *	11 22% **	19 21% *	244 26%	41 29% *	164 25%	86 28%	34 29% *	99 26%	186 26%	74 22%	210 28% b	192 27%	93 25%
Not at all (-2)	280 26%	149 28%	131 24%	49 14%	89 23% DG	142 41% DEGHUK	15 11%	33 16%	40 21%	49 24% DG	67 36% DEGHU	76 46% DEGHU*	154 25%	126 26%	70 27% R	58 21%	93 37% PR	22 14% *	7 14% **	30 32% R*	232 25%	47 33% *	173 27%	61 20%	45 38% X*	65 17%	215 31% z	69 20%	211 29% b	154 22%	125 33% d
Don't know	103 9%	29 5%	71 13% B	35 10%	35 9%	32 9% K	12 9%	23 11%	21 11%	14 7%	11 6%	21 13% *	55 9%	47 10%	16 6%	24 9%	25 10%	20 14% *	3 7% **	14 15% O*	98 10% V	5 3% *	47 7%	40 13% W	16 13% *	28 7%	75 11%	24 7%	79 11%	57 8%	45 12%

Net: A great deal/fair amont	416 38%	227 43% C	184 34%	166 49% FKL	177 45% FKL	73 21%	69 51% FKL	97 48% FKL	94 50% FKL	82 40% FKL	45 24% F	29 17% *	243 40%	173 36%	98 38%	115 41% Q	70 28%	73 48% Q*	29 57% **	30 32% *	366 39%	50 35% *	265 41% Y	126 40% Y	25 21% *	187 49% a	229 33%	178 52% c	238 32%	304 43% e	112 30%
Net: Not very much/at all	564 52%	276 52%	287 53%	137 41%	183 46% I	244 70% DEGHUJ	53 40%	84 41%	75 39%	108 53% DEGI	128 70% DEGHU	116 70% DEGHU*	309 51%	255 54%	144 56% R	141 50%	154 62% PR	58 38% *	19 37% **	49 53% *	476 51%	88 62% U*	337 52%	147 47%	80 66% WX*	164 43%	400 57% z	143 41%	421 57% b	346 49%	218 58% d

Mean	-0.31	-0.25	-0.39	0.10 FJKL	-0.10 FKL	-0.95	0.15 FJKL*	0.07 FKL*	0.08 FKL*	-0.26 FKL	-0.81 F	-1.10 *	-0.25	-0.40	-0.39	-0.21 Q	-0.70	0.20 OQT*	0.21 **	-0.48 *	-0.27	-0.56 *	-0.26 Y	-0.20 Y	-0.91 *	0.08 a	-0.53	0.10 c	-0.51	-0.15 e	-0.64
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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs

PUBLIC

Fieldwork: 23-25 September 2022

Adults aged 18-75 in GB

Q16B. To what extent, if at all, do you trust the Labour party to: - manage Britain’s taxes and public spending?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	Total	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to Truss	Unfavoura ble to Truss	Favourabl e to Starmer	Unfavoura ble to Starmer	Favourabl e to Kwasi Kwarteng	Unfavoura ble to Kwasi Kwarteng	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1083	316	252	136	147	439	380	262	539	405	363	300	333	365	298	268	514	360	385	210	451	283	515
Weighted base	1083	335	245	119	142	367	429	228	556	357	426	249	393	312	339	271	517	305	442	174	465	268	482
A great deal (2)	122 11%	21 6%	53 22% BE	23 19% B*	15 11% *	60 16% G	43 10%	47 21% IKMO	55 10% K	92 26% IKMO	11 3%	56 22% IKMO	30 8% K	68 22% IKMO	25 7% K	45 17% S	62 12% S	83 27% PQSU	17 4% PQSU	41 24% PQSU	53 11% S	44 17%	49 10%
A fair amount (1)	294 27%	37 11%	133 54% BDE	41 35% B*	32 23% B*	134 36% G	79 18%	51 22% KMO	178 32% HKMO	188 53% HIKMNO	45 11%	118 47% HIKMO	60 15% K	131 42% HIKMO	45 13%	61 22% S	148 29% S	159 52% POSTU	40 9% PQSTU	41 23% S	128 28% S	59 22%	148 31% V
Not very much (-1)	285 26%	93 28% C	40 16%	27 23% *	54 38% CD*	85 23%	113 26%	45 20% J	144 26% J	48 14%	125 29% HIL	51 20% J	105 27% J	72 23% J	82 24% J	61 22% R	139 27% R	36 12%	133 30% PR	38 22% R	127 27% R	53 20%	151 31% V
Not at all (-2)	280 26%	152 45% CDE	11 5%	19 16% C*	31 22% C*	67 18%	151 35% F	81 36% IJLN	124 22% JLN	20 6%	220 52% HIJLMN	15 6% J	178 45% HIJLN	25 8% J	167 49% HIJLN	93 34% QRU	115 22% R	16 5%	227 51% PQRTU	51 29% R	113 24% R	95 36% W	94 20%
Don't know	103 9%	32 10% C	7 3%	9 7% *	10 7% *	22 6%	44 10%	4 2%	55 10% HIJKLMN	10 3%	25 6% H	10 4%	19 5%	16 5% HJ	20 6% H	11 4%	53 10% PRST	11 4%	25 6%	3 2%	43 9% PRT	17 6%	40 8%
Net: A great deal/fair amont	416 38%	58 17%	186 76% BDE	64 54% BE*	47 33% B*	194 53% G	122 28%	98 43% KMO	233 42% KMO	280 78% HIKLMNO	56 13%	174 70% HIKMNO	90 23% K	199 64% HIKMO	70 21% K	106 39% S	210 41% S	243 80% POSTU	57 13%	82 47% PS	181 39% S	103 38%	197 41%
Net: Not very much/at all	564 52%	245 73% CDE	51 21%	46 39% C*	85 60% CD*	151 41%	264 61% F	126 55% JLN	268 48% JLN	68 19%	345 81% HIJLMNO	66 26% J	283 72% HIJLN	97 31% J	249 74% HIJLN	154 57% R	255 49% R	51 17%	360 81% PQRTU	89 51% R	241 52% R	148 55%	245 51%
Mean	-0.31	-1.05	0.74 BDE	0.21 BE*	-0.41 B*	0.10 G	-0.65	-0.28 KMO	-0.21 KMO	0.82 HIKLMNO	-1.24	0.62 HIKMO	-0.92 K	0.49 HIKMO	-1.01 K	-0.37 S	-0.21 S	0.88 POSTU	-1.23	-0.09 PS	-0.28 S	-0.38	-0.21

