

	Q1A. From what you may have seen, read or heard about the Statement, would you say it makes you feel more reassured or concerned, if either, about the following?		
	Your own financial Britain's economy	circumstances (B)	Britain's public services (C)
	(A)	(B)	(C)
Unweighted base	1016	1016	1016
Weighted base	1009	1009	1009
Much more reassured (2)	29 3%	27 3%	30 3%
A bit more reassured (1)	153 15% C	161 16% C	97 10% AB
Neither more reassured, nor more concerned (0)	274 27%	300 30%	275 27%
A bit more concerned (-1)	235 23%	241 24%	243 24%
Much more concerned (-2)	191 19% B	158 16% AB	220 22% AB
Don't know	35 3%	35 3%	51 5% AB
I haven't heard anything about the Autumn Statement	92 9%	87 9%	94 9%

Net: NET: Much / a bit more reassured	182 18% C	189 19% C	127 13% AB
NET: Much / a bit more concerned	426 42%	399 40%	463 46% AB

Mean	-0.46 C	-0.38 AC	-0.61
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rements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

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

22-087220-47 - 24th - 27th November 2023																																				
PUBLIC																																				
Political Pulse																																				
Adults aged 18-75 in GB																																				
Q1A: From what you may have seen, read or heard about the Statement, would you say it makes you feel more reassured or concerned, if either, about the following? - Britain's economy																																				
All Adults aged 18-75 in Great Britain																																				
	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennial s	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)	
Unweighted base	1016	486	519	106	189	172	204	164	181	295	376	345	127	306	265	318	651	365	251	281	244	132	50	58	851	165	596	306	114	294	722	530	486	661	355	
Weighted base	1009	489	510	111	182	174	175	174	194	293	349	368	132	301	236	340	564	446	243	263	234	145	50	74	856	153	576	313	121	272	738	373	637	649	360	
Much more reassured (2)	29 3%	13 3%	15 3%	2 2% *	9 5%	6 3%	3 2%	4 2%	5 3%	12 4%	9 3%	9 2%	3 3%	12 4%	5 2%	9 3%	21 4%	8 2%	4 2%	4 2%	7 3%	8 6% ST	2 4% *	3 5% *	26 3%	3 2%	19 3%	6 2%	3 3%	13 5% e	16 2%	18 5% g	11 2%	21 3%	8 2%	
A bit more reassured (1)	153 15%	85 17%	67 13%	11 10% *	32 18%	24 14%	28 16%	22 13%	35 18%	43 15%	53 15%	58 16%	14 11%	48 16%	35 15%	56 16%	86 15%	67 15%	40 16%	38 14%	37 16%	18 12%	9 17% *	12 16% *	128 15%	25 16%	98 17%	37 12%	18 15%	53 20% e	100 14%	60 16%	93 15%	100 15%	53 15%	
Neither more reassured, nor more concerned (0)	274 27%	147 30%	127 25%	22 20% *	35 19%	47 27%	49 28% E	48 27%	73 38% DEF	57 19%	96 27% J	121 33% J	25 19%	69 23%	66 28%	114 34% MN	166 29%	108 24%	68 28%	75 26%	60 26%	39 27%	13 26% *	19 26% *	231 27%	43 28%	161 28%	72 34%	41 28% b	64 23%	210 28%	94 25%	180 28%	166 26%	108 30%	
A bit more concerned (-1)	235 23%	106 22%	127 25%	33 30% *	37 21%	41 24%	38 22%	47 27%	39 20%	70 24%	80 23%	85 23%	36 27%	69 23%	56 24%	75 22%	124 22%	111 25%	50 21%	57 22%	56 24%	35 24%	12 23% *	25 26% *	184 21%	51 34% Y	129 22%	79 25%	28 23%	61 22%	174 24%	93 25%	142 22%	151 23%	84 23%	
Much more concerned (-2)	191 19%	97 20%	90 18%	17 16% *	40 22%	28 16%	36 20%	37 22%	33 17%	57 20%	63 18%	70 19%	22 17%	56 18%	47 20%	66 19%	115 20%	76 17%	52 21% X	52 20% X	42 18%	30 21% X	9 18% *	6 8% *	176 21% Z	15 10%	110 19%	63 20%	18 15%	52 19%	139 19%	70 19%	120 19%	130 20%	61 17%	
Don't know	35 3%	11 2%	24 5% B	5 4% *	5 3%	6 3%	6 4%	9 5%	4 2%	10 3%	12 4%	13 3%	5 4%	9 3%	10 4%	10 3%	11 2%	24 5% Q	9 4%	13 5%	6 3%	5 3%	2 4% *	- - *	28 3%	7 5%	16 3%	12 4%	6 5%	8 3%	27 4%	10 3%	25 4%	20 3%	15 4%	
I haven't heard anything about the Autumn Statement	92 9%	30 6%	60 12% B	20 18% GH*	24 13% HI	22 13% HI	15 8% I	6 4%	5 3%	44 15% L	37 10% L	11 3%	26 20% OP	38 13% P	18 8% P	10 3%	40 7%	52 12% Q	20 8%	24 9%	25 11%	10 7%	4 8% *	9 12% *	84 10%	8 5%	43 8%	43 14% ac	5 5%	21 8%	71 10%	27 7%	64 10%	61 9%	31 9%	
Net: NET: Much / a bit more reassured	182 18%	98 20%	82 16%	13 12% *	41 23% D	30 17%	31 18%	26 15%	40 21%	54 19%	61 18%	67 18%	17 13%	60 20%	40 17%	65 19%	107 19%	75 17%	44 18%	42 16%	44 19%	26 18%	11 21% *	15 21% *	154 18%	28 18%	117 20% b	44 14%	21 18%	66 24% e	116 16%	78 21%	105 16%	121 19%	61 17%	
NET: Much / a bit more concerned	426 42%	203 42%	217 43%	50 45% *	77 42%	69 40%	74 42%	84 48% I	72 37%	127 44%	143 41%	156 42%	58 44%	124 41%	103 43%	141 41%	239 42%	187 42%	102 42%	109 41%	98 42%	65 45%	21 41% *	30 41% *	360 42%	66 43%	239 41%	142 45%	46 38%	113 42%	313 44%	163 41%	263 41%	281 43%	145 40%	
Mean	-0.46	-0.42	-0.49	-0.60 *	-0.44	-0.42	-0.49	-0.58	-0.32 H	-0.50	-0.45	-0.44	-0.59 *	-0.43	-0.50	-0.42	-0.44	-0.48	-0.50	-0.50	-0.44	-0.47	-0.40 *	-0.27 *	-0.48	-0.36	-0.41 b	-0.60	-0.36 *	-0.35	-0.50	-0.41	-0.49	-0.47	-0.44	

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.

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,f/g,h/ 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,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Political Pulse
Adults aged 18-75 in GB

