

7th - 10th June 2024  
PUBLIC  
Housing and Economic Optimism  
All Adults aged 18+ in GB

QA. Imagine the next 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?

All Adults aged 18+ in Great Britain

		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Increase spending on public services, even if it means I personally pay more in taxes	453	228	217	32	73	65	77	74	132	105	142	206	41	119	102	191	284	169	111	98	116	59	26	44	390	63	81	115	128	111	18
	40%	42%	38%	28%	37%	35%	41%	41% D	50% DEF	34%	38%	46% JK	30%	37%	40% M	46% MN	44% R	35%	42%	33%	45% T	37%	46% *	45% *	40%	41%	38% e	39% e	42% e	46% e	23% *
Cut the taxes I pay personally, even if it means spending less on public services	303	168	129	44	72	59	38	47	42	117	97	89	53	115	55	80	173	130	68	73	68	56	13	25	261	42	35	90	85	77	16
	27%	31% C	23%	38% GHI	37% GHI	32% GI	20%	26% I	16%	37% KL	26%	20%	38% OP	35% OP	22%	19%	27%	27%	25%	25%	26%	35% T	23% *	26% *	27%	28%	16%	31% a	28% a	32% a	20% *
Neither of these	267	116	150	27	33	34	48	45	79	60	82	124	32	53	62	120	130	136	61	86	55	34	9	21	229	37	64	67	65	42	30
	24%	21%	26%	23%	17%	18%	26%	25%	30% EF	19%	22%	28% J	23%	16%	24% N	29% N	20%	28% Q	23%	29%	21%	22%	16% *	22% *	23%	24%	30% cd	23%	21%	17%	38% bcd*
Don't know	109	35	74	12	17	28	23	16	12	29	51	28	13	39	35	22	56	53	27	35	20	10	8	7	98	10	31	22	26	14	15
	10%	6%	13% B	11% I	9%	15% I	12% I	9%	5%	9%	14% L	6%	9%	12% P	14% P	5%	9%	11%	10%	12%	8%	7%	15% *	8% *	10%	7%	15% bd	8%	9%	6%	19% bcd*

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All Adults aged 18+ in Great Britain

		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job	Bad job	Happy	Unhappy	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410
Increase spending on public services, even if it means I personally pay more in taxes	453 40%	288 41% C	106 33%	59 50% C*	129 38%	324 41%	185 50% H	268 35%	278 39%	175 41%	127 35%	151 52% K	61 63% KN*	56 48% K	236 55% P	159 36%	144 40% S	186 49% QSUUV	49 25%	69 40% SV	330 45% SV	117 32% S	61 40%	284 48%	196 46% Z	112 34%	123 44%	161 39%
Cut the taxes I pay personally, even if it means spending less on public services	303 27%	190 27% D	95 30% D	18 15% *	112 33% F	191 24%	94 26%	208 27%	223 32% J	80 19%	116 32% LM	63 22%	18 19% *	30 26%	87 20%	129 29% O	105 29%	87 23%	62 32% R	45 26%	192 26% R	107 29%	62 40% X	137 23%	118 28%	107 32%	96 35%	112 27%
Neither of these	267 24%	164 24%	73 23%	30 25% *	64 19%	202 26% E	66 18%	201 26% G	140 20%	126 30% I	101 28% LM	51 18%	11 12% *	23 19%	79 18%	122 28% O	82 23%	84 22%	51 27%	41 24%	167 23%	92 25%	27 17%	127 22%	79 19%	83 25%	48 17%	106 26% a
Don't know	109 10%	53 8%	44 14% B	12 10% *	38 11%	70 9%	23 6%	85 11% G	62 9%	47 11%	15 4%	24 8%	6 6% *	8 7%	30 7%	30 7%	31 8%	21 5%	30 16% QRU	19 11% R	51 7%	49 13% RU	4 2%	41 7%	30 7%	29 9%	10 4%	30 7%

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QB. And now thinking of each of the following policy areas, would you prefer the next Chancellor cut taxes for individuals, meaning you personally pay less tax even if it means spending less on each of the following policy areas, or spending more money on each of the following policy areas, even if it means you personally paying more in taxes? - Summary  
All Adults aged 18+ in Great Britain

	QB. And now thinking of each of the following policy areas, would you prefer the next Chancellor cut taxes for individuals, meaning you personally pay less tax even if it means spending less on each of the following policy areas, or spending more money on each of the following policy areas, even if it means you personally paying more in taxes?							
	The NHS	"Green" projects to reduce the impact of climate change	Building affordable homes for people to buy or rent	Transportation infrastructure, such as trains and roads	Education	Policing	Border security in order to control illegal immigration	Defence
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	1131	1131	1131	1131	1131	1131	1131	1131
Weighted base	1131	1131	1131	1131	1131	1131	1131	1131
Increase spending on public services, even if it means I personally pay more in taxes	686 61% BCDEFGH	380 34% A	422 37% B	419 37% A	499 44% BCDGH	468 41% BCD	435 38% B	447 40% B
Cut the taxes I pay personally, even if it means spending less on public services	176 16% A	329 29% A	316 28% A	283 25% A	249 22% A	256 23% A	270 24% A	280 25% A
Neither of these	170 15% A	281 25% A	266 24% A	300 26% A	272 24% A	281 25% A	289 26% A	274 24% A
Don't know	99 9% AE	140 12% A	127 11% A	129 11% A	111 10% A	126 11% A	137 12% AE	130 11% A