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs
PUBLIC
Fieldwork: 23-25 September 2022
Adults aged 18-75 in GB

Q16B. To what extent, if at all, do you trust the Labour party to: - reduce you and your family’s cost of living?

All Adults aged 18-75 in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1083	521	552	363	395	325	158	205	197	198	213	112	792	291	255	281	241	156	54	96	939	144	689	295	99	425	658	569	514	774	309
Weighted base	1083	531	542	338	395	350	134	205	190	205	184	166	607	476	258	280	249	151	51	94	940	143	650	313	120	378	705	345	738	708	375
A great deal (2)	138 13%	74 14%	63 12%	53 16% FKL	70 18% FJKL	14 4%	20 15% FKL	34 16% FKL	45 24% EFJKL	24 12% FK	8 4%	7 4% *	95 16% N	42 9%	29 11%	23 8%	20 8%	46 31% OPQT*	8 15% **	11 12% *	126 13%	12 8% *	95 15% Y	37 12% 4% *	5 4% *	70 19% a	67 10% 19% c	67 19% c	70 10% 10%	113 16% e	24 6%
A fair amount (1)	288 27%	140 26%	144 27%	117 35% FKL	112 28% FKL	59 17%	54 40% EFJKL	63 31% FKL	56 30% FKL	56 27% FL	35 19%	24 14% *	151 25%	137 29%	62 24%	91 33%	60 24%	31 21% *	23 45% **	20 21% *	245 26%	43 30% *	176 27%	88 28%	24 20% *	113 30%	174 25%	113 33% c	175 24%	192 27%	96 26%
Not very much (-1)	314 29%	163 31%	149 28%	91 27%	106 27% I	117 34% I	37 28%	54 26%	36 19%	70 34% EI	67 37% EI	50 30% *	171 28%	143 30%	84 33%	79 28%	69 28%	42 28% *	9 17% **	32 34% *	273 29%	41 29% *	194 30%	81 26%	40 33% *	116 31%	198 28%	86 25%	228 31%	208 29%	106 28%
Not at all (-2)	240 22%	120 23%	120 22%	39 11%	72 18% G	129 37% DEGHIJ	13 10%	26 13%	31 17%	40 20% DG	63 34% DEGHIJ	66 40% DEGHIJ*	138 23%	102 21%	62 24% R	55 19%	73 30% PR	17 11% *	10 19% **	23 25% R*	199 21%	41 29% *	139 21%	59 19%	42 35% WX*	54 14%	186 26% z	53 15%	187 25% b	129 18%	111 30% d
Don't know	104 10%	35 7%	66 12% B	38 11% G	36 9%	30 9% K	10 7%	28 14% K	21 11%	15 7%	11 6%	19 12% *	52 9%	52 11%	21 8%	32 11%	26 10%	15 10% *	2 4% **	8 9% *	98 10%	6 4% *	46 7%	48 15% W	10 8% *	25 7%	79 11%	26 8%	78 11%	67 9%	37 10%

Net: A great deal/fair amont	425 39%	214 40%	206 38%	170 50% FJKL	182 46% FJKL	73 21%	74 55% FJKL	97 47% FKL	102 54% EFJKL	80 39% FKL	42 23%	31 19% *	246 40%	179 38%	91 35%	115 41%	81 32%	78 51% OQT*	31 60% **	30 32% *	371 39%	54 38% *	272 42% Y	125 40% Y	29 24% *	184 49% a	242 34%	180 52% c	245 33%	305 43% e	120 32%
Net: Not very much/at all	554 51%	283 53%	269 50%	130 38%	177 45% I	246 70% DEGHIJ	50 38%	80 39%	67 35%	110 54% DEGHI	130 71% DEGHIJ	116 70% DEGHIJ*	309 51%	245 51%	146 57% R	133 48%	142 57% R	59 39% *	18 36% **	55 59% R*	472 50%	82 58% *	332 51%	139 45%	82 68% WX*	170 45%	384 54% z	139 40%	415 56% b	336 48%	217 58% d

