**Table 1**
Q3 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

| | TOTAL | GENDER MAN (a) | GENDER WOMAN (b) | AGE 18-24 (c) | AGE 25-34 (d) | AGE 35-44 (e) | AGE 45-54 (f) | AGE 55-75 (g) | AGG AGE 18-34 (h) | AGG AGE 35-54 (i) | AGG AGE 55-75 (j) | 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) | 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) | HH 1 (I) | HH 2 (J) | HH 3 (K) | HH 4+ (L) | CHILDREN YES (M) | CHILDREN NO (N) | CON (O) | LAB (P) | LIB DEM (Q) | REFORM UK (R) | OTHER (S) | REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 521 | 551 | 157 | 209 | 172 | 205 | 345 | 366 | 377 | 345 | 178 | 320 | 282 | 308 | 263 | 284 | 241 | 152 | 53 | 95 | 922 | 166 | 687 | 401 | 591 | 497 | 746 | 342 | 895 | 176 | 640 | 332 | 116 | 218 | 325 | 240 | 305 | 425 | 583 | 158 | 375 | 97 | 109 | 124 | 453 | 318 |
| WEIGHTED BASE | 1088 | 530 | 542 | 124 | 208 | 194 | 200 | 362 | 332 | 394 | 362 | 142 | 345 | 269 | 332 | 259 | 283 | 242 | 157 | 52* | 95* | 927 | 161 | 621 | 467 | 383 | 705 | 738 | 350 | 917 | 158 | 640 | 319 | 117* | 216 | 336 | 238 | 298 | 421 | 667 | 168 | 357 | 101* | 125* | 108* | 431 | 368 |
| | 100% | 49% | 50% | 11% | 19% | 18% | 18% | 33% | 31% | 36% | 33% | 13% | 32% | 25% | 30% | 24% | 26% | 22% | 14% | 5%* | 9%* | 85% | 15% | 57% | 43% | 35% | 65% | 68% | 32% | 84% | 15% | 60% | 29% | 11%* | 20% | 31% | 22% | 27% | 39% | 61% | 15% | 33% | 9%* | 11%* | 10%* | 40% | 34% |
| (4) Very good | 59 | 35 | 22 | 10 | 24 | 20 | 3 | 2 | 34 | 23 | 2 | 12 | 38 | 6 | 2 | 17 | 12 | 4 | 16 | 4 | 6 | 55 | 3 | 42 | 17 | 34 | 25 | 54 | 5 | 46 | 12 | 49 | 8 | 1 | 3 | 10 | 21 | 24 | 49 | 9 | 11 | 21 | 8 | 3 | 7 | 28 | 16 |
| | 5% | 7% | 4% | 8% | 12% | 10% | 2% | * | 10% | 6% | * | 9% | 11% | 2% | * | 7% | 4% | 2% | 10% | 7% | 6% | 6% | 2% | 7% | 4% | 9% | 4% | 7% | 1% | 5% | 7% | 8% | 3% | 1% | 1% | 3% | 9% | 8% | 12% | 1% | 7% | 6% | 8% | 3% | 6% | 6% | 4% |
| (3) Fairly good | 253 | 146 | 102 | 27 | 71 | 58 | 24 | 73 | 98 | 83 | 73 | 35 | 115 | 38 | 67 | 47 | 61 | 57 | 57 | 10 | 21 | 220 | 33 | 172 | 81 | 114 | 140 | 191 | 62 | 195 | 57 | 164 | 72 | 17 | 47 | 58 | 64 | 87 | 130 | 124 | 62 | 95 | 19 | 21 | 18 | 98 | 85 |
| | 23% | 28% | 19% | 22% | 34% | 30% | 12% | 20% | 29% | 21% | 20% | 24% | 33% | 14% | 20% | 18% | 22% | 23% | 36% | 20% | 22% | 24% | 21% | 28% | 17% | 30% | 20% | 26% | 18% | 21% | 36% | 25% | 23% | 15% | 22% | 17% | 27% | 29% | 31% | 19% | 38% | 27% | 18% | 17% | 16% | 23% | 23% |
| (2) Fairly poor | 514 | 252 | 254 | 57 | 80 | 79 | 111 | 187 | 137 | 190 | 187 | 61 | 137 | 143 | 175 | 118 | 137 | 131 | 54 | 27 | 49 | 422 | 93 | 291 | 223 | 173 | 341 | 340 | 174 | 437 | 69 | 298 | 158 | 58 | 107 | 181 | 98 | 128 | 167 | 347 | 56 | 170 | 58 | 56 | 52 | 215 | 165 |
| | 47% | 48% | 47% | 46% | 38% | 41% | 56% | 52% | 41% | 48% | 52% | 43% | 40% | 53% | 53% | 45% | 48% | 54% | 34% | 52% | 51% | 45% | 58% | 47% | 48% | 45% | 48% | 46% | 50% | 48% | 44% | 46% | 50% | 50% | 50% | 54% | 41% | 43% | 40% | 52% | 34% | 48% | 57% | 45% | 49% | 50% | 45% |
| (1) Very poor | 240 | 89 | 149 | 26 | 34 | 29 | 59 | 93 | 59 | 87 | 93 | 30 | 50 | 77 | 83 | 71 | 69 | 45 | 28 | 9 | 17 | 210 | 30 | 108 | 131 | 59 | 181 | 137 | 103 | 217 | 20 | 129 | 73 | 38 | 56 | 82 | 48 | 54 | 67 | 172 | 35 | 60 | 16 | 44 | 31 | 84 | 98 |
| | 22% | 17% | 28% | 21% | 16% | 15% | 29% | 26% | 18% | 22% | 26% | 21% | 14% | 29% | 25% | 27% | 25% | 19% | 18% | 18% | 18% | 23% | 19% | 17% | 28% | 15% | 26% | 19% | 29% | 24% | 13% | 20% | 23% | 33% | 26% | 24% | 20% | 18% | 16% | 26% | 21% | 17% | 16% | 35% | 29% | 19% | 27% |
| Good (NET) | 312 | 181 | 124 | 37 | 95 | 78 | 27 | 75 | 132 | 105 | 75 | 47 | 153 | 44 | 68 | 64 | 73 | 61 | 73 | 14 | 27 | 275 | 37 | 214 | 98 | 147 | 165 | 245 | 67 | 241 | 69 | 213 | 80 | 19 | 50 | 66 | 85 | 111 | 179 | 133 | 73 | 116 | 27 | 25 | 24 | 126 | 101 |
| | 29% | 34% | 23% | 30% | 45% | 40% | 14% | 21% | 40% | 27% | 21% | 33% | 44% | 16% | 21% | 25% | 26% | 25% | 46% | 27% | 29% | 30% | 23% | 34% | 21% | 38% | 23% | 33% | 19% | 26% | 44% | 33% | 25% | 16% | 23% | 20% | 36% | 37% | 43% | 20% | 44% | 33% | 27% | 20% | 22% | 29% | 27% |
| Poor (NET) | 754 | 341 | 404 | 82 | 113 | 108 | 170 | 280 | 196 | 278 | 280 | 91 | 186 | 220 | 257 | 189 | 206 | 176 | 82 | 36 | 66 | 631 | 123 | 400 | 354 | 232 | 522 | 477 | 277 | 654 | 89 | 427 | 231 | 96 | 163 | 263 | 146 | 182 | 234 | 519 | 90 | 231 | 74 | 100 | 84 | 299 | 263 |
| | 69% | 64% | 75% | 67% | 55% | 55% | 85% | 77% | 59% | 71% | 77% | 64% | 54% | 82% | 78% | 73% | 73% | 73% | 52% | 69% | 69% | 68% | 76% | 64% | 76% | 61% | 74% | 65% | 79% | 71% | 56% | 75% | 78% | 81% | 61% | 78% | 61% | 61% | 56% | 78% | 54% | 65% | 73% | 80% | 78% | 69% | 71% |
| Mean | 2.12 | 2.24 | 1.99 | 2.18 | 2.41 | 2.37 | 1.86 | 1.95 | 2.33 | 2.11 | 1.95 | 2.21 | 2.42 | 1.9 | 1.96 | 2.04 | 2.06 | 2.08 | 2.39 | 2.17 | 2.17 | 2.13 | 2.06 | 2.24 | 1.96 | 2.32 | 2.01 | 2.23 | 1.91 | 2.08 | 2.38 | 2.21 | 2.05 | 1.84 | 2.21 | 2.05 | 2.26 | 2.28 | 2.39 | 1.95 | 2.3 | 2.22 | 2.19 | 1.93 | 2.16 | 2.05 |
| Don't know | 22 | 8 | 14 | 4 | - | 8 | 3 | 7 | 4 | 11 | 7 | 4 | 6 | 5 | 6 | 6 | 4 | 2 | 3 | 2 | 2 | 21 | 1 | 8 | 14 | 4 | 18 | 16 | 6 | 21 | - | 12 | 8 | 2 | 3 | 7 | 7 | 5 | 8 | 14 | 2 | 10 | - | 1 | - | 6 | 4 |
| | 2% | 1% | 3% | 3% | - | 4% | 1% | 2% | 1% | 3% | 2% | 3% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 3% | 2% | 2% | 1% | 1% | 3% | 1% | 3% | 2% | 2% | 2% | - | 2% | 3% | 2% | 1% | 2% | 3% | 2% | 2% | 2% | 2% | 3% | - | * | - | 1% | 1% |

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
Overlap formulae used.  * small base

**THE ECONOMY**
**23 - 26 AUGUST 2024**
**PUBLIC**
**IPSOS**

**Table 2**
**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**

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | 1088 | 334 | 735 | 513 | 492 | 315 | 697 | 442 | 252 |
| WEIGHTED BASE | 1088 | 312 | 754 | 489 | 515 | 307 | 696 | 413 | 260 |
| | 100% | 29% | 69% | 45% | 47% | 28% | 64% | 38% | 24% |
| (4) Very good | 59 | 59 | - | 53 | 3 | 48 | 8 | 31 | 18 |
| | 5% | 19% | - | 11% | 1% | 16% | 1% | 8% | 7% |
| | | b | | df | | cdf | | | |
| (3) Fairly good | 253 | 253 | - | 150 | 91 | 139 | 102 | 105 | 97 |
| | 23% | 81% | - | 31% | 18% | 45% | 15% | 25% | 38% |
| | | b | | df | | cdf | | | g |
| (2) Fairly poor | 514 | - | 514 | 214 | 254 | 91 | 383 | 201 | 103 |
| | 47% | - | 68% | 44% | 49% | 30% | 55% | 49% | 40% |
| | | | a | e | e | | cde | h | |
| (1) Very poor | 240 | - | 240 | 63 | 159 | 29 | 187 | 66 | 40 |
| | 22% | - | 32% | 13% | 31% | 9% | 27% | 16% | 15% |
| | | | a | | cef | | ce | | |
| Good (NET) | 312 | 312 | - | 203 | 95 | 187 | 110 | 136 | 115 |
| | 29% | 100% | - | 42% | 18% | 61% | 16% | 33% | 44% |
| | | b | | df | | cdf | | | g |
| Poor (NET) | 754 | - | 754 | 276 | 413 | 120 | 569 | 266 | 143 |
| | 69% | - | 100% | 57% | 80% | 39% | 82% | 64% | 55% |
| | | | a | e | ce | | ce | h | |
| Mean | 2.12 | 3.19 | 1.68 | 2.4 | 1.88 | 2.67 | 1.9 | 2.25 | 2.36 |
| | | b | | df | | cdf | | | |
| Don't know | 22 | - | - | 9 | 8 | 1 | 17 | 11 | 2 |
| | 2% | - | - | 2% | 1% | * | 2% | 3% | 1% |
| | | | | | | | e | | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h
Overlap formulae used.
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.

**Table 3**

Q2 Which of the following, if any, would you say you 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

| | TOTAL | GENDER 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) | 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) | 1 (I) | 2 (J) | 3 (K) | 4+ (L) | YES (M) | NO (N) | CONSERVATIVE (O) | LABOUR (P) | LIBERAL DEMOCRATS (Q) | REFORM UK (R) | OTHER (S) | REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 334 | 187 | 140 | 50 | 103 | 71 | 30 | 80 | 153 | 101 | 80 | 63 | 153 | 46 | 72 | 75 | 78 | 83 | 74 | 15 | 29 | 290 | 44 | 238 | 96 | 218 | 116 | 264 | 70 | 247 | 83 | 230 | 84 | 20 | 48 | 72 | 92 | 122 | 195 | 139 | 75 | 130 | 24 | 22 | 33 | 137 | 108 |
| WEIGHTED BASE | 312 | 181 | 124 | 37* | 95* | 78* | 27** | 75* | 132 | 105* | 75* | 47* | 153 | 44* | 68* | 64* | 73* | 61* | 73* | 14** | 27** | 275 | 27* | 214 | 98* | 147 | 165 | 245 | 67* | 241 | 69* | 230 | 84 | 19** | 50* | 68* | 85* | 111* | 179 | 133 | 73* | 116 | 27** | 25** | 24** | 126 | 101* |
| | 100% | 58% | 40% | 12%* | 30%* | 25%* | 9%** | 24%* | 42% | 34%* | 24%* | 15%* | 49% | 14%* | 22%* | 21%* | 23%* | 19%* | 23%* | 5%** | 9%** | 88% | 12%* | 69% | 31%* | 47% | 53% | 79% | 21%* | 77% | 22%* | 68% | 26%* | 6%** | 16%* | 21%* | 27%* | 36%* | 57% | 43% | 24%* | 37% | 8%** | 8%** | 8%** | 40% | 32%* |
| The productivity of British workers | 111 | 65 | 42 | 13 | 33 | 39 | 7 | 18 | 46 | 47 | 18 | 17 | 61 | 15 | 17 | 25 | 27 | 14 | 30 | 5 | 9 | 98 | 13 | 71 | 40 | 51 | 59 | 90 | 21 | 93 | 18 | 78 | 27 | 5 | 20 | 21 | 27 | 43 | 69 | 42 | 30 | 40 | 8 | 9 | 7 | 40 | 33 |
| | 36% | 36% | 34% | 35% | 35% | 51% | 27% | 24% | 35% | 45% | 24% | 37% | 40% | 35% | 25% | 39% | 38% | 24% | 41% | 36% | 33% | 35% | 36% | 33% | 41% | 35% | 36% | 37% | 31% | 38% | 26% | 37% | 34% | 29% | 41% | 32% | 31% | 39% | 39% | 31% | 41% | 35% | 31% | 36% | 27% | 31% | 33% |
| The state of the global economy | 110 | 69 | 37 | 11 | 39 | 28 | 7 | 24 | 50 | 35 | 24 | 15 | 61 | 13 | 21 | 22 | 23 | 21 | 26 | 5 | 12 | 97 | 12 | 78 | 32 | 48 | 61 | 91 | 19 | 81 | 28 | 77 | 31 | 1 | 18 | 22 | 32 | 38 | 68 | 41 | 21 | 42 | 15 | 11 | 4 | 38 | 32 |
| | 35% | 38% | 30% | 29% | 41% | 35% | 27% | 33% | 38% | 33% | 33% | 32% | 40% | 29% | 30% | 35% | 32% | 34% | 36% | 36% | 46% | 35% | 34% | 36% | 33% | 33% | 37% | 37% | 28% | 33% | 41% | 36% | 39% | 8% | 36% | 33% | 38% | 34% | 38% | 31% | 29% | 36% | 55% | 44% | 16% | 30% | 32% |
| Decisions made by the Bank of England | 96 | 56 | 36 | 10 | 19 | 26 | 11 | 30 | 28 | 37 | 30 | 11 | 40 | 17 | 28 | 21 | 20 | 20 | 21 | 3 | 10 | 82 | 14 | 68 | 28 | 49 | 46 | 68 | 27 | 75 | 20 | 68 | 21 | 7 | 15 | 25 | 27 | 28 | 50 | 46 | 26 | 37 | 7 | 6 | 6 | 54 | 24 |
| | 31% | 31% | 29% | 26% | 20% | 33% | 42% | 40% | 22% | 36% | 40% | 23% | 26% | 39% | 41% | 33% | 27% | 34% | 29% | 20% | 38% | 30% | 38% | 32% | 28% | 33% | 28% | 28% | 41% | 31% | 29% | 32% | 26% | 38% | 30% | 39% | 31% | 26% | 28% | 34% | 35% | 32% | 25% | 24% | 26% | 42% | 24% |
| Decisions made by the former Prime Minister, Rishi Sunak and former Chancellor Jeremy Hunt | 86 | 47 | 36 | 10 | 25 | 21 | 5 | 26 | 35 | 25 | 26 | 14 | 39 | 8 | 25 | 19 | 20 | 17 | 18 | 3 | 9 | 74 | 12 | 64 | 22 | 51 | 35 | 65 | 21 | 69 | 17 | 64 | 19 | 3 | 8 | 22 | 24 | 32 | 50 | 36 | 31 | 33 | 3 | 6 | 3 | 42 | 24 |
| | 28% | 26% | 29% | 27% | 26% | 27% | 17% | 35% | 26% | 24% | 35% | 30% | 26% | 17% | 37% A | 30% | 28% | 27% | 25% | 23% | 31% | 27% | 33% | 30% | 22% | 35% A | 21% | 27% | 31% | 28% | 25% | 30% | 24% | 17% | 17% | 33% | 28% | 29% | 28% | 27% | 42% P | 28% | 12% | 23% | 14% | 33% | 24% |
| Covid-19 pandemic having less of an impact than previously | 81 | 47 | 32 | 10 | 20 | 20 | 7 | 24 | 29 | 27 | 24 | 12 | 36 | 11 | 21 | 15 | 11 | 25 | 18 | 4 | 8 | 69 | 12 | 58 | 23 | 37 | 43 | 66 | 15 | 65 | 16 | 52 | 25 | 4 | 14 | 14 | 24 | 29 | 45 | 36 | 18 | 27 | 12 | 12 | 5 | 36 | 32 |
| | 26% | 26% | 26% | 26% | 21% | 25% | 27% | 33% | 22% | 26% | 33% | 25% | 24% | 26% | 31% | 23% | 15% | 40% p | 25% | 30% | 29% | 25% | 31% | 27% | 23% | 25% | 26% | 27% | 23% | 27% | 23% | 24% | 31% | 22% | 28% | 22% | 28% | 26% | 25% | 27% | 25% | 23% | 44% | 51% | 21% | 28% | 32% |
| Decisions made by big businesses | 80 | 45 | 32 | 11 | 30 | 22 | 6 | 12 | 40 | 28 | 12 | 15 | 47 | 7 | 12 | 18 | 18 | 14 | 16 | 4 | 10 | 73 | 8 | 64 | 16 | 37 | 44 | 70 | 10 | 62 | 19 | 58 | 22 | 1 | 8 | 16 | 27 | 29 | 51 | 29 | 27 | 32 | 9 | 1 | 1 | 26 | 26 |
| | 26% | 25% | 26% | 29% | 31% | 29% | 22% | 15% | 31% | 27% | 15% | 31% | 31% | 15% | 17% | 28% | 25% | 24% | 21% | 26% | 38% | 26% | 30% | 30% | 17% | 25% | 27% | 29% | 15% | 26% | 27% | 25% c | 27% | 3% | 17% | 24% | 32% | 26% | 28% | 22% | 36% | 28% | 34% | 4% | 6% | 21% | 26% |
| Decisions made by the current Labour Prime Minister, Keir Starmer and Chancellor Rachel Reeves | 80 | 57 | 20 | 13 | 29 | 21 | 6 | 10 | 42 | 28 | 10 | 17 | 45 | 10 | 8 | 16 | 13 | 16 | 27 | 2 | 6 | 75 | 5 | 55 | 25 | 47 | 32 | 71 | 8 | 51 | 28 | 59 | 18 | 3 | 9 | 11 | 22 | 37 | 56 | 24 | 4 | 54 | 4 | 1 | 1 | 44 | 18 |
| | 25% | 31% b | 16% | 35% g | 31% g | 27% | 23% | 13% | 32% j | 26% | 13% | 36% n | 29% n | 22% | 11% | 26% | 18% | 26% | 37% p | 16% | 21% | 27% | 13% | 25% | 26% | 32% A | 20% | 29% c | 12% | 21% | 41% D | 27% | 23% | 14% | 17% | 17% | 26% | 34% j | 31% N | 18% | 5% | 46% O | 16% | 5% | 5% | 35% U | 18% |
| The Conservative party's economic policies when they were in government from 2010 to 2024 | 79 | 50 | 27 | 7 | 22 | 19 | 7 | 25 | 28 | 25 | 25 | 7 | 38 | 10 | 24 | 20 | 17 | 17 | 11 | 5 | 9 | 66 | 13 | 51 | 28 | 37 | 42 | 58 | 21 | 65 | 14 | 52 | 20 | 7 | 14 | 17 | 22 | 25 | 43 | 36 | 35 | 25 | 4 | 7 | 2 | 37 | 28 |
| | 25% | 28% | 22% | 18% | 23% | 24% | 25% | 33% | 22% | 24% | 33% | 16% | 25% | 22% | 36% r | 32% | 23% | 28% | 15% | 35% | 33% | 24% | 36% | 24% | 28% | 25% | 26% | 24% | 32% | 27% | 20% | 24% | 24% | 40% | 29% | 26% | 26% | 23% | 24% | 27% | 47% P | 21% | 16% | 29% | 8% | 30% | 28% |
| Britain leaving the European Union | 72 | 39 | 32 | 5 | 27 | 16 | 5 | 18 | 32 | 21 | 18 | 7 | 41 | 9 | 15 | 19 | 15 | 11 | 15 | 2 | 10 | 62 | 10 | 53 | 19 | 32 | 40 | 58 | 13 | 58 | 14 | 54 | 16 | 2 | 10 | 13 | 26 | 23 | 46 | 26 | 23 | 22 | 11 | 7 | 6 | 21 | 37 |
| | 23% | 22% | 25% | 14% | 29% | 21% | 20% | 24% | 24% | 20% | 24% | 14% | 27% | 21% | 23% | 30% | 21% | 18% | 21% | 12% | 36% | 23% | 37% | 25% | 19% | 21% | 24% | 24% | 20% | 25% | 20% | 24% | 20% | 11% | 20% | 19% | 30% | 21% | 26% | 19% | 31% | 19% | 41% | 30% | 24% | 17% | 36% t |
| The Labour party's economic policies when they were last in government from 1997 to 2010 | 51 | 39 | 9 | 9 | 18 | 19 | 3 | 2 | 27 | 22 | 2 | 13 | 33 | 3 | 2 | 10 | 10 | 8 | 16 | 2 | 6 | 48 | 4 | 37 | 14 | 32 | 19 | 46 | 5 | 35 | 16 | 41 | 10 | 1 | 7 | 9 | 17 | 19 | 37 | 14 | 5 | 27 | 3 | 3 | 5 | 24 | 16 |
| | 16% | 22% b | 7% | 24% | 19% | 24% | 13% | 2% | 21% j | 21% | 2% | 28% mn | 22% n | 8% | 3% | 16% | 13% | 13% | 22% | 12% | 22% | 17% | 10% | 17% | 14% | 22% A | 12% | 19% c | 8% | 14% | 24% | 19% | 12% | 6% | 14% | 14% | 20% | 17% | 21% N | 11% | 6% | 23% O | 11% | 14% | 19% | 19% | 16% |
| Decisions made by the former Conservative Prime Minister, Liz Truss and former Chancellor Kwasi Kwarteng | 46 | 32 | 13 | 10 | 21 | 12 | 1 | 2 | 31 | 12 | 2 | 12 | 30 | 1 | 2 | 13 | 6 | 5 | 15 | 1 | 5 | 45 | 1 | 32 | 13 | 22 | 24 | 44 | 1 | 34 | 11 | 30 | 16 | - | 8 | 8 | 18 | 19 | 33 | 12 | 8 | 21 | 4 | 2 | 4 | 26 | 7 |
| | 15% | 17% | 10% | 28% gj | 22% g | 15% g | 2% | 3% | 24% lij | 12% | 3% | 25% mn | 20% mn | 3% | 3% | 20% | 8% | 9% | 20% | 8% | 18% | 16% v | 2% | 15% | 14% | 15% | 14% | 18% c | 2% | 14% | 16% | 14% | 19% | - | 8% | 8% | 18% | 19% | 19% N | 9% | 11% | 18% | 15% | 9% | 15% | 21% U | 7% |
| The Russian invasion of Ukraine having less of an impact than previously | 41 | 25 | 13 | 1 | 16 | 8 | 5 | 11 | 17 | 13 | 11 | 3 | 21 | 8 | 9 | 6 | 6 | 9 | 15 | 1 | 3 | 37 | 3 | 28 | 13 | 21 | 20 | 33 | 8 | 32 | 8 | 24 | 16 | 1 | 8 | 6 | 13 | 15 | 24 | 17 | 8 | 18 | 5 | 5 | 5 | 24 | 9 |
| | 13% | 14% | 11% | 3% | 17% c | 10% | 19% | 15% | 13% | 13% | 15% | 6% | 14% | 18% | 13% | 10% | 8% | 15% | 21% | 8% | 12% | 13% | 11% | 13% | 14% | 14% | 12% | 14% | 11% | 13% | 12% | 11% | 19% | 7% | 16% | 9% | 15% | 13% | 14% | 13% | 11% | 16% | 19% | 13% | 20% | 19% | 9% |
| Other (please specify) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| None of the above | 6 | 1 | 5 | - | 1 | 1 | 4 | 1 | 1 | 5 | 1 | - | 1 | 4 | 1 | - | 3 | 3 | - | 1 | - | 6 | - | 5 | 1 | 1 | 5 | 2 | 2 | 2 | 3 | 4 | 2 | - | 2 | 1 | 1 | 2 | 1 | 4 | 2 | 1 | - | - | 1 | 1 | 3 |
| | 2% | * | 4% a | - | 1% | 1% | 13% | 1% | * | 4% | 1% | - | * | 10% kl | 2% | - | 4% | 5% | - | 7% | - | 2% | - | 2% | 1% | 1% | 3% | 2% | 2% | 2% | 3% | 2% | 3% | - | 4% | 2% | 1% | 2% | 1% | 3% | 2% | 1% | - | - | 5% | 1% | 3% |
| Don't know | 11 | 3 | 9 | 2 | 2 | 2 | 1 | 5 | 4 | 3 | 5 | 1 | 3 | 2 | 3 | 1 | 3 | 3 | 3 | 1 | 1 | 9 | 2 | 5 | 6 | 5 | 6 | 9 | 3 | 6 | 5 | 5 | 4 | 2 | 3 | 4 | 5 | 2 | 6 | 5 | 2 | 5 | - | - | 1 | 1 | 6 |
| | 4% | 1% | 7% a | 4% | 2% | 2% | 4% | 6% | 3% | 3% | 6% | 2% | 2% | 4% | 6% | 2% | 5% | 4% | 4% | 4% | 3% | 3% | 5% | 2% | 7% | 4% | 3% | 4% | 4% | 2% | 8% D | 3% | 4% | 10% | 5% | 4% | 5% | 2% | 3% | 4% | 3% | 4% | - | - | 5% | 1% | 6% |

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 4

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

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | 334 | 334 | - | 223 | 98 | 197 | 123 | 152 | 117 |
| WEIGHTED BASE | 312 | 312 | -** | 203 | 95* | 187 | 110 | 136 | 115* |
| | 100% | 100% | -** | 65% | 30%* | 60% | 35% | 44% | 37%* |
| The productivity of British workers | 111 | 111 | - | 73 | 32 | 70 | 32 | 46 | 43 |
| | 36% | 36% | - | 36% | 34% | 38% | 29% | 34% | 37% |
| The state of the global economy | 110 | 110 | - | 74 | 28 | 66 | 37 | 55 | 35 |
| | 35% | 35% | - | 37% | 30% | 35% | 33% | 41% | 30% |
| Decisions made by the Bank of England | 96 | 96 | - | 55 | 36 | 59 | 30 | 39 | 37 |
| | 31% | 31% | - | 27% | 38% | 32% | 28% | 29% | 32% |
| Decisions made by the former Prime Minister, Rishi Sunak and former Chancellor Jeremy Hunt | 86 | 86 | - | 55 | 28 | 66 | 19 | 32 | 43 |
| | 28% | 28% | - | 27% f | 29% f | 35% cf | 17% | 23% | 38% g |
| Covid-19 pandemic having less of an impact than previously | 81 | 81 | - | 44 | 35 | 41 | 36 | 33 | 29 |
| | 26% | 26% | - | 22% | 37% ce | 22% | 33% c | 24% | 25% |
| Decisions made by big businesses | 80 | 80 | - | 53 | 26 | 54 | 25 | 36 | 32 |
| | 26% | 26% | - | 26% | 28% | 29% | 23% | 27% | 28% |
| Decisions made by the current Labour Prime Minister, Keir Starmer and Chancellor Rachel Reeves | 80 | 80 | - | 72 | 6 | 42 | 37 | 63 | 9 |
| | 25% | 25% | - | 36% de | 7% | 22% d | 33% d | 47% h | 8% |
| The Conservative party's economic policies when they were in government from 2010 to 2024 | 79 | 79 | - | 39 | 35 | 64 | 14 | 22 | 50 |
| | 25% | 25% | - | 19% f | 37% cf | 34% cf | 13% | 16% | 43% g |
| Britain leaving the European Union | 72 | 72 | - | 42 | 28 | 53 | 15 | 24 | 39 |
| | 23% | 23% | - | 21% f | 30% f | 29% cf | 14% | 18% | 34% g |
| The Labour party's economic policies when they were last in government from 1997 to 2010 | 51 | 51 | - | 47 | 3 | 31 | 19 | 32 | 14 |
| | 16% | 16% | - | 23% de | 3% | 17% d | 17% d | 24% h | 12% |
| Decisions made by the former Conservative Prime Minister, Liz Truss and former Chancellor Kwasi Kwarteng | 46 | 46 | - | 37 | 6 | 38 | 7 | 25 | 15 |
| | 15% | 15% | - | 18% df | 7% | 20% df | 6% | 18% | 13% |
| The Russian invasion of Ukraine having less of an impact than previously | 41 | 41 | - | 31 | 9 | 23 | 15 | 19 | 13 |
| | 13% | 13% | - | 15% | 10% | 12% | 14% | 14% | 11% |
| Other (please specify) | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - |
| None of the above | 6 | 6 | - | 2 | 1 | 2 | 1 | 1 | 2 |
| | 2% | 2% | - | 1% | 1% | 1% | 1% | * | 1% |
| Don't know | 11 | 11 | - | 7 | 3 | 4 | 6 | 5 | 2 |
| | 4% | 4% | - | 4% | 3% | 2% | 5% | 3% | 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h
Overlap formulae used.  * small base; ** very small base (under 30) ineligible for sig testing
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.

