

Table 1

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

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY		
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372	
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340	
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%	
(4) Very good	50	31	20	38	12	-	8	9	9	11	2	11	24	27	18	32	43	7	13	16	11	10	16	33	3	27	3	5	7	22	13	50	-	5	35	
	5%	6%	4%	11%	3%	-	3%	3%	4%	7%	4%	11%	4%	6%	5%	5%	6%	2%	6%	5%	4%	4%	11%	4%	2%	8%	4%	4%	6%	5%	3%	21%	-	2%	10%	
				de	e							fgh					q					w			x							F		G		
(3) Fairly good	194	111	80	100	56	38	40	41	48	36	10	18	118	76	89	105	154	40	26	54	43	62	45	148	39	75	15	15	14	72	55	194	-	54	96	
	18%	21%	15%	30%	14%	10%	15%	15%	19%	23%	19%	20%	19%	16%	23%	15%	21%	11%	13%	18%	16%	27%	30%	16%	21%	21%	20%	11%	11%	17%	14%	79%	-	22%	28%	
		b		de						g					o		q					rst	w		AB	AB							F			
(2) Fairly poor	519	245	270	111	203	205	130	141	129	73	19	27	303	215	188	331	333	186	89	138	142	110	57	459	88	172	47	52	49	218	180	-	519	113	157	
	47%	46%	49%	34%	51%	56%	50%	50%	52%	47%	35%	29%	49%	46%	49%	47%	45%	53%	43%	46%	52%	47%	38%	49%	49%	48%		39%	41%	53%	46%	-	64%	46%	46%	
					c	c		k	jk	k					p								v			xyAB						E				
(1) Very poor	296	138	154	70	111	115	74	84	52	31	21	35	156	140	79	217	195	101	69	84	72	48	26	268	46	74	8	61	45	86	138	-	296	65	45	
	27%	26%	28%	21%	28%	31%	28%	30%	21%	20%	38%	38%	25%	30%	21%	31%	26%	29%	33%	28%	26%	20%	18%	29%	26%	21%	11%	46%	38%	21%	35%	-	36%	27%	13%	
					c	c		hi		hi	hi				n								z			z		xyz	xyz			C		E	H	
Don't know	33	9	22	11	14	7	7	7	10	4	2	2	18	15	11	22	16	17	10	11	5	4	5	26	5	7	2	-	4	12	8	-	-	-	7	7
	3%	2%	4%	3%	4%	2%	3%	3%	4%	2%	3%	2%	3%	3%	3%	3%	2%	5%	5%	4%	2%	2%	3%	3%	3%	2%	3%	-	3%	3%	2%	-	-	-	3%	2%
		a													p				u										A							
Good (NET)	244	141	100	138	69	38	48	51	57	47	12	29	142	102	107	137	197	47	39	69	54	72	61	181	42	102	17	20	21	94	68	244	-	59	130	
	22%	26%	18%	42%	17%	10%	19%	18%	23%	30%	23%	31%	23%	22%	28%	19%	27%	13%	19%	23%	20%	31%	41%	19%	23%	29%	23%	15%	17%	23%	17%	100%	-	24%	38%	
		b		de	e					fg		fg			o		q					rt	w		AB	AB							F		G	
Poor (NET)	815	384	424	181	313	320	204	225	181	104	39	62	459	356	267	548	527	287	158	222	214	158	83	727	134	246	55	113	94	304	318	-	815	179	202	
	75%	72%	78%	55%	79%	88%	79%	80%	73%	67%	74%	67%	74%	75%	69%	78%	71%	82%	76%	73%	78%	67%	56%	78%	74%	69%	74%	85%	79%	74%	81%	-	100%	73%	60%	
			a		c	cd	ik	ik							n		p		u		u				v			xy	y	C		E	H			
Mean	2	2.06	1.93	2.33	1.92	1.79	1.93	1.91	2.06	2.18	1.88	2.05	2.02	1.98	2.12	1.93	2.06	1.86	1.91	2	1.98	2.15	2.35	1.94	1.99	2.16	2.17	1.73	1.85	2.07	1.85	3.21	1.64	2	2.36	
		b		de	e				g	fgh					o		q					rt	w		A	xAB	AB			D		F		G		

Proportions/Mean: 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/z/A/B - C/D - E/F - G/H  
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.



23-085423-47 - COST OF LIVING AND POLITICS  
22ND - 25TH NOVEMBER 2024  
PUBLIC  
IPSOS

26 Nov 2024

Table 2

Q2 - To what extent, if at all, would you say you are concerned about the cost of living over the next six months for each of the following? -SUMMARY TABLE

Base: All Adults aged 18-75 in Great Britain

	You personally	People in the area you live	The country as a whole
UNWEIGHTED BASE	1092	1092	1092
WEIGHTED BASE	1092	1092	1092
(4) Very concerned	319 29%	252 23%	381 35%
(3) Fairly concerned	488 45%	525 48%	565 52%
(2) Not very concerned	217 20%	247 23%	105 10%
(1) Not at all concerned	59 5%	35 3%	25 2%
Don't know	9 1%	33 3%	16 1%
Concerned (NET)	807 74%	777 71%	946 87%
Not Concerned (NET)	276 25%	282 26%	130 12%
Mean	2.99	2.94	3.21

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23-085423-47 - COST OF LIVING AND POLITICS  
22ND - 25TH NOVEMBER 2024  
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26 Nov 2024

Table 3  
Q2 - To what extent, if at all, would you say you are concerned about the cost of living over the next six months for each of the following? -You personally

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY		
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372	
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340	
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%	
(4) Very concerned	319	155	162	110	125	84	73	80	64	46	22	35	150	169	96	223	203	117	86	92	73	43	55	263	36	102	17	45	44	111	118	59	256	57	83	
	29%	29%	30%	33%	32%	23%	28%	28%	26%	30%	40%	37%	24%	36%	25%	32%	27%	33%	41%	30%	27%	18%	36%	28%	20%	29%	22%	34%	37%	27%	30%	24%	31%	23%	25%	
				e	e						h			l		n		stu	u	u		w		x				x	xz			E				
(3) Fairly concerned	488	230	254	151	186	152	121	132	111	70	21	32	280	208	175	313	345	143	93	133	128	103	76	408	73	169	33	51	50	176	173	103	372	105	167	
	45%	43%	47%	46%	47%	42%	47%	47%	45%	45%	40%	34%	45%	44%	45%	44%	47%	41%	45%	44%	47%	44%	50%	44%	41%	48%	45%	38%	42%	43%	44%	42%	46%	43%	49%	
(2) Not very concerned	217	103	109	46	71	99	48	58	55	27	9	19	144	72	89	128	148	68	23	55	51	73	16	200	52	69	17	24	21	99	75	56	148	55	72	
	20%	19%	20%	14%	18%	27% cd	19%	20%	22%	18%	18%	21%	23%	15%	23%	18%	20%	19%	11%	18%	19%	31%	11%	21%	29%	19%	23%	18%	18%	24%	19%	23%	18%	22%	21%	
													m						r	r	rst		v	yB												
(1) Not at all concerned	59	44	15	19	13	28	16	11	16	10	-	7	40	19	26	33	39	20	2	22	20	12	3	55	19	13	5	9	4	22	25	24	34	23	16	
	5%	8%	3%	6%	3%	8%	6%	4%	6%	6%	-	8%	7%	4%	7%	5%	5%	6%	1%	7%	7%	5%	2%	6%	11%	4%	7%	7%	4%	5%	6%	10%	4%	9%	5%	
		b				d					-								r	r	r	4	v	yB							F		H			
Don't know	9	2	5	5	1	3	1	3	3	1	1	-	4	5	-	9	5	3	3	-	1	4	1	8	-	1	2	3	-	2	2	3	5	4	2	
	1%	+	1%	1%	+	1%	+	1%	1%	1%	2%	-	1%	1%	-	1%	1%	1%	1%	-	+	2%	1%	1%	-	+	2%	3%	-	+	+	1%	1%	1%	2%	1%
															n				s			s														
Concerned (NET)	807	385	416	260	311	236	194	212	176	116	43	67	430	377	271	536	548	259	179	225	201	146	130	672	109	271	50	96	94	287	291	162	628	163	250	
	74%	72%	76%	79%	78%	65%	75%	75%	71%	75%	80%	72%	70%	80%	70%	76%	74%	74%	86%	74%	74%	62%	87%	72%	60%	76%	67%	72%	79%	70%	74%	66%	77%	67%	74%	
		e		e	e								l		n				stu	u	u		w		x			x			E					
Not Concerned (NET)	276	147	124	65	84	127	64	68	71	37	9	26	185	91	115	161	188	88	25	77	71	85	19	255	72	82	23	33	25	121	100	80	182	78	87	
	25%	28%	23%	20%	21%	35% cd	25%	24%	28%	24%	18%	28%	30%	19%	30%	23%	25%	25%	12%	26%	26%	36%	13%	27%	40%	23%	31%	25%	21%	30%	25%	33%	22%	32%	26%	
							m								o				r	r	rst		v	yAB							F					
Mean	2.99	2.93	3.04	3.08	3.07	2.81	2.97	3	2.91	2.99	3.23	3.01	2.88	3.13	2.88	3.04	2.97	3.02	3.28	2.97	2.93	2.76	3.22	2.95	2.69	3.02	2.84	3.02	3.12	2.92	2.98	2.81	3.05	2.82	2.94	
		a		e	e						h		l		n				stu	u	u		w		x			x	xz			E				

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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base

Table 4

Q2 - To what extent, if at all, would you say you are concerned about the cost of living over the next six months for each of the following? - People in the area you live

Base: All Adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(4) Very concerned	252	121	129	89	93	69	68	59	42	39	13	29	122	130	81	171	170	82	60	67	55	50	45	206	26	92	15	38	37	86	105	53	196	43	80
	23%	23%	24%	27%	23%	19%	26%	21%	17%	26%	25%	31%	20%	27%	21%	24%	23%	23%	29%	22%	20%	21%	30%	22%	15%	26%	20%	28%	31%	21%	27%	22%	24%	17%	23%
(3) Fairly concerned	525	246	273	145	206	174	120	146	125	79	24	31	305	220	198	327	355	170	91	148	144	111	67	454	97	170	31	57	47	190	192	116	397	131	160
	48%	46%	50%	44%	52%	48%	46%	52%	50%	51%	46%	34%	49%	46%	51%	46%	48%	48%	44%	49%	53%	47%	44%	49%	54%	48%	41%	43%	40%	46%	49%	47%	49%	54%	47%
(2) Not very concerned	247	130	115	72	77	98	61	63	60	26	11	25	159	88	89	158	166	81	40	71	61	56	28	218	44	77	18	32	28	110	79	58	178	53	83
	23%	24%	21%	22%	19%	27%	24%	22%	24%	17%	21%	26%	26%	19%	23%	22%	22%	23%	19%	24%	22%	24%	19%	23%	24%	22%	24%	24%	24%	27%	20%	24%	22%	22%	25%
(1) Not at all concerned	35	26	10	19	12	5	8	6	11	4	1	7	15	20	8	27	27	9	10	8	5	11	8	26	8	6	3	4	5	10	9	16	16	10	9
	3%	5%	2%	6%	3%	1%	3%	2%	4%	3%	1%	7%	2%	4%	2%	4%	4%	2%	5%	3%	2%	5%	5%	3%	4%	2%	4%	3%	4%	2%	2%	6%	2%	4%	3%
Don't know	33	12	19	5	9	18	1	9	11	6	4	1	17	16	10	23	23	10	6	8	8	6	3	30	6	9	8	1	1	14	9	2	28	8	8
	3%	2%	3%	2%	2%	5%	1%	3%	4%	4%	8%	1%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	10%	1%	1%	3%	2%	1%	3%	3%	2%
Concerned (NET)	777	366	402	234	299	244	189	205	167	118	38	60	427	350	279	498	525	252	150	215	199	161	111	660	123	263	45	95	84	276	297	169	593	174	239
	71%	69%	74%	71%	75%	67%	73%	73%	67%	76%	70%	65%	69%	74%	72%	70%	71%	72%	73%	71%	73%	69%	74%	71%	68%	74%	61%	71%	71%	67%	75%	69%	73%	71%	71%
Not Concerned (NET)	282	155	125	91	88	103	69	69	71	30	12	31	174	108	97	186	193	89	51	79	66	68	36	244	52	83	21	37	33	120	88	74	194	63	92
	26%	29%	23%	28%	22%	28%	27%	24%	28%	20%	22%	34%	28%	23%	25%	26%	26%	25%	24%	26%	24%	29%	24%	26%	29%	23%	29%	28%	28%	29%	22%	30%	24%	26%	27%
Mean	2.94	2.88	2.99	2.94	2.98	2.89	2.97	2.94	2.84	3.04	3.02	2.9	2.89	3	2.94	2.94	2.93	2.95	2.99	2.93	2.94	2.88	3	2.93	2.81	3.01	2.86	2.98	2.99	2.89	3.02	2.85	2.98	2.88	2.94
		a								h				i												x				D	C		E		