Q1A: From what you may have seen, read or heard about the Statement, would you say it makes you feel more reassured or concerned, if either, about the following? - 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	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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cameron	Unfavourable to Cameron	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)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1016	301	301	98	88	439	333	204	560	397	371	251	334	316	290	147	429	239	545	319	404	218	448	132	290	240	493	211	577
Weighted base	1009	301	292	88	91	401	358	202	552	384	383	232	357	291	303	151	411	226	536	304	411	205	450	131	286	223	494	209	552
Much more reassured (2)	29 3%	14 5% c	4 1%	3 3% *	5 5% c*	10 3%	15 4%	23 12% UKLMNDQ	4 1%	12 3% i	14 4% i	11 5% iQ	12 3% i	10 4% i	10 3% i	13 9% UKMNDQ	2% i	25 11% STUWYz	2 *	7 2% s	15 4% SWYz	21 10% STUWYz	4 1% s	13 10% STUWYz	4 1% s	18 8% STUWYz	7 1% s	23 11% c	4 1%
A bit more reassured (1)	153 15%	81 27% ce	25 9%	17 19% c*	9 10% *	61 15%	70 20%	80 40% UKLMNDPQ	31 6%	47 12% i	76 20% iQ	37 16% i	66 18% i	40 14% i	57 19% i	37 25% iLNQ	61 15% i	85 37% STUWYz	27 5% i	40 13% SWYz	73 18% SWYz	75 37% STUWYz	23 5% i	46 35% STUWYz	17 6% i	73 33% STUWYz	39 8% SW	72 34% c	47 9%
Neither more reassured, nor more concerned (0)	274 27%	103 34% c	75 26%	27 30% *	21 23% *	105 26%	117 33%	45 23% i	136 25% i	95 25% i	101 26% iQ	61 26% i	96 27% i	67 23% i	85 28% i	32 21% i	108 26% i	62 28% xy	120 5% STUWYz	85 28% SWXY	110 27% SWXY	64 31% STUWYz	96 21% i	24 19% i	54 31% STUWYz	68 23% SWYz	115 22% Y	47 25%	
A bit more concerned (-1)	235 23%	54 18%	82 28% B	18 21% *	33 36% BD*	104 26%	80 22%	28 14% HK	154 28% HK	95 25% H	83 22% H	58 25% H	87 25% H	69 24% H	73 24% H	37 25% H	100 24% H	33 15% RTUVZ	155 29% RV	73 24% RV	94 23% RV	29 14% RTUVZ	143 32% RV	31 24% RVZ	81 28% RVZ	40 18% RVZ	142 29% RVZ	36 17% b	
Much more concerned (-2)	191 19%	32 11%	83 28% B	16 18% *	20 22% B*	94 23% G	47 13%	14 7% HJLMDPQ	159 29% HJLMDP	96 25% HJLMDP	69 18% H	39 17% H	68 19% H	76 26% HJLMDP	52 17% H	22 14% H	102 25% HJLMDP	14 6% RUVXZ	164 31% RUVXZ	78 26% RUVZ	79 19% RUVZ	11 5% RTUVXZz	146 33% V	13 10% RSTUVXZz	115 40% RSTUVXZz	16 7% V	140 28% RUVXZ	19 9%	142 26% b
Don't know	35 3%	7 2%	4 2%	1 1% *	- - *	5 1%	10 3%	3 1%	13 2% i	5 1% i	11 3% i	4 2% i	6 2% i	3 1% i	8 3% i	5 3% i	7 2% i	2 1% z	14 3% TYZ	3 1% z	7 2% z	1 1% z	10 2% z	- - z	3 1% z	- - z	14 3% TYZ	6 3%	14 3%
I haven't heard anything about the Autumn Statement	92 9%	8 3%	18 6%	6 7% *	3 3% *	22 5%	19 5%	7 4%	56 10% HKMDPQ	34 9% HPQ	26 7% H	23 10% HPQ	21 6% i	26 9% HPQ	18 6% i	5 3% i	24 6% i	6 3% i	54 10% RTUVWYz	18 6% V	33 8% RUVYz	3 2% i	28 6% RV	3 2% i	12 4% i	7 3% i	36 7% RUVYz	6 3%	54 10% b
Net: NET: Much / a bit more reassured	182 18%	95 32% ce	29 10%	20 22% c*	14 16% *	71 18%	86 24%	104 51% UKLMNDPQ	35 6%	59 15% i	91 24% iQ	48 21% i	78 22% i	51 17% i	67 22% iQ	51 33% UKLMNDQ	71 17% i	110 48% STUWYz	29 5% i	47 15% SWYz	88 21% SWYz	97 47% STUWYz	27 6% i	60 46% STUWYz	21 7% i	91 41% STUWYz	46 9% SW	95 46% c	51 9%
NET: Much / a bit more concerned	426 42%	86 29%	165 57% BD	34 39% *	53 58% BD*	198 49% G	127 36%	42 21% HJLMDPQ	313 57% HJLMDPQ	191 50% HJLQ	153 40% H	96 41% H	156 44% H	145 50% HJLQ	125 41% H	59 39% H	201 49% HJLO	46 21% i	320 60% RTUVXZ	152 50% RVZ	173 42% RVZ	40 20% RSTUVXZz	289 64% RVZ	45 34% RSTUVXZz	195 25% V	282 57% RTUVXZ	55 26% b	297 54% b	
Mean	-0.46	-0.03 cde	-0.80	-0.35 c*	-0.61 *	-0.56	-0.22 f	0.37 UKLMNDPQ	-0.90	-0.62 i	-0.34 iQ	-0.37 iQ	-0.40 iQ	-0.61 i	-0.36 iQ	-0.12 UKLMNDQ	-0.58 i	0.34 STUWYz	-0.97	-0.62 SWYz	-0.40 STWYz	0.33 STUWYz	-0.98	0.12 STUWYz	-1.05	0.17 STUWYz	-0.83 SWY	0.23 c	-0.80

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Q1A: From what you may have seen, read or heard about the Statement, would you say it makes you feel more reassured or concerned, if either, about the following? - Your own financial circumstances

All Adults aged 18-75 in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)	
Unweighted base	1016	486	519	106	189	172	204	164	181	295	376	345	127	306	265	318	651	365	251	281	244	132	50	58	851	165	596	306	114	294	722	530	486	661	355	
Weighted base	1009	489	510	111	182	174	175	174	194	293	349	368	132	301	236	340	564	446	243	263	234	145	50	74	856	153	576	313	121	272	738	373	637	649	360	
Much more reassured (2)	27 3%	17 3%	10 2%	5 4% *	4 2%	8 5%	2 1%	4 2%	4 2%	9 3%	10 3%	8 2%	5 4%	8 3%	7 3%	7 2%	22 4% R	5 1%	6 2%	4 1%	7 3%	8 3%	2 4% T	1 1%	24 3%	3 2%	15 3%	10 3%	2 2%	8 3%	19 3%	15 4% g	12 2%	20 3%	7 2%	
A bit more reassured (1)	161 16%	79 16%	82 16%	17 16% *	32 17% H	30 17% H	26 15%	15 9%	41 21% H	40 17%	56 16%	57 15%	20 16%	56 19%	31 13%	54 16%	95 17%	67 15%	37 15%	37 14%	39 16%	26 18%	6 11% *	17 23% *	140 16%	22 14%	96 17%	49 16%	16 13%	56 21% e	105 14%	70 19%	92 14%	112 17%	50 14%	
Neither more reassured, nor more concerned (0)	300 30%	153 31%	144 28%	14 13% *	44 24% D	40 23% H	59 33% DF	63 36% DEF	80 41% DEF	58 20%	98 28% J	143 39% JK	16 12%	69 23% M	80 34% MN	135 40% MN	186 33% R	113 25%	82 34%	75 28%	64 27%	45 31%	16 31% *	18 25% *	249 29%	51 33%	183 32% b	77 25%	40 33%	61 22% d	239 32%	116 31%	184 29%	179 28%	121 33%	
A bit more concerned (-1)	241 24%	116 24%	122 24%	26 24% *	50 28% I	38 24% H	40 23% I	51 30% I	34 20% H	77 26%	78 23%	85 23%	33 25%	81 27%	48 20%	79 23%	135 24%	106 24%	56 23%	63 24%	58 25%	32 22%	13 25% *	19 25% *	195 23%	45 30%	143 25%	68 22%	30 25%	79 29% e	161 22%	84 22%	157 25%	164 25%	77 21%	
Much more concerned (-2)	158 16%	82 17%	73 14%	22 20% *	25 13%	28 16%	31 17%	27 15%	26 13%	47 16%	59 17%	52 14%	26 20%	40 13%	44 19%	48 14%	79 14%	79 18%	33 14%	48 18%	37 16%	23 16%	7 13% *	10 14% *	142 17%	17 11%	81 14%	55 18%	22 18%	38 14%	120 16%	56 15%	103 16%	98 15%	61 17%	
Don't know	35 3%	14 3%	21 4%	5 5% *	6 3%	7 4%	5 3%	8 5%	5 2%	11 4%	12 3%	12 3%	5 4%	11 4%	11 5%	8 2%	11 2% Q	24 5% Q	11 4%	13 5% U	3 1%	5 3%	3 7% UX*	- - *	28 3%	7 5%	19 3%	11 4%	6 5%	9 3%	26 3% g	9 2% g	27 4%	18 3%	17 5%	
I haven't heard anything about the Autumn Statement	87 9%	27 6%	58 11% B	20 18% GH*	22 12% HI	23 13% HI	13 7% I	5 3%	4 2%	42 14% L	36 10% L	9 3%	26 20% OP	37 12% OP	15 6% P	9 3%	36 6%	51 11% Q	18 7%	23 9%	26 11%	7 5%	4 8% *	9 12% *	79 9%	8 5%	39 7%	42 14% ac	5 5%	20 7% g	67 9% g	24 6% g	63 10%	59 9%	28 8%	
Net: NET: Much / a bit more reassured	189 19%	96 20%	92 18%	22 20% *	35 19% H	38 22% H	28 16%	19 11%	46 23% H	58 20%	66 19%	65 18%	25 19%	64 21%	38 16%	61 18%	117 21%	72 16%	43 18%	41 16%	45 19%	34 23%	8 15% *	18 24% *	164 19%	25 16%	111 19%	59 19%	18 15%	64 24% e	125 17%	85 23% g	104 16%	132 20%	57 16%	
NET: Much / a bit more concerned	399 40%	198 41%	196 38%	49 44% *	75 41% I	67 38%	70 40%	78 45% I	60 31%	124 42%	137 39%	138 37%	59 45%	121 40%	92 39%	127 37%	214 38%	185 42%	89 37%	111 42%	96 41%	54 37%	19 38% *	29 39% *	337 39%	62 40%	224 39%	123 39%	52 43%	118 43% g	281 38%	139 37%	259 41%	262 40%	137 38%	
Mean	-0.38	-0.38	-0.39	-0.52 *	-0.39	-0.34	-0.45	-0.51	-0.19 DOH	-0.44	-0.40	-0.34	-0.55 *	-0.35	-0.43	-0.33	-0.30 R	-0.51	-0.35	-0.50	-0.39	-0.26	-0.39 *	-0.32 *	-0.39	-0.37	-0.34	-0.42	-0.49 *	-0.35	-0.40	-0.28 g	-0.45	-0.36	-0.42	