Mean	-0.24	-0.23	-0.25	0.18 FJKL	0.01 FJKL	-0.90	0.24 FJKL*	0.14 FKL*	0.29 EFJKL*	-0.24 FKL	-0.83	-0.98 *	-0.19	-0.29	-0.37	-0.20	-0.51	0.36 OPQT*	0.21 **	-0.43 *	-0.21	-0.42 *	-0.17 Y	-0.14 Y	-0.81 *	0.09 a	-0.42	0.17 c	-0.43	-0.07 e	-0.54
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ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

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Adults aged 18-75 in GB

Q16B. To what extent, if at all, do you trust the Labour party to: - reduce you and your family’s cost of living?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	Total	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to Truss	Unfavoura ble to Truss	Favourabl e to Starmer	Unfavoura ble to Starmer	Favourabl e to Kwasi Kwarteng	Unfavoura ble to Kwasi Kwarteng	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1083	316	252	136	147	439	380	262	539	405	363	300	333	365	298	268	514	360	385	210	451	283	515
Weighted base	1083	335	245	119	142	367	429	228	556	357	426	249	393	312	339	271	517	305	442	174	465	268	482
A great deal (2)	138 13%	26 8%	51 21% B	26 22% B*	21 15% *	71 19% G	35 8%	49 22% IKMO	69 12% KMO	103 29% HIKMO	21 5%	70 28% IKMO	26 7%	87 28% IKMO	17 5%	49 18% S	73 14% S	96 31% PQSU	21 5% PQSU	42 24% PQSU	63 14% S	50 19%	59 12%
A fair amount (1)	288 27%	44 13%	116 47% BE	41 34% B*	35 25% B*	118 32% G	94 22%	41 18% K	174 31% HKMO	173 48% HIKMNO	40 9%	106 42% HIKMNO	69 18% K	112 36% HKMO	60 18% K	46 17%	156 30% PST	142 46% PQSTU	51 12%	31 18%	129 28% PST	52 19%	147 30% V
Not very much (-1)	314 29%	122 37% CD	53 22%	23 20% *	43 30% *	89 24%	134 31%	62 27% JL	143 26% J	54 15%	143 34% IULN	50 20% J	116 30% JL	70 22% J	103 30% JL	89 33% QR	126 24% R	44 15%	143 32% QR	50 29% R	124 27% R	64 24%	156 32%
Not at all (-2)	240 22%	117 35% CD	14 6%	16 13% C*	34 24% C*	61 17%	128 30% F	70 31% IULN	108 19% JLN	21 6%	189 44% HIJLN	16 6% HJLN	157 40% HIJLN	24 8%	140 41% HIJLN	80 30% QRU	96 19% R	14 4%	195 44% PQRTU	47 27% R	95 20% R	88 33% W	69 14%
Don't know	104 10%	25 7%	11 5%	13 11% *	8 6% *	27 7%	38 9%	6 2%	62 11% HULMNO	7 2%	33 8% HJL	8 3%	24 6% J	19 6% HJL	19 6% J	7 3%	66 13% PRST	9 3%	33 7% PT	4 2%	54 12% PRT	14 5%	52 11% V

Net: A great deal/fair amont	425 39%	70 21%	167 68% BE	67 57% BE*	56 40% B*	189 52% G	129 30%	91 40% KMO	243 44% KMO	276 77% HIKLMNO	61 14%	176 70% HIKMNO	95 24% K	199 64% HIKMO	77 23% K	94 35% S	229 44% S	238 78% PQSTU	72 16%	73 42% PS	192 41% S	102 38%	206 43%
Net: Not very much/at all	554 51%	240 72% CDE	67 27%	39 33% *	77 54% CD*	150 41%	262 61% F	132 58% IULN	251 45% JLN	74 21%	333 78% HIJLMNO	66 27% J	273 70% HIJLN	94 30% J	243 72% HIJLN	170 63% QRTU	222 43% R	58 19%	338 76% PQRTU	97 56% QR	219 47% QR	152 57% W	224 47%

Mean	-0.24	-0.84	0.59 BE	0.37 BE*	-0.25 B*	0.15 G	-0.58	-0.28 KMO	-0.09 KMO	0.81 HIKMNO	-1.12	0.68 HIKMO	-0.84 K	0.57 HIKMO	-0.90 K	-0.41 S	-0.03 PS	0.89 PQSTU	-1.08	-0.16 PS	-0.14 S	-0.35	-0.07
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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs
PUBLIC
Fieldwork: 23-25 September 2022
Adults aged 18-75 in GB

Q16B. To what extent, if at all, do you trust the Labour party to: - Have the right policies for Britain’s economy?

