

Ipsos UK Economy polling
PUBLIC
Fieldwork: 4-8 November 2022
GB Adults aged 18-75

Q5. How would you describe the current state of the British economy? Would you say it is...?
All Adults aged 18-75 in Great Britain

		Gender		Age					Age (aggregated)			Generation				Region						Social grade		Employment status		Education	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Gen Y	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	ABC1	C2DE	Working	Not Working	Graduates	Non-graduates
	(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)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
Very good (2)	12 1%	10 2%	2 *	3 2% *	1 1%	1 1% *	6 3% H	- - 	4 1%	8 2% K	- - 	3 2% *	3 1%	6 2%	- - 	2 1%	2 1%	1 1%	6 4% *	- - **	* * **	3 *	9 2%	10 2%	2 *	5 1%	7 1%
Fairly good (1)	63 6%	32 7%	30 6%	16 14% FGH*	26 14% FGH	7 4% *	3 1%	11 3%	42 14% JK	9 3%	11 3%	20 15% NO*	28 10% NO	4 1%	11 4%	14 6%	15 6%	18 8%	11 8% *	* 1% **	4 5% **	29 5%	34 8%	45 7%	18 5%	16 5% 7%	47
Fairly poor (-1)	341 34%	173 35%	167 33%	52 44% EG*	50 27%	57 33% *	54 28%	128 39% EG	103 34%	110 30%	128 39%	57 43% *	77 29%	95 30%	112 41% MN	94 40%	97 38%	80 35%	44 32% *	7 14% **	19 22% **	194 34%	147 34%	214 33%	126 36%	112 35%	228 34%
Very poor (-2)	550 55%	265 54%	284 57%	46 39% *	99 53%	99 59% D*	125 65% D	181 56% D	145 47%	224 62% I	181 56%	53 40% *	149 55% L	201 64% L	147 54%	121 51%	135 52%	118 52%	75 54% *	39 84% **	62 72% **	325 58%	225 52%	355 55%	195 56%	184 57%	366 55%
Don't know	27 3%	11 2%	16 3%	* * *	12 6% H	5 3% *	6 3%	4 1%	12 4%	11 3%	4 1%	* * *	13 5%	10 3%	4 1%	5 2%	8 3%	9 4%	3 2% *	* * **	1 2% **	13 2%	14 3%	21 3%	6 2%	7 2%	20 3%
Mean	-1.40	-1.35	-1.45	-1.04 FGH*	-1.24 GH	-1.49 *	-1.54	-1.50	-1.16 JK	-1.52	-1.50	-1.03 NO*	-1.33 N	-1.57	-1.47	-1.38	-1.40	-1.36	-1.26 *	-1.82 **	-1.62 **	-1.47	-1.31 V	-1.38	-1.45	-1.44	-1.39

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI 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 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 Minimum Base: 30(**) Small Base: 100(*)

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Q5. How would you describe the current state of the British economy? Would you say it is...?

All Adults aged 18-75 in Great Britain

		Ethnicity		Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total	White ethnic group	Minority ethnic group	Married/ Living as Married	Single	Widowed/ Divorced/ S eparated	1	2	3	4+	ANY	NONE	Conservati ve	Labour	Lib Dems	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
Very good (2)	12 1%	9 1%	1 1% *	3 1%	8 3%	- - *	1 *	* *	7 3% H	4 2%	4 2%	8 1%	6 2%	1 *	- - *	3 1%	1 *	6 2%
Fairly good (1)	63 6%	48 5%	14 14% B*	27 5%	29 9%	6 6% *	15 8%	14 4%	16 8%	18 8%	27 10% L	36 5%	23 7%	15 6%	2 3% *	14 6%	18 5%	28 8%
Fairly poor (-1)	341 34%	304 35%	31 33% *	199 35%	110 34%	32 33% *	63 33%	118 31%	74 38%	85 38%	91 35%	249 34%	147 46% N	39 16%	22 40% N*	81 37% N	110 29%	131 37%
Very poor (-2)	550 55%	488 56%	48 50% *	325 57%	168 52%	57 59% *	99 52%	243 63% GU	93 47%	116 51%	135 52%	415 57%	136 43%	194 77% MOP	30 57% *	112 51%	241 64% R	184 52%
Don't know	27 3%	24 3%	2 2% *	15 3%	11 3%	2 2% *	11 6% HJ	7 2%	6 3%	2 1%	5 2%	22 3%	7 2%	2 1%	- - *	10 5% N	4 1%	6 2%
Mean	-1.40	-1.43	-1.20 *	-1.47	-1.27 D	-1.47 *	-1.37 H	-1.57	-1.21 H*	-1.31 H	-1.27 L	-1.45	-1.22 N	-1.65	-1.50 *	-1.35 N	-1.54	-1.31 Q

