Fieldwork: 16-19 February 2024

23-085423-07 - THE ECONOMY
16 - 19 FEBRUARY 2024
INTERNAL/CLIENT USE ONLY - DRAFT
IPSOS

22 Feb 2024

Table 1
Q1 How would you describe the current state of the British economy? Would you say it is...?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		GENDER		AGE					AGGREGATED AGE		
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)
UNWEIGHTED BASE	**2155**	1035	1097	260	411	385	415	684	671	800	684
WEIGHTED BASE	**2155**	1054	1078	247	408	390	395	715	655	784	715
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%
(4) Very good	**67**	49	17	14	28	16	2	6	43	18	6
	3%	5%	2%	6%	7%	4%	1%	1%	7%	2%	1%
		b		fg	fg	fg			ij	j	
(3) Fairly good	**356**	217	136	65	97	57	49	88	162	107	88
	17%	21%	13%	26%	24%	15%	13%	12%	25%	14%	12%
		b		efg	efg				ij		
(2) Fairly poor	**980**	451	522	99	145	165	206	366	244	370	366
	45%	43%	48%	40%	36%	42%	52%	51%	37%	47%	51%
			a				cde	cde		h	h
(1) Very poor	**693**	321	361	58	127	139	131	239	185	270	239
	32%	30%	34%	23%	31%	36%	33%	33%	28%	34%	33%
					c	c	c	c		h	
Good (NET)	**423**	266	153	79	125	74	52	93	204	125	93
	20%	25%	14%	32%	31%	19%	13%	13%	31%	16%	13%
		b		efg	efg	fg			ij		
Poor (NET)	**1674**	772	883	157	272	303	337	605	429	640	605
	78%	73%	82%	63%	67%	78%	85%	85%	65%	82%	85%
			a			cd	cde	cde		h	h
Mean	**1.9**	1.99	1.82	2.15	2.07	1.87	1.8	1.8	2.1	1.84	1.8
		b		efg	efg				ij		
Don't know	**58**	16	42	11	10	13	7	17	22	19	17
	3%	2%	4%	5%	3%	3%	2%	2%	3%	2%	2%
			a	f							

	GENERATION				REGION						URBAN	
	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)
UNWEIGHTED BASE	314	645	596	600	521	564	475	300	105	190	1834	321
WEIGHTED BASE	300	651	571	633	512	561	485	308	104*	184	1829	326
	14%	30%	26%	29%	24%	26%	23%	14%	5%*	9%	85%	15%
(4) Very good	21	36	5	4	12	14	12	21	1	7	62	5
	7%	6%	1%	1%	2%	2%	2%	7%	1%	4%	3%	1%
	mn	mn						opq				
(3) Fairly good	82	124	67	84	62	84	78	92	11	29	307	49
	27%	19%	12%	13%	12%	15%	16%	30%	11%	16%	17%	15%
	lmn	mn						opqst				
(2) Fairly poor	116	255	287	323	246	288	214	113	52	67	816	164
	39%	39%	50%	51%	48%	51%	44%	37%	49%	37%	45%	50%
			kl	kl	rt	qrt			rt			
(1) Very poor	70	218	198	208	179	164	169	71	37	74	598	95
	23%	34%	35%	33%	35%	29%	35%	23%	35%	40%	33%	29%
		k	k	k	r		r		r	pr		
Good (NET)	103	160	72	88	73	97	90	113	13	36	369	54
	34%	25%	13%	14%	14%	17%	19%	37%	12%	20%	20%	16%
	lmn	mn						opqst				
Poor (NET)	186	473	484	531	425	451	384	184	88	141	1414	259
	62%	73%	85%	84%	83%	80%	79%	60%	85%	77%	77%	80%
		k	kl	kl	r	r	r		r	r		
Mean	2.19	1.96	1.78	1.81	1.81	1.9	1.86	2.21	1.78	1.83	1.91	1.88
	lmn	mn						opqs t				
Don't know	11	18	15	14	13	13	12	11	3	7	45	13
	4%	3%	3%	2%	3%	2%	2%	4%	3%	4%	2%	4%

	SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS		
	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)
UNWEIGHTED BASE	1326	829	1101	1054	1462	693	1821	315	1214	704	237
WEIGHTED BASE	1236	919	758	1397	1464	691	1839	299	1220	686	249
	57%	43%	35%	65%	68%	32%	85%	14%	57%	32%	12%
(4) Very good	45	22	40	27	51	16	45	20	40	22	4
	4%	2%	5%	2%	3%	2%	2%	7%	3%	3%	2%
			A					D			
(3) Fairly good	204	152	145	211	238	117	266	89	208	118	30
	16%	17%	19%	15%	16%	17%	14%	30%	17%	17%	12%
			A					D			
(2) Fairly poor	588	392	328	653	671	310	868	108	563	293	125
	48%	43%	43%	47%	46%	45%	47%	36%	46%	43%	50%
	x						E				
(1) Very poor	371	322	227	466	462	232	618	69	389	221	83
	30%	35%	30%	33%	32%	34%	34%	23%	32%	32%	33%
		w					E				
Good (NET)	248	174	185	238	290	133	311	109	248	140	34
	20%	19%	24%	17%	20%	19%	17%	36%	20%	20%	14%
			A					D	H	H	
Poor (NET)	960	714	555	1119	1133	541	1486	177	952	514	208
	78%	78%	73%	80%	77%	78%	81%	59%	78%	75%	83%
				y			E				G
Mean	1.94	1.86	2	1.85	1.91	1.88	1.85	2.21	1.92	1.91	1.82
	x		A					D			
Don't know	28	30	18	40	42	16	42	13	20	31	7
	2%	3%	2%	3%	3%	2%	2%	4%	2%	5%	3%
								D		F	

	HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	457	717	449	532	690	1465	622	606	142	245	908	695	674	809	1281	476
WEIGHTED BASE	442	739	446	528	676	1479	658	585	131	235	864	747	705	768	1279	482
	21%	34%	21%	24%	31%	69%	31%	27%	6%	11%	40%	35%	33%	36%	59%	22%
(4) Very good	9	15	20	23	42	25	18	23	11	9	30	20	22	32	48	16
	2%	2%	5%	4%	6%	2%	3%	4%	9%	4%	3%	3%	3%	4%	4%	3%
			J	J	N				OP							
(3) Fairly good	55	112	81	108	148	208	134	73	24	51	120	135	145	121	200	106
	12%	15%	18%	20%	22%	14%	20%	12%	19%	22%	14%	18%	21%	16%	16%	22%
			I	IJ	N		P			P		S	V			W
(2) Fairly poor	203	342	202	233	279	701	359	234	58	90	393	372	325	342	626	205
	46%	46%	45%	44%	41%	47%	55%	40%	45%	38%	45%	50%	46%	45%	49%	42%
						M	PQR								X	
(1) Very poor	151	256	135	152	197	497	140	249	36	84	314	211	204	266	392	155
	34%	35%	30%	29%	29%	34%	21%	43%	27%	36%	36%	28%	29%	35%	31%	32%
		L						OQ		O	T			U		
Good (NET)	64	126	101	131	190	233	152	96	36	60	150	155	168	152	248	122
	15%	17%	23%	25%	28%	16%	23%	16%	27%	26%	17%	21%	24%	20%	19%	25%
			IJ	IJ	N		P		P	P						W
Poor (NET)	354	598	336	385	476	1198	499	483	94	174	707	583	529	608	1018	359
	80%	81%	75%	73%	70%	81%	76%	83%	72%	74%	82%	78%	75%	79%	80%	75%
	L	KL				M		OQR							X	
Mean	1.81	1.84	1.97	2	2.05	1.83	2.05	1.77	2.08	1.94	1.84	1.95	1.98	1.89	1.92	1.96
			IJ	IJ	N		P		P	P		S				
Don't know	24	15	8	12	10	48	7	5	1	1	8	9	8	7	12	1
	5%	2%	2%	2%	2%	3%	1%	1%	1%	*	1%	1%	1%	1%	1%	*
	JKL					M										

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base

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Table 2
Q2 Which of the following, if any, would you say have contributed MOST to the British economy currently being in a GOOD state? Please pick as many as apply.

BASE: ALL ADULTS AGED 18-75 WHO THINK THE STATE OF THE BRITISH ECONOMY IS GOOD

		GENDER		AGE					AGGREGATED AGE			GENERATION			
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)
UNWEIGHTED BASE	**428**	271	153	78	133	76	53	88	211	129	88	102	171	72	83
WEIGHTED BASE	**423**	266	153	79*	125	74*	52*	93*	204	125	93*	103*	160	72*	88*
	100%	63%	36%	19%*	30%	17%*	12%*	22%*	48%	30%	22%*	24%*	38%	17%*	21%*
The productivity of British workers	**136**	88	47	19	47	24	11	33	67	35	33	24	62	16	33
	32%	33%	31%	25%	38%	33%	22%	36%	33%	28%	36%	23%	39%	23%	38%
													km		k
Decisions made by current Prime Minister, Rishi Sunak and Chancellor Jeremy Hunt	**127**	86	40	19	39	18	12	39	58	30	39	26	48	16	38
	30%	32%	26%	24%	31%	24%	24%	42%	28%	24%	42%	25%	30%	22%	43%
								cef			hi				km
Decisions made by the Bank of England	**125**	78	45	19	37	25	9	35	56	34	35	27	49	15	34
	30%	30%	29%	25%	30%	34%	18%	37%	28%	27%	37%	26%	30%	22%	39%
								f							m
Britain leaving the European Union	**120**	75	44	17	28	14	15	45	45	30	45	20	37	18	44
	28%	28%	29%	21%	22%	20%	30%	49%	22%	24%	49%	20%	23%	25%	50%
								cdef			hi				klm
The state of the global economy	**119**	77	42	19	40	20	9	31	59	29	31	27	49	13	30
	28%	29%	27%	24%	32%	27%	18%	34%	29%	23%	34%	26%	31%	18%	34%
															m
Covid-19 pandemic having less of an impact than previously	**108**	71	35	20	29	22	9	27	49	31	27	30	41	11	26
	26%	27%	23%	25%	23%	30%	17%	29%	24%	25%	29%	29%	25%	15%	30%
												m			m
The Conservative party's economic policies in government over the last 14 years	**101**	75	26	18	25	21	7	30	43	28	30	24	37	13	28
	24%	28%	17%	23%	20%	28%	13%	32%	21%	22%	32%	23%	23%	18%	31%
		b						f							
Decisions made by big businesses	**84**	52	31	12	34	17	4	17	46	22	17	18	42	7	17
	20%	20%	20%	15%	27%	24%	8%	18%	22%	17%	18%	17%	26%	10%	19%
					f	f							m		
The Russian invasion of Ukraine having less of an impact than previously	**57**	37	20	5	23	9	9	11	28	18	11	13	23	11	11
	14%	14%	13%	7%	18%	13%	17%	12%	14%	14%	12%	13%	14%	15%	13%
					c										
Decisions made by the last Labour government	**56**	45	11	9	29	15	2	1	38	17	1	18	33	5	-
	13%	17%	7%	11%	23%	20%	5%	1%	18%	14%	1%	18%	20%	7%	-
		b		g	cfg	fg			j	j		n	mn	n	
Decisions made by the former Prime Minister, Liz Truss and former Chancellor Kwasi Kwarteng	**55**	43	11	18	21	9	3	4	39	12	4	23	22	6	4
	13%	16%	7%	23%	17%	12%	7%	4%	19%	10%	4%	22%	14%	8%	4%
		b		fg	g				ij			mn	n		
Other (please specify)	**1**	-	1	-	-	1	*	-	-	1	-	-	1	*	-
	*****	-	1%	-	-	1%	1%	-	-	1%	-	-	*	1%	-
None of the above	**23**	8	14	9	3	4	5	1	12	9	1	9	7	5	1
	5%	3%	9%	11%	2%	6%	10%	2%	6%	8%	2%	9%	4%	7%	2%
			a	dg			dg								
Don't know	**31**	17	14	6	8	6	6	5	13	12	5	8	7	11	4
	7%	6%	9%	7%	6%	8%	12%	6%	7%	10%	6%	8%	5%	16%	5%
														ln	

	REGION						URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS		
	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)
UNWEIGHTED BASE	80	101	87	111	13	36	376	52	273	155	254	174	301	127	306	120	253	145	30
WEIGHTED BASE	73*	97*	90*	113*	13**	36*	369	54*	248	174	185	238	290	133	311	109	248	140	34**
	17%*	23%*	21%*	27%*	3%**	9%*	87%	13%*	59%	41%	44%	56%	69%	31%	74%	26%	59%	33%	8%**
The productivity of British workers	18	37	31	25	4	20	117	19	77	59	58	78	90	46	98	38	77	47	12
	25%	38%	34%	22%	34%	56%	32%	35%	31%	34%	31%	33%	31%	35%	31%	35%	31%	34%	34%
		r				oqr													
Decisions made by current Prime Minister, Rishi Sunak and Chancellor Jeremy Hunt	29	25	22	33	4	14	110	17	74	54	66	62	83	44	95	32	66	44	17
	39%	26%	24%	30%	28%	39%	30%	32%	30%	31%	36%	26%	29%	33%	31%	29%	27%	32%	50%
											A								
Decisions made by the Bank of England	26	27	21	37	4	11	111	14	79	47	64	61	84	41	97	29	74	37	15
	35%	28%	23%	33%	33%	30%	30%	27%	32%	27%	35%	26%	29%	31%	31%	26%	30%	26%	43%
Britain leaving the European Union	21	34	25	25	5	10	99	21	71	49	41	79	68	52	85	33	69	28	23
	29%	35%	28%	22%	42%	26%	27%	39%	29%	28%	22%	33%	23%	39%	27%	31%	28%	20%	66%
												v		B					
The state of the global economy	12	34	28	31	1	13	99	20	71	48	50	69	75	44	90	29	70	41	8
	16%	35%	31%	28%	11%	37%	27%	37%	29%	27%	27%	29%	26%	33%	29%	27%	28%	29%	24%
		o	o			o													
Covid-19 pandemic having less of an impact than previously	18	18	23	35	3	11	92	16	65	43	55	53	69	39	77	31	59	38	11
	24%	18%	26%	31%	22%	31%	25%	30%	26%	25%	30%	22%	24%	29%	25%	29%	24%	27%	32%
				p															
The Conservative party's economic policies in government over the last 14 years	13	25	20	32	3	8	86	16	66	35	44	57	75	27	76	25	57	34	11
	17%	26%	22%	29%	26%	22%	23%	29%	27%	20%	24%	24%	26%	20%	25%	23%	23%	24%	31%
Decisions made by big businesses	13	21	19	18	2	11	78	6	54	30	45	39	60	24	60	24	50	29	5
	18%	21%	21%	16%	17%	30%	21%	12%	22%	17%	25%	16%	21%	18%	19%	22%	20%	21%	15%
											A								
The Russian invasion of Ukraine having less of an impact than previously	8	11	10	21	1	6	50	8	37	20	31	27	36	21	44	13	37	17	4
	11%	11%	11%	19%	5%	16%	13%	14%	15%	12%	17%	11%	13%	16%	14%	12%	15%	12%	11%
Decisions made by the last Labour government	5	5	17	21	-	8	52	4	39	17	31	25	48	8	38	18	34	18	4
	6%	5%	19%	19%	-	22%	14%	7%	16%	10%	17%	11%	17%	6%	12%	17%	14%	13%	11%
			op	op		op							C						
Decisions made by the former Prime Minister, Liz Truss and former Chancellor Kwasi Kwarteng	8	12	14	14	1	6	54	1	34	21	31	24	42	14	36	18	23	31	2
	11%	12%	16%	13%	5%	17%	15%	3%	14%	12%	17%	10%	14%	10%	11%	17%	9%	22%	6%
							v											F	
Other (please specify)	-	1	-	-	-	-	-	1	1	*	1	-	1	-	1	-	1	-	-
	-	1%	-	-	-	-	-	2%	*	*	1%	-	*	-	*	-	*	-	-
								u											
None of the above	3	5	4	10	1	-	22	1	13	10	10	13	14	8	16	6	12	11	-
	4%	5%	4%	9%	10%	-	6%	2%	5%	6%	5%	5%	5%	6%	5%	5%	5%	8%	-
Don't know	9	8	7	5	1	1	26	4	10	21	9	21	21	10	27	3	20	9	1
	13%	9%	8%	4%	4%	1%	7%	8%	4%	12%	5%	9%	7%	7%	9%	3%	8%	6%	4%
	r									w									

	HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	65	121	103	139	201	227	150	95	37	58	154	151	166	161	262	115
WEIGHTED BASE	64*	126	101*	131	190	233	152	96*	36*	60*	150	155	168	152	248	122*
	15%*	30%	24%*	31%	45%	55%	36%	23%*	8%*	14%*	35%	37%	40%	36%	59%	29%*
The productivity of British workers	25	35	40	36	54	82	58	34	8	17	44	63	61	47	80	41
	39%	28%	39%	27%	28%	35%	38%	35%	21%	28%	30%	41%	37%	31%	32%	34%
Decisions made by current Prime Minister, Rishi Sunak and Chancellor Jeremy Hunt	23	46	25	34	48	79	58	29	12	14	47	52	54	49	78	44
	36%	36%	24%	26%	25%	34%	38%	30%	33%	23%	32%	34%	32%	32%	31%	36%
Decisions made by the Bank of England	24	39	24	40	55	70	49	30	13	10	49	43	48	57	85	34
	37%	31%	23%	30%	29%	30%	32%	32%	37%	17%	33%	28%	29%	38%	34%	28%
							R									
Britain leaving the European Union	21	47	23	29	38	82	64	26	4	16	27	74	53	45	65	43
	32%	37%	23%	22%	20%	35%	42%	27%	11%	26%	18%	48%	32%	30%	26%	35%
		KL				M	PQR					S				
The state of the global economy	16	37	27	39	54	65	48	23	8	16	41	44	54	46	75	39
	25%	29%	26%	30%	29%	28%	32%	24%	22%	27%	27%	29%	32%	30%	30%	32%
Covid-19 pandemic having less of an impact than previously	17	32	20	39	47	61	47	25	10	16	44	41	40	47	73	26
	27%	26%	19%	30%	25%	26%	31%	26%	29%	26%	29%	26%	24%	31%	30%	22%
The Conservative party's economic policies in government over the last 14 years	16	44	15	26	42	59	54	18	12	13	39	47	39	51	72	24
	25%	35%	15%	20%	22%	25%	35%	18%	35%	21%	26%	30%	23%	33%	29%	19%
		KL					P									
Decisions made by big businesses	13	23	20	28	42	43	30	14	11	15	32	33	33	36	56	23
	21%	18%	20%	21%	22%	18%	20%	14%	30%	25%	21%	21%	20%	23%	22%	19%
									P							
The Russian invasion of Ukraine having less of an impact than previously	7	14	16	21	32	25	24	13	3	9	18	22	25	20	39	15
	10%	11%	16%	16%	17%	11%	16%	14%	7%	15%	12%	14%	15%	13%	16%	12%
Decisions made by the last Labour government	5	9	19	24	41	15	13	20	9	8	26	11	24	23	42	13
	8%	7%	18%	18%	22%	7%	8%	21%	24%	13%	18%	7%	14%	15%	17%	11%
			J	J	N			O	O		T					
Decisions made by the former Prime Minister, Liz Truss and former Chancellor Kwasi Kwarteng	8	9	14	24	29	26	13	24	4	8	23	15	19	25	37	16
	13%	7%	14%	18%	15%	11%	8%	25%	11%	14%	15%	9%	11%	16%	15%	13%
				J				O								
Other (please specify)	-	1	-	-	-	1	-	-	-	*	*	-	-	*	*	-
	-	1%	-	-	-	1%	-	-	-	1%	*	-	-	*	*	-
None of the above	1	8	3	10	12	11	2	4	1	4	4	8	5	4	9	2
	2%	6%	3%	8%	6%	5%	1%	5%	3%	6%	2%	5%	3%	3%	3%	2%
Don't know	2	10	9	10	14	17	8	4	2	3	9	7	10	3	7	9
	4%	8%	9%	7%	7%	7%	6%	4%	6%	5%	6%	4%	6%	2%	3%	8%

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fieldwork: 16-19 February 2024

23-085423-07 - THE ECONOMY
16 - 19 FEBRUARY 2024
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22 Feb 2024

Table 3
Q3 Which of the following, if any, would you say have contributed MOST to the British economy currently being in a POOR state? Please pick as many as apply.