**THE ECONOMY**
**23 - 26 AUGUST 2024**
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Table 5
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

| | TOTAL | MAN (a) | WOMAN (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-75 (g) |
|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 735 | 329 | 397 | 103 | 106 | 94 | 172 | 260 |
| WEIGHTED BASE | 754 | 341 | 404 | 82* | 113* | 108* | 170 | 280 |
| | 100% | 45% | 54% | 11%* | 15%* | 14%* | 23% | 37% |
| The impact of the Covid-19 pandemic | 411 | 165 | 240 | 36 | 59 | 60 | 92 | 164 |
| | 54% | 49% | 60% a | 44% | 52% | 55% | 54% | 58% c |
| Britain leaving the European Union | 370 | 161 | 204 | 32 | 56 | 65 | 87 | 131 |
| | 49% | 47% | 50% | 39% | 49% | 60% c | 51% | 47% |
| The Conservative party's economic policies when they were in government from 2010 to 2024 | 369 | 184 | 182 | 30 | 52 | 51 | 91 | 145 |
| | 49% | 54% b | 45% | 36% | 46% | 47% | 54% c | 52% c |
| Decisions made by the former Conservative Prime Minister, Liz Truss and former Chancellor Kwasi Kwarteng | 365 | 171 | 188 | 32 | 35 | 46 | 84 | 167 |
| | 48% | 50% | 47% | 39% | 31% | 43% | 49% cd | 60% cde |
| Decisions made by the former Prime Minister, Rishi Sunak and former Chancellor Jeremy Hunt | 308 | 148 | 156 | 38 | 38 | 37 | 77 | 118 |
| | 41% | 43% | 39% | 46% | 34% | 35% | 45% | 42% |
| The impact of the Russian invasion of Ukraine | 294 | 125 | 165 | 18 | 33 | 44 | 71 | 128 |
| | 39% | 37% | 41% | 22% | 29% | 41% c | 42% c | 46% cd |
| The state of the global economy | 261 | 111 | 149 | 22 | 47 | 34 | 59 | 99 |
| | 35% | 32% | 37% | 26% | 42% c | 32% | 35% | 35% |
| Decisions made by the current Labour Prime Minister, Keir Starmer and Chancellor Rachel Reeves | 182 | 82 | 101 | 15 | 33 | 18 | 43 | 74 |
| | 24% | 24% | 25% | 18% | 29% | 16% | 26% | 26% |
| Decisions made by the Bank of England | 136 | 74 | 62 | 15 | 19 | 27 | 33 | 42 |
| | 18% | 22% | 15% | 18% | 17% | 25% | 20% | 15% |
| The Labour party's economic policies when they were last in government from 1997 to 2010 | 126 | 66 | 60 | 16 | 12 | 14 | 33 | 51 |
| | 17% | 19% | 15% | 20% | 10% | 13% | 19% | 18% |
| Decisions made by big businesses | 123 | 68 | 55 | 18 | 20 | 22 | 31 | 32 |
| | 16% | 20% | 14% | 21% | 17% | 21% | 18% | 11% |
| The productivity of British workers | 103 | 50 | 51 | 13 | 12 | 11 | 23 | 44 |
| | 14% | 15% | 13% | 16% | 11% | 10% | 13% | 16% |
| Other (please specify) | 19 | 6 | 13 | 2 | 1 | 2 | 4 | 11 |
| | 3% | 2% | 3% | 2% | 1% | 1% | 2% | 4% |
| None of the above | 7 | 1 | 6 | 3 | 1 | 1 | - | * |
| | 1% | * | 2% | 3% | 2% | 1% | - | * |
| Don't know | 23 | 6 | 17 | 3 | 3 | 6 | 5 | 7 |
| | 3% | 2% | 4% | 2% | 3% | 5% | 3% | 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
Overlap formulae used.  * small base; ** very small base (under 30) ineligible for sig testing

**Table 6**

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

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
|---|---|---|---|---|---|---|---|---|---|
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | 735 | - | 735 | 283 | 387 | 117 | 560 | 282 | 133 |
| WEIGHTED BASE | 754 | -** | 754 | 276 | 413 | 120* | 569 | 266 | 143 |
| | 100% | -** | 100% | 37% | 55% | 16%* | 75% | 35% | 19% |
| The impact of the Covid-19 pandemic | 411 | - | 411 | 153 | 226 | 70 | 310 | 148 | 91 |
| | 54% | - | 54% | 55% | 55% | 58% | 54% | 56% | 63% |
| Britain leaving the European Union | 370 | - | 370 | 176 | 158 | 37 | 309 | 181 | 37 |
| | 49% | - | 49% | 64% def | 38% | 31% | 54% de | 68% h | 26% |
| The Conservative party's economic policies when they were in government from 2010 to 2024 | 369 | - | 369 | 171 | 169 | 23 | 332 | 181 | 23 |
| | 49% | - | 49% | 62% de | 41% e | 19% | 58% de | 68% h | 16% |
| Decisions made by the former Conservative Prime Minister, Liz Truss and former Chancellor Kwasi Kwarteng | 365 | - | 365 | 153 | 180 | 38 | 308 | 165 | 51 |
| | 48% | - | 48% | 55% de | 44% e | 32% | 54% de | 62% h | 35% |
| Decisions made by the former Prime Minister, Rishi Sunak and former Chancellor Jeremy Hunt | 308 | - | 308 | 131 | 146 | 12 | 277 | 147 | 13 |
| | 41% | - | 41% | 47% de | 35% e | 10% | 49% de | 55% h | 9% |
| The impact of the Russian invasion of Ukraine | 294 | - | 294 | 104 | 163 | 53 | 215 | 97 | 65 |
| | 39% | - | 39% | 38% | 40% | 44% | 38% | 36% | 45% |
| The state of the global economy | 261 | - | 261 | 86 | 155 | 53 | 187 | 88 | 60 |
| | 35% | - | 35% | 31% | 38% f | 44% cf | 33% | 33% | 42% |
| Decisions made by the current Labour Prime Minister, Keir Starmer and Chancellor Rachel Reeves | 182 | - | 182 | 15 | 161 | 53 | 115 | 19 | 65 |
| | 24% | - | 24% | 6% | 39% cf | 44% cf | 20% c | 7% | 46% g |
| Decisions made by the Bank of England | 136 | - | 136 | 40 | 86 | 16 | 109 | 38 | 20 |
| | 18% | - | 18% | 14% | 21% | 13% | 19% c | 14% | 14% |
| The Labour party's economic policies when they were last in government from 1997 to 2010 | 126 | - | 126 | 16 | 100 | 42 | 74 | 15 | 50 |
| | 17% | - | 17% | 6% | 24% cf | 35% cdf | 13% c | 6% | 35% g |
| Decisions made by big businesses | 123 | - | 123 | 41 | 75 | 10 | 110 | 52 | 14 |
| | 16% | - | 16% | 15% | 18% e | 9% | 19% ce | 19% h | 9% |
| The productivity of British workers | 103 | - | 103 | 26 | 73 | 16 | 79 | 26 | 26 |
| | 14% | - | 14% | 10% | 18% cf | 13% | 14% c | 10% | 19% g |
| Other (please specify) | 19 | - | 19 | 2 | 17 | 4 | 13 | 2 | 7 |
| | 3% | - | 3% | 1% | 4% cf | 3% | 2% c | 1% | 5% g |
| None of the above | 7 | - | 7 | 2 | 3 | 1 | 4 | 2 | - |
| | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | - |
| Don't know | 23 | - | 23 | 4 | 12 | 2 | 13 | 3 | 3 |
| | 3% | - | 3% | 1% | 3% | 2% | 2% | 1% | 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h

Overlap formulae used.  * small base; ** very small base (under 30) ineligible for sig testing

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**THE ECONOMY**
**23 - 26 AUGUST 2024**
**PUBLIC**
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Table 7
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

| | TOTAL | GENDER MAN (a) | WOMAN (b) | AGE 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-75 (g) | AGG 18-34 (h) | 35-54 (i) | 55-75 (j) | 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) | GRAD (y) | NON GRAD (A) | WORKING (B) | NOT WORKING (C) | WHITE (D) | ETHNIC MIN (E) | MARRIED (F) | SINGLE (G) | WID/DIV/SEP (H) | 1 (I) | 2 (J) | 3 (K) | 4+ (L) | YES (M) | NO (N) | CON (O) | LAB (P) | LIBDEM (Q) | REFORM (R) | OTHER (S) | REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 521 | 551 | 157 | 209 | 172 | 205 | 345 | 366 | 377 | 345 | 178 | 320 | 282 | 308 | 263 | 284 | 241 | 152 | 53 | 95 | 922 | 166 | 687 | 401 | 591 | 497 | 746 | 342 | 895 | 176 | 640 | 332 | 116 | 218 | 325 | 240 | 305 | 425 | 563 | 158 | 375 | 97 | 108 | 124 | 453 | 318 |
| WEIGHTED BASE | 1088 | 530 | 542 | 124 | 208 | 194 | 200 | 362 | 332 | 394 | 362 | 142 | 345 | 269 | 332 | 259 | 283 | 242 | 157 | 52* | 95* | 927 | 161 | 621 | 467 | 383 | 705 | 738 | 350 | 917 | 158 | 852 | 319 | 117* | 216 | 336 | 238 | 298 | 421 | 667 | 166 | 357 | 101* | 125* | 108* | 431 | 368 |
| | 100% | 49% | 50% | 11% | 19% | 18% | 18% | 33% | 31% | 36% | 33% | 13% | 32% | 25% | 30% | 24% | 26% | 22% | 14% | 5%* | 9%* | 85% | 15% | 57% | 43% | 35% | 65% | 68% | 32% | 60% | 29% | 78% | 29% | 11%* | 20% | 31% | 22% | 27% | 39% | 61% | 15% | 33% | 9%* | 11%* | 10%* | 40% | 34% |
| Level of inflation/ whether prices are going up/down | 658 | 318 | 331 | 58 | 106 | 116 | 126 | 252 | 164 | 242 | 252 | 70 | 189 | 167 | 232 | 152 | 172 | 151 | 91 | 35 | 57 | 547 | 111 | 397 | 261 | 239 | 419 | 434 | 224 | 566 | 89 | 397 | 191 | 70 | 137 | 211 | 141 | 189 | 231 | 426 | 103 | 227 | 69 | 75 | 68 | 287 | 225 |
| | 60% | 60% | 61% | 47% | 51% | 60% | 63% | 69% | 49% | 61% | 69% | 50% | 55% | 62% | 70% | 59% | 61% | 62% | 58% | 67% | 60% | 59% | 69% | 64% | 56% | 62% | 59% | 59% | 64% | 62% | 56% | 61% | 60% | 60% | 64% | 63% | 59% | 57% | 55% | 64% | 62% | 64% | 68% | 60% | 63% | 67% | 61% |
| Interest rates | 520 | 257 | 259 | 44 | 79 | 99 | 108 | 190 | 123 | 207 | 190 | 53 | 153 | 142 | 171 | 126 | 134 | 136 | 61 | 20 | 43 | 420 | 100 | 302 | 218 | 196 | 324 | 343 | 177 | 450 | 68 | 352 | 121 | 48 | 86 | 168 | 113 | 155 | 205 | 315 | 86 | 173 | 59 | 60 | 39 | 225 | 181 |
| | 48% | 48% | 48% | 36% | 38% | 51% | 54% | 52% | 37% | 52% | 52% | 38% | 44% | 53% | 52% | 49% | 47% | 56% | 39% | 38% | 45% | 45% | 62% | 49% | 47% | 51% | 46% | 46% | 51% | 49% | 43% | 54% | 38% | 41% | 40% | 50% | 48% | 51% | 49% | 47% | 52% | 48% | 58% | 48% | 36% | 52% | 49% |
| Strength of the pound | 365 | 181 | 179 | 33 | 77 | 69 | 72 | 113 | 110 | 141 | 113 | 40 | 128 | 90 | 106 | 79 | 97 | 82 | 58 | 17 | 32 | 314 | 50 | 209 | 155 | 149 | 215 | 238 | 127 | 299 | 63 | 225 | 101 | 39 | 71 | 116 | 79 | 98 | 144 | 220 | 55 | 125 | 47 | 32 | 27 | 150 | 128 |
| | 34% | 33% | 33% | 27% | 37% | 36% | 36% | 31% | 33% | 36% | 31% | 28% | 37% | 33% | 32% | 31% | 34% | 34% | 37% | 33% | 33% | 34% | 31% | 34% | 33% | 39% | 31% | 32% | 36% | 35% | 40% | 35% | 32% | 33% | 33% | 35% | 33% | 33% | 34% | 33% | 33% | 35% | 47% | 26% | 25% | 35% | 35% |
| Average salaries | 362 | 176 | 179 | 48 | 82 | 81 | 78 | 73 | 130 | 159 | 73 | 60 | 138 | 96 | 69 | 73 | 98 | 76 | 66 | 15 | 35 | 315 | 48 | 227 | 136 | 137 | 226 | 271 | 91 | 290 | 70 | 203 | 130 | 30 | 69 | 99 | 82 | 113 | 152 | 211 | 41 | 125 | 42 | 36 | 39 | 155 | 93 |
| | 33% | 33% | 33% | 39% | 39% | 42% | 39% | 20% | 39% | 40% | 20% | 42% | 40% | 35% | 21% | 28% | 35% | 31% | 42% | 28% | 37% | 34% | 30% | 36% | 29% | 36% | 32% | 37% | 26% | 32% | 44% | 24% | 41% | 25% | 32% | 29% | 34% | 38% | 36% | 32% | 25% | 35% | 41% | 29% | 36% | 36% | 25% |
| Unemployment levels | 355 | 182 | 170 | 47 | 65 | 73 | 76 | 94 | 112 | 149 | 94 | 56 | 111 | 107 | 81 | 80 | 67 | 80 | 69 | 22 | 36 | 308 | 47 | 229 | 127 | 152 | 203 | 249 | 107 | 285 | 69 | 209 | 116 | 30 | 68 | 88 | 94 | 106 | 160 | 196 | 47 | 124 | 43 | 34 | 39 | 159 | 91 |
| | 33% | 34% | 31% | 38% | 31% | 38% | 38% | 26% | 34% | 38% | 26% | 39% | 32% | 40% | 24% | 31% | 24% | 33% | 44% | 42% | 38% | 33% | 30% | 37% | 27% | 40% | 29% | 34% | 31% | 31% | 44% | 25% | 36% | 26% | 31% | 26% | 39% | 36% | 38% | 29% | 28% | 35% | 42% | 27% | 37% | 37% | 25% |
| Whether shops in the high street are doing well | 352 | 164 | 185 | 34 | 56 | 53 | 72 | 136 | 90 | 126 | 136 | 35 | 99 | 98 | 120 | 76 | 80 | 91 | 48 | 18 | 39 | 293 | 59 | 206 | 146 | 113 | 239 | 235 | 117 | 308 | 44 | 214 | 108 | 30 | 71 | 119 | 83 | 79 | 117 | 235 | 55 | 113 | 39 | 49 | 36 | 168 | 111 |
| | 32% | 31% | 34% | 28% | 27% | 28% | 36% | 38% | 27% | 32% | 38% | 25% | 29% | 36% | 36% | 29% | 28% | 38% | 30% | 35% | 41% | 32% | 37% | 33% | 31% | 29% | 34% | 32% | 34% | 34% | 28% | 33% | 34% | 26% | 33% | 35% | 35% | 27% | 28% | 35% | 33% | 32% | 39% | 40% | 33% | 39% | 30% |
| House prices | 346 | 166 | 172 | 60 | 88 | 82 | 47 | 68 | 149 | 129 | 68 | 71 | 149 | 64 | 62 | 76 | 88 | 82 | 50 | 22 | 27 | 303 | 43 | 200 | 145 | 139 | 207 | 262 | 84 | 279 | 65 | 199 | 125 | 22 | 53 | 84 | 86 | 123 | 164 | 182 | 41 | 117 | 35 | 33 | 34 | 144 | 79 |
| | 32% | 31% | 32% | 49% | 42% | 42% | 24% | 19% | 45% | 33% | 19% | 50% | 43% | 24% | 19% | 29% | 31% | 34% | 32% | 43% | 29% | 33% | 27% | 32% | 31% | 36% | 29% | 35% | 24% | 30% | 41% | 23% | 39% | 19% | 24% | 25% | 36% | 41% | 39% | 27% | 25% | 33% | 34% | 27% | 31% | 33% | 21% |
| Whether government debt is going up or down | 334 | 193 | 137 | 26 | 48 | 48 | 53 | 65 | 74 | 118 | 142 | 26 | 89 | 94 | 125 | 77 | 79 | 79 | 44 | 18 | 36 | 289 | 45 | 188 | 146 | 128 | 206 | 223 | 111 | 290 | 40 | 215 | 84 | 35 | 60 | 120 | 68 | 86 | 138 | 196 | 53 | 101 | 28 | 55 | 37 | 138 | 126 |
| | 31% | 36% | 25% | 21% | 23% | 27% | 33% | 39% | 22% | 30% | 39% | 19% | 26% | 35% | 38% | 30% | 28% | 33% | 28% | 35% | 38% | 31% | 28% | 30% | 31% | 33% | 29% | 30% | 32% | 32% | 25% | 33% | 26% | 30% | 28% | 36% | 28% | 29% | 33% | 29% | 32% | 28% | 27% | 44% | 35% | 32% | 34% |
| National income/GDP | 333 | 205 | 119 | 40 | 77 | 54 | 66 | 95 | 117 | 120 | 95 | 49 | 114 | 80 | 89 | 74 | 79 | 80 | 53 | 15 | 31 | 293 | 40 | 197 | 136 | 150 | 183 | 235 | 98 | 268 | 63 | 207 | 100 | 26 | 56 | 88 | 81 | 107 | 147 | 186 | 55 | 111 | 35 | 43 | 34 | 151 | 112 |
| | 31% | 39% | 22% | 32% | 37% | 28% | 33% | 26% | 35% | 30% | 26% | 35% | 33% | 30% | 27% | 29% | 28% | 33% | 34% | 30% | 32% | 32% | 25% | 32% | 29% | 39% | 26% | 32% | 28% | 29% | 40% | 24% | 31% | 22% | 26% | 26% | 34% | 36% | 35% | 28% | 33% | 31% | 35% | 34% | 31% | 35% | 31% |
| Don't pay much attention to news on the economy/ go on my own experiences | 50 | 18 | 30 | 1 | 6 | 5 | 13 | 24 | 8 | 18 | 24 | 1 | 9 | 16 | 24 | 17 | 21 | 6 | 2 | 2 | 2 | 43 | 7 | 21 | 29 | 6 | 44 | 25 | 25 | 46 | 2 | 25 | 13 | 12 | 13 | 22 | 6 | 10 | 15 | 35 | 10 | 9 | 3 | 2 | 6 | 7 | 26 |
| | 5% | 3% | 6% | 1% | 3% | 2% | 7% | 7% | 2% | 5% | 7% | 1% | 2% | 6% | 7% | 7% | 7% | 2% | 1% | 3% | 2% | 5% | 4% | 3% | 6% | 2% | 6% | 3% | 7% | 5% | 1% | 4% | 4% | 10% | 6% | 6% | 2% | 3% | 4% | 5% | 6% | 3% | 3% | 1% | 6% | 2% | 7% |
| Other (please specify) | 8 | 2 | 6 | - | - | 1 | - | 7 | - | 1 | 7 | - | - | 2 | 6 | - | - | 4 | 2 | - | 1 | 6 | 1 | 4 | 4 | 3 | 5 | 7 | 1 | 5 | 2 | 2 | 6 | 1 | 5 | 2 | 1 | 1 | 2 | 4 | 1 | 1 | 1 | 1 | 1 | 2 | 5 |
| | 1% | * | 1% | - | - | * | - | 2% | - | * | 2% | - | - | 1% | 2% | - | - | 2% | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | * | 2% | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% |
| Don't know | 44 | 15 | 29 | 5 | 7 | 12 | 9 | 10 | 13 | 20 | 10 | 16 | 17 | 11 | 10 | 16 | 6 | 10 | 6 | 2 | 4 | 41 | 3 | 19 | 25 | 10 | 34 | 26 | 18 | 36 | 6 | 24 | 11 | 9 | 13 | 10 | 7 | 14 | 16 | 28 | 6 | 10 | - | 4 | 3 | 12 | 11 |
| | 4% | 3% | 5% | 4% | 4% | 6% | 4% | 3% | 4% | 5% | 3% | 4% | 5% | 4% | 3% | 6% | 2% | 4% | 4% | 3% | 4% | 4% | 2% | 3% | 5% | 3% | 5% | 4% | 5% | 4% | 3% | 4% | 4% | 7% | 6% | 3% | 3% | 5% | 4% | 4% | 4% | 3% | - | 3% | 3% | 3% | 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
Overlap formulae used. * small base

Table 8
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

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | 1088 | 334 | 735 | 513 | 492 | 315 | 697 | 442 | 252 |
| WEIGHTED BASE | 1088 | 312 | 754 | 489 | 515 | 307 | 696 | 413 | 260 |
| | 100% | 29% | 69% | 45% | 47% | 28% | 64% | 38% | 24% |
| Level of inflation/ whether prices are going up | 658 | 149 | 499 | 297 | 319 | 169 | 450 | 259 | 158 |
| | 60% | 48% | 66% a | 61% | 62% e | 55% | 65% e | 63% | 61% |
| Interest rates | 520 | 130 | 381 | 224 | 263 | 138 | 348 | 191 | 130 |
| | 48% | 42% | 51% a | 46% | 51% | 45% | 50% | 46% | 50% |
| Strength of the pound | 365 | 120 | 240 | 164 | 177 | 122 | 221 | 145 | 97 |
| | 34% | 38% | 32% | 34% | 34% | 40% cf | 32% | 35% | 37% |
| Average salaries | 362 | 100 | 261 | 179 | 158 | 94 | 251 | 160 | 68 |
| | 33% | 32% | 35% | 37% e | 31% | 30% | 36% d | 39% h | 26% |
| Unemployment levels | 355 | 116 | 234 | 179 | 152 | 106 | 231 | 154 | 75 |
| | 33% | 37% | 31% | 37% d | 30% | 35% | 33% | 37% h | 29% |
| Whether shops in the high street are doing well | 352 | 95 | 252 | 153 | 176 | 96 | 244 | 132 | 87 |
| | 32% | 30% | 33% | 31% | 34% | 31% | 35% | 32% | 34% |
| House prices | 346 | 91 | 247 | 163 | 162 | 81 | 248 | 151 | 59 |
| | 32% | 29% | 33% | 33% e | 31% | 26% | 36% de | 37% h | 23% |
| Whether government debt is going up or down | 334 | 83 | 251 | 133 | 190 | 95 | 223 | 119 | 90 |
| | 31% | 27% | 33% | 27% | 37% cf | 31% | 32% c | 29% | 35% |
| National income/GDP | 333 | 118 | 212 | 163 | 152 | 105 | 214 | 143 | 81 |
| | 31% | 38% b | 28% | 33% | 30% | 34% | 31% | 35% | 31% |
| Don't pay much attention to news on the economy/ go on my own experiences | 50 | 5 | 41 | 7 | 33 | 7 | 31 | 13 | 9 |
| | 5% | 2% | 6% a | 1% | 6% cef | 2% | 4% c | 3% | 3% |
| Other (please specify) | 8 | 1 | 7 | 1 | 7 | 2 | 6 | 1 | 3 |
| | 1% | * | 1% | * | 1% | 1% | 1% | * | 1% |
| Don't know | 44 | 8 | 32 | 14 | 16 | 4 | 24 | 14 | 5 |
| | 4% | 3% | 4% | 3% | 3% | 1% | 4% | 4% | 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h
Overlap formulae used.
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.