All Adults aged 18-75 in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1083	521	552	363	395	325	158	205	197	198	213	112	792	291	255	281	241	156	54	96	939	144	689	295	99	425	658	569	514	774	309
Weighted base	1083	531	542	338	395	350	134	205	190	205	184	166	607	476	258	280	249	151	51	94	940	143	650	313	120	378	705	345	738	708	375
A great deal (2)	119 11%	70 13%	48 9%	53 16% FKL	51 13% FJKL	16 5%	24 18% FJKL	28 14% FKL	33 17% FJKL	18 9%	10 5%	6 4% *	76 12%	43 9%	30 12%	23 8%	15 6%	37 25% OPQT*	7 13% **	6 7% *	114 12% V	5 3% *	82 13% Y	33 11%	4 3% *	69 18% a	50 7%	64 19% c	55 7%	95 13% e	24 6%
A fair amount (1)	310 29%	157 29%	151 28%	125 37% FKL	128 32% FKL	57 16%	48 36% FKL	78 38% FKL	62 32% FKL	66 32% FKL	34 18%	23 14% *	170 28%	140 30%	75 29%	88 32%	59 24%	41 27% *	23 44% **	24 26% *	272 29%	38 27% *	187 29%	102 33% Y	22 18% *	126 33%	184 26%	112 33%	198 27%	219 31%	91 24%
Not very much (-1)	297 27%	139 26%	154 28%	97 29% I	93 24% I	107 31% I	40 30% I	57 28%	33 17%	60 29% EI	55 30% I	52 31% I*	166 27%	131 28%	68 26%	86 31%	74 30%	35 23% *	10 20% **	25 26% *	248 26%	49 34% *	180 28%	80 25%	37 31% *	101 27%	196 28%	86 25%	211 29%	196 28%	101 27%
Not at all (-2)	242 22%	128 24%	114 21%	31 9%	81 21% DGH	130 37% DEGHIJ	10 8%	20 10%	40 21% DGH	41 20% DGH	65 35% DEGHIJ	64 39% DEGHIJ*	138 23%	103 22%	60 23% R	56 20%	76 31% PR	16 10% *	7 14% **	27 29% R*	197 21%	44 31% U*	149 23%	52 16%	41 34% X*	53 14%	189 27% z	56 16%	186 25% b	128 18%	114 30% d
Don't know	115 11%	37 7%	75 14% B	33 10%	42 11%	40 12%	11 8%	21 10%	23 12%	19 9%	20 11%	20 12% *	58 10%	57 12%	25 10%	27 10%	25 10%	22 14% *	5 9% **	12 13% *	109 12% V	6 4% *	52 8%	46 15% W	17 14% *	30 8%	85 12%	26 8%	89 12%	70 10%	45 12%

Net: A great deal/fair amont	429 40%	227 43%	199 37%	178 53% FJKL	179 45% FKL	73 21%	72 54% FKL	106 52% FKL	95 50% FKL	84 41% FKL	43 24%	29 18% *	245 40%	184 39%	105 41% Q	111 40%	74 30%	79 52% QT*	29 57% **	31 33% *	386 41% V	43 30% *	268 41% Y	135 43% Y	25 21% *	195 51% a	234 33%	177 51% c	252 34%	314 44% e	115 31%
Net: Not very much/at all	539 50%	267 50%	268 49%	128 38%	174 44%	237 68% DEGHIJ	51 38%	77 38%	73 38%	102 50% D	120 66% DEGHIJ	116 70% DEGHIJ*	304 50%	235 49%	128 50% R	142 51% R	150 60% R	50 33% *	17 34% **	51 55% R*	446 47%	93 65% U*	329 51%	131 42%	79 65% WX*	154 41%	385 55% z	142 41%	397 54% b	323 46%	215 57% d

Mean	-0.24	-0.20	-0.29	0.23 EFJKL	-0.07 FKL	-0.90	0.28 FJKL*	0.20 FJKL*	0.09 FKL*	-0.22 FKL	-0.81	-1.00 *	-0.22	-0.26	-0.23 Q	-0.25 Q	-0.61	0.39 OPQT*	0.25 **	-0.50 *	-0.17 V	-0.66 *	-0.21 Y	-0.05 Y	-0.87 *	0.16 a	-0.47	0.14 c	-0.42	-0.06 e	-0.58
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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs

PUBLIC

Fieldwork: 23-25 September 2022

Adults aged 18-75 in GB

Q16B. To what extent, if at all, do you trust the Labour party to: - Have the right policies for Britain’s economy?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	Total	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to Truss	Unfavoura ble to Truss	Favourabl e to Starmer	Unfavoura ble to Starmer	Favourabl e to Kwasi Kwarteng	Unfavoura ble to Kwasi Kwarteng	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1083	316	252	136	147	439	380	262	539	405	363	300	333	365	298	268	514	360	385	210	451	283	515
Weighted base	1083	335	245	119	142	367	429	228	556	357	426	249	393	312	339	271	517	305	442	174	465	268	482
A great deal (2)	119 11%	15 4%	49 20% B	24 20% B*	17 12% B*	56 15% G	33 8%	46 20% IKMO	53 10% K	89 25% IKMO	17 4%	66 26% IKMO	32 8%	75 24% IKMO	22 7%	49 18% QSU	53 10% S	87 28% PQSU	17 4%	49 28% PQSU	50 11% S	48 18% W	49 10%
A fair amount (1)	310 29%	44 13%	140 57% BDE	41 35% BE*	30 21% *	135 37% G	93 22%	48 21% K	193 35% HKMO	196 55% HIKLMNO	36 9%	103 41% HKMO	74 19%	130 42% HIKMO	57 17% K	61 22% S	169 33% PST	157 52% POSTU	46 10%	31 18% S	143 31% ST	59 22%	155 32% V
Not very much (-1)	297 27%	100 30% C	35 14%	33 28% C*	60 42% BC*	96 26%	117 27%	52 23% J	153 27% JN	51 14%	144 34% HILMNO	58 23% J	108 28% J	67 21% J	86 26% J	69 25% R	140 27% R	38 13%	145 33% R	45 26% R	128 28% R	56 21%	148 31% V
Not at all (-2)	242 22%	135 40% CDE	11 4%	11 10% *	28 20% C*	54 15%	138 32% F	78 34% IJLN	100 18% JLN	11 3%	201 47% HIJLMN	11 4%	159 41% IJLN	20 6% J	152 45% HIJLN	80 30% QRU	95 18% R	10 3%	205 46% PQRTU	46 26% R	96 21% R	88 33% W	77 16%
Don't know	115 11%	41 12% C	10 4%	9 8% *	7 5% *	27 7%	49 11%	3 1%	57 10% HILMN	12 3%	28 7% H	11 5% H	19 5% H	20 6% HJ	21 6% H	12 4%	60 12% PRST	12 4%	30 7% T	4 2%	49 10% PRT	17 6%	53 11%