BASE: ALL ADULTS AGED 18-75 WHO THINK THE STATE OF THE BRITISH ECONOMY IS POOR

		GENDER		AGE					AGGREGATED AGE			GENERATION			
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)
UNWEIGHTED BASE	1667	749	899	170	268	297	354	578	438	651	578	200	456	509	502
WEIGHTED BASE	1674	772	883	157	272	303	337	605	429	640	605	186	473	484	531
	100%	46%	53%	9%	16%	18%	20%	36%	26%	38%	36%	11%	28%	29%	32%
The impact of the Covid-19 pandemic	978	411	557	80	145	183	196	374	225	379	374	94	267	286	330
	58%	53%	63% a	51%	53%	60%	58%	62% cd	52%	59% h	62% h	51%	56%	59%	62% k
Britain leaving the European Union	860	376	469	80	166	170	163	282	246	333	282	92	283	239	247
	51%	49%	53%	51%	61% fg	56% g	48%	47%	57% j	52%	47%	49%	60% kmn	49%	46%
Decisions made by the former Prime Minister, Liz Truss and former Chancellor Kwasi Kwarteng	851	408	429	53	116	157	167	359	168	324	359	61	228	237	325
	51%	53%	49%	34%	42%	52% cd	50% c	59% cdef	39%	51% h	59% hi	33%	48% k	49% k	61% klm
The Conservative party's economic policies in government over the last 14 years	850	409	427	63	127	156	166	337	191	322	337	73	237	240	299
	51%	53%	48%	40%	47%	51% c	49%	56% cd	44%	50%	56% h	39%	50% k	50% k	56% km
The impact of the Russian invasion of Ukraine	792	358	424	52	96	146	148	349	148	294	349	60	197	218	317
	47%	46%	48%	33%	35%	48% cd	44% cd	58% cdef	34%	46% h	58% hi	32%	42% k	45% k	60% klm
The state of the global economy	752	315	426	61	118	126	157	290	179	283	290	73	199	222	257
	45%	41%	48% a	39%	44%	42%	47%	48%	42%	44%	48%	39%	42%	46%	48% k
Decisions made by current Prime Minister, Rishi Sunak and Chancellor Jeremy Hunt	741	353	374	74	132	143	134	257	206	277	257	87	232	196	225
	44%	46%	42%	47%	48%	47%	40%	43%	48%	43%	43%	47%	49% m	41%	42%
Decisions made by the Bank of England	369	160	199	26	69	63	76	135	95	139	135	35	105	111	118
	22%	21%	23%	16%	25% c	21%	22%	22%	22%	22%	22%	19%	22%	23%	22%
Decisions made by big businesses	276	136	136	28	60	47	46	94	88	93	94	34	92	70	79
	16%	18%	15%	18%	22% fg	16%	14%	16%	21% i	15%	16%	19%	19%	15%	15%
The productivity of British workers	211	105	104	16	24	35	40	95	40	76	95	19	45	66	80
	13%	14%	12%	10%	9%	12%	12%	16% d	9%	12%	16% h	10%	10%	14%	15% l
Decisions made by the last Labour government	207	100	105	15	38	31	42	81	53	73	81	18	60	60	69
	12%	13%	12%	10%	14%	10%	12%	13%	12%	11%	13%	10%	13%	12%	13%
Other (please specify)	30	15	14	-	6	1	5	19	6	5	19	-	6	6	18
	2%	2%	2%	-	2%	*	1%	3% ce	1%	1%	3% i	-	1%	1%	3% klm
None of the above	16	7	9	1	1	5	6	3	2	11	3	1	2	10	3
	1%	1%	1%	1%	*	2%	2%	1%	*	2%	1%	1%	1%	2% n	*
Don't know	59	20	39	7	13	9	16	14	20	25	14	8	20	20	11
	4%	3%	4%	4%	5%	3%	5%	2%	5% j	4%	2%	4%	4%	4%	2%

	REGION						URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS		
	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)
UNWEIGHTED BASE	428	450	375	178	89	147	1410	257	1023	644	820	847	1120	547	1472	182	939	528	200
WEIGHTED BASE	425	451	384	184	88*	141	1414	259	960	714	555	1119	1133	541	1486	177	952	514	208
	25%	27%	23%	11%	5%*	8%	85%	15%	57%	43%	33%	67%	68%	32%	89%	11%	57%	31%	12%
The impact of the Covid-19 pandemic	261	256	228	109	56	67	807	171	550	427	313	665	670	308	890	85	552	301	126
	61% t	57%	60% t	59% t	64% t	47%	57%	66% u	57%	60%	56%	59%	59%	57%	60% E	48%	58%	58%	60%
Britain leaving the European Union	213	198	192	110	53	94	747	113	537	323	354	507	598	263	756	100	473	273	115
	50%	44%	50%	59% p	60% p	67% opq	53% v	44%	56% x	45%	64% A	45%	53%	49%	51%	57%	50%	53%	55%
Decisions made by the former Prime Minister, Liz Truss and former Chancellor Kwasi Kwarteng	206	217	195	89	60	85	713	139	515	336	302	549	557	294	784	62	488	249	114
	49%	48%	51%	48%	68% opqr	60% op	50%	53%	54% x	47%	54% A	49%	49%	54%	53% E	35%	51%	49%	55%
The Conservative party's economic policies in government over the last 14 years	223	209	181	97	52	89	732	118	501	348	315	535	571	279	777	65	488	256	106
	52%	46%	47%	53%	59% p	63% opq	52%	45%	52%	49%	57% A	48%	50%	52%	52% E	37%	51%	50%	51%
The impact of the Russian invasion of Ukraine	209	214	181	84	45	59	656	135	451	341	267	525	506	285	717	69	456	218	117
	49%	47%	47%	45%	51%	42%	46%	52%	47%	48%	48%	47%	45%	53% B	48% E	39%	48%	43%	57% FG
The state of the global economy	206	184	179	89	54	39	622	130	431	320	254	497	513	239	672	75	427	229	96
	48% pt	41% t	47% t	48% t	62% opqt	28%	44%	50%	45%	45%	46%	44%	45%	44%	45%	42%	45%	45%	46%
Decisions made by current Prime Minister, Rishi Sunak and Chancellor Jeremy Hunt	200	179	174	76	34	79	637	104	412	328	251	490	493	248	661	73	422	241	77
	47% p	40%	45%	41%	38%	56% pqrs	45%	40%	43%	46%	45%	44%	44%	46%	44%	41%	44%	47% H	37%
Decisions made by the Bank of England	93	101	75	41	25	34	315	54	204	166	118	251	256	113	317	49	220	106	43
	22%	22%	20%	23%	29%	24%	22%	21%	21%	23%	21%	22%	23%	21%	21%	28%	23%	21%	21%
Decisions made by big businesses	69	75	58	35	14	26	236	40	139	137	96	180	179	97	246	30	150	99	27
	16%	17%	15%	19%	16%	18%	17%	16%	15%	19% w	17%	16%	16%	18%	17%	17%	16%	19%	13%
The productivity of British workers	52	65	43	26	8	17	175	36	127	84	83	128	140	71	187	23	125	53	33
	12%	15%	11%	14%	9%	12%	12%	14%	13%	12%	15% A	11%	12%	13%	13%	13%	13%	10%	16%
Decisions made by the last Labour government	59	54	46	19	15	15	165	41	106	101	60	146	144	63	183	22	116	67	23
	14%	12%	12%	10%	17%	11%	12%	16%	11%	14%	11%	13%	13%	12%	12%	12%	12%	13%	11%
Other (please specify)	6	5	4	4	3	7	24	6	14	16	12	18	15	15	28	2	22	4	4
	2%	1%	1%	2%	3%	5% opq	2%	2%	1%	2%	2%	2%	1%	3%	2%	1%	2% G	1%	2%
None of the above	5	6	-	3	-	1	15	1	6	9	3	12	11	4	13	2	9	5	2
	1% q	1% q	-	2% q	-	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	16	21	8	10	1	3	49	10	32	27	15	44	40	19	51	8	30	24	5
	4%	5%	2%	5%	1%	2%	3%	4%	3%	4%	3%	4%	4%	3%	3%	4%	3%	5%	2%

	HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	368	581	336	382	478	1189	465	506	103	186	745	536	500	640	1006	360
WEIGHTED BASE	354	598	336	385	476	1198	499	483	94*	174	707	583	529	608	1018	359
	21%	36%	20%	23%	28%	72%	30%	29%	6%*	10%	42%	35%	32%	36%	61%	21%
The impact of the Covid-19 pandemic	208	355	199	217	279	699	343	256	55	85	419	359	317	357	630	207
	59%	59%	59%	56%	59%	58%	69% PR	53%	58%	49%	59%	62%	60%	59%	62%	58%
Britain leaving the European Union	186	316	173	185	256	604	142	329	72	94	552	112	237	383	517	182
	53%	53%	51%	48%	54%	50%	28%	68% OR	76% OR	54% O	78% T	19%	45%	63% U	51%	51%
Decisions made by the former Prime Minister, Liz Truss and former Chancellor Kwasi Kwarteng	198	323	180	150	212	639	222	299	54	101	423	281	224	387	556	162
	56% L	54% L	54% L	39%	45%	53% M	44%	62% O	57% O	58% O	60% T	48%	42%	64% U	55% X	45%
The Conservative party's economic policies in government over the last 14 years	176	316	190	168	222	628	168	325	56	115	429	261	208	395	540	176
	50%	53% L	56% L	44%	47%	52% M	34%	67% O	59% O	66% O	61% T	45%	39%	65% U	53%	49%
The impact of the Russian invasion of Ukraine	169	311	148	163	197	594	309	183	49	65	322	308	240	294	521	163
	48%	52% KL	44%	42%	41%	50% M	62% PR	38%	52% PR	37%	46%	53% S	45%	48%	51%	45%
The state of the global economy	158	269	151	173	202	549	293	170	47	65	308	284	259	276	495	153
	45%	45%	45%	45%	43%	46%	59% PR	35%	50% P	37%	44%	49%	49%	45%	49%	42%
Decisions made by current Prime Minister, Rishi Sunak and Chancellor Jeremy Hunt	146	258	162	175	216	524	131	280	39	96	327	250	232	304	459	165
	41%	43%	48%	45%	45%	44%	26%	58% OQ	41% O	55% OQ	46%	43%	44%	50%	45%	46%
Decisions made by the Bank of England	67	152	72	78	100	270	114	115	19	42	157	149	143	120	226	96
	19%	25% I	21%	20%	21%	23%	23%	24%	21%	24%	22%	25%	27% V	20%	22%	27%
Decisions made by big businesses	57	110	44	64	73	203	65	91	9	39	118	86	70	107	183	53
	16%	18%	13%	17%	15%	17%	13%	19% OQ	10%	22% OQ	17%	15%	13%	18%	18%	15%
The productivity of British workers	44	80	42	45	56	155	93	35	20	14	82	87	84	72	123	65
	12%	13%	12%	12%	12%	13%	19% PR	7%	21% PR	8%	12%	15%	16%	12%	12%	18% W
Decisions made by the last Labour government	47	82	45	33	49	158	91	22	5	24	61	100	95	50	119	59
	13%	14% L	13%	9%	10%	13%	18% PQ	5%	6%	14% P	9%	17% S	18% V	8%	12%	16% W
Other (please specify)	3	21	4	1	4	26	12	7	-	3	8	17	12	11	20	4
	1%	4% IL	1%	*	1%	2%	2%	1%	-	2%	1%	3% S	2%	2%	2%	1%
None of the above	5	4	2	4	5	10	4	4	1	1	5	4	3	1	5	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*	*	1%	1%
Don't know	12	12	9	26	27	32	7	7	3	5	8	18	9	5	14	10
	3%	2%	3%	7% IJK	6% N	3%	1%	2%	3%	3%	1%	3% S	2%	1%	1%	3%

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base

Table 4

Q4 When you hear about the state of the economy in the news, what specific types of information most influence your view of how the economy is doing?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		GENDER		AGE					AGGREGATED AGE		
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)
UNWEIGHTED BASE	2155	1035	1097	260	411	385	415	684	671	800	684
WEIGHTED BASE	2155	1054	1078	247	408	390	395	715	655	784	715
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%
Level of inflation/ whether prices are going up	1330	600	712	130	202	228	230	540	332	458	540
	62%	57%	66%	53%	50%	59%	58%	75%	51%	58%	75%
			a			d	d	cdef		h	hi
Interest rates	1074	518	541	89	194	204	195	392	283	399	392
	50%	49%	50%	36%	48%	52%	49%	55%	43%	51%	55%
					c	c	c	cd		h	h
House prices	728	348	372	133	188	137	111	159	321	248	159
	34%	33%	35%	54%	46%	35%	28%	22%	49%	32%	22%
				efg	efg	fg	g		ij	j	
Strength of the pound	722	368	343	79	150	131	116	247	229	246	247
	33%	35%	32%	32%	37%	34%	29%	34%	35%	31%	34%
					f						
Whether shops in the high street are doing well	688	323	357	52	90	112	142	293	142	254	293
	32%	31%	33%	21%	22%	29%	36%	41%	22%	32%	41%
						cd	cde	cde		h	hi
National income/GDP	675	378	289	85	120	112	105	253	205	217	253
	31%	36%	27%	34%	29%	29%	27%	35%	31%	28%	35%
		b		f				ef			i
Unemployment levels	664	331	321	76	148	122	103	214	224	226	214
	31%	31%	30%	31%	36%	31%	26%	30%	34%	29%	30%
					fg				i		
Average salaries	620	293	317	80	152	135	111	142	232	246	142
	29%	28%	29%	32%	37%	35%	28%	20%	35%	31%	20%
				g	fg	g	g		j	j	
Whether government debt is going up or down	572	310	256	51	93	81	98	249	144	179	249
	27%	29%	24%	21%	23%	21%	25%	35%	22%	23%	35%
		b						cdef			hi
Don't pay much attention to news on the economy/ go on my own experiences	121	46	74	9	30	27	21	34	39	48	34
	6%	4%	7%	4%	7%	7%	5%	5%	6%	6%	5%
			a								
Other (please specify)	21	14	5	2	3	1	8	7	5	9	7
	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	1%
							e				
Don't know	124	44	79	14	20	23	34	34	33	57	34
	6%	4%	7%	5%	5%	6%	9%	5%	5%	7%	5%
			a				dg				

	GENERATION				REGION						URBAN	
	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)
UNWEIGHTED BASE	314	645	596	600	521	564	475	300	105	190	1834	321
WEIGHTED BASE	300	651	571	633	512	561	485	308	104*	184	1829	326
	14%	30%	26%	29%	24%	26%	23%	14%	5%*	9%	85%	15%
Level of inflation/ whether prices are going up	152	355	342	481	339	343	298	156	75	118	1118	211
	51%	55%	60%	76%	66%	61%	61%	51%	72%	64%	61%	65%
			k	klm	r	r	r		r	r		
Interest rates	118	319	287	351	274	273	262	131	54	81	911	163
	39%	49%	50%	55%	54%	49%	54%	43%	51%	44%	50%	50%
		k	k	kl	rt		rt					
House prices	155	282	152	139	174	171	181	119	33	50	632	96
	52%	43%	27%	22%	34%	31%	37%	39%	32%	27%	35%	29%
	lmn	mn					pt	pt				
Strength of the pound	97	229	172	223	166	176	172	105	32	70	615	106
	32%	35%	30%	35%	33%	31%	35%	34%	31%	38%	34%	33%
Whether shops in the high street are doing well	66	155	206	262	170	195	159	79	36	50	580	108
	22%	24%	36%	41%	33%	35%	33%	26%	34%	27%	32%	33%
			kl	kl	r	r						
National income/GDP	103	181	159	233	156	159	163	97	41	60	576	99
	34%	28%	28%	37%	30%	28%	34%	31%	39%	32%	31%	30%
				lm					p			
Unemployment levels	98	223	152	191	159	148	142	111	43	61	580	84
	33%	34%	27%	30%	31%	26%	29%	36%	41%	33%	32%	26%
		m						p	pq			
Average salaries	97	239	159	124	128	157	155	104	30	46	542	78
	32%	37%	28%	20%	25%	28%	32%	34%	28%	25%	30%	24%
	n	mn	n				o	o			v	
Whether government debt is going up or down	63	141	141	227	132	145	140	79	34	41	490	82
	21%	22%	25%	36%	26%	26%	29%	26%	33%	22%	27%	25%
				klm								
Don't pay much attention to news on the economy/ go on my own experiences	13	45	34	29	35	35	19	11	7	14	98	23
	4%	7%	6%	5%	7%	6%	4%	4%	6%	8%	5%	7%
Other (please specify)	2	3	9	7	4	7	3	1	2	3	17	4
	1%	*	2%	1%	1%	1%	1%	*	2%	2%	1%	1%
Don't know	17	34	45	28	23	34	27	25	5	10	101	23
	6%	5%	8%	4%	5%	6%	6%	8%	4%	5%	6%	7%
			n					o				

	SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS		
	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)
UNWEIGHTED BASE	1326	829	1101	1054	1462	693	1821	315	1214	704	237
WEIGHTED BASE	1236	919	758	1397	1464	691	1839	299	1220	686	249
	57%	43%	35%	65%	68%	32%	85%	14%	57%	32%	12%
Level of inflation/ whether prices are going up	800	530	504	825	867	463	1161	160	758	400	172
	65%	58%	67%	59%	59%	67%	63%	53%	62%	58%	69%
	x		A			B	E				G
Interest rates	655	420	421	653	744	331	942	123	625	321	128
	53%	46%	56%	47%	51%	48%	51%	41%	51%	47%	51%
	x		A				E				
House prices	427	302	268	460	512	216	582	142	394	260	75
	35%	33%	35%	33%	35%	31%	32%	48%	32%	38%	30%
								D		FH	
Strength of the pound	438	284	278	444	495	226	621	95	401	234	86
	35%	31%	37%	32%	34%	33%	34%	32%	33%	34%	35%
	x		A								
Whether shops in the high street are doing well	413	276	252	437	465	223	620	65	380	209	100
	33%	30%	33%	31%	32%	32%	34%	22%	31%	30%	40%
							E				FG
National income/GDP	404	272	262	413	444	231	566	104	376	204	95
	33%	30%	35%	30%	30%	33%	31%	35%	31%	30%	38%
			A								FG
Unemployment levels	394	270	279	385	459	205	554	107	368	223	74
	32%	29%	37%	28%	31%	30%	30%	36%	30%	33%	30%
			A								
Average salaries	394	225	246	374	462	158	512	102	353	203	64
	32%	25%	32%	27%	32%	23%	28%	34%	29%	30%	26%
	x		A		C			D			
Whether government debt is going up or down	335	236	222	349	359	213	505	65	326	170	75
	27%	26%	29%	25%	25%	31%	27%	22%	27%	25%	30%
			A			B	E				
Don't pay much attention to news on the economy/ go on my own experiences	51	70	27	93	74	47	104	15	63	39	19
	4%	8%	4%	7%	5%	7%	6%	5%	5%	6%	8%
		w		y							
Other (please specify)	12	9	11	9	15	5	17	3	13	3	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%
Don't know	60	64	27	97	82	43	106	16	64	49	11
	5%	7%	4%	7%	6%	6%	6%	5%	5%	7%	5%
				y							

	HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	457	717	449	532	690	1465	622	606	142	245	908	695	674	809	1281	476
WEIGHTED BASE	442	739	446	528	676	1479	658	585	131	235	864	747	705	768	1279	482
	21%	34%	21%	24%	31%	69%	31%	27%	6%	11%	40%	35%	33%	36%	59%	22%
Level of inflation/ whether prices are going up	283	499	268	280	368	962	430	361	91	136	571	476	418	536	861	279
	64%	67%	60%	53%	54%	65%	65%	62%	69%	58%	66%	64%	59%	70%	67%	58%
	L	KL	L			M			R					U	X	
Interest rates	225	384	219	247	325	750	377	292	72	109	477	386	359	421	677	255
	51%	52%	49%	47%	48%	51%	57%	50%	55%	46%	55%	52%	51%	55%	53%	53%
							PR									
House prices	128	222	168	211	268	460	183	206	47	73	302	192	274	239	443	190
	29%	30%	38%	40%	40%	31%	28%	35%	36%	31%	35%	26%	39%	31%	35%	39%
			IJ	IJ	N			O			T		V			
Strength of the pound	155	260	133	173	211	511	239	197	45	82	325	238	271	276	483	155
	35%	35%	30%	33%	31%	35%	36%	34%	35%	35%	38%	32%	38%	36%	38%	32%
											T				X	
Whether shops in the high street are doing well	138	279	142	129	177	511	245	190	48	74	302	264	196	299	447	154
	31%	38%	32%	24%	26%	35%	37%	33%	37%	31%	35%	35%	28%	39%	35%	32%
	L	IL	L			M								U		
National income/GDP	152	229	132	162	209	466	211	186	53	65	284	237	243	267	432	173
	34%	31%	30%	31%	31%	32%	32%	32%	40%	28%	33%	32%	34%	35%	34%	36%
									R							
Unemployment levels	139	218	137	171	208	456	189	194	44	80	299	198	251	247	411	163
	31%	29%	31%	32%	31%	31%	29%	33%	33%	34%	35%	26%	36%	32%	32%	34%
											T					
Average salaries	102	220	127	171	225	395	146	196	39	75	285	185	227	227	393	141
	23%	30%	28%	32%	33%	27%	22%	34%	30%	32%	33%	25%	32%	30%	31%	29%
		I		I	N			O		O	T					
Whether government debt is going up or down	126	199	119	127	165	407	204	153	41	62	251	215	183	240	372	130
	29%	27%	27%	24%	24%	28%	31%	26%	32%	27%	29%	29%	26%	31%	29%	27%
														U		
Don't pay much attention to news on the economy/ go on my own experiences	27	44	20	29	37	84	29	25	2	9	28	50	38	25	67	16
	6%	6%	5%	6%	5%	6%	4%	4%	2%	4%	3%	7%	5%	3%	5%	3%
												S				
Other (please specify)	2	9	7	2	1	19	6	6	1	2	7	10	10	5	14	4
	*	1%	2%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
						M										
Don't know	32	41	16	36	28	96	24	24	4	6	33	28	12	10	22	9
	7%	6%	4%	7%	4%	6%	4%	4%	3%	3%	4%	4%	2%	1%	2%	2%
	K			K		M										

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base

Table 5
Q5A And which of the following, if any, do you think will get better over the next six months? Please select all that apply.