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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,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

22-087220-47 - 24th - 27th November 2023
PUBLIC
Political Pulse
Adults aged 18-75 in GB
Q1A: From what you may have seen, read or heard about the Statement, would you say it makes you feel more reassured or concerned, if either, about the following? - Your own financial circumstances
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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cameron	Unfavourable to Cameron	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)	(X)	(Y)	(Z)	(a)	(b)	(c)	
Unweighted base	1016	301	301	98	88	439	333	204	560	397	371	251	334	316	290	147	429	239	545	319	404	218	448	132	290	240	493	211	577	
Weighted base	1009	301	292	88	91	401	358	202	552	384	383	232	357	291	303	151	411	226	536	304	411	205	450	131	286	223	494	209	552	
Much more reassured (2)	27 3%	13 4%	8 3%	2 2%	1 1%	10 3%	12 3%	15 7%	5 1%	7 2%	14 4%	11 5%	14 4%	7 2%	14 5%	13 9%	9 2%	21 9%	6 1%	10 3%	17 4%	16 8%	4 1%	12 9%	5 2%	17 7%	5 1%	18 9%	5 1%	
A bit more reassured (1)	161 16%	76 25% C	30 10%	17 19% C*	17 18%	62 15%	72 20%	69 34% UKLMNOPQ	45 8%	62 16%	63 16%	43 19%	48 13%	47 16%	50 16%	33 22%	58 14%	74 33% STUWYZa	40 7%	57 19% SWYa	68 17% SWYa	75 36% STUWYZa	34 8%	39 30% STUWYZa	20 7%	67 30% STUWYZa	52 11% SWY	59 28% c	65 12%	
Neither more reassured, nor more concerned (0)	300 30%	115 38% CE	83 28%	32 36% C*	21 23% *	125 31%	131 36%	61 30%	161 29%	105 27%	118 31%	66 28%	115 32%	74 26%	94 31%	45 30%	134 33% JN	70 31%	143 27%	88 29%	127 31%	67 33%	123 27%	36 26%	74 30%	67 26%	140 28%	57 27%	147	
A bit more concerned (-1)	241 24%	55 18%	88 30% B	18 20% *	30 33% B*	113 28%	67 19%	33 16%	158 29% HMOP	98 25% H	88 23% H	54 23% H	95 27% HO	82 28% HP	66 22%	29 19%	104 25% H	44 20%	156 29% RUWZ	77 25% V	91 22% V	33 16%	140 31% RTUWYZa	27 21% RUWZ	86 30% RUWZ	44 20%	138 28% RUWZ	40 19%	165 30% b	
Much more concerned (-2)	158 16%	30 10% BD	59 20%	9 11% *	18 20% B*	64 16%	52 14%	15 8%	115 21% HKL	75 20% HL	61 16% H	30 13% H	57 16% H	50 17% H	50 17% H	21 14% H	73 18% H	12 5%	122 23% RTUWYZ	54 18% RUWZ	67 16% RUWZ	10 5% RVZ	109 24% RTUWYZa	13 10% RV	82 29% RSTUWYZa	19 9% RV	106 21% RUWZ	22 10% b	107	
Don't know	35 3%	4 1%	6 2%	5 6% BC*	1 1% *	6 1%	8 2%	3 2%	16 3% J	6 1% 3%	11 3% 3%	8 3% J	8 2% 2%	7 2% 2%	10 3% 3%	6 4% 4%	9 2% 2%	1 *	15 3% RT	2 1% 3%	10 3% R	2 1% 1%	12 3% T	2 1% 2%	6 2% 2%	2 1% 1%	16 3% RT	8 4% 4%	14 3% 3%	
I haven't heard anything about the Autumn Statement	87 9%	8 3%	18 6% B	4 5% *	3 3% *	21 5%	18 5%	7 3%	53 10% HMMOPQ	31 8% HP	27 7% HP	19 8% HP	21 6% 8%	24 8% HP	18 6% 6%	4 2% 2%	23 6% 4%	4 2%	53 10% RTUWYZa	17 5% RUW	31 8% RUWZ	3 2% RUW	29 6% RUW	2 1% 1%	14 5% 4%	8 4% 8%	36 7% RUWY	6 3% 3%	49 9% b	
Net: NET: Much / a bit more reassured	189 19%	89 30% C	38 13%	19 22% *	18 20% *	72 18%	84 23%	83 41% UKLMNOPQ	50 9%	69 18%	77 20%	54 23%	62 17%	54 19%	64 21%	45 30%	67 16%	95 42% STUWYZa	46 9%	67 22% SWYa	85 21% SWYa	91 44% STUWYZa	37 8%	51 39% STUWYZa	25 9% STUWYZa	83 37% STUWYZa	57 12% SW	78 37% c	70 13%	
NET: Much / a bit more concerned	399 40%	85 28%	147 50% BD	27 31% *	48 53% BD*	177 44%	119 33%	48 24% HKLMMOPQ	272 49%	173 45% HLP	149 39% H	84 36% H	152 42% HP	132 45% HLP	117 39% H	50 33% H	177 43% HL	56 25%	278 52% RTUWYZ	131 43% RUWZ	157 38% RUWZ	43 21% RVZ	249 55% RSTUWYZa	168 31% RVZ	40 59% STUWYZa	63 28% V	244 49% RTUWYZ	61 29% c	271 49% b	
Mean	-0.38	-0.04 CE	-0.60	-0.19 CE*	-0.54 *	-0.43	-0.22 F	0.18 UKLMNOPQ	-0.69	-0.50 I	-0.34 I	-0.24 UWQ	-0.41 I	-0.47 I	-0.32 UQ	-0.09 UKMNQ	-0.46 I	0.22 STUWYZa	-0.74	-0.38 SWYa	-0.33 SWYa	0.27 STUWYZa	-0.77	0.08 STUWYZa	-0.83	0.08 STUWYZa	-0.65 SWY	0.07 c	-0.62	

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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 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 Minimum Base: 30(**) Small Base: 100(*)

Q1A: From what you may have seen, read or heard about the Statement, would you say it makes you feel more reassured or concerned, if either, about the following? - Britain's public services

