

Ipsos Budget reaction polling

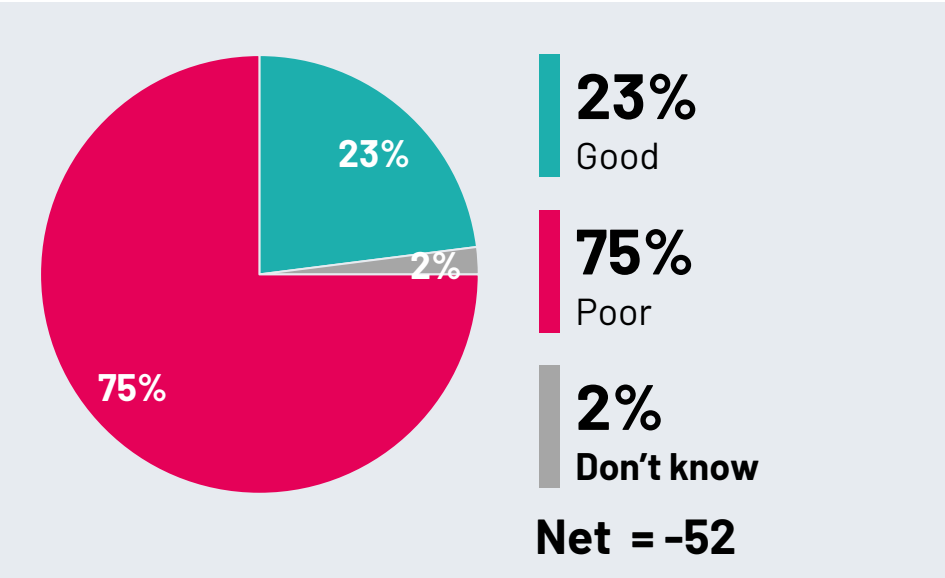
October 2024



Perceptions of the British economy: Trend

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

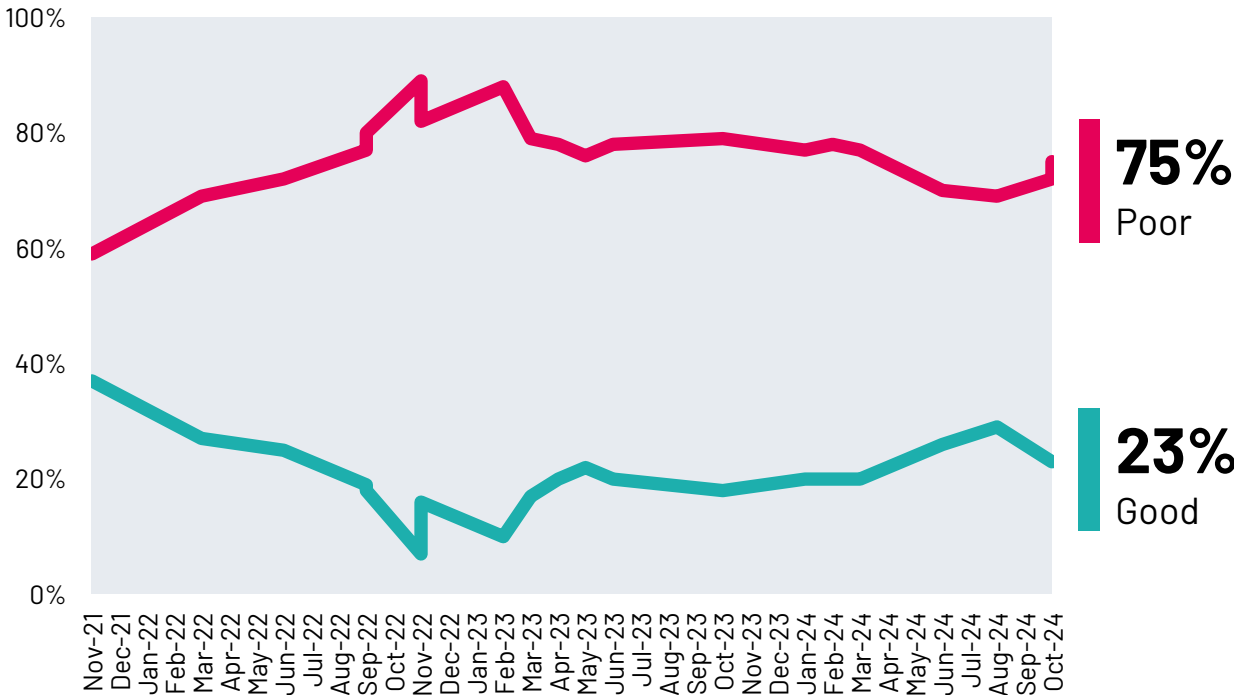
October 2024



Base: 1,024 Online British adults aged 18-75, 30-31 October 2024.