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		GENDER		AGE					AGGREGATED AGE			GENERATION			
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)
UNWEIGHTED BASE	**2155**	1035	1097	260	411	385	415	684	671	800	684	314	645	596	600
WEIGHTED BASE	**2155**	1054	1078	247	408	390	395	715	655	784	715	300	651	571	633
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	30%	26%	29%
Interest rates	**409**	242	165	48	68	58	79	155	116	138	155	58	100	105	146
	19%	23%	15%	19%	17%	15%	20%	22%	18%	18%	22%	19%	15%	18%	23%
		b						e							l
Level of inflation/ whether prices are going up	**357**	212	141	28	63	49	64	154	91	112	154	44	82	91	140
	17%	20%	13%	11%	15%	13%	16%	21%	14%	14%	21%	15%	13%	16%	22%
		b						cdef			hi				klm
Average salaries	**258**	155	99	38	74	47	36	63	112	83	63	50	98	50	59
	12%	15%	9%	15%	18%	12%	9%	9%	17%	11%	9%	17%	15%	9%	9%
		b		fg	efg				ij			mn	mn		
House prices	**252**	142	108	36	65	45	35	70	101	81	70	46	90	54	62
	12%	13%	10%	15%	16%	12%	9%	10%	15%	10%	10%	15%	14%	9%	10%
		b		fg	fg				ij			mn	mn		
Strength of the pound	**212**	126	84	33	52	36	23	68	85	59	68	44	68	40	60
	10%	12%	8%	14%	13%	9%	6%	10%	13%	8%	10%	15%	11%	7%	10%
		b		f	f			f	i			mn	m		
Unemployment levels	**200**	118	81	42	63	40	17	38	105	57	38	52	84	29	35
	9%	11%	7%	17%	15%	10%	4%	5%	16%	7%	5%	17%	13%	5%	5%
		b		efg	efg	fg			ij			mn	mn		
National income/GDP	**175**	107	66	35	46	33	14	46	81	48	46	43	60	29	43
	8%	10%	6%	14%	11%	9%	4%	6%	12%	6%	6%	14%	9%	5%	7%
		b		efg	fg	f			ij			lmn	m		
Performance of shops in the high street	**162**	92	68	21	44	28	18	50	66	46	50	27	59	29	47
	8%	9%	6%	9%	11%	7%	5%	7%	10%	6%	7%	9%	9%	5%	7%
		b			fg				i			m	m		
The level of government debt	**126**	81	43	25	37	24	13	28	62	36	28	32	50	17	27
	6%	8%	4%	10%	9%	6%	3%	4%	9%	5%	4%	11%	8%	3%	4%
		b		fg	fg				ij			mn	mn		
None of the above	**696**	312	375	54	102	122	141	278	155	263	278	66	182	211	237
	32%	30%	35%	22%	25%	31%	36%	39%	24%	33%	39%	22%	28%	37%	37%
			a			c	cd	cde		h	hi			kl	kl
Don't know	**453**	165	282	45	75	87	99	147	120	187	147	48	138	136	131
	21%	16%	26%	18%	18%	22%	25%	20%	18%	24%	20%	16%	21%	24%	21%
			a				d			h				k	

	REGION						URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS		
	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)
UNWEIGHTED BASE	521	564	475	300	105	190	1834	321	1326	829	1101	1054	1462	693	1821	315	1214	704	237
WEIGHTED BASE	512	561	485	308	104*	184	1829	326	1236	919	758	1397	1464	691	1839	299	1220	686	249
	24%	26%	23%	14%	5%*	9%	85%	15%	57%	43%	35%	65%	68%	32%	85%	14%	57%	32%	12%
Interest rates	100	82	106	61	25	34	339	70	252	157	167	242	285	124	349	60	234	116	59
	20%	15%	22%	20%	24%	19%	19%	21%	20%	17%	22%	17%	19%	18%	19%	20%	19%	17%	24%
	p		p		p						A								G
Level of inflation/ whether prices are going up	76	83	88	50	26	34	287	70	230	128	149	208	238	120	322	33	224	81	52
	15%	15%	18%	16%	25%	18%	16%	21%	19%	14%	20%	15%	16%	17%	18%	11%	18%	12%	21%
					op			u	x		A				E		G		G
Average salaries	67	59	54	48	10	20	228	30	166	91	104	154	189	69	211	47	156	79	22
	13%	10%	11%	15%	9%	11%	12%	9%	13%	10%	14%	11%	13%	10%	11%	16%	13%	12%	9%
				p					x										
House prices	53	65	67	43	6	17	221	31	161	91	96	156	181	71	207	45	162	69	21
	10%	12%	14%	14%	6%	9%	12%	9%	13%	10%	13%	11%	12%	10%	11%	15%	13%	10%	8%
			s	s					x								G		
Strength of the pound	50	49	47	40	10	16	183	29	128	84	86	126	147	66	172	40	130	61	21
	10%	9%	10%	13%	10%	9%	10%	9%	10%	9%	11%	9%	10%	10%	9%	13%	11%	9%	8%
																D			
Unemployment levels	36	46	52	42	4	20	179	20	104	95	75	124	148	52	149	50	114	75	10
	7%	8%	11%	14%	4%	11%	10%	6%	8%	10%	10%	9%	10%	8%	8%	17%	9%	11%	4%
				ops												D	H	H	
National income/GDP	40	52	32	33	6	11	157	18	112	63	72	103	119	55	131	43	104	54	17
	8%	9%	7%	11%	6%	6%	9%	6%	9%	7%	9%	7%	8%	8%	7%	14%	9%	8%	7%
				q												D			
Performance of shops in the high street	32	47	32	31	10	10	138	24	95	67	60	102	113	49	131	31	101	47	14
	6%	8%	7%	10%	10%	5%	8%	7%	8%	7%	8%	7%	8%	7%	7%	11%	8%	7%	6%
																D			
The level of government debt	24	37	24	29	4	9	105	21	73	53	53	73	91	35	90	36	76	46	5
	5%	7%	5%	9%	3%	5%	6%	6%	6%	6%	7%	5%	6%	5%	5%	12%	6%	7%	2%
				oq												D	H	H	
None of the above	176	195	135	80	42	68	601	95	375	321	231	465	450	246	610	77	393	205	98
	34%	35%	28%	26%	40%	37%	33%	29%	30%	35%	30%	33%	31%	36%	33%	26%	32%	30%	39%
	qr	qr			qr	qr				w				B	E				FG
Don't know	102	127	107	63	20	34	369	84	246	208	132	321	298	155	395	53	229	178	46
	20%	23%	22%	20%	19%	19%	20%	26%	20%	23%	17%	23%	20%	22%	21%	18%	19%	26%	19%
								u				y						FH	

	HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	457	717	449	532	690	1465	622	606	142	245	908	695	674	809	1281	476
WEIGHTED BASE	442	739	446	528	676	1479	658	585	131	235	864	747	705	768	1279	482
	21%	34%	21%	24%	31%	69%	31%	27%	6%	11%	40%	35%	33%	36%	59%	22%
Interest rates	80	140	94	95	118	291	183	101	27	33	171	161	145	174	246	124
	18%	19%	21%	18%	17%	20%	28%	17%	20%	14%	20%	21%	21%	23%	19%	26%
							PR									W
Level of inflation/ whether prices are going up	64	141	78	74	103	255	169	71	27	29	132	163	135	146	229	92
	15%	19%	17%	14%	15%	17%	26%	12%	21%	12%	15%	22%	19%	19%	18%	19%
		L					PR		PR			S				
Average salaries	34	78	61	85	110	148	84	70	20	41	107	88	99	110	169	71
	8%	11%	14%	16%	16%	10%	13%	12%	15%	17%	12%	12%	14%	14%	13%	15%
			I	IJ	N											
House prices	33	95	60	64	94	158	98	57	18	30	107	90	100	95	164	64
	8%	13%	13%	12%	14%	11%	15%	10%	14%	13%	12%	12%	14%	12%	13%	13%
		I	I	I	N		P									
Strength of the pound	32	64	59	57	87	125	88	36	18	27	75	88	78	88	145	56
	7%	9%	13%	11%	13%	8%	13%	6%	14%	12%	9%	12%	11%	11%	11%	12%
			IJ		N		P		P	P						
Unemployment levels	25	64	39	72	83	117	60	58	16	28	89	59	81	78	117	71
	6%	9%	9%	14%	12%	8%	9%	10%	12%	12%	10%	8%	11%	10%	9%	15%
				IJK	N											W
National income/GDP	19	60	36	60	81	93	74	32	12	22	55	69	77	69	110	55
	4%	8%	8%	11%	12%	6%	11%	5%	9%	9%	6%	9%	11%	9%	9%	11%
		I	I	I	N		P					S				
Performance of shops in the high street	21	47	43	51	67	95	68	43	15	15	65	62	58	67	90	58
	5%	6%	10%	10%	10%	6%	10%	7%	12%	6%	7%	8%	8%	9%	7%	12%
			IJ	IJ	N											W
The level of government debt	14	34	31	48	61	65	49	33	10	17	48	46	57	44	77	44
	3%	5%	7%	9%	9%	4%	7%	6%	8%	7%	6%	6%	8%	6%	6%	9%
			I	IJ	N											W
None of the above	158	282	125	131	172	523	166	227	39	78	293	242	222	249	440	133
	36%	38%	28%	25%	26%	35%	25%	39%	30%	33%	34%	32%	32%	32%	34%	28%
	KL	KL				M		O		O					X	
Don't know	117	136	84	116	130	323	127	103	19	29	152	145	97	116	214	64
	26%	18%	19%	22%	19%	22%	19%	18%	14%	12%	18%	19%	14%	15%	17%	13%
	JK						R									

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base

Fieldwork: 16-19 February 2024

23-085423-07 - THE ECONOMY
16 - 19 FEBRUARY 2024
INTERNAL/CLIENT USE ONLY - DRAFT
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22 Feb 2024

Table 6
Q5B And which of the following, if any, do you think will get worse over the next six months? Please select all that apply.

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		GENDER		AGE					AGGREGATED AGE			GENERATION			
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)
UNWEIGHTED BASE	2155	1035	1097	260	411	385	415	684	671	800	684	314	645	596	600
WEIGHTED BASE	2155	1054	1078	247	408	390	395	715	655	784	715	300	651	571	633
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	30%	26%	29%
Level of inflation/ whether prices are going up	873	397	462	103	181	170	143	275	284	313	275	130	281	227	235
	40%	38%	43%	42%	45%	44%	36%	38%	43%	40%	38%	43%	43%	40%	37%
			a		f	f							n		
The level of government debt	822	435	377	69	126	143	159	325	195	302	325	89	218	231	283
	38%	41%	35%	28%	31%	37%	40%	45%	30%	39%	45%	30%	34%	41%	45%
		b				c	cd	cde		h	hi			kl	kl
Performance of shops in the high street	809	383	416	51	115	149	169	326	166	318	326	66	220	247	276
	38%	36%	39%	21%	28%	38%	43%	46%	25%	40%	46%	22%	34%	43%	44%
					c	cd	cd	cde		h	h		k	kl	kl
Unemployment levels	685	337	339	78	136	137	120	212	215	258	212	95	226	188	176
	32%	32%	31%	32%	33%	35%	30%	30%	33%	33%	30%	32%	35%	33%	28%
													n		
House prices	618	310	298	97	156	123	91	151	253	214	151	123	232	131	132
	29%	29%	28%	39%	38%	32%	23%	21%	39%	27%	21%	41%	36%	23%	21%
				fg	fg	fg			ij	j		mn	mn		
Interest rates	614	307	296	65	141	135	101	172	206	236	172	82	230	157	145
	29%	29%	27%	26%	35%	35%	26%	24%	32%	30%	24%	27%	35%	28%	23%
					cfg	cfg			j	j			kmn		
Strength of the pound	576	306	262	62	117	114	91	192	179	205	192	76	189	143	168
	27%	29%	24%	25%	29%	29%	23%	27%	27%	26%	27%	25%	29%	25%	26%
		b													
National income/GDP	541	311	223	62	96	102	87	193	159	189	193	77	156	138	170
	25%	29%	21%	25%	24%	26%	22%	27%	24%	24%	27%	26%	24%	24%	27%
		b													
Average salaries	509	260	237	55	115	110	92	137	170	202	137	78	175	141	115
	24%	25%	22%	22%	28%	28%	23%	19%	26%	26%	19%	26%	27%	25%	18%
					g	g			j	j		n	n	n	
None of the above	72	41	31	9	12	17	15	20	21	32	20	12	18	25	17
	3%	4%	3%	4%	3%	4%	4%	3%	3%	4%	3%	4%	3%	4%	3%
Don't know	329	120	205	28	52	48	75	125	80	124	125	31	84	97	117
	15%	11%	19%	11%	13%	12%	19%	17%	12%	16%	17%	10%	13%	17%	18%
			a				cde	ce			h			k	kl

	REGION						URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS		
	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)
UNWEIGHTED BASE	521	564	475	300	105	190	1834	321	1326	829	1101	1054	1462	693	1821	315	1214	704	237
WEIGHTED BASE	512	561	485	308	104*	184	1829	326	1236	919	758	1397	1464	691	1839	299	1220	686	249
	24%	26%	23%	14%	5%*	9%	85%	15%	57%	43%	35%	65%	68%	32%	85%	14%	57%	32%	12%
Level of inflation/ whether prices are going up	216	231	189	120	41	77	750	123	474	399	301	572	596	277	735	129	493	279	101
	42%	41%	39%	39%	39%	42%	41%	38%	38%	43%	40%	41%	41%	40%	40%	43%	40%	41%	41%
										w									
The level of government debt	216	197	191	100	41	78	709	113	461	361	285	537	546	276	739	78	459	255	108
	42%	35%	39%	32%	40%	42%	39%	35%	37%	39%	38%	38%	37%	40%	40%	26%	38%	37%	43%
	pr					r									E				
Performance of shops in the high street	208	227	170	90	40	75	685	125	461	349	283	526	535	275	728	74	460	238	112
	41%	40%	35%	29%	38%	40%	37%	38%	37%	38%	37%	38%	37%	40%	40%	25%	38%	35%	45%
	r	r				r									E				G
Unemployment levels	167	167	147	99	40	64	584	100	405	280	259	426	470	214	578	102	384	230	71
	33%	30%	30%	32%	39%	35%	32%	31%	33%	30%	34%	30%	32%	31%	31%	34%	31%	34%	28%
House prices	155	148	131	101	36	48	556	62	327	292	227	392	426	192	517	97	337	233	49
	30%	26%	27%	33%	34%	26%	30%	19%	26%	32%	30%	28%	29%	28%	28%	32%	28%	34%	20%
							v			w							H	FH	
Interest rates	154	171	136	75	29	49	539	76	343	272	211	403	437	178	518	91	351	193	70
	30%	30%	28%	25%	28%	27%	29%	23%	28%	30%	28%	29%	30%	26%	28%	30%	29%	28%	28%
							v												
Strength of the pound	143	134	127	82	32	58	500	76	333	243	220	355	400	175	501	70	353	179	44
	28%	24%	26%	27%	31%	31%	27%	23%	27%	26%	29%	25%	27%	25%	27%	23%	29%	26%	18%
																	H	H	
National income/GDP	130	123	124	77	35	51	469	72	300	241	203	337	376	164	464	71	307	175	59
	25%	22%	25%	25%	33%	28%	26%	22%	24%	26%	27%	24%	26%	24%	25%	24%	25%	25%	24%
					p														
Average salaries	116	136	117	72	25	44	449	59	293	216	200	309	373	135	426	77	299	168	41
	23%	24%	24%	23%	24%	24%	25%	18%	24%	23%	26%	22%	26%	20%	23%	26%	25%	25%	16%
							v				A		C				H	H	
None of the above	14	14	18	17	4	5	61	11	42	30	26	47	48	24	53	18	45	19	8
	3%	2%	4%	5%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	6%	4%	3%	3%
				p												D			
Don't know	78	90	74	42	15	29	260	69	180	149	103	226	209	120	293	30	165	121	42
	15%	16%	15%	14%	14%	16%	14%	21%	15%	16%	14%	16%	14%	17%	16%	10%	14%	18%	17%
								u							E			F	

	HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	457	717	449	532	690	1465	622	606	142	245	908	695	674	809	1281	476
WEIGHTED BASE	442	739	446	528	676	1479	658	585	131	235	864	747	705	768	1279	482
	21%	34%	21%	24%	31%	69%	31%	27%	6%	11%	40%	35%	33%	36%	59%	22%
Level of inflation/ whether prices are going up	178	301	177	217	276	597	202	274	53	102	367	283	297	320	542	207
	40%	41%	40%	41%	41%	40%	31%	47%	40%	43%	42%	38%	42%	42%	42%	43%
								O	O	O						
The level of government debt	178	293	183	168	218	604	249	245	53	98	359	309	265	346	535	177
	40%	40%	41%	32%	32%	41%	38%	42%	41%	41%	42%	41%	38%	45%	42%	37%
	L	L	L			M								U		
Performance of shops in the high street	168	321	162	158	219	590	244	240	44	101	366	298	216	349	532	171
	38%	43%	36%	30%	32%	40%	37%	41%	34%	43%	42%	40%	31%	45%	42%	35%
	L	KL	L			M								U	X	
Unemployment levels	127	230	161	167	237	448	166	219	33	89	299	212	247	264	418	164
	29%	31%	36%	32%	35%	30%	25%	37%	25%	38%	35%	28%	35%	34%	33%	34%
			I		N			OQ		OQ	T					
House prices	122	196	142	158	198	421	142	192	32	77	248	186	233	211	369	158
	28%	27%	32%	30%	29%	28%	22%	33%	25%	33%	29%	25%	33%	28%	29%	33%
								O		O			V			
Interest rates	117	205	140	153	220	395	136	211	36	66	255	206	219	213	390	146
	26%	28%	31%	29%	32%	27%	21%	36%	27%	28%	30%	28%	31%	28%	31%	30%
					N			OR		O						
Strength of the pound	106	225	122	124	164	412	148	209	29	65	276	183	185	229	390	118
	24%	30%	27%	23%	24%	28%	22%	36%	22%	27%	32%	25%	26%	30%	31%	25%
		IL						OQR			T				X	
National income/GDP	118	173	116	134	171	369	138	191	42	60	255	166	172	223	340	130
	27%	23%	26%	25%	25%	25%	21%	33%	32%	25%	29%	22%	24%	29%	27%	27%
								O	O		T					
Average salaries	90	168	125	125	184	325	112	172	38	65	234	159	179	187	303	130
	20%	23%	28%	24%	27%	22%	17%	29%	29%	28%	27%	21%	25%	24%	24%	27%
			I		N			O	O	O	T					
None of the above	15	26	5	26	26	47	27	15	3	6	21	26	28	10	40	16
	3%	4%	1%	5%	4%	3%	4%	3%	2%	3%	2%	3%	4%	1%	3%	3%
	K	K		K									V			
Don't know	87	109	53	79	82	246	108	65	19	20	115	106	60	77	144	38
	20%	15%	12%	15%	12%	17%	16%	11%	14%	9%	13%	14%	8%	10%	11%	8%
	JK					M	PR									