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)				Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennial s	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)			
Unweighted base	1016	486	519	106	189	172	204	164	181	295	376	345	127	306	265	318	651	365	251	281	244	132	50	74	851	165	596	306	114	294	722	530	486	661	355			
Weighted base	1009	489	510	111	182	174	175	174	194	293	349	368	132	301	236	340	564	446	243	263	234	145	50	74	856	153	576	313	121	272	738	373	637	649	360			
Much more reassured (2)	30 3%	16 3%	14 3%	9 8% GH*	7 4% G	7 4% G	1 *	3 2%	3 2%	16 5% KL	8 2%	6 2%	9 7% OP	10 3%	4 2%	6 2%	20 4%	10 2%	7 3%	7 3%	6 3%	8 6%	- *	2 3% *	26 3%	4 3%	16 3%	8 2%	6 5%	14 5% e	16 2%	15 4%	15 2%	20 3%	10 3%			
A bit more reassured (1)	97 10%	55 11%	41 8%	11 10% +	25 14% I	20 11%	15 8%	12 7%	14 7%	36 12% L	35 10%	26 7%	13 10%	40 13% P	19 8%	24 7%	60 11%	37 8%	18 7%	20 8%	25 11%	20 14%	4 8% +	11 14% +	83 10%	14 9%	58 10%	30 10%	8 7%	34 12%	63 9%	44 12%	53 8%	71 11%	26 7%			
Neither more reassured, nor more concerned (0)	275 27%	141 29%	130 26%	20 18% +	45 24%	49 28%	46 26%	44 25%	70 36% DEH	65 22%	95 27%	115 31% J	23 18%	78 26%	67 28% M	107 31% M	154 27%	121 27%	78 32%	72 27%	56 24%	40 27%	13 25% +	17 22% +	228 30%	46 30%	170 30%	74 24%	31 25%	81 30%	194 26%	89 24%	186 29%	167 26%	107 30%			
A bit more concerned (-1)	243 24%	112 23%	128 25%	30 27% +	43 24%	35 20%	46 26%	48 28%	41 21%	73 25%	81 23%	89 24%	37 28%	65 22%	58 24%	83 24%	145 26%	98 22%	56 23%	60 23%	65 28%	31 21%	15 29% +	18 24% +	205 24%	39 25%	136 24%	68 22%	40 33% ab	62 23%	182 25%	94 25%	150 24%	166 26%	77 21%			
Much more concerned (-2)	220 22%	114 23%	104 20%	15 14% +	30 16%	30 17%	42 24%	51 29%	53 27% DEF	45 15%	71 20%	104 28% JK	17 13%	51 17%	55 23% M	96 28% MN	131 23%	89 20%	53 22%	60 23%	49 21%	33 23%	10 20% +	14 19% +	189 22%	31 21%	125 22%	71 23%	24 20%	48 18%	172 23%	92 25%	128 20%	132 20%	88 24%			
Don't know	51 5%	18 4%	33 7% B	7 6% +	8 5%	10 6%	8 5%	10 6%	7 4%	16 5%	18 5%	17 5%	8 6%	17 5%	13 6%	13 4%	14 3%	37 8% Q	10 4%	19 7%	10 4%	5 3%	3 6% +	5 6% +	42 5%	9 6%	26 4%	19 6%	6 5%	11 4%	40 5%	13 3%	38 6%	30 5%	21 6%			
I haven't heard anything about the Autumn Statement	94 9%	33 7%	59 12% B	19 17% HI*	24 13% HI	24 14% HI	17 10% HI	5 3%	5 3%	43 15% L	41 12% L	10 3%	24 18% OP	40 13% P	20 8% P	10 3%	40 7%	54 12% Q	22 9%	25 10%	23 10%	10 7%	6 11% +	8 10% +	84 10%	10 6%	46 8%	43 14% ac	5 5%	23 9%	71 10%	27 7%	66 10%	63 10%	31 9%			
Net: NET: Much / a bit more reassured	127 13%	71 15%	55 11%	20 18% GH*	32 18% GHI	27 16%	15 9%	15 9%	17 9%	52 18% L	43 12%	32 9%	22 17% P	51 17% OP	24 10%	30 9%	80 14%	47 10%	24 10%	27 10%	31 13%	28 19% ST	4 8% +	13 17% +	109 13%	18 12%	74 13%	38 12%	14 12%	48 18% e	79 11%	59 16% g	68 11%	91 14%	36 10%			
NET: Much / a bit more concerned	463 46%	226 46%	232 46%	45 41% +	73 40%	64 37%	88 50% F	99 57% DEF	94 49% F	118 40%	152 44%	193 53% JK	54 41%	116 39%	113 48% N	179 53% MN	276 49% R	188 42%	109 45%	120 46%	114 49%	64 44%	25 50% +	32 44% +	393 46%	70 46%	260 45%	139 44%	64 53%	109 40% d	354 48% d	185 50%	278 44%	298 46%	165 46%			
Mean	-0.61	-0.58	-0.64	-0.37 GH*	-0.42 GHI	-0.43 GHI	-0.76	-0.83	-0.70	-0.41 L	-0.60	-0.76	-0.41 P*	-0.43 OP	-0.69	-0.76	-0.60	-0.62	-0.62	-0.67	-0.62	-0.47	-0.76 +	-0.51 +	-0.61	-0.60	-0.58	-0.66	-0.63 +	-0.40 e	-0.69	-0.61	-0.61	-0.57	-0.67			

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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,f/g,h/ Minimum Base: 30(**) Small Base: 100(**)

PUBLIC
Political Pulse
Adults aged 18-75 in GB

Q1A. From what you may have seen, read or heard about the Statement, would you say it makes you feel more reassured or concerned, if either, about the following? - Britain's public services

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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cameron	Unfavourable to Cameron	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)	(X)	(Y)	(Z)	(a)	(b)	(c)	
Unweighted base	1016	301	301	98	88	439	333	204	560	397	371	251	334	316	290	147	429	239	545	319	404	218	448	132	290	240	493	211	577	
Weighted base	1009	301	292	88	91	401	358	202	552	384	383	232	357	291	303	151	411	226	536	304	411	205	450	131	286	223	494	209	552	
Much more reassured (2)	30 3%	13 4%	6 2%	2 3%	3 4%	5 1%	17 5%	20 10%	4 1%	12 3%	13 3%	13 6%	10 3%	13 4%	10 3%	14 9%	8 2%	20 9%	3 1%	13 4%	12 3%	23 11%	2 *	21 16%	1 *	19 9%	7 2%	23 11%	2 *	
A bit more reassured (1)	97 10%	46 15%	22 7%	8 9%	9 10%	34 9%	44 12%	52 26%	23 4%	40 10%	38 10%	28 12%	38 11%	28 10%	34 11%	29 19%	36 9%	51 22%	26 5%	31 10%	48 12%	54 26%	19 4%	42 32%	15 5%	46 21%	27 5%	41 20%	31 6%	
Neither more reassured, nor more concerned (0)	275 27%	114 38%	57 20%	30 35%	14 15%	103 26%	126 35%	66 33%	111 20%	78 20%	120 31%	65 28%	99 28%	57 20%	98 32%	40 26%	94 23%	81 36%	105 20%	72 24%	123 30%	71 35%	85 19%	25 19%	39 14%	75 34%	101 20%	61 29%	123 22%	
A bit more concerned (-1)	243 24%	69 23%	89 31%	21 23%	23 25%	110 27%	72 20%	149 34%	99 27%	89 26%	53 23%	93 26%	69 24%	70 23%	29 19%	109 27%	49 22%	135 25%	78 26%	88 21%	38 19%	119 26%	26 20%	76 27%	51 23%	127 26%	42 20%	157 28%		
Much more concerned (-2)	220 22%	38 13%	94 32%	21 23%	32 35%	117 29%	62 17%	14 7%	193 35%	113 29%	78 20%	47 20%	81 23%	91 31%	57 19%	23 15%	126 31%	13 6%	191 36%	90 30%	89 22%	16 8%	180 40%	13 10%	132 46%	18 8%	173 35%	23 11%	166 30%	
Don't know	51 5%	12 4%	4 2%	2 2%	6 7%	10 3%	18 5%	7 3%	17 3%	10 2%	18 5%	8 4%	12 3%	7 2%	14 5%	12 8%	12 3%	6 3%	22 10%	5 4%	17 2%	2 1%	16 3%	2 2%	9 3%	6 4%	20 6%	13 3%	18 3%	
I haven't heard anything about the Autumn Statement	94 9%	9 3%	19 7%	4 4%	4 4%	21 5%	20 6%	8 4%	55 10%	32 8%	28 7%	18 8%	22 6%	26 9%	20 7%	4 2%	26 6%	6 3%	54 10%	15 5%	35 8%	2 1%	29 6%	2 1%	13 5%	9 4%	39 8%	7 3%	55 10%	
Net: NET: Much / a bit more reassured	127 13%	59 20%	28 10%	10 12%	12 13%	40 10%	61 17%	73 36%	27 5%	52 14%	51 13%	41 18%	49 14%	40 14%	44 15%	43 29%	44 11%	71 31%	29 5%	44 14%	60 15%	77 37%	21 5%	63 48%	16 6%	65 29%	34 7%	64 31%	33 6%	
NET: Much / a bit more concerned	463 46%	107 36%	183 63%	41 47%	55 60%	227 57%	134 37%	48 24%	342 62%	212 55%	166 43%	99 43%	174 49%	160 55%	126 42%	52 35%	235 57%	62 28%	326 61%	168 55%	177 43%	54 26%	299 67%	39 30%	208 73%	69 31%	300 61%	65 31%	323 59%	
Mean	-0.61	-0.26 CDE	-0.91	-0.60 C*	-0.88 *	-0.81	-0.36 F	0.16 UKLMNOPQ	-1.05	-0.76 I	-0.54 UNQ	-0.45 UNQ	-0.61 IQ	-0.77 I	-0.48 UMNQ	-0.13 UKLMNOQ	-0.83 I	0.07 STUWYz	-1.05 WY	-0.71 SWYz	-0.54 SWYz	0.15 STUWYZz	-1.13 Y	0.25 STUWYZz	-1.23	-0.01 STUWYz	-0.99 WY	-0.01 c	-0.95	

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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 Minimum Base: 30(**) Small Base: 100(*)