**Table 9**

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

| | TOTAL | GENDER MAN (a) | WOMAN (b) | AGE 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-75 (g) | AGGREGATED AGE 18-34 (h) | 35-54 (i) | 55-75 (j) | GENERATION GEN Z (k) | MILLENNIALS (l) | GEN X (m) | BABY BOOMER (n) | REGION NORTH (o) | MIDLANDS (p) | SOUTH (q) | LONDON (r) | WALES (s) | SCOTLAND (t) | URBAN (u) | RURAL (v) | SOCIAL GRADE ABC1 (w) | C2DE (x) | EDUCATION GRADUATES (y) | NON GRADUATES (A) | EMPLOYMENT WORKING (B) | NOT WORKING (C) | ETHNICITY WHITE (D) | ETHNIC MINORITY (E) | MARITAL MARRIED/LIVING AS (F) | SINGLE (G) | WID/DIV/SEP (H) | HOUSEHOLD 1 (I) | 2 (J) | 3 (K) | 4+ (L) | CHILDREN YES (M) | NO (N) | GE2024 CONSERVATIVE (O) | LABOUR (P) | LIBERAL DEMOCRATS (Q) | REFORM UK (R) | OTHER (S) | REF2016 REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 521 | 551 | 157 | 209 | 172 | 205 | 345 | 366 | 377 | 545 | 178 | 320 | 282 | 308 | 263 | 284 | 241 | 152 | 53 | 95 | 922 | 166 | 621 | 467 | 591 | 497 | 746 | 342 | 895 | 176 | 640 | 312 | 116 | 218 | 325 | 240 | 305 | 425 | 663 | 158 | 575 | 97 | 108 | 124 | 453 | 318 |
| WEIGHTED BASE | 1088 | 530 | 542 | 124 | 208 | 194 | 200 | 362 | 332 | 394 | 362 | 142 | 345 | 269 | 332 | 259 | 283 | 242 | 157 | 52* | 95* | 927 | 161 | 621 | 467 | 383 | 705 | 738 | 350 | 852 | 319 | 117* | 216 | 336 | 238 | 298 | 421 | 667 | 155 | 357 | 101* | 125* | 108* | 453 | 368 |
| | 100% | 49% | 50% | 11% | 19% | 18% | 18% | 33% | 31% | 36% | 33% | 13% | 32% | 25% | 30% | 24% | 26% | 22% | 14% | 5%* | 9%* | 85% | 15% | 57% | 43% | 35% | 65% | 68% | 32% | 84% | 15% | 60% | 29% | 11%* | 20% | 31% | 22% | 27% | 39% | 61% | 15% | 33% | 9%* | 11%* | 10%* | 40% | 34% |
| Interest rates | 254 | 162 | 86 | 23 | 54 | 38 | 46 | 94 | 76 | 84 | 94 | 25 | 81 | 61 | 87 | 56 | 60 | 56 | 50 | 12 | 21 | 223 | 32 | 156 | 98 | 101 | 153 | 177 | 77 | 210 | 41 | 149 | 81 | 24 | 56 | 67 | 68 | 64 | 114 | 140 | 44 | 100 | 25 | 17 | 22 | 123 | 75 |
| | 23% | 31% b | 16% | 18% | 26% | 20% | 23% | 26% | 23% | 21% | 26% | 18% | 24% | 23% | 26% | 22% | 21% | 23% | 32% oo | 22% | 22% | 24% | 20% | 25% | 21% | 26% | 22% | 24% | 22% | 25% | 13% | 28% | 26% | 21% | 20% | 28% | 21% | 27% j | 21% N | 26% | 28% | 24% | 13% U | 20% | 27% | 20% | 20% |
| Average salaries | 204 | 119 | 80 | 26 | 45 | 42 | 26 | 65 | 72 | 68 | 65 | 31 | 75 | 39 | 59 | 51 | 36 | 51 | 31 | 16 | 19 | 177 | 27 | 131 | 74 | 83 | 121 | 153 | 51 | 171 | 32 | 124 | 64 | 16 | 44 | 50 | 45 | 66 | 93 | 111 | 36 | 84 | 24 | 15 | 13 | 99 | 55 |
| | 19% | 22% b | 15% | 21% | 22% | 22% f | 13% | 18% | 22% i | 17% | 18% | 22% m | 22% m | 14% | 18% | 20% | 13% | 21% p | 20% p | 30% op | 20% | 19% | 17% | 21% | 16% | 22% C | 17% | 21% C | 15% | 20% | 20% | 20% | 19% | 14% | 20% | 15% | 19% | 22% j | 22% N | 17% | 23% RS | 24% RS | 22% | 12% | 12% | 22% U | 15% |
| Strength of the pound | 168 | 103 | 61 | 23 | 55 | 39 | 21 | 31 | 78 | 60 | 31 | 29 | 81 | 32 | 26 | 44 | 33 | 28 | 37 | 6 | 21 | 146 | 23 | 109 | 59 | 79 | 90 | 129 | 39 | 128 | 41 | 115 | 47 | 6 | 21 | 42 | 44 | 62 | 93 | 75 | 24 | 79 | 20 | 12 | 11 | 80 | 41 |
| | 15% | 19% b | 11% | 18% | 26% fg | 20% g | 10% | 9% | 23% ii | 15% | 9% | 21% mn | 23% mn | 12% | 8% | 17% | 12% | 12% | 24% oo | 11% | 22% oo | 16% | 14% | 18% | 13% | 21% A | 13% | 18% C | 11% | 15% | 13% | 18% H | 15% | 5% | 10% | 12% | 18% | 21% ij | 22% N | 11% | 14% | 22% R | 19% | 10% | 10% | 18% U | 11% |
| Unemployment levels | 164 | 98 | 62 | 25 | 43 | 43 | 16 | 36 | 68 | 59 | 36 | 27 | 78 | 24 | 34 | 38 | 40 | 39 | 27 | 7 | 11 | 144 | 20 | 99 | 65 | 65 | 98 | 128 | 36 | 107 | 46 | 94 | 49 | 12 | 23 | 39 | 51 | 50 | 86 | 76 | 21 | 70 | 24 | 9 | 14 | 83 | 44 |
| | 15% | 19% b | 11% | 20% | 21% | 22% fg | 8% | 10% | 20% ii | 15% | 10% | 19% mn | 22% mn | 9% | 10% | 15% | 14% | 16% | 17% | 14% | 12% | 15% | 12% | 16% | 14% | 17% | 14% | 17% C | 11% | 13% | 15% | 16% | 15% | 9% | 13% | 11% | 19% | 17% ij | 22% N | 11% | 17% | 17% | 17% | 11% | 11% | 16% | 10% |
| Level of inflation/ whether prices are going up | 163 | 101 | 58 | 14 | 43 | 31 | 27 | 48 | 57 | 58 | 48 | 19 | 60 | 40 | 43 | 35 | 24 | 41 | 39 | 7 | 17 | 137 | 25 | 112 | 50 | 82 | 80 | 114 | 49 | 127 | 34 | 102 | 49 | 12 | 23 | 39 | 51 | 50 | 86 | 76 | 21 | 70 | 24 | 9 | 14 | 83 | 44 |
| | 15% | 19% b | 11% | 11% | 21% c | 16% | 14% | 13% | 17% | 15% | 13% | 14% | 17% | 15% | 13% | 14% | 9% | 17% p | 25% op | 13% | 18% | 15% oo | 15% | 18% x | 11% | 22% A | 11% | 15% | 14% | 15% | 11% | 16% | 15% | 10% | 11% | 12% | 21% ij | 17% ij | 21% N | 11% | 21% | 20% | 24% | 9% | 14% | 19% U | 12% |
| House prices | 143 | 92 | 50 | 20 | 38 | 37 | 17 | 30 | 58 | 54 | 30 | 26 | 62 | 27 | 28 | 38 | 39 | 25 | 22 | 9 | 9 | 117 | 26 | 96 | 47 | 62 | 81 | 108 | 34 | 114 | 28 | 88 | 47 | 10 | 28 | 31 | 42 | 41 | 70 | 73 | 23 | 56 | 15 | 13 | 10 | 67 | 27 |
| | 13% | 17% b | 9% | 16% | 18% | 19% fg | 8% | 8% | 17% ii | 14% | 8% | 18% mn | 18% mn | 10% | 8% | 15% | 14% | 10% | 14% | 17% | 10% | 13% | 16% | 15% x | 10% | 16% A | 12% | 15% C | 10% | 13% | 9% | 14% | 14% | 8% | 9% | 8% | 18% ij | 14% ij | 17% N | 11% | 16% | 15% | 10% | 12% | 9% | 15% U | 7% |
| National income/GDP | 132 | 90 | 38 | 20 | 43 | 34 | 11 | 23 | 63 | 46 | 23 | 24 | 67 | 19 | 21 | 33 | 26 | 29 | 29 | 3 | 12 | 116 | 16 | 80 | 51 | 73 | 58 | 102 | 30 | 97 | 34 | 92 | 31 | 9 | 18 | 20 | 35 | 58 | 82 | 50 | 30 | 64 | 12 | 9 | 6 | 63 | 40 |
| | 12% | 17% b | 7% | 16% | 21% fg | 18% fg | 6% | 6% | 19% ii | 12% | 6% | 17% mn | 20% mn | 7% | 6% | 13% | 9% | 12% | 18% o | 6% | 12% | 13% | 10% | 13% A | 11% | 19% A | 8% | 14% C | 9% | 11% | 11% | 14% | 10% | 7% | 9% | 6% | 15% | 19% ij | 20% N | 7% | 18% RS | 18% RS | 12% | 7% | 5% | 15% U | 11% |
| The level of government debt | 119 | 69 | 46 | 28 | 38 | 23 | 15 | 14 | 66 | 39 | 14 | 29 | 57 | 19 | 14 | 23 | 27 | 25 | 28 | 2 | 14 | 111 | 8 | 78 | 41 | 78 | 41 | 95 | 24 | 90 | 28 | 76 | 38 | 5 | 11 | 24 | 35 | 48 | 75 | 43 | 14 | 58 | 10 | 7 | 13 | 57 | 25 |
| | 11% | 13% b | 8% | 22% efg | 18% efg | 12% g | 8% | 4% | 20% ii | 10% | 4% | 21% mn | 16% mn | 7% | 4% | 9% | 9% | 10% | 18% o | 4% | 15% | 12% v | 5% | 13% w | 10% | 20% A | 6% | 13% C | 7% | 11% | 9% | 13% | 12% | 4% | 5% | 7% | 15% ij | 16% ij | 18% N | 6% | 15% | 16% | 8% | 7% | 12% | 13% U | 7% |
| Performance of shops in the high street | 118 | 72 | 42 | 17 | 34 | 26 | 13 | 28 | 52 | 39 | 28 | 26 | 55 | 20 | 24 | 29 | 22 | 25 | 23 | 3 | 16 | 103 | 15 | 71 | 47 | 51 | 68 | 92 | 26 | 90 | 27 | 77 | 31 | 11 | 18 | 24 | 38 | 38 | 69 | 49 | 22 | 54 | 11 | 7 | 7 | 54 | 30 |
| | 11% | 14% b | 8% | 14% | 16% | 13% | 6% | 8% | 16% ii | 10% | 8% | 18% | 16% mn | 7% | 7% | 11% | 8% | 10% | 15% | 6% | 17% o | 11% | 9% | 11% | 10% | 13% | 10% | 12% C | 7% | 11% | 9% | 13% | 9% | 9% | 8% | 7% | 16% | 14% ij | 16% N | 7% | 22% RS | 16% RS | 11% | 7% | 6% | 13% U | 8% |
| None of the above | 286 | 122 | 164 | 24 | 30 | 44 | 65 | 124 | 54 | 108 | 124 | 28 | 61 | 84 | 112 | 71 | 89 | 61 | 28 | 11 | 26 | 234 | 52 | 140 | 146 | 77 | 209 | 172 | 114 | 256 | 25 | 176 | 77 | 33 | 57 | 113 | 51 | 65 | 81 | 205 | 45 | 63 | 21 | 60 | 37 | 90 | 135 |
| | 26% | 23% | 30% a | 19% | 14% | 23% | 32% cd | 34% cde | 16% | 28% h | 34% h | 20% | 18% | 31% kl | 34% kl | 27% | 32% | 25% | 18% | 21% | 27% | 25% | 32% | 23% | 31% w | 20% | 30% y | 23% | 32% B | 30% | 8% | 29% | 23% | 29% | 26% | 34% I | 22% | 24% | 19% | 31% M | 29% | 19% | 19% | 48% OPQ | 30% P | 20% | 37% T |
| Don't know | 192 | 55 | 135 | 14 | 32 | 32 | 48 | 67 | 46 | 79 | 67 | 14 | 53 | 62 | 63 | 47 | 51 | 46 | 23 | 11 | 14 | 166 | 26 | 96 | 96 | 48 | 144 | 119 | 73 | 174 | 17 | 106 | 57 | 30 | 43 | 75 | 29 | 45 | 43 | 149 | 29 | 59 | 16 | 14 | 17 | 77 | 63 |
| | 18% | 10% | 25% a | 11% | 15% | 16% | 24% cd | 19% c | 14% | 20% h | 19% h | 10% | 15% | 23% kl | 19% k | 18% | 18% | 19% | 14% | 21% | 15% | 18% | 16% | 16% | 20% | 13% | 20% y | 16% | 21% B | 20% E | 11% | 16% | 18% | 25% F | 20% | 22% | 12% | 15% | 10% | 22% M | 17% | 17% | 16% | 12% | 15% | 18% | 17% |

**Table 10**

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

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
|---|---|---|---|---|---|---|---|---|---|
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | 1088 | 334 | 735 | 513 | 492 | 315 | 697 | 442 | 252 |
| WEIGHTED BASE | 1088 | 312 | 754 | 489 | 515 | 307 | 696 | 413 | 260 |
| | 100% | 29% | 69% | 45% | 47% | 28% | 64% | 38% | 24% |
| Interest rates | 254 | 105 | 146 | 157 | 88 | 95 | 151 | 123 | 70 |
| | 23% | 34% | 19% | 32% | 17% | 31% | 22% | 30% | 27% |
| | | b | | df | | df | d | | |
| Average salaries | 204 | 96 | 107 | 134 | 65 | 81 | 118 | 116 | 49 |
| | 19% | 31% | 14% | 27% | 13% | 26% | 17% | 28% | 19% |
| | | b | | df | | df | d | h | |
| Strength of the pound | 168 | 95 | 73 | 115 | 50 | 82 | 84 | 100 | 37 |
| | 15% | 30% | 10% | 24% | 10% | 27% | 12% | 24% | 14% |
| | | b | | df | | df | | h | |
| Unemployment levels | 164 | 86 | 73 | 104 | 55 | 75 | 84 | 82 | 46 |
| | 15% | 28% | 10% | 21% | 11% | 24% | 12% | 20% | 18% |
| | | b | | df | | df | | | |
| Level of inflation/ whether prices are going up | 163 | 76 | 85 | 103 | 53 | 57 | 98 | 94 | 35 |
| | 15% | 24% | 11% | 21% | 10% | 19% | 14% | 23% | 13% |
| | | b | | df | | d | d | h | |
| House prices | 143 | 78 | 62 | 95 | 43 | 73 | 66 | 71 | 43 |
| | 13% | 25% | 8% | 19% | 8% | 24% | 10% | 17% | 17% |
| | | b | | df | | df | | | |
| National income/GDP | 132 | 89 | 41 | 97 | 34 | 75 | 56 | 74 | 44 |
| | 12% | 29% | 5% | 20% | 7% | 24% | 8% | 18% | 17% |
| | | b | | df | | df | | | |
| The level of government debt | 119 | 73 | 45 | 87 | 30 | 56 | 62 | 66 | 30 |
| | 11% | 24% | 6% | 18% | 6% | 18% | 9% | 16% | 12% |
| | | b | | df | | df | d | | |
| Performance of shops in the high street | 118 | 68 | 48 | 80 | 37 | 66 | 50 | 67 | 33 |
| | 11% | 22% | 6% | 16% | 7% | 22% | 7% | 16% | 13% |
| | | b | | df | | cdf | | | |
| None of the above | 286 | 16 | 269 | 54 | 209 | 47 | 211 | 53 | 65 |
| | 26% | 5% | 36% | 11% | 41% | 15% | 30% | 13% | 25% |
| | | | a | | cef | c | ce | | g |
| Don't know | 192 | 27 | 151 | 56 | 96 | 29 | 125 | 57 | 35 |
| | 18% | 9% | 20% | 11% | 19% | 9% | 18% | 14% | 13% |
| | | | a | | ce | | ce | | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h

Overlap formulae used.

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.

**Table 11**

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

| | 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) | 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) | 1 (I) | 2 (J) | 3 (K) | 4+ (L) | YES (M) | NO (N) | CONSERVATIVE (O) | LABOUR (P) | LIBERAL DEMOCRATS (Q) | REFORM UK (R) | OTHER (S) | REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 521 | 551 | 157 | 209 | 172 | 205 | 345 | 366 | 377 | 345 | 178 | 320 | 282 | 308 | 263 | 284 | 241 | 152 | 53 | 95 | 922 | 166 | 687 | 401 | 591 | 497 | 746 | 342 | 895 | 176 | 840 | 332 | 116 | 218 | 325 | 240 | 305 | 425 | 663 | 158 | 593 | 97 | 108 | 124 | 453 | 318 |
| WEIGHTED BASE | 1088 | 530 | 542 | 124 | 208 | 194 | 200 | 362 | 332 | 394 | 362 | 142 | 345 | 269 | 332 | 259 | 283 | 242 | 157 | 52* | 95* | 927 | 161 | 621 | 467 | 383 | 705 | 738 | 350 | 917 | 158 | 852 | 319 | 117* | 216 | 336 | 238 | 298 | 421 | 667 | 168 | 357 | 101* | 125* | 108* | 431 | 368 |
| | 100% | 49% | 50% | 11% | 19% | 18% | 18% | 33% | 31% | 36% | 33% | 13% | 32% | 25% | 30% | 24% | 26% | 22% | 14% | 5%* | 9%* | 85% | 15% | 57% | 43% | 35% | 65% | 68% | 32% | 84% | 15% | 60% | 29% | 11%* | 20% | 31% | 22% | 27% | 39% | 61% | 15% | 33% | 9%* | 11%* | 10%* | 40% | 34% |
| The level of government debt | 448 | 232 | 211 | 33 | 56 | 65 | 83 | 211 | 89 | 148 | 211 | 37 | 104 | 118 | 189 | 111 | 121 | 109 | 51 | 19 | 36 | 366 | 82 | 254 | 194 | 146 | 302 | 265 | 183 | 394 | 49 | 265 | 129 | 55 | 99 | 154 | 96 | 99 | 142 | 306 | 77 | 116 | 42 | 88 | 41 | 163 | 191 |
| | 41% | 44% | 39% | 27% | 27% | 33% | 41% | 58% | 27% | 37% | 58% | 26% | 30% | 44% | 57% | 43% | 43% | 45% | 32% | 38% | 38% | 39% | 51% | 41% | 42% | 38% | 43% | 36% | 52% | 43% | 31% | 41% | 40% | 47% | 46% | 46% | 40% | 33% | 54% | 46% | 46% | 33% | 41% | 70% | 38% | 38% | 52% |
| Level of inflation/ whether prices are going up | 418 | 188 | 229 | 41 | 71 | 83 | 79 | 145 | 112 | 162 | 145 | 47 | 130 | 109 | 133 | 102 | 112 | 88 | 54 | 21 | 41 | 354 | 65 | 228 | 191 | 135 | 283 | 275 | 143 | 360 | 55 | 253 | 116 | 49 | 85 | 134 | 86 | 114 | 160 | 258 | 64 | 115 | 31 | 67 | 52 | 158 | 163 |
| | 38% | 35% | 42% | 33% | 34% | 43% | 39% | 40% | 34% | 41% | 40% | 33% | 38% | 40% | 40% | 39% | 40% | 37% | 35% | 40% | 43% | 38% | 40% | 37% | 41% | 35% | 40% | 37% | 41% | 39% | 35% | 30% | 36% | 42% | 39% | 40% | 36% | 38% | 38% | 39% | 39% | 32% | 31% | 54% | 49% | 37% | 44% |
| Performance of shops on the high street | 351 | 168 | 177 | 26 | 60 | 53 | 71 | 140 | 86 | 124 | 140 | 30 | 98 | 93 | 130 | 92 | 93 | 70 | 29 | 25 | 42 | 296 | 55 | 199 | 152 | 114 | 237 | 216 | 135 | 305 | 42 | 204 | 99 | 47 | 77 | 115 | 83 | 75 | 115 | 235 | 48 | 109 | 27 | 59 | 47 | 131 | 147 |
| | 32% | 32% | 33% | 21% | 29% | 27% | 36% | 39% | 26% | 31% | 39% | 21% | 28% | 34% | 39% | 35% | 33% | 29% | 19% | 48% | 44% | 32% | 34% | 32% | 32% | 30% | 34% | 29% | 39% | 33% | 27% | 31% | 31% | 40% | 36% | 34% | 35% | 25% | 27% | 35% | 29% | 30% | 26% | 47% | 44% | 30% | 40% |
| Unemployment levels | 333 | 154 | 174 | 38 | 57 | 60 | 83 | 94 | 95 | 143 | 94 | 44 | 97 | 106 | 86 | 85 | 86 | 72 | 46 | 15 | 30 | 282 | 51 | 191 | 142 | 112 | 221 | 230 | 103 | 280 | 51 | 200 | 94 | 39 | 62 | 94 | 75 | 101 | 132 | 201 | 50 | 86 | 32 | 52 | 38 | 118 | 125 |
| | 31% | 29% | 32% | 30% | 28% | 31% | 42% | 26% | 30% | 36% | 26% | 29% | 28% | 39% | 26% | 33% | 30% | 30% | 29% | 29% | 31% | 30% | 32% | 31% | 30% | 29% | 31% | 31% | 29% | 31% | 32% | 23% | 29% | 33% | 29% | 28% | 32% | 34% | 31% | 30% | 30% | 24% | 31% | 42% | 35% | 27% | 34% |
| House prices | 323 | 151 | 167 | 57 | 89 | 64 | 52 | 80 | 126 | 116 | 80 | 64 | 116 | 66 | 77 | 75 | 88 | 70 | 45 | 15 | 30 | 278 | 44 | 162 | 161 | 108 | 215 | 212 | 111 | 270 | 51 | 191 | 105 | 27 | 50 | 99 | 72 | 102 | 132 | 191 | 41 | 100 | 22 | 45 | 29 | 116 | 105 |
| | 30% | 28% | 31% | 46% | 33% | 33% | 26% | 22% | 38% | 29% | 22% | 45% | 34% | 24% | 23% | 29% | 31% | 29% | 29% | 30% | 31% | 30% | 28% | 26% | 34% | 28% | 30% | 29% | 32% | 29% | 33% | 23% | 33% | 23% | 23% | 29% | 30% | 34% | 31% | 29% | 25% | 28% | 22% | 36% | 27% | 27% | 28% |
| Interest rates | 295 | 136 | 158 | 31 | 66 | 63 | 60 | 75 | 97 | 123 | 75 | 38 | 114 | 73 | 70 | 74 | 77 | 61 | 45 | 16 | 21 | 244 | 51 | 159 | 136 | 128 | 167 | 210 | 85 | 247 | 46 | 187 | 77 | 31 | 40 | 94 | 68 | 94 | 125 | 170 | 51 | 84 | 17 | 49 | 28 | 101 | 113 |
| | 27% | 26% | 29% | 25% | 32% | 32% | 30% | 21% | 29% | 31% | 21% | 27% | 33% | 27% | 21% | 28% | 27% | 25% | 29% | 32% | 22% | 26% | 32% | 26% | 29% | 28% | 24% | 28% | 24% | 27% | 29% | 22% | 24% | 27% | 18% | 28% | 28% | 31% | 30% | 26% | 31% | 24% | 16% | 39% | 26% | 24% | 31% |
| Average salaries | 253 | 116 | 135 | 34 | 59 | 49 | 57 | 55 | 93 | 106 | 55 | 39 | 96 | 68 | 50 | 65 | 65 | 56 | 33 | 11 | 24 | 224 | 30 | 136 | 117 | 88 | 165 | 192 | 61 | 213 | 39 | 150 | 77 | 27 | 44 | 72 | 63 | 74 | 110 | 143 | 36 | 75 | 22 | 35 | 29 | 98 | 86 |
| | 23% | 22% | 25% | 28% | 28% | 25% | 28% | 15% | 28% | 27% | 15% | 28% | 28% | 25% | 15% | 25% | 23% | 23% | 21% | 20% | 25% | 24% | 18% | 22% | 25% | 23% | 23% | 26% | 18% | 23% | 24% | 23% | 24% | 23% | 21% | 21% | 26% | 25% | 26% | 21% | 21% | 21% | 18% | 28% | 27% | 23% | 23% |
| National income/GDP | 249 | 122 | 125 | 27 | 41 | 46 | 52 | 82 | 68 | 98 | 82 | 31 | 78 | 63 | 77 | 59 | 69 | 59 | 28 | 13 | 21 | 208 | 41 | 155 | 94 | 85 | 163 | 182 | 66 | 219 | 27 | 149 | 65 | 34 | 51 | 67 | 60 | 71 | 102 | 147 | 36 | 57 | 22 | 50 | 25 | 93 | 100 |
| | 23% | 23% | 23% | 22% | 20% | 24% | 26% | 23% | 20% | 25% | 23% | 23% | 23% | 23% | 23% | 23% | 24% | 24% | 18% | 25% | 22% | 22% | 25% | 25% | 20% | 22% | 23% | 25% | 19% | 24% | 17% | 23% | 20% | 25% | 20% | 25% | 24% | 16% | 22% | 32% | 21% | 22% | 20% | 40% | 23% | 22% | 27% |
| Strength of the pound | 248 | 110 | 135 | 25 | 52 | 39 | 51 | 81 | 77 | 90 | 81 | 28 | 83 | 64 | 72 | 60 | 72 | 60 | 28 | 13 | 16 | 207 | 41 | 127 | 121 | 79 | 169 | 160 | 88 | 217 | 29 | 164 | 57 | 27 | 39 | 77 | 56 | 76 | 96 | 152 | 47 | 52 | 24 | 44 | 26 | 84 | 105 |
| | 23% | 21% | 25% | 20% | 25% | 20% | 25% | 22% | 23% | 23% | 22% | 20% | 24% | 24% | 22% | 23% | 25% | 25% | 18% | 25% | 16% | 22% | 25% | 20% | 26% | 21% | 24% | 22% | 25% | 24% | 18% | 19% | 18% | 23% | 18% | 23% | 23% | 26% | 23% | 23% | 28% | 15% | 24% | 35% | 24% | 19% | 29% |
| None of the above | 42 | 26 | 15 | 3 | 8 | 10 | 8 | 13 | 11 | 18 | 13 | 5 | 15 | 9 | 12 | 5 | 7 | 8 | 13 | 3 | 5 | 35 | 6 | 30 | 12 | 25 | 16 | 31 | 11 | 32 | 10 | 29 | 10 | 2 | 7 | 11 | 11 | 12 | 23 | 19 | 8 | 17 | 7 | 1 | 2 | 21 | 13 |
| | 4% | 5% | 3% | 2% | 4% | 5% | 4% | 4% | 3% | 5% | 4% | 4% | 4% | 4% | 4% | 2% | 3% | 3% | 8% | 5% | 6% | 4% | 4% | 5% | 3% | 7% | 2% | 4% | 3% | 3% | 6% | 3% | 3% | 2% | 3% | 3% | 5% | 4% | 5% | 3% | 5% | 5% | 7% | 1% | 2% | 5% | 3% |
| Don't know | 136 | 53 | 79 | 14 | 21 | 23 | 32 | 45 | 35 | 56 | 45 | 15 | 37 | 40 | 43 | 35 | 26 | 37 | 16 | 7 | 15 | 120 | 15 | 74 | 61 | 40 | 95 | 92 | 44 | 119 | 12 | 75 | 41 | 20 | 38 | 50 | 15 | 38 | 36 | 99 | 16 | 51 | 10 | 1 | 12 | 53 | 33 |
| | 12% | 10% | 15% | 11% | 10% | 12% | 16% | 12% | 11% | 14% | 12% | 11% | 11% | 15% | 13% | 14% | 9% | 15% | 10% | 13% | 15% | 13% | 10% | 12% | 13% | 10% | 14% | 12% | 13% | 13% | 8% | 11% | 13% | 17% | 9% | 15% | 6% | 13% | 9% | 15% | 10% | 14% | 10% | 1% | 11% | 12% | 9% |

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
Overlap formulae used.  * small base

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.

**Table 12**
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

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
|---|---|---|---|---|---|---|---|---|---|
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | 1088 | 334 | 735 | 513 | 492 | 315 | 697 | 442 | 252 |
| WEIGHTED BASE | 1088 | 312 | 754 | 489 | 515 | 307 | 696 | 413 | 260 |
| | 100% | 29% | 69% | 45% | 47% | 28% | 64% | 38% | 24% |
| The level of government debt | 448 | 94 | 353 | 139 | 290 | 112 | 305 | 123 | 121 |
| | 41% | 30% | 47% | 28% | 56% | 36% | 44% | 30% | 47% |
| | | | a | | cef | c | c | | g |
| Level of inflation/ whether prices are going up | 418 | 74 | 344 | 138 | 254 | 114 | 274 | 114 | 105 |
| | 38% | 24% | 46% | 28% | 49% | 37% | 39% | 28% | 41% |
| | | | a | | cef | c | c | | g |
| Performance of shops in the high street | 351 | 55 | 292 | 114 | 212 | 79 | 251 | 108 | 74 |
| | 32% | 18% | 39% | 23% | 41% | 26% | 36% | 26% | 28% |
| | | | a | | cef | | ce | | |
| Unemployment levels | 333 | 78 | 255 | 114 | 195 | 89 | 225 | 101 | 78 |
| | 31% | 25% | 34% | 23% | 38% | 29% | 32% | 25% | 30% |
| | | | a | | cef | c | c | | |
| House prices | 323 | 65 | 256 | 128 | 171 | 75 | 224 | 118 | 64 |
| | 30% | 21% | 34% | 26% | 33% | 24% | 32% | 28% | 25% |
| | | | a | | ce | | ce | | |
| Interest rates | 295 | 70 | 223 | 112 | 164 | 84 | 188 | 85 | 72 |
| | 27% | 22% | 30% | 23% | 32% | 27% | 27% | 21% | 28% |
| | | | a | | cf | | c | | |
| Average salaries | 253 | 57 | 196 | 99 | 135 | 73 | 165 | 78 | 62 |
| | 23% | 18% | 26% | 20% | 26% | 24% | 24% | 19% | 24% |
| | | | a | | c | | | | |
| National income/GDP | 249 | 51 | 198 | 74 | 158 | 58 | 176 | 68 | 60 |
| | 23% | 16% | 26% | 15% | 31% | 19% | 25% | 17% | 23% |
| | | | a | | cef | | c | | |
| Strength of the pound | 248 | 52 | 196 | 73 | 159 | 64 | 169 | 58 | 66 |
| | 23% | 17% | 26% | 15% | 31% | 21% | 24% | 14% | 26% |
| | | | a | | cef | c | c | | g |
| None of the above | 42 | 29 | 13 | 34 | 6 | 25 | 14 | 25 | 8 |
| | 4% | 9% | 2% | 7% | 1% | 8% | 2% | 6% | 3% |
| | | b | | df | | df | | | |
| Don't know | 136 | 30 | 88 | 68 | 40 | 17 | 95 | 67 | 21 |
| | 12% | 9% | 12% | 14% | 8% | 6% | 14% | 16% | 8% |
| | | | | de | | | de | h | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h
Overlap formulae used.
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.