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base

Table 7
Q6 Which party, if either, do you trust most to manage Britain's economy?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		GENDER		AGE					AGGREGATED AGE		
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)
UNWEIGHTED BASE	**2155**	1035	1097	260	411	385	415	684	671	800	684
WEIGHTED BASE	**2155**	1054	1078	247	408	390	395	715	655	784	715
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%
The Labour Party	**715**	381	326	108	163	128	124	193	270	252	193
	33%	36%	30%	43%	40%	33%	31%	27%	41%	32%	27%
		b		efg	fg				ij	j	
The Conservative Party	**454**	232	218	47	79	71	68	189	126	139	189
	21%	22%	20%	19%	19%	18%	17%	26%	19%	18%	26%
								cdef			hi
Neither	**799**	379	410	70	125	150	170	283	195	321	283
	37%	36%	38%	28%	31%	39%	43%	40%	30%	41%	40%
						cd	cd	cd		h	h
Don't know	**187**	62	123	23	41	40	33	50	64	73	50
	9%	6%	11%	9%	10%	10%	8%	7%	10%	9%	7%
			a								

	GENERATION				REGION						URBAN	
	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)
UNWEIGHTED BASE	314	645	596	600	521	564	475	300	105	190	1834	321
WEIGHTED BASE	300	651	571	633	512	561	485	308	104*	184	1829	326
	14%	30%	26%	29%	24%	26%	23%	14%	5%*	9%	85%	15%
The Labour Party	130	231	182	172	171	178	156	113	36	61	636	80
	43%	36%	32%	27%	33%	32%	32%	37%	34%	33%	35%	24%
	lmn	n									v	
The Conservative Party	59	113	109	172	93	139	111	68	21	21	352	102
	20%	17%	19%	27%	18%	25%	23%	22%	20%	11%	19%	31%
				klm	t	ot	t	t	t			u
Neither	81	241	230	247	205	196	176	94	40	89	679	119
	27%	37%	40%	39%	40%	35%	36%	30%	38%	48%	37%	37%
		k	k	k	r					pqr		
Don't know	29	65	50	42	42	48	42	33	7	14	162	25
	10%	10%	9%	7%	8%	9%	9%	11%	7%	7%	9%	8%
		n										

	SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS		
	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)
UNWEIGHTED BASE	1326	829	1101	1054	1462	693	1821	315	1214	704	237
WEIGHTED BASE	1236	919	758	1397	1464	691	1839	299	1220	686	249
	57%	43%	35%	65%	68%	32%	85%	14%	57%	32%	12%
The Labour Party	429	286	289	427	509	207	584	126	371	262	82
	35%	31%	38%	31%	35%	30%	32%	42%	30%	38%	33%
			A		C			D		F	
The Conservative Party	263	191	155	299	289	164	403	51	290	110	53
	21%	21%	20%	21%	20%	24%	22%	17%	24%	16%	21%
						B			G		
Neither	443	356	254	545	549	249	701	91	464	240	95
	36%	39%	34%	39%	38%	36%	38%	31%	38%	35%	38%
				y			E				
Don't know	101	86	60	127	117	70	151	31	95	73	19
	8%	9%	8%	9%	8%	10%	8%	10%	8%	11%	8%
										F	

	HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	457	717	449	532	690	1465	622	606	142	245	908	695	674	809	1281	476
WEIGHTED BASE	442	739	446	528	676	1479	658	585	131	235	864	747	705	768	1279	482
	21%	34%	21%	24%	31%	69%	31%	27%	6%	11%	40%	35%	33%	36%	59%	22%
The Labour Party	155	231	148	182	239	476	58	431	59	62	402	163	188	356	431	166
	35%	31%	33%	34%	35%	32%	9%	74%	45%	26%	46%	22%	27%	46%	34%	34%
								OQR	OR	O	T			U		
The Conservative Party	76	179	97	101	155	299	326	26	19	40	165	215	199	148	293	120
	17%	24%	22%	19%	23%	20%	50%	4%	15%	17%	19%	29%	28%	19%	23%	25%
		IL					PQR		P	P		S	V			
Neither	177	271	166	186	220	578	244	100	41	126	243	330	276	222	483	171
	40%	37%	37%	35%	33%	39%	37%	17%	32%	53%	28%	44%	39%	29%	38%	35%
						M	P		P	OPQ		S	V			
Don't know	34	58	35	59	61	126	30	27	11	7	55	38	42	41	71	25
	8%	8%	8%	11%	9%	9%	5%	5%	8%	3%	6%	5%	6%	5%	6%	5%
									R							

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base

Fieldwork: 16-19 February 2024

23-085423-07 - THE ECONOMY
16 - 19 FEBRUARY 2024
INTERNAL/CLIENT USE ONLY - DRAFT
IPSOS
22 Feb 2024

Table 8

Q7A And imagine the Labour Party were to win the next General Election. To what extent, do you think they would increase, decrease or keep each of the following at the same level? SUMMARY TABLE

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Taxes that you personally pay	Spending on public services
UNWEIGHTED BASE	2155	2155
WEIGHTED BASE	2155	2155
(+2) Increase a lot	324	306
	15%	14%
(+1) Increase a little	618	782
	29%	36%
(0) Keep the same	636	470
	30%	22%
(-1) Decrease a little	218	207
	10%	10%
(-2) Decrease a lot	48	104
	2%	5%
All Increase (NET)	941	1088
	44%	51%
All Decrease (NET)	266	312
	12%	14%
Mean	0.52	0.52
Don't know	312	284
	14%	13%

Table 9
Q7A And imagine the Labour Party were to win the next General Election. To what extent, do you think they would increase, decrease or keep each of the following at the same level? Taxes that you personally pay

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		GENDER		AGE					AGGREGATED AGE			GENERATION			
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)
UNWEIGHTED BASE	2155	1035	1097	260	411	385	415	684	671	800	684	314	645	596	600
WEIGHTED BASE	2155	1054	1078	247	408	390	395	715	655	784	715	300	651	571	633
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	30%	26%	29%
(+2) Increase a lot	324	175	148	20	63	50	50	141	83	100	141	27	87	79	130
	15%	17%	14%	8%	15%	13%	13%	20%	13%	13%	20%	9%	13%	14%	21%
					c			cef			hi			k	klm
(+1) Increase a little	618	308	306	65	101	114	105	231	167	220	231	80	181	154	203
	29%	29%	28%	26%	25%	29%	27%	32%	25%	28%	32%	27%	28%	27%	32%
								d			h				
(0) Keep the same	636	346	282	70	125	121	119	201	195	240	201	89	201	175	172
	30%	33%	26%	28%	31%	31%	30%	28%	30%	31%	28%	30%	31%	31%	27%
		b													
(-1) Decrease a little	218	98	117	37	48	36	47	49	86	83	49	41	71	61	45
	10%	9%	11%	15%	12%	9%	12%	7%	13%	11%	7%	14%	11%	11%	7%
				eg	g		g		j	j		n	n	n	
(-2) Decrease a lot	48	26	22	15	10	11	5	7	25	16	7	16	14	10	7
	2%	2%	2%	6%	3%	3%	1%	1%	4%	2%	1%	5%	2%	2%	1%
				dfg		g			j			lmn			
All Increase (NET)	941	483	454	85	164	164	156	372	249	320	372	107	268	234	333
	44%	46%	42%	34%	40%	42%	39%	52%	38%	41%	52%	36%	41%	41%	53%
								cdef			hi				klm
All Decrease (NET)	266	124	139	52	59	47	52	56	110	99	56	58	85	71	52
	12%	12%	13%	21%	14%	12%	13%	8%	17%	13%	8%	19%	13%	12%	8%
				defg	g	g	g		ij	j		lmn	n	n	
Mean	0.52	0.53	0.5	0.19	0.45	0.47	0.46	0.71	0.35	0.46	0.71	0.24	0.46	0.48	0.73
					c	c	c	cdef			hi		k	k	klm
Don't know	312	102	203	41	60	57	68	86	100	125	86	47	97	92	76
	14%	10%	19%	16%	15%	15%	17%	12%	15%	16%	12%	16%	15%	16%	12%
			a				g			j					

	REGION						URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY	
	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)
UNWEIGHTED BASE	521	564	475	300	105	190	1834	321	1326	829	1101	1054	1462	693	1821	315
WEIGHTED BASE	512	561	485	308	104*	184	1829	326	1236	919	758	1397	1464	691	1839	299
	24%	26%	23%	14%	5%*	9%	85%	15%	57%	43%	35%	65%	68%	32%	85%	14%
(+2) Increase a lot	76	83	72	50	14	28	269	55	180	144	105	219	217	107	285	36
	15%	15%	15%	16%	13%	15%	15%	17%	15%	16%	14%	16%	15%	15%	15%	12%
(+1) Increase a little	149	154	148	84	33	51	521	97	366	252	236	382	421	197	540	75
	29%	27%	30%	27%	32%	28%	28%	30%	30%	27%	31%	27%	29%	29%	29%	25%
(0) Keep the same	133	166	149	94	32	63	544	92	387	249	250	386	450	186	547	87
	26%	30%	31%	31%	31%	34%	30%	28%	31%	27%	33%	28%	31%	27%	30%	29%
						o					A					
(-1) Decrease a little	73	54	44	20	12	15	188	30	128	90	68	149	154	64	176	37
	14%	10%	9%	6%	11%	8%	10%	9%	10%	10%	9%	11%	11%	9%	10%	12%
	pqrt															
(-2) Decrease a lot	13	12	11	8	1	3	45	3	27	21	14	34	33	15	36	12
	3%	2%	2%	3%	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	4%
																D
All Increase (NET)	225	237	220	134	47	79	789	152	545	396	341	600	637	304	825	110
	44%	42%	45%	43%	45%	43%	43%	47%	44%	43%	45%	43%	44%	44%	45%	37%
															E	
All Decrease (NET)	86	66	55	28	13	18	233	33	155	111	83	183	187	78	212	49
	17%	12%	11%	9%	12%	10%	13%	10%	13%	12%	11%	13%	13%	11%	12%	16%
	pqrt															D
Mean	0.45	0.52	0.53	0.58	0.51	0.54	0.5	0.62	0.5	0.54	0.52	0.51	0.5	0.56	0.54	0.34
															E	
Don't know	68	93	61	52	13	24	262	49	149	163	84	227	190	122	255	53
	13%	16%	13%	17%	12%	13%	14%	15%	12%	18%	11%	16%	13%	18%	14%	18%
										w		y		B		

	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	1214	704	237	457	717	449	532	690	1465	622	606	142	245	908	695	674	809	1281	476
WEIGHTED BASE	1220	686	249	442	739	446	528	676	1479	658	585	131	235	864	747	705	768	1279	482
	57%	32%	12%	21%	34%	21%	24%	31%	69%	31%	27%	6%	11%	40%	35%	33%	36%	59%	22%
(+2) Increase a lot	207	82	35	61	126	64	72	90	234	170	37	8	31	101	160	151	86	217	78
	17%	12%	14%	14%	17%	14%	14%	13%	16%	26%	6%	6%	13%	12%	21%	21%	11%	17%	16%
	G									PQR			PQ		S	V			
(+1) Increase a little	387	164	66	109	235	133	142	198	420	221	161	50	76	281	218	199	271	400	153
	32%	24%	27%	25%	32%	30%	27%	29%	28%	34%	27%	38%	32%	32%	29%	28%	35%	31%	32%
	G				I					P		P					U		
(0) Keep the same	351	205	80	141	217	144	134	201	435	160	235	41	79	293	191	163	292	406	124
	29%	30%	32%	32%	29%	32%	25%	30%	29%	24%	40%	32%	34%	34%	26%	23%	38%	32%	26%
				L		L					O		O	T			U	X	
(-1) Decrease a little	116	75	26	35	51	50	82	89	129	47	73	12	24	78	79	104	52	119	62
	10%	11%	11%	8%	7%	11%	16%	13%	9%	7%	13%	9%	10%	9%	11%	15%	7%	9%	13%
						J	IJ	N			O					V			W
(-2) Decrease a lot	20	27	1	11	7	9	21	20	28	10	12	3	11	19	18	33	5	19	27
	2%	4%	*	2%	1%	2%	4%	3%	2%	2%	2%	2%	5%	2%	2%	5%	1%	1%	6%
		FH					J						OP			V			W
All Increase (NET)	594	246	101	170	360	197	214	287	654	392	198	58	107	382	378	350	357	617	231
	49%	36%	41%	38%	49%	44%	41%	42%	44%	60%	34%	44%	46%	44%	51%	50%	47%	48%	48%
	GH				IL					PQR		P	P		S				
All Decrease (NET)	136	102	27	45	58	59	103	109	156	58	85	15	35	97	97	137	57	137	89
	11%	15%	11%	10%	8%	13%	19%	16%	11%	9%	15%	11%	15%	11%	13%	19%	7%	11%	19%
		F				J	IJK	N			O		O			V			W
Mean	0.6	0.36	0.52	0.49	0.66	0.48	0.36	0.41	0.57	0.81	0.26	0.41	0.42	0.47	0.63	0.51	0.54	0.58	0.43
	G				IKL				M	PQR					S			X	
Don't know	139	132	41	86	104	45	76	78	233	49	66	17	14	91	81	55	62	118	38
	11%	19%	16%	19%	14%	10%	14%	12%	16%	7%	11%	13%	6%	11%	11%	8%	8%	9%	8%
		F		JK					M		OR	OR							

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base

Fieldwork: 16-19 February 2024

23-085423-07 - THE ECONOMY
16 - 19 FEBRUARY 2024
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22 Feb 2024

Table 10
Q7A And imagine the Labour Party were to win the next General Election. To what extent, do you think they would increase, decrease or keep each of the following at the same level? Spending on public services

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		GENDER		AGE					AGGREGATED AGE		
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)
UNWEIGHTED BASE	**2155**	1035	1097	260	411	385	415	684	671	800	684
WEIGHTED BASE	**2155**	1054	1078	247	408	390	395	715	655	784	715
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%
(+2) Increase a lot	**306**	162	142	25	42	45	56	138	67	101	138
	14%	15%	13%	10%	10%	12%	14%	19%	10%	13%	19%
								cdef			hi
(+1) Increase a little	**782**	390	382	80	140	144	142	276	220	287	276
	36%	37%	35%	32%	34%	37%	36%	39%	34%	37%	39%
(0) Keep the same	**470**	264	204	67	102	90	90	121	169	180	121
	22%	25%	19%	27%	25%	23%	23%	17%	26%	23%	17%
		b		g	g	g	g		i	i	
(-1) Decrease a little	**207**	91	116	29	46	30	30	71	76	60	71
	10%	9%	11%	12%	11%	8%	8%	10%	12%	8%	10%
									i		
(-2) Decrease a lot	**104**	53	51	12	23	21	16	32	36	36	32
	5%	5%	5%	5%	6%	5%	4%	5%	5%	5%	5%
All Increase (NET)	**1088**	551	523	105	182	190	198	414	287	387	414
	51%	52%	49%	42%	45%	49%	50%	58%	44%	49%	58%
								cdef		h	hi
All Decrease (NET)	**312**	144	167	42	70	51	46	104	112	96	104
	14%	14%	15%	17%	17%	13%	12%	14%	17%	12%	14%
					f				i		
Mean	**0.52**	0.54	0.5	0.35	0.37	0.5	0.58	0.65	0.36	0.54	0.65
							cd	cde		h	h
Don't know	**284**	95	184	34	53	59	61	77	87	120	77
	13%	9%	17%	14%	13%	15%	15%	11%	13%	15%	11%
			a				g			j	

	GENERATION				REGION						URBAN		SOCIAL GRADE	
	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)
UNWEIGHTED BASE	314	645	596	600	521	564	475	300	105	190	1834	321	1326	829
WEIGHTED BASE	300	651	571	633	512	561	485	308	104*	184	1829	326	1236	919
	14%	30%	26%	29%	24%	26%	23%	14%	5%*	9%	85%	15%	57%	43%
(+2) Increase a lot	30	70	81	125	64	91	77	39	13	23	241	65	183	123
	10%	11%	14%	20%	12%	16%	16%	13%	12%	12%	13%	20%	15%	13%
				klm								u		
(+1) Increase a little	106	227	207	243	199	180	180	105	46	72	664	119	490	293
	35%	35%	36%	38%	39%	32%	37%	34%	44%	39%	36%	36%	40%	32%
					p				p				x	
(0) Keep the same	76	159	130	106	107	132	105	70	13	43	415	56	264	206
	26%	24%	23%	17%	21%	23%	22%	23%	13%	23%	23%	17%	21%	22%
	n	n	n			s		s		s	v			
(-1) Decrease a little	32	68	43	64	45	60	41	31	16	14	182	25	109	99
	11%	10%	8%	10%	9%	11%	8%	10%	15%	7%	10%	8%	9%	11%
(-2) Decrease a lot	14	37	22	31	32	24	22	13	4	10	92	12	50	55
	5%	6%	4%	5%	6%	4%	5%	4%	4%	5%	5%	4%	4%	6%
All Increase (NET)	135	298	288	367	263	271	257	144	59	95	905	183	673	416
	45%	46%	50%	58%	51%	48%	53%	47%	56%	51%	49%	56%	54%	45%
				klm								u	x	
All Decrease (NET)	47	105	65	95	77	84	63	44	20	24	274	37	158	153
	16%	16%	11%	15%	15%	15%	13%	14%	19%	13%	15%	11%	13%	17%
		m												w
Mean	0.4	0.4	0.58	0.64	0.49	0.52	0.59	0.49	0.52	0.52	0.49	0.72	0.59	0.43
			kl	kl								u	x	
Don't know	41	90	88	65	65	75	60	49	13	23	235	49	141	144
	14%	14%	15%	10%	13%	13%	12%	16%	12%	12%	13%	15%	11%	16%
			n											w

	EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS			HOUSEHOLD SIZE			
	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)
UNWEIGHTED BASE	1101	1054	1462	693	1821	315	1214	704	237	457	717	449	532
WEIGHTED BASE	758	1397	1464	691	1839	299	1220	686	249	442	739	446	528
	35%	65%	68%	32%	85%	14%	57%	32%	12%	21%	34%	21%	24%
(+2) Increase a lot	119	187	198	108	277	24	182	90	34	66	111	64	64
	16%	13%	13%	16%	15%	8%	15%	13%	14%	15%	15%	14%	12%
					E								
(+1) Increase a little	314	469	537	245	683	95	455	227	101	152	270	165	196
	41%	34%	37%	36%	37%	32%	37%	33%	41%	34%	37%	37%	37%
	A												
(0) Keep the same	161	310	330	140	381	87	268	153	49	90	137	119	125
	21%	22%	23%	20%	21%	29%	22%	22%	20%	20%	18%	27%	24%
						D						IJ	J
(-1) Decrease a little	61	147	143	64	168	37	123	62	22	39	77	42	48
	8%	11%	10%	9%	9%	12%	10%	9%	9%	9%	10%	10%	9%
(-2) Decrease a lot	28	76	75	30	95	9	57	40	8	22	39	14	29
	4%	5%	5%	4%	5%	3%	5%	6%	3%	5%	5%	3%	6%
All Increase (NET)	433	656	735	354	960	118	637	317	135	218	381	229	260
	57%	47%	50%	51%	52%	40%	52%	46%	54%	49%	52%	51%	49%
	A				E		G		G				
All Decrease (NET)	89	223	218	94	264	46	180	102	30	61	116	57	78
	12%	16%	15%	14%	14%	16%	15%	15%	12%	14%	16%	13%	15%
		y											
Mean	0.64	0.46	0.5	0.58	0.55	0.34	0.54	0.47	0.62	0.54	0.53	0.55	0.47
	A				E								
Don't know	76	209	182	103	235	47	135	114	36	73	106	41	65
	10%	15%	12%	15%	13%	16%	11%	17%	14%	17%	14%	9%	12%
		y						F		K	K		

	CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	690	1465	622	606	142	245	908	695	674	809	1281	476
WEIGHTED BASE	676	1479	658	585	131	235	864	747	705	768	1279	482
	31%	69%	31%	27%	6%	11%	40%	35%	33%	36%	59%	22%
(+2) Increase a lot	86	221	126	89	14	25	119	134	117	126	188	78
	13%	15%	19%	15%	10%	11%	14%	18%	17%	16%	15%	16%
			QR					S				
(+1) Increase a little	253	530	225	270	56	77	393	238	215	370	516	168
	37%	36%	34%	46%	43%	33%	46%	32%	31%	48%	40%	35%
				OR			T			U	X	
(0) Keep the same	172	298	152	111	27	66	164	177	187	145	286	116
	25%	20%	23%	19%	20%	28%	19%	24%	27%	19%	22%	24%
	N					P		S	V			
(-1) Decrease a little	62	145	73	43	15	31	75	77	82	58	130	54
	9%	10%	11%	7%	11%	13%	9%	10%	12%	8%	10%	11%
			P			P			V			
(-2) Decrease a lot	35	70	29	22	5	21	31	47	43	30	51	38
	5%	5%	4%	4%	4%	9%	4%	6%	6%	4%	4%	8%
						OP		S				W
All Increase (NET)	338	750	351	359	70	102	513	371	332	496	705	245
	50%	51%	53%	61%	54%	43%	59%	50%	47%	65%	55%	51%
			R	OR			T			U		
All Decrease (NET)	97	215	103	65	20	52	106	124	125	87	181	91
	14%	15%	16%	11%	15%	22%	12%	17%	18%	11%	14%	19%
			P			OP		S	V			W
Mean	0.48	0.54	0.57	0.67	0.51	0.25	0.63	0.5	0.44	0.69	0.56	0.43
			R	R	R		T			U	X	
Don't know	69	216	53	50	15	15	82	74	60	40	106	30
	10%	15%	8%	8%	11%	6%	9%	10%	9%	5%	8%	6%
		M							V			

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base

Fieldwork: 16-19 February 2024

23-085423-07 - THE ECONOMY
16 - 19 FEBRUARY 2024
INTERNAL/CLIENT USE ONLY - DRAFT
IPSOS
22 Feb 2024

Table 11

Q7B And imagine the Conservative Party were to win the next General Election. To what extent, do you think they would increase, decrease or keep each of the following at the same level? SUMMARY TABLE

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Taxes that you personally pay	Spending on public services
UNWEIGHTED BASE	2155	2155
WEIGHTED BASE	2155	2155
(+2) Increase a lot	296	112
	14%	5%
(+1) Increase a little	618	329
	29%	15%
(0) Keep the same	664	615
	31%	29%
(-1) Decrease a little	258	459
	12%	21%
(-2) Decrease a lot	45	380
	2%	18%
All Increase (NET)	914	440
	42%	20%
All Decrease (NET)	302	839
	14%	39%
Mean	0.46	-0.35
Don't know	274	261
	13%	12%

Table 12

Q7B And imagine the Conservative Party were to win the next General Election. To what extent, do you think they would increase, decrease or keep each of the following at the same level? Taxes that you personally pay

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		GENDER		AGE					AGGREGATED AGE		
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)
UNWEIGHTED BASE	**2155**	1035	1097	260	411	385	415	684	671	800	684
WEIGHTED BASE	**2155**	1054	1078	247	408	390	395	715	655	784	715
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%
(+2) Increase a lot	**296**	142	150	35	75	62	45	79	110	107	79
	14%	13%	14%	14%	18%	16%	11%	11%	17%	14%	11%
					fg	g			j		
(+1) Increase a little	**618**	306	307	74	121	111	110	203	195	220	203
	29%	29%	28%	30%	30%	28%	28%	28%	30%	28%	28%
(0) Keep the same	**664**	344	314	59	113	107	136	250	171	243	250
	31%	33%	29%	24%	28%	27%	34%	35%	26%	31%	35%
							ce	cde			h
(-1) Decrease a little	**258**	147	109	24	35	47	51	101	59	98	101
	12%	14%	10%	10%	9%	12%	13%	14%	9%	12%	14%
		b						d		h	h
(-2) Decrease a lot	**45**	27	18	14	10	6	5	9	24	11	9
	2%	3%	2%	6%	3%	2%	1%	1%	4%	1%	1%
				efg					ij		
All Increase (NET)	**914**	447	457	109	196	173	155	281	305	328	281
	42%	42%	42%	44%	48%	44%	39%	39%	47%	42%	39%
					fg				j		
All Decrease (NET)	**302**	175	127	38	45	53	56	110	83	109	110
	14%	17%	12%	15%	11%	14%	14%	15%	13%	14%	15%
		b									
Mean	**0.46**	0.4	0.52	0.45	0.61	0.53	0.4	0.37	0.55	0.46	0.37
			a		fg	g			j		
Don't know	**274**	89	180	42	53	57	48	74	95	105	74
	13%	8%	17%	17%	13%	15%	12%	10%	15%	13%	10%
			a	g		g			j		

	GENERATION				REGION						URBAN	
	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)
UNWEIGHTED BASE	314	645	596	600	521	564	475	300	105	190	1834	321
WEIGHTED BASE	300	651	571	633	512	561	485	308	104*	184	1829	326
	14%	30%	26%	29%	24%	26%	23%	14%	5%*	9%	85%	15%
(+2) Increase a lot	44	114	69	69	63	68	73	48	14	29	259	37
	15%	18%	12%	11%	12%	12%	15%	16%	14%	16%	14%	11%
		mn										
(+1) Increase a little	91	190	163	174	144	166	147	88	26	47	534	84
	30%	29%	29%	27%	28%	30%	30%	29%	25%	26%	29%	26%
(0) Keep the same	73	182	184	225	172	173	152	76	37	54	549	115
	24%	28%	32%	36%	34%	31%	31%	25%	35%	29%	30%	35%
			k	kl	r							
(-1) Decrease a little	26	63	74	94	49	64	60	42	14	28	212	46
	9%	10%	13%	15%	10%	11%	12%	14%	14%	15%	12%	14%
				kl								
(-2) Decrease a lot	17	13	6	9	15	10	6	10	2	2	43	2
	6%	2%	1%	1%	3%	2%	1%	3%	2%	1%	2%	1%
	lmn										v	
All Increase (NET)	135	305	232	243	207	234	220	136	41	77	794	120
	45%	47%	41%	38%	40%	42%	45%	44%	39%	42%	43%	37%
		mn									v	
All Decrease (NET)	43	76	80	103	65	74	66	52	16	30	255	48
	14%	12%	14%	16%	13%	13%	14%	17%	15%	16%	14%	15%
				l								
Mean	0.47	0.59	0.43	0.35	0.43	0.45	0.51	0.46	0.4	0.46	0.47	0.38
		mn										
Don't know	49	89	74	62	68	81	48	43	11	23	231	43
	16%	14%	13%	10%	13%	14%	10%	14%	10%	13%	13%	13%
	n					q						

	SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS			HOUSEHOLD SIZE			
	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)
UNWEIGHTED BASE	1326	829	1101	1054	1462	693	1821	315	1214	704	237	457	717	449	532
WEIGHTED BASE	1236	919	758	1397	1464	691	1839	299	1220	686	249	442	739	446	528
	57%	43%	35%	65%	68%	32%	85%	14%	57%	32%	12%	21%	34%	21%	24%
(+2) Increase a lot	169	127	112	184	219	77	251	40	179	94	22	52	96	67	81
	14%	14%	15%	13%	15%	11%	14%	13%	15%	14%	9%	12%	13%	15%	15%
					C				H						
(+1) Increase a little	367	251	218	400	435	183	528	87	350	188	80	112	206	136	163
	30%	27%	29%	29%	30%	27%	29%	29%	29%	27%	32%	25%	28%	31%	31%
(0) Keep the same	377	288	237	428	447	218	578	83	398	179	87	137	249	139	139
	30%	31%	31%	31%	31%	32%	31%	28%	33%	26%	35%	31%	34%	31%	26%
									G		G		L		
(-1) Decrease a little	163	94	94	164	172	86	220	36	153	75	29	55	95	52	56
	13%	10%	12%	12%	12%	12%	12%	12%	13%	11%	12%	13%	13%	12%	11%
(-2) Decrease a lot	22	23	14	31	26	18	34	11	20	24	1	6	8	9	22
	2%	3%	2%	2%	2%	3%	2%	4%	2%	3%	*	1%	1%	2%	4%
										FH					IJ
All Increase (NET)	536	378	330	584	654	260	779	127	529	282	103	164	302	204	244
	43%	41%	44%	42%	45%	38%	42%	42%	43%	41%	41%	37%	41%	46%	46%
					C									I	I
All Decrease (NET)	185	118	108	194	198	104	254	47	173	99	30	61	103	60	78
	15%	13%	14%	14%	14%	15%	14%	16%	14%	14%	12%	14%	14%	14%	15%
Mean	0.45	0.47	0.47	0.45	0.5	0.37	0.46	0.43	0.47	0.45	0.43	0.41	0.44	0.5	0.49
					C										
Don't know	139	135	83	191	166	108	228	42	119	124	30	80	85	43	66
	11%	15%	11%	14%	11%	16%	12%	14%	10%	18%	12%	18%	12%	10%	13%
		w				B				FH		JKL			

	CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	690	1465	622	606	142	245	908	695	674	809	1281	476
WEIGHTED BASE	676	1479	658	585	131	235	864	747	705	768	1279	482
	31%	69%	31%	27%	6%	11%	40%	35%	33%	36%	59%	22%
(+2) Increase a lot	107	189	61	96	19	44	124	98	123	95	194	64
	16%	13%	9%	16%	14%	19%	14%	13%	17%	12%	15%	13%
				O		O			V			
(+1) Increase a little	198	420	180	212	38	64	268	231	207	244	408	130
	29%	28%	27%	36%	29%	27%	31%	31%	29%	32%	32%	27%
				OR								
(0) Keep the same	202	462	248	148	48	80	276	234	186	277	417	148
	30%	31%	38%	25%	36%	34%	32%	31%	26%	36%	33%	31%
			P		P	P				U		
(-1) Decrease a little	76	181	114	68	14	25	107	113	114	92	148	84
	11%	12%	17%	12%	10%	11%	12%	15%	16%	12%	12%	17%
			PR						V			W
(-2) Decrease a lot	18	26	12	9	3	8	15	15	28	9	19	22
	3%	2%	2%	2%	2%	3%	2%	2%	4%	1%	1%	5%
									V			W
All Increase (NET)	305	609	240	308	56	108	392	329	330	339	602	194
	45%	41%	37%	53%	43%	46%	45%	44%	47%	44%	47%	40%
				O		O					X	
All Decrease (NET)	95	208	126	77	17	32	121	128	143	102	167	106
	14%	14%	19%	13%	13%	14%	14%	17%	20%	13%	13%	22%
			P						V			W
Mean	0.5	0.44	0.26	0.6	0.46	0.51	0.48	0.41	0.43	0.45	0.51	0.29
				O		O					X	
Don't know	74	200	43	52	11	15	75	55	47	50	92	33
	11%	14%	7%	9%	8%	6%	9%	7%	7%	7%	7%	7%

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base

Table 13
Q7B And imagine the Conservative Party were to win the next General Election. To what extent, do you think they would increase, decrease or keep each of the following at the same level? Spending on public services

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		GENDER		AGE					AGGREGATED AGE		
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)
UNWEIGHTED BASE	2155	1035	1097	260	411	385	415	684	671	800	684
WEIGHTED BASE	2155	1054	1078	247	408	390	395	715	655	784	715
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%
(+2) Increase a lot	112	54	57	22	32	24	16	18	54	40	18
	5%	5%	5%	9%	8%	6%	4%	2%	8%	5%	2%
				fg	fg	g			ij	j	
(+1) Increase a little	329	171	156	51	81	54	50	93	131	104	93
	15%	16%	14%	20%	20%	14%	13%	13%	20%	13%	13%
				efg	efg				ij		
(0) Keep the same	615	307	301	72	126	106	115	196	198	221	196
	29%	29%	28%	29%	31%	27%	29%	27%	30%	28%	27%
(-1) Decrease a little	459	229	224	50	67	85	93	165	117	178	165
	21%	22%	21%	20%	16%	22%	24%	23%	18%	23%	23%
							d	d		h	h
(-2) Decrease a lot	380	209	169	19	53	61	73	175	71	134	175
	18%	20%	16%	8%	13%	16%	18%	24%	11%	17%	24%
		b			c	c	cd	cdef		h	hi
All Increase (NET)	440	224	213	73	113	78	66	111	186	144	111
	20%	21%	20%	29%	28%	20%	17%	15%	28%	18%	15%
				efg	efg				ij		
All Decrease (NET)	839	438	393	69	119	146	165	339	188	311	339
	39%	42%	36%	28%	29%	37%	42%	47%	29%	40%	47%
		b				cd	cd	cde		h	hi
Mean	-0.35	-0.38	-0.32	0.04	-0.07	-0.32	-0.45	-0.6	-0.03	-0.39	-0.6
				efg	efg	g			ij	j	
Don't know	261	85	171	33	49	61	48	69	83	109	69
	12%	8%	16%	14%	12%	16%	12%	10%	13%	14%	10%
			a			g				j	

	GENERATION				REGION						URBAN	
	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)
UNWEIGHTED BASE	314	645	596	600	521	564	475	300	105	190	1834	321
WEIGHTED BASE	300	651	571	633	512	561	485	308	104*	184	1829	326
	14%	30%	26%	29%	24%	26%	23%	14%	5%*	9%	85%	15%
(+2) Increase a lot	25	46	27	13	22	25	31	20	4	9	96	15
	8%	7%	5%	2%	4%	4%	6%	6%	4%	5%	5%	5%
	mn	n	n									
(+1) Increase a little	69	107	69	84	70	84	73	63	11	28	279	50
	23%	16%	12%	13%	14%	15%	15%	20%	10%	15%	15%	15%
	lmn	m						os				
(0) Keep the same	85	189	164	177	145	168	146	87	27	41	519	96
	28%	29%	29%	28%	28%	30%	30%	28%	26%	22%	28%	29%
(-1) Decrease a little	57	124	128	150	110	117	112	52	32	37	381	78
	19%	19%	22%	24%	21%	21%	23%	17%	30%	20%	21%	24%
									pr			
(-2) Decrease a lot	22	100	103	155	100	93	77	41	20	49	333	47
	7%	15%	18%	25%	20%	17%	16%	13%	19%	27%	18%	14%
		k	k	klm	r					pqr		
All Increase (NET)	94	153	97	96	92	109	105	82	15	37	375	65
	31%	24%	17%	15%	18%	19%	22%	27%	14%	20%	21%	20%
	lmn	mn						ops				
All Decrease (NET)	79	223	231	305	210	210	188	93	51	86	714	125
	26%	34%	40%	48%	41%	37%	39%	30%	49%	46%	39%	38%
		k	kl	klm	r		r		pr	pr		
Mean	0.07	-0.22	-0.43	-0.61	-0.44	-0.35	-0.29	-0.12	-0.55	-0.54	-0.36	-0.32
	lmn	mn	n				t	ops t				
Don't know	42	85	79	55	65	74	46	45	11	21	221	40
	14%	13%	14%	9%	13%	13%	9%	15%	10%	11%	12%	12%
	n	n	n					q				

	SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS		
	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)
UNWEIGHTED BASE	1326	829	1101	1054	1462	693	1821	315	1214	704	237
WEIGHTED BASE	1236	919	758	1397	1464	691	1839	299	1220	686	249
	57%	43%	35%	65%	68%	32%	85%	14%	57%	32%	12%
(+2) Increase a lot	59	53	45	67	77	34	85	25	61	43	8
	5%	6%	6%	5%	5%	5%	5%	8%	5%	6%	3%
								D			
(+1) Increase a little	188	141	125	203	238	90	258	69	200	93	36
	15%	15%	17%	15%	16%	13%	14%	23%	16%	14%	15%
								D			
(0) Keep the same	355	260	200	415	424	191	518	93	368	180	67
	29%	28%	26%	30%	29%	28%	28%	31%	30%	26%	27%
(-1) Decrease a little	279	180	184	275	319	140	416	40	258	146	55
	23%	20%	24%	20%	22%	20%	23%	13%	21%	21%	22%
			A				E				
(-2) Decrease a lot	222	158	136	244	239	141	349	28	211	115	54
	18%	17%	18%	17%	16%	20%	19%	9%	17%	17%	22%
						B	E				
All Increase (NET)	246	194	171	270	315	125	343	94	260	136	45
	20%	21%	23%	19%	22%	18%	19%	31%	21%	20%	18%
								D			
All Decrease (NET)	501	338	320	519	558	281	765	68	469	260	109
	41%	37%	42%	37%	38%	41%	42%	23%	38%	38%	44%
			A				E				
Mean	-0.38	-0.31	-0.35	-0.35	-0.31	-0.44	-0.42	0.09	-0.33	-0.34	-0.5
					C			D			
Don't know	134	127	68	194	167	94	212	45	123	110	28
	11%	14%	9%	14%	11%	14%	12%	15%	10%	16%	11%
				v						F	

	HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	457	717	449	532	690	1465	622	606	142	245	908	695	674	809	1281	476
WEIGHTED BASE	442	739	446	528	676	1479	658	585	131	235	864	747	705	768	1279	482
	21%	34%	21%	24%	31%	69%	31%	27%	6%	11%	40%	35%	33%	36%	59%	22%
(+2) Increase a lot	15	22	24	51	59	53	27	42	10	11	45	36	50	34	70	26
	3%	3%	5%	10%	9%	4%	4%	7%	8%	5%	5%	5%	7%	4%	5%	5%
			J	IJK	N			O					V			
(+1) Increase a little	50	113	66	99	127	201	139	75	12	34	130	118	126	128	223	76
	11%	15%	15%	19%	19%	14%	21%	13%	9%	15%	15%	16%	18%	17%	17%	16%
				I	N		PQR									
(0) Keep the same	110	204	142	159	209	406	261	120	33	60	206	253	255	177	361	173
	25%	28%	32%	30%	31%	27%	40%	21%	25%	25%	24%	34%	36%	23%	28%	36%
			I				PQR					S	V			W
(-1) Decrease a little	97	167	102	93	125	334	132	139	37	49	204	164	153	177	310	88
	22%	23%	23%	18%	19%	23%	20%	24%	28%	21%	24%	22%	22%	23%	24%	18%
		L				M			O						X	
(-2) Decrease a lot	100	150	69	60	86	293	56	171	22	69	206	118	68	214	222	89
	23%	20%	16%	11%	13%	20%	8%	29%	17%	29%	24%	16%	10%	28%	17%	18%
	KL	L				M		OQ	O	OQ	T			U		
All Increase (NET)	66	135	90	150	186	254	166	117	23	45	176	153	175	162	293	102
	15%	18%	20%	28%	28%	17%	25%	20%	17%	19%	20%	21%	25%	21%	23%	21%
			I	IJK	N		P									
All Decrease (NET)	197	317	171	154	211	627	188	310	59	118	410	282	221	391	533	177
	45%	43%	38%	29%	31%	42%	29%	53%	45%	50%	47%	38%	31%	51%	42%	37%
	L	L	L			M		O	O	O	T			U		
Mean	-0.58	-0.47	-0.31	-0.03	-0.09	-0.48	-0.08	-0.59	-0.41	-0.59	-0.5	-0.31	-0.1	-0.56	-0.33	-0.31
			IJ	IJK	N		PQR					S	V			
Don't know	70	84	42	66	69	192	44	38	16	12	72	59	53	38	92	31
	16%	11%	9%	12%	10%	13%	7%	6%	12%	5%	8%	8%	8%	5%	7%	6%
	JK								OPR							