22-087220-47 - 24th - 27th November 2023

PUBLIC

Political Pulse

Adults aged 18-75 in GB

Q11. Do you think you are better or worse off, if either, than when Boris Johnson's Conservative government was re-elected in December 2019?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)	
Unweighted base	1016	486	519	106	189	172	204	164	181	295	376	345	127	306	265	318	651	365	251	281	244	132	50	58	851	165	596	306	114	294	722	530	486	661	355	
Weighted base	1009	489	510	111	182	174	175	174	194	293	349	368	132	301	236	340	564	446	243	263	234	145	50	74	856	153	576	313	121	272	738	373	637	649	360	
Much better off (2)	18 2%	12 2%	6 1%	3 3% *	7 4% I	5 3%	1 1%	1 1%	1 1%	10 3% L	6 2%	2 1%	3 3%	10 3% P	3 1%	2 *	14 2%	4 1%	4 2%	5 2%	1 *	6 4% U	1 1% *	1 2% *	17 2%	1 1%	12 2%	6 2%	- - e	9 3% e	9 1%	14 4% g	4 1%	15 2%	3 1%	
A little better off (1)	123 12%	69 14%	52 10%	27 24% FGH*	29 16% FHI	15 9%	22 12%	14 8%	15 8%	56 19% KL	37 11%	29 8%	29 13% NOP	40 13%	25 11%	29 8%	70 12%	53 12%	29 12%	22 8%	27 12%	25 17% T	4 7% *	15 21% T*	106 12%	17 11%	76 13% c	41 13% c	6 5%	47 17% e	75 10%	52 14%	70 11%	83 13%	40 11%	
Neither better nor worse off (0)	273 27%	125 26%	143 28%	25 22% *	45 25%	48 28%	35 20%	39 23%	81 42% DEFGH	70 24%	83 24%	120 33% JK	28 21%	80 21%	50 21%	114 34% MO	148 26%	125 28%	69 29%	75 29%	56 24%	44 31%	11 23% *	16 22% *	231 27%	42 27%	154 27%	86 28%	32 27%	56 29% d	217 29%	89 24%	184 29%	157 24%	116 32% h	
A little worse off (-1)	284 28%	140 29%	142 28%	26 23% *	52 28%	41 24%	50 28%	58 33%	58 30%	77 26%	91 26%	116 32%	32 24%	78 26%	69 29%	105 31%	160 28%	124 28%	72 30%	69 26%	76 32%	31 22%	14 28% *	22 29% *	238 28%	46 30%	166 29%	75 24%	43 36% b	76 28%	207 28%	95 26%	188 30%	193 30%	90 25%	
Much worse off (-2)	247 24%	124 25%	121 24%	23 21% *	34 19%	44 25%	55 31% EI	56 32% EI	35 18%	57 19%	99 28% J	91 25%	28 21%	64 21%	71 30% N	85 25%	141 25%	106 24%	57 24%	72 27%	60 26%	29 20%	16 31% *	13 18% *	210 24%	37 24%	134 23%	77 25%	36 30%	61 22%	186 25%	103 28%	144 23%	154 24%	93 26%	
Don't know	65 6%	20 4%	45 9% B	8 7% I*	15 8% I	21 12% HI	13 7% I	5 3%	3 2%	23 8% L	34 10% L	8 2%	12 9% P	29 9% P	19 8% P	6 2%	31 6%	33 8%	11 4%	20 8%	13 6%	9 6%	5 10% *	7 9% *	55 6%	9 6%	33 6%	28 9%	4 3%	22 8%	43 6%	19 5%	46 7%	47 7%	18 5%	
NET: Much / A little better off	141 14%	80 16% C	59 12%	30 27% FGH*	36 20% FHI	20 11%	23 13%	15 9%	16 8%	66 23% KL	43 12%	32 9%	32 25% OP	50 17% P	28 12%	30 9%	84 15%	57 13%	34 14%	26 10%	28 12%	32 22% TU	4 8% *	16 22% T*	123 14%	18 12%	89 15% c	47 15% c	6 5%	56 21% e	85 11%	67 18% g	74 12%	98 15%	43 12%	
NET: Much / A little worse off	531 53%	264 54%	263 52%	48 44% *	86 47%	85 49%	105 60% DEFI	113 65% DEFI	94 48%	134 46%	190 54% J	207 56% J	59 45%	142 47%	140 59% MN	190 56% N	301 53%	230 52%	129 53%	141 54% V	136 58% V	60 41%	30 59% *	35 47% *	447 52%	83 55%	300 52%	152 49%	79 65% ab	138 51%	393 53%	198 53%	332 52%	348 54%	183 51%	
Mean	-0.66	-0.63	-0.69	-0.37 FGH*	-0.46 GH	-0.68	-0.83	-0.91	-0.58 GH	-0.43 KL	-0.76	-0.74	-0.43 OP*	-0.53 OP	-0.82	-0.73	-0.64	-0.67	-0.64	-0.75	-0.76	-0.38 STUW	-0.90 *	-0.45 *	-0.65	-0.71	-0.61 c	-0.62 c	-0.93 *	-0.53 e	-0.70	-0.62	-0.68	-0.65	-0.67	

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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,f,g,h,i 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,f,g,h,i Minimum Base: 30(**) Small Base: 100(**)

PUBLIC

Political Pulse
Adults aged 18-75 in GB

Q11. Do you think you are better or worse off, if either, than when Boris Johnson's Conservative government was re-elected in December 2019?

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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Cooper	Unfavourable to Cooper	Favourable to Rayner	Unfavourable to Rayner	Favourable to Lammy	Unfavourable to Lammy	Favourable to Streeting	Unfavourable to Streeting	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)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)		
Unweighted base	1016	301	301	98	88	439	333	202	552	384	383	232	357	291	303	151	411	226	536	304	411	205	450	131	286	223	494	227	304	226	309	274	345	190	304	186	249	209	552		
Weighted base	1009	301	292	88	91	401	358	202	552	384	383	232	357	291	303	151	411	226	536	304	411	205	450	131	286	223	494	227	304	226	309	274	345	190	304	186	249	209	552		
Much better off (2)	18 2%	6 2%	4 2%	3 3% *	2 2% *	7 2%	5 1%	6 3% IMQ	5 1%	10 3% IMQ	5 1%	9 4% IMQ	3 1%	9 3% IMQ	5 2%	11 7% HUKMNOQ	3 1%	9 4% SUVWacgk	7 1%	10 3% Scgk	6 1%	7 3% cgk	7 2%	8 6% SUVWacgik	4 1%	8 4% Scgk	11 5% SUVWacgk	3 1%	7 3% sgk	7 2%	12 4% cgk	2 5% SUVWacgk	9 1%	6 2% cgk	10 6% SUVWacgik	1 *	11 5% m	5 1%			
A little better off (1)	123 12%	57 19% C	20 7%	15 17% C*	12 13% *	42 11%	54 15%	52 26% UKLMNOPQ	36 6%	41 11% I	53 14% I	41 18% UMQ	40 11%	39 13% I	36 12% I	24 16% I	47 11%	58 25% STUWVabdefghik	30 6%	37 12% SWYa	55 13% SWYai	59 20% STUWVabdefghik	26 6%	38 29% STUWVabdefghik	14 5% STUWVabdefghik	54 24% STUWVabdefghik	32 6%	30 13% SWYa	43 14% SWYai	31 14% SWYaf	41 13% SWYai	28 10% SWYa	50 14% SWYai	32 10% STWYaf	30 17% SWYa	32 17% STWYaf	28 11% SWYa	62 29% m	35 6%		
Neither better nor worse off (0)	273 27%	99 33% CE	69 24%	21 24% *	16 18% *	94 23%	110 31% F	64 32% ILN	123 22%	90 N	108 28% IN	52 22% ULN	116 30%	55 19% ULN	100 26% ULN	40 28% UN	116 30% SWXbdthj	121 23%	75 25%	121 29% SWbdthj	64 31% SWXbdthj	91 20% SWbdthj	29 22% W	70 25% Wh	61 27% SW	125 22% SW	49 30% SWbdthj	92 21% SWXbdthj	48 32% SWXbdthj	97 22% SWYabdhj	60 31% SWYabdhj	106 20% SWYabdhj	37 30% SWbdthj	90 21% SWbdthj	38 27% SWbdthj	67 27% W	54 26%	119 22%			
A little worse off (-1)	284 28%	85 28%	93 32%	25 29% *	34 38% *	125 31%	107 30%	53 26% N	176 32%	117 30%	116 30%	64 27%	112 31%	78 27%	87 29%	41 27%	117 29% Vbdj	58 26%	172 32% Vbdj	87 29%	119 29%	48 23%	148 34% Vbdj	31 24%	82 28%	62 29%	152 31% V	60 27%	86 28%	59 26%	88 28%	78 29%	97 28%	51 27%	86 28%	46 25%	75 30%	53 25%	177 32%		
Much worse off (-2)	247 24%	49 16%	97 33% B	21 24% *	24 27% B*	119 30% G	69 19%	20 10% HUKLMNOPQ	192 35% HMOP	112 29% H	87 23% H	60 26% H	78 22% H	96 33% HUKLMOP	64 21% H	29 20% H	119 29% HKMOP	26 12% RTUVXZcdeghik	186 35% RVXZ	89 29% RVXZ	96 23% RVXZ	23 11% RTUVXZacdeghik	162 36% RTUVXZacdeghik	18 14% RTUVXZacdeghik	109 38% RTUVXZacdeghik	33 15% RUVXZcdeghik	160 32% RUVXZcdeghik	71 31% RUVXZcdeghik	73 24% RVXZ	77 34% RVXZ	73 24% RVXZ	88 23% RUVXZcdeghik	79 29% RVXZ	55 26% RVXZ	79 26% RVXZ	53 28% RVXZ	72 29% RUVXZcdeghik	23 11%	191 35%		
Don't know	65 6%	5 2%	8 3%	2 2% *	2 2% *	13 3%	13 4%	6 3%	21 4% Q	13 3%	14 4%	7 3%	8 2%	15 5% Q	11 4%	6 4%	8 2%	7 3%	20 4% e	7 2%	14 3% e	5 3%	15 3% e	6 5% e	7 2%	17 4% e	5 2%	8 3% e	4 2%	3 1%	8 3%	12 3% e	5 3%	12 4% e	6 3%	6 2%	7 3%	26 5%			
NET: Much / A little better off	141 14%	63 21% C	24 8%	18 20% C*	14 15% *	50 12%	59 17%	58 29% UKMNOQ	41 7%	52 13% I	58 15% I	50 21% UKMNOQ	43 12% I	48 17% IQ	41 14% I	35 23% UKMNOQ	50 12% I	67 30% STUWVabdefghik	37 7%	47 15% SWYa	61 15% SWYa	65 32% STUWVabdefghik	33 7% RTUVXZacdeghik	47 36% STUWVabdefghik	18 6% STUWVabdefghik	62 28% STUWVabdefghik	40 8% SWYai	41 18% SWYai	45 15% SWYa	39 17% SWYai	47 15% SWYai	40 15% SWYa	52 15% SWYa	42 22% STUWYafik	37 12% SWYa	43 23% STUWVabdefghik	29 12% SWYa	73 35% m	40 7%		
NET: Much / A little worse off	531 53%	134 45% BD	190 65% BD	47 53% *	59 65% B*	244 61% G	176 49%	74 36% HUKLMNOPQ	368 67% HLOP	229 60% H	203 53% H	123 53% H	189 53% H	173 60% HLOP	151 50% H	71 47% H	237 58% HOP	84 37% RTUVXZabdefghik	358 67% RVXZ	176 58% RVXZ	215 52% RVXZ	71 35% RTUVXZabdefghik	310 69% RTUVXZabdefghik	49 38% RTUVXZbdeghik	191 67% RTUVXZbdeghik	95 42% V	312 63% RUVXZcdeghik	132 58% RVXZ	159 52% RVXZ	135 60% RVXZ	161 52% RVXZ	166 61% RUVXZcdeghik	176 51% RVXZ	106 56% RVXZ	165 54% RVXZ	99 53% RVXZ	147 59% RUVXZcdeghik	76 36%	367 67% I		
Mean	-0.66	-0.39 CE	-0.91	-0.55 C*	-0.75 *	-0.79	-0.52 F	-0.15 UKLMNOPQ	-0.97	-0.75 I	-0.62 IQ	-0.56 UMQ	-0.64 I	-0.77 I	-0.58 UMQ	-0.37 UKMNOQ	-0.75 I	-0.16 STUWVabdefghik	-0.97	-0.70 SWYa	-0.61 SWYak	-0.11 STUWVabdefghik	-1.00	-0.10 STUWVabdefghik	-0.99	-0.27 STUWVabdefghik	-0.89 SWY	-0.68 SWYa	-0.62 SWYak	-0.75 SWYa	-0.59 SWYak	-0.76 SWYa	-0.60 SWYak	-0.60 SWYaf	-0.69 SWYa	-0.55 STWYaf	-0.77 SWY	-0.08 m	-0.98		