*Previous wave trend data was among online British adults aged 18+

November 2021 – October 2024



A quarter of Brits think Rachel Reeves has been doing a good job as Chancellor

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?

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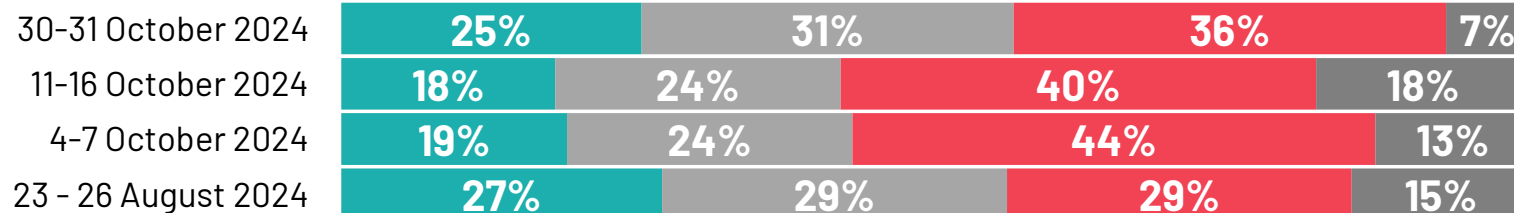
Good job