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All Adults aged 18+ in Great Britain

		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
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Increase spending on public services, even if it means I personally pay more in taxes	686 61%	339 62%	339 59%	65 57%	115 59%	101 54%	105 56%	109 59%	192 72% DEFGH	180 58%	206 55%	300 67% JK	82 59%	175 54%	149 59%	280 68% NO	404 63%	282 58%	159 60%	179 61%	163 63%	89 56%	38 68% *	58 59% *	595 61%	92 60%	123 58%	173 59%	196 65% e	158 65% e	37 47% *
Cut the taxes I pay personally, even if it means spending less on public services	176 16%	100 18% C	73 13%	26 22% GI	38 19% I	40 21% GI	23 12%	28 15% I	21 8%	64 21% L	63 17% L	49 11%	31 23% OP	67 21% OP	34 13%	44 11%	98 15%	78 16%	47 18%	38 13%	41 16%	27 17%	4 7% *	19 19% *	153 16%	22 15%	19 9%	47 16% a	55 18% a	43 18% a	12 15% *
Neither of these	170 15%	79 14%	89 16%	16 14%	22 11%	26 14%	31 17%	31 17%	44 17%	38 12%	57 15%	75 17%	16 12%	45 14%	38 15%	70 17%	98 15%	72 15%	36 13%	49 17%	37 14%	27 17%	10 18% *	10 11% *	142 14%	28 18%	40 19% d	51 17%	37 12%	27 11%	14 18% *
Don't know	99 9%	30 5%	69 12% B	8 7%	21 10% I	20 11% I	27 14% I	15 8% I	8 3%	29 9%	47 13% L	23 5%	9 6%	38 12% P	33 13% P	19 5%	43 7%	56 11% Q	25 9%	26 9%	18 7%	15 9%	4 7% *	10 11% *	88 9%	11 7%	29 14% cd	24 8%	16 5%	16 6%	16 20% bcd*

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		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job	Bad job	Happy	Unhappy	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410
Increase spending on public services, even if it means I personally pay more in taxes	686 61%	432 62%	179 56%	76 63% *	186 54%	500 63% E	238 65%	448 59%	406 58%	281 66% I	215 60%	216 75% KN	73 76% KN*	68 58%	309 72% P	260 59%	221 61% S	250 66% SV	96 50%	108 62% SV	471 64% SV	204 56% S	90 58%	395 67%	267 63%	192 58%	172 62%	263 64%
Cut the taxes I pay personally, even if it means spending less on public services	176 16%	113 16%	52 17%	10 9% *	70 20% F	106 13%	61 16%	115 15%	137 19% J	39 9%	61 17%	31 11%	14 15% *	19 16%	56 13%	74 17%	61 17%	56 15%	31 16%	23 13%	117 16%	54 15%	35 23% X	72 12%	76 18%	51 15%	55 20%	58 14%
Neither of these	170 15%	99 14%	49 16%	21 18% *	54 16%	116 15%	45 12%	124 16%	98 14%	71 17%	70 20% LM	27 9% M	2 2% *	23 19% LM	38 9%	82 19% O	49 14%	57 15%	34 18%	27 15%	106 14%	60 17%	23 15%	73 12%	57 13%	58 18%	37 13%	56 14%
Don't know	99 9%	50 7%	36 11% B	12 10% *	33 10%	66 8%	24 7%	75 10%	62 9%	37 9%	12 3%	14 5%	6 7% *	8 7%	28 7%	23 5%	30 8% R	16 4%	30 16% QRU	16 9% R	46 6% R	47 13% RU	6 4%	48 8%	23 6%	30 9%	15 5%	32 8%