Proportions/Mean: 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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



Table 5  
Q2 - To what extent, if at all, would you say you are concerned about the cost of living over the next six months for each of the following? -The country as a whole  
Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(4) Very concerned	381	176	204	119	136	126	98	94	74	56	25	35	193	189	125	257	249	132	78	101	88	80	51	328	60	120	23	64	49	136	158	50	327	85	97
	35%	33%	37%	36%	34%	34%	38%	33%	30%	36%	47%	38%	31%	40%	32%	36%	34%	38%	38%	33%	32%	34%	34%	35%	33%	34%	31%	48%	41%	33%	40%	21%	40%	35%	29%
(3) Fairly concerned	565	266	291	147	220	198	134	159	136	78	22	36	345	220	213	352	383	182	99	159	155	120	72	489	92	191	39	53	62	222	190	118	429	132	186
	52%	50%	53%	44%	56%	54%	52%	56%	55%	50%	41%	39%	56%	47%	55%	50%	52%	52%	48%	53%	57%	51%	48%	52%	51%	54%	53%	40%	52%	54%	48%	48%	53%	54%	55%
(2) Not very concerned	105	69	35	43	27	35	22	20	30	12	4	16	62	43	39	66	76	28	22	28	24	25	16	89	19	33	8	14	7	39	38	55	45	17	43
	10%	13%	6%	13%	7%	10%	9%	7%	12%	8%	8%	17%	10%	9%	10%	9%	10%	8%	11%	9%	9%	10%	11%	9%	11%	9%	10%	11%	6%	10%	10%	23%	6%	7%	13%
(1) Not at all concerned	25	17	8	14	8	3	4	5	6	5	-	5	10	15	6	19	20	5	5	9	4	7	9	15	6	5	2	2	1	9	5	15	8	8	7
	2%	3%	1%	4%	2%	1%	2%	2%	2%	3%	-	5%	2%	3%	1%	3%	3%	1%	2%	3%	1%	3%	6%	2%	3%	2%	3%	2%	1%	2%	1%	6%	1%	6%	2%
Don't know	16	6	9	7	5	3	1	5	3	4	2	1	9	7	4	12	13	3	3	6	1	2	2	14	3	5	2	-	-	4	4	5	6	3	5
	1%	1%	2%	2%	1%	1%	*	2%	1%	2%	-	1%	2%	1%	1%	2%	2%	1%	2%	2%	*	1%	2%	1%	2%	1%	3%	-	-	1%	1%	2%	1%	1%	2%
Concerned (NET)	946	441	495	266	356	324	232	252	210	134	47	71	537	409	337	609	632	315	177	260	244	201	123	817	152	311	62	116	111	358	348	169	756	217	284
	87%	83%	91%	81%	90%	89%	89%	89%	84%	87%	87%	77%	87%	86%	87%	86%	85%	90%	86%	86%	89%	85%	82%	87%	84%	88%	84%	88%	93%	87%	88%	69%	93%	89%	84%
Not Concerned (NET)	130	86	42	57	35	38	26	26	36	17	4	20	72	57	44	86	96	34	27	36	28	32	25	104	25	39	10	16	8	48	42	70	53	25	50
	12%	16%	8%	17%	9%	10%	10%	9%	15%	11%	8%	22%	12%	12%	11%	12%	13%	10%	13%	12%	10%	14%	16%	11%	14%	11%	13%	12%	7%	12%	11%	29%	7%	10%	15%
Mean	3.21	3.14	3.29	3.15	3.24	3.23	3.26	3.23	3.13	3.23	3.4	3.11	3.18	3.25	3.2	3.22	3.18	3.27	3.23	3.19	3.21	3.18	3.12	3.23	3.16	3.22	3.15	3.34	3.33	3.19	3.28	2.85	3.33	3.22	3.12
		b	a	c	d	e	f	g	h	i	jk	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	A	B	C	D	E	F	G	H	

Proportions/Mean: 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/z/A/B - C/D - E/F - G/H  
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.



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22ND - 25TH NOVEMBER 2024  
PUBLIC  
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26 Nov 2024

Table 6

Q3 - Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now.- SUMMARY TABLE

Base: All Adults aged 18-75 in Great Britain

	The cost of your food shopping	The cost of your other household shopping	The cost of your utilities e.g. gas electric etc.	The overall cost of your subscriptions e.g. media leisure etc.	Your motoring fuel costs e.g. diesel petrol etc.	Your mortgage/rent	The overall cost of going out socialising e.g. cinema café's restaurants pubs clubs etc.
UNWEIGHTED BASE	1092	1092	1092	1092	1092	1092	1092
WEIGHTED BASE	1092	1092	1092	1092	1092	1092	1092
(2) Increase a lot	330 30%	286 26%	392 36%	151 14%	205 19%	109 10%	275 25%
(1) Increase a little	532 49%	568 52%	519 48%	417 38%	440 40%	248 23%	432 40%
(0) Stay the same	146 13%	168 15%	120 11%	305 28%	227 21%	318 29%	198 18%
(-1) Decrease a little	37 3%	29 3%	29 3%	54 5%	35 3%	39 4%	45 4%
(-2) Decrease a lot	23 2%	7 1%	12 1%	19 2%	14 1%	12 1%	33 3%
Not applicable	5 *	4 *	9 1%	116 11%	141 13%	343 31%	76 7%
Don't know	20 2%	30 3%	12 1%	30 3%	30 3%	23 2%	33 3%
Increase (NET)	862 79%	854 78%	911 83%	568 52%	645 59%	357 33%	707 65%
Decrease (NET)	60 5%	36 3%	41 4%	73 7%	49 4%	51 5%	78 7%
Mean	1.04	1.04	1.17	0.66	0.85	0.55	0.89

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 7  
Q3 - Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now.- The cost of your food shopping

Base: All Adults aged 18-75 in Great Britain

		GENDER			AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372	
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340	
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%	
(2) Increase a lot	330	158	169	85	131	114	84	79	69	45	17	36	158	173	92	239	210	120	71	95	82	56	42	285	52	89	14	57	38	103	137	31	293	75	71	
	30%	30%	31%	26%	33%	31%	33%	28%	28%	29%	32%	38%	25%	37%	24%	34%	28%	34%	34%	31%	30%	24%	28%	31%	29%	25%	19%	43%	32%	25%	35%	13%	36%	31%	21%	
					c									I		n			u								xyz		C							
(1) Increase a little	532	263	265	132	185	215	123	147	130	74	21	37	332	200	213	319	353	179	100	145	140	119	55	474	95	182	42	60	55	218	196	116	401	121	176	
	49%	49%	49%	40%	47%	59%	48%	52%	52%	48%	39%	40%	54%	42%	55%	45%	48%	51%	48%	48%	51%	51%	36%	51%	53%	51%	57%	45%	46%	53%	50%	48%	49%	49%	52%	
					cd								m		o								v													
(0) Stay the same	146	67	76	62	56	27	28	43	30	24	6	15	87	59	56	89	115	31	21	41	31	43	33	113	24	52	10	11	16	58	43	60	82	32	56	
	13%	12%	14%	19%	14%	7%	11%	15%	12%	15%	12%	16%	14%	12%	15%	13%	16%	9%	10%	14%	11%	18%	22%	12%	13%	15%	14%	9%	13%	14%	11%	25%	10%	13%	16%	
					e									q									w													
(-1) Decrease a little	37	22	14	18	13	6	11	8	8	4	3	2	20	17	13	24	27	9	3	10	12	8	9	27	4	15	5	2	3	15	9	12	20	6	18	
	3%	4%	3%	6%	3%	2%	4%	3%	3%	3%	6%	2%	3%	4%	3%	3%	4%	3%	2%	3%	4%	3%	6%	3%	2%	4%	7%	1%	3%	4%	2%	5%	2%	5%	5%	
					e																							A								
(-2) Decrease a lot	23	15	8	20	2	1	2	5	7	5	2	1	7	16	6	16	16	7	5	8	4	3	8	15	3	10	-	2	2	8	5	16	7	6	12	
	2%	3%	1%	6%	1%	*	1%	2%	3%	3%	5%	2%	1%	3%	2%	2%	2%	2%	2%	3%	1%	1%	5%	2%	2%	3%	-	2%	2%	2%	5%	7%	1%	3%	3%	
					de									I									w													
Not applicable	5	2	3	5	-	-	3	-	-	1	-	*	1	3	*	4	4	*	1	1	-	1	1	1	3	1	3	-	-	-	1	1	5	-	1	3
	*	*	*	1%	-	-	1%	-	-	1%	-	*	*	1%	*	1%	1%	*	1%	*	-	-	1%	1%	3	1%	1%	-	-	-	*	*	2%	-	1%	1%
					de																															
Don't know	20	7	11	8	10	2	8	1	4	1	4	1	15	5	5	15	16	4	6	2	4	4	2	17	1	5	2	-	5	7	2	4	12	3	5	
	2%	1%	2%	2%	2%	1%	3%	1%	2%	1%	7%	2%	2%	1%	1%	2%	2%	1%	3%	1%	2%	2%	2%	2%	1%	1%	1%	2%	-	4%	2%	2%	2%	2%	1%	1%
																													A							
Increase (NET)	862	421	435	217	316	330	208	226	199	120	38	72	489	373	305	558	563	300	171	240	222	175	97	759	147	271	57	117	93	320	333	147	694	196	247	
	79%	79%	80%	66%	80%	90%	80%	80%	80%	77%	71%	78%	79%	79%	79%	79%	76%	85%	82%	79%	81%	74%	65%	81%	81%	76%	76%	88%	78%	78%	78%	85%	85%	80%	73%	
					c	cd												p					v					y2B		C		E				
Decrease (NET)	60	37	21	39	15	6	13	13	15	9	6	3	26	33	19	40	43	16	9	18	16	11	16	42	7	25	5	4	5	23	14	29	27	12	30	
	5%	7%	4%	12%	4%	2%	5%	5%	6%	6%	11%	4%	4%	7%	5%	6%	6%	5%	4%	6%	6%	5%	11%	5%	4%	7%	7%	3%	4%	6%	4%	12%	3%	5%	9%	
		b		de																			w								F					
Mean	1.04	1	1.08	0.77	1.11	1.2	1.11	1.02	1	0.99	0.94	1.14	1.02	1.07	0.98	1.08	0.99	1.14	1.14	1.03	1.06	0.95	0.79	1.08	1.06	0.94	0.9	1.27	1.09	0.98	1.15	0.57	1.19	1.05	0.83	
					c	c											p		u					v			xyz		C		E		H			

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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base







Table 9  
Q3 - Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now.- The cost of your utilities e.g. gas electric etc.