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base

Fieldwork: 16-19 February 2024

23-085423-07 - THE ECONOMY
16 - 19 FEBRUARY 2024
INTERNAL/CLIENT USE ONLY - DRAFT
IPSOS

22 Feb 2024

Table 14
Q8 As you may know, Chancellor Jeremy Hunt will be announcing the next budget on Wednesday, 6th March. Imagine the Chancellor had the choice between cutting taxes for individuals, meaning you personally pay less tax even if it means spending less on public services, or spending more money on public services even if it means you personally paying more in taxes. Which of the following would you prefer?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		GENDER		AGE					AGGREGATED AGE		
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)
UNWEIGHTED BASE	2155	1035	1097	260	411	385	415	684	671	800	684
WEIGHTED BASE	2155	1054	1078	247	408	390	395	715	655	784	715
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%
Increase spending on public services, even if it means I personally pay more in taxes	768	396	363	71	112	111	141	332	183	252	332
	36%	38%	34%	29%	27%	29%	36%	46%	28%	32%	46%
							de	cdef			hi
Cut the taxes I pay personally, even if it means spending less on public services	705	377	323	103	173	151	110	168	276	261	168
	33%	36%	30%	42%	43%	39%	28%	23%	42%	33%	23%
		b		fg	fg	fg			ij	j	
Neither	388	170	214	27	74	68	86	133	101	154	133
	18%	16%	20%	11%	18%	18%	22%	19%	15%	20%	19%
			a		c	c	c	c		h	
Don't know	294	111	178	46	49	59	58	82	95	117	82
	14%	11%	16%	19%	12%	15%	15%	12%	14%	15%	12%
			a	dg							

	GENERATION				REGION						URBAN		SOCIAL GRADE	
	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)
UNWEIGHTED BASE	314	645	596	600	521	564	475	300	105	190	1834	321	1326	829
WEIGHTED BASE	300	651	571	633	512	561	485	308	104*	184	1829	326	1236	919
	14%	30%	26%	29%	24%	26%	23%	14%	5%*	9%	85%	15%	57%	43%
Increase spending on public services, even if it means I personally pay more in taxes	91	180	195	302	195	188	184	91	34	75	647	121	502	266
	30%	28%	34%	48%	38%	34%	38%	30%	32%	41%	35%	37%	41%	29%
			l	klm	r		r			r			x	
Cut the taxes I pay personally, even if it means spending less on public services	128	260	166	152	155	199	162	112	30	48	606	99	377	328
	43%	40%	29%	24%	30%	35%	33%	36%	28%	26%	33%	30%	31%	36%
	mn	mn				t		t						w
Neither	31	121	123	113	90	105	72	58	20	43	326	62	218	170
	10%	19%	22%	18%	18%	19%	15%	19%	19%	23%	18%	19%	18%	19%
		k	k	k						q				
Don't know	50	90	87	67	72	69	67	46	21	18	249	45	139	155
	17%	14%	15%	11%	14%	12%	14%	15%	20%	10%	14%	14%	11%	17%
	n		n						pt					w

	EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS			HOUSEHOLD SIZE			
	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)
UNWEIGHTED BASE	1101	1054	1462	693	1821	315	1214	704	237	457	717	449	532
WEIGHTED BASE	758	1397	1464	691	1839	299	1220	686	249	442	739	446	528
	35%	65%	68%	32%	85%	14%	57%	32%	12%	21%	34%	21%	24%
Increase spending on public services, even if it means I personally pay more in taxes	324	444	491	277	691	72	441	219	108	171	304	150	143
	43%	32%	34%	40%	38%	24%	36%	32%	43%	39%	41%	34%	27%
	A			B	E				FG	L	KL	L	
Cut the taxes I pay personally, even if it means spending less on public services	229	476	525	180	559	140	415	228	62	118	226	156	205
	30%	34%	36%	26%	30%	47%	34%	33%	25%	27%	31%	35%	39%
			C			D	H	H				I	IJ
Neither	129	259	259	129	343	44	225	115	48	87	129	78	94
	17%	19%	18%	19%	19%	15%	18%	17%	19%	20%	17%	18%	18%
Don't know	76	218	189	105	246	43	140	124	31	66	80	62	86
	10%	16%	13%	15%	13%	14%	11%	18%	12%	15%	11%	14%	16%
		y						F					J

	CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	690	1465	622	606	142	245	908	695	674	809	1281	476
WEIGHTED BASE	676	1479	658	585	131	235	864	747	705	768	1279	482
	31%	69%	31%	27%	6%	11%	40%	35%	33%	36%	59%	22%
Increase spending on public services, even if it means I personally pay more in taxes	199	568	206	297	67	99	409	234	-	768	524	150
	29%	38%	31%	51%	51%	42%	47%	31%	-	100%	41%	31%
		M		OR	O	O	T			U	X	
Cut the taxes I pay personally, even if it means spending less on public services	262	443	280	129	33	81	234	299	705	-	419	219
	39%	30%	43%	22%	25%	34%	27%	40%	100%	-	33%	45%
	N		PQR			P		S	V			W
Neither	124	264	125	77	24	41	118	160	-	-	235	73
	18%	18%	19%	13%	18%	17%	14%	21%	-	-	18%	15%
			P					S				
Don't know	91	203	47	81	7	14	103	53	-	-	100	41
	13%	14%	7%	14%	6%	6%	12%	7%	-	-	8%	9%
				OQR			T					

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base

Table 15

Q9 Imagine that the government was in a position where it felt it could cut taxes. Which, if any, of the following types of tax would you most prefer to see cut? Please choose up to three from the list below.

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		GENDER		AGE					AGGREGATED AGE			GENERATION			
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)
UNWEIGHTED BASE	2155	1035	1097	260	411	385	415	684	671	800	684	314	645	596	600
WEIGHTED BASE	2155	1054	1078	247	408	390	395	715	655	784	715	300	651	571	633
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	30%	26%	29%
Income tax paid on income between £12,570 under £50,000	1056	507	536	98	178	181	197	402	276	378	402	113	306	274	363
	49%	48%	50%	40%	44%	46%	50%	56%	42%	48%	56%	38%	47%	48%	57%
							c	cde		h	hi		k	k	klm
Income tax paid on income between £50,000 and £125,000	183	96	84	24	50	46	34	29	74	80	29	29	78	54	23
	9%	9%	8%	10%	12%	12%	9%	4%	11%	10%	4%	10%	12%	9%	4%
				g	g	g	g		j	j		n	n	n	
Income tax paid on income over £125,000	96	67	28	20	24	25	15	11	44	40	11	25	39	22	10
	4%	6%	3%	8%	6%	7%	4%	2%	7%	5%	2%	8%	6%	4%	2%
		b		fg	g	g	g		j	j		mn	n	n	
Income taxes (NET)	1237	615	607	117	233	230	228	429	350	457	429	140	391	321	385
	57%	58%	56%	47%	57%	59%	58%	60%	53%	58%	60%	47%	60%	56%	61%
					c	c	c	c			h		k	k	k
Property-related taxes (NET)	1051	470	570	91	198	190	191	381	289	381	381	110	324	281	336
	49%	45%	53%	37%	49%	49%	48%	53%	44%	49%	53%	37%	50%	49%	53%
			a		c	c	c	c			h		k	k	k
Consumption taxes (NET)	1005	516	480	95	158	158	194	400	253	352	400	113	261	274	357
	47%	49%	45%	39%	39%	41%	49%	56%	39%	45%	56%	38%	40%	48%	56%
							cde	cdef		h	hi			kl	klm
Council tax	936	423	504	77	178	172	178	332	255	350	332	92	293	259	291
	43%	40%	47%	31%	44%	44%	45%	46%	39%	45%	46%	31%	45%	45%	46%
			a		c	c	c	c		h	h		k	k	k
VAT	542	296	241	54	87	89	91	222	140	180	222	65	143	133	201
	25%	28%	22%	22%	21%	23%	23%	31%	21%	23%	31%	22%	22%	23%	32%
		b						cdef			hi				klm
Fuel duty	537	253	279	33	65	76	117	246	98	193	246	40	116	159	222
	25%	24%	26%	13%	16%	20%	30%	34%	15%	25%	34%	13%	18%	28%	35%
							cde	cde		h	hi			kl	klm
National insurance	444	201	235	51	137	102	79	75	188	181	75	63	197	121	63
	21%	19%	22%	21%	34%	26%	20%	10%	29%	23%	10%	21%	30%	21%	10%
				g	cefg	g	g		ij	j		n	kmn	n	
Windfall taxes (NET)	383	183	197	39	64	63	66	151	102	129	151	46	102	101	133
	18%	17%	18%	16%	16%	16%	17%	21%	16%	16%	21%	15%	16%	18%	21%
								d			hi				l
Inheritance tax	316	143	172	28	42	47	61	139	70	108	139	31	72	93	121
	15%	14%	16%	11%	10%	12%	15%	19%	11%	14%	19%	10%	11%	16%	19%
							d	cde			hi			kl	kl
Corporate taxes (NET)	199	117	81	25	47	36	29	62	72	64	62	36	60	47	56
	9%	11%	8%	10%	12%	9%	7%	9%	11%	8%	9%	12%	9%	8%	9%
		b			f										
None of these	21	10	10	7	2	5	3	4	9	8	4	7	4	6	4
	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
				dfg								ln			
I would not want to see any taxes cut	77	42	33	15	7	10	10	36	21	20	36	18	11	16	33
	4%	4%	3%	6%	2%	3%	2%	5%	3%	3%	5%	6%	2%	3%	5%
				def				d			i	lm			l
Stamp duty	188	80	106	19	33	34	22	79	53	56	79	24	56	35	74
	9%	8%	10%	8%	8%	9%	6%	11%	8%	7%	11%	8%	9%	6%	12%
								f			i				m
Tobacco and alcohol duty	141	92	47	25	32	19	24	41	57	43	41	27	45	33	36
	7%	9%	4%	10%	8%	5%	6%	6%	9%	5%	6%	9%	7%	6%	6%
		b		eg					i						
Business rates	134	80	53	13	29	22	20	50	42	43	50	20	36	33	45
	6%	8%	5%	5%	7%	6%	5%	7%	6%	5%	7%	7%	6%	6%	7%
		b													
Capital gains tax	95	57	38	12	26	18	14	26	38	32	26	16	37	17	26
	4%	5%	4%	5%	6%	5%	4%	4%	6%	4%	4%	5%	6%	3%	4%
					g								m		
Corporation tax	74	43	31	12	21	16	9	16	33	25	16	18	24	17	15
	3%	4%	3%	5%	5%	4%	2%	2%	5%	3%	2%	6%	4%	3%	2%
					fg				j			mn			
Don't know	147	59	88	23	28	34	33	30	51	67	30	30	46	48	23
	7%	6%	8%	9%	7%	9%	8%	4%	8%	8%	4%	10%	7%	8%	4%
			a	g		g	g		j	j		n	n	n	

	REGION						URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY	
	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)
UNWEIGHTED BASE	521	564	475	300	105	190	1834	321	1326	829	1101	1054	1462	693	1821	315
WEIGHTED BASE	512	561	485	308	104*	184	1829	326	1236	919	758	1397	1464	691	1839	299
	24%	26%	23%	14%	5%*	9%	85%	15%	57%	43%	35%	65%	68%	32%	85%	14%
Income tax paid on income between £12,570 under £50,000	268	271	238	136	53	89	886	170	639	417	367	689	736	320	929	119
	52%	48%	49%	44%	51%	49%	48%	52%	52%	45%	48%	49%	50%	46%	51%	40%
	r								x						E	
Income tax paid on income between £50,000 and £125,000	37	45	38	44	7	12	160	23	131	52	90	94	142	42	142	41
	7%	8%	8%	14%	7%	7%	9%	7%	11%	6%	12%	7%	10%	6%	8%	14%
				opqt					x		A		C			D
Income tax paid on income over £125,000	18	26	18	27	2	5	87	9	60	35	39	57	79	16	73	23
	3%	5%	4%	9%	2%	3%	5%	3%	5%	4%	5%	4%	5%	2%	4%	8%
				opqst									C			D
Income taxes (NET)	306	307	277	184	60	102	1048	189	769	468	458	779	884	353	1064	165
	60%	55%	57%	60%	57%	56%	57%	58%	62%	51%	60%	56%	60%	51%	58%	55%
									x		A		C			
Property-related taxes (NET)	263	282	237	139	54	77	883	168	593	458	357	694	709	342	909	137
	51%	50%	49%	45%	51%	42%	48%	51%	48%	50%	47%	50%	48%	50%	49%	46%
	t															
Consumption taxes (NET)	230	272	240	122	49	92	835	170	556	449	317	688	650	355	882	117
	45%	48%	49%	40%	47%	50%	46%	52%	45%	49%	42%	49%	44%	51%	48%	39%
		r	r			r		u				y		B	E	
Council tax	243	248	206	120	48	72	793	143	511	425	304	632	634	302	808	122
	47%	44%	42%	39%	46%	39%	43%	44%	41%	46%	40%	45%	43%	44%	44%	41%
	r									w		y				
VAT	124	135	126	74	29	53	456	86	286	256	176	366	348	194	482	58
	24%	24%	26%	24%	28%	29%	25%	26%	23%	28%	23%	26%	24%	28%	26%	19%
										w				B	E	
Fuel duty	122	157	134	46	31	47	429	108	305	232	162	375	334	203	483	52
	24%	28%	28%	15%	30%	26%	23%	33%	25%	25%	21%	27%	23%	29%	26%	17%
	r	r	r		r	r		u				y		B	E	
National insurance	116	119	84	68	25	31	385	59	283	161	179	265	353	92	366	72
	23%	21%	17%	22%	24%	17%	21%	18%	23%	17%	24%	19%	24%	13%	20%	24%
									x		A		C			
Windfall taxes (NET)	81	104	90	69	19	20	326	57	233	149	140	243	246	137	325	57
	16%	18%	19%	22%	18%	11%	18%	17%	19%	16%	18%	17%	17%	20%	18%	19%
		t	t	ot												
Inheritance tax	62	95	79	48	17	16	263	53	191	125	109	208	199	118	276	40
	12%	17%	16%	16%	16%	9%	14%	16%	15%	14%	14%	15%	14%	17%	15%	13%
		ot	t	t										B		
Corporate taxes (NET)	43	45	39	39	10	23	176	23	135	64	102	97	146	53	166	33
	8%	8%	8%	13%	9%	12%	10%	7%	11%	7%	13%	7%	10%	8%	9%	11%
				p					x		A					
None of these	3	3	2	6	-	6	18	3	7	14	6	15	14	7	17	3
	1%	1%	*	2%	-	3%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
				q		opq				w						
I would not want to see any taxes cut	21	13	20	10	3	9	65	12	43	34	34	44	37	41	63	13
	4%	2%	4%	3%	3%	5%	4%	4%	3%	4%	4%	3%	3%	6%	3%	4%
														B		
Stamp duty	39	48	54	32	9	7	149	39	120	68	77	111	118	70	169	19
	8%	9%	11%	10%	8%	4%	8%	12%	10%	7%	10%	8%	8%	10%	9%	6%
		t	t	t				u								
Tobacco and alcohol duty	18	43	38	17	10	14	123	17	57	83	42	99	91	50	112	26
	4%	8%	8%	6%	10%	8%	7%	5%	5%	9%	6%	7%	6%	7%	6%	9%
		o	o		o	o				w						
Business rates	32	30	25	23	5	19	117	18	91	43	67	68	96	39	117	17
	6%	5%	5%	8%	5%	10%	6%	5%	7%	5%	9%	5%	7%	6%	6%	6%
						pq			x		A					
Capital gains tax	26	20	16	25	2	6	91	5	63	33	46	50	64	31	74	21
	5%	4%	3%	8%	2%	3%	5%	1%	5%	4%	6%	4%	4%	5%	4%	7%
				pqst			v				A					D
Corporation tax	11	18	16	17	6	6	68	7	52	22	41	34	57	17	57	17
	2%	3%	3%	6%	6%	3%	4%	2%	4%	2%	5%	2%	4%	3%	3%	6%
				o					x		A					D
Don't know	35	40	31	19	9	13	123	24	67	81	37	110	97	51	120	25
	7%	7%	6%	6%	9%	7%	7%	7%	5%	9%	5%	8%	7%	7%	7%	8%
										w		y				

	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	1214	704	237	457	717	449	532	690	1465	622	606	142	245	908	695	674	809	1281	476
WEIGHTED BASE	1220	686	249	442	739	446	528	676	1479	658	585	131	235	864	747	705	768	1279	482
	57%	32%	12%	21%	34%	21%	24%	31%	69%	31%	27%	6%	11%	40%	35%	33%	36%	59%	22%
Income tax paid on income between £12,570 under £50,000	642	282	132	204	398	219	235	305	751	353	285	55	109	427	410	407	377	671	245
	53%	41%	53%	46%	54%	49%	45%	45%	51%	54%	49%	42%	46%	49%	55%	58%	49%	52%	51%
	G		G		IL				M	Q					S	V			
Income tax paid on income between £50,000 and £125,000	116	50	18	28	47	42	66	83	101	62	44	10	21	80	57	88	57	116	50
	9%	7%	7%	6%	6%	9%	13%	12%	7%	9%	7%	7%	9%	9%	8%	13%	7%	9%	10%
							IJ	N								V			
Income tax paid on income over £125,000	47	43	5	18	20	26	31	40	55	24	32	11	13	48	22	40	38	64	25
	4%	6%	2%	4%	3%	6%	6%	6%	4%	4%	5%	8%	6%	6%	3%	6%	5%	5%	5%
		FH				J	J	N				O		T					
Income taxes (NET)	748	341	149	233	446	263	295	393	844	416	336	70	131	514	464	485	441	793	293
	61%	50%	60%	53%	60%	59%	56%	58%	57%	63%	57%	54%	56%	60%	62%	69%	58%	62%	61%
	G		G		I											V			
Property-related taxes (NET)	625	294	132	186	394	226	245	335	716	336	291	55	105	417	388	375	359	660	236
	51%	43%	53%	42%	53%	51%	47%	50%	48%	51%	50%	42%	45%	48%	52%	53%	47%	52%	49%
	G		G		IL	I										V			
Consumption taxes (NET)	580	299	125	210	352	204	238	293	712	359	246	65	102	371	419	344	359	658	235
	48%	44%	50%	48%	48%	46%	45%	43%	48%	55%	42%	50%	43%	43%	56%	49%	47%	51%	49%
									M	PR					S				
Council tax	547	268	121	172	348	194	223	299	637	291	266	49	91	366	346	340	311	587	204
	45%	39%	49%	39%	47%	43%	42%	44%	43%	44%	45%	37%	39%	42%	46%	48%	40%	46%	42%
	G		G		I											V			
VAT	294	185	63	125	191	105	121	151	391	193	133	38	56	195	228	184	199	355	133
	24%	27%	25%	28%	26%	24%	23%	22%	26%	29%	23%	29%	24%	23%	31%	26%	26%	28%	27%
										P					S				
Fuel duty	335	126	76	109	198	109	121	153	384	211	115	36	58	198	235	173	186	360	117
	27%	18%	31%	25%	27%	24%	23%	23%	26%	32%	20%	27%	25%	23%	31%	24%	24%	28%	24%
	G		G							P					S				
National insurance	260	143	41	66	134	121	123	187	257	121	150	27	48	199	135	199	133	274	109
	21%	21%	16%	15%	18%	27%	23%	28%	17%	18%	26%	20%	21%	23%	18%	28%	17%	21%	23%
						IJ	IJ	N			O			T		V			
Windfall taxes (NET)	222	107	54	73	144	77	89	127	256	167	77	27	30	159	151	123	137	247	90
	18%	16%	22%	16%	19%	17%	17%	19%	17%	25%	13%	21%	13%	18%	20%	17%	18%	19%	19%
			G							PR		PR							
Inheritance tax	177	89	51	65	130	57	64	90	226	148	61	19	21	130	130	102	113	197	78
	14%	13%	21%	15%	18%	13%	12%	13%	15%	22%	10%	14%	9%	15%	17%	14%	15%	15%	16%
			FG		KL					PQR									
Corporate taxes (NET)	105	66	28	45	56	49	50	80	119	79	45	17	28	81	79	66	96	126	52
	9%	10%	11%	10%	8%	11%	9%	12%	8%	12%	8%	13%	12%	9%	11%	9%	13%	10%	11%
								N		P									
None of these	10	9	1	6	5	4	6	8	13	2	3	-	8	5	7	7	3	8	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	-	4%	1%	1%	1%	*	1%	2%
													OPQ						W
I would not want to see any taxes cut	35	33	9	23	25	11	17	7	71	9	29	7	11	45	10	5	52	42	8
	3%	5%	4%	5%	3%	3%	3%	1%	5%	1%	5%	6%	5%	5%	1%	1%	7%	3%	2%
		F							M		O	O	O	T			U		
Stamp duty	123	41	24	21	92	46	30	58	130	66	48	11	22	85	67	46	84	124	43
	10%	6%	10%	5%	12%	10%	6%	9%	9%	10%	8%	8%	9%	10%	9%	7%	11%	10%	9%
	G				IL	IL											U		
Tobacco and alcohol duty	77	56	8	23	45	31	41	44	96	41	42	7	10	40	62	50	45	77	41
	6%	8%	3%	5%	6%	7%	8%	7%	7%	6%	7%	5%	4%	5%	8%	7%	6%	6%	9%
		H													S				
Business rates	70	45	19	34	44	29	28	47	87	59	28	13	16	56	55	36	70	88	33
	6%	7%	8%	8%	6%	6%	5%	7%	6%	9%	5%	10%	7%	6%	7%	5%	9%	7%	7%
										P		P					U		
Capital gains tax	60	30	5	17	26	24	28	42	54	30	20	11	11	39	34	29	36	71	19
	5%	4%	2%	4%	4%	5%	5%	6%	4%	5%	4%	8%	5%	5%	5%	4%	5%	6%	4%
								N				P							
Corporation tax	40	23	11	12	17	22	23	36	38	23	19	5	13	29	28	31	32	47	19
	3%	3%	4%	3%	2%	5%	4%	5%	3%	3%	3%	4%	5%	3%	4%	4%	4%	4%	4%
						J		N											
Don't know	69	69	10	44	40	23	41	43	105	21	34	3	10	44	23	15	18	25	9
	6%	10%	4%	10%	5%	5%	8%	6%	7%	3%	6%	2%	4%	5%	3%	2%	2%	2%	2%
		FH		JK							O								