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GB Adults aged 18-75

Q6. To what extent, if at all, do you think Jeremy Hunt has been doing a good job or a bad job, in his role as Chancellor of the Exchequer, or neither?

All Adults aged 18-75 in Great Britain

		Gender		Age					Age (aggregated)			Generation				Region						Social grade		Employment status		Education	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Gen Y	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	ABC1	C2DE	Working	Not Working	Graduates	Non-graduates
	(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)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
Very good job (2)	15	11	4	3	1	3	5	3	4	8	3	3	4	5	3	3	5	3	3	1	-	8	7	11	4	7	8
	2%	2%	1%	2%*	1%	2%*	2%	1%	1%	2%	1%	2%*	2%	2%	1%	1%	2%	1%	2%*	1% **	- **	1%	2%	2%	1%	2%	1%
Fairly good job (1)	158	91	68	15	17	28	27	71	32	55	71	15	34	42	67	40	38	35	20	7	19	76	82	93	66	55	103
	16%	18%	14%	13%*	9%	17%*	14%	22% E	10%	15%	22% I	11%*	13%	13%	25% LMN	17%	15%	16%	14%*	15% **	21% **	14%	19%	14%	19%	17%	15%
Neither good nor bad job (0)	353	159	193	42	79	48	58	126	121	105	126	52	98	97	106	74	103	94	46	12	24	207	146	222	131	117	236
	36%	32%	39%	36%*	42% F	28%*	30%	39%	40% J	29%	39% J	39%*	36%	31%	39%	31%	40%	41%	33%*	26% **	28% **	37%	34%	34%	38%	36%	35%
Fairly bad job (-1)	108	56	52	14	21	25	22	26	35	47	26	18	32	36	22	26	28	18	16	12	8	67	41	75	32	42	66
	11%	11%	10%	12%*	11%	15%*	11%	8%	11%	13%	8%	13%*	12%	11%	8%	11%	11%	8%	12%*	25% **	9% **	12%	10%	12%	9%	13%	10%
Very bad job (-2)	179	104	75	22	26	42	41	48	48	83	48	23	47	71	38	44	46	35	23	5	26	114	65	124	55	61	118
	18%	21%	15%	18%*	14%	25% EH*	21%	15%	16%	23% K	15%	18%*	17%	22% O	14%	19%	18%	15%	17%*	11% **	30% **	20%	15%	19%	16%	19%	18%
Don't know	179	71	107	22	45	23	41	48	67	65	48	22	55	64	37	49	38	42	30	10	10	91	88	120	59	41	138
	18%	15%	21% B	19%*	24% H	14%*	21%	15%	22%	18%	15%	17%*	20%	20%	14%	21%	15%	19%	22%*	22% **	11% **	16%	21%	19%	17%	13%	21% Z

NET: Good job	173 17%	101 21%	72 14%	17 15%*	19 10%	31 18%*	31 16%	75 23% E	36 12%	62 17%	75 23% I	17 13%*	38 14%	48 15%	70 26% LMN	43 18%	43 17%	38 17%	23 16%*	8 17% **	19 21% **	85 15%	89 21%	103 16%	70 20%	62 19%	111 17%
NET: Bad job	287 29%	160 33%	127 26%	36 30%*	47 25%	67 40% EH*	63 33%	75 23%	82 27%	130 36% K	75 23%	41 31%*	79 29%	107 34% O	60 22%	71 30%	75 29%	52 23%	40 29%*	16 35% **	34 39% **	181 32%	106 25%	200 31%	87 25%	104 32%	184 27%