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY		
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372	
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340	
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%	
(2) Increase a lot	392	183	204	89	150	153	91	106	83	45	26	40	205	187	125	267	248	144	77	112	105	63	45	343	65	108	20	64	45	130	163	49	338	88	90	
	36%	34%	37%	27%	38%	42%	35%	38%	33%	29%	49%	44%	33%	40%	32%	38%	33%	41%	37%	37%	38%	27%	30%	37%	36%	30%	27%	49%	38%	32%	41%	20%	42%	36%	26%	
					c	c					hi	i					p		u	u	u						xyz				C		H			
(1) Increase a little	519	265	250	148	183	188	127	134	126	81	16	34	315	204	199	320	357	162	88	146	138	120	63	454	88	179	39	60	49	212	179	111	389	119	173	
	48%	50%	46%	45%	46%	51%	49%	48%	51%	52%	31%	37%	51%	43%	51%	45%	48%	46%	43%	48%	50%	51%	42%	49%	49%	51%	53%	45%	41%	52%	45%	45%	48%	49%	51%	
							j	j	jk	jk			m		o																					
(0) Stay the same	120	55	62	58	41	21	27	32	24	15	7	14	65	54	43	76	90	29	28	31	18	37	26	93	23	41	9	7	14	42	40	57	59	27	51	
	11%	10%	11%	18%	10%	6%	10%	11%	10%	10%	13%	15%	11%	11%	11%	11%	12%	8%	13%	10%	6%	16%	17%	10%	13%	12%	13%	5%	12%	10%	10%	23%	7%	11%	15%	
				de	e														t				w									F				
(-1) Decrease a little	29	16	12	16	12	1	9	5	6	5	2	2	14	14	10	19	23	6	8	8	9	4	5	23	2	14	3	1	2	10	7	14	12	6	11	
	3%	3%	2%	5%	3%	*	3%	2%	2%	3%	4%	2%	2%	3%	2%	3%	3%	2%	4%	3%	3%	2%	3%	3%	1%	4%	4%	1%	1%	2%	2%	7%	6%	1%	3%	
				e	e																												F			
(-2) Decrease a lot	12	10	2	7	4	1	1	4	4	3	-	1	7	5	2	10	7	5	2	2	2	4	4	5	6	1	4	-	-	2	6	-	5	7	1	2
	1%	2%	*	2%	1%	*	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	4%	1%	1%	1%	-	-	2%	2%	2%	-	1%	2%	7%	
		b		e																			w							D						
Not applicable	9	2	7	6	1	1	2	1	1	4	-	-	4	5	2	6	6	2	2	2	1	2	4	4	-	2	1	-	-	5	3	2	4	5	-	3
	1%	*	1%	2%	*	*	1%	*	*	3%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	3%	*	-	1%	2%	-	4%	1%	1%	2%	1%	-	1%	
				d						g													w						xyA							
Don't know	12	2	9	5	6	1	2	-	6	1	2	1	8	4	5	8	9	3	2	2	1	5	1	11	1	6	2	-	-	2	7	1	4	6	3	4
	1%	*	2%	2%	2%	*	1%	-	2%	1%	4%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	2%	-	2%	2%	*	2%	1%	1%	
									g	g		g																								
Increase (NET)	911	448	455	238	332	341	218	241	209	126	42	75	520	391	324	587	605	306	165	257	242	183	108	797	153	287	59	125	94	342	342	160	727	207	262	
	83%	84%	83%	72%	84%	93%	84%	85%	84%	82%	79%	80%	84%	83%	84%	83%	82%	87%	80%	85%	89%	78%	72%	85%	85%	81%	80%	94%	79%	83%	87%	66%	89%	85%	77%	
				c	c	cd											p		u	u	ru		v				xyzB			E		H				
Decrease (NET)	41	27	14	23	16	2	10	9	9	8	2	3	21	19	12	29	30	11	10	10	11	8	11	29	3	19	3	1	4	16	7	20	19	7	19	
	4%	5%	3%	7%	4%	1%	4%	3%	4%	5%	4%	3%	3%	4%	3%	4%	4%	3%	5%	3%	4%	3%	7%	3%	2%	5%	4%	1%	4%	4%	2%	8%	2%	3%	6%	
				e	e																		w		A					F						
Mean	1.17	1.12	1.21	0.93	1.19	1.35	1.17	1.19	1.15	1.08	1.29	1.22	1.15	1.19	1.15	1.18	1.13	1.25	1.13	1.2	1.23	1.03	0.95	1.2	1.19	1.07	1.07	1.42	1.17	1.12	1.28	0.78	1.29	1.19	0.98	
				c	c	cd											p		u	u	u		v				xyz	B	C		E	H				

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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



Table 10  
Q3 - Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now.- The overall cost of your subscriptions e.g. media leisure etc.

Base: All Adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(2) Increase a lot	151	85	64	57	51	43	45	34	25	18	8	21	68	83	49	102	99	52	37	31	37	31	25	125	23	40	3	26	15	51	52	37	113	30	42
	14%	16%	12%	17%	13%	12%	17%	12%	10%	12%	15%	22%	11%	18%	13%	14%	13%	15%	18%	10%	13%	13%	17%	13%	13%	11%	4%	20%	12%	12%	13%	15%	14%	12%	12%
(1) Increase a little	417	215	199	129	149	139	86	111	107	65	15	33	253	164	165	252	292	125	60	114	118	104	61	353	65	132	39	56	40	158	149	86	322	99	132
	38%	40%	36%	39%	38%	38%	33%	39%	43%	42%	29%	35%	41%	35%	43%	36%	39%	36%	29%	38%	43%	44%	41%	38%	36%	37%	52%	42%	34%	39%	38%	35%	39%	40%	39%
(0) Stay the same	305	139	167	100	116	90	73	82	71	40	14	26	176	130	110	196	210	95	54	88	80	65	39	264	53	120	19	20	33	128	103	77	217	65	108
	28%	26%	31%	30%	29%	25%	28%	29%	28%	26%	26%	28%	28%	27%	28%	28%	28%	27%	26%	29%	29%	27%	26%	28%	29%	34%	26%	15%	28%	31%	26%	31%	27%	27%	32%
(-1) Decrease a little	54	23	28	25	21	8	14	13	13	5	4	4	30	23	21	33	41	13	12	14	14	12	9	45	6	22	2	6	11	17	20	20	31	10	24
	5%	4%	5%	7%	5%	2%	6%	4%	5%	3%	8%	4%	5%	5%	5%	5%	5%	4%	6%	5%	5%	5%	6%	5%	3%	6%	3%	4%	9%	4%	5%	8%	4%	4%	7%
(-2) Decrease a lot	19	10	9	8	7	5	3	9	1	4	1	2	10	9	5	14	12	7	4	6	5	3	5	13	3	4	1	4	3	5	7	2	17	3	6
	2%	2%	2%	2%	2%	1%	1%	3%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	3%	1%	2%	1%	2%	2%	3%	1%	2%	1%	2%	1%	2%
Not applicable	116	53	61	6	35	75	30	30	23	19	7	7	58	58	27	89	67	49	32	43	14	15	8	107	28	29	6	21	10	38	56	19	91	33	20
	11%	10%	11%	2%	9%	21%	12%	10%	9%	12%	13%	7%	9%	12%	7%	13%	9%	14%	15%	14%	5%	6%	5%	11%	15%	8%	9%	16%	9%	9%	14%	8%	11%	13%	6%
Don't know	30	9	18	6	18	5	8	5	9	3	4	1	23	7	9	21	19	11	8	7	5	6	2	28	4	8	3	-	7	12	7	4	23	4	8
	3%	2%	3%	2%	5%	1%	3%	2%	3%	2%	8%	1%	4%	1%	2%	3%	3%	3%	4%	2%	2%	3%	1%	3%	2%	2%	4%	-	6%	3%	2%	1%	3%	2%	2%
Increase (NET)	568	300	262	186	201	182	131	145	132	83	23	53	322	247	214	354	391	177	97	144	155	135	87	478	88	172	42	82	55	209	202	123	435	129	174
	52%	56%	48%	56%	51%	50%	50%	51%	53%	54%	44%	58%	52%	52%	56%	50%	53%	50%	47%	48%	57%	57%	58%	51%	49%	48%	56%	62%	46%	51%	51%	50%	53%	53%	51%
Decrease (NET)	73	34	37	33	27	13	18	21	15	9	5	6	41	32	26	47	53	20	16	19	19	15	14	58	8	26	4	10	14	22	27	21	49	14	30
	7%	6%	7%	10%	7%	4%	7%	7%	6%	6%	9%	6%	7%	7%	7%	7%	7%	6%	8%	6%	7%	6%	9%	6%	5%	7%	5%	7%	12%	5%	7%	9%	6%	6%	9%
Mean	0.66	0.72	0.6	0.63	0.63	0.73	0.7	0.6	0.65	0.67	0.62	0.78	0.63	0.71	0.66	0.66	0.65	0.69	0.68	0.6	0.66	0.69	0.66	0.66	0.67	0.57	0.62	0.85	0.51	0.65	0.67	0.62	0.69	0.69	0.58
		b																									yB								

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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



Table 11  
Q3 - Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now.- Your motoring fuel costs e.g. diesel petrol etc.

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
(2) Increase a lot	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
	205	102	101	51	83	71	57	53	37	25	14	19	118	87	62	143	139	66	29	55	52	47	26	178	32	58	11	36	23	64	90	23	180	48	42
	19%	19%	19%	15%	21%	20%	22%	19%	15%	16%	26%	21%	19%	18%	16%	20%	19%	19%	14%	18%	19%	20%	17%	19%	18%	16%	15%	27%	20%	16%	23%	10%	22%	20%	12%
(1) Increase a little	440	217	216	117	145	177	101	125	113	54	16	30	257	182	172	267	300	140	67	110	136	103	55	382	80	151	32	57	41	174	170	85	344	97	151
	40%	41%	40%	36%	37%	48%	39%	44%	45%	35%	31%	32%	42%	38%	45%	38%	40%	40%	32%	37%	50%	44%	37%	41%	44%	43%	43%	43%	35%	43%	43%	35%	42%	40%	45%
(0) Stay the same	227	111	117	93	81	54	49	66	45	30	9	27	129	98	84	143	176	51	38	73	52	55	35	191	41	78	17	20	22	86	79	82	139	57	77
	21%	21%	21%	28%	20%	15%	19%	23%	18%	20%	17%	29%	21%	21%	22%	20%	24%	15%	18%	24%	19%	23%	24%	20%	23%	22%	22%	15%	19%	21%	20%	34%	17%	23%	23%
(-1) Decrease a little	35	18	16	14	16	5	6	11	8	8	1	1	22	13	16	19	27	8	4	11	5	12	10	24	3	17	1	2	7	18	8	12	22	3	18
	3%	3%	3%	4%	4%	1%	2%	4%	3%	5%	1%	1%	4%	3%	4%	3%	4%	2%	2%	4%	2%	5%	7%	3%	2%	5%	2%	1%	6%	4%	4%	5%	3%	1%	5%
(-2) Decrease a lot	14	9	5	10	1	2	4	5	1	2	2	-	6	9	4	10	10	4	-	5	4	3	6	8	5	3	-	2	2	7	4	8	5	5	7
	1%	2%	1%	3%	*	1%	2%	2%	1%	1%	4%	-	1%	2%	1%	1%	1%	1%	-	2%	2%	1%	4%	1%	3%	1%	-	2%	2%	2%	1%	3%	1%	2%	2%
Not applicable	141	60	78	38	56	47	37	17	33	34	9	11	66	75	41	100	69	72	61	43	14	9	14	127	14	41	9	14	19	51	36	25	105	27	39
	13%	11%	14%	12%	14%	13%	14%	6%	13%	22%	16%	12%	11%	16%	11%	14%	9%	20%	29%	14%	5%	4%	9%	14%	7%	11%	13%	11%	16%	12%	9%	10%	13%	11%	11%
Don't know	30	15	14	7	14	9	5	5	11	3	2	4	21	10	6	24	19	11	8	5	9	6	3	25	7	6	4	2	4	11	8	8	19	7	6
	3%	3%	3%	2%	3%	3%	2%	2%	4%	2%	5%	4%	3%	2%	2%	3%	3%	3%	4%	2%	3%	3%	2%	3%	4%	2%	5%	1%	3%	3%	3%	2%	3%	2%	3%
Increase (NET)	645	320	317	168	228	248	159	178	150	79	31	50	376	269	234	410	439	206	97	166	188	151	81	560	112	209	43	93	65	238	260	108	525	145	193
	59%	60%	58%	51%	58%	68%	61%	63%	60%	51%	57%	53%	61%	57%	61%	58%	59%	59%	47%	55%	69%	64%	54%	60%	62%	59%	58%	70%	54%	58%	66%	44%	64%	59%	57%
Decrease (NET)	49	28	21	24	17	7	10	16	10	9	3	1	28	21	20	29	37	12	4	16	9	15	16	32	8	21	1	4	10	25	12	20	28	8	25
	4%	5%	4%	7%	4%	2%	4%	6%	4%	6%	5%	1%	4%	4%	5%	4%	5%	3%	2%	5%	3%	6%	11%	3%	5%	6%	2%	3%	8%	6%	3%	8%	3%	3%	7%
Mean	0.85	0.84	0.86	0.65	0.9	1	0.93	0.8	0.86	0.78	0.95	0.87	0.87	0.84	0.8	0.89	0.81	0.96	0.88	0.79	0.91	0.82	0.64	0.89	0.81	0.79	0.86	1.06	0.79	0.77	0.95	0.49	0.97	0.85	0.69
				c	c	c											p						v				xyB		C		E		H		