Neither

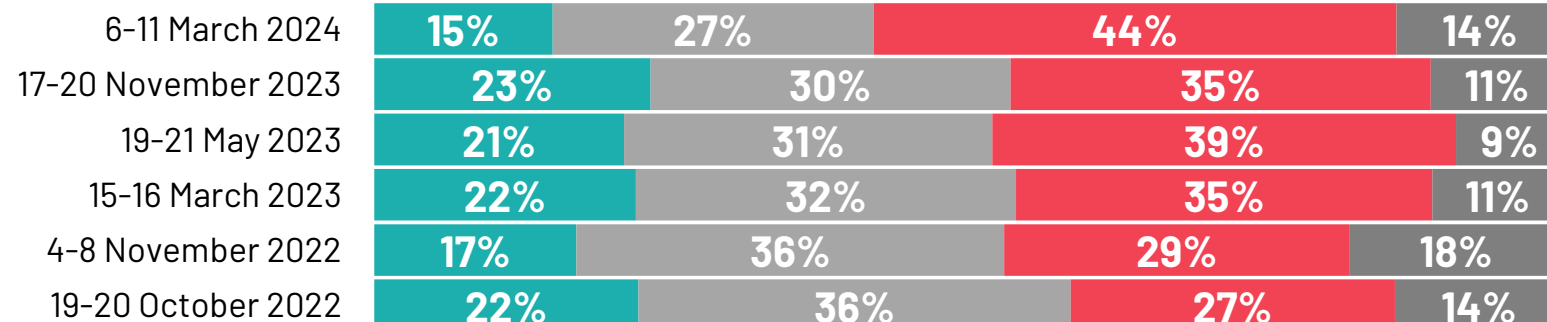
Bad job

Don't know

Rachel Reeves



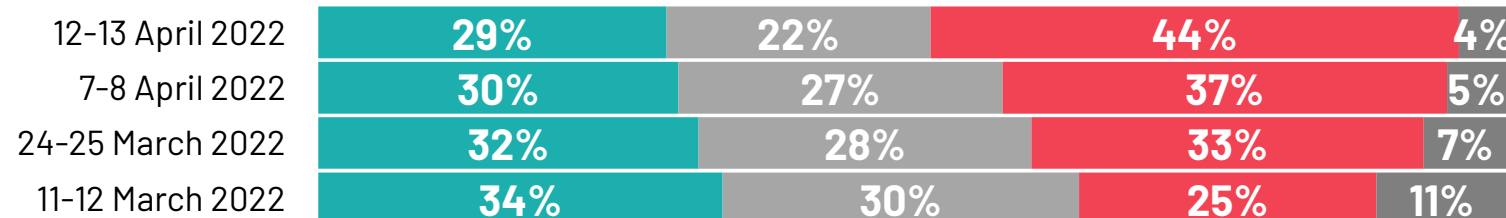
Jeremy Hunt



Kwasi Kwarteng

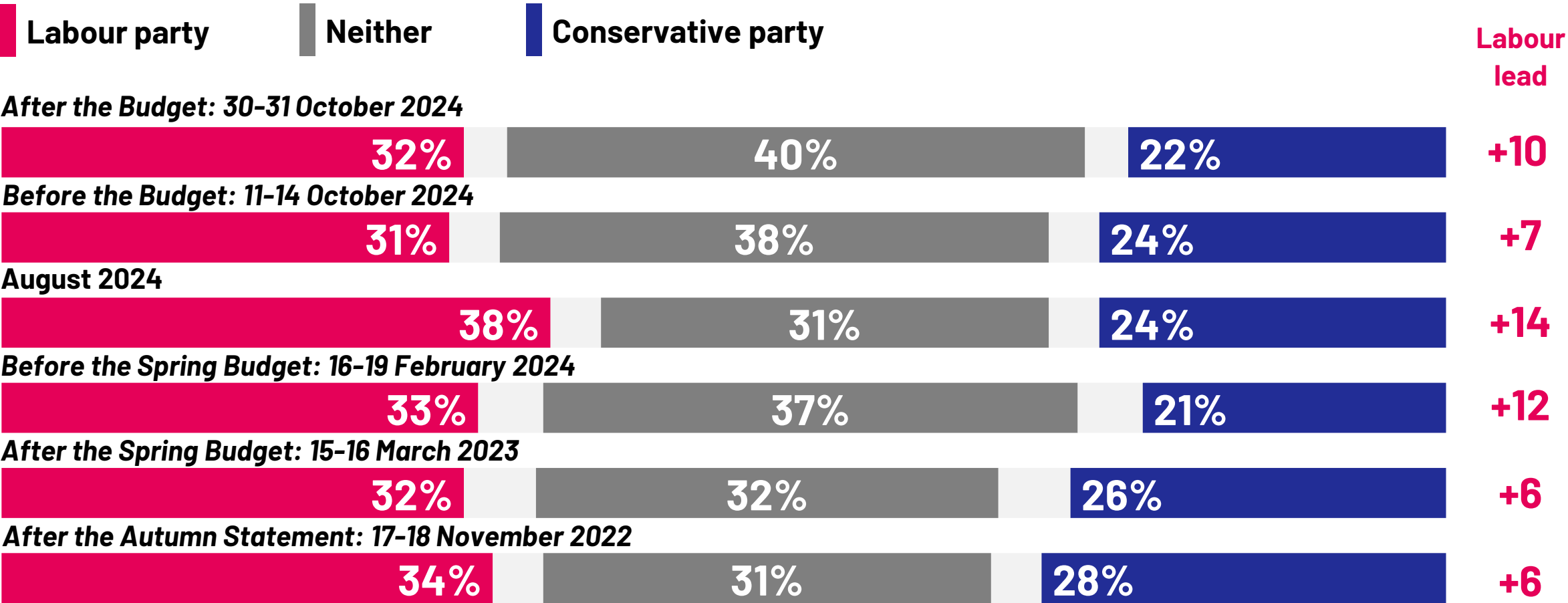


Rishi Sunak



Labour continue to lead the Conservatives as most trusted on the economy

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

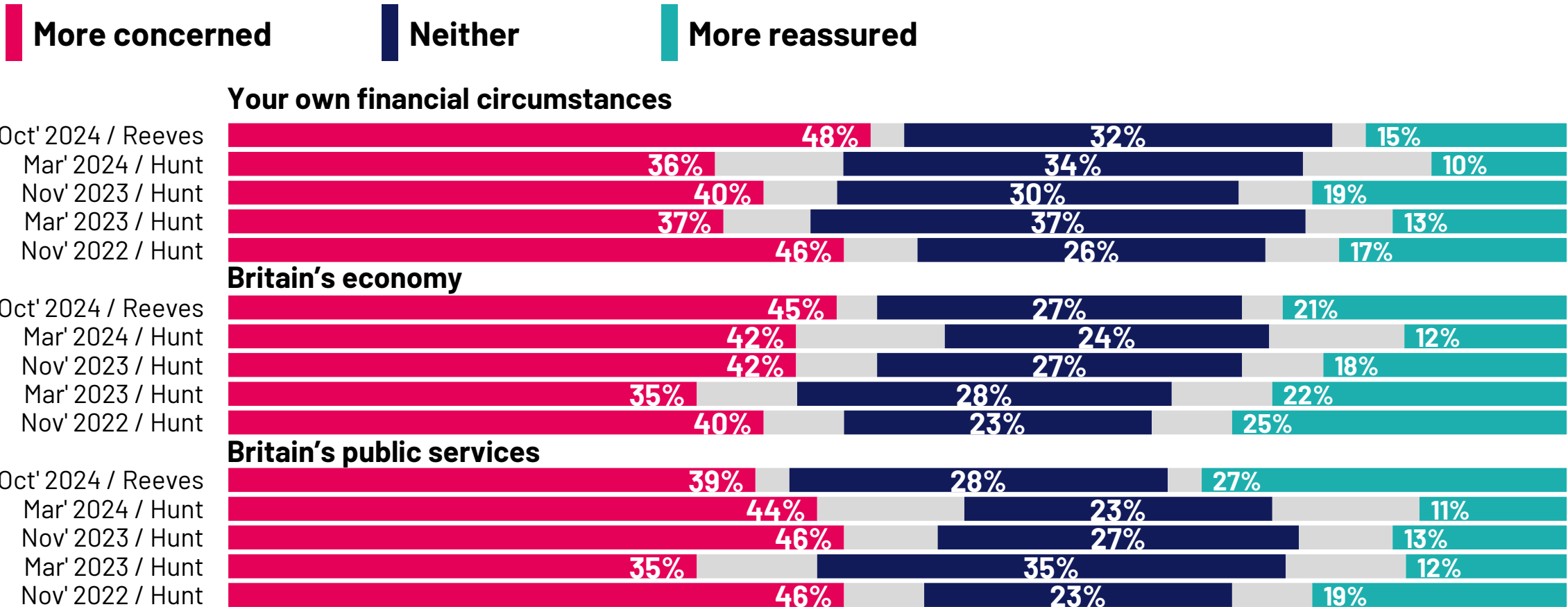


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Almost half of Britons say the Budget made them feel more concerned about their own financial circumstances

As you may know Labour’s first Budget was announced by Chancellor Rachel Reeves this Wednesday. From what you may have seen, read or heard about the Budget, would you say it makes you feel more reassured or concerned, if either, about the following?