Mean	-0.34	-0.36	-0.32	-0.39*	-0.37*	-0.52*	-0.45*	-0.16 F	-0.38*	-0.48	-0.16 J	-0.40*	-0.39*	-0.50	-0.11 N	-0.37*	-0.33	-0.24	-0.34*	-0.36 **	-0.54 **	-0.43	-0.22	-0.40	-0.24	-0.34	-0.34
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
Very good job (2)	15 2%	12 1%	2 2% *	8 1%	6 2%	1 1% *	1 *	7 2%	4 2%	3 2%	5 2%	10 1%	11 4%	2 1%	- - *	1 1%	5 1%	8 2%
Fairly good job (1)	158 16%	138 16%	18 18% *	100 18%	40 12%	18 18% *	36 19%	64 17%	22 11%	36 16%	44 17%	114 16%	78 24% NP	36 14%	7 13% *	20 9%	72 19%	70 20%
Neither good nor bad job (0)	353 36%	311 36%	34 36% *	206 36%	110 34%	37 38% *	65 34%	134 35%	83 42%	71 32%	95 36%	258 35%	126 39% N	64 25%	24 46% N*	81 37% N	120 32%	128 36%
Fairly bad job (-1)	108 11%	92 11%	13 13% *	64 11%	32 10%	12 12% *	19 10%	39 10%	20 10%	30 13%	33 13%	75 10%	23 7%	48 19% MP	7 13% *	21 9%	51 14%	34 9%
Very bad job (-2)	179 18%	157 18%	15 15% *	98 17%	63 19%	18 19% *	30 16%	69 18%	39 20%	41 18%	56 21%	124 17%	17 5%	78 31% MP	11 20% M*	31 14% M	73 20%	57 16%
Don't know	179 18%	162 19%	15 15% *	94 17%	74 23%	11 11% *	39 21%	69 18%	27 14%	43 19%	30 11%	149 20% K	65 20% N	23 9%	4 8% *	67 30% MNO	51 14%	60 17%

NET: Good job	173 17%	151 17%	20 21% *	108 19%	46 14%	19 20% *	37 19%	70 18%	26 13%	40 18%	49 19%	124 17%	89 28% NOP	38 15%	7 13% *	21 9%	78 21%	78 22%
NET: Bad job	287 29%	249 29%	27 28% *	162 28%	96 29%	30 31% *	48 26%	108 28%	59 30%	71 32%	88 34%	199 27%	40 13%	126 50% MOP	18 33% M*	52 23% M	124 33%	90 25%

Mean	-0.34	-0.34	-0.25 *	-0.30	-0.42	-0.32 *	-0.27 *	-0.32	-0.40 *	-0.38 *	-0.39	-0.32	0.17 NOP	-0.72	-0.43 *	-0.40 *	-0.35	-0.21
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Q8a. To what extent, if at all, do you trust the Labour Party to... - manage Britain’s taxes and public spending?

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Gen Y	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	ABC1	C2DE	Working	Not Working	Graduates	Non-graduates
	(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)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
A great deal (4)	96 10%	50 10%	45 9%	13 11% *	17 9%	19 11% *	19 10%	28 9%	30 10%	38 10%	28 9%	14 11% *	29 11%	27 9%	25 9%	27 11%	24 9%	16 7%	15 11% *	6 14% **	7 8% **	64 11%	32 7%	68 10%	28 8%	50 15% a	46 7%
A fair amount (3)	280 28%	154 31%	126 25%	49 41% GH*	53 28%	56 33% G*	38 20%	84 26%	102 33%	94 26%	84 26%	57 43% NO*	84 31% N	68 22%	71 26%	59 25%	75 29%	58 26%	35 25% *	11 23% **	43 50% **	175 31%	105 24%	179 28%	101 29%	112 35% a	168 25%
Not very much (2)	232 23%	96 20%	135 27% B	27 23% *	40 21%	30 18% *	51 26%	83 26%	68 22%	81 22%	83 26%	30 23% *	49 18%	78 25%	74 27%	51 22%	59 23%	65 29%	29 21% *	11 24% **	15 18% **	132 24%	99 23%	139 22%	92 27%	71 22%	161 24%
Not at all (1)	267 27%	142 29%	124 25%	20 17% *	38 20%	45 26% *	58 30%	107 33% DE	58 19%	103 28% I	107 33% I	22 17% *	51 19%	111 35% LM	83 30% LM	74 31%	69 27%	65 29%	31 22% *	17 36% **	13 15% **	140 25%	128 30%	168 26%	100 29%	62 19%	206 31% z
Don't know	117 12%	48 10%	68 14%	9 8% *	40 21% DH	20 12% *	27 14% H	22 7%	49 16% K	47 13% K	22 7%	9 7% *	56 21% LNO	32 10%	20 7%	25 11%	31 12%	23 10%	28 20% R*	2 4% **	8 10% **	52 9%	65 15% V	91 14% Y	26 7%	29 9%	88 13%