**Table 13**

**Q7 To what extent, if at all, do you think Rachel Reeves has been doing a good job or a bad job, in her role as Chancellor of the Exchequer, or neither?**

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | TOTAL | GENDER MAN (a) | GENDER WOMAN (b) | AGE 18-24 (c) | AGE 25-34 (d) | AGE 35-44 (e) | AGE 45-54 (f) | AGE 55-75 (g) | AGG 18-34 (h) | AGG 35-54 (i) | AGG 55-75 (j) | 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) | 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) | HH 1 (I) | HH 2 (J) | HH 3 (K) | HH 4+ (L) | CHILD YES (M) | CHILD NO (N) | CONSERVATIVE (O) | LABOUR (P) | LIBERAL DEMOCRATS (Q) | REFORM UK (R) | OTHER (S) | REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 521 | 551 | 157 | 209 | 172 | 205 | 345 | 366 | 377 | 345 | 178 | 320 | 282 | 308 | 263 | 284 | 241 | 152 | 53 | 95 | 922 | 166 | 687 | 401 | 591 | 497 | 746 | 342 | 895 | 176 | 840 | 312 | 116 | 218 | 325 | 240 | 305 | 425 | 663 | 158 | 375 | 97 | 109 | 124 | 453 | 318 |
| WEIGHTED BASE | 1088 | 530 | 542 | 124 | 208 | 194 | 200 | 362 | 332 | 394 | 362 | 142 | 345 | 269 | 332 | 259 | 283 | 242 | 157 | 52* | 95* | 927 | 161 | 621 | 467 | 383 | 705 | 738 | 350 | 917 | 158 | 852 | 319 | 117* | 216 | 336 | 238 | 298 | 421 | 667 | 166 | 357 | 101* | 125* | 108* | 431 | 368 |
| % | 100% | 49% | 50% | 11% | 19% | 18% | 18% | 33% | 31% | 36% | 33% | 13% | 32% | 25% | 30% | 24% | 26% | 22% | 14% | 5%* | 9%* | 85% | 15% | 57% | 43% | 35% | 65% | 68% | 32% | 84% | 15% | 60% | 29% | 11%* | 20% | 31% | 22% | 27% | 39% | 61% | 15% | 33% | 9%* | 11%* | 10%* | 40% | 34% |
| (+2) Very good job — n | 64 | 44 | 19 | 6 | 25 | 17 | 9 | 7 | 31 | 26 | 7 | 8 | 39 | 9 | 7 | 18 | 15 | 6 | 14 | 2 | 8 | 56 | 8 | 40 | 24 | 38 | 27 | 55 | 10 | 53 | 10 | 47 | 10 | 7 | 10 | 6 | 24 | 23 | 44 | 20 | 13 | 33 | 6 | 4 | 5 | 37 | 16 |
| (+2) Very good job — % | 6% | 8% | 3% | 4% | 12% | 9% | 4% | 2% | 9% | 7% | 2% | 6% | 11% | 4% | 2% | 7% | 5% | 3% | 9% | 4% | 9% | 6% | 5% | 7% | 5% | 10% | 4% | 7% | 3% | 6% | 6% | 6% | 3% | 6% | 5% | 2% | 10% | 8% | 11% | 3% | 8% | 9% | 6% | 3% | 5% | 9% | 4% |
| (+1) Fairly good job — n | 224 | 125 | 95 | 22 | 62 | 51 | 24 | 65 | 84 | 75 | 65 | 29 | 98 | 41 | 56 | 49 | 53 | 49 | 53 | 7 | 13 | 201 | 23 | 153 | 71 | 105 | 120 | 174 | 51 | 165 | 54 | 148 | 66 | 10 | 32 | 58 | 61 | 75 | 123 | 102 | 23 | 118 | 31 | 6 | 20 | 119 | 52 |
| (+1) Fairly good job — % | 21% | 24% | 17% | 18% | 30% | 26% | 12% | 18% | 25% | 19% | 18% | 21% | 28% | 15% | 17% | 19% | 19% | 20% | 34% | 13% | 14% | 22% | 15% | 25% | 15% | 27% | 17% | 24% | 14% | 18% | 34% | 18% | 21% | 9% | 15% | 17% | 26% | 25% | 29% | 15% | 14% | 33% | 31% | 5% | 19% | 28% | 14% |
| (0) Neither good nor bad job — n | 316 | 156 | 155 | 35 | 48 | 65 | 66 | 102 | 83 | 131 | 102 | 37 | 97 | 90 | 92 | 84 | 68 | 78 | 42 | 21 | 22 | 262 | 54 | 184 | 132 | 113 | 203 | 222 | 94 | 269 | 45 | 190 | 91 | 35 | 65 | 90 | 75 | 85 | 120 | 196 | 36 | 132 | 33 | 21 | 28 | 150 | 84 |
| (0) Neither good nor bad job — % | 29% | 30% | 29% | 28% | 23% | 33% | 33% | 28% | 25% | 33% | 28% | 26% | 28% | 33% | 28% | 32% | 24% | 32% | 27% | 41% | 23% | 28% | 34% | 30% | 28% | 29% | 29% | 30% | 27% | 29% | 29% | 22% | 29% | 30% | 30% | 27% | 32% | 28% | 29% | 22% | 37% | 32% | 17% | 26% | 35% | 35% | 23% |
| (-1) Fairly bad job — n | 144 | 70 | 72 | 21 | 26 | 18 | 25 | 55 | 47 | 43 | 55 | 21 | 44 | 26 | 53 | 33 | 36 | 39 | 15 | 6 | 14 | 121 | 23 | 79 | 65 | 42 | 102 | 86 | 58 | 128 | 15 | 87 | 40 | 17 | 31 | 45 | 31 | 37 | 57 | 87 | 30 | 24 | 11 | 26 | 21 | 43 | 62 |
| (-1) Fairly bad job — % | 13% | 13% | 13% | 17% | 12% | 9% | 12% | 15% | 14% | 11% | 15% | 15% | 13% | 10% | 16% | 13% | 13% | 16% | 9% | 12% | 15% | 13% | 14% | 13% | 14% | 11% | 14% | 12% | 17% | 14% | 9% | 13% | 12% | 15% | 15% | 13% | 13% | 12% | 14% | 13% | 18% | 7% | 11% | 21% | 19% | 10% | 17% |
| (-2) Very bad job — n | 172 | 78 | 94 | 9 | 14 | 10 | 41 | 98 | 22 | 51 | 98 | 10 | 17 | 53 | 93 | 43 | 53 | 32 | 20 | 8 | 16 | 142 | 30 | 79 | 93 | 40 | 132 | 96 | 76 | 162 | 8 | 107 | 44 | 21 | 40 | 85 | 20 | 28 | 27 | 145 | 51 | 17 | 6 | 56 | 18 | 43 | 112 |
| (-2) Very bad job — % | 16% | 15% | 17% | 7% | 7% | 5% | 21% | 27% | 7% | 13% | 27% | 7% | 5% | 20% | 28% | 17% | 19% | 13% | 13% | 15% | 17% | 15% | 19% | 13% | 20% | 10% | 19% | 13% | 22% | 18% | 5% | 16% | 14% | 18% | 18% | 25% | 8% | 9% | 6% | 22% | 30% | 5% | 6% | 45% | 17% | 10% | 30% |
| All Good Job (NET) — n | 288 | 169 | 114 | 27 | 87 | 68 | 33 | 73 | 115 | 101 | 73 | 37 | 137 | 51 | 64 | 67 | 68 | 56 | 67 | 9 | 22 | 257 | 31 | 194 | 95 | 143 | 146 | 229 | 60 | 218 | 64 | 194 | 76 | 18 | 42 | 63 | 85 | 98 | 167 | 122 | 36 | 151 | 37 | 9 | 26 | 156 | 69 |
| All Good Job (NET) — % | 27% | 32% | 21% | 22% | 42% | 35% | 16% | 20% | 35% | 26% | 20% | 26% | 40% | 19% | 19% | 26% | 24% | 23% | 43% | 18% | 23% | 28% | 19% | 31% | 20% | 37% | 21% | 31% | 17% | 24% | 41% | 30% | 24% | 15% | 19% | 19% | 36% | 33% | 40% | 18% | 22% | 42% | 36% | 8% | 24% | 36% | 19% |
| All Bad Job (NET) — n | 316 | 148 | 166 | 31 | 39 | 28 | 66 | 153 | 69 | 94 | 153 | 31 | 61 | 79 | 146 | 77 | 89 | 71 | 34 | 14 | 30 | 264 | 53 | 158 | 158 | 82 | 234 | 182 | 134 | 289 | 22 | 194 | 84 | 38 | 71 | 130 | 51 | 65 | 84 | 232 | 80 | 41 | 17 | 82 | 39 | 86 | 174 |
| All Bad Job (NET) — % | 29% | 28% | 31% | 24% | 19% | 14% | 33% | 42% | 21% | 24% | 42% | 22% | 18% | 29% | 44% | 30% | 32% | 29% | 22% | 28% | 32% | 28% | 33% | 25% | 34% | 21% | 33% | 25% | 38% | 32% | 14% | 23% | 26% | 33% | 33% | 39% | 21% | 22% | 20% | 35% | 48% | 12% | 17% | 66% | 36% | 20% | 47% |
| Mean | -0.35 | -0.03 | -0.29 | -0.06 | 0.34 | 0.3 | -0.4 | -0.52 | 0.2 | -0.06 | -0.52 | 0.04 | 0.34 | -0.32 | -0.55 | -0.15 | -0.27 | -0.2 | 0.19 | -0.24 | -0.22 | -0.12 | -0.31 | -0.01 | -0.34 | 0.17 | -0.33 | 0.01 | -0.49 | -0.23 | 0.34 | -0.1 | -0.16 | -0.37 | -0.33 | -0.51 | 0.19 | 0.12 | 0.27 | -0.43 | -0.54 | 0.39 | 0.22 | -1.11 | -0.28 | 0.16 | -0.62 |
| Don't know — n | 167 | 56 | 107 | 32 | 33 | 33 | 35 | 34 | 65 | 68 | 34 | 36 | 51 | 50 | 30 | 32 | 58 | 37 | 12 | 7 | 21 | 144 | 23 | 85 | 82 | 105 | 62 | 140 | 26 | 138 | 27 | 74 | 68 | 25 | 37 | 53 | 27 | 50 | 51 | 116 | 14 | 32 | 15 | 12 | 15 | 38 | 42 |
| Don't know — % | 15% | 11% | 20% | 26% | 16% | 17% | 17% | 9% | 20% | 17% | 9% | 26% | 15% | 18% | 9% | 12% | 20% | 15% | 8% | 14% | 22% | 16% | 14% | 14% | 18% | 27% | 9% | 19% | 7% | 15% | 17% | 9% | 21% | 21% | 17% | 16% | 11% | 17% | 12% | 17% | 8% | 9% | 14% | 10% | 14% | 9% | 11% |

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

Overlap formulae used. * small base

**Table 14**

**Q7 To what extent, if at all, do you think Rachel Reeves has been doing a good job or a bad job, in her role as Chancellor of the Exchequer, or neither?**

**BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN**

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | 1088 | 334 | 735 | 513 | 492 | 315 | 697 | 442 | 252 |
| WEIGHTED BASE | 1088 | 312 | 754 | 489 | 515 | 307 | 696 | 413 | 260 |
| | 100% | 29% | 69% | 45% | 47% | 28% | 64% | 38% | 24% |
| (+2) Very good job | 64 | 44 | 21 | 62 | 2 | 40 | 22 | 43 | 14 |
| | 6% | 14% | 3% | 13% | * | 13% | 3% | 10% | 5% |
| | | b | | df | | df | d | h | |
| (+1) Fairly good job | 224 | 119 | 103 | 197 | 25 | 82 | 141 | 160 | 40 |
| | 21% | 38% | 14% | 40% | 5% | 27% | 20% | 39% | 15% |
| | | b | | def | | df | d | h | |
| (0) Neither good nor bad job | 316 | 73 | 234 | 149 | 140 | 70 | 229 | 127 | 57 |
| | 29% | 23% | 31% | 30% | 27% | 23% | 33% | 31% | 22% |
| | | | a | e | | | de | h | |
| (-1) Fairly bad job | 144 | 28 | 117 | 26 | 115 | 32 | 105 | 32 | 52 |
| | 13% | 9% | 15% | 5% | 22% | 11% | 15% | 8% | 20% |
| | | | a | | cef | c | c | | g |
| (-2)Very bad job | 172 | 23 | 148 | 10 | 162 | 60 | 103 | 7 | 77 |
| | 16% | 8% | 20% | 2% | 32% | 20% | 15% | 2% | 30% |
| | | | a | | cef | c | c | | g |
| All Good Job (NET) | 289 | 163 | 123 | 259 | 27 | 123 | 163 | 203 | 54 |
| | 27% | 52% | 16% | 53% | 5% | 40% | 23% | 49% | 21% |
| | | b | | def | | df | d | h | |
| All Bad Job (NET) | 316 | 51 | 265 | 36 | 277 | 93 | 208 | 39 | 129 |
| | 29% | 16% | 35% | 7% | 54% | 30% | 30% | 9% | 50% |
| | | | a | | cef | c | c | | g |
| Mean | -0.15 | 0.46 | -0.43 | 0.62 | -0.92 | 0.04 | -0.21 | 0.54 | -0.58 |
| | | b | | def | | df | d | h | |
| Don't know | 167 | 25 | 131 | 45 | 70 | 22 | 96 | 44 | 20 |
| | 15% | 8% | 17% | 9% | 14% | 7% | 14% | 11% | 8% |
| | | | a | | e | | ce | | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h

Overlap formulae used.

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.

**Table 15**

**Q8A How confident, if at all, are you that the Labour party have a good long-term economic plan for Britain?**

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

*Column groups: GENDER | AGE | AGGREGATED AGE | GENERATION | REGION | URBAN | SOCIAL GRADE | EDUCATION | EMPLOYMENT STATUS | ETHNICITY | MARITAL STATUS | HOUSEHOLD SIZE | CHILDREN IN HOUSEHOLD | GENERAL ELECTION 2024 VOTE | REFERENDUM 2016 VOTE*

| | 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) | MILLENNIALS (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) | 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) | YES (M) | NO (N) | CONSERVATIVE (O) | LABOUR (P) | LIBERAL DEMOCRATS (Q) | REFORM UK (R) | OTHER (S) | REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 521 | 551 | 157 | 209 | 172 | 205 | 345 | 366 | 377 | 345 | 178 | 320 | 282 | 308 | 263 | 284 | 241 | 152 | 53 | 95 | 922 | 166 | 687 | 401 | 591 | 497 | 746 | 342 | 895 | 176 | 700 | 272 | 116 | 218 | 325 | 240 | 305 | 425 | 663 | 158 | 375 | 97 | 109 | 124 | 453 | 318 |
| WEIGHTED BASE | 1088 | 530 | 542 | 124 | 208 | 194 | 200 | 362 | 332 | 394 | 362 | 142 | 345 | 269 | 332 | 259 | 283 | 242 | 157 | 52* | 95* | 927 | 161 | 621 | 467 | 383 | 705 | 738 | 350 | 917 | 158 | 640 | 319 | 117* | 218 | 336 | 238 | 298 | 421 | 667 | 168 | 357 | 101* | 125* | 108* | 431 | 368 |
|  | 100% | 49% | 50% | 11% | 19% | 18% | 18% | 33% | 31% | 36% | 33% | 13% | 32% | 25% | 30% | 24% | 26% | 22% | 14% | 5%* | 9%* | 85% | 15% | 57% | 43% | 35% | 65% | 68% | 32% | 84% | 15% | 60% | 29% | 11%* | 20% | 31% | 22% | 27% | 39% | 61% | 15% | 33% | 9%* | 11%* | 10%* | 40% | 34% |
| (4) Very confident | 120 / 11% | 79 / 15% | 38 / 7% | 21 / 17% | 44 / 21% | 24 / 12% | 11 / 6% | 20 / 5% | 65 / 20% | 35 / 9% | 20 / 5% | 27 / 19% | 59 / 17% | 17 / 6% | 17 / 5% | 30 / 12% | 28 / 10% | 18 / 7% | 27 / 17% | 4 / 7% | 13 / 13% | 111 / 12% | 9 / 5% | 86 / 14% | 34 / 7% | 69 / 18% | 50 / 7% | 96 / 13% | 24 / 7% | 83 / 9% | 36 / 23% | 77 / 12% | 33 / 10% | 10 / 8% | 24 / 11% | 19 / 6% | 26 / 11% | 50 / 17% | 69 / 16% | 50 / 8% | 13 / 8% | 77 / 22% | 11 / 10% | 5 / 4% | 8 / 7% | 64 / 15% | 36 / 10% |
| (3) Fairly confident | 369 / 34% | 193 / 36% | 167 / 31% | 46 / 37% | 78 / 38% | 84 / 43% | 66 / 33% | 94 / 26% | 124 / 37% | 151 / 38% | 94 / 26% | 51 / 36% | 143 / 42% | 89 / 33% | 86 / 26% | 92 / 36% | 86 / 30% | 77 / 32% | 71 / 46% | 19 / 37% | 23 / 24% | 314 / 34% | 55 / 34% | 220 / 35% | 149 / 32% | 146 / 38% | 223 / 32% | 273 / 37% | 96 / 27% | 300 / 33% | 63 / 40% | 231 / 35% | 114 / 36% | 25 / 21% | 68 / 32% | 94 / 28% | 105 / 44% | 102 / 34% | 173 / 41% | 195 / 29% | 32 / 19% | 194 / 54% | 38 / 38% | 11 / 9% | 32 / 29% | 188 / 44% | 72 / 19% |
| (2) Not very confident | 254 / 23% | 111 / 21% | 142 / 26% | 30 / 24% | 41 / 20% | 49 / 25% | 39 / 19% | 95 / 26% | 71 / 21% | 88 / 22% | 95 / 26% | 34 / 24% | 80 / 23% | 53 / 20% | 87 / 26% | 65 / 25% | 57 / 20% | 71 / 29% | 23 / 15% | 16 / 32% | 21 / 22% | 210 / 23% | 44 / 27% | 146 / 23% | 108 / 23% | 79 / 21% | 175 / 25% | 167 / 23% | 87 / 24% | 216 / 25% | 34 / 22% | 153 / 23% | 66 / 21% | 35 / 30% | 42 / 19% | 80 / 24% | 54 / 23% | 78 / 26% | 98 / 23% | 155 / 23% | 47 / 28% | 57 / 16% | 32 / 31% | 23 / 18% | 31 / 29% | 96 / 22% | 82 / 22% |
| (1) Not at all confident | 261 / 24% | 119 / 22% | 142 / 26% | 19 / 15% | 29 / 14% | 20 / 10% | 61 / 30% | 133 / 37% | 48 / 14% | 80 / 20% | 133 / 37% | 21 / 15% | 39 / 11% | 77 / 29% | 124 / 37% | 51 / 20% | 87 / 31% | 60 / 25% | 28 / 18% | 10 / 19% | 26 / 27% | 218 / 24% | 43 / 27% | 127 / 21% | 134 / 29% | 64 / 17% | 198 / 28% | 143 / 19% | 118 / 34% | 241 / 26% | 17 / 11% | 147 / 23% | 81 / 25% | 33 / 29% | 60 / 28% | 120 / 36% | 34 / 14% | 48 / 16% | 53 / 13% | 208 / 31% | 70 / 42% | 17 / 5% | 16 / 16% | 78 / 63% | 28 / 26% | 58 / 14% | 157 / 43% |
| All Confident (NET) | 489 / 45% | 271 / 51% | 205 / 38% | 68 / 54% | 122 / 59% | 108 / 56% | 77 / 39% | 114 / 31% | 190 / 57% | 185 / 47% | 114 / 31% | 78 / 55% | 202 / 58% | 105 / 39% | 103 / 31% | 122 / 47% | 115 / 41% | 95 / 39% | 99 / 63% | 23 / 44% | 36 / 38% | 425 / 46% | 64 / 40% | 306 / 49% | 183 / 39% | 216 / 56% | 273 / 39% | 369 / 50% | 120 / 34% | 383 / 42% | 99 / 63% | 307 / 47% | 147 / 46% | 44 / 29% | 92 / 43% | 114 / 34% | 131 / 55% | 151 / 51% | 243 / 58% | 246 / 37% | 44 / 27% | 270 / 76% | 49 / 48% | 16 / 13% | 39 / 36% | 252 / 58% | 107 / 29% |
| All Not Confident (NET) | 515 / 47% | 230 / 43% | 284 / 52% | 49 / 39% | 70 / 34% | 69 / 35% | 99 / 50% | 228 / 63% | 119 / 36% | 168 / 43% | 228 / 63% | 55 / 39% | 119 / 34% | 130 / 48% | 211 / 64% | 116 / 45% | 144 / 51% | 131 / 54% | 51 / 33% | 26 / 50% | 46 / 48% | 428 / 46% | 87 / 54% | 273 / 44% | 242 / 52% | 142 / 37% | 372 / 53% | 310 / 42% | 205 / 63% | 457 / 50% | 51 / 32% | 300 / 47% | 147 / 46% | 68 / 58% | 102 / 47% | 199 / 59% | 88 / 37% | 126 / 42% | 152 / 36% | 363 / 54% | 117 / 70% | 74 / 21% | 47 / 47% | 101 / 81% | 59 / 55% | 155 / 36% | 238 / 65% |
| Mean | 2.35 | 2.46 | 2.21 | 2.6 | 2.71 | 2.63 | 2.16 | 2 | 2.67 | 2.39 | 2 | 2.64 | 2.69 | 2.19 | 1.99 | 2.42 | 2.22 | 2.23 | 2.65 | 2.35 | 2.28 | 2.46 | 2.2 | 2.62 | 2.08 | 2.47 | 2.19 | 2.39 | 2.34 | 2.27 | 2.79 | 2.39 | 2.34 | 2.1 | 2.29 | 2.04 | 2.57 | 2.55 | 2.66 | 2.14 | 1.92 | 2.96 | 2.45 | 1.51 | 2.14 | 2.63 | 1.96 |
| Don't know | 85 / 8% | 29 / 5% | 54 / 10% | 8 / 6% | 16 / 8% | 17 / 9% | 23 / 12% | 20 / 6% | 24 / 7% | 40 / 10% | 20 / 6% | 9 / 6% | 24 / 7% | 34 / 13% | 18 / 5% | 21 / 8% | 24 / 9% | 16 / 7% | 7 / 5% | 3 / 6% | 13 / 14% | 75 / 8% | 10 / 6% | 42 / 7% | 42 / 9% | 25 / 7% | 59 / 8% | 58 / 8% | 25 / 7% | 77 / 8% | 14 / 9% | 45 / 7% | 25 / 8% | 14 / 12% | 21 / 10% | 23 / 7% | 19 / 8% | 21 / 7% | 27 / 6% | 58 / 9% | 12 / 7% | 5 / 3% | 5 / 3% | 8 / 5% | 10 / 9% | 24 / 6% | 23 / 6% |

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
Overlap formulae used.  * small base

**Table 16**
**Q8A How confident, if at all, are you that the Labour party have a good long-term economic plan for Britain?**

**BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN**

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | 1088 | 334 | 735 | 513 | 492 | 315 | 697 | 442 | 252 |
| WEIGHTED BASE | 1088 | 312 | 754 | 489 | 515 | 307 | 696 | 413 | 260 |
| | 100% | 29% | 69% | 45% | 47% | 28% | 64% | 38% | 24% |
| (4) Very confident | 120 | 82 | 38 | 120 | - | 64 | 56 | 96 | 20 |
| | 11% | 26% | 5% | 24% | - | 21% | 8% | 23% | 8% |
| | | b | | df | | df | d | h | |
| (3) Fairly confident | 369 | 121 | 239 | 369 | - | 106 | 251 | 257 | 48 |
| | 34% | 39% | 32% | 76% | - | 34% | 36% | 62% | 18% |
| | | b | | def | | d | d | h | |
| (2) Not very confident | 254 | 65 | 183 | - | 254 | 57 | 187 | 41 | 73 |
| | 23% | 21% | 24% | - | 49% | 18% | 27% | 10% | 28% |
| | | | | | cef | c | ce | | g |
| (1) Not at all confident | 261 | 30 | 229 | - | 261 | 76 | 171 | 7 | 115 |
| | 24% | 10% | 30% | - | 51% | 25% | 25% | 2% | 44% |
| | | | a | | cef | c | c | | g |
| All Confident (NET) | 489 | 203 | 276 | 489 | - | 170 | 307 | 354 | 68 |
| | 45% | 65% | 37% | 100% | - | 55% | 44% | 86% | 26% |
| | | b | | def | | df | d | h | |
| All Not Confident (NET) | 515 | 95 | 413 | - | 515 | 133 | 357 | 48 | 188 |
| | 47% | 30% | 55% | - | 100% | 43% | 51% | 12% | 72% |
| | | | a | | cef | c | ce | | g |
| Mean | 2.35 | 2.86 | 2.12 | 3.24 | 1.49 | 2.52 | 2.29 | 3.1 | 1.89 |
| | | b | | def | | df | d | h | |
| Don't know | 85 | 14 | 65 | - | - | 5 | 32 | 11 | 5 |
| | 8% | 5% | 9% | - | - | 2% | 5% | 3% | 2% |
| | | | a | | | cd | cde | | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h
Overlap formulae used.
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.

**Table 17**
Q88 How confident, if at all, are you that the Conservative Party have a good long-term economic plan for Britain?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | 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) | 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) | 1 (I) | 2 (J) | 3 (K) | 4+ (L) | YES (M) | NO (N) | CONSERVATIVE (O) | LABOUR (P) | LIBERAL DEMOCRATS (Q) | REFORM UK (R) | OTHER (S) | REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 521 | 551 | 157 | 209 | 172 | 205 | 345 | 366 | 377 | 345 | 178 | 320 | 282 | 308 | 263 | 284 | 241 | 152 | 53 | 95 | 922 | 166 | 687 | 401 | 591 | 497 | 746 | 342 | 805 | 176 | 640 | 332 | 116 | 218 | 325 | 240 | 305 | 425 | 663 | 158 | 375 | 97 | 108 | 124 | 453 | 318 |
| WEIGHTED BASE | 1088 | 530 | 542 | 124 | 208 | 194 | 200 | 362 | 332 | 394 | 362 | 142 | 345 | 269 | 332 | 259 | 283 | 242 | 157 | 52* | 95* | 927 | 161 | 621 | 467 | 383 | 705 | 738 | 350 | 917 | 158 | 652 | 352 | 116 | 216 | 336 | 238 | 298 | 421 | 667 | 168 | 357 | 101* | 125* | 108* | 431 | 368 |
| (weighted %) | 100% | 49% | 50% | 11% | 19% | 18% | 18% | 33% | 31% | 36% | 33% | 13% | 32% | 25% | 30% | 24% | 26% | 22% | 14% | 5%* | 9%* | 85% | 15% | 57% | 43% | 35% | 65% | 68% | 32% | 84% | 15% | 60% | 29% | 11%* | 20% | 31% | 22% | 27% | 39% | 61% | 15% | 33% | 9%* | 11%* | 10%* | 40% | 34% |
| (4) Very confident | 90 | 55 | 35 | 11 | 29 | 20 | 8 | 23 | 40 | 28 | 23 | 13 | 45 | 12 | 20 | 22 | 19 | 15 | 22 | 3 | 10 | 79 | 12 | 56 | 34 | 45 | 45 | 66 | 24 | 71 | 18 | 64 | 19 | 7 | 10 | 19 | 26 | 36 | 58 | 32 | 42 | 22 | 6 | 4 | 6 | 38 | 39 |
| (4) Very confident % | 8% | 10% b | 6% | 9% | 14% | 10% | 4% | 6% | 12% | 7% | 6% | 9% | 13% | 5% | 6% | 8% | 7% | 6% | 14% oo | 5% | 11% | 9% | 7% | 9% | 7% | 12% A | 6% | 9% | 7% | 8% | 12% | 10% | 5% | 6% | 5% | 6% | 11% | 12% | 14% N | 5% | 25% PQRS | 6% | 6% | 3% | 5% | 9% | 11% |
| (3) Fairly confident | 217 | 108 | 108 | 24 | 52 | 50 | 29 | 62 | 77 | 79 | 62 | 31 | 88 | 40 | 58 | 48 | 55 | 45 | 43 | 11 | 15 | 192 | 25 | 138 | 79 | 86 | 131 | 160 | 57 | 169 | 44 | 145 | 55 | 16 | 27 | 66 | 56 | 68 | 109 | 108 | 77 | 48 | 18 | 30 | 12 | 72 | 86 |
| (3) Fairly confident % | 20% | 20% | 20% | 20% | 25% fe | 26% fe | 15% | 17% | 23% | 20% | 17% | 22% | 25% mn | 15% | 17% | 19% | 19% | 19% | 27% | 21% | 16% | 21% | 15% | 22% | 17% | 23% | 19% | 22% | 16% | 18% | 28% D | 22% | 17% | 14% | 13% | 20% | 23% | 23% | 26% N | 16% | 46% PQRS | 13% | 18% | 24% | 12% | 17% | 23% T |
| (2) Not very confident | 301 | 131 | 164 | 38 | 56 | 54 | 52 | 100 | 94 | 106 | 100 | 43 | 95 | 67 | 96 | 70 | 83 | 78 | 35 | 15 | 20 | 246 | 55 | 178 | 123 | 100 | 201 | 222 | 79 | 255 | 42 | 191 | 87 | 23 | 56 | 90 | 73 | 82 | 120 | 181 | 35 | 94 | 31 | 36 | 24 | 106 | 109 |
| (2) Not very confident % | 28% | 25% | 30% | 31% | 27% | 28% | 26% | 28% | 28% | 27% | 28% | 30% | 28% | 25% | 29% | 27% | 29% | 32% | 22% | 29% | 21% | 27% | 34% w | 29% | 26% | 26% | 28% | 30% | 22% | 28% | 26% | 29% | 27% | 20% | 26% | 27% | 31% | 27% | 28% | 27% | 21% | 36% | 31% | 29% | 22% | 25% | 29% |
| (1) Not at all confident | 395 | 211 | 180 | 41 | 57 | 55 | 92 | 149 | 98 | 147 | 149 | 46 | 98 | 118 | 134 | 97 | 94 | 87 | 52 | 20 | 44 | 339 | 57 | 221 | 174 | 135 | 260 | 235 | 160 | 346 | 44 | 204 | 133 | 53 | 102 | 130 | 70 | 94 | 102 | 293 | 4 | 185 | 44 | 41 | 61 | 199 | 108 |
| (1) Not at all confident % | 36% | 40% | 33% | 33% | 27% | 28% | 46% cde | 41% de | 30% | 37% | 41% | 32% | 28% | 44% h | 40% h | 38% | 33% | 36% | 33% | 39% | 46% n | 37% | 35% | 36% | 37% | 35% | 37% | 32% | 46% B | 38% | 28% | 31% | 43% F | 46% F | 47% KL | 39% | 29% | 31% | 24% | 44% M | 2% | 52% O | 43% | 33% | 56% | 46% U | 29% |
| All Confident (NET) | 307 | 160 | 143 | 36 | 81 | 69 | 37 | 84 | 117 | 106 | 84 | 44 | 133 | 53 | 77 | 70 | 74 | 60 | 64 | 14 | 25 | 271 | 36 | 194 | 113 | 132 | 176 | 227 | 81 | 240 | 62 | 210 | 75 | 23 | 38 | 85 | 81 | 103 | 167 | 140 | 119 | 70 | 24 | 34 | 18 | 110 | 125 |
| All Confident (NET) % | 28% | 30% | 26% | 29% | 39% f | 36% fa | 19% | 23% | 35% i | 27% | 23% | 31% | 39% mn | 20% | 23% | 27% | 26% | 25% | 41% oost | 27% | 26% | 29% | 23% | 31% A | 24% | 34% C | 25% | 31% | 23% | 26% | 40% | 32% GH | 23% | 20% | 17% | 25% | 34% | 35% | 40% N | 21% | 72% PQRS | 20% | 24% | 27% | 17% | 26% U | 34% |
| All Not Confident (NET) | 696 | 341 | 344 | 80 | 113 | 109 | 144 | 250 | 193 | 254 | 250 | 89 | 193 | 184 | 230 | 167 | 177 | 165 | 87 | 36 | 64 | 584 | 112 | 399 | 297 | 235 | 461 | 458 | 238 | 602 | 86 | 396 | 224 | 76 | 157 | 220 | 143 | 175 | 222 | 474 | 39 | 279 | 75 | 77 | 85 | 305 | 216 |
| All Not Confident (NET) % | 64% | 64% | 64% | 64% | 54% | 56% | 72% de | 69% de | 58% | 64% | 69% i | 63% | 56% | 68% l | 69% l | 65% | 63% | 68% | 55% | 68% | 67% r | 63% | 69% | 64% | 64% | 61% | 65% | 62% | 68% B | 66% | 55% | 61% | 70% F | 66% | 73% KL | 66% | 60% | 59% | 53% | 71% M | 23% | 78% O | 74% | 62% | 79% O | 71% U | 50% |
| Mean | 2 | 2.01 | 2 | 2.05 | 2.28 f | 2.19 fa | 1.74 | 1.87 | 2.19 i | 1.96 | 1.87 | 2.09 | 2.25 mn | 1.78 | 1.88 | 1.98 | 1.99 | 1.95 | 2.22 oo | 1.92 | 1.9 | 2.01 | 1.94 | 2.05 A | 1.94 | 2.11 C | 1.94 | 2.08 D | 1.83 | 1.96 | 2.24 | 2.11 GH | 1.85 | 1.77 | 1.73 | 1.91 | 2.17 I | 2.16 I | 2.32 N | 1.8 | 3 PQRS | 1.73 | 1.86 | 1.9 | 1.88 | 1.88 | 2.17 |
| Don't know | 85 | 28 | 54 a | 9 | 14 | 16 | 18 | 29 | 22 | 34 | 29 | 9 | 20 | 32 | 24 | 22 | 32 r | 17 | 5 | 3 | 6 | 72 | 13 | 28 | 58 w | 17 | 68 y | 54 | 31 | 75 | 9 | 47 | 21 | 17 FG | 21 | 31 | 14 | 19 | 32 | 53 | 3 | 13 | 8 | 2 | 13 PO | 15 | 27 T |
| Don't know % | 8% | 5% | 10% a | 7% | 7% | 8% | 9% | 8% | 7% | 9% | 8% | 6% | 6% | 12% | 7% | 9% | 11% r | 7% | 3% | 5% | 6% | 8% | 8% | 5% | 12% w | 4% | 10% y | 7% | 9% | 8% | 6% | 7% | 7% | 8% FG | 10% | 9% | 6% | 6% | 8% | 8% | 5% | 2% | 2% | 11% PO | 4% | 4% | 7% 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
Overlap formulae used.  * small base