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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



Table 12  
Q3 - Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now.- Your mortgage/rent

Base: All Adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(2) Increase a lot	109	45	62	32	53	24	22	20	24	21	9	13	56	53	33	76	79	31	27	25	29	22	21	87	13	37	4	16	10	36	36	16	91	22	29
	10%	9%	11%	10%	13%	6%	9%	7%	10%	14%	17%	14%	9%	11%	9%	11%	11%	9%	13%	8%	11%	9%	14%	9%	7%	10%	5%	12%	9%	9%	9%	6%	11%	9%	8%
(1) Increase a little	248	128	119	102	100	46	59	57	60	39	10	22	132	116	84	164	187	60	40	81	70	44	44	201	31	85	14	27	24	90	80	60	182	59	78
	23%	24%	22%	31%	25%	13%	23%	20%	24%	25%	19%	24%	21%	24%	22%	23%	25%	17%	19%	27%	26%	19%	30%	22%	17%	24%	19%	20%	20%	22%	20%	24%	22%	24%	23%
(0) Stay the same	318	154	162	128	140	50	75	84	63	49	15	32	179	139	122	196	246	72	55	84	78	82	47	269	43	112	20	30	41	119	103	87	219	60	114
	29%	29%	30%	39%	35%	14%	29%	30%	25%	31%	28%	34%	29%	29%	32%	28%	33%	20%	27%	28%	29%	35%	31%	29%	24%	32%	26%	22%	34%	29%	26%	36%	27%	25%	34%
(-1) Decrease a little	39	26	13	23	11	4	8	11	12	2	3	4	23	16	17	22	29	10	6	9	8	13	11	26	3	17	4	5	2	17	10	19	18	2	25
	4%	5%	2%	7%	3%	1%	3%	4%	5%	1%	5%	4%	4%	3%	4%	3%	4%	3%	3%	3%	3%	6%	7%	3%	1%	5%	5%	4%	2%	4%	3%	8%	2%	1%	7%
(-2) Decrease a lot	12	10	2	9	2	2	3	2	3	3	2	-	8	5	4	8	10	3	2	4	1	4	3	9	1	6	2	-	3	2	3	7	5	-	10
	1%	2%	+	3%	+	+	1%	1%	1%	2%	3%	-	1%	1%	1%	1%	1%	1%	1%	1%	+	2%	2%	1%	+	2%	3%	-	3%	+	1%	3%	1%	-	3%
Not applicable	343	165	172	30	80	233	89	103	81	37	14	20	206	137	118	225	174	169	72	96	82	63	23	320	87	90	28	53	37	139	154	51	280	95	78
	31%	31%	32%	9%	20%	64%	34%	36%	32%	24%	25%	22%	33%	29%	31%	32%	24%	48%	35%	32%	30%	27%	15%	34%	48%	25%	37%	40%	31%	34%	39%	21%	34%	39%	23%
Don't know	23	7	15	6	10	7	4	6	6	4	1	2	15	8	8	15	16	7	6	3	5	7	1	23	4	8	3	2	1	8	6	5	19	5	6
	2%	1%	3%	2%	3%	2%	1%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	3%	+	2%	2%	2%	4%	2%	1%	2%	2%	2%	2%	2%	2%
Increase (NET)	357	173	181	134	153	70	81	77	84	60	19	35	188	169	117	240	266	91	66	106	99	66	65	288	44	122	18	43	34	126	117	75	273	82	107
	33%	32%	33%	41%	39%	19%	31%	27%	34%	39%	36%	38%	30%	36%	30%	34%	36%	26%	32%	35%	36%	28%	43%	31%	24%	34%	24%	32%	29%	31%	30%	31%	34%	33%	31%
Decrease (NET)	51	36	15	32	13	6	11	12	14	5	5	4	30	21	21	30	39	12	8	13	8	17	15	35	3	23	6	5	6	18	13	26	24	2	35
	5%	7%	3%	10%	3%	2%	4%	4%	6%	3%	9%	4%	5%	4%	5%	4%	5%	4%	4%	4%	3%	7%	10%	4%	2%	6%	8%	4%	5%	4%	3%	11%	3%	1%	10%
Mean	0.55	0.48	0.63	0.43	0.63	0.68	0.54	0.48	0.56	0.64	0.56	0.62	0.52	0.6	0.48	0.6	0.54	0.61	0.64	0.56	0.64	0.4	0.54	0.56	0.58	0.51	0.33	0.7	0.44	0.54	0.58	0.31	0.65	0.7	0.36
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	A	B	C	D	E	F	G	H

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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



Table 13  
Q3 - Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now.- The overall cost of going out socialising e.g. cinema café's restaurants pubs clubs etc.

Base: All Adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
100%	49%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(2) Increase a lot	275	136	136	79	104	92	73	67	57	41	13	24	152	123	92	183	179	96	48	74	76	53	35	237	42	66	19	55	35	92	104	45	225	68	62
25%	26%	26%	25%	24%	26%	25%	28%	24%	23%	27%	24%	25%	25%	26%	24%	26%	24%	27%	23%	24%	28%	23%	23%	25%	23%	19%	25%	41%	29%	23%	26%	18%	28%	28%	18%
(1) Increase a little	432	211	219	129	146	156	88	119	105	66	17	36	263	169	163	269	304	127	64	119	122	104	52	377	79	145	34	45	44	175	156	96	329	98	144
40%	39%	40%	39%	39%	37%	43%	34%	42%	42%	43%	31%	39%	43%	36%	42%	38%	41%	36%	31%	39%	45%	44%	34%	40%	44%	41%	46%	34%	37%	43%	40%	39%	40%	40%	42%
(0) Stay the same	198	110	84	73	72	53	52	41	47	25	11	22	111	87	73	125	140	58	39	50	46	47	37	159	36	88	11	11	16	85	65	67	125	43	81
18%	21%	15%	22%	18%	15%	20%	20%	14%	16%	21%	22%	23%	18%	18%	19%	18%	19%	16%	19%	16%	17%	20%	25%	17%	20%	25%	15%	9%	13%	21%	16%	27%	15%	18%	24%
	b			e																		w			A	AB				F					
(-1) Decrease a little	45	21	24	25	15	4	10	12	7	10	4	1	22	22	19	25	34	10	8	13	9	12	13	32	9	15	3	3	6	18	11	22	21	10	19
4%	4%	4%	8%	4%	1%	4%	4%	4%	3%	7%	7%	1%	4%	5%	5%	4%	5%	3%	4%	4%	3%	5%	9%	3%	5%	4%	4%	2%	5%	4%	3%	9%	3%	4%	6%
	de			e																		w			A	AB				F					
(-2) Decrease a lot	33	11	22	11	8	15	8	14	3	3	2	4	15	18	13	21	21	12	8	9	8	7	4	29	3	12	1	5	6	11	12	3	28	6	10
3%	2%	4%	3%	2%	4%	4%	3%	5%	1%	2%	3%	4%	2%	4%	3%	3%	3%	4%	4%	3%	3%	3%	3%	3%	1%	3%	2%	4%	5%	3%	1%	3%	2%	3%	
	h			o																															
Not applicable	76	35	41	6	33	37	19	20	19	8	4	6	35	42	20	57	42	34	29	29	7	5	7	68	8	19	3	11	10	16	38	9	60	17	16
7%	6%	7%	2%	8%	10%	7%	7%	7%	8%	5%	8%	6%	6%	9%	5%	8%	6%	10%	14%	10%	3%	2%	5%	7%	5%	5%	5%	9%	8%	4%	10%	4%	7%	7%	5%
	c			e															o	tu									C						
Don't know	33	10	21	8	17	8	8	9	11	1	3	2	21	13	7	27	20	13	12	9	5	7	1	32	4	10	3	2	4	12	9	3	26	2	8
3%	2%	4%	2%	4%	2%	3%	3%	4%	1%	6%	2%	3%	3%	3%	2%	4%	3%	4%	6%	3%	2%	3%	1%	3%	2%	3%	4%	2%	3%	3%	2%	1%	3%	1%	2%
	i																		t																
Increase (NET)	707	347	355	208	251	248	162	187	162	107	30	59	415	291	255	452	483	223	112	192	198	157	87	615	120	211	53	100	79	267	259	141	554	166	205
65%	65%	65%	63%	63%	68%	62%	62%	66%	65%	69%	55%	64%	67%	62%	66%	64%	65%	64%	54%	64%	72%	67%	58%	66%	67%	59%	71%	75%	66%	65%	66%	58%	68%	68%	60%
	r			de															r	rs						y			E						
Decrease (NET)	78	32	46	36	23	19	19	26	10	13	5	5	37	41	32	46	55	23	15	22	17	19	18	61	12	27	4	8	11	29	22	25	49	16	30
7%	6%	8%	11%	6%	5%	7%	7%	9%	4%	9%	10%	5%	6%	9%	8%	7%	7%	6%	7%	7%	6%	8%	12%	6%	7%	8%	6%	6%	9%	7%	6%	10%	6%	6%	9%
	h																					w							F						
Mean	0.89	0.9	0.87	0.76	0.93	0.96	0.89	0.84	0.94	0.91	0.77	0.87	0.91	0.85	0.84	0.91	0.86	0.94	0.83	0.89	0.96	0.82	0.71	0.91	0.87	0.73	0.97	1.19	0.92	0.84	0.95	0.68	0.96	0.95	0.72
				c		c																v		v			xy			E			H		

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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



23-085423-47 - COST OF LIVING AND POLITICS  
22ND - 25TH NOVEMBER 2024  
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IPSOS

26 Nov 2024

Table 14

Q4 - Over the next year, do you think each of the following will rise, decline, or stay at about the same level? -SUMMARY TABLE

Base: All Adults aged 18-75 in Great Britain

	The rate of inflation (how much prices are going up by)	Interest rates	The taxes you pay	Your own standard of living	Your disposable income (what you can spend after paying your bills for living expenses)
UNWEIGHTED BASE	1092	1092	1092	1092	1092
WEIGHTED BASE	1092	1092	1092	1092	1092
(2) It will rise a lot	245 22%	106 10%	212 19%	69 6%	86 8%
(1) It will rise a little	530 49%	350 32%	475 44%	174 16%	185 17%
(0) Stay the same	188 17%	255 23%	284 26%	479 44%	314 29%
(-1) It will decrease a little	45 4%	216 20%	27 2%	244 22%	277 25%
(-2) It will decrease a lot	9 1%	22 2%	7 1%	83 8%	183 17%
Don't know	75 7%	142 13%	87 8%	43 4%	47 4%
Rise (NET)	775 71%	456 42%	688 63%	243 22%	271 25%
Decrease (NET)	54 5%	238 22%	34 3%	327 30%	460 42%
Mean	0.94	0.32	0.85	-0.09	-0.27

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.