NET: Great deal/fair amount	376 38%	205 42%	171 34%	61 52% GH*	71 37%	75 44% G*	57 30%	112 35%	132 43%	132 36%	112 35%	71 53% NO*	114 42% N	96 30%	95 35%	86 36%	99 38%	74 33%	51 37% *	17 36% **	50 57% **	239 42% W	137 32%	247 38%	129 37%	162 50% a	214 32%
NET: Not very much/not at all	499 50%	238 48%	260 52%	47 40% *	78 42%	75 44% *	109 56% E	190 59% DEF	125 41%	184 51%	190 59% I	52 39% *	101 37%	189 60% LM	157 58% LM	125 53%	128 50%	129 57%	60 43% *	28 60% **	28 33% **	272 48%	227 53%	307 48%	192 55%	132 41%	367 55% z

Mean	2.23	2.26	2.21	2.50 GH*	2.34 *	2.33 *	2.11 *	2.11	2.41 K	2.21	2.11	2.51 NO*	2.43 NO*	2.04	2.15	2.18	2.24	2.13	2.32 *	2.14 **	2.55 **	2.32 W	2.11	2.26	2.18	2.51 a	2.09
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
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A great deal (4)	96 10%	86 10%	7 7% *	58 10%	24 7%	13 14% *	18 9%	30 8%	23 12%	24 11%	40 15% L	55 8%	4 1%	64 26% MOP	4 7% M*	15 7% M	53 14% R	27 7%
A fair amount (3)	280 28%	236 27%	37 38% *	147 26%	115 35% DF	19 20% *	53 28%	103 27%	58 30%	66 29%	81 31%	199 27%	41 13%	125 50% MP	25 47% MP*	54 24% M	150 40% R	61 17%
Not very much (2)	232 23%	214 25% C	12 12% *	134 24%	76 23%	21 22% *	47 25%	88 23%	49 25%	47 21%	55 21%	176 24%	98 31% N	34 13%	16 30% N*	51 23% N	76 20%	101 28%
Not at all (1)	267 27%	244 28%	21 22% *	161 28%	71 22%	35 36% E*	48 25%	118 31%	51 26%	51 23%	54 21%	213 29% K	158 49% NOP	9 4%	4 8% *	59 27% NO	66 18%	134 38% Q
Don't know	117 12%	94 11%	20 20% B*	69 12%	40 12%	8 8% *	24 13%	42 11%	14 7%	37 16% I	31 12%	87 12%	20 6%	19 8%	5 9% *	42 19% MN	29 8%	34 10%

NET: Great deal/fair amount	376 38%	322 37%	43 45% *	205 36%	138 42%	32 34% *	70 37%	134 35%	81 42%	91 40%	122 47% L	254 35%	45 14%	189 75% MOP	29 54% MP*	69 31% M	203 54% R	87 25%
NET: Not very much/not at all	499 50%	458 52% C	33 35% *	295 52%	147 45%	56 58% *	95 50%	207 54%	100 51%	98 43%	109 42%	390 53% K	256 80% NOP	43 17%	20 37% N*	110 50% N	142 38%	235 66% Q

Mean	2.23	2.21	2.37 *	2.20	2.32	2.12 *	2.24 *	2.13	2.30 *	2.34 *	2.47 L	2.15	1.64	3.05 MOP	2.58 MP*	2.14 M*	2.55 R	1.94
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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 Minimum Base: 30(**) Small Base: 100(*)

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Ipsos UK Economy polling
PUBLIC
Fieldwork: 4-8 November 2022
GB Adults aged 18-75