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		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
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Increase spending on public services, even if it means I personally pay more in taxes	380 34%	206 38% C	170 30%	41 36%	74 38%	70 38%	62 33%	58 32%	74 28%	116 37%	132 35%	132 30%	52 37%	120 37%	87 34%	122 29%	243 38% R	137 28%	91 34%	87 30%	92 35%	58 37%	20 36% *	31 32% *	335 34%	45 29%	60 28%	81 28%	121 40% abe	98 40% abe	19 24% *
Cut the taxes I pay personally, even if it means spending less on public services	329 29%	180 33% C	144 25%	48 42% EFGI	57 29%	55 30%	49 26%	57 31%	63 24%	105 34%	104 28%	120 27%	49 35%	100 31%	72 28%	108 26%	186 29%	143 29%	80 30%	81 28%	83 32%	42 26%	10 18% *	34 35% *	286 29%	43 28%	51 24%	99 34% a	81 27%	79 32%	20 25% *
Neither of these	281 25%	112 20%	166 29% B	14 12%	35 18%	42 23% D	48 26% D	44 24% D	98 37% DEFGH	48 16%	91 24% J	142 32% JK	22 16%	62 19%	60 24%	137 33% MNO	149 23%	132 27%	64 24%	81 28%	58 22%	37 23%	17 30% *	24 25% *	230 24%	51 33% Y	60 28% d	80 27% d	77 25%	45 19%	19 25% *
Don't know	140 12%	49 9%	90 16% B	12 10%	30 15%	19 10%	26 14%	24 13%	29 11%	42 14%	46 12%	53 12%	16 11%	43 13%	35 14%	47 11%	65 10%	76 16% Q	33 12%	43 15%	27 10%	22 14%	9 16% *	8 8% *	127 13%	13 9%	40 19% bcd	34 11%	25 8%	21 9%	20 26% bcd*

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Increase spending on public services, even if it means I personally pay more in taxes	380 34%	234 34%	109 34%	37 31% *	117 34%	263 33%	150 41% H	230 30%	251 36%	129 30%	87 24%	128 44% K	46 47% K*	52 44% K	200 46% P	104 24%	142 39% SV	122 32%	47 24%	64 37% SV	264 36% RS	110 30% S	62 40%	241 41%	151 36%	111 34%	118 42% b	136 33%
Cut the taxes I pay personally, even if it means spending less on public services	329 29%	215 31% D	95 30% D	20 17% *	118 34% F	212 27%	103 28%	227 30%	216 31%	114 27%	131 37% LN	65 23%	24 25% *	29 25%	98 23%	150 34% O	99 27%	113 30%	66 35%	43 24%	213 29%	108 30%	58 38% X	148 25%	142 34%	98 30%	83 30%	127 31%
Neither of these	281 25%	183 26% C	63 20%	35 30% *	75 22% F	206 26%	86 23%	195 26%	157 22%	124 29% I	117 33% LMN	60 21%	15 15% *	25 22%	88 20%	140 32% O	84 23%	111 29% SU	37 19%	46 26%	194 26%	83 23%	27 17%	132 23%	97 23%	78 23%	58 21%	96 24%
Don't know	140 12%	64 9%	50 16% B	27 22% B*	34 10%	106 13%	30 8%	111 15% G	79 11%	61 14%	22 6%	36 12% K	12 12% *	11 9%	45 11%	45 10%	37 10%	32 9%	41 22% QRTU	22 13%	70 9%	63 17% QRTU	7 5%	67 11% W	34 8%	45 14% Y	20 7%	50 12% a

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7th - 10th June 2024  
PUBLIC  
Housing and Economic Optimism  
All Adults aged 18+ in GB

QB. And now thinking of each of the following policy areas, would you prefer the next Chancellor cut taxes for individuals, meaning you personally pay less tax even if it means spending less on each of the following policy areas, or spending more money on each of the following policy areas, even if it means you personally paying more in taxes? - Building affordable homes for people to buy or rent  
All Adults aged 18+ in Great Britain

	Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income					
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Increase spending on public services, even if it means I personally pay more in taxes	422	237	179	46	85	58	64	64	105	131	122	169	58	118	89	157	261	161	100	94	109	53	19	46	382	40	67	113	124	94	24
	37%	43%	31%	40%	43%	31%	35%	35%	40%	42%	33%	38%	42%	36%	35%	38%	41%	33%	37%	32%	42%	33%	35%	47%	39%	26%	32%	38%	41%	38%	31%
		C			F					K							R			T		*	T*	Z							*
Cut the taxes I pay personally, even if it means spending less on public services	316	164	148	38	59	67	51	51	50	98	118	101	45	110	72	89	187	130	74	84	64	54	16	25	267	50	39	82	89	91	16
	28%	30%	26%	33%	30%	36%	27%	28%	19%	31%	32%	23%	33%	34%	28%	21%	29%	27%	28%	29%	25%	34%	28%	26%	27%	33%	19%	28%	29%	37%	20%
				I	I	I		I		L	L		P	P								*	*					a	a	abe	*
Neither of these	266	108	156	21	22	42	47	43	91	43	89	134	21	54	62	128	141	126	65	75	64	31	14	17	220	47	63	70	72	40	21
	24%	20%	27%	18%	11%	22%	25%	24%	34%	14%	24%	30%	15%	17%	25%	31%	22%	26%	24%	26%	25%	20%	25%	18%	22%	31%	30%	24%	24%	16%	27%
			B			E	E	E	DEFH		J	J			MN	MN							*	*		Y	d				*
Don't know	127	38	88	10	29	20	24	24	19	40	44	43	14	42	31	39	55	72	28	39	23	21	6	9	110	17	41	29	19	20	18
	11%	7%	15%	9%	15%	11%	13%	13%	7%	13%	12%	10%	10%	13%	12%	9%	8%	15%	10%	13%	9%	13%	12%	9%	11%	11%	20%	10%	6%	8%	22%
			B		I												Q	Q					*	*		bcd	bcd				bcd*