23-085423-47 - COST OF LIVING AND POLITICS  
22ND - 25TH NOVEMBER 2024  
PUBLIC  
IPSOS

26 Nov 2024

Table 15  
Q4 - Over the next year, do you think each of the following will rise, decline, or stay at about the same level? -The rate of inflation (how much prices are going up by)

Base: All Adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(2) It will rise a lot	245	108	136	73	85	87	57	65	48	36	11	29	131	114	69	176	159	87	57	54	66	46	28	217	44	55	14	48	27	68	105	31	208	71	38
	22%	20%	25%	22%	21%	24%	22%	23%	19%	23%	20%	31%	21%	24%	18%	25%	21%	25%	28%	18%	24%	20%	18%	23%	24%	15%	18%	36%	23%	17%	27%	13%	26%	29%	11%
(1) It will rise a little	530	260	266	142	184	204	123	132	126	83	24	42	308	222	203	327	358	172	83	162	135	118	74	454	94	186	41	56	58	219	185	105	415	124	168
	49%	49%	49%	43%	46%	56%	47%	47%	51%	54%	46%	45%	50%	47%	53%	46%	48%	49%	40%	54%	49%	50%	49%	49%	52%	52%	56%	43%	49%	54%	47%	43%	51%	51%	49%
(0) Stay the same	188	112	75	70	71	47	40	51	46	24	11	16	105	83	70	118	138	50	39	42	52	48	28	158	29	74	11	13	18	70	59	82	105	34	92
	17%	21%	14%	21%	18%	13%	16%	18%	18%	16%	21%	17%	17%	17%	18%	17%	19%	14%	19%	14%	19%	20%	19%	17%	16%	21%	15%	10%	15%	17%	15%	33%	13%	14%	27%
(-1) It will decrease a little	45	27	18	23	12	10	12	10	9	7	4	3	33	12	20	26	34	11	6	16	7	10	8	38	7	18	3	5	7	22	14	19	26	8	21
	4%	5%	3%	7%	3%	3%	4%	4%	4%	5%	7%	4%	5%	3%	5%	4%	5%	3%	3%	5%	3%	4%	5%	4%	4%	5%	4%	4%	6%	5%	4%	8%	3%	3%	6%
(-2) It will decrease a lot	9	3	6	6	1	2	5	2	1	*	-	1	1	8	3	6	4	5	3	1	1	1	5	4	2	4	-	1	-	5	2	3	6	2	4
	1%	1%	1%	2%	*	*	2%	1%	*	*	-	1%	*	2%	1%	1%	1%	1%	1%	*	*	*	3%	4%	1%	1%	-	1%	-	1%	1%	1%	1%	1%	1%
Don't know	75	25	45	16	43	16	23	23	20	4	4	2	41	34	21	54	48	28	19	25	13	12	9	64	4	18	6	9	10	26	29	5	54	5	16
	7%	5%	8%	5%	11%	4%	9%	8%	8%	3%	7%	2%	7%	7%	6%	8%	6%	8%	9%	8%	5%	5%	6%	7%	2%	5%	8%	7%	9%	6%	7%	2%	7%	2%	5%
Rise (NET)	775	368	401	215	269	291	179	198	173	119	35	71	439	336	272	503	517	258	141	217	201	164	101	671	138	240	55	104	85	287	289	136	623	195	206
	71%	69%	73%	65%	68%	80%	69%	70%	70%	77%	66%	76%	71%	71%	71%	71%	70%	73%	68%	72%	73%	70%	67%	72%	76%	68%	74%	79%	71%	70%	74%	56%	76%	80%	61%
Decrease (NET)	54	30	24	29	13	12	17	12	10	8	4	4	34	20	23	31	38	16	9	18	8	11	12	42	9	22	3	6	7	27	17	21	33	10	25
	5%	6%	4%	9%	3%	3%	6%	4%	4%	5%	7%	5%	6%	4%	6%	4%	5%	5%	4%	6%	3%	5%	8%	4%	5%	6%	4%	5%	6%	7%	4%	9%	4%	4%	7%
Mean	0.94	0.87	1.01	0.8	0.96	1.04	0.91	0.96	0.92	0.97	0.85	1.04	0.92	0.96	0.87	0.98	0.91	1	0.99	0.91	0.99	0.89	0.79	0.97	0.97	0.8	0.97	1.17	0.96	0.84	1.03	0.6	1.04	1.06	0.67
			a	c	c	c									n								v	y	y			y	C		E		H		

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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



Table 16  
Q4 - Over the next year, do you think each of the following will rise, decline, or stay at about the same level? -Interest rates

Base: All Adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(2) It will rise a lot	106	49	56	42	36	29	22	30	18	25	5	7	52	55	31	75	65	41	28	27	21	22	20	85	16	33	5	19	12	33	37	16	89	23	23
	10%	9%	10%	13%	9%	8%	8%	11%	7%	16%	9%	8%	8%	12%	8%	11%	9%	12%	13%	9%	8%	9%	14%	9%	9%	9%	7%	14%	10%	8%	9%	7%	11%	10%	7%
(1) It will rise a little	350	171	176	120	127	103	84	89	83	37	14	43	186	163	125	224	252	98	69	96	92	74	54	294	63	107	23	51	35	128	130	88	256	89	102
	32%	32%	32%	36%	32%	28%	32%	31%	33%	24%	26%	46%	30%	35%	32%	32%	34%	28%	33%	32%	34%	31%	36%	32%	35%	30%	32%	38%	29%	31%	33%	36%	31%	36%	30%
(0) Stay the same	255	138	117	81	88	87	64	58	61	35	17	20	147	108	94	161	182	74	39	72	67	60	32	222	39	95	15	31	23	99	87	75	175	64	95
	23%	26%	21%	24%	22%	24%	25%	21%	24%	23%	33%	21%	24%	23%	24%	23%	25%	21%	19%	24%	24%	26%	21%	24%	22%	27%	20%	23%	20%	24%	22%	31%	21%	26%	28%
(-1) It will decrease a little	216	114	100	48	76	92	47	59	54	37	8	11	151	65	86	130	143	73	27	63	58	56	25	189	39	77	26	18	23	96	81	51	163	40	84
	20%	21%	18%	15%	19%	25%	18%	21%	22%	24%	14%	12%	24%	14%	22%	18%	19%	21%	13%	21%	21%	24%	17%	20%	22%	22%	35%	13%	20%	23%	21%	21%	20%	16%	25%
(-2) It will decrease a lot	22	8	14	8	2	12	5	5	3	5	1	3	13	9	10	13	11	12	2	6	4	2	6	16	4	6	-	2	3	5	9	5	18	8	6
	2%	2%	3%	2%	1%	3%	2%	2%	1%	3%	2%	4%	2%	2%	3%	2%	1%	3%	1%	2%	2%	1%	4%	2%	2%	2%	-	2%	3%	1%	2%	2%	2%	3%	2%
Don't know	142	53	83	32	68	42	38	41	30	16	9	8	70	73	40	102	88	54	42	38	31	21	13	127	19	38	5	12	22	50	51	9	115	21	30
	13%	10%	15%	10%	17%	12%	15%	14%	12%	11%	16%	9%	11%	15%	10%	14%	12%	15%	20%	13%	11%	9%	8%	14%	11%	11%	7%	9%	19%	12%	13%	4%	14%	8%	9%
Rise (NET)	456	220	233	162	162	132	106	120	100	62	18	50	238	218	156	300	317	139	97	123	113	96	75	379	79	139	28	70	47	161	167	104	345	112	125
	42%	41%	43%	49%	41%	36%	41%	42%	40%	40%	35%	54%	38%	46%	41%	42%	43%	40%	47%	41%	41%	41%	50%	41%	44%	39%	38%	53%	39%	39%	42%	43%	42%	46%	37%
Decrease (NET)	238	122	114	56	78	105	52	64	57	41	9	15	164	74	96	143	153	85	29	69	62	58	31	206	44	83	26	20	27	100	90	56	180	48	90
	22%	23%	21%	17%	20%	29%	20%	23%	23%	27%	17%	16%	27%	16%	25%	20%	21%	24%	14%	23%	23%	25%	21%	22%	24%	23%	35%	15%	22%	24%	23%	23%	22%	19%	26%
Mean	0.32	0.29	0.35	0.47	0.36	0.14	0.32	0.33	0.26	0.3	0.29	0.46	0.2	0.47	0.24	0.36	0.33	0.28	0.56	0.28	0.28	0.27	0.42	0.3	0.29	0.26	0.1	0.55	0.3	0.25	0.31	0.25	0.34	0.36	0.17

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/z/A/B - C/D - E/F - G/H  
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.





23-085423-47 - COST OF LIVING AND POLITICS  
22ND - 25TH NOVEMBER 2024  
PUBLIC  
IPSOS

26 Nov 2024

Table 17  
Q4 - Over the next year, do you think each of the following will rise, decline, or stay at about the same level? -The taxes you pay

Base: All Adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(2) It will rise a lot	212 19%	112 21%	99 18%	50 15%	82 21%	81 22%	40 16%	52 18%	48 19%	43 28%	5 10%	23 25%	113 18%	99 21%	63 16%	150 21%	133 18%	79 22%	44 21%	52 17%	45 16%	51 22%	25 17%	186 20%	52 29%	46 13%	7 9%	46 35%	17 14%	64 16%	94 24%	32 13%	178 22%	75 31%	29 9%
(1) It will rise a little	475 44%	232 43%	240 44%	131 40%	175 44%	169 46%	114 44%	129 46%	109 44%	58 38%	32 60%	33 36%	287 46%	189 40%	175 45%	301 43%	334 45%	141 40%	65 31%	141 47%	143 52%	104 44%	60 40%	415 44%	75 42%	169 47%	41 55%	55 41%	52 43%	190 46%	173 44%	100 41%	366 45%	97 40%	159 47%
(0) Stay the same	284 26%	138 26%	143 26%	101 31%	93 23%	90 25%	69 27%	75 27%	62 25%	39 25%	9 17%	30 32%	160 26%	124 26%	111 29%	173 24%	205 28%	79 22%	62 30%	78 26%	61 22%	66 28%	42 28%	239 26%	43 24%	103 29%	19 26%	27 20%	35 29%	118 29%	95 24%	86 35%	184 23%	58 24%	113 33%
(-1) It will decrease a little	27 2%	16 3%	11 2%	17 5%	7 2%	3 1%	8 3%	8 3%	5 2%	2 1%	1 1%	4 4%	11 2%	15 3%	10 3%	17 2%	17 2%	10 3%	6 3%	9 3%	6 2%	3 1%	7 5%	19 2%	3 2%	12 3%	1 1%	1 1%	1 1%	10 2%	4 1%	13 5%	14 2%	2 1%	15 5%
(-2) It will decrease a lot	7 1%	6 1%	1 *	5 2%	1 *	- -	1 *	1 *	3 1%	1 *	1 3%	- -	3 *	4 1%	3 1%	4 1%	7 1%	- -	- -	5 2%	- -	2 1%	2 1%	2 1%	5 *	1 *	- -	1 *	2 2%	1 *	1 *	5 2%	2 *	1 *	5 2%
Don't know	87 8%	30 6%	52 10%	25 8%	40 10%	22 6%	28 11%	18 6%	21 8%	13 8%	5 9%	2 3%	45 7%	42 9%	25 6%	62 9%	44 6%	42 12%	30 14%	18 6%	19 7%	9 4%	13 9%	71 8%	5 3%	24 7%	7 9%	3 2%	12 10%	28 7%	26 7%	8 3%	71 9%	11 4%	17 5%
Rise (NET)	688 63%	344 64%	339 62%	181 55%	256 65%	250 69%	154 59%	181 64%	157 63%	101 65%	38 70%	57 61%	399 65%	288 61%	237 61%	450 64%	467 63%	220 63%	109 53%	193 64%	187 69%	155 66%	85 57%	601 64%	127 70%	214 60%	48 64%	101 76%	68 57%	253 62%	268 68%	132 54%	544 67%	172 71%	188 55%
Decrease (NET)	34 3%	22 4%	11 2%	23 7%	8 2%	3 1%	8 3%	9 3%	8 3%	2 1%	2 4%	4 4%	14 2%	19 4%	13 3%	21 3%	24 3%	10 3%	6 3%	13 4%	6 2%	5 2%	9 6%	24 3%	5 3%	14 4%	1 1%	1 1%	4 3%	11 3%	5 1%	18 7%	15 2%	3 1%	21 6%
Mean	0.85	0.85	0.86	0.66	0.92	0.96	0.8	0.84	0.86	0.99	0.81	0.84	0.86	0.84	0.79	0.89	0.82	0.94	0.83	0.8	0.89	0.88	0.72	0.88	0.98	0.74	0.8	1.12	0.74	0.8	0.96	0.59	0.95	1.04	0.59

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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



Table 18  
Q4 - Over the next year, do you think each of the following will rise, decline, or stay at about the same level? -Your own standard of living