**Table 18**
**Q8B How confident, if at all, are you that the Conservative Party have a good long-term economic plan for Britain?**

**BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN**

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
|---|---|---|---|---|---|---|---|---|---|
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | 1088 | 334 | 735 | 513 | 492 | 315 | 697 | 442 | 252 |
| WEIGHTED BASE | 1088 | 312 | 754 | 489 | 515 | 307 | 696 | 413 | 260 |
| | 100% | 29% | 69% | 45% | 47% | 28% | 64% | 38% | 24% |
| (4) Very confident | 90 | 61 | 29 | 59 | 31 | 90 | - | 30 | 56 |
| | 8% | 20% | 4% | 12% | 6% | 29% | - | 7% | 22% |
| | | b | | df | f | cdf | | | g |
| (3) Fairly confident | 217 | 126 | 91 | 110 | 102 | 217 | - | 54 | 129 |
| | 20% | 40% | 12% | 23% | 20% | 71% | - | 13% | 50% |
| | | b | | f | f | cdf | | | g |
| (2) Not very confident | 301 | 66 | 229 | 105 | 188 | - | 301 | 102 | 53 |
| | 28% | 21% | 30% | 22% | 36% | - | 43% | 25% | 21% |
| | | | a | e | ce | | cde | | |
| (1) Not at all confident | 395 | 44 | 340 | 201 | 170 | - | 395 | 222 | 15 |
| | 36% | 14% | 45% | 41% | 33% | - | 57% | 54% | 6% |
| | | | a | de | e | | cde | h | |
| All Confident (NET) | 307 | 187 | 120 | 170 | 133 | 307 | - | 83 | 185 |
| | 28% | 60% | 16% | 35% | 26% | 100% | - | 20% | 71% |
| | | b | | df | f | cdf | | | g |
| All Not Confident (NET) | 696 | 110 | 569 | 307 | 357 | - | 696 | 324 | 68 |
| | 64% | 35% | 75% | 63% | 69% | - | 100% | 79% | 26% |
| | | | a | e | e | | cde | h | |
| Mean | 2 | 2.69 | 1.72 | 2.06 | 1.99 | 3.29 | 1.43 | 1.73 | 2.89 |
| | | b | | f | f | cdf | | | g |
| Don't know | 85 | 15 | 65 | 12 | 24 | - | - | 5 | 7 |
| | 8% | 5% | 9% | 3% | 5% | - | - | 1% | 3% |
| | | | | ef | ef | | | | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h
Overlap formulae used.
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.

**Table 19**
Q6 Which party, if either, do you trust most to manage Britain's economy?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | 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) | 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) | 1 (I) | 2 (J) | 3 (K) | 4+ (L) | YES (M) | NO (N) | CONSERVATIVE (O) | LABOUR (P) | LIBERAL DEMOCRATS (Q) | REFORM UK (R) | OTHER (S) | REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 521 | 551 | 157 | 209 | 172 | 205 | 345 | 366 | 377 | 345 | 178 | 320 | 282 | 308 | 263 | 284 | 241 | 152 | 53 | 95 | 922 | 166 | 687 | 401 | 591 | 497 | 746 | 342 | 895 | 176 | 840 | 332 | 116 | 218 | 325 | 240 | 305 | 425 | 663 | 158 | 375 | 97 | 108 | 124 | 453 | 318 |
| WEIGHTED BASE | 1088 | 530 | 542 | 124 | 208 | 194 | 200 | 362 | 332 | 394 | 362 | 142 | 345 | 269 | 332 | 259 | 283 | 242 | 157 | 52* | 95* | 927 | 161 | 621 | 467 | 383 | 705 | 738 | 350 | 917 | 158 | 852 | 319 | 117* | 216 | 336 | 238 | 298 | 421 | 667 | 168 | 357 | 101* | 125* | 108* | 431 | 368 |
| | 100% | 49% | 50% | 11% | 19% | 18% | 18% | 33% | 31% | 36% | 33% | 13% | 32% | 25% | 30% | 24% | 26% | 22% | 14% | 5%* | 9%* | 85% | 15% | 57% | 43% | 35% | 65% | 68% | 32% | 84% | 15% | 60% | 29% | 11%* | 20% | 31% | 22% | 27% | 39% | 61% | 15% | 33% | 9%* | 11%* | 10%* | 40% | 34% |
| The Labour Party | 413 38% | 222 42% b | 181 33% | 63 51% fe | 103 49% fe | 82 42% fe | 61 31% | 104 29% | 166 50% ii | 143 36% | 104 29% | 74 53% mn | 160 46% mn | 86 32% | 93 28% | 104 40% | 89 31% | 90 37% | 81 52% ooost | 14 27% | 35 36% | 369 40% v | 44 27% | 256 41% s | 157 34% | 180 47% A | 233 33% | 297 40% C | 116 33% | 319 35% | 88 56% D | 230 35% | 148 46% FH | 36 31% | 89 41% | 103 31% | 97 41% J | 125 42% J | 178 42% | 235 35% | 1 1% | 270 76% ORS | 46 46% OR | 9 7% | 35 32% OR | 228 53% U | 84 23% |
| The Conservative Party | 260 24% | 132 25% | 125 23% | 16 13% | 50 24% c | 43 22% | 41 20% | 110 30% cf | 66 20% | 83 21% | 110 30% hi | 19 14% | 81 23% | 57 21% | 103 31% km | 47 18% | 71 25% | 64 26% | 45 29% o | 11 21% | 22 23% | 219 24% | 41 26% | 152 24% | 107 23% | 92 24% | 167 24% | 176 24% | 83 24% | 227 25% v | 31 20% | 169 20% | 63 20% | 27 23% | 50 23% | 97 29% L | 57 24% | 55 18% | 102 24% | 158 24% | 138 83% PQRS | 19 5% | 12 12% P | 45 36% POS | 15 14% P | 81 19% | 131 36% T |
| Neither | 342 31% | 150 28% | 190 35% a | 37 30% | 43 21% | 52 27% | 80 40% de d | 131 36% d | 80 24% | 131 33% h | 131 36% h | 40 28% | 82 24% | 99 37% l | 120 36% l | 91 35% r | 94 33% r | 73 30% r | 25 16% | 23 44% r | 35 36% r | 282 30% | 60 37% v | 178 29% | 164 35% | 93 24% | 248 35% E | 217 29% | 125 36% | 308 33% E | 32 20% | 206 32% | 89 28% | 47 40% G | 64 30% | 113 34% | 72 30% | 92 31% | 111 26% | 230 35% M | 24 14% | 57 16% OP | 35 35% OP | 68 55% OPQ | 56 52% OPQ | 101 24% | 137 37% T |
| Don't know | 74 7% | 26 5% | 46 8% a | 8 6% | 13 6% | 18 9% | 18 9% | 17 5% | 20 6% | 36 9% j | 17 5% | 8 6% | 22 6% | 27 10% n | 16 5% | 18 7% | 29 10% r | 15 6% | 5 3% | 4 8% | 4 4% | 58 6% | 16 10% | 35 6% | 39 8% | 17 4% | 57 8% v | 48 7% | 26 7% | 66 7% | 7 4% | 47 7% | 20 6% | 7 6% | 13 6% | 23 7% | 12 5% | 26 9% | 30 7% | 43 7% | 4 2% | 11 3% | 7 7% | 3 2% | 3 3% | 21 5% | 16 4% |

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
Overlap formulae used. * small base

**Table 20**

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

**BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN**

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
|---|---|---|---|---|---|---|---|---|---|
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | **1088** | 334 | 735 | 513 | 492 | 315 | 697 | 442 | 252 |
| WEIGHTED BASE | **1088** | 312 | 754 | 489 | 515 | 307 | 696 | 413 | 260 |
| | **100%** | 29% | 69% | 45% | 47% | 28% | 64% | 38% | 24% |
| The Labour Party | **413** | 136 | 266 | 354 | 48 | 83 | 324 | 413 | - |
| | **38%** | 44% | 35% | 72% | 9% | 27% | 47% | 100% | - |
| | | b | | def | | d | de | h | |
| The Conservative Party | **260** | 115 | 143 | 68 | 188 | 185 | 68 | - | 260 |
| | **24%** | 37% | 19% | 14% | 36% | 60% | 10% | - | 100% |
| | | b | | f | cf | cdf | | | g |
| Neither | **342** | 37 | 301 | 49 | 260 | 25 | 279 | - | - |
| | **31%** | 12% | 40% | 10% | 51% | 8% | 40% | - | - |
| | | | a | | cef | | ce | | |
| Don't know | **74** | 24 | 44 | 19 | 19 | 14 | 25 | - | - |
| | **7%** | 8% | 6% | 4% | 4% | 5% | 4% | - | - |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h

Overlap formulae used.

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.

Table 21
Q10 As you may know, the Labour Party and the Conservative Party have both released statements regarding the economic situation that the Labour Party inherited when they entered Government. How believable, if at all, do you find each of the following statements?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | The New Labour Government has inherited the worst set of economic circumstances since the Second World War, from the previous Conservative Government | The New Labour Government has inherited a growing and resilient economy from the previous Conservative Government | Labour are exaggerating the economic problems facing the country as an excuse to raise taxes and/or cut spending | The economic problems facing the country are worse than the Conservatives admitted when they were in government |
|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 1088 | 1088 | 1088 |
| WEIGHTED BASE | 1088 | 1088 | 1088 | 1088 |
| (4) Very believable | 235 | 125 | 222 | 353 |
| | 22% | 11% | 20% | 32% |
| (3) Fairly believable | 380 | 295 | 328 | 359 |
| | 35% | 27% | 30% | 33% |
| (2) Not very believable | 231 | 289 | 259 | 195 |
| | 21% | 27% | 24% | 18% |
| (1) Not believable at all | 142 | 271 | 154 | 75 |
| | 13% | 25% | 14% | 7% |
| All Believeable (NET) | 614 | 420 | 550 | 711 |
| | 56% | 39% | 51% | 65% |
| All Not Believeable (NET) | 373 | 560 | 414 | 270 |
| | 34% | 51% | 38% | 25% |
| Mean | 2.72 | 2.28 | 2.64 | 3.01 |
| Don't know | 101 | 108 | 124 | 107 |
| | 9% | 10% | 11% | 10% |

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.

**THE ECONOMY**
**23 - 26 AUGUST 2024**
**PUBLIC**
**IPSOS**

**Table 22**

Q30_1 As you may know, the Labour Party and the Conservative Party have both released statements regarding the economic situation that the Labour Party inherited when they entered Government. How believable, if at all, do you find each of the following statements? The New Labour Government has inherited the worst set of economic circumstances since the Second World War, from the previous Conservative Government

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | TOTAL | GENDER MAN (a) | WOMAN (b) | AGE 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-75 (g) | AGG AGE 18-34 (h) | 35-54 (i) | 55-75 (j) | GEN Z (k) | MILLEN (l) | GEN X (m) | BABY BOOM (n) | REGION NORTH (o) | MIDL (p) | SOUTH (q) | LONDON (r) | WALES (s) | SCOT (t) | URBAN (u) | RURAL (v) | ABC1 (w) | C2DE (x) | GRAD (y) | NON GRAD (A) | WORKING (B) | NOT WK (C) | WHITE (D) | ETH MIN (E) | MARRIED (F) | SINGLE (G) | WID/DIV/SEP (H) | HH 1 (I) | 2 (J) | 3 (K) | 4+ (L) | CHILD YES (M) | NO (N) | CON (O) | LAB (P) | LIB DEM (Q) | REFORM (R) | OTHER (S) | REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 521 | 551 | 157 | 209 | 172 | 205 | 345 | 366 | 377 | 345 | 178 | 320 | 282 | 308 | 263 | 284 | 241 | 152 | 53 | 95 | 922 | 166 | 687 | 401 | 591 | 497 | 746 | 342 | 895 | 176 | 840 | 332 | 116 | 218 | 325 | 240 | 305 | 425 | 663 | 158 | 375 | 97 | 108 | 124 | 453 | 318 |
| WEIGHTED BASE | 1088 | 530 | 542 | 124 | 208 | 194 | 200 | 362 | 332 | 394 | 362 | 142 | 345 | 269 | 332 | 259 | 283 | 242 | 157 | 52* | 95* | 927 | 161 | 621 | 467 | 383 | 705 | 738 | 350 | 852 | 219 | 852 | 319 | 117* | 216 | 336 | 238 | 298 | 421 | 667 | 166 | 357 | 101* | 125* | 108* | 431 | 368 |
|  | 100% | 49% | 50% | 11% | 19% | 18% | 18% | 33% | 31% | 36% | 33% | 13% | 32% | 25% | 30% | 24% | 26% | 22% | 14% | 5%* | 9%* | 85% | 15% | 57% | 43% | 35% | 65% | 68% | 32% | 80% | 20% | 60% | 29% | 11%* | 20% | 31% | 22% | 27% | 39% | 61% | 15% | 33% | 9%* | 11%* | 10%* | 40% | 34% |
| (4) Very believable | 235 | 134 | 94 | 23 | 50 | 32 | 47 | 84 | 72 | 79 | 84 | 28 | 69 | 64 | 74 | 53 | 47 | 46 | 44 | 17 | 28 | 197 | 38 | 148 | 87 | 96 | 139 | 158 | 77 | 200 | 29 | 147 | 63 | 25 | 51 | 76 | 45 | 63 | 93 | 142 | 9 | 128 | 25 | 13 | 45 | 134 | 61 |
|  | 22% | 25% | 17% | 18% | 24% | 17% | 24% | 23% | 22% | 20% | 23% | 20% | 20% | 24% | 22% | 20% | 16% | 19% | 28% | 33% | 30% | 21% | 24% | 24% | 19% | 25% | 20% | 21% | 22% | 23% | 13% | 17% | 20% | 22% | 24% | 23% | 19% | 21% | 22% | 21% | 5% | 36% | 25% | 10% | 41% | 31% | 17% |
| (3) Fairly believable | 380 | 178 | 195 | 54 | 64 | 92 | 65 | 105 | 118 | 156 | 105 | 59 | 137 | 85 | 97 | 94 | 111 | 90 | 45 | 16 | 23 | 326 | 54 | 223 | 157 | 123 | 257 | 262 | 117 | 311 | 66 | 252 | 111 | 36 | 68 | 100 | 97 | 115 | 162 | 217 | 33 | 140 | 42 | 38 | 38 | 155 | 105 |
|  | 35% | 34% | 36% | 44% | 31% | 47% | 32% | 29% | 36% | 40% | 29% | 42% | 40% | 32% | 29% | 36% | 39% | 37% | 29% | 31% | 24% | 35% | 34% | 36% | 34% | 32% | 36% | 36% | 34% | 37% | 30% | 30% | 35% | 31% | 31% | 30% | 41% | 39% | 39% | 33% | 20% | 39% | 41% | 30% | 35% | 36% | 28% |
| (2) Not very believable | 231 | 113 | 116 | 29 | 53 | 36 | 36 | 76 | 83 | 72 | 76 | 32 | 80 | 47 | 72 | 57 | 63 | 50 | 29 | 8 | 24 | 204 | 27 | 138 | 93 | 92 | 139 | 174 | 56 | 185 | 44 | 133 | 79 | 19 | 41 | 74 | 55 | 61 | 89 | 142 | 64 | 51 | 19 | 36 | 11 | 80 | 90 |
|  | 21% | 21% | 21% | 24% | 26% | 19% | 18% | 21% | 25% | 18% | 21% | 23% | 23% | 17% | 22% | 22% | 22% | 21% | 18% | 16% | 25% | 22% | 17% | 22% | 20% | 24% | 20% | 24% | 16% | 22% | 20% | 16% | 25% | 16% | 19% | 22% | 23% | 20% | 21% | 21% | 39% | 14% | 19% | 29% | 10% | 19% | 25% |
| (1) Not believable at all | 142 | 76 | 66 | 12 | 18 | 10 | 27 | 74 | 30 | 38 | 74 | 14 | 21 | 40 | 67 | 32 | 31 | 38 | 26 | 6 | 9 | 117 | 25 | 69 | 73 | 45 | 97 | 76 | 66 | 127 | 12 | 82 | 44 | 16 | 35 | 59 | 16 | 32 | 36 | 105 | 56 | 19 | 5 | 33 | 6 | 34 | 83 |
|  | 13% | 14% | 12% | 9% | 9% | 5% | 14% | 20% | 9% | 10% | 20% | 10% | 8% | 15% | 20% | 12% | 11% | 16% | 16% | 12% | 9% | 13% | 15% | 11% | 16% | 12% | 14% | 10% | 19% | 14% | 8% | 13% | 14% | 13% | 16% | 17% | 7% | 11% | 9% | 16% | 33% | 5% | 5% | 26% | 5% | 8% | 23% |
| All Believable (NET) | 614 | 312 | 290 | 77 | 113 | 124 | 112 | 189 | 190 | 235 | 189 | 88 | 206 | 149 | 171 | 147 | 158 | 136 | 89 | 34 | 51 | 523 | 92 | 370 | 244 | 219 | 395 | 420 | 195 | 511 | 96 | 379 | 174 | 61 | 119 | 176 | 142 | 178 | 255 | 360 | 42 | 268 | 67 | 51 | 83 | 289 | 166 |
|  | 56% | 59% | 53% | 62% | 54% | 64% | 56% | 52% | 57% | 60% | 52% | 62% | 60% | 55% | 52% | 57% | 56% | 56% | 57% | 64% | 54% | 56% | 57% | 60% | 52% | 57% | 56% | 57% | 56% | 60% | 44% | 44% | 55% | 52% | 55% | 52% | 60% | 60% | 61% | 54% | 25% | 75% | 66% | 41% | 76% | 67% | 45% |
| All Not Believable (NET) | 373 | 189 | 181 | 41 | 72 | 47 | 63 | 150 | 113 | 110 | 150 | 46 | 101 | 87 | 138 | 89 | 94 | 88 | 54 | 15 | 32 | 320 | 52 | 207 | 166 | 136 | 236 | 250 | 122 | 312 | 56 | 215 | 123 | 35 | 76 | 132 | 72 | 92 | 125 | 247 | 120 | 69 | 24 | 68 | 17 | 114 | 174 |
|  | 34% | 36% | 33% | 33% | 34% | 24% | 32% | 41% | 34% | 28% | 41% | 33% | 29% | 32% | 42% | 34% | 33% | 37% | 35% | 28% | 34% | 35% | 32% | 33% | 35% | 36% | 33% | 34% | 35% | 37% | 25% | 25% | 39% | 30% | 35% | 39% | 30% | 31% | 30% | 37% | 72% | 19% | 24% | 55% | 15% | 27% | 47% |
| Mean | 2.72 | 2.74 | 2.68 | 2.74 | 2.78 | 2.85 | 2.75 | 2.59 | 2.77 | 2.8 | 2.59 | 2.76 | 2.83 | 2.73 | 2.58 | 2.71 | 2.69 | 2.64 | 2.75 | 2.92 | 2.85 | 2.72 | 2.73 | 2.78 | 2.63 | 2.76 | 2.69 | 2.75 | 2.65 | 2.71 | 2.75 | 2.75 | 2.65 | 2.74 | 2.69 | 2.63 | 2.8 | 2.78 | 2.82 | 2.65 | 1.97 | 3.12 | 2.95 | 2.28 | 3.23 | 2.96 | 2.42 |
| Don't know | 101 | 29 | 71 | 6 | 23 | 24 | 25 | 23 | 29 | 49 | 23 | 8 | 38 | 33 | 22 | 24 | 31 | 18 | 13 | 4 | 11 | 84 | 17 | 44 | 57 | 27 | 74 | 68 | 33 | 94 | 7 | 58 | 32 | 20 | 21 | 28 | 24 | 28 | 41 | 60 | 5 | 19 | 32 | 6 | 9 | 27 | 29 |
|  | 9% | 5% | 13% | 5% | 11% | 12% | 12% | 6% | 9% | 12% | 6% | 5% | 11% | 12% | 7% | 9% | 11% | 7% | 9% | 7% | 12% | 9% | 11% | 7% | 12% | 7% | 10% | 9% | 9% | 10% | 4% | 9% | 7% | 20% | 10% | 8% | 10% | 9% | 10% | 9% | 3% | 5% | 9% | 4% | 8% | 6% | 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
Overlap formulae used.  * small base

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.

**THE ECONOMY**
**23 - 26 AUGUST 2024**
**PUBLIC**
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**Table 23**

Q10_1 As you may know, the Labour Party and the Conservative Party have both released statements regarding the economic situation that the Labour Party inherited when they entered Government. How believable, if at all, do you find each of the following statements? The New Labour Government has inherited the worst set of economic circumstances since the Second World War, from the previous Conservative Government

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
|---|---|---|---|---|---|---|---|---|---|
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | 1088 | 334 | 735 | 513 | 492 | 315 | 697 | 442 | 252 |
| WEIGHTED BASE | 1088 | 312 | 754 | 489 | 515 | 307 | 696 | 413 | 260 |
| | 100% | 29% | 69% | 45% | 47% | 28% | 64% | 38% | 24% |
| (4) Very believable | 235 | 53 | 180 | 158 | 64 | 37 | 198 | 158 | 18 |
| | 22% | 17% | 24% a | 32% de | 13% | 12% | 28% de | 38% h | 7% |
| (3) Fairly believable | 380 | 116 | 253 | 200 | 154 | 97 | 264 | 166 | 58 |
| | 35% | 37% | 34% | 41% de | 30% | 32% | 38% d | 40% h | 22% |
| (2) Not very believable | 231 | 77 | 152 | 81 | 143 | 98 | 123 | 50 | 101 |
| | 21% | 25% | 20% | 17% | 28% cf | 32% cf | 18% | 12% | 39% g |
| (1) Not believable at all | 142 | 49 | 92 | 30 | 111 | 67 | 62 | 23 | 77 |
| | 13% | 16% | 12% | 6% | 22% cf | 22% cf | 9% c | 6% | 30% g |
| All Believeable (NET) | 614 | 169 | 433 | 358 | 219 | 134 | 462 | 324 | 75 |
| | 56% | 54% | 57% | 73% def | 43% | 44% | 66% de | 78% h | 29% |
| All Not Believeable (NET) | 373 | 126 | 244 | 111 | 254 | 165 | 185 | 74 | 177 |
| | 34% | 41% b | 32% | 23% | 49% cf | 54% cf | 27% c | 18% | 68% g |
| Mean | 2.72 | 2.59 | 2.77 a | 3.04 def | 2.36 | 2.35 | 2.92 de | 3.15 h | 2.07 |
| Don't know | 101 | 17 | 77 | 19 | 42 | 8 | 49 | 15 | 7 |
| | 9% | 5% | 10% a | 4% | 8% ce | 3% | 7% ce | 4% | 3% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h
Overlap formulae used.
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.