Net: A great deal/fair amont	429 40%	58 17%	189 77% BDE	65 55% BE*	48 34% B*	191 52% G	126 29%	95 42% KMO	247 44% KMO	284 80% HIKLMNO	53 12%	169 68% HIKMO	106 27% K	205 66% HIKMO	79 23% K	110 41% S	222 43% S	244 80% POSTU	63 14%	80 46% S	193 41% S	107 40%	204 42%
Net: Not very much/at all	539 50%	235 70% CD	46 19%	45 38% C*	87 62% CD*	150 41%	254 59% F	131 57% IJLN	253 45% JLN	61 17%	345 81% HIJLMNO	69 28% J	268 68% HIJLN	87 28% J	239 71% HIJLN	149 55% R	235 46% R	49 16%	349 79% PQRTU	91 52% R	224 48% R	144 54%	225 47%

Mean	-0.24	-1.01	0.77 BDE	0.30 BE*	-0.37 B*	0.13 G	-0.61	-0.30 KMO	-0.11 KMO	0.87 HIKLMNO	-1.20	0.65 HIKMO	-0.78 K	0.60 HIKMO	-0.91 K	-0.27 S	-0.12 S	0.93 POSTU	-1.15	-0.05 S	-0.18 S	-0.31	-0.11
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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs

PUBLIC

Fieldwork: 23-25 September 2022

Adults aged 18-75 in GB

Q17. And thinking about the recent economic policies announced by Chancellor of the Exchequer Kwasi Kwarteng this past week, to what extent, if at all, do you think they will be a good or bad thing for each of the following, or will they make no difference? - Summary

All Adults aged 18-75 in Great Britain

	Q17. And thinking about the recent economic policies announced by Chancellor of the Exchequer Kwasi Kwarteng this past week, to what extent, if at all, do you think they will be a good or bad thing for each of the following, or will they make no difference?	
	The British economy as a whole	You personally
	(A)	(B)
Unweighted base	1083	1083
Weighted base	1083	1083
A very good thing (2)	62 6%	56 5%
A fairly good thing (1)	176 16%	150 14%
They will make no difference (0)	263 24%	466 43% A
A fairly bad thing (-1)	211 19%	180 17%
A very bad thing (-2)	216 20% B	126 12%
Don't know	156 14% B	104 10%

Net: Very/fairly good thing	238 22%	206 19%
Net: Very/fairly bad thing	427 39% B	307 28%

Mean	-0.37	-0.17 A
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nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs

PUBLIC

Fieldwork: 23-25 September 2022

Adults aged 18-75 in GB

Q17. And thinking about the recent economic policies announced by Chancellor of the Exchequer Kwasi Kwarteng this past week, to what extent, if at all, do you think they will be a good or bad thing for each of the following, or will they make no difference? - The British economy as a whole

All Adults aged 18-75 in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	1083	521	552	363	395	325	158	205	197	198	213	112	792	291	255	281	241	156	54	96	939	144	689	295	99	425	658	569	514	774	309	
Weighted base	1083	531	542	338	395	350	134	205	190	205	184	166	607	476	258	280	249	151	51	94	940	143	650	313	120	378	705	345	738	708	375	
A very good thing (2)	62 6%	44 8% C	16 3%	24 7% F	31 8% FJKL	7 2%	8 6%	16 8% FL	25 13% EFJKL	6 3%	5 3%	2 1% *	48 8% N	13 3%	3 1%	11 4%	8 3%	31 21% OPQT*	3 6% **	4 5% *	59 6%	3 2% *	49 8% Y	12 4%	1 1% *	42 11% a	20 3%	41 12% c	21 3%	52 7% e	9 2%	
A fairly good thing (1)	176 16%	75 14%	100 18%	59 18%	60 15%	57 16%	20 15%	40 19%	32 17%	28 14%	29 16%	27 17% *	105 17%	71 15%	31 12%	54 19%	40 16%	36 24% O*	1 1% **	15 17% *	155 16%	21 15% *	121 19%	40 13%	15 12% *	72 19%	104 15%	63 18%	113 15%	116 16%	60 16%	
They will make no difference (0)	263 24%	122 23%	138 26%	106 31% EFJK	83 21%	74 21%	45 34% EFJK	61 30% J	47 25%	36 17%	39 21%	35 21% *	148 24%	115 24%	81 31% T	70 25% T	54 22% T	29 19% *	20 39% **	8 8% *	233 25%	30 21% *	147 23%	83 26%	33 28% *	100 26%	163 23%	66 19%	197 27% b	159 22%	104 28%	
A fairly bad thing (-1)	211 19%	116 22%	95 18%	70 21%	80 20% I	61 18%	32 24%	38 18%	27 14%	53 26% EIK	29 16%	32 19% *	106 17%	105 22%	56 22%	50 18%	67 27% R	18 12% *	4 8% **	16 17% *	175 19%	36 25% *	124 19%	65 21%	22 19% *	65 17%	146 21%	71 21%	140 19%	151 21%	60 16%	
A very bad thing (-2)	216 20%	125 23% C	87 16%	38 11%	96 24% DGH	82 23% DGH	12 9%	27 13%	37 19% G	59 29% DGH	46 25% DGH	36 21% G*	107 18%	109 23%	47 18%	54 19%	45 18%	16 10% *	18 36% **	35 37% OPQR*	185 20%	31 22% *	129 20%	63 20%	24 20% *	62 16%	154 22%	64 19%	152 21%	138 19%	79 21%	
Don't know	156 14%	49 9%	105 19% B	40 12%	46 12%	70 20% DEJ	18 13%	23 11%	23 12%	23 11%	35 19% E	35 21% *	94 16%	61 13%	39 15%	40 14%	34 14%	21 14% *	6 11% **	15 16% *	133 14%	23 16% *	80 12%	50 16%	25 21% *	38 10%	118 17% Z	41 12%	115 16%	92 13%	64 17%	