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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/f/g/h/i/j/k,l/m 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/f/g/h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

	Q12. And do you think you will be better or worse off, if either, in the future...	
	If Rishi Sunak's Conservative Party wins the next General Election?	If Keir Starmer's Labour Party wins the next General Election?
	(A)	(B)
Unweighted base	1016	1016
Weighted base	1009	1009
Much better off (2)	35 3%	76 8% A
A little better off (1)	112 11%	229 23% A
Neither better nor worse off (0)	259 26%	234 23%
A little worse off (-1)	206 20% B	152 15%
Much worse off (-2)	312 31% B	192 19%
Don't know	85 8%	126 12% A

NET: Much / A little better off	147 15%	306 30% A
NET: Much / A little worse off	518 51% B	344 34%

Mean	-0.70	-0.17 A
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ColumnProportions (5%): A/B Minimum Base: 30(*) Small Base: 100(*)

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

22-087220-47 - 24th - 27th November 2023

PUBLIC

Political Pulse

Adults aged 18-75 in GB

Q12: And do you think you will be better or worse off, if either, in the future... - If Rishi Sunak's Conservatives win the next General Election?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)
Unweighted base	1016	486	519	106	189	172	204	164	181	295	376	345	127	306	265	318	651	365	251	281	244	132	50	58	851	165	596	306	114	294	722	530	486	661	355
Weighted base	1009	489	510	111	182	174	175	174	194	293	349	368	132	301	236	340	564	446	243	263	234	145	50	74	856	153	576	313	121	272	738	373	637	649	360
Much better off (2)	35 3%	18 4%	17 3%	8 7% G*	9 5% G	8 5% G	1 * G	5 3%	4 2%	17 6%	9 2%	9 3%	8 6% O	15 5% O	2 1%	9 3%	25 4%	10 2%	6 2%	9 4%	8 4%	9 6%	1 3% *	1 1% *	29 3%	6 4%	19 3%	13 4%	3 2% e	17 6% e	18 2%	19 5% g	16 2%	23 3%	12 3%
A little better off (1)	112 11%	64 13%	49 10%	13 12% *	24 13%	17 10%	17 10%	20 12%	21 11%	37 13%	34 10%	42 11%	16 12%	32 10%	24 10%	41 12%	75 13% R	37 8%	35 14% T	19 7%	27 12%	18 13%	7 13% *	6 9% *	100 12%	13 8%	74 13%	28 9%	11 9%	38 14% g	74 10%	52 14% g	61 10%	82 13%	30 8%
Neither better nor worse off (0)	259 26%	128 26%	128 25%	21 19% *	33 18% E	47 27% E	47 27% E	41 24% DEH	69 36% DEH	54 18% J	95 27% J	110 30% J	24 18% J	70 23% J	62 26% M	103 30% M	144 25% R	115 26% R	64 28% U	75 28% U	44 19% U	43 30% U	11 22% *	22 30% *	219 26% Y	40 26%	153 27%	77 25%	29 24%	62 23%	197 27% f	82 22% f	177 28% f	164 25%	95 26%
A little worse off (-1)	206 20%	103 21%	100 20%	18 16% *	42 23% *	30 18%	30 17%	42 24%	44 23%	60 20%	61 17%	86 23%	22 17%	64 21%	41 17%	79 23%	114 20%	92 21%	57 23%	60 23%	45 19%	27 18%	8 16% *	10 14% *	165 19%	41 27% Y	116 20%	59 19%	32 26%	54 20%	152 21%	80 21% f	126 20%	130 20%	76 21%
Much worse off (-2)	312 31%	156 32%	151 30%	40 37% I*	57 31% I	48 28%	65 37% I	54 31%	48 25%	97 33%	113 32%	102 28%	47 36%	91 30%	82 35%	92 27%	164 29%	148 33%	67 28%	78 30%	78 34%	38 26%	19 38% *	32 44% SV*	269 31%	43 28%	165 29%	108 34%	39 32%	74 27%	238 32% e	112 30% e	200 31%	197 30%	115 32%
Don't know	85 8%	19 4%	66 13% B	10 9% *	18 10% I	23 13% HI	16 9% I	11 6%	8 4%	29 10% L	38 11% L	18 5%	13 10% P	31 10% P	26 11% P	16 5%	42 7% R	44 10%	14 6%	22 9%	32 14% SX	10 7%	4 8% *	2 3% *	74 9%	11 7%	49 9%	29 9%	7 6%	26 10% e	59 8% e	28 8% e	57 9%	54 8%	31 9%
NET: Much / A little better off	147 15%	82 17%	65 13%	21 19% G*	33 18% G	25 14%	17 10%	26 15%	25 13%	54 18% K	43 12%	51 14%	25 19% O	46 15%	26 11%	51 15%	100 18% R	47 10%	41 17%	28 11%	35 15%	27 19% T	8 16% *	7 10% *	128 15%	19 12%	93 16%	40 13%	14 11%	55 20% e	92 12% g	71 19% g	76 12%	105 16%	42 12%
NET: Much / A little worse off	518 51%	259 53%	251 49%	58 53% *	98 54% I	79 45%	95 54%	96 56%	92 47%	157 54%	173 50%	188 51%	69 53%	155 51%	123 52%	171 50%	278 49%	240 54%	124 51%	137 52%	123 53%	64 44%	27 54% *	43 58% *	435 51%	84 55%	281 49%	167 53%	71 59%	128 47% e	390 53% e	192 51% e	326 51% e	327 50% e	191 53% e
Mean	-0.70	-0.67	-0.72	-0.70 *	-0.69	-0.62 G	-0.89	-0.73	-0.59 G	-0.70	-0.76	-0.66	-0.70 *	-0.68	-0.84	-0.63 O	-0.61 R	-0.82	-0.63	-0.74	-0.78	-0.49 UX	-0.80 *	-0.93 *	-0.70	-0.72	-0.63	-0.78	-0.82 *	-0.53 e	-0.76	-0.62	-0.75	-0.67	-0.77

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22-087220-47 - 24th - 27th November 2023

PUBLIC

Political Pulse

Adults aged 18-75 in GB

Q12. And do you think you will be better or worse off, if either, in the future... - If Rishi Sunak's Conservatives win the next General Election?