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY		
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372	
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340	
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%	
(2) It will rise a lot	69	32	37	39	21	8	16	13	17	9	4	10	36	33	19	50	48	21	15	20	12	16	17	51	9	26	1	12	8	26	18	28	39	13	25	
	6%	6%	7%	12%	5%	2%	6%	5%	7%	6%	7%	11%	6%	7%	5%	7%	7%	6%	7%	7%	5%	7%	11%	5%	5%	7%	2%	9%	7%	6%	5%	12%	5%	5%	7%	
(1) It will rise a little	174	92	79	75	65	34	44	38	38	29	10	15	93	81	74	100	121	53	32	52	43	38	36	137	20	74	9	11	17	62	53	67	97	33	69	
	16%	17%	14%	23%	16%	9%	17%	13%	15%	19%	20%	16%	15%	17%	19%	14%	16%	15%	16%	17%	16%	16%	24%	15%	11%	21%	12%	8%	14%	15%	27%	12%	14%	20%		
(0) Stay the same	479	238	236	126	157	196	111	137	113	62	19	37	293	187	176	304	332	148	74	132	116	119	51	425	91	167	36	54	37	199	170	107	360	117	155	
	44%	45%	43%	38%	40%	54%	43%	48%	46%	40%	36%	40%	47%	39%	46%	43%	45%	42%	36%	44%	43%	51%	34%	45%	50%	47%	49%	40%	31%	49%	43%	44%	44%	48%	46%	
(-1) It will decrease a little	244	115	129	61	91	92	55	68	54	37	8	22	137	107	85	159	160	84	48	67	68	46	31	211	49	65	17	33	38	92	97	33	209	64	70	
	22%	22%	24%	19%	23%	25%	21%	24%	22%	24%	15%	24%	22%	23%	22%	23%	22%	24%	23%	22%	25%	20%	21%	23%	27%	18%	24%	25%	32%	22%	25%	14%	26%	26%	21%	
(-2) It will decrease a lot	83	45	38	17	37	28	19	21	17	10	9	8	38	46	19	64	52	32	24	26	22	8	9	74	6	14	7	21	13	20	40	5	77	12	12	
	8%	8%	7%	5%	9%	8%	7%	8%	7%	6%	16%	8%	6%	10%	5%	9%	7%	9%	11%	9%	8%	3%	6%	8%	4%	4%	10%	16%	11%	5%	10%	2%	9%	5%	4%	
Don't know	43	12	28	11	25	7	15	7	9	8	4	1	23	20	14	29	28	15	14	5	11	8	5	37	5	10	2	2	6	10	15	4	33	6	9	
	4%	2%	5%	3%	6%	2%	6%	2%	3%	5%	7%	1%	4%	4%	4%	4%	4%	4%	7%	2%	4%	3%	3%	4%	3%	3%	3%	3%	2%	5%	3%	4%	2%	4%	2%	3%
Rise (NET)	243	125	115	115	86	42	59	50	55	39	14	25	129	114	93	150	170	73	48	71	56	54	53	188	29	100	10	22	25	88	71	95	136	46	94	
	22%	23%	21%	35%	22%	12%	23%	18%	22%	25%	26%	27%	21%	24%	24%	21%	23%	21%	23%	24%	20%	23%	35%	20%	16%	28%	14%	17%	21%	22%	18%	39%	17%	19%	28%	
Decrease (NET)	327	160	166	79	128	121	74	89	72	46	16	30	175	152	104	223	212	115	71	93	89	54	41	285	55	78	25	55	51	112	137	38	286	76	82	
	30%	30%	30%	24%	32%	31%	29%	31%	29%	30%	31%	32%	28%	32%	27%	32%	29%	33%	34%	31%	33%	23%	27%	30%	30%	22%	34%	41%	43%	27%	35%	15%	35%	31%	24%	
Mean	-0.09	-0.09	-0.1	0.18	-0.16	-0.27	-0.07	-0.17	-0.07	-0.05	-0.15	-0.02	-0.08	-0.11	-0.03	-0.13	-0.06	-0.16	-0.16	-0.1	-0.16	0.04	0.14	-0.13	-0.13	0.1	-0.29	-0.32	-0.28	-0.05	-0.23	0.34	-0.24	-0.12	0.07	
				de																	rt	w			xz	AB				D	F			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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



Table 19  
Q4 - Over the next year, do you think each of the following will rise, decline, or stay at about the same level? -Your disposable income (what you can spend after paying your bills for living expenses)

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY		
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372	
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340	
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%	
(2) It will rise a lot	86	47	38	51	24	11	20	14	19	14	8	10	42	44	25	61	64	22	16	26	15	20	18	67	10	32	1	12	12	31	29	40	43	16	39	
	8%	9%	7%	16%	6%	3%	8%	5%	8%	9%	16%	11%	7%	9%	6%	9%	9%	6%	8%	9%	6%	9%	12%	7%	6%	9%	1%	9%	10%	8%	7%	17%	5%	7%	11%	
				de							g															z		z	z			F				
(1) It will rise a little	185	112	72	78	68	40	43	46	43	26	7	20	100	85	76	109	138	47	30	48	50	50	40	145	15	86	8	13	15	74	52	71	111	32	84	
	17%	21%	13%	23%	17%	11%	17%	16%	17%	17%	14%	22%	16%	18%	20%	16%	19%	13%	14%	16%	18%	21%	27%	16%	8%	24%	11%	10%	13%	18%	13%	29%	14%	13%	25%	
				de	e												q							w		xzAB						F		G		
(0) Stay the same	314	153	160	90	107	117	75	92	61	49	13	25	182	133	116	198	223	91	53	89	87	70	43	271	66	104	27	28	26	127	105	83	220	77	107	
	29%	29%	29%	27%	27%	32%	29%	32%	25%	32%	24%	27%	29%	28%	30%	28%	30%	26%	25%	29%	32%	30%	29%	29%	36%	29%	37%	21%	21%	31%	27%	34%	27%	31%	32%	
																								AB		AB						F				
(-1) It will decrease a little	277	131	143	56	98	122	70	75	72	31	10	18	160	116	107	170	173	104	45	84	62	62	25	249	57	84	21	41	26	94	122	37	232	65	70	
	25%	25%	26%	17%	25%	33%	27%	26%	29%	20%	19%	20%	26%	25%	28%	24%	23%	30%	22%	28%	23%	26%	16%	27%	32%	24%	28%	31%	22%	23%	31%	15%	28%	27%	21%	
					cd												p							v						C		E				
(-2) It will decrease a lot	183	72	109	44	73	66	36	50	43	25	11	18	107	76	51	132	117	66	46	48	48	26	17	164	27	40	13	36	31	69	74	6	173	43	32	
	17%	13%	20%	13%	18%	18%	14%	18%	17%	16%	21%	20%	17%	16%	13%	19%	16%	19%	22%	16%	18%	11%	12%	18%	15%	11%	17%	27%	26%	17%	19%	2%	21%	18%	9%	
					a												u										xy					H				
Don't know	47	20	24	11	27	9	14	7	11	9	4	2	28	19	12	36	26	22	17	7	10	7	7	38	6	9	4	2	8	15	13	7	35	10	8	
	4%	4%	4%	3%	7%	3%	6%	3%	4%	6%	7%	2%	5%	4%	3%	5%	3%	6%	8%	2%	4%	3%	5%	4%	3%	3%	3%	6%	2%	7%	4%	3%	3%	4%	4%	2%
					e												su											y								
Rise (NET)	271	159	110	129	91	51	64	59	62	40	16	30	142	129	100	171	202	69	46	74	66	70	58	213	25	117	9	26	28	105	81	111	154	49	123	
	25%	30%	20%	39%	23%	14%	25%	21%	25%	26%	30%	32%	23%	27%	26%	24%	27%	20%	22%	24%	24%	30%	38%	23%	14%	33%	12%	19%	23%	26%	21%	45%	19%	20%	36%	
				de	e							g					q							w		xzA					F		G			
Decrease (NET)	460	203	252	100	171	188	107	124	115	56	21	36	267	192	158	301	290	170	91	132	110	88	42	413	84	124	33	77	58	163	196	43	405	109	102	
	42%	38%	46%	30%	43%	52%	41%	44%	46%	36%	40%	39%	43%	41%	41%	43%	39%	48%	44%	44%	40%	37%	28%	44%	47%	35%	45%	58%	48%	40%	50%	18%	50%	44%	30%	
				a	c	cd											p						v			y		y	y	C		E		H		
Mean	-0.27	-0.13	-0.41	0.11	-0.35	-0.54	-0.24	-0.37	-0.32	-0.18	-0.16	-0.16	-0.32	-0.21	-0.23	-0.3	-0.2	-0.44	-0.4	-0.27	-0.3	-0.1	0.11	-0.33	-0.43	-0.04	-0.53	-0.58	-0.44	-0.24	-0.42	0.43	-0.49	-0.37	0.08	
		b	a	de	e												q		r				w		xz	AB	D	F			F		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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



Table 20  
Q5 - Do you think that Keir Starmer's government has been doing a good or bad job at managing the rising cost of living?

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(2) Very good job	39	30	9	28	7	4	12	6	3	9	3	6	23	15	23	16	32	7	7	12	8	11	11	27	2	28	1	1	3	17	10	30	7	4	33
	4%	6%	2%	8%	2%	1%	4%	2%	1%	6%	6%	6%	4%	3%	6%	2%	4%	2%	4%	4%	3%	5%	7%	3%	1%	8%	1%	1%	2%	4%	2%	12%	1%	2%	10%
		b		de						h		h			o								w		xzAB							F		G	
(1) Fairly good job	168	97	67	80	54	34	38	39	41	27	9	14	108	60	81	87	135	33	21	47	36	55	38	129	15	103	9	5	12	94	37	91	76	21	130
	15%	18%	12%	24%	14%	9%	15%	14%	16%	18%	16%	15%	18%	13%	21%	12%	18%	9%	10%	15%	13%	23%	26%	14%	8%	29%	12%	4%	10%	23%	9%	37%	9%	37%	9%
		b		de									m		o		q					rst	w		xzAB	A				D		F		G	
(0) Neither a good nor bad job	300	131	167	96	122	82	62	80	73	42	11	33	180	120	124	176	202	98	54	77	80	73	46	252	31	129	32	9	40	150	65	72	217	32	135
	27%	25%	31%	29%	31%	22%	24%	28%	29%	27%	20%	35%	29%	25%	32%	25%	27%	28%	26%	25%	29%	31%	30%	27%	17%	36%	43%	7%	34%	37%	16%	30%	27%	13%	40%
		a		e											o										A	xA	xA		xA	D					G
(-1) Fairly bad job	218	110	106	54	69	95	56	55	53	29	9	14	122	96	63	155	141	77	41	80	54	31	29	186	48	51	21	23	31	74	95	25	185	60	23
	20%	21%	19%	16%	18%	26%	22%	20%	21%	19%	18%	15%	20%	20%	16%	22%	19%	22%	20%	27%	20%	13%	19%	20%	26%	14%	29%	17%	26%	18%	24%	10%	23%	10%	18%
				cd											n								y				y								H
(-2) Very bad job	306	150	153	51	115	141	77	83	65	40	20	21	150	157	73	233	193	113	72	75	76	54	19	286	83	26	9	93	28	55	176	14	288	125	2
	28%	28%	28%	15%	29%	38%	30%	29%	26%	26%	38%	23%	24%	33%	19%	33%	26%	32%	35%	25%	28%	23%	13%	31%	46%	7%	13%	70%	23%	14%	45%	6%	35%	51%	*
				c		cd									n		p		su				v		yzB			xyzB	y		C		E		H
Don't know	61	16	44	22	29	11	14	20	14	8	1	5	36	26	22	39	39	23	13	11	18	12	7	55	3	18	2	1	5	20	11	12	41	2	16
	6%	3%	8%	7%	7%	3%	5%	7%	5%	5%	2%	5%	6%	5%	6%	6%	5%	6%	6%	4%	7%	5%	4%	6%	2%	5%	3%	1%	5%	5%	3%	5%	5%	1%	5%
		a		e																															G
Good job (NET)	207	127	76	108	61	38	50	45	44	36	12	20	132	75	104	103	167	40	28	59	44	65	50	155	16	131	10	6	15	110	46	120	83	25	163
	19%	24%	14%	33%	15%	10%	19%	16%	18%	23%	22%	21%	21%	16%	27%	15%	23%	11%	14%	19%	16%	28%	33%	17%	9%	37%	13%	5%	12%	27%	12%	49%	10%	10%	48%
		b		de									m		o		q					rst	w		xzAB	A			A	D		F		G	
Bad job (NET)	524	260	259	104	184	235	134	139	118	69	30	35	272	253	136	389	333	191	113	156	131	85	48	472	131	77	31	116	58	130	271	40	473	185	25
	48%	49%	47%	32%	47%	64%	52%	49%	48%	45%	56%	38%	44%	53%	35%	55%	45%	54%	54%	52%	48%	36%	32%	51%	72%	22%	41%	88%	49%	32%	69%	16%	58%	76%	7%
				c		cd	k								n		p		u	u	u		v		yzB	y	xyzB	y		C		E		H	
Mean	-0.57	-0.49	-0.65	-0.06	-0.63	-0.94	-0.61	-0.65	-0.58	-0.43	-0.67	-0.35	-0.46	-0.71	-0.22	-0.75	-0.47	-0.78	-0.76	-0.55	-0.61	-0.28	-0.05	-0.66	-1.1	0.16	-0.42	-1.54	-0.6	-0.15	-1.02	0.41	-0.87	-1.16	0.53
		b		de		e							m		o		q					rs	t	w		A	xz	xA	xA	D		F		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/z/A/B - C/D - E/F - G/H  
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 21  
Q6 - Which party, if either, do you trust most to manage Britain's economy?