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7th - 10th June 2024  
PUBLIC  
Housing and Economic Optimism  
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QB. And now thinking of each of the following policy areas, would you prefer the next Chancellor cut taxes for individuals, meaning you personally pay less tax even if it means spending less on each of the following policy areas, or spending more money on each of the following policy areas, even if it means you personally paying more in taxes? - Building affordable homes for people to buy or rent  
All Adults aged 18+ in Great Britain

		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote			Tenure							Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job	Bad job	Happy	Unhappy	Likely	Unlikely		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)		
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400		
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410		
Increase spending on public services, even if it means I personally pay more in taxes	422	272	112	37	127	294	160	262	251	171	108	150	43	50	203	133	127	149	63	74	276	137	53	282	165	126	119	137		
	37%	39%	35%	31% *	37%	37%	43% H	34%	36%	40%	30%	52% K	44% K*	42% K	47% P	30%	35%	39%	33%	43%	37%	38%	34%	48% W	39%	38%	43% b	33%		
Cut the taxes I pay personally, even if it means spending less on public services	316	207	87	22	121	195	101	215	228	88	123	52	32	33	97	143	119	101	53	37	220	91	76	127	120	107	87	138		
	28%	30% D	28%	18% *	35% F	25%	27%	28%	32% J	21%	34% L	18%	33% L*	28% L	22%	33% O	33% TV	27%	28%	21%	30%	25%	50% X	22%	28%	32%	31%	34%		
Neither of these	266	154	71	41	56	210	79	188	151	115	105	61	14	19	94	123	82	102	34	43	184	78	18	123	112	61	56	95		
	24%	22%	22%	35% BC*	16% E	27% E	21%	25%	21%	27%	29% LMN	21%	15% *	16%	22%	28%	23%	27% S	18%	25%	25%	21%	12%	21% W	26% Z	18%	20%	23%		
Don't know	127	61	46	19	38	88	29	98	73	54	22	26	8	16	38	41	35	26	40	19	61	59	7	56	27	37	16	40		
	11%	9%	15% B	16% B*	11%	11%	8%	13% G	10%	13%	6%	9%	8% *	14% K	9%	9%	10%	7%	21% QRTUV	11%	8%	16% QRTU	4%	9%	6%	11% Y	6%	10%		

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7th - 10th June 2024  
PUBLIC  
Housing and Economic Optimism  
All Adults aged 18+ in GB

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All Adults aged 18+ in Great Britain

		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Increase spending on public services, even if it means I personally pay more in taxes	419 37%	245 45% C	169 30%	46 40%	73 37%	76 41%	63 34%	59 32%	101 38%	120 39%	140 37%	160 36%	57 41%	123 38%	92 36%	147 36%	260 40% R	160 33%	105 39%	112 38%	93 36%	50 32%	22 39% *	38 39% *	369 38%	50 33%	57 27%	98 33%	135 44% ab	106 43% ab	24 31% *
Cut the taxes I pay personally, even if it means spending less on public services	283 25%	133 24%	144 25%	37 32% I	67 34% FGHI	45 24%	41 22%	41 22%	51 19%	105 34% KL	86 23%	92 21%	47 34% OP	96 30% P	55 22%	84 20%	165 26%	117 24%	69 26%	58 20%	61 24%	51 32% T	14 25% *	29 30% *	240 25%	42 28%	51 24%	71 24%	82 27%	68 28% e	11 14% *
Neither of these	300 26%	130 24%	168 29%	18 15%	30 15%	41 22%	59 32% DE	58 32% DEF	93 35% DEF	48 15%	100 27% J	152 34% J	18 13%	64 20%	72 29% MN	145 35% MN	153 24%	147 30% Q	67 25%	83 28%	77 30%	38 24%	13 23% *	21 21% *	254 26%	46 30%	63 30% d	95 32% cd	67 22%	51 21%	23 30% *
Don't know	129 11%	39 7%	89 16% B	13 12%	25 13%	24 13%	23 12%	25 13%	19 7%	39 12%	47 13%	44 10%	17 12%	42 13%	34 13%	36 9%	65 10%	64 13%	26 10%	39 13%	28 11%	20 13%	7 12% *	9 9% *	115 12%	15 10%	40 19% bcd	30 10%	20 6%	19 8%	20 25% bcd*

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Housing and Economic Optimism  
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All Adults aged 18+ in Great Britain