Q8a. 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

		Gender		Age					Age (aggregated)			Generation				Region						Social grade		Employment status		Education	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Gen Y	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	ABC1	C2DE	Working	Not Working	Graduates	Non-graduates
	(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)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
A great deal (4)	104 11%	55 11%	49 10%	17 15% *	17 9%	27 16% *	15 8%	28 9%	34 11%	42 12%	28 9%	20 15% *	36 13%	24 8%	24 9%	29 12%	22 9%	23 10%	19 14% *	4 8% **	7 9% **	65 12%	39 9%	76 12%	28 8%	47 15% a	57 9%
A fair amount (3)	261 26%	139 28%	122 24%	41 35% *	49 26%	51 30% *	45 23%	76 23%	90 29%	96 26%	76 23%	48 36% N*	75 28%	73 23%	64 24%	54 23%	71 28%	47 21%	38 27% *	14 31% **	37 43% **	160 28%	101 24%	173 27%	88 25%	104 32% a	157 23%
Not very much (2)	236 24%	110 22%	126 25%	32 28% *	37 20%	34 20% *	55 28%	77 24%	70 23%	89 25%	77 24%	36 27% *	50 19%	81 26%	68 25%	61 26%	58 22%	61 27%	24 17% *	13 27% **	19 22% **	140 25%	96 22%	133 21%	102 30% x	84 26%	152 23%
Not at all (1)	277 28%	147 30%	129 26%	19 16% *	47 25%	44 26% *	58 30%	109 34% D	66 22%	102 28%	109 34% I	21 16% *	61 23%	110 35% LM	85 31% L	70 29%	76 29%	69 30%	34 25% *	14 30% **	14 17% **	142 25%	134 31%	182 28%	95 27%	59 18%	217 33% z
Don't know	114 11%	40 8%	73 15% B	8 7% *	38 20% DFGH	13 8% *	21 11%	34 11%	46 15%	34 9%	34 11%	8 6% *	47 17% LN	28 9%	32 12%	22 9%	31 12%	28 12%	24 17% *	2 4% **	8 9% **	55 10%	59 14%	81 12%	33 10%	28 9%	86 13%

NET: Great deal/fair amount	365 37%	194 39%	171 34%	58 50% GH*	66 35%	78 46% GH*	60 31%	103 32%	124 41%	138 38%	103 32%	68 51% NO*	111 41% N	98 31%	88 32%	83 35%	94 36%	69 31%	56 41% *	18 39% **	45 52% **	226 40%	140 33%	249 39%	116 34%	152 47% a	214 32%
NET: Not very much/not at all	513 52%	257 52%	255 51%	51 44% *	84 45%	79 46% *	112 58% E	186 57% E	136 44%	191 53%	186 57% I	57 43% *	112 41%	191 60% LM	153 56% M	131 56%	134 52%	130 57% S	58 42% *	27 57% **	33 39% **	282 50%	231 54%	316 49%	197 57%	144 44%	369 55% z

Mean	2.22	2.23	2.22	2.52 GH*	2.24 *	2.39 H*	2.10 *	2.08	2.36 K	2.24	2.08	2.54 NO*	2.39 NO	2.04	2.11	2.20	2.18	2.12	2.36 *	2.17 **	2.48 **	2.29	2.12	2.25	2.16	2.47 a	2.09
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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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK Economy polling
PUBLIC
Fieldwork: 4-8 November 2022
GB Adults aged 18-75

Q8a. 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

		Ethnicity		Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total	White ethnic group	Minority ethnic group	Married/ Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	Conservative	Labour	Lib Dems	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
A great deal (4)	104 11%	85 10%	15 16% *	61 11%	31 9%	13 13% *	18 9%	25 6%	27 14% H	35 16% H	48 18% L	56 8%	14 5%	51 20% MP	7 12% M*	16 7%	51 14%	38 11%
A fair amount (3)	261 26%	222 25%	29 30% *	139 24%	104 32%	19 19% *	53 28%	107 28%	46 24%	56 25%	72 27%	189 26%	36 11%	136 54% MOP	16 31% M*	40 18%	136 36% R	63 18%
Not very much (2)	236 24%	212 24%	22 23% *	134 24%	76 23%	26 27% *	42 22%	82 22%	55 28%	56 25%	56 21%	180 25%	96 30% N	35 14%	18 33% N*	56 25% N	88 24%	88 25%
Not at all (1)	277 28%	252 29%	20 21% *	169 30%	76 23%	32 33% *	46 24%	126 33%	51 26%	54 24%	65 25%	212 29%	148 46% NOP	13 5%	7 13% N*	65 30% NO	66 18%	137 38% Q
Don't know	114 11%	102 12%	9 9% *	66 12%	40 12%	8 8% *	31 16%	42 11%	16 8%	24 11%	21 8%	93 13%	25 8%	16 6%	6 10% *	43 20% MN	33 9%	30 8%