Base: All Adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	CONSERVATIVE	LABOUR
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
The Conservative Party	244	117	126	48	93	103	53	69	55	48	10	10	144	100	76	168	174	71	36	68	61	63	20	222	135	15	11	47	6	70	134	59	179	244	-
	22%	22%	23%	14%	24%	28%	20%	24%	22%	31%	20%	10%	23%	21%	20%	24%	23%	20%	17%	23%	22%	27%	13%	24%	75%	4%	15%	35%	5%	17%	34%	24%	22%	100%	-
					c	c	k	k	k	fk												r		v	yzAB		yB	yzB			C			H	
The Labour Party	340	196	137	154	106	79	80	75	76	57	17	34	207	133	161	179	243	96	56	95	79	91	77	260	5	243	20	7	36	192	71	130	202	-	340
	31%	37%	25%	47%	27%	22%	31%	27%	31%	37%	31%	37%	33%	28%	42%	25%	33%	27%	27%	32%	29%	39%	51%	28%	3%	68%	26%	6%	30%	47%	18%	53%	25%	-	100%
		b		de						g					o							rt	w		xzAB	xA		xA		D	F			G	
Neither	439	202	233	111	167	161	113	119	96	40	24	46	223	216	124	315	287	152	101	120	116	69	42	395	34	90	38	77	73	135	174	41	384	-	-
	40%	38%	43%	34%	42%	44%	44%	42%	39%	26%	46%	49%	36%	46%	32%	45%	39%	43%	49%	40%	42%	29%	28%	42%	19%	25%	51%	58%	61%	33%	44%	17%	47%	-	-
					c	c	i	i	i		i	i			n				u	u	u		v				xy	xy	xy	C	E				
Don't know	69	19	49	18	30	22	13	19	22	10	2	3	45	24	25	44	36	33	14	18	17	13	11	58	6	8	6	2	5	12	15	14	50	-	-
	6%	4%	9%	5%	8%	6%	5%	7%	9%	6%	3%	4%	7%	5%	7%	6%	5%	9%	7%	6%	6%	6%	7%	6%	3%	2%	8%	2%	4%	3%	4%	6%	6%	-	-
			a														p								yA										

Proportions/Mean: 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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



Table 22  
Q1\_POL - To what extent, would you say Keir Starmer has been doing a good job or bad job as Prime Minister, or neither?

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(2) Very good job	51	34	17	29	12	9	13	12	7	7	4	7	32	19	27	24	41	10	9	20	9	13	14	35	2	38	1	1	5	27	10	35	14	4	44
	5%	6%	3%	9%	3%	3%	5%	4%	3%	4%	8%	8%	5%	4%	7%	3%	6%	3%	4%	7%	3%	5%	9%	4%	1%	11%	1%	1%	4%	7%	2%	14%	2%	2%	13%
		b		de									o									w			xzAB					D		F		G	
(1) Fairly good job	230	131	95	99	82	49	52	48	58	42	11	18	152	77	119	110	172	57	32	53	55	78	46	182	16	141	19	9	15	124	53	99	127	23	169
	21%	25%	17%	30%	21%	13%	20%	17%	23%	27%	20%	20%	25%	16%	31%	16%	23%	16%	16%	18%	20%	33%	31%	19%	9%	40%	26%	7%	13%	30%	13%	41%	16%	9%	50%
		b		de	e					g			m		o		q					rst	w		xzAB		xAB			D		F		G	
(0) Neither a good nor bad job	275	112	161	94	110	71	55	75	66	36	12	31	150	125	97	177	188	86	48	73	78	58	40	232	32	103	25	11	38	124	65	66	198	37	105
	25%	21%	30%	28%	28%	19%	21%	26%	27%	23%	22%	34%	24%	26%	25%	25%	25%	25%	23%	24%	29%	25%	27%	25%	18%	29%	34%	8%	32%	30%	17%	27%	24%	15%	31%
		a		e	e							f													A	xA	xA		xA	D					G
(-1) Fairly bad job	179	89	89	42	57	81	43	52	43	20	10	11	112	67	54	125	113	66	34	66	44	25	19	159	43	37	20	16	30	61	76	21	154	47	13
	16%	17%	16%	13%	14%	22%	17%	18%	17%	13%	18%	12%	18%	14%	14%	18%	15%	19%	16%	22%	16%	11%	12%	17%	24%	10%	27%	12%	26%	15%	19%	8%	19%	19%	4%
				cd													u								yA		yA		yA					E	
(-2) Very bad job	311	154	152	51	114	145	84	84	64	40	16	22	154	157	73	238	198	113	72	81	73	56	24	286	86	32	8	95	22	63	185	15	289	130	2
	28%	29%	28%	16%	29%	40%	33%	30%	26%	26%	31%	24%	25%	33%	19%	34%	27%	32%	35%	27%	27%	24%	16%	31%	48%	9%	10%	72%	23%	15%	47%	6%	35%	53%	1%
				c	cd										n				u					v		yzB		yzB		y2	C		E	H	
Don't know	47	14	31	15	22	10	12	12	10	9	1	3	19	28	15	32	29	18	13	9	13	5	8	39	2	4	1	-	4	10	5	8	33	4	5
	4%	3%	6%	5%	6%	3%	5%	4%	4%	6%	2%	3%	3%	6%	4%	5%	4%	5%	6%	3%	5%	2%	5%	4%	1%	1%	1%	-	3%	3%	1%	3%	4%	2%	2%
		a											i						u																
Good job (NET)	280	165	113	128	94	59	65	60	66	49	15	26	184	96	146	134	213	67	41	73	63	91	60	218	18	179	20	10	20	151	62	134	141	27	213
	26%	31%	21%	39%	24%	16%	25%	21%	26%	32%	27%	28%	30%	20%	38%	19%	29%	19%	20%	24%	23%	39%	40%	23%	10%	50%	27%	8%	17%	37%	16%	55%	17%	11%	63%
		b		de	e					g			m		o		q					rst	w		xzAB		xA		A	D		F		G	
Bad job (NET)	490	244	241	93	170	226	128	135	107	61	26	33	266	224	127	363	311	179	106	147	118	82	43	445	129	69	28	112	58	124	261	36	443	177	15
	45%	46%	44%	28%	43%	62%	49%	48%	43%	39%	49%	36%	43%	47%	33%	51%	42%	51%	51%	49%	43%	35%	28%	48%	72%	19%	38%	84%	49%	30%	66%	15%	54%	72%	5%
				c	cd		k								n		p		u	u			v		yzB		y	yzB	y	C		E	H		
Mean	-0.45	-0.38	-0.51	0.04	-0.48	-0.85	-0.54	-0.54	-0.41	-0.31	-0.46	-0.24	-0.34	-0.6	-0.07	-0.66	-0.36	-0.65	-0.66	-0.46	-0.46	-0.15	0.06	-0.53	-1.1	0.33	-0.21	-1.47	-0.53	-0.02	-0.96	0.5	-0.74	-1.15	0.72
				de	e								m		o		q					rst	w		A	xzAB	xA		xA	D		F		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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



Table 23  
Q2\_POL - To what extent, if either, are you pleased or disappointed by what the Labour party have done in Government so far?

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
100%		49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(2) Very pleased	42	26	16	26	11	5	10	9	10	7	2	4	29	13	26	16	37	5	4	13	7	17	14	28	2	31	2	-	1	22	10	30	10	3	36
4%		5%	3%	8%	3%	1%	4%	3%	4%	5%	4%	5%	5%	3%	7%	2%	5%	1%	2%	4%	2%	7%	9%	3%	1%	9%	3%	-	*	5%	2%	12%	1%	1%	11%
(1) Fairly pleased	169	104	63	76	58	35	38	41	40	32	6	13	98	71	82	87	127	42	24	51	39	46	39	129	10	102	10	7	15	88	38	84	85	17	135
15%		20%	11%	23%	15%	10%	15%	14%	16%	21%	11%	14%	16%	15%	21%	12%	17%	12%	12%	17%	14%	20%	26%	14%	6%	29%	13%	5%	13%	21%	10%	34%	10%	7%	40%
(0) Neither pleased nor disappointed	264	112	149	97	116	51	59	60	67	36	13	29	166	98	102	161	194	69	52	56	70	71	41	221	21	116	25	5	36	120	53	64	189	25	127
24%		21%	27%	29%	29%	14%	23%	21%	27%	23%	25%	31%	27%	21%	26%	23%	26%	20%	25%	18%	26%	30%	27%	24%	11%	33%	34%	4%	30%	29%	13%	26%	23%	10%	37%
(-1) Fairly disappointed	200	90	109	51	57	92	43	60	51	22	8	15	119	81	63	137	124	76	36	70	50	33	21	177	44	58	25	13	27	96	67	35	160	52	33
18%		17%	20%	16%	15%	25%	17%	21%	20%	14%	16%	16%	19%	17%	16%	19%	17%	22%	17%	23%	18%	14%	14%	19%	24%	16%	34%	10%	23%	23%	17%	14%	20%	21%	10%
(-2) Very disappointed	378	188	186	63	136	180	100	102	75	50	23	28	192	186	99	279	236	143	81	107	95	62	29	348	103	42	12	106	39	78	221	22	347	145	4
35%		35%	34%	19%	34%	49%	39%	36%	30%	32%	43%	30%	31%	39%	26%	39%	32%	41%	39%	35%	35%	26%	19%	37%	57%	12%	16%	80%	33%	19%	56%	9%	43%	59%	1%
Don't know	39	13	24	18	18	3	8	11	7	7	1	4	15	24	13	25	23	16	11	5	12	6	7	31	*	5	-	1	2	7	5	9	23	2	5
4%		2%	4%	5%	5%	1%	3%	4%	3%	5%	2%	4%	2%	5%	3%	4%	3%	5%	5%	2%	4%	3%	5%	3%	*	1%	-	-	1%	2%	2%	4%	3%	1%	1%
Pleased (NET)	211	131	78	101	69	40	48	50	49	39	8	18	127	84	108	103	164	47	28	65	46	64	53	158	13	134	12	7	16	110	48	114	95	20	172
19%		24%	14%	31%	17%	11%	18%	18%	20%	25%	15%	19%	21%	18%	28%	15%	22%	14%	13%	21%	17%	27%	35%	17%	7%	38%	16%	5%	13%	27%	12%	47%	12%	8%	51%
Disappointed (NET)	579	278	295	114	193	271	144	163	126	72	31	43	311	267	162	416	360	219	117	177	145	94	49	525	147	100	37	119	66	173	288	57	507	197	37
53%		52%	54%	35%	49%	74%	55%	57%	50%	47%	59%	46%	50%	56%	42%	59%	49%	62%	56%	59%	53%	40%	33%	56%	81%	28%	50%	90%	55%	42%	73%	23%	62%	81%	11%
Means	-0.67	-0.59	-0.74	-0.16	-0.66	-1.12	-0.74	-0.76	-0.59	-0.52	-0.86	-0.54	-0.58	-0.79	-0.34	-0.85	-0.55	-0.92	-0.85	-0.69	-0.72	-0.33	-0.08	-0.76	-1.31	0.07	-0.46	-1.65	-0.76	-0.3	-1.16	0.28	-0.95	-1.32	0.5
				de	e		de						m		o		q		rs	t			w		A	xz	AB			D		F		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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