		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote			Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job	Bad job	Happy	Unhappy	Likely	Unlikely	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400	
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410	
Increase spending on public services, even if it means I personally pay more in taxes	419 37%	273 39%	111 35%	36 30% *	131 38%	289 37%	178 48% H	241 32%	270 38%	149 35%	106 30%	141 49% K	48 50% K*	54 46% K	204 47% P	137 31%	139 39% S	155 41% SV	49 26%	69 40% SV	295 40% SV	118 32% S	67 43%	242 41%	177 42%	117 35%	131 47% b	135 33%	
Cut the taxes I pay personally, even if it means spending less on public services	283 25%	176 25%	87 27% D	20 17% *	96 28%	186 24%	80 22%	202 27%	200 28% J	83 19%	105 29% L	52 18%	23 24% *	27 23%	79 18%	129 29% O	95 26%	90 24%	58 30% TV	33 19%	185 25%	90 25% T	53 35% X	140 24%	105 25%	95 29%	75 27%	122 30%	
Neither of these	300 26%	184 26%	73 23%	43 36% C*	81 24%	218 28%	80 22%	220 29% G	158 22%	142 33% I	132 37% LMN	60 21%	20 21% *	23 20%	100 23%	142 32% O	91 25%	107 28%	47 24%	50 29%	198 27%	97 26%	26 17%	145 25%	112 26%	81 24%	56 20%	113 28% a	
Don't know	129 11%	62 9%	46 15% B	21 18% B*	35 10%	94 12%	30 8%	99 13% G	75 11%	54 13%	15 4%	36 12% K	5 5% *	13 11% K	50 11%	32 7%	36 10%	26 7%	37 20% QRU	23 13% R	62 8%	60 16% QRU	8 5%	61 10%	30 7%	39 12% Y	16 6%	40 10%	

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All Adults aged 18+ in Great Britain

		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region							Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69	
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78	
Increase spending on public services, even if it means I personally pay more in taxes	499 44%	272 50% C	220 39%	49 43%	80 41%	79 42%	83 44%	75 41%	132 50%	129 42%	162 43%	207 46%	62 45%	130 40%	110 43%	197 48%	312 48% R	187 38%	120 45%	117 40%	115 44%	73 46%	27 49% *	47 48% *	440 45%	59 38%	80 38%	127 43%	143 47%	118 48% a	31 39% *	
Cut the taxes I pay personally, even if it means spending less on public services	249 22%	126 23%	120 21%	25 22%	62 32% GHI	49 26% G	29 16%	37 20%	47 18%	87 28% KL	78 21%	84 19%	31 22%	97 30% OP	48 19%	73 18%	142 22%	107 22%	57 21%	75 26%	50 19%	35 22%	10 19% *	22 23% *	212 22%	37 24%	31 15%	69 24% a	72 24% a	62 26% a	15 19% *	
Neither of these	272 24%	113 21%	156 27% B	29 25%	31 16%	42 23%	49 27% E	51 28% E	69 26% E	60 19%	92 25%	120 27% J	32 23%	63 19%	65 25%	112 27% N	141 22%	131 27%	66 25%	72 25%	68 26%	35 22%	10 18% *	21 21% *	230 24%	42 28%	60 29% d	79 27% d	72 24%	46 19%	15 20% *	
Don't know	111 10%	35 6%	74 13% B	12 11%	23 12%	17 9%	25 13% I	19 11%	16 6%	35 11%	41 11%	35 8%	14 10%	36 11%	31 12%	31 7%	48 8%	63 13% Q	25 9%	29 10%	26 10%	16 10%	8 14% *	8 8% *	97 10%	15 10%	39 19% bcd	19 7%	17 6%	18 7%	18 23% bcd*	

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All Adults aged 18+ in Great Britain

		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job	Bad job	Happy	Unhappy	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410
Increase spending on public services, even if it means I personally pay more in taxes	499 44%	317 46%	124 39%	57 48% *	155 45%	343 44%	189 51% H	310 41%	302 43%	197 46%	134 37%	172 59% K	58 61% K*	57 49% K	242 56% P	165 38%	171 47% V	177 47% V	72 38%	68 39%	348 47% SV	139 38%	64 41%	294 50%	210 50% Z	135 41%	137 49%	168 41%
Cut the taxes I pay personally, even if it means spending less on public services	249 22%	164 24% D	71 22% D	14 12% *	93 27% F	156 20%	82 22%	167 22%	178 25% J	71 17%	94 26% L	47 16%	17 17% *	31 27% L	75 17%	117 27% O	79 22%	87 23%	43 23%	35 20%	167 22%	78 21%	61 39% X	109 18%	90 21%	86 26%	71 25%	103 25%
Neither of these	272 24%	163 23%	76 24%	33 28% *	62 18%	210 27% E	73 20%	199 26% G	160 23%	112 26%	108 30% LMN	52 18%	15 16% *	22 18%	83 19%	123 28% O	83 23%	92 24%	42 22%	52 30%	175 24%	93 26%	23 15%	132 22%	95 22%	74 22%	56 20%	101 25%
Don't know	111 10%	51 7%	46 14% B	15 12% *	33 10%	79 10%	25 7%	87 11% G	63 9%	48 11%	22 6%	19 6%	6 6% *	7 6%	31 7%	34 8%	29 8%	22 6%	34 18% QRU	19 11% R	51 7%	54 15% QRU	7 4%	54 9%	29 7%	37 11%	15 5%	38 9%