Net: Very/fairly good thing	238 22%	119 22%	116 21%	83 25%	91 23% J	63 18%	27 20%	56 27%	56 30% EFJK	34 17%	34 19%	29 18% *	153 25% N	84 18%	34 13%	65 23% O	48 19%	67 44% OPQT*	3 7% **	20 21% *	214 23%	24 17% *	170 26% XY	52 17%	16 13% *	114 30% a	123 18%	103 30% c	134 18%	168 24%	69 18%
Net: Very/fairly bad thing	427 39%	241 45% C	182 34%	108 32%	176 45% Dghi	143 41%	44 33%	64 31%	64 34%	112 55% DEFGHIK	75 41%	68 41% *	212 35%	215 45% M	104 40% R	105 37% R	112 45% R	33 22% *	22 43% **	51 54% PR*	361 38%	67 47% *	253 39%	128 41%	46 38% *	127 34%	300 43% Z	135 39%	292 40%	289 41%	138 37%

Mean	-0.37	-0.42	-0.31	-0.13 EFJKL	-0.43 J	-0.55	-0.18 FJK*	-0.10 FJK*	-0.12 EFJK*	-0.72	-0.55 *	-0.55 *	-0.23 N	-0.55	-0.52	-0.34	-0.47	0.38 OPQT*	-0.75 **	-0.78 *	-0.34	-0.59 *	-0.29	-0.49	-0.56 *	-0.10 a	-0.53	-0.18 c	-0.46	-0.33	-0.45
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ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs

PUBLIC

Fieldwork: 23-25 September 2022

Adults aged 18-75 in GB

Q17. And thinking about the recent economic policies announced by Chancellor of the Exchequer Kwasi Kwarteng this past week, to what extent, if at all, do you think they will be a good or bad thing for each of the following, or will they make no difference? - The British economy as a whole

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Kwasi Kwarteng	Unfavourable to Kwasi Kwarteng	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1083	316	252	136	147	439	380	262	539	405	363	300	333	365	298	268	514	360	385	210	451	283	515
Weighted base	1083	335	245	119	142	367	429	228	556	357	426	249	393	312	339	271	517	305	442	174	465	268	482
A very good thing (2)	62 6%	21 6%	9 4%	18 15% BCE*	8 6% *	17 5%	30 7%	46 20% UKMO	10 2%	39 11% IKMO	13 3%	39 16% UKMO	14 4%	45 14% IKMO	12 3%	56 21% QRSU	2 * 13% QSU	38 13% QSU	18 4% Q	45 26% QRSU	9 2% Q	52 19% W	4 1%
A fairly good thing (1)	176 16%	89 27% CDE	26 11%	13 11% *	15 11% *	47 13%	78 18%	89 39% IJKLMNOP	40 7%	57 16% I	86 20% IN	45 18% IN	67 17% I	42 13% I	60 18% I	90 33% QRSU	36 7% QU	42 14% QU	81 18% QU	77 44% PQRSU	25 5% PST	73 27% W	55 11%
They will make no difference (0)	263 24%	80 24%	69 28%	23 19% *	31 22% *	82 22%	104 24%	52 23%	89 16%	65 18%	103 24% IN	47 19%	85 22% I	53 17%	80 24% I	84 31% QRTU	79 15%	43 14%	110 25% QRU	30 17% PST	65 14%	61 23%	88 18%
A fairly bad thing (-1)	211 19%	55 16%	58 24%	29 24% *	30 21% *	82 22%	76 18%	19 8%	147 26% HKM	78 22% H	75 18% H	55 22% H	72 18% H	69 22% H	76 22% H	17 6% PST	149 29% PT	74 24% PT	77 17% PT	15 8% PST	133 29% PST	36 13%	123 25% V
A very bad thing (-2)	216 20%	35 10%	65 26% B	28 24% B*	50 35% B*	107 29% G	70 16%	6 3%	196 35% HJKLMNOP	88 25% HL	90 21% H	48 19% H	103 26% HKO	82 26% HL	70 21% H	7 3% PRST	195 38% PT	82 27% PT	94 21% PT	4 2% PST	199 43% PQRST	17 6% PST	152 32% V
Don't know	156 14%	55 16% CE	19 8%	9 7% *	8 6% *	31 9%	72 17% F	17 8%	75 14% JLN	29 8%	59 14% HLN	15 6%	50 13% LN	22 7%	42 12% L	17 6% T	57 11% TU	26 9% T	63 14% PTU	3 2%	35 7% T	28 11%	60 12%