Table 24

Q30_2 As you may know, the Labour Party and the Conservative Party have both released statements regarding the economic situation that the Labour Party inherited when they entered Government. How believable, if at all, do you find each of the following statements? The New Labour Government has inherited a growing and resilient economy from the previous Conservative Government

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | TOTAL | GENDER MAN (a) | WOMAN (b) | AGE 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-75 (g) | AGG AGE 18-34 (h) | 35-54 (i) | 55-75 (j) | GEN Z (k) | MILLENIALS (l) | GEN X (m) | BABY BOOMER (n) | REGION 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) | HH 1 (I) | 2 (J) | 3 (K) | 4+ (L) | CHILD YES (M) | NO (N) | CON (O) | LAB (P) | LIB DEM (Q) | REFORM UK (R) | OTHER (S) | REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 521 | 551 | 157 | 209 | 172 | 205 | 345 | 366 | 377 | 345 | 178 | 320 | 282 | 308 | 263 | 284 | 241 | 152 | 53 | 95 | 922 | 166 | 687 | 401 | 591 | 497 | 746 | 342 | 852 | 236 | 640 | 332 | 116 | 216 | 325 | 240 | 305 | 425 | 663 | 158 | 563 | 109* | 124* | 108* | 453 | 318 |
| WEIGHTED BASE | 1088 | 530 | 542 | 124 | 208 | 194 | 200 | 362 | 332 | 394 | 362 | 142 | 345 | 269 | 332 | 259 | 283 | 242 | 157 | 52* | 95* | 927 | 161 | 621 | 467 | 383 | 705 | 738 | 350 | 917 | 158 | 645 | 316 | 117* | 216 | 336 | 238 | 298 | 421 | 667 | 168 | 357 | 101* | 125* | 108* | 431 | 368 |
| WEIGHTED BASE % | 100% | 49% | 50% | 11% | 19% | 18% | 18% | 33% | 31% | 36% | 33% | 13% | 32% | 25% | 30% | 24% | 26% | 22% | 14% | 5%* | 9%* | 85% | 15% | 57% | 43% | 35% | 65% | 68% | 32% | 60% | 20% | 11%* | 20% | 31% | 22% | 27% | 30% | 61% | 15% | 33% | 9%* | 11%* | 10%* | 40% | 34% |
| (4) Very believable | 125 11% | 72 14% b | 51 9% | 24 20% efe | 36 17% fe | 19 10% | 15 7% | 31 8% | 60 18% ii | 34 9% | 31 8% | 26 18% mn | 51 15% mn | 21 8% | 26 8% | 32 12% | 27 9% | 20 8% | 30 19% oo | 5 9% | 11 11% | 108 12% | 16 10% | 71 11% | 54 12% | 51 13% | 73 10% | 88 12% | 36 10% | 94 10% | 28 18% D | 81 12% | 37 12% | 7 6% | 15 7% | 37 11% | 29 12% | 43 14% I | 64 15% N | 60 9% | 34 20% QS | 51 14% | 8 8% | 13 11% | 7 6% | 49 11% | 55 15% |
| (3) Fairly believable | 295 27% | 148 28% | 142 26% | 39 32% fe | 70 34% fe | 59 30% f | 37 19% | 90 25% | 109 33% ii | 96 24% | 90 25% | 46 32% m | 115 33% m | 50 19% | 84 25% | 71 27% | 60 21% | 72 30% | 53 34% o | 17 33% | 22 23% | 256 28% | 39 24% | 179 26% | 116 25% | 118 31% A | 177 25% | 220 30% C | 75 21% | 237 26% | 54 34% D | 193 30% | 80 25% | 22 19% | 49 23% | 87 26% | 73 31% | 87 29% | 140 33% N | 155 23% | 74 44% PQRS | 79 22% | 22 21% | 34 27% | 23 21% | 102 24% | 106 29% |
| (2) Not very believable | 288 26% | 121 23% | 164 30% a | 32 26% | 48 23% | 62 32% | 52 26% | 95 26% | 80 24% | 114 29% | 95 26% | 37 26% | 93 27% | 76 28% | 82 25% | 62 24% | 88 31% o | 68 28% | 34 22% | 14 27% | 23 24% | 240 26% | 48 30% | 177 28% | 112 24% | 101 26% | 188 27% | 198 27% | 90 26% | 247 27% | 41 26% | 174 27% | 86 27% | 29 25% | 51 24% | 90 27% | 65 27% | 81 28% | 111 26% | 178 27% | 33 20% | 92 26% N | 30 30% | 38 31% | 32 29% | 112 26% | 92 25% |
| (1) Not believable at all | 271 25% | 151 29% b | 116 21% | 23 19% | 32 15% | 37 19% | 66 33% cde | 113 31% cde | 55 17% | 103 26% f | 113 31% f | 26 18% | 56 16% | 83 31% kl | 106 32% kl | 66 26% | 74 26% | 61 25% | 29 18% | 13 25% | 28 30% | 230 25% | 42 26% | 153 25% | 119 25% | 93 24% | 178 25% | 162 22% | 109 31% B | 242 26% | 25 16% | 145 22% | 91 28% H | 35 30% H | 73 34% JKL | 84 25% | 53 22% | 62 21% | 71 17% | 201 30% M | 11 6% | 115 32% O | 36 36% O | 27 22% O | 42 39% O | 145 34% U | 76 21% |
| All Believable (NET) | 420 39% | 220 42% b | 192 36% | 63 51% fe | 106 51% fe | 78 40% f | 52 26% | 120 33% | 169 51% ii | 130 33% | 120 33% | 71 50% mn | 166 48% mn | 72 27% | 111 33% | 104 40% | 87 31% | 92 38% | 83 53% oost | 22 43% | 32 34% | 365 39% | 55 34% | 250 40% | 169 36% | 169 44% A | 251 36% | 308 42% C | 111 32% | 331 36% | 82 52% D | 273 42% H | 117 37% H | 29 25% | 64 30% | 124 37% | 102 43% I | 130 44% I | 205 49% N | 215 32% | 108 65% PQRS | 130 36% O | 30 29% O | 47 38% O | 29 27% O | 151 35% | 161 44% T |
| All Not Believable (NET) | 560 51% | 273 51% | 279 52% | 55 45% | 80 38% | 99 51% d | 118 59% cd | 208 57% cd | 135 41% | 217 55% h | 208 57% h | 63 45% | 148 43% | 160 59% kl | 189 57% kl | 128 49% | 162 57% r | 129 53% r | 62 40% | 27 52% | 51 54% | 470 51% | 90 56% | 329 53% | 230 49% | 194 51% | 366 52% | 361 49% | 199 57% B | 489 53% E | 66 42% | 319 49% | 176 55% | 64 55% | 124 57% | 173 52% | 117 49% | 145 49% | 181 43% | 379 57% M | 44 26% | 207 58% O | 65 65% O | 65 52% O | 73 68% OR | 257 60% U | 168 46% |
| Mean | 2.28 | 2.29 | 2.27 | 2.54 fe | 2.59 efe | 2.34 f | 2.01 | 2.12 | 2.57 ii | 2.18 | 2.12 | 2.53 mn | 2.51 mn | 2.04 | 2.1 | 2.3 | 2.16 | 2.23 | 2.58 o | 2.29 | 2.17 | 2.29 | 2.26 | 2.35 C | 2.24 | 2.35 | 2.12 | 2.22 | 2.58 B | 2.22 | 2.58 D | 2.03 | 2.26 H | 2.36 H | 2.35 | 2.22 | 2.36 | 2.4 | 2.51 N | 2.12 | 2.87 PQRS | 2.2 | 2.02 | 2.3 | 1.94 | 2.13 | 2.43 T |
| Don't know | 108 10% | 37 7% | 70 13% a | 5 4% | 22 11% c | 17 9% | 29 15% c | 34 9% | 27 8% | 47 12% h | 34 9% | 7 5% | 31 9% | 38 14% k | 32 10% | 28 11% | 34 12% | 21 9% | 11 7% | 3 6% | 12 12% | 93 10% | 16 10% | 42 7% | 67 14% w | 20 5% | 89 13% y | 69 9% | 40 11% | 96 11% | 10 7% | 59 9% | 26 8% | 23 20% FG | 27 13% | 39 12% | 19 8% | 23 8% | 35 8% | 73 11% | 14 9% | 19 5% | 5 5% | 12 10% | 6 5% | 23 5% | 40 11% 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
Overlap formulae used.    * small base

**Table 25**

Q10_2 As you may know, the Labour Party and the Conservative Party have both released statements regarding the economic situation that the Labour Party inherited when they entered Government. How believable, if at all, do you find each of the following statements? The New Labour Government has inherited a growing and resilient economy from the previous Conservative Government

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATI VES (e) | NOT CONFIDENT IN CONSERVATI VES (f) | TRUST LABOUR (g) | TRUST CONSERVATI VES (h) |
| UNWEIGHTED BASE | 1088 | 334 | 735 | 513 | 492 | 315 | 697 | 442 | 252 |
| WEIGHTED BASE | 1088 | 312 | 754 | 489 | 515 | 307 | 696 | 413 | 260 |
| | 100% | 29% | 69% | 45% | 47% | 28% | 64% | 38% | 24% |
| (4) Very believable | 125 | 70 | 54 | 76 | 49 | 79 | 43 | 58 | 54 |
| | 11% | 22% | 7% | 15% | 10% | 26% | 6% | 14% | 21% |
| | | b | | df | f | cdf | | | g |
| (3) Fairly believable | 295 | 138 | 154 | 147 | 137 | 146 | 135 | 98 | 112 |
| | 27% | 44% | 20% | 30% | 27% | 47% | 19% | 24% | 43% |
| | | b | | f | f | cdf | | | g |
| (2) Not very believable | 289 | 61 | 223 | 124 | 147 | 57 | 216 | 106 | 62 |
| | 27% | 20% | 30% | 25% | 29% | 18% | 31% | 26% | 24% |
| | | | a | e | e | | ce | | |
| (1) Not believable at all | 271 | 29 | 236 | 122 | 133 | 19 | 246 | 137 | 20 |
| | 25% | 9% | 31% | 25% | 26% | 6% | 35% | 33% | 8% |
| | | | a | e | e | | cde | h | |
| All Believeable (NET) | 420 | 208 | 208 | 223 | 186 | 225 | 178 | 156 | 166 |
| | 39% | 67% | 28% | 46% | 36% | 73% | 26% | 38% | 64% |
| | | b | | df | f | cdf | | | g |
| All Not Believeable (NET) | 560 | 90 | 459 | 246 | 280 | 76 | 462 | 242 | 82 |
| | 51% | 29% | 61% | 50% | 54% | 25% | 66% | 59% | 31% |
| | | | a | e | e | | cde | h | |
| Mean | 2.28 | 2.84 | 2.04 | 2.38 | 2.22 | 2.95 | 1.96 | 2.19 | 2.81 |
| | | b | | df | f | cdf | | | g |
| Don't know | 108 | 14 | 87 | 20 | 48 | 6 | 56 | 15 | 12 |
| | 10% | 5% | 12% | 4% | 9% | 2% | 8% | 4% | 5% |
| | | | a | | ce | | ce | | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h

Overlap formulae used.

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.

Table 26

Q10_3 As you may know, the Labour Party and the Conservative Party have both released statements regarding the economic situation that the Labour Party inherited when they entered Government. How believable, if at all, do you find each of the following statements? Labour are exaggerating the economic problems facing the country as an excuse to raise taxes and/or cut spending

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | 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) | 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) | 1 (I) | 2 (J) | 3 (K) | 4+ (L) | YES (M) | NO (N) | CONSERVATIVE (O) | LABOUR (P) | LIBERAL DEMOCRATS (Q) | REFORM UK (R) | OTHER (S) | REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 521 | 551 | 157 | 209 | 172 | 205 | 345 | 366 | 377 | 345 | 178 | 320 | 282 | 308 | 263 | 284 | 241 | 152 | 53 | 95 | 922 | 166 | 687 | 401 | 591 | 497 | 746 | 342 | 905 | 176 | 640 | 332 | 116 | 218 | 325 | 240 | 305 | 425 | 663 | 158 | 375 | 97 | 109 | 124 | 453 | 318 |
| WEIGHTED BASE | 1088 | 530 | 542 | 124 | 208 | 194 | 200 | 362 | 332 | 394 | 362 | 142 | 345 | 269 | 332 | 259 | 283 | 242 | 157 | 52* | 95* | 927 | 161 | 621 | 467 | 383 | 705 | 738 | 350 | 917 | 158 | 852 | 319 | 117* | 216 | 336 | 238 | 298 | 421 | 667 | 168 | 357 | 101* | 125* | 108* | 431 | 368 |
| (weighted base %) | 100% | 49% | 50% | 11% | 13% | 18% | 18% | 33% | 31% | 36% | 33% | 13% | 32% | 25% | 30% | 24% | 26% | 22% | 14% | 5%* | 9%* | 85% | 15% | 57% | 43% | 35% | 65% | 68% | 32% | 84% | 15% | 60% | 29% | 11%* | 20% | 31% | 22% | 27% | 39% | 61% | 15% | 33% | 9%* | 11%* | 10%* | 40% | 34% |
| (4) Very believable | 222 | 113 | 109 | 16 | 33 | 24 | 43 | 106 | 49 | 66 | 106 | 19 | 49 | 57 | 97 | 47 | 67 | 47 | 27 | 13 | 21 | 186 | 36 | 128 | 94 | 81 | 141 | 135 | 87 | 196 | 21 | 141 | 53 | 28 | 45 | 81 | 39 | 57 | 81 | 140 | 70 | 39 | 10 | 45 | 26 | 57 | 130 |
| (4) Very believable % | 20% | 21% | 20% | 13% | 16% | 12% | 21% | 29% | 15% | 17% | 29% | 13% | 14% | 21% | 29% | 18% | 24% | 19% | 17% | 25% | 22% | 20% | 22% | 21% | 20% | 21% | 20% | 18% | 25% | 21% | 13% | 17% | 17% | 24% | 21% | 24% | 16% | 19% | 19% | 21% | 42% | 11% | 10% | 36% | 24% | 13% | 35% |
| (3) Fairly believable | 328 | 152 | 171 | 41 | 70 | 75 | 53 | 90 | 110 | 127 | 90 | 43 | 130 | 72 | 83 | 70 | 79 | 69 | 60 | 20 | 30 | 285 | 43 | 198 | 130 | 109 | 219 | 238 | 90 | 262 | 65 | 198 | 102 | 28 | 56 | 98 | 87 | 87 | 144 | 184 | 66 | 88 | 32 | 41 | 26 | 122 | 105 |
| (3) Fairly believable % | 30% | 29% | 32% | 33% | 33% | 39% | 26% | 25% | 33% | 32% | 25% | 30% | 38% | 27% | 25% | 27% | 28% | 28% | 38% | 38% | 31% | 31% | 27% | 32% | 28% | 28% | 31% | 32% | 26% | 29% | 41% | 30% | 32% | 24% | 26% | 29% | 36% | 29% | 34% | 28% | 40% | 25% | 32% | 33% | 24% | 28% | 29% |
| (2) Not very believable | 259 | 132 | 121 | 33 | 58 | 51 | 51 | 67 | 91 | 102 | 67 | 39 | 95 | 64 | 61 | 74 | 63 | 61 | 30 | 9 | 22 | 216 | 44 | 164 | 95 | 106 | 154 | 195 | 64 | 216 | 39 | 167 | 72 | 21 | 42 | 69 | 62 | 86 | 121 | 139 | 20 | 115 | 32 | 20 | 27 | 130 | 70 |
| (2) Not very believable % | 24% | 25% | 22% | 27% | 28% | 26% | 25% | 18% | 27% | 26% | 18% | 27% | 28% | 24% | 18% | 29% | 22% | 25% | 19% | 17% | 23% | 23% | 27% | 26% | 20% | 28% | 22% | 26% | 18% | 24% | 25% | 26% | 22% | 18% | 20% | 21% | 26% | 29% | 29% | 21% | 12% | 32% | 32% | 16% | 25% | 30% | 19% |
| (1) Not believable at all | 154 | 92 | 59 | 17 | 26 | 23 | 26 | 63 | 44 | 48 | 63 | 22 | 38 | 37 | 57 | 34 | 34 | 37 | 29 | 6 | 14 | 135 | 19 | 85 | 69 | 60 | 94 | 91 | 63 | 129 | 23 | 79 | 55 | 20 | 45 | 51 | 28 | 31 | 35 | 120 | 4 | 84 | 18 | 6 | 21 | 94 | 25 |
| (1) Not believable at all % | 14% | 17% | 11% | 14% | 13% | 12% | 13% | 17% | 13% | 12% | 17% | 16% | 11% | 14% | 17% | 13% | 12% | 15% | 19% | 12% | 15% | 15% | 12% | 14% | 15% | 16% | 13% | 12% | 18% | 14% | 15% | 12% | 17% | 17% | 21% | 15% | 12% | 11% | 8% | 18% | 3% | 24% | 18% | 5% | 20% | 22% | 7% |
| All Believable (NET) | 550 | 264 | 280 | 57 | 103 | 98 | 95 | 197 | 159 | 194 | 197 | 62 | 179 | 129 | 180 | 118 | 145 | 116 | 87 | 33 | 51 | 471 | 79 | 326 | 224 | 190 | 359 | 373 | 176 | 458 | 85 | 340 | 154 | 56 | 101 | 179 | 125 | 144 | 225 | 325 | 136 | 127 | 42 | 87 | 53 | 179 | 236 |
| All Believable (NET) % | 51% | 50% | 52% | 46% | 49% | 51% | 48% | 54% | 48% | 49% | 54% | 44% | 52% | 48% | 54% | 45% | 51% | 48% | 56% | 63% | 53% | 51% | 49% | 52% | 48% | 50% | 51% | 51% | 50% | 50% | 54% | 52% | 48% | 48% | 47% | 53% | 53% | 48% | 53% | 49% | 82% | 36% | 42% | 69% | 49% | 42% | 64% |
| All Not Believable (NET) | 414 | 225 | 180 | 50 | 84 | 74 | 76 | 130 | 134 | 150 | 130 | 61 | 134 | 101 | 118 | 108 | 97 | 98 | 59 | 15 | 36 | 351 | 63 | 250 | 164 | 166 | 248 | 287 | 127 | 346 | 62 | 246 | 127 | 41 | 87 | 120 | 89 | 118 | 155 | 259 | 25 | 199 | 51 | 26 | 48 | 224 | 95 |
| All Not Believable (NET) % | 38% | 42% | 33% | 41% | 40% | 38% | 38% | 36% | 40% | 38% | 36% | 43% | 39% | 37% | 36% | 42% | 34% | 41% | 38% | 29% | 38% | 38% | 39% | 40% | 35% | 43% | 35% | 39% | 36% | 38% | 39% | 36% | 40% | 35% | 40% | 36% | 37% | 40% | 37% | 39% | 15% | 56% | 50% | 21% | 45% | 52% | 26% |
| Mean | 2.64 | 2.58 | 2.72 | 2.52 | 2.59 | 2.58 | 2.66 | 2.74 | 2.56 | 2.62 | 2.74 | 2.48 | 2.61 | 2.65 | 2.74 | 2.58 | 2.74 | 2.59 | 2.58 | 2.82 | 2.66 | 2.63 | 2.64 | 2.64 | 2.59 | 2.59 | 2.67 | 2.63 | 2.66 | 2.65 | 2.56 | 2.69 | 2.54 | 2.66 | 2.65 | 2.7 | 2.63 | 2.65 | 2.72 | 2.59 | 3.25 | 2.25 | 2.36 | 3.12 | 2.57 | 2.35 | 3.03 |
| Don't know | 124 | 41 | 82 | 17 | 22 | 22 | 28 | 36 | 39 | 50 | 36 | 18 | 33 | 40 | 33 | 34 | 40 | 28 | 11 | 4 | 8 | 106 | 18 | 46 | 78 | 27 | 98 | 78 | 46 | 113 | 10 | 67 | 38 | 20 | 27 | 37 | 24 | 36 | 41 | 84 | 7 | 31 | 8 | 12 | 7 | 27 | 37 |
| Don't know % | 11% | 8% | 15% | 14% | 10% | 11% | 14% | 10% | 12% | 13% | 10% | 13% | 10% | 15% | 10% | 13% | 14% | 12% | 7% | 8% | 8% | 11% | 11% | 7% | 17% | 7% | 14% | 11% | 13% | 12% | 6% | 10% | 12% | 17% | 13% | 11% | 10% | 12% | 10% | 13% | 3% | 9% | 8% | 10% | 6% | 6% | 10% |

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
Overlap formulae used.  * small base

**Table 27**

Q10_3 As you may know, the Labour Party and the Conservative Party have both released statements regarding the economic situation that the Labour Party inherited when they entered Government. How believable, if at all, do you find each of the following statements? Labour are exaggerating the economic problems facing the country as an excuse to raise taxes and/or cut spending

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | 1088 | 334 | 735 | 513 | 492 | 315 | 697 | 442 | 252 |
| WEIGHTED BASE | 1088 | 312 | 754 | 489 | 515 | 307 | 696 | 413 | 260 |
| | 100% | 29% | 69% | 45% | 47% | 28% | 64% | 38% | 24% |
| (4) Very believable | 222 | 68 | 152 | 54 | 167 | 102 | 108 | 40 | 110 |
| | 20% | 22% | 20% | 11% | 32% | 33% | 16% | 10% | 42% |
| | | | | | cf | cf | c | | g |
| (3) Fairly believable | 328 | 124 | 200 | 145 | 163 | 132 | 179 | 96 | 105 |
| | 30% | 40% | 26% | 30% | 32% | 43% | 26% | 23% | 40% |
| | | b | | f | f | cdf | | | g |
| (2) Not very believable | 259 | 67 | 190 | 154 | 96 | 44 | 209 | 135 | 30 |
| | 24% | 21% | 25% | 32% | 19% | 14% | 30% | 33% | 12% |
| | | | | de | | | de | h | |
| (1) Not believable at all | 154 | 37 | 114 | 105 | 40 | 15 | 136 | 112 | 7 |
| | 14% | 12% | 15% | 22% | 8% | 5% | 20% | 27% | 3% |
| | | | | de | | | de | h | |
| All Believeable (NET) | 550 | 192 | 352 | 198 | 330 | 234 | 287 | 137 | 214 |
| | 51% | 62% | 47% | 41% | 64% | 76% | 41% | 33% | 83% |
| | | b | | cf | cdf | | | | g |
| All Not Believeable (NET) | 414 | 104 | 304 | 259 | 136 | 59 | 345 | 247 | 37 |
| | 38% | 33% | 40% | 53% | 26% | 19% | 50% | 60% | 14% |
| | | | | de | e | | de | h | |
| Mean | 2.64 | 2.75 | 2.59 | 2.32 | 2.98 | 3.1 | 2.41 | 2.17 | 3.26 |
| | | b | | | cf | cf | c | | g |
| Don't know | 124 | 16 | 98 | 31 | 49 | 15 | 64 | 29 | 8 |
| | 11% | 5% | 13% | 6% | 9% | 5% | 9% | 7% | 3% |
| | | | a | | e | | ce | | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h
Overlap formulae used.
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.

Table 28

Q10_4 As you may know, the Labour Party and the Conservative Party have both released statements regarding the economic situation that the Labour Party inherited when they entered Government. How believable, if at all, do you find each of the following statements? The economic problems facing the country are worse than the Conservatives admitted when they were in government

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | 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) | NORTH (o) | MIDLANDS (p) | SOUTH (q) | LONDON (r) | WALES (s) | SCOTLAND (t) | URBAN (u) | RURAL (v) | ABC1 (w) | C2DE (x) | GRADUATES (y) | NON GRADUATES (z) | WORKING (A) | NOT WORKING (B) | WHITE (D) | ETHNIC MINORITY (E) | MARRIED/LIVING AS (F) | SINGLE (G) | WID/DIV/SEP (H) | HH 1 (I) | HH 2 (J) | HH 3 (K) | HH 4+ (L) | CHILD YES (M) | CHILD NO (N) | CONSERVATIVE (O) | LABOUR (P) | LIB DEM (Q) | REFORM UK (R) | OTHER (S) | REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 521 | 551 | 157 | 209 | 172 | 205 | 345 | 366 | 377 | 345 | 178 | 320 | 282 | 308 | 263 | 284 | 241 | 241 | 152 | 53 | 922 | 166 | 687 | 401 | 591 | 497 | 746 | 342 | 895 | 176 | 640 | 332 | 116 | 218 | 325 | 240 | 305 | 425 | 663 | 158 | 375 | 97 | 109 | 124 | 453 | 318 |
| WEIGHTED BASE | 1088 | 530 | 542 | 124 | 208 | 194 | 200 | 362 | 332 | 394 | 362 | 142 | 345 | 269 | 332 | 259 | 283 | 242 | 157 | 52* | 95* | 927 | 161 | 621 | 467 | 383 | 705 | 738 | 350 | 917 | 158 | 656 | 319 | 117* | 216 | 336 | 238 | 298 | 421 | 667 | 166 | 357 | 101* | 125* | 108* | 431 | 368 |
| (Weighted %) | 100% | 49% | 50% | 11% | 19% | 18% | 18% | 33% | 31% | 36% | 33% | 13% | 32% | 25% | 30% | 24% | 26% | 22% | 14% | 5%* | 9%* | 85% | 15% | 57% | 43% | 35% | 65% | 68% | 32% | 84% | 15% | 60% | 29% | 11%* | 20% | 31% | 22% | 27% | 39% | 61% | 15% | 33% | 9%* | 11%* | 10%* | 40% | 34% |
| (4) Very believable | 353 (32%) | 205 (39%) | 139 (26%) | 43 (34%) | 62 (30%) | 54 (28%) | 73 (36%) | 121 (33%) | 105 (32%) | 126 (32%) | 121 (33%) | 49 (35%) | 105 (30%) | 89 (33%) | 110 (33%) | 88 (34%) | 91 (32%) | 70 (29%) | 59 (38%) | 18 (35%) | 26 (28%) | 309 (33%) | 43 (27%) | 211 (34%) | 142 (30%) | 128 (33%) | 224 (32%) | 232 (31%) | 121 (35%) | 291 (32%) | 55 (35%) | 197 (30%) | 114 (36%) | 42 (36%) | 77 (36%) | 104 (31%) | 79 (33%) | 92 (31%) | 126 (30%) | 226 (34%) | 11 (7%) | 176 (49%) | 38 (37%) | 36 (29%) | 50 (46%) | 175 (41%) | 103 (28%) |
| (3) Fairly believable | 359 (33%) | 164 (31%) | 189 (35%) | 44 (36%) | 76 (36%) | 90 (46%) | 59 (30%) | 90 (25%) | 120 (36%) | 149 (38%) | 90 (25%) | 51 (36%) | 143 (42%) | 81 (30%) | 83 (25%) | 83 (32%) | 98 (34%) | 87 (36%) | 42 (27%) | 16 (31%) | 33 (34%) | 302 (33%) | 57 (35%) | 222 (36%) | 137 (29%) | 133 (35%) | 225 (32%) | 270 (37%) | 89 (25%) | 295 (35%) | 60 (38%) | 223 (34%) | 109 (34%) | 26 (23%) | 67 (31%) | 81 (24%) | 94 (40%) | 116 (39%) | 166 (40%) | 192 (29%) | 50 (30%) | 121 (34%) | 44 (43%) | 25 (20%) | 37 (35%) | 158 (37%) | 91 (25%) |
| (2) Not very believable | 195 (18%) | 93 (18%) | 101 (19%) | 23 (19%) | 39 (19%) | 24 (12%) | 26 (13%) | 83 (23%) | 62 (19%) | 50 (13%) | 83 (23%) | 25 (18%) | 52 (15%) | 42 (15%) | 76 (23%) | 39 (15%) | 40 (14%) | 57 (23%) | 29 (19%) | 11 (22%) | 18 (19%) | 167 (18%) | 28 (17%) | 119 (19%) | 76 (16%) | 76 (20%) | 119 (17%) | 131 (18%) | 64 (18%) | 165 (19%) | 29 (18%) | 128 (20%) | 47 (15%) | 20 (17%) | 33 (15%) | 74 (22%) | 38 (16%) | 49 (17%) | 70 (17%) | 125 (19%) | 57 (34%) | 34 (9%) | 10 (10%) | 39 (32%) | 13 (12%) | 58 (14%) | 89 (24%) |
| (1) Not believable at all | 75 (7%) | 36 (7%) | 39 (7%) | 6 (5%) | 14 (7%) | 6 (3%) | 14 (7%) | 35 (10%) | 20 (6%) | 20 (5%) | 35 (10%) | 8 (5%) | 17 (5%) | 20 (8%) | 30 (9%) | 15 (6%) | 26 (9%) | 10 (4%) | 13 (8%) | 2 (4%) | 8 (8%) | 59 (6%) | 15 (10%) | 32 (5%) | 43 (9%) | 24 (6%) | 50 (7%) | 42 (6%) | 33 (9%) | 68 (7%) | 6 (4%) | 47 (7%) | 19 (6%) | 9 (7%) | 16 (8%) | 36 (11%) | 10 (4%) | 12 (4%) | 18 (4%) | 57 (9%) | 32 (19%) | 9 (3%) | 3 (3%) | 16 (13%) | 4 (3%) | 16 (4%) | 47 (13%) |
| All Believable (NET) | 711 (65%) | 369 (70%) | 328 (61%) | 87 (70%) | 138 (66%) | 143 (74%) | 132 (66%) | 211 (58%) | 225 (68%) | 275 (70%) | 211 (58%) | 100 (71%) | 248 (72%) | 170 (63%) | 193 (58%) | 171 (66%) | 188 (67%) | 157 (65%) | 101 (65%) | 35 (67%) | 59 (62%) | 611 (66%) | 100 (62%) | 433 (70%) | 279 (60%) | 262 (68%) | 449 (64%) | 501 (68%) | 210 (60%) | 587 (69%) | 115 (73%) | 420 (64%) | 223 (70%) | 68 (58%) | 144 (67%) | 185 (55%) | 174 (73%) | 208 (70%) | 292 (69%) | 419 (63%) | 60 (36%) | 297 (83%) | 81 (80%) | 61 (49%) | 87 (80%) | 333 (77%) | 194 (53%) |
| All Not Believable (NET) | 270 (25%) | 129 (24%) | 140 (26%) | 29 (23%) | 53 (26%) | 30 (15%) | 40 (20%) | 118 (32%) | 83 (25%) | 70 (18%) | 118 (32%) | 33 (23%) | 69 (20%) | 62 (23%) | 106 (32%) | 55 (21%) | 66 (23%) | 67 (28%) | 43 (27%) | 13 (26%) | 26 (27%) | 226 (24%) | 43 (27%) | 151 (24%) | 119 (25%) | 100 (26%) | 170 (24%) | 173 (23%) | 97 (28%) | 233 (27%) | 35 (22%) | 176 (27%) | 66 (21%) | 28 (24%) | 50 (23%) | 111 (33%) | 48 (20%) | 61 (20%) | 88 (21%) | 182 (27%) | 88 (53%) | 43 (12%) | 13 (13%) | 55 (44%) | 16 (15%) | 74 (17%) | 136 (37%) |
| Mean | 3.01 | 3.08 | 2.91 | 3.07 | 2.97 | 3.10 | 3.11 | 2.91 | 3.01 | 3.11 | 2.91 | 3.07 | 3.06 | 3.03 | 2.91 | 3.08 | 2.99 | 2.97 | 3.02 | 3.06 | 2.91 | 3.03 | 2.89 | 3.05 | 2.95 | 3.01 | 3.01 | 3.02 | 2.97 | 2.96 | 3.09 | 3.06 | 3.11 | 2.91 | 2.99 | 3.09 | 3.07 | 3.05 | 2.98 | 3.05 | 2.27 | 3.37 | 3.22 | 2.70 | 3.29 | 3.21 | 2.76 |
| Don't know | 107 (10%) | 32 (6%) | 74 (14%) | 8 (6%) | 16 (8%) | 21 (11%) | 28 (14%) | 34 (9%) | 24 (7%) | 49 (12%) | 34 (9%) | 9 (6%) | 28 (8%) | 38 (14%) | 32 (10%) | 34 (13%) | 28 (10%) | 18 (8%) | 13 (8%) | 4 (8%) | 10 (11%) | 90 (10%) | 17 (11%) | 38 (6%) | 69 (15%) | 21 (6%) | 86 (12%) | 64 (9%) | 43 (12%) | 97 (11%) | 7 (5%) | 56 (9%) | 31 (10%) | 20 (17%) | 22 (10%) | 40 (12%) | 17 (7%) | 29 (10%) | 41 (10%) | 66 (10%) | 17 (10%) | 17 (5%) | 6 (6%) | 8 (7%) | 5 (5%) | 24 (5%) | 38 (10%) |