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7th - 10th June 2024  
PUBLIC  
Housing and Economic Optimism  
All Adults aged 18+ in GB

QB. And now thinking of each of the following policy areas, would you prefer the next Chancellor cut taxes for individuals, meaning you personally pay less tax even if it means spending less on each of the following policy areas, or spending more money on each of the following policy areas, even if it means you personally paying more in taxes? - Policing  
All Adults aged 18+ in Great Britain

		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region							Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 -£54,999	£55,000+	Refused	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69	
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78	
Increase spending on public services, even if it means I personally pay more in taxes	468	236	226	31	74	58	83	80	142	105	141	222	37	112	111	208	282	186	113	111	118	62	20	43	411	57	77	127	136	102	25	
	41%	43%	40%	27%	38%	31%	44% DF	44% DF	54% DEF	34%	38%	50% JK	27%	34%	44% MN	50% MN	44%	38%	42%	38%	45%	39%	37% *	44% *	42%	37%	37%	43%	45%	42%	32% *	
Cut the taxes I pay personally, even if it means spending less on public services	256	144	104	39	58	63	35	30	31	97	98	61	44	106	53	53	146	111	67	66	47	42	12	21	220	36	41	67	66	70	12	
	23%	26% C	18%	34% GHI	30% GHI	34% GHI	19%	16%	12%	31% L	26% L	14%	32% OP	33% OP	21% P	13%	23%	23%	25%	23%	18%	26%	22% *	21% *	22%	24%	19%	23%	22%	29% ae	15% *	
Neither of these	281	122	159	26	38	45	41	55	77	64	86	132	35	66	57	124	157	124	59	76	71	38	13	24	234	48	53	74	75	54	25	
	25%	22%	28%	22%	19%	24%	22%	30% E	29% E	20%	23%	29% J	25%	20%	22%	30% N	24%	25%	22%	26%	27%	24%	24% *	24% *	24%	31%	25%	25%	25%	22%	32% *	
Don't know	126	45	80	19	26	21	28	18	14	45	48	32	22	42	34	28	58	67	28	38	23	17	10	10	114	12	40	26	27	18	16	
	11%	8%	14% B	17% I	13% I	11%	15% I	10%	5%	15% L	13% L	7%	16% P	13% P	13% P	7%	9%	14% Q	10%	13%	9%	11%	18% *	10% *	12%	8%	19% bcd	9%	9%	7%	20% bcd*	

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

7th - 10th June 2024  
PUBLIC  
Housing and Economic Optimism  
All Adults aged 18+ in GB

QB. And now thinking of each of the following policy areas, would you prefer the next Chancellor cut taxes for individuals, meaning you personally pay less tax even if it means spending less on each of the following policy areas, or spending more money on each of the following policy areas, even if it means you personally paying more in taxes? - Policing  
All Adults aged 18+ in Great Britain

		Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job	Bad job	Happy	Unhappy	Likely	Unlikely	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400	
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410	
Increase spending on public services, even if it means I personally pay more in taxes	468 41%	305 44% C	110 35%	53 44% *	122 35%	346 44% E	160 44%	307 40%	274 39%	194 45%	171 48% N	138 48% N	53 55% N*	41 35%	212 49%	198 45%	136 38%	189 50% QSTUV	68 35%	68 39%	325 44% Q	136 37%	66 43%	262 44%	197 46%	129 39%	106 38%	193 47% a	
Cut the taxes I pay personally, even if it means spending less on public services	256 23%	158 23%	82 26% D	16 14% *	108 31% F	148 19%	91 25%	165 22%	189 27% J	68 16%	72 20%	60 21%	21 22% *	36 30% K	80 18%	97 22%	91 25%	73 19%	45 23%	42 24%	164 22% R	87 24%	58 38% X	113 19%	98 23%	84 25%	91 33% b	85 21%	
Neither of these	281 25%	175 25%	75 24%	32 27% *	75 22%	206 26%	85 23%	197 26%	167 24%	115 27%	97 27%	65 22%	18 19% *	28 24%	101 23%	116 26%	101 28%	96 25%	39 20%	43 25%	197 27%	81 22%	22 14%	155 26% w	100 24%	80 24%	59 21%	94 23%	
Don't know	126 11%	58 8%	50 16% B	18 15% B*	38 11%	87 11%	32 9%	94 12%	74 11%	52 12%	18 5%	27 9%	4 5% *	13 11% K	39 9%	28 6%	34 9%	21 5%	40 21% QRTU	21 12% R	55 7% R	61 17% QRTU	8 5%	59 10%	30 7%	40 12% Y	22 8%	37 9%	