Net: Very/fairly good thing	238 22%	110 33% CE	35 14%	31 26% C*	24 17% *	64 18%	108 25% F	134 59% IJKLMNOP	50 9%	96 27% I	100 23% I	84 34% IJKLMNOP	82 21% I	86 28% I	72 21% I	147 54% QRSU	38 7% QU	80 26% QU	99 22% QU	122 70% PQRSU	33 7% PST	126 47% W	59 12%
Net: Very/fairly bad thing	427 39%	90 27%	123 50% B	57 48% B*	79 56% B*	190 52% G	146 34%	25 11% HJKLMNOP	342 62% HJKLMNOP	167 47% H	165 39% H	103 41% H	176 45% HK	151 48% HKL	146 43% H	24 9% PRST	343 66% PST	156 51% PST	171 39% PT	18 11% PST	332 71% PQRST	53 20% PST	275 57% V

Mean	-0.37	0.02 CE	-0.64	-0.33 *	-0.73 *	-0.64	-0.22 F	0.70 IJKLMNOP	-1.00	-0.36 I	-0.39 I	-0.12 IJKLMNOP	-0.53 I	-0.35 I	-0.44 I	0.68 QRSU	-1.08	-0.43 QU	-0.39 QU	0.85 PQRSU	-1.14	0.45 W	-0.86
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F,G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F,G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs

PUBLIC

Fieldwork: 23-25 September 2022

Adults aged 18-75 in GB

Q17. And thinking about the recent economic policies announced by Chancellor of the Exchequer Kwasi Kwarteng this past week, to what extent, if at all, do you think they will be a good or bad thing for each of the following, or will they make no difference? - You personally

All Adults aged 18-75 in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	1083	521	552	363	395	325	158	205	197	198	213	112	792	291	255	281	241	156	54	96	939	144	689	295	99	425	658	569	514	774	309	
Weighted base	1083	531	542	338	395	350	134	205	190	205	184	166	607	476	258	280	249	151	51	94	940	143	650	313	120	378	705	345	738	708	375	
A very good thing (2)	56 5%	40 8% C	16 3%	23 7% FJKL	31 8% FJKL	2 1% FJKL	8 6% FJKL	14 7% FJKL	28 15% DEFGJKL	3 1%	2 1%	* * *	41 7% N	15 3%	10 4%	5 2%	6 2%	33 22% OPQT*	1 1% **	2 2% *	55 6% V	1 1% *	44 7% Y	12 4% FJKL	- - *	38 10% a	18 3% FJKL	35 10% c	21 3% FJKL	53 8% e	3 1%	
A fairly good thing (1)	150 14%	67 13%	83 15%	60 18%	46 12%	44 13%	23 17%	37 18%	26 14%	20 10%	21 11%	23 14% *	101 17% N	49 10% FJKL	29 11%	46 16%	26 11%	38 25% OQT*	4 8% **	7 7% *	139 15%	12 8% *	94 14%	35 11%	21 17% *	61 16%	90 13%	70 20% c	80 11%	115 16% e	35 9%	
They will make no difference (0)	466 43%	239 45%	226 42%	144 43%	162 41%	160 46%	54 40%	90 44%	69 36%	94 46%	82 45%	78 47% *	236 39% M	230 48% FJKL	102 40%	141 50% R	113 45%	52 34% *	24 47% **	34 36% *	385 41%	81 57% U*	282 43%	129 41%	54 45% *	155 41%	311 44%	116 34%	350 47% b	285 40%	181 48%	
A fairly bad thing (-1)	180 17%	101 19%	78 14%	56 16%	61 16%	63 18%	20 15%	36 17%	24 12%	37 18%	29 16%	35 21% *	98 16% FJKL	82 17% FJKL	42 16% FJKL	43 16% FJKL	49 20% R	14 9% *	12 23% **	20 21% R*	161 17%	20 14% *	108 17%	48 15%	24 20% *	60 16%	120 17%	54 16% FJKL	126 17% FJKL	114 16% FJKL	66 18%	
A very bad thing (-2)	126 12%	60 11%	62 11%	22 7%	53 13% DH	52 15% DH	13 9%	10 5%	24 13% H	29 14% DH	31 17% DH	21 12% *	70 11% FJKL	57 12% FJKL	40 16% P	18 7% FJKL	30 12% FJKL	10 7% *	6 13% **	21 22% PR*	109 12%	18 13% *	74 11%	44 14%	9 7% *	37 10%	89 13%	37 11% FJKL	89 12% FJKL	74 10% FJKL	52 14%	
Don't know	104 10%	24 5%	78 14% B	34 10%	41 10%	29 8%	16 12%	18 9%	20 11%	21 10%	20 11% F	9 6% *	62 10% FJKL	42 9% FJKL	34 13% R	26 9%	25 10%	4 3% *	4 8% **	11 12% R*	94 10%	11 7% *	47 7%	44 14% W	13 11% *	27 7%	77 11%	33 10% FJKL	71 10% FJKL	66 9% FJKL	38 10% FJKL	