NET: Great deal/fair amount	365 37%	307 35%	45 46% *	200 35%	134 41%	31 32% *	70 37%	131 34%	73 37%	91 40%	120 46% L	245 34%	51 16%	187 74% MOP	23 43% MP*	56 26% M	187 50% R	101 28%
NET: Not very much/not at all	513 52%	464 53%	42 44% *	303 53%	152 47%	58 60% *	88 46%	208 55%	106 54%	110 49%	120 46%	392 54%	244 76% NOP	48 19%	25 47% N*	121 55% N	154 41%	225 63% Q

Mean	2.22	2.18	2.45 *	2.18	2.31	2.13 *	2.26 *	2.09	2.27 *	2.36 H*	2.43 L	2.14	1.72	2.96 MOP	2.47 MP*	2.04 M*	2.50 R	2.01
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Ipsos UK Economy polling
PUBLIC
Fieldwork: 4-8 November 2022
GB Adults aged 18-75

Q8b. 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

		Gender		Age					Age (aggregated)			Generation				Region						Social grade		Employment status		Education	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Gen Y	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	ABC1	C2DE	Working	Not Working	Graduates	Non-graduates
	(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)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
A great deal (4)	42 4%	26 5%	15 3%	9 7% *	6 3%	5 3% *	7 3%	15 5%	14 5%	12 3%	15 5%	11 9% M*	6 2%	12 4%	12 4%	15 6%	10 4%	6 3%	7 5% *	3 6% **	2 2% **	28 5%	14 3%	29 4%	13 4% a	24 7% a	18 3%
A fair amount (3)	228 23%	124 25%	104 21%	24 20% *	27 14%	45 27% E*	35 18%	97 30% EG	50 16%	80 22%	97 30% I	24 18% *	51 19%	63 20%	90 33% LMN	49 21%	66 25%	50 22%	42 30% *	6 13% **	16 18% **	116 21%	112 26%	129 20%	99 29% x	57 18% z	171 26% z
Not very much (2)	299 30%	142 29%	156 31%	38 32% *	68 36%	43 25% *	65 34%	85 26%	106 35%	108 30%	85 26%	44 33% *	89 33%	97 31%	69 25%	65 27%	80 31%	82 36% s	29 21% *	23 50% **	20 23% **	169 30%	130 30%	204 32%	95 27%	103 32%	196 29%
Not at all (1)	343 35%	174 35%	169 34%	34 29% *	63 34%	63 37% *	71 37%	111 34%	98 32%	134 37%	111 34%	41 31% *	91 34%	123 39%	87 32%	89 38%	83 32%	67 30%	47 34% *	13 27% **	44 51% **	208 37%	135 31%	228 35%	115 33%	125 39%	217 33%
Don't know	81 8%	25 5%	54 11% B	13 11% *	25 13% H	12 7% *	15 8%	15 5%	38 12% K	28 8%	15 5%	13 10% *	32 12% O	21 7%	15 6%	19 8%	20 8%	20 9%	14 10% *	2 4% **	5 6% **	43 8%	38 9%	57 9%	24 7%	15 5%	66 10% z

NET: Great deal/fair amount	270 27%	150 31%	119 24%	32 27% *	32 17%	51 30% E*	41 22%	113 35% EG	65 21%	92 25%	113 35% U	35 26% *	57 21%	75 24%	102 37% MN	63 27%	75 29%	56 25%	48 35% *	9 18% **	17 20% **	144 26%	126 29%	157 24%	112 32% x	81 25%	189 28%
NET: Not very much/not at all	642 65%	316 64%	326 65%	72 62% *	131 70%	106 63% *	136 70%	196 60%	203 67%	242 67%	196 60%	85 64% *	180 67%	221 70% O	156 57%	154 65%	163 63%	149 66%	76 55% *	36 77% **	64 74% **	377 67%	265 62%	431 67%	211 61%	228 70% a	414 62%