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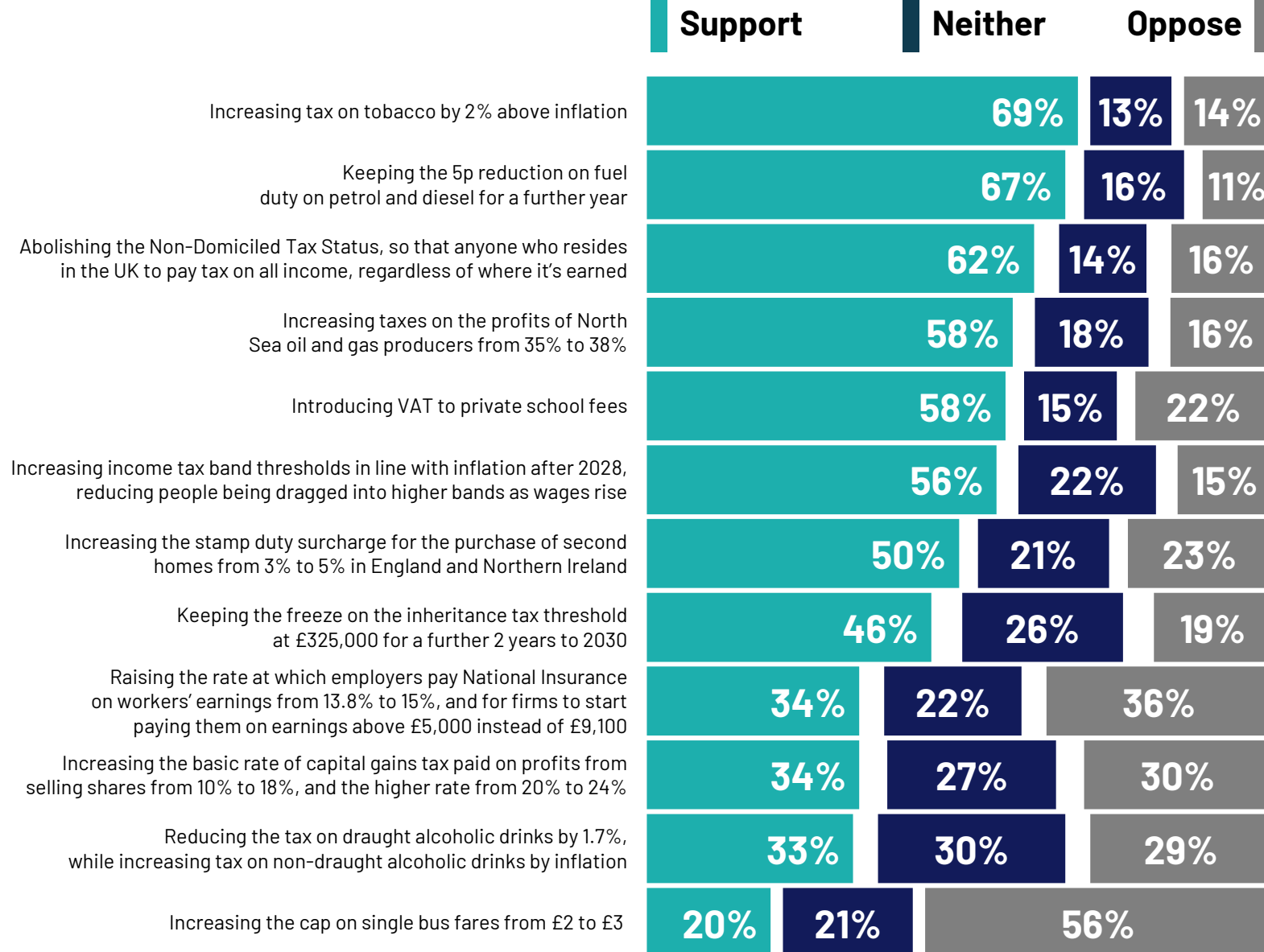


There is support for some tax changes such as increasing tobacco tax, keeping the fuel duty freeze. More than half oppose increasing the cap on single bus fares

Below is a list of tax proposals included in the Budget announcement by Chancellor Rachel Reeves.

To what extent, if at all, do you support or oppose each?