Net: Very/fairly good thing	206 19%	107 20%	99 18%	83 25% FJK	77 20% J	46 13%	32 24% FJK	51 25% FJK	54 28% EFJKL	23 11%	23 12%	23 14% *	142 23% N	64 14%	40 15%	51 18%	32 13%	71 47% OPQT*	5 9% **	8 9% *	193 21% V	13 9% *	139 21%	47 15%	21 17% *	99 26% a	107 15%	105 30% c	101 14%	169 24% e	38 10%
Net: Very/fairly bad thing	307 28%	161 30%	140 26%	78 23%	114 29%	115 33% D	33 24%	45 22%	48 25%	66 32%	59 32% D	56 34% *	168 28%	139 29%	82 32% PR	62 22%	80 32% PR	24 16% *	18 35% **	41 44% PR*	269 29%	38 26% *	182 28%	92 29%	32 27% *	97 26%	209 30%	91 26% FJKL	216 29%	188 27% FJKL	119 32%

Mean	-0.17	-0.15	-0.19	0.02 FJKL	-0.17 J	-0.37	-0.04 FJK*	0.06 FJKL*	0.06 EFJKL*	-0.38	-0.40	-0.34 *	-0.10	-0.27	-0.32	-0.09 QT	-0.32	0.47 OPQT*	-0.41 **	-0.63 *	-0.15	-0.31 *	-0.12	-0.29	-0.19 *	0.01 a	-0.28	0.04 c	-0.28	-0.06 e	-0.39
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N,O/P/Q/R/S/T,U/V,W/X/Y,Z/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK September 2022 Political Pulse - Economy Qs

PUBLIC

Fieldwork: 23-25 September 2022

Adults aged 18-75 in GB

Q17. And thinking about the recent economic policies announced by Chancellor of the Exchequer Kwasi Kwarteng this past week, to what extent, if at all, do you think they will be a good or bad thing for each of the following, or will they make no difference? - You personally

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Kwasi Kwarteng	Unfavourable to Kwasi Kwarteng	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1083	316	252	136	147	439	380	262	539	405	363	300	333	365	298	268	514	360	385	210	451	283	515
Weighted base	1083	335	245	119	142	367	429	228	556	357	426	249	393	312	339	271	517	305	442	174	465	268	482
A very good thing (2)	56 5%	18 5% C	3 1%	17 14% BC*	10 7% C*	23 6%	20 5%	41 18% UKMNO	10 2%	35 10% IKMO	15 4%	34 14% IKMO	15 4%	34 11% IKMO	12 4%	46 17% QRSU	5 1%	27 9% QU	20 5% QU	39 22% QRSU	7 1%	40 15% W	2 *
A fairly good thing (1)	150 14%	56 17%	41 17%	14 12% *	13 9% *	44 12%	66 15%	65 28% IJKLMNOP	48 9%	63 18% IO	57 13% I	47 19% IO	52 13% I	56 18% IO	36 11%	74 27% QRSU	34 7%	47 15% QU	49 11% QU	56 32% QRSU	30 7%	73 27% W	52 11%
They will make no difference (0)	466 43%	175 52% CE	88 36%	47 39% *	51 36% *	147 40%	198 46%	78 34%	211 38% JN	111 31%	210 49% HULMN	80 32%	161 41% JN	91 29%	163 48% HULMN	109 40% RT	193 37% R	93 30%	212 48% QRTU	53 31%	176 38% R	85 32% V	205 43% V
A fairly bad thing (-1)	180 17%	38 11%	64 26% B	21 18% *	29 20% B*	80 22% G	55 13%	18 8%	126 23% HK	76 21% H	62 14% H	59 24% HK	68 17% H	70 23% HK	60 18% H	20 8%	134 26% PST	74 24% PST	71 16% P	17 10%	122 26% PST	36 13% V	104 22% V
A very bad thing (-2)	126 12%	23 7%	36 15% B	12 10% *	32 23% BD*	53 14%	48 11%	8 4%	114 21% HIJLNO	48 13% HL	55 13% H	22 9% H	68 17% HKL	45 14% HL	45 13% H	6 2%	112 22% PRST	42 14% PT	58 13% PT	3 2%	111 24% PRST	20 8% V	79 16% V
Don't know	104 10%	25 7%	14 6%	8 7% *	6 4% *	21 6%	43 10%	19 8% L	48 9% LN	24 7% L	27 6%	8 3%	29 7% L	16 5%	23 7%	16 6%	38 7% U	22 7% TU	33 7% U	5 3%	19 4%	14 5%	40 8%

Net: Very/fairly good thing	206 19%	74 22%	44 18%	31 26% *	23 16% *	67 18%	85 20%	105 46% IJKLMNOP	58 10%	98 27% IKMO	73 17% I	81 32% IKMO	67 17% I	89 29% IKMO	48 14%	119 44% QRSU	39 8%	74 24% QSU	69 16% QU	95 54% PQRSU	37 8%	113 42% W	54 11%
Net: Very/fairly bad thing	307 28%	61 18%	100 41% B	33 28% *	61 43% BD*	133 36% G	103 24%	27 12%	240 43% HIJLMO	124 35% H	116 27% H	81 32% H	136 35% HK	115 37% HK	105 31% H	27 10%	246 48% PRST	116 38% PST	128 29% PT	21 12%	234 50% PRST	56 21% V	183 38% V

Mean	-0.17	0.03 CE	-0.38	0.03 CE*	-0.44 *	-0.28	-0.12	0.53 IJKLMNOP	-0.56	-0.12 IM	-0.21 I	0.05 IJKLMNOP	-0.33 I	-0.13 I	-0.28 I	0.52 QRSU	-0.66	-0.20 QU	-0.24 QU	0.65 QRSU	-0.68	0.31 W	-0.47
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 2052 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(**) Small Base: 100(*)