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7th - 10th June 2024  
PUBLIC  
Housing and Economic Optimism  
All Adults aged 18+ in GB

QB. And now thinking of each of the following policy areas, would you prefer the next Chancellor cut taxes for individuals, meaning you personally pay less tax even if it means spending less on each of the following policy areas, or spending more money on each of the following policy areas, even if it means you personally paying more in taxes? - Border security in order to control illegal immigration

All Adults aged 18+ in Great Britain

		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income				
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78
Increase spending on public services, even if it means I personally pay more in taxes	435 38%	240 44% C	192 34%	35 30%	62 32%	57 30%	68 37%	81 45% DEF	132 50% DEFG	97 31%	125 33%	213 48% JK	36 26%	102 31%	97 38% M	200 48% MNO	245 38%	190 39%	107 40%	118 40%	100 38%	50 32%	26 46% *	34 35% *	377 38%	58 38%	72 34%	123 42%	125 41%	92 38%	23 30% *
Cut the taxes I pay personally, even if it means spending less on public services	270 24%	135 25%	131 23%	42 37% GHI	77 39% FGHI	51 27% HI	37 20% I	32 17% E	31 12% DE	119 38% KL	89 24% L	62 14% J	54 39% OP	107 33% OP	55 22% P	54 13% M	156 24%	114 23%	62 23%	52 18%	68 26% T	50 32% T	14 25% *	24 25% *	231 24%	39 25%	34 16%	71 24%	81 27% ae	74 30% ae	10 13% *
Neither of these	289 26%	122 22%	162 28% B	21 18%	28 14%	58 31% DE	54 29% E	47 26% E	80 30% DE	49 16%	112 30% J	128 29% J	25 18%	74 23%	66 26%	124 30% M	174 27%	115 24%	65 24%	85 29% W	66 25%	39 24%	8 14% *	27 28% *	249 25%	40 27%	60 28%	70 24%	73 24%	58 24%	28 35% *
Don't know	137 12%	48 9%	85 15% B	17 15%	29 15%	21 11%	27 14%	22 12%	21 8%	46 15%	47 13%	44 10%	23 16% P	42 13%	36 14% P	36 9%	68 11%	69 14%	33 12%	38 13%	26 10%	20 12%	9 16% *	12 12% *	122 12%	15 10%	45 21% bcd	30 10%	24 8%	20 8%	17 22% bcd*

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7th - 10th June 2024  
PUBLIC  
Housing and Economic Optimism  
All Adults aged 18+ in GB

QB. And now thinking of each of the following policy areas, would you prefer the next Chancellor cut taxes for individuals, meaning you personally pay less tax even if it means spending less on each of the following policy areas, or spending more money on each of the following policy areas, even if it means you personally paying more in taxes? - Border security in order to control illegal immigration  
All Adults aged 18+ in Great Britain

		Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote			Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job	Bad job	Happy	Unhappy	Likely	Unlikely		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)		
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400		
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410		
Increase spending on public services, even if it means I personally pay more in taxes	435	292	98	45	119	316	130	305	251	184	189	95	40	45	145	228	129	176	63	61	305	124	74	216	184	102	111	154		
	38%	42% C	31%	38% *	35%	40%	35%	40%	36%	43% I	53% LN	33%	41% *	38%	34%	52% O	36%	46% QSTUV	33%	35%	41% QV	34%	48% X	37%	43% Z	31%	40%	37%		
Cut the taxes I pay personally, even if it means spending less on public services	270	162	88	20	105	165	106	165	194	76	62	86	27	29	109	86	92	67	45	61	159	106	53	147	96	106	90	117		
	24%	23%	28% D	17% *	31% F	21%	29% H	22%	28% J	18%	17%	30% K	28% K*	25%	25%	19%	25% R	18%	24%	35% QRSUV	21% R	29% RSU	34% X	25%	23%	32% Y	32%	28%		
Neither of these	289	179	74	36	85	204	102	187	175	114	86	78	21	30	129	93	108	103	42	31	211	72	20	158	110	78	53	99		
	26%	26%	23%	30% *	25%	26%	28%	25%	25%	27%	24%	27%	22% *	26%	30% P	21%	30% TV	27% TV	22%	18%	29% TV	20%	13%	27% W	26%	23%	19%	24%		
Don't know	137	62	56	18	34	102	32	105	83	54	21	30	8	14	48	33	33	33	41	21	66	62	6	68	35	46	25	40		
	12%	9%	18% B	15% *	10%	13%	9%	14% G	12%	13%	6%	10%	9% *	12%	11%	8%	9%	9%	22% QRTUV	12%	9%	17% QRTU	4%	12% W	8%	14% Y	9%	10%		