**Table 29**

Q10_4 As you may know, the Labour Party and the Conservative Party have both released statements regarding the economic situation that the Labour Party inherited when they entered Government. How believable, if at all, do you find each of the following statements? The economic problems facing the country are worse than the Conservatives admitted when they were in government

**BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN**

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | 1088 | 334 | 735 | 513 | 492 | 315 | 697 | 442 | 252 |
| WEIGHTED BASE | 1088 | 312 | 754 | 489 | 515 | 307 | 696 | 413 | 260 |
| | 100% | 29% | 69% | 45% | 47% | 28% | 64% | 38% | 24% |
| (4) Very believable | 353 | 81 | 266 | 208 | 123 | 51 | 295 | 207 | 30 |
| | 32% | 26% | 35% | 43% | 24% | 16% | 42% | 50% | 11% |
| | | | a | de | e | | de | h | |
| (3) Fairly believable | 359 | 121 | 230 | 194 | 146 | 120 | 227 | 144 | 74 |
| | 33% | 39% | 30% | 40% | 28% | 39% | 33% | 35% | 29% |
| | | b | | df | | d | d | | |
| (2) Not very believable | 195 | 70 | 124 | 55 | 133 | 82 | 99 | 42 | 95 |
| | 18% | 22% | 16% | 11% | 26% | 27% | 14% | 10% | 37% |
| | | b | | | cf | cf | | | g |
| (1) Not believable at all | 75 | 25 | 49 | 11 | 63 | 40 | 31 | 9 | 44 |
| | 7% | 8% | 7% | 2% | 12% | 13% | 4% | 2% | 17% |
| | | | | | cf | cf | c | | g |
| All Believeable (NET) | 711 | 202 | 495 | 403 | 269 | 170 | 522 | 350 | 104 |
| | 65% | 65% | 66% | 82% | 52% | 55% | 75% | 85% | 40% |
| | | | | def | | | de | h | |
| All Not Believeable (NET) | 270 | 94 | 174 | 66 | 196 | 123 | 130 | 50 | 139 |
| | 25% | 30% | 23% | 14% | 38% | 40% | 19% | 12% | 54% |
| | | b | | | cf | cf | c | | g |
| Mean | 3.01 | 2.87 | 3.06 | 3.28 | 2.71 | 2.62 | 3.21 | 3.37 | 2.37 |
| | | | a | def | | | de | h | |
| Don't know | 107 | 16 | 85 | 20 | 50 | 14 | 44 | 12 | 17 |
| | 10% | 5% | 11% | 4% | 10% | 5% | 6% | 3% | 6% |
| | | | a | | cef | | c | | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h

Overlap formulae used.

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.

**Table 30**
**Q10B Summary Table How likely, if at all, do you think the Labour party will be to do each of the following now they are in government?**

**BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN**

|  | Increase spending on public services | Increase taxes that you personally pay |
|---|---|---|
| UNWEIGHTED BASE | 1088 | 1088 |
| WEIGHTED BASE | 1088 | 1088 |
| (4) Very likely | 184 | 385 |
|  | 17% | 35% |
| (3) Fairly likely | 415 | 433 |
|  | 38% | 40% |
| (2) Not very likely | 286 | 140 |
|  | 26% | 13% |
| (1) Not likely at all | 97 | 35 |
|  | 9% | 3% |
| All Likely (NET) | 600 | 818 |
|  | 55% | 75% |
| All Unlikely (NET) | 383 | 175 |
|  | 35% | 16% |
| Mean | 2.7 | 3.18 |
| Don't know | 105 | 95 |
|  | 10% | 9% |

**Table 31**

Q10B_1 How likely, if at all, do you think the Labour party will be to do each of the following now they are in government? Increase spending on public services

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | TOTAL | GENDER MAN (a) | WOMAN (b) | AGE 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-75 (g) | AGG 18-34 (h) | 35-54 (i) | 55-75 (j) | GEN Z (k) | MILLENIALS (l) | GEN X (m) | BABY BOOMER (n) | REGION NORTH (o) | MIDLANDS (p) | SOUTH (q) | LONDON (r) | WALES (s) | SCOTLAND (t) | URBAN (u) | RURAL (v) | ABC1 (w) | C2DE (x) | GRADUATES (y) | NON GRAD (A) | WORKING (B) | NOT WORKING (C) | WHITE (D) | ETHNIC MIN (E) | MARRIED (F) | SINGLE (G) | WID/DIV/SEP (H) | HH1 (I) | HH2 (J) | HH3 (K) | HH4+ (L) | CHILD YES (M) | NO (N) | CONS (O) | LABOUR (P) | LIB DEM (Q) | REFORM (R) | OTHER (S) | REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 521 | 551 | 157 | 209 | 172 | 205 | 345 | 366 | 377 | 345 | 178 | 320 | 282 | 308 | 263 | 284 | 241 | 152 | 53 | 95 | 922 | 166 | 687 | 401 | 591 | 497 | 746 | 342 | 805 | 176 | 640 | 332 | 116 | 218 | 325 | 240 | 305 | 425 | 663 | 158 | 575 | 97 | 108 | 124 | 453 | 318 |
| WEIGHTED BASE | 1088 | 530 | 542 | 124 | 208 | 194 | 200 | 362 | 332 | 394 | 362 | 142 | 345 | 269 | 332 | 259 | 283 | 242 | 157 | 52* | 95* | 927 | 161 | 621 | 467 | 383 | 705 | 738 | 350 | 917 | 158 | 653 | 319 | 117 | 216 | 336 | 238 | 298 | 421 | 667 | 168 | 357 | 101* | 125* | 108* | 431 | 368 |
| | 100% | 49% | 50% | 12% | 19% | 18% | 18% | 33% | 31% | 36% | 33% | 13% | 32% | 25% | 30% | 24% | 26% | 22% | 14% | 5%* | 9%* | 85% | 15% | 57% | 43% | 35% | 65% | 68% | 32% | 84% | 15% | 60% | 29% | 11%* | 20% | 31% | 22% | 27% | 39% | 61% | 15% | 33% | 9%* | 11%* | 10%* | 40% | 34% |
| (4) Very likely | 184 | 102 | 81 | 29 | 54 | 27 | 27 | 47 | 84 | 53 | 47 | 34 | 71 | 40 | 41 | 53 | 42 | 38 | 31 | 8 | 13 | 165 | 19 | 101 | 83 | 83 | 101 | 138 | 47 | 146 | 33 | 116 | 51 | 18 | 31 | 44 | 43 | 66 | 90 | 94 | 30 | 79 | 11 | 27 | 18 | 81 | 67 |
| | 17% | 19% | 15% | 24% | 26% | 14% | 13% | 13% | 25% | 14% | 13% | 24% | 20% | 15% | 12% | 20% | 15% | 16% | 20% | 16% | 13% | 18% | 12% | 16% | 18% | 22% | 14% | 19% | 13% | 16% | 21% | 18% | 16% | 15% | 14% | 13% | 18% | 22% | 21% | 14% | 18% | 22% | 11% | 21% | 16% | 19% | 18% |
| (3) Fairly likely | 415 | 220 | 184 | 45 | 83 | 98 | 62 | 127 | 128 | 161 | 127 | 53 | 156 | 87 | 119 | 91 | 101 | 96 | 68 | 21 | 38 | 356 | 59 | 263 | 152 | 177 | 238 | 287 | 128 | 344 | 68 | 258 | 124 | 33 | 77 | 121 | 98 | 139 | 179 | 236 | 53 | 165 | 51 | 29 | 36 | 182 | 116 |
| | 38% | 42% | 34% | 37% | 40% | 51% | 31% | 35% | 38% | 41% | 35% | 37% | 45% | 32% | 36% | 35% | 36% | 40% | 44% | 40% | 40% | 38% | 37% | 42% | 33% | 46% | 34% | 39% | 37% | 38% | 43% | 40% | 39% | 28% | 36% | 36% | 41% | 40% | 43% | 35% | 32% | 46% | 50% | 23% | 33% | 42% | 31% |
| (2) Not very likely | 286 | 134 | 150 | 23 | 44 | 43 | 55 | 120 | 67 | 99 | 120 | 27 | 78 | 70 | 110 | 68 | 79 | 63 | 35 | 13 | 27 | 235 | 51 | 170 | 116 | 74 | 211 | 196 | 89 | 244 | 40 | 165 | 80 | 41 | 68 | 100 | 58 | 59 | 90 | 196 | 58 | 69 | 27 | 40 | 31 | 105 | 109 |
| | 26% | 25% | 28% | 19% | 21% | 22% | 28% | 33% | 20% | 25% | 33% | 19% | 23% | 26% | 33% | 26% | 28% | 26% | 23% | 25% | 29% | 25% | 32% | 27% | 25% | 19% | 30% | 27% | 25% | 27% | 25% | 25% | 25% | 35% | 32% | 30% | 24% | 20% | 21% | 29% | 35% | 19% | 27% | 40% | 32% | 24% | 30% |
| (1) Not likely at all | 97 | 41 | 56 | 18 | 12 | 7 | 24 | 36 | 31 | 31 | 36 | 20 | 16 | 32 | 29 | 24 | 29 | 21 | 12 | 4 | 7 | 81 | 16 | 44 | 53 | 25 | 73 | 56 | 41 | 86 | 11 | 58 | 34 | 7 | 16 | 36 | 13 | 33 | 17 | 71 | 27 | 19 | 8 | 21 | 12 | 24 | 49 |
| | 9% | 8% | 10% | 15% | 6% | 4% | 12% | 10% | 9% | 8% | 10% | 14% | 5% | 12% | 9% | 9% | 10% | 9% | 8% | 8% | 8% | 9% | 10% | 7% | 11% | 7% | 10% | 8% | 12% | 9% | 7% | 9% | 11% | 6% | 7% | 11% | 5% | 11% | 8% | 11% | 10% | 5% | 8% | 17% | 11% | 6% | 13% |
| All Likely (NET) | 600 | 322 | 265 | 75 | 137 | 125 | 89 | 174 | 212 | 214 | 174 | 87 | 227 | 127 | 160 | 144 | 143 | 134 | 99 | 29 | 50 | 521 | 79 | 364 | 235 | 260 | 339 | 425 | 175 | 490 | 101 | 374 | 175 | 51 | 108 | 166 | 141 | 185 | 270 | 330 | 83 | 244 | 62 | 56 | 54 | 263 | 183 |
| | 55% | 61% | 49% | 60% | 66% | 64% | 45% | 48% | 64% | 54% | 48% | 61% | 66% | 47% | 48% | 55% | 51% | 55% | 63% | 56% | 53% | 56% | 49% | 59% | 50% | 68% | 48% | 58% | 50% | 53% | 64% | 57% | 55% | 44% | 50% | 49% | 59% | 62% | 64% | 49% | 50% | 68% | 61% | 45% | 50% | 61% | 50% |
| All Unlikely (NET) | 383 | 175 | 207 | 41 | 56 | 51 | 79 | 155 | 98 | 130 | 155 | 47 | 94 | 102 | 140 | 93 | 108 | 83 | 47 | 17 | 35 | 316 | 69 | 214 | 169 | 99 | 284 | 253 | 130 | 330 | 51 | 221 | 114 | 48 | 84 | 136 | 71 | 92 | 117 | 266 | 76 | 87 | 35 | 61 | 43 | 129 | 158 |
| | 35% | 33% | 38% | 33% | 27% | 26% | 40% | 43% | 29% | 33% | 43% | 33% | 27% | 38% | 42% | 36% | 38% | 34% | 30% | 33% | 37% | 34% | 42% | 34% | 36% | 26% | 40% | 34% | 37% | 36% | 32% | 34% | 36% | 41% | 39% | 40% | 30% | 31% | 28% | 40% | 45% | 24% | 34% | 49% | 40% | 30% | 43% |
| Mean | 2.7 | 2.77 | 2.61 | 2.74 | 2.93 | 2.82 | 2.55 | 2.56 | 2.86 | 2.69 | 2.56 | 2.75 | 2.88 | 2.59 | 2.57 | 2.73 | 2.62 | 2.7 | 2.81 | 2.72 | 2.65 | 2.72 | 2.56 | 2.73 | 2.66 | 2.89 | 2.59 | 2.75 | 2.59 | 2.67 | 2.81 | 2.73 | 2.66 | 2.62 | 2.64 | 2.58 | 2.81 | 2.79 | 2.86 | 2.59 | 2.6 | 2.92 | 2.67 | 2.53 | 2.62 | 2.82 | 2.59 |
| Don't know | 105 | 33 | 70 | 8 | 15 | 18 | 32 | 33 | 23 | 50 | 33 | 8 | 24 | 41 | 32 | 23 | 32 | 24 | 10 | 6 | 10 | 90 | 15 | 43 | 62 | 60 | 45 | 97 | 6 | 57 | 30 | 18 | 24 | 34 | 26 | 21 | 35 | 71 | 8 | 25 | 5 | 8 | 12 | 39 | 27 | | |
| | 10% | 6% | 13% | 6% | 7% | 9% | 16% | 9% | 7% | 13% | 9% | 6% | 7% | 15% | 10% | 9% | 11% | 10% | 6% | 11% | 11% | 10% | 9% | 7% | 13% | 6% | 12% | 8% | 13% | 9% | 4% | 9% | 10% | 16% | 11% | 10% | 11% | 7% | 8% | 11% | 5% | 7% | 5% | 6% | 11% | 9% | 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

Overlap formulae used. * small base

**Table 32**

**Q10B_1 How likely, if at all, do you think the Labour party will be to do each of the following now they are in government? Increase spending on public services**

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
|---|---|---|---|---|---|---|---|---|---|
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | 1088 | 334 | 735 | 513 | 492 | 315 | 697 | 442 | 252 |
| WEIGHTED BASE | 1088 | 312 | 754 | 489 | 515 | 307 | 696 | 413 | 260 |
| | 100% | 29% | 69% | 45% | 47% | 28% | 64% | 38% | 24% |
| (4) Very likely | 184 | 73 | 107 | 112 | 68 | 80 | 99 | 91 | 52 |
| | 17% | 24% | 14% | 23% | 13% | 26% | 14% | 22% | 20% |
| | | b | | df | | df | | | |
| (3) Fairly likely | 415 | 149 | 260 | 263 | 136 | 119 | 278 | 223 | 79 |
| | 38% | 48% | 35% | 54% | 26% | 39% | 40% | 54% | 30% |
| | | b | | def | | d | d | h | |
| (2) Not very likely | 286 | 57 | 221 | 83 | 182 | 74 | 197 | 67 | 89 |
| | 26% | 18% | 29% | 17% | 35% | 24% | 28% | 16% | 34% |
| | | | a | | cef | c | c | | g |
| (1) Not likely at all | 97 | 15 | 83 | 9 | 88 | 26 | 66 | 13 | 31 |
| | 9% | 5% | 11% | 2% | 17% | 9% | 9% | 3% | 12% |
| | | | a | | cef | c | c | | g |
| All Likely (NET) | 600 | 222 | 368 | 374 | 203 | 199 | 377 | 314 | 131 |
| | 55% | 71% | 49% | 77% | 40% | 65% | 54% | 76% | 51% |
| | | b | | def | | df | d | h | |
| All Unlikely (NET) | 383 | 71 | 304 | 92 | 269 | 100 | 263 | 80 | 120 |
| | 35% | 23% | 40% | 19% | 52% | 33% | 38% | 19% | 46% |
| | | | a | | cef | c | c | | g |
| Mean | 2.7 | 2.96 | 2.58 | 3.02 | 2.39 | 2.84 | 2.64 | 3 | 2.6 |
| | | b | | def | | df | d | h | |
| Don't know | 105 | 19 | 82 | 22 | 42 | 9 | 55 | 18 | 8 |
| | 10% | 6% | 11% | 5% | 8% | 3% | 8% | 4% | 3% |
| | | | a | | ce | | ce | | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h

Overlap formulae used.

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.

**Table 33**

Q10B_2 How likely, if at all, do you think the Labour party will be to do each of the following now they are in government? Increase taxes that you personally pay

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | TOTAL | GENDER MAN (a) | WOMAN (b) | AGE 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-75 (g) | AGGR 18-34 (h) | 35-54 (i) | 55-75 (j) | 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) | GRADUATES (y) | NON GRAD (A) | WORKING (B) | NOT WORKING (C) | WHITE (D) | ETHNIC MIN (E) | MARRIED (F) | SINGLE (G) | WID/DIV/SEP (H) | 1 (I) | 2 (J) | 3 (K) | 4+ (L) | CHILD YES (M) | NO (N) | CONS (O) | LAB (P) | LIB DEM (Q) | REFORM (R) | OTHER (S) | REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 521 | 551 | 157 | 209 | 172 | 205 | 345 | 366 | 377 | 345 | 178 | 320 | 282 | 308 | 263 | 284 | 241 | 152 | 53 | 95 | 922 | 166 | 687 | 401 | 591 | 497 | 746 | 342 | 895 | 176 | 840 | 332 | 116 | 218 | 325 | 240 | 305 | 425 | 663 | 158 | 593 | 97 | 109 | 124 | 453 | 318 |
| WEIGHTED BASE | 1088 | 530 | 542 | 124 | 208 | 194 | 200 | 362 | 332 | 394 | 362 | 142 | 345 | 269 | 332 | 259 | 283 | 242 | 157 | 52* | 95* | 927 | 161 | 621 | 467 | 383 | 705 | 738 | 350 | 917 | 158 | 852 | 319 | 117* | 216 | 336 | 238 | 298 | 421 | 667 | 168 | 357 | 101* | 125* | 108* | 431 | 368 |
| 100% | 100% | 49% | 50% | 11% | 19% | 18% | 18% | 33% | 31% | 36% | 33% | 13% | 32% | 25% | 30% | 24% | 26% | 22% | 14% | 5%* | 9%* | 85% | 15% | 57% | 43% | 35% | 65% | 68% | 32% | 84% | 15% | 60% | 29% | 11%* | 20% | 31% | 22% | 27% | 39% | 61% | 15% | 33% | 9%* | 11%* | 10%* | 40% | 34% |
| (4) Very likely | 385 35% | 195 37% | 184 34% | 40 32% | 55 26% | 60 31% | 77 38% | 153 42% | 95 29% | 137 35% | 153 42% | 45 31% | 97 28% | 107 40% | 136 41% | 78 30% | 108 38% | 93 38% | 57 36% | 10 20% | 39 41% | 322 35% | 62 39% | 198 32% | 187 40% | 120 31% | 265 38% | 249 34% | 136 39% | 335 37% | 45 29% | 231 35% | 107 34% | 47 40% | 70 33% | 138 41% | 81 34% | 95 32% | 142 34% | 243 36% | 97 58% | 72 20% | 37 36% | 75 60% | 39 36% | 122 28% | 187 51% |
| (3) Fairly likely | 433 40% | 211 40% | 219 40% | 46 37% | 96 46% | 72 37% | 76 38% | 143 39% | 143 43% | 148 38% | 143 39% | 56 39% | 146 42% | 97 36% | 133 40% | 114 44% | 107 38% | 98 40% | 54 35% | 27 52% | 33 35% | 374 40% | 59 37% | 273 44% | 161 34% | 164 43% | 269 38% | 305 41% | 128 37% | 365 40% | 64 40% | 274 42% | 121 38% | 38 33% | 80 37% | 136 40% | 97 41% | 121 41% | 166 39% | 267 40% | 52 31% | 172 48% | 45 44% | 38 30% | 41 38% | 190 44% | 129 35% |
| (2) Not very likely | 140 13% | 71 13% | 65 12% | 22 17% | 30 14% | 39 20% | 14 7% | 36 10% | 52 16% | 53 13% | 36 10% | 24 17% | 62 18% | 22 8% | 32 10% | 39 15% | 30 11% | 27 11% | 25 16% | 6 12% | 12 13% | 120 13% | 19 12% | 95 15% | 45 10% | 64 17% | 76 11% | 100 14% | 39 11% | 104 11% | 35 22% | 84 13% | 44 14% | 12 10% | 27 12% | 31 9% | 37 16% | 45 15% | 70 17% | 70 11% | 13 8% | 66 18% | 15 14% | 4 3% | 14 13% | 62 14% | 32 9% |
| (1) Not likely at all | 35 3% | 19 4% | 15 3% | 8 6% | 8 4% | 4 2% | 7 4% | 8 2% | 16 5% | 11 3% | 8 2% | 8 6% | 10 3% | 9 3% | 8 2% | 8 3% | 7 3% | 7 3% | 9 6% | 2 4% | 2 2% | 29 3% | 6 3% | 15 2% | 20 4% | 14 4% | 21 3% | 24 3% | 11 3% | 26 3% | 9 5% | 15 2% | 17 5% | 3 2% | 11 5% | 5 1% | 5 2% | 14 5% | 14 3% | 21 3% | 3 2% | 18 5% | 1 1% | 1 1% | 2 2% | 15 4% | 7 2% |
| All Likely (NET) | 818 75% | 406 77% | 402 74% | 86 70% | 152 73% | 132 68% | 153 77% | 295 81% | 238 72% | 285 72% | 295 81% | 100 71% | 244 71% | 205 76% | 269 81% | 192 74% | 215 76% | 191 79% | 111 71% | 37 71% | 72 76% | 697 75% | 121 76% | 470 76% | 347 74% | 284 74% | 534 76% | 554 75% | 264 75% | 699 76% | 109 69% | 505 77% | 228 71% | 85 73% | 150 70% | 274 82% | 178 74% | 216 73% | 308 73% | 510 76% | 150 90% | 244 68% | 82 81% | 113 91% | 80 74% | 313 73% | 316 86% |
| All Unlikely (NET) | 175 16% | 90 17% | 80 15% | 29 24% | 38 18% | 42 22% | 21 11% | 44 12% | 67 20% | 64 16% | 44 12% | 32 23% | 72 21% | 31 11% | 40 12% | 47 18% | 38 13% | 33 14% | 34 22% | 8 16% | 15 15% | 150 16% | 25 16% | 110 18% | 65 14% | 78 20% | 96 14% | 124 17% | 51 15% | 130 14% | 43 27% | 99 15% | 61 19% | 15 13% | 38 17% | 36 11% | 42 18% | 59 20% | 84 20% | 91 14% | 16 10% | 84 24% | 15 15% | 5 4% | 16 15% | 77 18% | 39 10% |
| Mean | 3.18 | 3.17 | 3.18 | 3.02 | 3.05 | 3.08 | 3.28 | 3.3 | 3.04 | 3.18 | 3.3 | 3.03 | 3.05 | 3.29 | 3.28 | 3.09 | 3.25 | 3.24 | 3.1 | 3 | 3.26 | 3.17 | 3.22 | 3.12 | 3.25 | 3.08 | 3.23 | 3.15 | 3.23 | 3.22 | 2.96 | 3.19 | 3.1 | 3.29 | 3.12 | 3.32 | 3.15 | 3.08 | 3.11 | 3.22 | 3.47 | 2.91 | 3.22 | 3.59 | 3.21 | 3.08 | 3.4 |
| Don't know | 95 9% | 34 6% | 60 11% | 8 7% | 19 9% | 20 10% | 25 13% | 23 6% | 27 8% | 45 11% | 23 6% | 9 6% | 30 9% | 34 13% | 22 7% | 21 8% | 30 11% | 18 8% | 12 8% | 7 13% | 8 8% | 81 9% | 14 9% | 41 7% | 55 12% | 21 5% | 75 11% | 60 8% | 35 10% | 88 10% | 6 4% | 48 7% | 31 10% | 16 14% | 28 13% | 26 8% | 18 8% | 23 8% | 29 7% | 66 10% | * | 28 8% | 4 4% | 7 5% | 12 11% | 41 9% | 14 4% |

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
Overlap formulae used.  * small base

**Table 34**

**Q10B_2 How likely, if at all, do you think the Labour party will be to do each of the following now they are in government? Increase taxes that you personally pay**

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | 1088 | 334 | 735 | 513 | 492 | 315 | 697 | 442 | 252 |
| WEIGHTED BASE | 1088 | 312 | 754 | 489 | 515 | 307 | 696 | 413 | 260 |
| | 100% | 29% | 69% | 45% | 47% | 28% | 64% | 38% | 24% |
| (4) Very likely | 385 | 100 | 282 | 99 | 273 | 137 | 228 | 80 | 149 |
| | 35% | 32% | 37% | 20% | 53% | 45% | 33% | 19% | 57% |
| | | | | | cef | cf | c | | g |
| (3) Fairly likely | 433 | 130 | 293 | 233 | 173 | 120 | 293 | 187 | 85 |
| | 40% | 42% | 39% | 48% | 34% | 39% | 42% | 45% | 33% |
| | | | | def | | | d | h | |
| (2) Not very likely | 140 | 57 | 77 | 102 | 32 | 42 | 96 | 97 | 22 |
| | 13% | 18% | 10% | 21% | 6% | 14% | 14% | 24% | 8% |
| | | b | | def | | d | d | h | |
| (1) Not likely at all | 35 | 11 | 24 | 24 | 9 | 7 | 26 | 20 | 3 |
| | 3% | 4% | 3% | 5% | 2% | 2% | 4% | 5% | 1% |
| | | | | de | | | d | h | |
| All Likely (NET) | 818 | 230 | 575 | 332 | 446 | 257 | 520 | 267 | 234 |
| | 75% | 74% | 76% | 68% | 87% | 84% | 75% | 65% | 90% |
| | | | | | cf | cf | c | | g |
| All Unlikely (NET) | 175 | 68 | 101 | 126 | 41 | 49 | 121 | 117 | 25 |
| | 16% | 22% | 13% | 26% | 8% | 16% | 17% | 28% | 10% |
| | | b | | def | | d | d | h | |
| Mean | 3.18 | 3.07 | 3.23 | 2.89 | 3.46 | 3.27 | 3.13 | 2.85 | 3.47 |
| | | | a | | cef | cf | c | | g |
| Don't know | 95 | 14 | 78 | 31 | 27 | 2 | 54 | 30 | * |
| | 9% | 4% | 10% | 6% | 5% | 1% | 8% | 7% | * |
| | | | a | e | e | | de | h | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h

Overlap formulae used.

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.

Table 35
Q9 Imagine that the government felt it needed to increase taxes to raise revenue. Which, if any, of the following types of tax would you prefer to see increased in this scenario? Please choose up to three from the list below.