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 Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cameron	Unfavourable to Cameron	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)	(X)	(Y)	(Z)	(a)	(b)	(c)						
Unweighted base	1016	301	301	98	88	439	333	204	560	397	371	251	334	316	290	147	429	239	545	319	404	218	448	132	290	240	493	211	577						
Weighted base	1009	301	292	88	91	401	358	202	552	384	383	232	357	291	303	151	411	226	536	304	411	205	450	131	286	223	494	209	552						
Much better off (2)	35 3%	21 7% C	4 1%	1 2% *	2 2% *	16 4%	12 3%	27 13% UKLMNOQ	5 1%	15 4% I	13 3% I	15 6% IQ	11 3% I	11 4% I	14 5% I	16 10% UKMNOQ	11 3% I	30 13% STUWYa	2 * SWYa	11 4% SWYa	16 4% SWYa	23 11% STUWYa	5 1% S	19 15% STUWYa	3 10% STUWYa	22 10% STUWYa	6 1% S	26 12% c	6 1%						
A little better off (1)	112 11%	69 23% CDE	14 5%	10 11% *	7 8% *	38 10%	57 16% F	78 39% UKLMNOQ	12 2%	30 8% I	67 18% IULMNOQ	26 11% U	49 14% U	35 12% U	39 13% U	26 17% UQ	42 10% I	77 34% STUWYa	14 3% SWYa	25 8% STWYa	68 16% STWYa	71 35% STUWYza	10 2% STUWYa	43 33% STUWYa	14 5% SW	64 29% STUWYa	21 4% SW	62 29% c	27 5%						
Neither better nor worse off (0)	259 26%	108 36% CE	45 15%	29 34% C*	20 22% *	93 23%	104 29%	68 34% IULMNQ	75 14%	61 16%	112 29% IUNQ	50 22% U	95 26% UUN	51 17% U	85 28% IUNQ	43 29% IUN	93 23% IUN	88 39% STUWYza	67 12% S	54 18% S	112 27% STWYa	71 34% STUWYa	67 15% S	37 28% STWYa	41 14% STWYa	75 34% STWYa	85 17% S	51 25% S	114 21%						
A little worse off (-1)	206 20%	50 17% B	80 27% B	22 25% *	16 18% *	91 23%	74 21%	17 8% HKMNPQ	154 28% HN	95 25% HN	74 19% H	58 25% HN	79 22% H	58 20% H	69 23% H	26 17% H	90 22% H	23 10% RUVXYZ	143 27% RUVXZ	76 25% RUVXZ	84 20% RUVXZ	94 46% STUWYza	15 3% STUWYza	62 47% STUWYza	16 6% SW	86 39% STUWYa	28 6% SW	87 42% c	32 6%						
Much worse off (-2)	312 31%	38 13% BD	144 49% BD	24 27% B*	39 43% BD*	141 35% G	91 25%	3 2% HJKLMNOQ	279 50% HJKLMNOQ	168 44% HKLMOP	94 25% H	75 33% HKP	105 30% HK	124 43% HKLMP	81 27% H	35 23% H	160 39% HKMOP	2 1% RTUXXZa	291 54% RUVXZ	129 42% RUVXZ	118 29% R	11 5% RTUXXZa	242 12% RV	16 54% RTUXXZa	26 12% RV	241 49% RTUXXZ	24 11% b	238 43% b							
Don't know	85 8%	14 5%	5 2%	2 3% *	5 6% *	23 6%	21 6%	9 5%	27 5%	15 4%	22 6%	7 3%	18 5%	12 4%	14 5%	4 3%	14 4%	7 3%	20 4%	9 3%	20 5%	5 2%	13 3%	3 2%	7 3%	8 4%	18 4%	10 5%	32 6%						
NET: Much / A little better off	147 15%	90 30% CDE	18 6%	11 12% *	10 11% *	54 13%	69 19% F	105 52% UKLMNOQ	17 3%	45 12% I	80 21% IUNQ	41 18% U	60 17% U	46 16% U	54 18% UQ	42 28% IULMNOQ	53 13% I	107 47% STUWYza	15 3% SWYa	37 12% SWYa	84 20% STWYa	94 46% STUWYza	15 3% STUWYza	62 47% STUWYza	16 6% SW	86 39% STUWYa	28 6% SW	87 42% c	32 6%						
NET: Much / A little worse off	518 51%	88 29%	223 76% BDE	45 51% B*	56 61% B*	231 58% G	164 46%	20 10% HJKLMNOQ	433 78% HJKLMNOQ	263 68% HKLMP	168 44% H	134 58% HKP	185 52% HKP	182 63% HKMOP	150 49% HKP	61 40% H	250 61% HKMOP	25 11% RTUXXZa	434 81% RUVXZ	205 67% RUVXZ	196 48% RUVXZ	36 18% R	354 79% RTUXXZa	28 22% R	221 77% RTUXXZ	54 24% RV	363 74% RTUXXZ	61 29% b	374 68% b						
Mean	-0.70 CDE	-0.05 CDE	-1.20	-0.66 C*	-0.98 *	-0.80	-0.52 F	0.56 UKLMNOQ	-1.31	-1.01 I	-0.47 IULMNQ	-0.68 IUNQ	-0.65 IUNQ	-0.89 I	-0.56 IUNQ	-0.26 UKLMNOQ	-0.87 U	0.50 STUWYXZa	-1.37	-0.97 SWYa	-0.55 STWYa	0.35 STUWYza	-1.32	0.29 STUWYa	-1.30	0.13 STUWYa	-1.20 SWY	0.14 c	-1.10						

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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 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 Minimum Base: 30(**) Small Base: 100(*)