Mean	1.97	2.01	1.92	2.06 *	1.85 *	1.95 *	1.87	2.06	1.93	1.91	2.06	2.04 *	1.88	1.88	2.11 MN	1.95	2.01	1.98	2.06 *	1.97 **	1.70 **	1.93	2.01	1.93	2.03	1.93	1.98
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All Adults aged 18-75 in Great Britain

		Ethnicity		Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total	White ethnic group	Minority ethnic group	Married/ Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	Conservative	Labour	Lib Dems	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
A great deal (4)	42 4%	35 4%	7 7% *	21 4%	13 4%	7 8% *	12 6%	13 3%	7 4%	10 4%	13 5%	28 4%	24 7% N	4 2%	1 2% *	9 4%	16 4%	16 4%
A fair amount (3)	228 23%	202 23%	24 25% *	142 25%	66 20%	20 21% *	39 21%	98 26%	41 21%	50 22%	61 23%	167 23%	138 43% NOP	27 11%	8 15% *	34 15%	71 19%	107 30% Q
Not very much (2)	299 30%	263 30%	27 28% *	172 30%	96 29%	31 32% *	51 27%	104 27%	72 37%	73 32%	82 31%	217 30%	97 30%	67 27%	24 45% MN*	72 33%	111 30%	109 31%
Not at all (1)	343 35%	303 35%	29 30% *	188 33%	120 37%	35 36% *	68 36%	136 36%	66 34%	73 33%	94 36%	249 34%	45 14%	138 55% MOP	20 38% M*	78 35% M	158 42% R	106 30%
Don't know	81 8%	69 8%	10 10% *	47 8%	31 9%	3 3% *	20 10%	32 8%	10 5%	19 8%	12 5%	69 9%	16 5%	15 6%	- - *	28 12% MO	18 5%	19 5%

NET: Great deal/fair amount	270 27%	237 27%	31 32% *	163 29%	79 24%	28 29% *	51 27%	111 29%	48 25%	60 27%	74 28%	196 27%	162 51% NOP	31 12%	9 17% *	43 20%	87 23%	122 34% Q
NET: Not very much/not at all	642 65%	567 65%	55 58% *	360 63%	216 66%	66 68% *	118 63%	239 63%	137 70%	146 65%	176 67%	466 64%	142 44%	205 82% MP	44 83% MP*	150 68% M	269 72% R	215 60%

Mean	1.97	1.96	2.11 *	1.99	1.90	2.00 *	1.97 *	1.96	1.94 *	1.98	1.97	1.96	2.46 NOP	1.56	1.81 *	1.87 N*	1.85	2.10 Q
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All Adults aged 18-75 in Great Britain

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Gen Y	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	ABC1	C2DE	Working	Not Working	Graduates	Non-graduates
	(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)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
A great deal (4)	30 3%	22 4%	8 2%	6 5% *	10 5%	5 3% *	2 1%	8 2%	15 5%	7 2%	8 2%	6 4% *	14 5% N	4 1%	6 2%	11 5% R	7 3%	1 1%	8 6% R*	1 3% **	1 1% **	19 3%	11 3%	22 3%	9 2%	14 4%	17 3%
A fair amount (3)	140 14%	80 16%	60 12%	26 22% EG*	19 10%	32 19% G*	17 9%	46 14%	45 15%	49 13%	46 14%	30 23% MN*	30 11%	36 11%	44 16%	30 13%	48 18%	33 15%	24 17% *	3 6% **	2 2% **	70 12%	70 16%	86 13%	54 16%	40 12%	100 15%
Not very much (2)	322 32%	151 31%	171 34%	35 30% *	56 30%	44 26% *	72 37%	114 35%	91 30%	116 32%	114 35%	41 30% *	75 28%	108 34%	97 36%	75 32%	75 29%	78 34%	43 31% *	25 54% **	26 30% **	177 31%	145 34%	192 30%	130 37%	103 32%	218 33%
Not at all (1)	425 43%	210 43%	214 43%	43 36% *	80 42%	79 47% *	84 44%	139 43%	122 40%	164 45%	139 43%	49 37% *	120 45%	147 46%	109 40%	102 43%	107 42%	95 42%	53 38% *	16 35% **	52 60% **	262 47% W	163 38%	289 45%	136 39%	152 47%	273 41%
Don't know	75 8%	28 6%	46 9%	8 7% *	24 13% H	10 6% *	17 9%	16 5%	33 11% K	27 7%	16 5%	8 6% *	30 11%	21 7%	16 6%	18 8%	21 8%	19 9%	10 8% *	1 2% **	5 6% **	35 6%	40 9%	57 9%	18 5%	15 5%	61 9% Z