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | TOTAL | GENDER 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) | 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) | 1 (I) | 2 (J) | 3 (K) | 4+ (L) | YES (M) | NO (N) | CONSERVATIVE (O) | LABOUR (P) | LIBERAL DEMOCRATS (Q) | REFORM UK (R) | OTHER (S) | REMAIN (T) | LEAVE (U) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UNWEIGHTED BASE | 1088 | 521 | 551 | 157 | 209 | 172 | 205 | 345 | 366 | 377 | 345 | 178 | 320 | 282 | 308 | 263 | 284 | 241 | 152 | 53 | 95 | 922 | 166 | 687 | 401 | 591 | 497 | 746 | 342 | 895 | 176 | 840 | 312 | 116 | 218 | 325 | 240 | 305 | 425 | 563 | 158 | 303 | 97 | 109 | 124 | 653 | 318 |
| WEIGHTED BASE | 1088 | 530 | 542 | 124 | 208 | 194 | 200 | 362 | 332 | 394 | 362 | 142 | 345 | 269 | 332 | 259 | 283 | 242 | 157 | 52* | 95* | 927 | 161 | 621 | 467 | 383 | 705 | 738 | 350 | 917 | 158 | 640 | 312 | 116* | 216 | 336 | 238 | 298 | 421 | 667 | 166 | 357 | 101* | 125* | 108* | 431 | 368 |
| | 100% | 49% | 50% | 11% | 19% | 18% | 18% | 33% | 31% | 36% | 33% | 13% | 32% | 25% | 30% | 24% | 26% | 22% | 14% | 5%* | 9%* | 85% | 15% | 57% | 43% | 35% | 65% | 68% | 32% | 84% | 15% | 60% | 29% | 11%* | 20% | 31% | 22% | 27% | 39% | 61% | 15% | 33% | 9%* | 11%* | 10%* | 40% | 34% |
| Income tax paid on income between £12,570 under £50,000 | 77 | 48 | 28 | 21 | 32 | 14 | 6 | 5 | 53 | 20 | 5 | 22 | 42 | 8 | 5 | 19 | 23 | 13 | 12 | 4 | 6 | 70 | 7 | 44 | 33 | 35 | 42 | 66 | 11 | 58 | 18 | 50 | 26 | 2 | 5 | 12 | 31 | 29 | 49 | 28 | 6 | 29 | 9 | 13 | 7 | 31 | 16 |
| | 7% | 9% | 5% | 17% | 15% | 7% | 3% | 1% | 16% | 5% | 1% | 16% | 12% | 3% | 2% | 7% | 8% | 5% | 8% | 7% | 7% | 8% | 4% | 7% | 7% | 9% | 6% | 9% | 3% | 6% | 12% | 8% | 8% | 1% | 3% | 4% | 13% | 10% | 12% | 4% | 4% | 8% | 9% | 10% | 7% | 7% | 4% |
| | | b | | efe | efe | e | | | ii | i | | mn | mn | | | | | | | | | | | | | A | | C | | | D | | H | H | | | | ij | ij | | N | | | | | |
| Income tax paid on income between £50,000 and £125,000 | 222 | 127 | 92 | 49 | 43 | 33 | 41 | 80 | 67 | 74 | 80 | 29 | 67 | 50 | 76 | 45 | 61 | 55 | 30 | 15 | 17 | 190 | 32 | 126 | 96 | 76 | 146 | 156 | 65 | 200 | 21 | 128 | 68 | 25 | 51 | 60 | 62 | 48 | 81 | 141 | 29 | 81 | 18 | 23 | 31 | 104 | 69 |
| | 20% | 24% | 17% | 20% | 20% | 17% | 21% | 22% | 20% | 19% | 22% | 20% | 19% | 19% | 23% | 17% | 21% | 23% | 19% | 28% | 17% | 20% | 20% | 20% | 21% | 21% | 21% | 21% | 19% | 22% | 14% | 20% | 21% | 22% | 24% | 18% | 26% | 16% | 19% | 21% | 17% | 23% | 18% | 19% | 29% | 24% | 19% |
| | | b | | | | | | | | | | | | | k | | | | | | | | | | | t | | E | | | | | | D | | | jL | | | N | | | R | | | | O | |
| Income tax paid on income over £125,000 | 530 | 258 | 262 | 36 | 68 | 98 | 112 | 216 | 104 | 210 | 216 | 42 | 141 | 150 | 196 | 117 | 143 | 140 | 62 | 28 | 39 | 445 | 85 | 310 | 220 | 169 | 361 | 337 | 193 | 473 | 52 | 306 | 157 | 67 | 125 | 191 | 101 | 113 | 157 | 373 | 69 | 185 | 61 | 64 | 59 | 239 | 185 |
| | 49% | 49% | 48% | 29% | 33% | 50% | 56% | 60% | 31% | 53% | 60% | 30% | 41% | 56% | 59% | 45% | 51% | 58% | 40% | 54% | 41% | 48% | 53% | 50% | 47% | 44% | 51% | 46% | 55% | 52% | 33% | 47% | 49% | 57% | 58% | 57% | 43% | 38% | 37% | 56% | 42% | 52% | 60% | 52% | 55% | 55% | 50% |
| | | | | | | cd | cd | cd | | h | cd | | | | kl | | | t | | | | | u | | | | B | | | | | | | | | KL | KL | | M | | | O | | | | O | |
| Income taxes (NET) | 653 | 338 | 305 | 65 | 112 | 116 | 122 | 238 | 177 | 238 | 238 | 75 | 198 | 163 | 217 | 147 | 178 | 159 | 86 | 34 | 48 | 554 | 99 | 383 | 270 | 225 | 428 | 433 | 230 | 567 | 80 | 381 | 201 | 71 | 140 | 210 | 150 | 153 | 225 | 428 | 82 | 236 | 73 | 81 | 71 | 296 | 209 |
| | 60% | 64% | 56% | 52% | 54% | 60% | 61% | 66% | 53% | 60% | 66% | 53% | 57% | 61% | 65% | 57% | 63% | 66% | 55% | 65% | 50% | 60% | 62% | 62% | 58% | 59% | 61% | 59% | 65% | 62% | 51% | 60% | 64% | 61% | 65% | 63% | 63% | 51% | 53% | 64% | 49% | 66% | 72% | 65% | 66% | 69% | 57% |
| | | b | | | | | | | | | h | | | | k | | | | | | | | | | | | B | | | | | | | | | M | M | | M | | | O | OP | | | | O | |
| Consumption taxes (NET) | 441 | 202 | 230 | 49 | 90 | 86 | 71 | 145 | 139 | 157 | 145 | 55 | 154 | 100 | 132 | 104 | 114 | 97 | 62 | 24 | 41 | 380 | 61 | 269 | 172 | 170 | 271 | 306 | 112 | 381 | 53 | 264 | 132 | 45 | 76 | 122 | 115 | 128 | 192 | 249 | 78 | 166 | 43 | 35 | 40 | 206 | 131 |
| | 41% | 38% | 43% | 39% | 43% | 44% | 35% | 40% | 42% | 40% | 40% | 39% | 45% | 37% | 40% | 40% | 40% | 40% | 39% | 46% | 43% | 41% | 38% | 43% | 37% | 44% | 38% | 41% | 32% | 42% | 33% | 41% | 42% | 39% | 35% | 36% | 48% | 43% | 45% | 37% | 47% | 47% | 42% | 28% | 37% | 48% | 35% |
| | | b | | | | | | | | | | | | | | | | | | | | | | c | | | D | | | | | | | | | | | ij | | N | | R | | | | D | |
| Corporate taxes (NET) | 390 | 208 | 176 | 41 | 76 | 77 | 71 | 125 | 116 | 148 | 125 | 48 | 136 | 85 | 110 | 83 | 109 | 98 | 65 | 13 | 22 | 339 | 51 | 225 | 165 | 147 | 242 | 259 | 131 | 318 | 74 | 232 | 121 | 37 | 80 | 119 | 86 | 105 | 151 | 239 | 47 | 137 | 45 | 48 | 38 | 170 | 127 |
| | 36% | 39% | 32% | 33% | 36% | 40% | 36% | 34% | 35% | 38% | 34% | 34% | 39% | 32% | 33% | 32% | 39% | 40% | 42% | 25% | 23% | 37% | 32% | 36% | 35% | 38% | 34% | 35% | 37% | 35% | 47% | 36% | 39% | 32% | 37% | 35% | 36% | 35% | 36% | 36% | 28% | 38% | 44% | 39% | 35% | 39% | 34% |
| | | b | | | | | | | | | | | | | | | t | t | t | | | | | | | | | D | | | | | | | | | | | | | | D | | | | D | |
| Tobacco and alcohol duty | 352 | 150 | 197 | 33 | 56 | 66 | 66 | 132 | 88 | 131 | 132 | 37 | 105 | 89 | 121 | 80 | 95 | 83 | 41 | 18 | 36 | 298 | 54 | 223 | 128 | 136 | 216 | 215 | 100 | 298 | 48 | 214 | 96 | 42 | 65 | 108 | 88 | 91 | 134 | 218 | 60 | 122 | 40 | 30 | 33 | 161 | 111 |
| | 32% | 28% | 36% | 26% | 27% | 34% | 33% | 36% | 27% | 33% | 36% | 26% | 30% | 33% | 37% | 31% | 33% | 34% | 26% | 34% | 38% | 32% | 33% | 36% | 28% | 35% | 31% | 34% | 29% | 32% | 30% | 33% | 31% | 36% | 30% | 32% | 37% | 30% | 32% | 33% | 36% | 34% | 40% | 24% | 31% | 37% | 30% |
| | | a | | | | | | cf | | | cf | | | | h | | | | | | | | | x | | | | | | | | | | | | | | | | | | | R | | | R | |
| Corporation tax | 307 | 168 | 134 | 23 | 56 | 62 | 55 | 111 | 79 | 117 | 111 | 27 | 100 | 64 | 106 | 63 | 84 | 77 | 54 | 10 | 21 | 263 | 45 | 177 | 130 | 114 | 160 | 176 | 99 | 230 | 42 | 168 | 73 | 34 | 61 | 92 | 61 | 80 | 92 | 182 | 29 | 111 | 27 | 37 | 31 | 133 | 90 |
| | 28% | 32% | 25% | 19% | 27% | 32% | 28% | 31% | 24% | 30% | 31% | 19% | 29% | 24% | 32% | 23% | 30% | 32% | 35% | 20% | 22% | 28% | 28% | 29% | 28% | 30% | 23% | 24% | 28% | 25% | 27% | 26% | 23% | 29% | 28% | 27% | 26% | 27% | 22% | 27% | 18% | 31% | 27% | 29% | 29% | 31% | 24% |
| | | b | | | | | c | | k | k | k | | | | k | | | | o | o | | | | | | | | | L | | | A | | | L | | | | | L | | | OP | | | OP | |
| Windfall taxes (NET) | 274 | 148 | 122 | 24 | 44 | 42 | 48 | 116 | 68 | 90 | 116 | 28 | 77 | 64 | 106 | 75 | 69 | 56 | 40 | 12 | 22 | 241 | 33 | 176 | 98 | 114 | 160 | 176 | 99 | 230 | 44 | 168 | 73 | 34 | 66 | 92 | 61 | 60 | 92 | 182 | 29 | 111 | 27 | 37 | 34 | 133 | 90 |
| | 25% | 28% | 23% | 19% | 21% | 22% | 24% | 32% | 21% | 23% | 32% | 19% | 22% | 24% | 32% | 29% | 24% | 23% | 28% | 23% | 23% | 26% | 21% | 28% | 21% | 30% | 23% | 24% | 28% | 25% | 28% | 26% | 23% | 29% | 28% | 27% | 26% | 20% | 22% | 27% | 18% | 31% | 27% | 27% | 31% | 31% | 24% |
| | | | | | | | cde | | | | cde | | | | klm | | | | | | | | | A | | | | | | | | | | | L | | | | | | | | | | | | |
| Capital gains tax | 212 | 121 | 90 | 16 | 32 | 31 | 39 | 94 | 49 | 70 | 94 | 19 | 57 | 48 | 89 | 61 | 57 | 38 | 26 | 9 | 21 | 185 | 27 | 135 | 77 | 87 | 126 | 130 | 82 | 181 | 29 | 133 | 55 | 24 | 47 | 74 | 49 | 43 | 66 | 146 | 23 | 81 | 23 | 30 | 28 | 106 | 73 |
| | 20% | 23% | 17% | 13% | 16% | 16% | 20% | 26% | 15% | 17% | 26% | 13% | 17% | 18% | 27% | 23% | 20% | 16% | 17% | 17% | 22% | 20% | 17% | 22% | 16% | 23% | 18% | 18% | 23% | 20% | 18% | 21% | 18% | 21% | 22% | 22% | 20% | 14% | 16% | 22% | 14% | 23% | 23% | 24% | 26% | 25% | 20% |
| | | b | | | | | | cde | | | cde | | | | klm | | | | | | | | | A | | | | | | | | | | | L | | | | | | | R | | | R | |
| Business rates | 143 | 63 | 77 | 19 | 28 | 40 | 20 | 37 | 47 | 59 | 37 | 23 | 60 | 24 | 36 | 31 | 45 | 35 | 22 | 4 | 6 | 126 | 17 | 83 | 60 | 52 | 91 | 97 | 46 | 107 | 35 | 95 | 39 | 9 | 19 | 41 | 27 | 56 | 70 | 73 | 13 | 57 | 12 | 11 | 10 | 58 | 45 |
| | 13% | 12% | 14% | 15% | 13% | 20% | 10% | 10% | 14% | 15% | 10% | 16% | 17% | 9% | 11% | 12% | 16% | 14% | 7% | 7% | 7% | 14% | 11% | 13% | 13% | 14% | 13% | 13% | 13% | 12% | 22% | 15% | 12% | 8% | 9% | 12% | 11% | 19% | 17% | 11% | 8% | 16% | 12% | 13% | 10% | 14% | 12% |
| | | | | | | fg | | | | | | | | | | | | | | | | | | | | | | | | | D | | | | | | | IJK | N | | | | | | | |
| Property-related taxes (NET) | 127 | 68 | 56 | 23 | 39 | 37 | 9 | 18 | 62 | 46 | 18 | 27 | 65 | 17 | 18 | 34 | 25 | 20 | 25 | 9 | 14 | 112 | 15 | 71 | 56 | 53 | 74 | 104 | 23 | 98 | 25 | 82 | 35 | 10 | 13 | 17 | 45 | 51 | 81 | 46 | 16 | 46 | 13 | 15 | 9 | 47 | 28 |
| | 12% | 13% | 10% | 19% | 19% | 19% | 5% | 5% | 19% | 12% | 5% | 19% | 19% | 6% | 5% | 13% | 9% | 8% | 16% | 16% | 15% | 12% | 9% | 11% | 12% | 14% | 10% | 14% | 7% | 11% | 16% | 13% | 11% | 8% | 6% | 5% | 19% | 17% | 19% | 7% | 10% | 13% | 12% | 12% | 9% | 11% | 8% |
| | | | | fe | fe | fe | | | ii | | | mn | mn | | | | | | | | | | | | | | | oo | | | | | | | | | IJK | IJK | N | | | O | | | | |
| Inheritance tax | 109 | 56 | 50 | 11 | 15 | 18 | 19 | 46 | 26 | 37 | 46 | 13 | 27 | 30 | 39 | 29 | 25 | 27 | 18 | 3 | 7 | 96 | 13 | 65 | 44 | 45 | 64 | 70 | 39 | 89 | 20 | 60 | 31 | 17 | 28 | 38 | 16 | 27 | 37 | 72 | 9 | 52 | 8 | 8 | 6 | 48 | 35 |
| | 10% | 10% | 9% | 9% | 7% | 9% | 10% | 13% | 8% | 10% | 13% | 8% | 8% | 11% | 11% | 11% | 9% | 11% | 11% | 6% | 8% | 10% | 8% | 10% | 9% | 12% | 9% | 9% | 11% | 10% | 12% | 9% | 10% | 15% | 13% | 11% | 7% | 9% | 9% | 11% | 6% | 15% | 8% | 6% | 6% | 11% | 10% |
| | | | | | | | | | | | | | | m | | | | | | | | | | | | | | | | | | | | K | | | | | | | | OR | | | O | | |
| None of these | 16 | 5 | 10 | 2 | - | 5 | 3 | 6 | 2 | 8 | 6 | 2 | 4 | 5 | 5 | 4 | 2 | 2 | 5 | - | 2 | 15 | * | 9 | 7 | 4 | 12 | 10 | 6 | 14 | 2 | 9 | 5 | 1 | 5 | 3 | 2 | 6 | 6 | 10 | 2 | 6 | - | 1 | 1 | 3 | 8 |
| | 1% | 1% | 2% | 2% | - | 3% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 1% | 1% | 3% | - | 2% | 2% | * | 1% | 1% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | - | 1% | 1% | 1% | 2% |
| | | | d | | | d | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| I would not want to see any taxes cut | 124 | 49 | 75 | 11 | 25 | 16 | 30 | 42 | 36 | 46 | 42 | 14 | 34 | 39 | 38 | 37 | 34 | 26 | 14 | 4 | 9 | 95 | 29 | 55 | 69 | 37 | 87 | 80 | 44 | 108 | 12 | 73 | 35 | 16 | 20 | 49 | 23 | 32 | 39 | 84 | 31 | 14 | 7 | 16 | 10 | 27 | 55 |
| | 11% | 9% | 14% | 9% | 12% | 8% | 15% | 12% | 11% | 12% | 12% | 10% | 10% | 14% | 11% | 14% | 12% | 11% | 9% | 7% | 9% | 10% | 18% | 9% | 15% | 10% | 12% | 11% | 13% | 12% | 8% | 11% | 11% | 14% | 9% | 14% | 10% | 11% | 9% | 13% | 19% | 4% | 7% | 13% | 10% | 6% | 15% |
| | | | a | | | | | | | | | | | | | | | | | | | | u | | w | | | | | | | | | | | | | | | | PQ | | | | | | P |
| National insurance | 77 | 43 | 32 | 14 | 21 | 8 | 5 | 29 | 35 | 13 | 29 | 16 | 25 | 7 | 28 | 21 | 14 | 12 | 19 | 3 | 7 | 70 | 7 | 55 | 22 | 33 | 44 | 49 | 28 | 60 | 17 | 46 | 25 | 6 | 11 | 26 | 16 | 23 | 37 | 40 | 15 | 27 | 7 | 8 | 6 | 26 | 29 |
| | 7% | 8% | 6% | 11% | 10% | 4% | 3% | 8% | 11% | 3% | 8% | 11% | 7% | 3% | 8% | 8% | 5% | 5% | 12% | 5% | 8% | 7% | 4% | 9% | 5% | 9% | 6% | 7% | 8% | 6% | 11% | 7% | 8% | 5% | 5% | 8% | 7% | 8% | 9% | 6% | 9% | 8% | 7% | 7% | 6% | 6% | 8% |
| | | | | ef | | | | | i | | i | m | | | m | | | | oo | | | x | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fuel duty | 73 | 43 | 30 | 9 | 20 | 20 | 6 | 18 | 29 | 26 | 18 | 10 | 35 | 11 | 18 | 18 | 12 | 8 | 17 | 8 | 11 | 67 | 6 | 51 | 22 | 23 | 50 | 59 | 15 | 56 | 16 | 42 | 27 | 5 | 15 | 14 | 22 | 22 | 41 | 33 | 17 | 33 | 5 | 1 | 6 | 37 | 33 |
| | 7% | 8% | 5% | 7% | 9% | 10% | 3% | 5% | 9% | 7% | 5% | 7% | 10% | 4% | 5% | 7% | 4% | 3% | 11% | 15% | 12% | 7% | 4% | 8% | 5% | 6% | 7% | 8% | 4% | 6% | 10% | 7% | 9% | 4% | 7% | 4% | 9% | 8% | 9% | 5% | 10% | 9% | 5% | 1% | 6% | 9% | 9% |
| | | | | | | | | | m | | | m | | | | | | | oo | oo | oo | | | | | | | | | | | | | | | | | | | | R | R | | | R | | R |
| Council tax | 73 | 35 | 37 | 18 | 25 | 24 | 3 | 3 | 43 | 27 | 3 | 21 | 43 | 6 | 2 | 15 | 18 | 10 | 14 | 7 | 10 | 60 | 13 | 43 | 30 | 32 | 41 | 62 | 11 | 52 | 18 | 53 | 17 | 3 | 2 | 7 | 28 | 36 | 57 | 16 | 9 | 28 | 11 | 7 | 4 | 24 | 11 |
| | 7% | 7% | 6% | 14% | 12% | 12% | 1% | 1% | 13% | 7% | 1% | 15% | 13% | 2% | 1% | 6% | 6% | 4% | 9% | 13% | 10% | 6% | 8% | 7% | 6% | 8% | 6% | 8% | 3% | 6% | 11% | 8% | 5% | 3% | 1% | 2% | 12% | 12% | 14% | 2% | 5% | 8% | 11% | 6% | 4% | 6% | 3% |
| | | | | fg | fe | fe | | | ii | i | | lm | m | | | | | | | | | | | | | | | oo | | | | D | | | | | IJ | IJK | N | | | | | | | |
| VAT | 70 | 41 | 27 | 13 | 28 | 17 | 4 | 7 | 41 | 22 | 7 | 11 | 40 | 10 | 8 | 18 | 11 | 15 | 15 | 3 | 7 | 62 | 7 | 37 | 32 | 31 | 39 | 62 | 7 | 47 | 20 | 3 | 4 | 14 | 16 | 75 | 48 | 21 | 12 | 32 | 1 | 3 | 1% | 4% | 6% | 6% |
| | 6% | 8% | 5% | 10% | 14% | 9% | 2% | 2% | 12% | 5% | 2% | 8% | 11% | 4% | 2% | 7% | 4% | 6% | 10% | 7% | 7% | 7% | 4% | 6% | 7% | 8% | 6% | 8% | 2% | 5% | 13% | 8% | 6% | 3% | 4% | 14% | 7% | 7% | 12% | 5% | 11% | 3% | 1% | 3% | 4% | 6% | 4% |
| | | | | ij | ij | | | | ii | | | mn | mn | | | | | | e | | | v | | | | | | D | | | | | | | | | | I | | N | | | O | O | | | |
| Stamp duty | 61 | 34 | 26 | 6 | 19 | 14 | 6 | 17 | 25 | 19 | 17 | 7 | 26 | 18 | 11 | 20 | 11 | 10 | 11 | 2 | 6 | 57 | 4 | 31 | 31 | 24 | 38 | 49 | 13 | 48 | 12 | 37 | 17 | 7 | 12 | 12 | 22 | 16 | 31 | 31 | 13 | 19 | 6 | 8 | 5 | 24 | 20 |
| | 6% | 6% | 5% | 5% | 9% | 7% | 3% | 5% | 7% | 5% | 5% | 5% | 8% | 7% | 3% | 8% | 4% | 4% | 7% | 5% | 6% | 6% | 3% | 5% | 7% | 6% | 5% | 7% | 4% | 5% | 7% | 6% | 5% | 6% | 5% | 4% | 9% | 5% | 7% | 5% | 8% | 5% | 6% | 6% | 5% | 5% | 5% |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Don't know | 40 | 16 | 23 | 2 | 7 | 3 | 13 | 10 | 9 | 16 | 10 | 3 | 8 | 20 | 10 | 12 | 10 | 8 | 2 | 1 | 7 | 37 | 3 | 17 | 23 | 6 | 34 | 24 | 16 | 35 | 5 | 25 | 7 | 8 | 9 | 8 | 7 | 15 | 20 | 20 | 5 | 6 | 2 | 6 | 6 | 9 | 16 |
| | 4% | 3% | 4% | 2% | 3% | 2% | 7% | 3% | 3% | 4% | 3% | 2% | 2% | 7% | 3% | 5% | 3% | 3% | 2% | 2% | 8% | 4% | 2% | 3% | 5% | 2% | 5% | 3% | 5% | 4% | 3% | 4% | 2% | 7% | 4% | 2% | 3% | 5% | 5% | 3% | 3% | 2% | 2% | 5% | 5% | 2% | 4% |
| | | | | | | | efg | | | | | | | klm | | | | | | | r | | | | v | | | | | | | | | G | | | | | | | | | | | | |

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
Overlap formulae used. * small base

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.

**Table 36**

Q9 Imagine that the government felt it needed to increase taxes to raise revenue. Which, if any, of the following types of tax would you prefer to see increased in this scenario? Please choose up to three from the list below.

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | TOTAL | STATE OF THE ECONOMY | | CONFIDENCE IN LABOUR/ CONSERVATIVES | | | | TRUST TO MANAGE ECONOMY | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | GOOD (a) | POOR (b) | CONFIDENT IN LABOUR (c) | NOT CONFIDENT IN LABOUR (d) | CONFIDENT IN CONSERVATIVES (e) | NOT CONFIDENT IN CONSERVATIVES (f) | TRUST LABOUR (g) | TRUST CONSERVATIVES (h) |
| UNWEIGHTED BASE | 1088 | 334 | 735 | 513 | 492 | 315 | 697 | 442 | 252 |
| WEIGHTED BASE | 1088 | 312 | 754 | 489 | 515 | 307 | 696 | 413 | 260 |
| | 100% | 29% | 69% | 45% | 47% | 28% | 64% | 38% | 24% |
| Income tax paid on income between £12,570 under £50,000 | 77 | 42 | 35 | 53 | 22 | 39 | 36 | 41 | 19 |
| | 7% | 14% b | 5% | 11% df | 4% | 13% df | 5% | 10% | 7% |
| Income tax paid on income between £50,000 and £125,000 | 222 | 58 | 163 | 109 | 99 | 66 | 144 | 97 | 46 |
| | 20% | 18% | 22% | 22% | 19% | 21% | 21% | 24% | 18% |
| Income tax paid on income over £125,000 | 530 | 110 | 406 | 234 | 259 | 100 | 401 | 217 | 111 |
| | 49% | 35% | 54% a | 48% e | 50% e | 32% | 58% cde | 53% h | 43% |
| Income taxes (NET) | 653 | 166 | 473 | 313 | 302 | 160 | 460 | 279 | 140 |
| | 60% | 53% | 63% a | 64% e | 59% | 52% | 66% de | 67% h | 54% |
| Consumption taxes (NET) | 441 | 146 | 284 | 212 | 207 | 149 | 270 | 171 | 113 |
| | 41% | 47% b | 38% | 43% f | 40% | 48% df | 39% | 41% | 43% |
| Corporate taxes (NET) | 390 | 111 | 265 | 196 | 164 | 98 | 272 | 184 | 76 |
| | 36% | 36% | 35% | 40% de | 32% | 32% | 39% d | 44% h | 29% |
| Tobacco and alcohol duty | 352 | 101 | 240 | 149 | 186 | 101 | 232 | 126 | 87 |
| | 32% | 32% | 32% | 30% | 36% | 33% | 33% | 31% | 33% |
| Corporation tax | 307 | 73 | 224 | 140 | 141 | 64 | 227 | 137 | 58 |
| | 28% | 24% | 30% e | 29% e | 27% | 21% | 33% cde | 33% h | 22% |
| Windfall taxes (NET) | 274 | 77 | 195 | 137 | 116 | 66 | 198 | 131 | 48 |
| | 25% | 25% | 26% | 28% e | 23% | 21% | 28% de | 32% h | 19% |
| Capital gains tax | 212 | 55 | 155 | 99 | 100 | 52 | 156 | 96 | 39 |
| | 20% | 18% | 21% | 20% | 19% | 17% | 22% | 23% h | 15% |
| Business rates | 143 | 55 | 84 | 81 | 52 | 48 | 85 | 69 | 31 |
| | 13% | 18% b | 11% | 17% df | 10% | 16% d | 12% | 17% | 12% |
| Property-related taxes (NET) | 127 | 70 | 56 | 74 | 44 | 63 | 57 | 57 | 36 |
| | 12% | 22% b | 7% | 15% df | 9% | 21% cdf | 8% | 14% | 14% |
| Inheritance tax | 109 | 31 | 78 | 63 | 36 | 25 | 77 | 59 | 15 |
| | 10% | 10% | 10% | 13% de | 7% | 8% | 11% d | 14% h | 6% |
| None of these | 16 | 6 | 9 | 5 | 11 | 5 | 11 | 4 | 5 |
| | 1% | 2% | 1% | 1% | 2% | 2% | 2% | 1% | 2% |
| I would not want to see any taxes cut | 124 | 22 | 100 | 22 | 91 | 31 | 77 | 14 | 41 |
| | 11% | 7% | 13% a | 5% | 18% cef | 10% c | 11% c | 3% | 16% g |
| National insurance | 77 | 31 | 46 | 42 | 33 | 36 | 37 | 30 | 29 |
| | 7% | 10% | 6% | 9% f | 6% | 12% df | 5% | 7% | 11% |
| Fuel duty | 73 | 36 | 35 | 47 | 23 | 32 | 39 | 41 | 24 |
| | 7% | 12% b | 5% | 10% df | 5% | 10% df | 6% | 10% | 9% |
| Council tax | 73 | 48 | 25 | 51 | 20 | 39 | 32 | 39 | 19 |
| | 7% | 15% b | 3% | 10% df | 4% | 13% df | 5% | 9% | 7% |
| VAT | 70 | 34 | 36 | 47 | 20 | 43 | 24 | 31 | 20 |
| | 6% | 11% b | 5% | 10% df | 4% | 14% cdf | 3% | 8% | 8% |
| Stamp duty | 61 | 29 | 32 | 31 | 24 | 28 | 29 | 23 | 20 |
| | 6% | 9% b | 4% | 6% f | 5% | 9% df | 4% | 6% | 8% |
| Don't know | 40 | 7 | 30 | 9 | 13 | 4 | 15 | 8 | 4 |
| | 4% | 2% | 4% | 2% | 2% | 1% | 2% | 2% | 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h
Overlap formulae used.
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