22-087220-47 - 24th - 27th November 2023

PUBLIC

Political Pulse

Adults aged 18-75 in GB

Q12: And do you think you will be better or worse off, if either, in the future... - If Keir Starmer's Labour Party wins the next General Election?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)
Unweighted base	1016	486	519	106	189	172	204	164	181	295	376	345	127	306	265	318	651	365	251	281	244	132	50	58	851	165	596	306	114	294	722	530	486	661	355
Weighted base	1009	489	510	111	182	174	175	174	194	293	349	368	132	301	236	340	564	446	243	263	234	145	50	74	856	153	576	313	121	272	738	373	637	649	360
Much better off (2)	76 8%	48 10% C	28 6%	8 7% *	20 11% I	19 11% I	15 9% I	9 5% I	4 2% I	28 10% L	35 10% L	13 4% I	8 6% P	37 12% P	19 8% P	13 4% I	47 8% I	29 7% I	16 7% I	18 7% I	17 7% I	19 13% STW	1 2% *	5 7% *	66 8% I	11 7% I	47 8% I	25 3% I	4 3% I	32 12% e	45 6% I	37 10% g	39 6% I	63 10% i	14 4% I
A little better off (1)	229 23%	122 25%	101 20%	26 23% *	52 29% I	49 28% I	40 23% I	36 21% I	26 14% I	78 27% L	89 25% L	63 17% I	34 26% P	86 29% P	51 22% I	59 17% I	128 23% I	101 23% I	56 23% I	62 24% I	47 20% I	32 22% I	10 20% *	22 29% *	201 19% I	29 21% I	120 21% I	78 25% I	31 25% I	71 26% I	159 22% I	98 26% g	132 21% I	167 26% i	63 17% I
Neither better nor worse off (0)	234 23%	120 24%	113 22%	28 25% *	39 21% I	37 21% I	40 23% I	36 21% I	54 28% I	66 23% I	78 23% I	90 24% I	32 22% I	68 22% I	52 22% I	82 24% I	124 22% I	110 25% I	67 28% I	54 21% I	49 21% I	34 24% I	10 21% *	19 26% *	203 20% I	31 22% I	126 22% I	78 25% I	30 23% I	61 26% I	173 23% I	88 24% I	146 23% I	144 22% I	90 25% I
A little worse off (-1)	152 15%	70 14%	80 16%	17 15% *	28 16% I	22 13% I	32 18% I	22 13% I	31 16% I	45 15% I	54 15% I	53 14% I	20 15% I	43 14% I	41 17% I	48 14% I	108 19% R	44 10% I	35 14% I	40 15% I	32 14% I	19 13% I	13 25% *	13 17% *	124 14% I	28 18% I	96 17% I	43 14% I	13 11% I	46 17% I	106 14% I	58 15% I	94 15% I	102 16% I	49 14% I
Much worse off (-2)	192 19%	92 19%	98 19%	13 12% *	18 10% I	17 10% I	24 14% I	55 32% DEFG	64 33% DEFG	31 11% I	41 12% I	119 33% JK	14 11% I	28 9% I	34 14% I	116 34% MNO	103 18% I	89 20% I	41 17% I	56 21% I	51 22% I	24 17% I	10 21% *	8 11% *	157 18% I	35 23% I	120 21% b	41 13% I	30 25% b	27 10% I	165 22% d	54 15% I	137 22% f	99 15% I	92 26% h
Don't know	126 12%	36 7%	90 18% B	20 18% HI*	25 13% I	29 17% HI	23 13% I	14 8% I	15 8% I	44 15% L	52 15% L	29 8% I	23 18% P	40 13% P	40 17% P	23 7% I	54 10% I	72 16% Q	27 11% I	33 13% I	37 16% I	16 11% I	5 11% *	7 10% *	106 12% I	20 13% I	66 12% I	46 15% I	13 11% I	36 13% I	90 12% I	37 10% I	88 14% I	74 11% I	51 14% I
NET: Much / A little better off	306 30%	171 35% C	129 25%	34 30% I*	73 40% HI	69 40% HI	55 31% I	45 26% I	31 16% I	106 36% L	124 35% L	76 21% I	42 32% P	123 41% OP	70 30% P	72 21% I	176 31% I	130 29% I	72 30% I	80 30% I	64 28% I	52 36% I	11 22% *	27 36% *	267 31% I	39 26% I	167 29% I	104 33% I	35 29% I	102 38% e	204 28% I	135 36% g	171 27% I	229 35% i	76 21% I
NET: Much / A little worse off	344 34%	162 33%	177 35%	30 27% *	46 25% I	39 22% I	56 32% F	78 45% DEFG	95 49% DEFG	76 26% I	95 27% I	173 47% JK	34 26% I	71 23% I	75 32% N	164 48% MNO	211 37% R	133 30% I	77 32% I	96 37% I	84 36% I	43 30% I	23 46% *	21 28% *	281 33% I	63 41% I	216 38% b	85 27% I	43 36% I	72 27% I	272 37% d	112 30% I	232 36% f	202 31% I	142 39% h
Mean	-0.17	-0.08 C	-0.28	-0.01 HI*	0.18 HI	0.22 GHI	-0.07 HI	-0.49	-0.69	0.11 L	0.07 L	-0.60	0.01 P*	0.23 OP	-0.10 P	-0.62	-0.18	-0.17	-0.14	-0.24	-0.27	0.03 W	-0.47 *	0.04 W*	-0.14	-0.36	-0.24	0.01 ac	-0.32 *	0.15 e	-0.29	0.02 g	-0.29	-0.02 i	-0.47

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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,f,g,h,i 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,f,g,h,i Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Political Pulse
Adults aged 18-75 in GB

Q12. And do you think you will be better or worse off, if either, in the future... - If Keir Starmer's Labour Party wins the next General Election?
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 Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cameron	Unfavourable to Cameron	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)	(X)	(Y)	(Z)	(a)	(b)	(c)		
Unweighted base	1016	301	301	98	88	439	333	204	560	397	371	251	334	316	290	147	429	239	545	319	404	218	448	132	290	240	493	211	577		
Weighted base	1009	301	292	88	91	401	358	202	552	384	383	232	357	291	303	151	411	226	536	304	411	205	450	131	286	223	494	209	552		
Much better off (2)	76 8%	13 4%	44 15% BDE	6 7% *	3 3% *	38 10%	22 6%	12 6% K	54 10% KMO	71 19% HIKLMOPQ	2 1% K	32 14% HKMOQ	20 5% K	43 15% HKMOQ	13 4% K	17 11% HKMO	30 7% KO	18 8% U	52 10% U	67 22% RSUVWYZa	7 2% U	21 10% U	37 8% U	23 18% RSUVWYZa	29 10% U	23 10% U	46 9% U	21 10% U	48 9% U		
A little better off (1)	229 23%	23 8%	125 43% BE	29 34% BE*	16 17% B*	129 32% G	56 16%	19 9% K	180 33% HKMOQ	169 44% HIKLMNOPQ	17 4% K	78 34% HKMOP	58 16% HK	97 41% HKMOQ	52 17% HK	27 18% HK	114 28% HKMOP	35 16% U	162 30% RUVXZ	126 41% RSUVWXYZa	41 10% U	29 14% U	148 33% RUVXZa	28 21% UV	83 15% RUVZ	33 15% U	145 29% RUVZ	26 12% U	173 31% b		
Neither better nor worse off (0)	234 23%	54 18%	69 24%	26 30% B*	25 27% *	91 23% G	78 22%	37 18% KM	120 23% KMO	88 64% KMO	64 17% KMO	61 27% HKMOP	54 15% KMO	69 24% KM	51 17% KMO	24 16% KMO	97 24% KMO	50 22% U	110 30% U	79 26% SUsa	64 16% U	42 21% U	95 21% U	29 23% U	65 24% U	53 19% U	96 24% U	35 17% U	130 24% U		
A little worse off (-1)	152 15%	61 20% C	29 10%	14 16% *	21 23% C*	64 16%	54 15%	34 17% J	72 13% J	23 6% HULMNOPQ	96 25% J	32 14% J	70 20% UNP	33 11% J	60 20% UNP	18 12% J	77 19% UIN	41 18% TX	79 15% TX	15 5% RSTWXYZa	99 24% TX	39 19% TX	67 15% TX	9 7% TX	43 15% TX	40 18% TX	73 15% TX	25 12% TX	83 15% TX		
Much worse off (-2)	192 19%	131 43% CDE	11 4%	6 7% *	12 13% C*	46 32% F	116 32% F	85 42% ULNPQ	75 13% JLN	6 2% JLN	170 44% ULMNOPQ	16 7% J	131 37% ULNQ	26 9% J	109 36% ULNQ	54 17% ULNQ	70 30% ULN	68 16% STWYy	84 16% T	4 42% RSTWXXYZa	69 33% STWYy	73 16% T	35 26% STWY	47 16% T	64 29% STWYy	96 19% STW	87 42% c	60 11% c			
Don't know	126 12%	18 6%	13 4%	6 7% *	15 17% BC*	34 8% G	33 9%	15 8% K	52 9% HKMOQ	25 7% HIKLMNOPQ	33 9% OQ	13 6% K	25 7% K	23 8% K	18 6% K	11 8% HK	23 6% HKMOP	14 6% U	48 9% RUVZa	13 4% RSUVWXYZa	29 7% v	5 3% U	30 7% v	6 5% U	18 6% v	11 5% U	38 8% TV	16 7% TV	59 11% b		

NET: Much / A little better off	306 30%	36 12%	170 58% BDE	35 40% BE*	18 20% *	167 42% G	78 22%	31 15% K	234 42% HKMOQ	241 63% HIKLMNOPQ	19 5% K	110 47% HKMOPQ	78 22% HK	140 48% HKMOQ	65 22% HK	44 29% HK	144 35% HKMO	54 24% U	214 40% RUVZ	193 63% RSUVWXYZa	48 12% U	50 24% U	185 41% RUVZ	51 39% RUVZ	112 39% RUVZ	56 25% U	191 39% RUVZ	47 22% U	221 40% b
NET: Much / A little worse off	344 34%	192 64% CDE	40 14%	20 23% *	33 36% C*	109 27% F	170 47% F	119 59% ULNPQ	146 27% JLN	30 8% JLN	266 70% HULMNOPQ	48 21% J	201 56% ULNPQ	59 20% J	169 56% ULNQ	72 47% ULNQ	147 36% ULN	109 48% STWXYy	163 30% T	19 6% RSTWXXYZa	269 66% STWXYy	108 52% T	140 31% T	44 34% T	90 31% STWXYy	104 47% STWXYy	168 34% ST	112 53% c	143 26% c

Mean	-0.17	-0.97	0.58 BDE	0.18 BE*	-0.32 B*	0.14 G	-0.57	-0.87 K	0.14 HKMOQ	0.77 HIKLMNOPQ	-1.19	0.36 HKMOPQ	-0.71 K	0.37 HKMOQ	-0.70 K	-0.46 HK	-0.11 HKMOP	-0.49 U	0.04 RUVZa	0.81 RSUVWXYZa	-1.01	-0.52 U	0.02 RUVZ	-0.03 RUVZ	0.02 RUVZ	-0.42 U	-0.06 RUVZ	-0.68	0.13 b
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