NET: Great deal/fair amount	170 17%	102 21% C	68 14%	31 27% G*	29 15%	36 21% G*	19 10%	54 17%	60 20%	56 15%	54 17%	36 27% N*	44 16%	40 13%	50 18%	42 18%	55 21%	34 15%	32 23% *	4 9% **	3 4% **	89 16%	81 19%	108 17%	63 18%	54 17%	116 17%
NET: Not very much/not at all	746 75%	361 73%	385 77%	78 66% *	136 72%	123 73% *	157 81% D	253 78%	213 70%	280 77%	253 78%	89 67% *	195 72%	255 81% L	206 76%	177 75%	182 71%	173 76%	96 69% *	42 89% **	78 90% **	439 78%	307 72%	481 74%	266 77%	255 79%	491 73%

Mean	1.76	1.81	1.70	1.95 G*	1.75 *	1.76 *	1.64	1.75	1.83	1.70	1.75	1.94 N*	1.74	1.65	1.80	1.78	1.81	1.71	1.90 *	1.76 **	1.41 **	1.71	1.82	1.73	1.80	1.73	1.77
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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 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK Economy polling
PUBLIC
Fieldwork: 4-8 November 2022
GB Adults aged 18-75

Q8b. 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

		Ethnicity		Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total	White ethnic group	Minority ethnic group	Married/ Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	Conservative	Labour	Lib Dems	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
A great deal (4)	30 3%	24 3%	6 6% *	16 3%	8 3%	5 6% *	5 3%	8 2%	5 3%	12 5%	14 6% L	16 2%	14 4%	8 3%	1 2% *	4 2%	14 4%	9 3%
A fair amount (3)	140 14%	115 13%	23 24% B*	75 13%	56 17%	9 10% *	30 16%	51 13%	26 13%	33 15%	41 16%	99 13%	76 24% NOP	17 7%	3 5% *	27 12%	40 11%	63 18% Q
Not very much (2)	322 32%	286 33%	28 29% *	188 33%	99 30%	34 35% *	57 30%	120 31%	76 39%	69 31%	74 28%	248 34%	139 43% NP	67 27%	22 40% *	63 29%	109 29%	131 37%
Not at all (1)	425 43%	383 44%	30 31% *	247 43%	136 42%	42 44% *	76 40%	173 45%	80 41%	96 42%	116 44%	309 42%	73 23%	152 60% MP	28 52% M*	98 44% M	193 52% R	135 38%
Don't know	75 8%	64 7%	9 9% *	43 8%	27 8%	5 5% *	21 11%	29 8%	9 4%	16 7%	16 6%	59 8%	18 6%	9 3%	- - *	28 13% MNO	18 5%	18 5%

NET: Great deal/fair amount	170 17%	140 16%	29 30% B*	91 16%	64 20%	15 15% *	35 19%	60 16%	31 16%	44 20%	56 21%	114 16%	90 28% NOP	24 10%	4 8% *	31 14%	54 14%	72 20%
NET: Not very much/not at all	746 75%	669 77% C	58 60% *	435 76%	235 72%	76 79% *	133 70%	293 77%	156 80%	164 73%	189 72%	557 76%	212 66%	218 87% MP	49 92% MP*	162 73%	302 81%	266 75%

Mean	1.76	1.73	2.06 B*	1.74	1.79	1.76 *	1.79 *	1.70	1.77 *	1.81	1.81	1.73	2.10 NOP	1.51	1.58 *	1.68 *	1.65	1.84 Q
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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 MORI 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 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 Minimum Base: 30(**) Small Base: 100(*)