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7th - 10th June 2024																																
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All Adults aged 18+ in Great Britain																																
		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban / Rural		Income					
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	1131	547	569	130	208	192	207	210	184	338	399	394	156	341	280	354	623	508	269	296	256	160	53	97	974	157	230	288	290	254	69	
Weighted base	1131	546	570	115	196	187	186	183	264	311	373	447	139	325	254	413	643	488	267	292	260	159	56	97	978	153	211	294	304	244	78	
Increase spending on public services, even if it means I personally pay more in taxes	447 40%	244 45% C	199 35%	32 28%	68 35%	62 33%	70 38%	75 41% D	140 53% DEFGH	101 32%	132 35%	214 48% JK	39 28%	108 33%	101 40% M	199 48% MN	259 40%	188 39%	111 41%	118 40%	106 41%	57 36%	20 36% *	35 36% *	390 40%	58 38%	71 34%	131 45% ae	124 41% e	102 42% e	19 25% *	
Cut the taxes I pay personally, even if it means spending less on public services	280 25%	146 27%	127 22%	46 40% GHI	65 33% GHI	59 32% GI	39 21% I	43 24% I	28 10%	111 36% KL	98 26% L	71 16%	55 39% OP	106 33% OP	60 24% P	59 14%	171 27%	109 22%	75 28%	62 21%	60 23%	46 29%	15 28% *	21 22% *	245 25%	35 23%	40 19%	69 24%	81 27%	76 31% a	14 18% *	
Neither of these	274 24%	116 21%	155 27% B	21 19%	34 17%	44 23%	52 28% E	43 23%	80 30% DE	55 18%	96 26% J	123 27% J	25 18%	67 21%	63 25%	119 29% MN	148 23%	126 26%	57 21%	80 27%	61 24%	35 22%	16 29% *	25 26% *	227 23%	47 31%	61 29% d	71 24%	68 22%	46 19%	27 35% d*	
Don't know	130 11%	41 7%	88 15% B	15 13%	29 15% I	22 12%	24 13% I	22 12%	17 7%	44 14% L	46 12%	39 9%	20 14%	44 13%	30 12%	36 9%	65 10%	65 13%	25 9%	32 11%	32 12%	21 13%	4 7% *	16 16% *	116 12%	14 9%	39 19% bcd	22 8%	30 10%	21 8%	17 22% bcd*	

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7th - 10th June 2024  
PUBLIC  
Housing and Economic Optimism  
All Adults aged 18+ in GB

QB. And now thinking of each of the following policy areas, would you prefer the next Chancellor cut taxes for individuals, meaning you personally pay less tax even if it means spending less on each of the following policy areas, or spending more money on each of the following policy areas, even if it means you personally paying more in taxes? - Defence  
All Adults aged 18+ in Great Britain

		Marital Status				Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		Tenure						Views on Conservative Gov job at improving housing in Britain		Economic optimism - current financial situation		Economic optimism - financial situation to improve	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Lib Dems	Other	Remain	Leave	Mortgage	Owner	Social Renter	Private Renter	Owner/Oc cupier	Renter	Good job	Bad job	Happy	Unhappy	Likely	Unlikely	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	
Unweighted base	1131	673	343	115	372	759	538	593	727	404	334	296	102	124	439	410	283	465	179	178	748	357	177	583	438	329	311	400	
Weighted base	1131	695	317	119	343	788	368	763	703	428	358	289	96	118	432	440	362	379	191	174	741	365	154	588	424	332	278	410	
Increase spending on public services, even if it means I personally pay more in taxes	447 40%	308 44% C	89 28%	51 43% C*	132 38%	316 40%	156 42%	291 38%	248 35%	199 46% I	189 53% LN	113 39%	45 47% *	46 39%	175 41%	217 49% O	127 35%	183 48% QSTUV	67 35%	64 37%	311 42% Q	131 36%	86 56% X	216 37%	199 47% Z	114 34%	121 44%	158 39%	
Cut the taxes I pay personally, even if it means spending less on public services	280 25%	156 23%	101 32% BD	22 19% *	105 31% F	175 22%	100 27%	180 24%	206 29% J	74 17%	70 19%	69 24%	27 28% *	31 26%	101 23%	91 21%	101 28% R	75 20%	52 27%	47 27%	176 24% R	99 27% R	46 30%	158 27%	104 25%	89 27%	85 31%	108 26%	
Neither of these	274 24%	165 24%	76 24%	33 28% *	71 21%	203 26%	81 22%	192 25%	173 25%	101 23%	82 23%	80 28% M	15 15% *	27 23%	110 26%	100 23%	100 28%	88 23%	36 19%	45 26%	187 25%	80 22%	14 9%	145 25% W	88 21%	91 27%	60 22%	96 23%	
Don't know	130 11%	66 10%	51 16% B	13 11% *	36 10%	94 12%	31 9%	99 13% G	75 11%	55 13%	18 5%	28 10% K	9 10% *	13 11% K	45 10%	32 7%	34 9%	32 9%	36 19% QRU	19 11%	66 9%	55 15% QRTU	8 5%	70 12% W	33 8%	38 11%	11 4%	47 12% a	

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

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

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