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base

Table 16

Q10 Do you think that tourists from outside the EU, should or should not have to pay VAT on goods they are buying when they are visiting the UK?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		GENDER		AGE					AGGREGATED AGE		
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)
UNWEIGHTED BASE	2155	1035	1097	260	411	385	415	684	671	800	684
WEIGHTED BASE	2155	1054	1078	247	408	390	395	715	655	784	715
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%
(4) Definitely should pay VAT	602	320	281	31	91	96	116	268	122	213	268
	28%	30%	26%	13%	22%	25%	29%	37%	19%	27%	37%
		b			c	c	cd	cdef		h	hi
(3) Probably should pay VAT	676	328	342	81	155	129	107	204	236	236	204
	31%	31%	32%	33%	38%	33%	27%	29%	36%	30%	29%
					fg				ij		
(2) Probably shouldn't pay VAT	308	166	138	60	65	62	45	75	125	107	75
	14%	16%	13%	24%	16%	16%	11%	11%	19%	14%	11%
				defg	g	g			ij		
(1) Definitely shouldn't pay VAT	175	95	79	22	33	20	34	66	55	54	66
	8%	9%	7%	9%	8%	5%	9%	9%	8%	7%	9%
								e			
Should pay (NET)	1279	647	622	112	246	225	223	472	358	448	472
	59%	61%	58%	45%	60%	58%	57%	66%	55%	57%	66%
					c	c	c	cef			hi
Shouldn't pay (NET)	482	261	217	82	98	82	79	141	180	161	141
	22%	25%	20%	33%	24%	21%	20%	20%	27%	21%	20%
		b		defg					ij		
Mean	2.97	2.96	2.98	2.62	2.89	2.98	3.01	3.1	2.79	3	3.1
					c	c	c	cd		h	h
Don't know	394	146	239	53	64	83	92	102	117	175	102
	18%	14%	22%	22%	16%	21%	23%	14%	18%	22%	14%
			a	g		g	dg			hj	

	GENERATION				REGION						URBAN	
	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)
UNWEIGHTED BASE	314	645	596	600	521	564	475	300	105	190	1834	321
WEIGHTED BASE	300	651	571	633	512	561	485	308	104*	184	1829	326
	14%	30%	26%	29%	24%	26%	23%	14%	5%*	9%	85%	15%
(4) Definitely should pay VAT	45	150	168	240	164	160	136	66	28	48	505	97
	15%	23%	29%	38%	32%	28%	28%	22%	27%	26%	28%	30%
		k	kl	klm	r	r						
(3) Probably should pay VAT	104	228	164	179	161	157	164	106	30	58	576	100
	35%	35%	29%	28%	31%	28%	34%	34%	29%	32%	31%	31%
		mn										
(2) Probably shouldn't pay VAT	64	111	65	68	53	88	72	55	15	24	263	45
	21%	17%	11%	11%	10%	16%	15%	18%	15%	13%	14%	14%
	mn	mn				o		o				
(1) Definitely shouldn't pay VAT	27	41	48	59	40	49	36	28	6	16	153	22
	9%	6%	8%	9%	8%	9%	7%	9%	5%	9%	8%	7%
Should pay (NET)	149	378	333	419	325	317	301	172	58	107	1081	198
	50%	58%	58%	66%	63%	56%	62%	56%	55%	58%	59%	61%
		k	k	klm	pr							
Shouldn't pay (NET)	90	152	113	127	94	137	107	83	21	40	415	67
	30%	23%	20%	20%	18%	24%	22%	27%	20%	22%	23%	21%
	lmn					o		o				
Mean	2.7	2.92	3.02	3.1	3.07	2.94	2.98	2.82	3.01	2.95	2.96	3.03
		k	k	kl	r		r					
Don't know	60	121	125	87	93	107	77	52	26	38	333	61
	20%	19%	22%	14%	18%	19%	16%	17%	25%	21%	18%	19%
	n	n	n									

	SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS		
	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)
UNWEIGHTED BASE	1326	829	1101	1054	1462	693	1821	315	1214	704	237
WEIGHTED BASE	1236	919	758	1397	1464	691	1839	299	1220	686	249
	57%	43%	35%	65%	68%	32%	85%	14%	57%	32%	12%
(4) Definitely should pay VAT	331	271	214	388	386	216	538	60	350	169	84
	27%	29%	28%	28%	26%	31%	29%	20%	29%	25%	34%
						B	E				G
(3) Probably should pay VAT	429	248	257	419	493	183	584	90	396	200	80
	35%	27%	34%	30%	34%	26%	32%	30%	32%	29%	32%
	x				C						
(2) Probably shouldn't pay VAT	162	146	95	213	213	95	247	60	182	103	23
	13%	16%	12%	15%	15%	14%	13%	20%	15%	15%	9%
								D	H	H	
(1) Definitely shouldn't pay VAT	104	71	66	108	113	62	138	34	94	61	20
	8%	8%	9%	8%	8%	9%	8%	11%	8%	9%	8%
								D			
Should pay (NET)	760	519	471	807	879	399	1122	150	746	369	164
	61%	56%	62%	58%	60%	58%	61%	50%	61%	54%	66%
	x		A				E		G		G
Shouldn't pay (NET)	265	217	161	321	326	157	385	94	276	164	43
	21%	24%	21%	23%	22%	23%	21%	31%	23%	24%	17%
								D		H	
Mean	2.96	2.98	2.98	2.96	2.96	3	3.01	2.72	2.98	2.9	3.1
							E				G
Don't know	211	183	125	268	259	135	332	55	198	153	43
	17%	20%	17%	19%	18%	20%	18%	18%	16%	22%	17%
										F	

	HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE			
	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)
UNWEIGHTED BASE	457	717	449	532	690	1465	622	606	142	245
WEIGHTED BASE	442	739	446	528	676	1479	658	585	131	235
	21%	34%	21%	24%	31%	69%	31%	27%	6%	11%
(4) Definitely should pay VAT	142	220	123	118	169	434	232	142	30	68
	32%	30%	28%	22%	25%	29%	35%	24%	23%	29%
	L	L				M	PQ			
(3) Probably should pay VAT	128	232	139	177	232	444	205	204	56	66
	29%	31%	31%	34%	34%	30%	31%	35%	43%	28%
									OR	
(2) Probably shouldn't pay VAT	47	92	76	93	115	193	92	87	24	37
	11%	12%	17%	18%	17%	13%	14%	15%	18%	16%
			IJ	IJ	N					
(1) Definitely shouldn't pay VAT	38	64	34	39	55	120	63	40	8	26
	9%	9%	8%	7%	8%	8%	10%	7%	6%	11%
Should pay (NET)	270	452	262	295	401	878	437	345	86	134
	61%	61%	59%	56%	59%	59%	66%	59%	66%	57%
							PR			
Shouldn't pay (NET)	85	155	110	132	170	313	154	127	31	63
	19%	21%	25%	25%	25%	21%	23%	22%	24%	27%
				I						
Mean	3.05	3	2.94	2.88	2.9	3	3.03	2.95	2.92	2.89
	L									
Don't know	88	132	73	101	106	288	66	112	13	38
	20%	18%	16%	19%	16%	19%	10%	19%	10%	16%
						M		OQ		O

	REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	908	695	674	809	1281	476
WEIGHTED BASE	864	747	705	768	1279	482
	40%	35%	33%	36%	59%	22%
(4) Definitely should pay VAT	222	281	210	240	602	-
	26%	38%	30%	31%	47%	-
		S			X	
(3) Probably should pay VAT	288	211	210	283	676	-
	33%	28%	30%	37%	53%	-
	T			U	X	
(2) Probably shouldn't pay VAT	128	97	142	96	-	308
	15%	13%	20%	12%	-	64%
			V			W
(1) Definitely shouldn't pay VAT	68	73	77	55	-	175
	8%	10%	11%	7%	-	36%
			V			W
Should pay (NET)	510	492	419	524	1279	-
	59%	66%	59%	68%	100%	-
		S		U	X	
Shouldn't pay (NET)	196	169	219	150	-	482
	23%	23%	31%	20%	-	100%
			V			W
Mean	2.94	3.06	2.87	3.05	3.47	1.64
		S		U	X	
Don't know	158	85	67	94	-	-
	18%	11%	10%	12%	-	-
	T					

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base

23-085423-07 - THE ECONOMY
16 - 19 FEBRUARY 2024
INTERNAL/CLIENT USE ONLY - DRAFT
IPSOS

22 Feb 2024

Table 17
Q11A Based on what you know, which one of the following Chancellor of the Exchequers, if any, has done the best job at managing the UK economy so far this century?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		GENDER		AGE					AGGREGATED AGE			GENERATION			
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)
UNWEIGHTED BASE	**2155**	1035	1097	260	411	385	415	684	671	800	684	314	645	596	600
WEIGHTED BASE	**2155**	1054	1078	247	408	390	395	715	655	784	715	300	651	571	633
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	30%	26%	29%
Gordon Brown (Labour chancellor, 1997-2007)	**424** **20%**	226 21%	192 18%	31 12%	59 14%	86 22% cd	92 23% cd	156 22% cd	90 14%	178 23% h	156 22% h	36 12%	120 18% k	129 23% k	140 22% k
George Osborne (Conservative chancellor, 2010-2016)	**164** **8%**	112 11% b	52 5%	14 6%	25 6%	32 8%	35 9%	58 8%	39 6%	67 9%	58 8%	17 6%	46 7%	49 9%	52 8%
Rishi Sunak (Conservative chancellor, 2020-2022)	**162** **8%**	80 8%	82 8%	20 8%	43 11% g	28 7%	27 7%	43 6%	63 10% i	55 7%	43 6%	29 10%	50 8%	42 7%	41 7%
Alistair Darling (Labour chancellor, 2007-2010)	**133** **6%**	86 8% b	46 4%	10 4%	23 6%	19 5%	25 6%	57 8%	33 5%	43 6%	57 8%	17 6%	30 5%	42 7% l	44 7%
Jeremy Hunt (Conservative chancellor, 2022-present)	**104** **5%**	60 6%	44 4%	20 8% f	17 4%	20 5%	12 3%	35 5%	37 6%	32 4%	35 5%	20 7% m	30 5%	19 3%	35 6%
Phillip Hammond (Conservative chancellor, 2016-2019)	**61** **3%**	41 4% b	18 2%	9 4%	16 4%	12 3%	9 2%	15 2%	25 4%	21 3%	15 2%	11 4%	26 4% mn	11 2%	12 2%
Sajid Javid (Conservative chancellor, 2019-2020)	**49** **2%**	28 3%	21 2%	11 5% fg	21 5% efg	8 2% f	2 *	8 1%	32 5% ij	9 1%	8 1%	18 6% mn	22 3% mn	2 *	8 1%
Kwasi Kwarteng (Conservative chancellor, 2022)	**21** **1%**	14 1%	7 1%	5 2% f	5 1%	3 1%	1 *	6 1%	10 2%	4 1%	6 1%	6 2% m	7 1%	1 *	6 1%
Nadhim Zahawi (Conservative chancellor, 2022)	**19** **1%**	13 1%	6 1%	10 4% efg	6 2% fg	2 *	- -	1 *	16 2% ij	2 *	1 *	11 4% lmn	6 1%	1 *	1 *
None of them	**485** **23%**	226 21%	255 24%	50 20%	97 24%	82 21%	89 22%	167 23%	148 23%	171 22%	167 23%	56 19%	156 24%	122 21%	150 24%
Conservative (NET)	**579** **27%**	347 33% b	229 21%	89 36% efg	134 33% fg	105 27%	86 22%	166 23%	223 34% ij	190 24%	166 23%	111 37% lmn	187 29% m	124 22%	157 25%
Labour (NET)	**557** **26%**	312 30% b	238 22%	41 17%	82 20%	105 27% cd	116 29% cd	213 30% cd	123 19%	222 28% h	213 30% h	53 18%	150 23%	171 30% kl	184 29% kl
Pre-Brexit (NET)	**721** **33%**	424 40% b	290 27%	55 22%	107 26%	137 35% cd	151 38% cd	270 38% cd	163 25%	288 37% h	270 38% h	70 23%	196 30% k	219 38% kl	236 37% kl
Post-Brexit (NET)	**415** **19%**	235 22% b	177 16%	75 30% efg	109 27% efg	73 19% f	51 13%	108 15%	183 28% ij	123 16%	108 15%	94 31% lmn	141 22% mn	75 13%	104 16%
Pre-Covid (NET)	**831** **39%**	492 47% b	329 31%	75 30%	144 35%	157 40% c	162 41% c	293 41% c	220 34%	319 41% h	293 41% h	99 33%	244 37%	232 41% k	257 40% k
During Covid (NET)	**162** **8%**	80 8%	82 8%	20 8%	43 11% g	28 7%	27 7%	43 6%	63 10% i	55 7%	43 6%	29 10%	50 8%	42 7%	41 7%
Post-Covid (NET)	**143** **7%**	87 8% b	56 5%	34 14% defg	29 7% f	25 6%	13 3%	43 6%	63 10% ij	38 5%	43 6%	36 12% lmn	44 7% m	21 4%	43 7% m
Don't know	**533** **25%**	169 16%	355 33% a	67 27%	95 23%	98 25%	104 26%	170 24%	161 25%	202 26%	170 24%	80 27%	158 24%	154 27%	142 22%

	REGION						URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS		
	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)
UNWEIGHTED BASE	521	564	475	300	105	190	1834	321	1326	829	1101	1054	1462	693	1821	315	1214	704	237
WEIGHTED BASE	512	561	485	308	104*	184	1829	326	1236	919	758	1397	1464	691	1839	299	1220	686	249
	24%	26%	23%	14%	5%*	9%	85%	15%	57%	43%	35%	65%	68%	32%	85%	14%	57%	32%	12%
Gordon Brown (Labour chancellor, 1997-2007)	109 21%	110 20%	91 19%	55 18%	16 16%	43 23%	371 20%	53 16%	255 21%	169 18%	175 23% A	249 18%	295 20%	129 19%	379 21% E	39 13%	234 19%	129 19%	62 25%
George Osborne (Conservative chancellor, 2010-2016)	35 7%	47 8%	46 9%	21 7%	5 5%	10 5%	129 7%	35 11% u	109 9% x	55 6%	69 9%	95 7%	121 8%	43 6%	148 8%	16 5%	113 9% G	36 5%	15 6%
Rishi Sunak (Conservative chancellor, 2020-2022)	35 7%	39 7%	41 8%	32 10% t	7 6%	8 4%	133 7%	29 9%	94 8%	68 7%	66 9%	95 7%	113 8%	49 7%	128 7%	34 11% D	95 8%	46 7%	21 8%
Alistair Darling (Labour chancellor, 2007-2010)	37 7% q	25 5%	17 4%	22 7% q	7 7%	25 13% opqr	115 6%	18 6%	87 7%	46 5%	52 7%	82 6%	91 6%	42 6%	116 6%	17 6%	74 6%	46 7%	13 5%
Jeremy Hunt (Conservative chancellor, 2022-present)	21 4%	26 5%	26 5%	15 5%	5 4%	11 6%	83 5%	21 6%	54 4%	50 5%	36 5%	68 5%	70 5%	34 5%	87 5%	16 5%	62 5%	26 4%	16 6%
Phillip Hammond (Conservative chancellor, 2016-2019)	10 2%	19 3%	17 3%	10 3%	4 3%	2 1%	55 3%	6 2%	36 3%	25 3%	20 3%	41 3%	46 3%	15 2%	50 3%	11 4%	36 3%	22 3%	3 1%
Sajid Javid (Conservative chancellor, 2019-2020)	12 2%	10 2%	16 3%	6 2%	3 3%	1 1%	44 2%	5 2%	30 2%	19 2%	19 3%	30 2%	40 3%	9 1%	34 2%	15 5% D	36 3% H	12 2%	1 1%
Kwasi Kwarteng (Conservative chancellor, 2022)	4 1%	5 1%	3 1%	3 1%	2 2%	3 2%	18 1%	3 1%	11 1%	9 1%	10 1%	10 1%	15 1%	5 1%	16 1%	4 1%	13 1%	7 1%	* *
Nadhim Zahawi (Conservative chancellor, 2022)	1 *	4 1%	3 1%	10 3% opqt	1 1%	- -	17 1%	2 1%	13 1%	6 1%	7 1%	12 1%	17 1%	2 *	13 1%	6 2% D	7 1%	10 2%	1 *
None of them	118 23%	120 21%	104 21%	61 20%	30 29%	52 28%	413 23%	72 22%	250 20%	235 26% w	136 18%	349 25% y	320 22%	166 24%	414 23%	67 23%	273 22%	162 24%	50 20%
Conservative (NET)	119 23%	150 27% t	151 31% ot	97 32% ot	26 25%	35 19%	478 26%	101 31%	347 28%	232 25%	227 30% A	352 25%	421 29% C	158 23%	476 26%	103 34% D	362 30% G	159 23%	58 23%
Labour (NET)	146 29% q	135 24%	108 22%	77 25%	23 22%	68 37% pqrs	486 27%	72 22%	342 28% x	215 23%	227 30% A	330 24%	386 26%	171 25%	495 27% E	56 19%	308 25%	175 25%	75 30%
Pre-Brexit (NET)	181 35%	182 32%	154 32%	98 32%	28 27%	77 42% pqrs	615 34%	107 33%	451 37% x	270 29%	295 39% A	426 30%	507 35%	214 31%	642 35% E	72 24%	421 35%	211 31%	90 36%
Post-Brexit (NET)	84 16%	103 18%	106 22% ot	76 25% opt	21 20%	25 13%	349 19%	66 20%	238 19%	177 19%	159 21%	256 18%	301 21% C	115 17%	328 18%	86 29% D	249 20%	123 18%	43 17%
Pre-Covid (NET)	204 40%	211 38%	187 38%	114 37%	35 34%	80 43%	713 39%	118 36%	518 42% x	314 34%	335 44% A	497 36%	593 40% C	239 35%	727 40% E	98 33%	493 40%	244 36%	94 38%
During Covid (NET)	35 7%	39 7%	41 8%	32 10% t	7 6%	8 4%	133 7%	29 9%	94 8%	68 7%	66 9%	95 7%	113 8%	49 7%	128 7%	34 11% D	95 8%	46 7%	21 8%
Post-Covid (NET)	26 5%	35 6%	32 7%	28 9% o	8 7%	14 8%	118 6%	26 8%	78 6%	65 7%	54 7%	90 6%	102 7%	41 6%	116 6%	27 9%	83 7%	43 6%	17 7%
Don't know	128 25% t	156 28% t	121 25% t	72 23%	25 24%	31 17%	452 25%	81 25%	297 24%	237 26%	167 22%	366 26% y	337 23%	196 28% B	455 25%	73 24%	277 23%	190 28% F	67 27%

	HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	457	717	449	532	690	1465	622	606	142	245	908	695	674	809	1281	476
WEIGHTED BASE	442	739	446	528	676	1479	658	585	131	235	864	747	705	768	1279	482
	21%	34%	21%	24%	31%	69%	31%	27%	6%	11%	40%	35%	33%	36%	59%	22%
Gordon Brown (Labour chancellor, 1997-2007)	93 21%	157 21%	85 19%	90 17%	123 18%	301 20%	64 10%	213 36% OR	36 28% O	51 21% O	258 30% T	111 15%	94 13%	240 31% U	277 22%	95 20%
George Osborne (Conservative chancellor, 2010-2016)	25 6%	70 9% I	34 8%	36 7%	49 7%	115 8%	101 15% PR	21 4%	12 9% P	13 5%	55 6%	78 10% S	78 11% V	56 7%	115 9%	42 9%
Rishi Sunak (Conservative chancellor, 2020-2022)	21 5%	51 7%	39 9% I	51 10% I	71 10% N	91 6%	88 13% PR	22 4%	11 8% P	17 7% P	71 8%	57 8%	70 10% V	51 7%	103 8%	46 9%
Alistair Darling (Labour chancellor, 2007-2010)	31 7%	37 5%	34 8%	30 6%	42 6%	91 6%	19 3%	58 10% O	11 8% O	24 10% O	71 8% T	40 5%	41 6%	69 9% U	85 7%	29 6%
Jeremy Hunt (Conservative chancellor, 2022-present)	14 3%	36 5%	28 6% I	26 5%	40 6%	64 4%	59 9% PQR	21 4%	3 2%	9 4%	42 5%	45 6%	49 7%	36 5%	62 5%	36 7%
Phillip Hammond (Conservative chancellor, 2016-2019)	10 2%	16 2%	18 4%	17 3%	32 5% N	29 2%	20 3%	15 3%	10 7% OP	10 4%	27 3%	15 2%	22 3%	26 3%	42 3%	17 3%
Sajid Javid (Conservative chancellor, 2019-2020)	5 1%	15 2%	14 3% I	15 3%	26 4% N	23 2%	13 2%	10 2%	4 3%	11 5% OP	19 2%	20 3%	20 3%	23 3%	28 2%	20 4% W
Kwasi Kwarteng (Conservative chancellor, 2022)	4 1%	10 1%	4 1%	3 1%	6 1%	14 1%	8 1%	3 *	3 2%	4 2%	7 1%	9 1%	8 1%	11 1%	12 1%	7 2%
Nadhim Zahawi (Conservative chancellor, 2022)	3 1%	5 1%	3 1%	8 1%	8 1%	11 1%	1 *	10 2% O	3 2% O	3 1% O	8 1%	3 *	8 1%	9 1%	11 1%	8 2%
None of them	109 25% K	170 23%	83 19%	123 23%	120 18%	365 25% M	146 22%	108 19%	21 16%	67 28% PQ	147 17%	204 27% S	171 24% V	115 15%	274 21%	113 23%
Conservative (NET)	82 18%	203 27% I	140 31% I	155 29% I	231 34% N	348 24%	291 44% PQR	102 17%	45 34% P	66 28% P	229 26%	227 30%	254 36% V	212 28%	373 29%	175 36% W
Labour (NET)	124 28%	194 26%	119 27%	120 23%	166 25%	392 26%	83 13%	271 46% OQR	47 36% O	75 32% O	330 38% T	151 20%	135 19%	309 40% U	363 28%	125 26%
Pre-Brexit (NET)	148 34%	264 36% L	153 34%	155 29%	215 32%	507 34%	184 28%	292 50% OR	59 45% O	88 37% O	385 45% T	228 31%	213 30%	366 48% U	478 37%	167 35%
Post-Brexit (NET)	57 13%	133 18% I	106 24% IJ	119 23% I	182 27% N	233 16%	190 29% P	81 14%	33 25% P	53 23% P	174 20%	149 20%	176 25% V	155 20%	258 20%	133 28% W
Pre-Covid (NET)	163 37%	295 40%	186 42%	187 36%	272 40%	560 38%	218 33%	318 54% OR	73 56% O	108 46% O	430 50% T	263 35%	255 36%	415 54% U	547 43%	203 42%
During Covid (NET)	21 5%	51 7%	39 9% I	51 10% I	71 10% N	91 6%	88 13% PR	22 4%	11 8% P	17 7% P	71 8%	57 8%	70 10% V	51 7%	103 8%	46 9%
Post-Covid (NET)	21 5%	52 7%	35 8%	36 7%	54 8%	89 6%	68 10% P	34 6%	8 6%	16 7%	57 7%	58 8%	64 9%	56 7%	86 7%	50 10% W
Don't know	127 29% J	172 23%	104 23%	131 25%	159 24%	374 25%	138 21% R	103 18% R	18 13%	27 12%	159 18%	165 22%	145 20%	132 17%	268 21% X	70 15%

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base

Table 18
Q11B Based on what you know, which one of the following Chancellor of the Exchequers, if any, has done the worst job at managing the UK economy so far this century?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		GENDER		AGE					AGGREGATED AGE			GENERATION			
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)
UNWEIGHTED BASE	2155	1035	1097	260	411	385	415	684	671	800	684	314	645	596	600
WEIGHTED BASE	2155	1054	1078	247	408	390	395	715	655	784	715	300	651	571	633
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	30%	26%	29%
Kwasi Kwarteng (Conservative chancellor, 2022)	604	338	262	27	55	100	141	281	82	241	281	31	121	198	253
	28%	32%	24%	11%	13%	26%	36%	39%	13%	31%	39%	10%	19%	35%	40%
		b				cd	cde	cde		h	hi		k	kl	kl
Rishi Sunak (Conservative chancellor, 2020-2022)	267	132	130	52	94	37	46	37	146	83	37	62	113	60	30
	12%	13%	12%	21%	23%	10%	12%	5%	22%	11%	5%	21%	17%	11%	5%
				efg	efg	g	g		ij	j		mn	mn	n	
Gordon Brown (Labour chancellor, 1997-2007)	187	114	73	11	19	30	29	99	29	59	99	15	34	47	92
	9%	11%	7%	4%	5%	8%	7%	14%	4%	8%	14%	5%	5%	8%	14%
		b						cdef		h	hi			l	klm
Jeremy Hunt (Conservative chancellor, 2022-present)	113	58	54	21	32	21	15	24	53	36	24	25	47	18	22
	5%	5%	5%	9%	8%	5%	4%	3%	8%	5%	3%	8%	7%	3%	4%
				fg	fg				ij			mn	mn		
George Osborne (Conservative chancellor, 2010-2016)	90	53	35	12	19	21	16	23	30	36	23	16	31	21	22
	4%	5%	3%	5%	5%	5%	4%	3%	5%	5%	3%	5%	5%	4%	4%
		b													
Nadhim Zahawi (Conservative chancellor, 2022)	75	39	34	13	9	17	12	24	23	28	24	16	20	16	23
	3%	4%	3%	5%	2%	4%	3%	3%	3%	4%	3%	5%	3%	3%	4%
Sajid Javid (Conservative chancellor, 2019-2020)	56	34	22	9	15	12	7	12	25	19	12	12	23	11	10
	3%	3%	2%	4%	4%	3%	2%	2%	4%	2%	2%	4%	4%	2%	2%
					g				j			n			
Alistair Darling (Labour chancellor, 2007-2010)	55	33	22	8	13	9	6	19	21	15	19	10	15	12	18
	3%	3%	2%	3%	3%	2%	2%	3%	3%	2%	3%	3%	2%	2%	3%
Phillip Hammond (Conservative chancellor, 2016-2019)	47	34	13	11	16	8	6	6	27	13	6	15	20	6	6
	2%	3%	1%	5%	4%	2%	1%	1%	4%	2%	1%	5%	3%	1%	1%
		b		fg	fg				ij			mn	mn		
None of them	139	61	77	23	35	30	23	29	57	53	29	30	49	38	22
	6%	6%	7%	9%	9%	8%	6%	4%	9%	7%	4%	10%	8%	7%	3%
				g	g	g			j	j		n	n	n	
Conservative (NET)	1251	689	548	146	241	215	243	407	386	458	407	178	375	330	367
	58%	65%	51%	59%	59%	55%	62%	57%	59%	58%	57%	60%	58%	58%	58%
		b													
Labour (NET)	242	146	95	19	31	39	35	118	50	75	118	25	49	59	109
	11%	14%	9%	8%	8%	10%	9%	16%	8%	10%	16%	8%	8%	10%	17%
		b						cdef			hi				klm
Pre-Brexit (NET)	332	200	130	31	50	60	51	141	81	111	141	42	80	79	132
	15%	19%	12%	12%	12%	15%	13%	20%	12%	14%	20%	14%	12%	14%	21%
		b						cdf			hi				klm
Post-Brexit (NET)	1161	635	514	134	222	194	228	384	356	421	384	162	345	309	345
	54%	60%	48%	54%	54%	50%	58%	54%	54%	54%	54%	54%	53%	54%	54%
		b					e								
Pre-Covid (NET)	436	269	164	52	81	79	64	160	133	143	160	69	123	96	148
	20%	25%	15%	21%	20%	20%	16%	22%	20%	18%	22%	23%	19%	17%	23%
		b						f				m			m
During Covid (NET)	267	132	130	52	94	37	46	37	146	83	37	62	113	60	30
	12%	13%	12%	21%	23%	10%	12%	5%	22%	11%	5%	21%	17%	11%	5%
				efg	efg	g	g		ij	j		mn	mn	n	
Post-Covid (NET)	791	435	350	61	97	138	168	328	158	306	328	72	188	232	298
	37%	41%	32%	25%	24%	35%	43%	46%	24%	39%	46%	24%	29%	41%	47%
		b				cd	cd	cde		h	hi			kl	klm
Don't know	522	158	357	60	101	106	93	162	161	199	162	66	178	144	135
	24%	15%	33%	24%	25%	27%	24%	23%	25%	25%	23%	22%	27%	25%	21%
			a										n		

	REGION						URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY	
	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)
UNWEIGHTED BASE	521	564	475	300	105	190	1834	321	1326	829	1101	1054	1462	693	1821	315
WEIGHTED BASE	512	561	485	308	104*	184	1829	326	1236	919	758	1397	1464	691	1839	299
	24%	26%	23%	14%	5%*	9%	85%	15%	57%	43%	35%	65%	68%	32%	85%	14%
Kwasi Kwarteng (Conservative chancellor, 2022)	132	140	140	73	48	70	507	97	400	204	263	341	397	207	552	49
	26%	25%	29%	24%	46%	38%	28%	30%	32%	22%	35%	24%	27%	30%	30%	16%
					opqr	opqr			x		A				E	
Rishi Sunak (Conservative chancellor, 2020-2022)	61	77	56	40	10	22	232	35	148	118	90	176	197	69	224	41
	12%	14%	12%	13%	10%	12%	13%	11%	12%	13%	12%	13%	13%	10%	12%	14%
													C			
Gordon Brown (Labour chancellor, 1997-2007)	49	60	39	15	11	14	144	43	99	89	46	141	118	69	171	15
	10%	11%	8%	5%	11%	8%	8%	13%	8%	10%	6%	10%	8%	10%	9%	5%
	r	r			r			u				y			E	
Jeremy Hunt (Conservative chancellor, 2022-present)	30	27	28	20	1	7	99	14	57	55	44	69	88	25	89	24
	6%	5%	6%	6%	1%	4%	5%	4%	5%	6%	6%	5%	6%	4%	5%	8%
													C			D
George Osborne (Conservative chancellor, 2010-2016)	25	16	25	14	3	6	78	12	53	37	40	50	65	25	72	18
	5%	3%	5%	5%	3%	3%	4%	4%	4%	4%	5%	4%	4%	4%	4%	6%
											A					
Nadhim Zahawi (Conservative chancellor, 2022)	17	24	12	11	3	7	66	8	46	29	30	44	51	23	65	8
	3%	4%	2%	4%	3%	4%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%
Sajid Javid (Conservative chancellor, 2019-2020)	11	20	7	14	2	2	52	5	31	26	18	38	43	13	41	15
	2%	4%	2%	5%	2%	1%	3%	1%	2%	3%	2%	3%	3%	2%	2%	5%
				q												D
Alistair Darling (Labour chancellor, 2007-2010)	12	11	15	12	2	3	47	9	30	25	16	39	37	18	45	11
	2%	2%	3%	4%	2%	2%	3%	3%	2%	3%	2%	3%	3%	3%	2%	4%
Phillip Hammond (Conservative chancellor, 2016-2019)	12	13	12	7	1	2	44	3	25	22	20	27	37	10	41	6
	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%
None of them	34	33	32	26	4	9	122	17	65	74	35	105	95	44	104	34
	7%	6%	7%	9%	4%	5%	7%	5%	5%	8%	5%	7%	6%	6%	6%	11%
										w		y				D
Conservative (NET)	288	316	281	180	70	117	1077	174	760	491	506	745	878	373	1084	161
	56%	56%	58%	58%	67%	63%	59%	53%	62%	53%	67%	53%	60%	54%	59%	54%
									x		A		C			
Labour (NET)	61	71	54	26	13	17	191	51	129	114	62	180	155	88	215	26
	12%	13%	11%	9%	12%	9%	10%	16%	10%	12%	8%	13%	11%	13%	12%	9%
								u				y				
Pre-Brexit (NET)	86	87	79	41	16	23	269	64	182	150	103	230	220	113	287	44
	17%	16%	16%	13%	16%	13%	15%	20%	15%	16%	14%	16%	15%	16%	16%	15%
								u								
Post-Brexit (NET)	263	300	256	165	66	110	1000	161	707	454	465	696	813	348	1012	143
	51%	53%	53%	54%	64%	60%	55%	49%	57%	49%	61%	50%	56%	50%	55%	48%
					o				x		A		C		E	
Pre-Covid (NET)	109	120	98	62	20	27	365	71	238	198	141	295	300	136	369	65
	21%	21%	20%	20%	19%	15%	20%	22%	19%	22%	19%	21%	20%	20%	20%	22%
During Covid (NET)	61	77	56	40	10	22	232	35	148	118	90	176	197	69	224	41
	12%	14%	12%	13%	10%	12%	13%	11%	12%	13%	12%	13%	13%	10%	12%	14%
													C			
Post-Covid (NET)	179	191	180	104	53	84	672	119	503	288	337	454	536	255	706	80
	35%	34%	37%	34%	50%	46%	37%	37%	41%	31%	44%	33%	37%	37%	38%	27%
					opqr	opr			x		A				E	
Don't know	128	141	119	75	18	42	438	84	282	241	155	367	336	186	436	78
	25%	25%	24%	24%	17%	23%	24%	26%	23%	26%	20%	26%	23%	27%	24%	26%
												y				

	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		PREFERENCE FOR BUDGET DIRECTION		TOURISTS OUTSIDE EU PAYING VAT	
	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	CUT TAXES (U)	INCREASE SPENDING (V)	SHOULD PAY (W)	SHOULDN'T PAY (X)
UNWEIGHTED BASE	1214	704	237	457	717	449	532	690	1465	622	606	142	245	908	695	674	809	1281	476
WEIGHTED BASE	1220	686	249	442	739	446	528	676	1479	658	585	131	235	864	747	705	768	1279	482
	57%	32%	12%	21%	34%	21%	24%	31%	69%	31%	27%	6%	11%	40%	35%	33%	36%	59%	22%
Kwasi Kwarteng (Conservative chancellor, 2022)	356	160	88	147	232	122	103	145	459	195	197	56	74	332	195	139	320	403	114
	29%	23%	35%	33%	31%	27%	19%	21%	31%	30%	34%	42%	32%	38%	26%	20%	42%	32%	24%
	G		G	L	L	L			M			O		T			U	X	
Rishi Sunak (Conservative chancellor, 2020-2022)	146	98	22	33	76	67	89	115	152	53	88	15	39	100	85	131	72	152	83
	12%	14%	9%	8%	10%	15%	17%	17%	10%	8%	15%	12%	17%	12%	11%	19%	9%	12%	17%
		H				IJ	IJ	N			O		O			V			W
Gordon Brown (Labour chancellor, 1997-2007)	120	44	24	43	79	31	35	41	147	121	26	3	20	60	112	95	53	116	57
	10%	6%	9%	10%	11%	7%	7%	6%	10%	18%	4%	2%	8%	7%	15%	13%	7%	9%	12%
	G				KL				M	PQR			PQ		S	V			
Jeremy Hunt (Conservative chancellor, 2022-present)	61	40	11	24	36	24	29	41	71	26	46	4	14	51	35	42	45	61	33
	5%	6%	5%	5%	5%	5%	6%	6%	5%	4%	8%	3%	6%	6%	5%	6%	6%	5%	7%
											OQ								
George Osborne (Conservative chancellor, 2010-2016)	55	25	10	14	32	19	24	34	56	23	32	10	13	35	33	26	44	61	18
	5%	4%	4%	3%	4%	4%	5%	5%	4%	3%	6%	8%	6%	4%	4%	4%	6%	5%	4%
												O							
Nadhim Zahawi (Conservative chancellor, 2022)	45	23	7	14	23	13	25	29	45	18	20	7	16	32	27	21	35	51	20
	4%	3%	3%	3%	3%	3%	5%	4%	3%	3%	3%	5%	7%	4%	4%	3%	5%	4%	4%
													OP						
Sajid Javid (Conservative chancellor, 2019-2020)	33	20	4	8	18	17	13	21	35	15	22	8	2	25	15	24	18	36	15
	3%	3%	2%	2%	2%	4%	2%	3%	2%	2%	4%	6%	1%	3%	2%	3%	2%	3%	3%
											R	OR							
Alistair Darling (Labour chancellor, 2007-2010)	31	17	8	14	23	6	11	18	37	30	9	2	6	22	27	30	17	41	11
	3%	2%	3%	3%	3%	1%	2%	3%	3%	5%	2%	2%	3%	2%	4%	4%	2%	3%	2%
										P						V			
Phillip Hammond (Conservative chancellor, 2016-2019)	26	19	1	3	13	18	13	24	23	8	20	5	9	23	9	19	18	24	22
	2%	3%	1%	1%	2%	4%	3%	4%	2%	1%	3%	4%	4%	3%	1%	3%	2%	2%	5%
						IJ	I	N			O	O	O						W
None of them	74	56	9	27	37	26	50	62	77	31	27	4	16	48	36	42	28	60	35
	6%	8%	4%	6%	5%	6%	10%	9%	5%	5%	5%	3%	7%	6%	5%	6%	4%	5%	7%
		H					JK	N											W
Conservative (NET)	722	386	143	244	429	280	297	410	841	338	425	104	167	597	398	402	552	788	306
	59%	56%	58%	55%	58%	63%	56%	61%	57%	51%	73%	80%	71%	69%	53%	57%	72%	62%	63%
						I					O	O	O	T			U		
Labour (NET)	150	61	31	58	102	37	46	59	184	152	35	5	26	81	139	125	70	157	68
	12%	9%	13%	13%	14%	8%	9%	9%	12%	23%	6%	4%	11%	9%	19%	18%	9%	12%	14%
	G			KL	KL				M	PQR			PQ		S	V			
Pre-Brexit (NET)	205	86	41	72	134	56	70	93	240	175	67	15	39	116	172	151	114	219	87
	17%	13%	17%	16%	18%	13%	13%	14%	16%	27%	12%	12%	17%	13%	23%	21%	15%	17%	18%
	G				KL					PQR					S	V			
Post-Brexit (NET)	667	361	133	230	397	261	273	376	785	315	392	94	154	562	365	376	508	727	287
	55%	53%	53%	52%	54%	59%	52%	56%	53%	48%	67%	72%	66%	65%	49%	53%	66%	57%	60%
						L					O	O	O	T			U		
Pre-Covid (NET)	264	125	47	84	164	91	97	139	297	198	109	28	50	163	195	194	150	279	124
	22%	18%	19%	19%	22%	20%	18%	20%	20%	30%	19%	21%	21%	19%	26%	28%	20%	22%	26%
										PR					S	V			
During Covid (NET)	146	98	22	33	76	67	89	115	152	53	88	15	39	100	85	131	72	152	83
	12%	14%	9%	8%	10%	15%	17%	17%	10%	8%	15%	12%	17%	12%	11%	19%	9%	12%	17%
		H				IJ	IJ	N			O		O			V			W
Post-Covid (NET)	462	223	106	185	291	159	157	216	576	239	263	66	104	414	257	202	399	515	167
	38%	33%	42%	42%	39%	36%	30%	32%	39%	36%	45%	51%	44%	48%	34%	29%	52%	40%	35%
	G		G	L	L				M		O	O	O	T			U	X	
Don't know	273	183	66	114	172	103	134	145	377	137	98	18	26	138	173	136	118	273	73
	22%	27%	26%	26%	23%	23%	25%	21%	26%	21%	17%	14%	11%	16%	23%	19%	15%	21%	15%
		F								R					S			X	

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T - U/V - W/X
Overlap formulae used. * small base