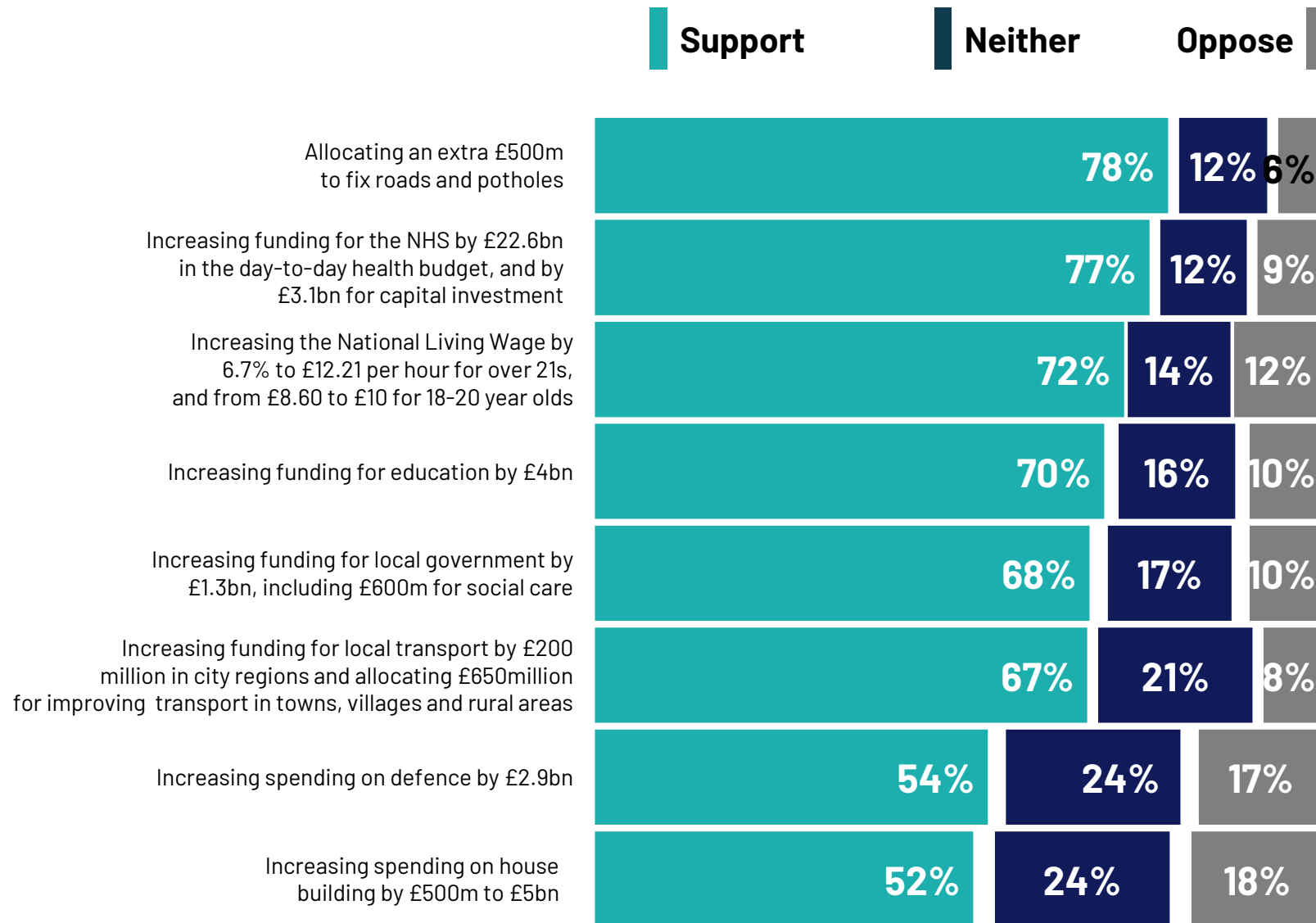
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The public are highly supportive of Budget proposals to spend more on public services

Below is a list of spending proposals included in the Budget announcement by Chancellor Rachel Reeves.

To what extent, if at all, do you support or oppose each?



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The public are not convinced that Labour or the Conservatives have a good long-term economic plan, though Labour increases its lead

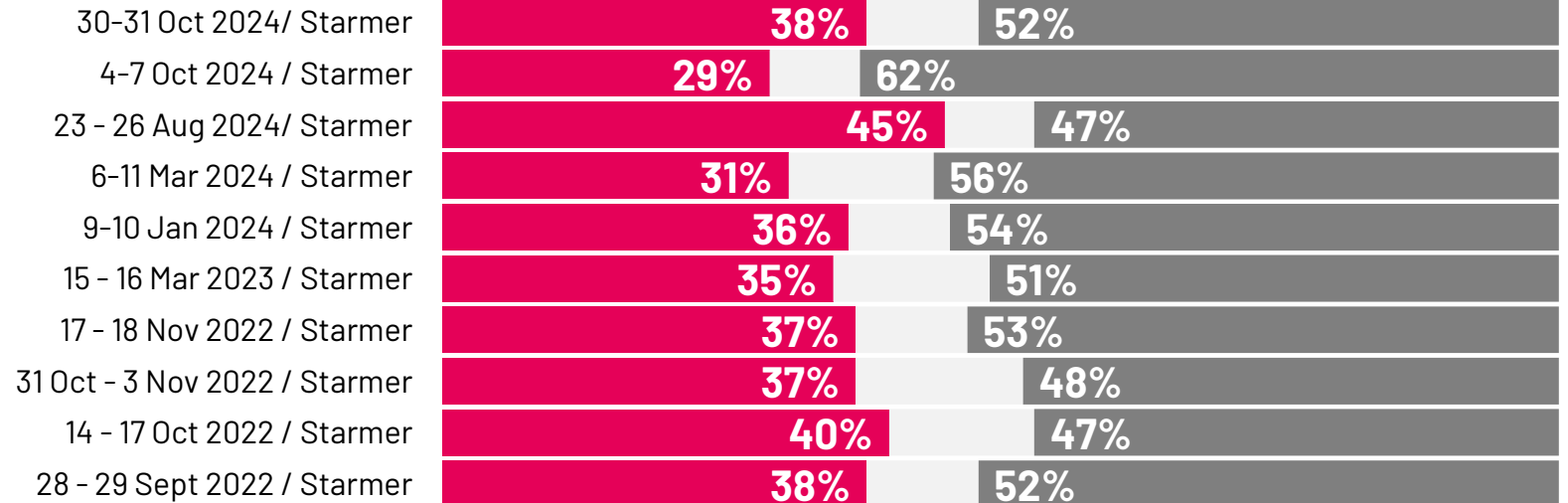
How confident, if at all are, you that ... have a good long-term economic plan for Britain?

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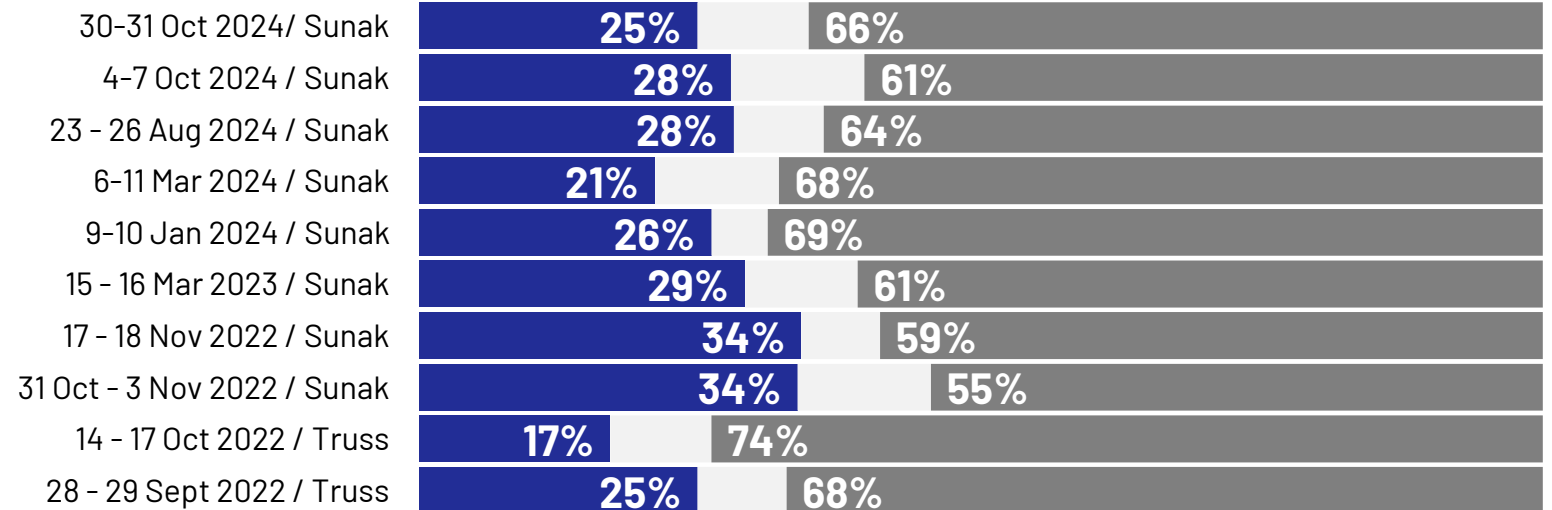
Confident

Not confident

The Labour party



The Conservative party





October 2024 Post budget reaction polling

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