23-085423-47 - COST OF LIVING AND POLITICS  
22ND - 25TH NOVEMBER 2024  
PUBLIC  
IPSOS

26 Nov 2024

Table 24

Q5a\_POL - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? -SUMMARY TABLE

Base: All Adults aged 18-75 in Great Britain

	Kickstart economic growth to secure the highest sustained growth in the G7...	Make Britain a clean energy superpower .. zero carbon electricity by 2030 accelerating to net zero	Build an NHS fit for the future that is there when people need it...	...Halving serious violent crime and raising confidence in the police and criminal justice system...	...Reforming our childcare and education systems to make sure there is no class ceiling...
UNWEIGHTED BASE	1092	1092	1092	1092	1092
WEIGHTED BASE	1092	1092	1092	1092	1092
(2) Very good job	56 5%	58 5%	54 5%	41 4%	56 5%
(1) Fairly good job	169 15%	170 16%	183 17%	138 13%	168 15%
(0) Neither a good nor bad job	268 25%	333 30%	302 28%	323 30%	317 29%
(-1) Fairly bad job	235 22%	211 19%	250 23%	233 21%	221 20%
(-2) Very bad job	257 24%	211 19%	209 19%	259 24%	193 18%
Don't know	108 10%	109 10%	93 9%	97 9%	137 13%
Good job (NET)	225 21%	228 21%	238 22%	180 16%	224 21%
Bad job (NET)	492 45%	422 39%	459 42%	492 45%	414 38%
Mean	-0.48	-0.35	-0.38	-0.53	-0.34

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 25

Q5a\_POL - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? -Kickstart economic growth to secure the highest sustained growth in the G7 - with good jobs and productivity growth in

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY		
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372	
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340	
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%	
(2) Very good job	56	34	21	39	14	2	14	7	7	13	3	13	35	21	28	28	49	7	7	14	14	17	21	34	6	36	2	3	3	29	10	39	16	7	38	
	5%	6%	4%	12%	4%	1%	5%	2%	3%	9%	5%	14%	6%	4%	7%	4%	7%	2%	3%	5%	5%	7%	14%	4%	3%	10%	3%	2%	2%	7%	3%	16%	2%	3%	11%	
				de	e					gh		fgh			o		q						w		xzAB					D		F		G		
(1) Fairly good job	169	94	72	79	62	29	36	50	36	30	7	10	105	64	80	89	128	41	26	49	31	55	41	128	20	96	10	6	14	78	48	92	74	26	115	
	15%	18%	13%	24%	16%	8%	14%	18%	14%	19%	14%	10%	17%	14%	21%	13%	17%	12%	13%	16%	11%	23%	27%	14%	11%	27%	13%	4%	4%	12%	19%	12%	38%	9%	10%	34%
				de	e										o		q					rst	w		xzAB		A			A	D	F		G		
(0) Neither a good nor bad job	268	130	134	78	103	86	60	71	57	38	14	28	146	122	100	168	180	87	53	79	69	49	35	229	20	112	24	19	37	121	67	60	202	28	121	
	25%	24%	25%	24%	26%	24%	23%	25%	23%	25%	25%	31%	24%	26%	26%	24%	24%	25%	26%	26%	25%	21%	23%	24%	11%	32%	32%	14%	31%	30%	17%	25%	25%	11%	36%	
																										xA			xA	D					G	
(-1) Fairly bad job	235	108	127	69	69	97	64	61	57	26	11	16	132	103	74	161	156	79	42	71	65	43	23	211	53	49	23	25	30	89	90	31	199	59	34	
	22%	20%	23%	21%	17%	27%	25%	21%	23%	17%	21%	17%	21%	22%	19%	23%	21%	23%	20%	23%	24%	18%	16%	23%	30%	14%	31%	18%	26%	22%	23%	13%	24%	5%	10%	
				d											n		p						yA		y		y		25			E		H		
(-2) Very bad job	257	139	115	39	89	128	60	65	61	37	15	18	138	119	70	187	159	98	58	63	63	55	23	233	69	29	10	77	25	48	157	7	243	111	5	
	24%	26%	21%	12%	22%	35%	23%	23%	25%	24%	28%	19%	22%	25%	18%	27%	22%	28%	28%	21%	23%	23%	15%	25%	38%	8%	13%	58%	21%	12%	40%	3%	30%	46%	1%	
				c	cd											n		p					v		yB			xyB	y		C		E		H	
Don't know	108	28	76	26	59	23	25	30	31	11	3	8	63	44	34	73	68	40	21	26	32	16	7	100	12	32	6	3	10	44	22	14	82	13	26	
	10%	5%	14%	8%	15%	6%	10%	10%	12%	7%	6%	9%	10%	9%	9%	10%	9%	11%	10%	9%	12%	7%	5%	11%	7%	9%	8%	3%	8%	11%	5%	6%	10%	5%	8%	
				a	ce																		v		A					D			E			
Good job (NET)	225	128	93	118	76	31	49	57	43	43	10	22	140	85	108	117	177	48	33	63	45	73	62	162	26	132	12	9	17	108	58	132	89	33	153	
	21%	24%	17%	36%	19%	8%	19%	20%	17%	28%	19%	24%	23%	18%	28%	17%	24%	14%	16%	21%	16%	31%	42%	17%	14%	37%	16%	6%	14%	26%	15%	54%	11%	13%	45%	
		b		de	e					h					o		q					rst	w		A	xzAB		A		D	F		G			
Bad job (NET)	492	247	242	108	158	226	125	126	118	63	26	34	270	222	144	348	315	177	100	134	128	97	46	444	123	78	33	102	55	137	247	38	442	171	39	
	45%	46%	44%	33%	40%	62%	48%	44%	48%	41%	50%	37%	44%	47%	37%	49%	43%	50%	48%	44%	47%	41%	31%	48%	68%	22%	44%	77%	46%	33%	63%	16%	54%	70%	11%	
				cd											n		p						v		yB		y	yzB	y	C		E		H		
Mean	-0.48	-0.44	-0.52	0.03	-0.47	-0.94	-0.52	-0.5	-0.6	-0.3	-0.57	-0.2	-0.42	-0.55	-0.22	-0.62	-0.37	-0.7	-0.63	-0.44	-0.55	-0.28	0.11	-0.58	-0.95	0.19	-0.42	-1.29	-0.55	-0.13	-0.91	0.55	-0.79	-1.05	0.47	
				de	e					h					o		q					rt	w		A	xz	AB			D		F		G		

Proportions/Mean: 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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



Table 26  
Q5a\_POL - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? -Make Britain a clean energy superpower to cut bills create jobs and deliver security with cheaper zero-carbon electricity

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(2) Very good job	58	37	20	37	16	6	13	11	10	10	4	9	38	21	34	24	48	10	10	16	9	22	16	42	1	38	3	5	4	32	8	44	13	4	43
	5%	7%	4%	11%	4%	2%	5%	4%	4%	7%	7%	10%	6%	4%	9%	3%	6%	3%	5%	5%	3%	9%	11%	5%	*	11%	4%	4%	3%	8%	2%	18%	2%	2%	13%
		b		de								g			o		q					t	w			xAB	x			D		F		G	
(1) Fairly good job	170	93	75	73	55	42	35	45	37	32	6	15	112	58	78	91	133	37	20	55	44	47	40	130	16	98	12	5	16	83	44	69	99	20	120
	16%	17%	14%	22%	14%	11%	13%	16%	15%	20%	11%	17%	18%	12%	20%	13%	18%	11%	10%	18%	16%	20%	26%	14%	9%	28%	16%	4%	14%	20%	11%	28%	12%	8%	35%
				de									m		o		q			r	r	r	w			xAB	A		A	D		F		G	
(0) Neither a good nor bad job	333	147	183	101	130	102	85	99	68	37	19	25	187	145	129	204	225	108	69	82	80	75	45	286	46	118	22	28	41	137	108	74	250	56	115
	30%	28%	33%	30%	33%	28%	33%	35%	27%	24%	36%	27%	30%	31%	33%	29%	30%	31%	33%	27%	29%	32%	30%	31%	26%	33%	30%	21%	34%	33%	27%	30%	31%	23%	34%
		a											i												A				A					G	
(-1) Fairly bad job	211	100	111	57	59	96	42	54	63	26	8	19	108	103	61	150	132	79	33	68	62	34	18	192	53	44	23	29	20	76	90	33	173	62	32
	19%	19%	20%	17%	15%	26%	16%	19%	25%	17%	14%	21%	17%	22%	16%	21%	18%	23%	16%	23%	23%	15%	12%	21%	30%	12%	32%	22%	17%	19%	23%	14%	21%	26%	9%
						cd									n				u				v		yB		6								
(-2) Very bad job	211	117	91	38	80	93	58	48	41	37	13	14	104	107	50	161	131	79	54	56	44	37	19	189	49	26	6	62	25	49	119	13	196	82	8
	19%	22%	17%	11%	20%	26%	22%	17%	16%	24%	24%	16%	17%	23%	13%	23%	18%	23%	26%	18%	16%	16%	13%	20%	27%	7%	8%	47%	21%	12%	30%	5%	24%	33%	2%
		b				c									i	n			tu				v		yz				yzB	yz	C		E	H	
Don't know	109	40	66	25	58	27	28	25	29	13	4	10	70	39	34	76	71	38	22	25	33	19	12	96	15	31	7	3	13	32	26	11	84	20	22
	10%	8%	12%	8%	15%	7%	11%	9%	12%	8%	8%	10%	11%	8%	9%	11%	10%	11%	10%	8%	12%	8%	8%	10%	8%	9%	9%	2%	11%	8%	7%	5%	10%	8%	6%
		a				ce																			A	A	A	A	A		E				
Good job (NET)	228	130	95	110	70	47	47	56	48	42	10	25	149	79	113	115	180	47	29	71	53	70	56	172	17	136	15	10	20	115	52	113	112	24	162
	21%	24%	17%	33%	18%	13%	18%	20%	19%	27%	18%	27%	24%	17%	29%	16%	24%	13%	14%	23%	19%	30%	37%	18%	10%	38%	21%	8%	17%	28%	13%	46%	14%	10%	48%
		b		de									m		o		q			r		rt	w			xzAB	xA		A	D		F		G	
Bad job (NET)	422	217	202	94	139	189	99	102	104	63	20	34	212	210	111	311	264	159	87	124	106	72	38	381	103	69	30	92	45	126	208	46	369	144	40
	39%	41%	37%	29%	35%	52%	38%	36%	42%	41%	38%	36%	34%	44%	29%	44%	36%	45%	42%	41%	39%	38%	25%	41%	57%	20%	40%	69%	38%	31%	53%	19%	45%	59%	12%
						cd									n		p		u	u			v		yzB		y	xyzB	y	C		E	H		
Mean	-0.35	-0.34	-0.37	0.05	-0.39	-0.68	-0.42	-0.32	-0.39	-0.34	-0.39	-0.16	-0.23	-0.5	-0.04	-0.53	-0.25	-0.57	-0.55	-0.34	-0.37	-0.08	0.11	-0.42	-0.81	0.24	-0.26	-1.07	-0.43	-0.08	-0.73	0.42	-0.6	-0.88	0.49
				de		e							m		o		q					rst	w		xz	xA			xA	D		F		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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



23-085423-47 - COST OF LIVING AND POLITICS  
22ND - 25TH NOVEMBER 2024  
PUBLIC  
IPSOS

26 Nov 2024

Table 27  
Q5a\_POL - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? -Build an NHS fit for the future that is there when people need it with fewer lives lost to the biggest killers in a fairer

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY		
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372	
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340	
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%	
(2) Very good job	54	38	17	34	14	6	10	7	6	16	4	11	34	21	33	22	47	8	8	17	7	21	22	33	2	35	4	-	6	29	12	36	17	5	37	
	5%	7%	3%	10%	4%	2%	4%	3%	2%	10%	8%	12%	5%	4%	9%	3%	6%	2%	4%	6%	3%	9%	14%	4%	1%	10%	5%	-	5%	7%	3%	15%	2%	2%	11%	
		b		de						fgh		fgh			o		q					rt	w			xA	A		A	D		F		G		
(1) Fairly good job	183	101	80	73	60	51	46	53	37	30	6	12	113	70	77	107	138	46	28	48	42	54	40	143	12	107	11	6	13	82	52	79	100	17	130	
	17%	19%	15%	22%	15%	14%	18%	19%	15%	19%	10%	13%	18%	15%	20%	15%	19%	13%	14%	16%	15%	23%	27%	15%	6%	30%	15%	5%	11%	20%	13%	32%	12%	7%	38%	
				de											o		q					rt	w		xzAB	xA			D		F		G			
(0) Neither a good nor bad job	302	140	159	97	107	98	65	86	68	41	20	22	175	128	118	184	197	105	57	84	80	63	39	259	51	112	27	27	34	136	89	75	218	65	116	
	28%	26%	29%	29%	27%	27%	25%	30%	27%	27%	38%	24%	28%	27%	31%	26%	27%	30%	27%	28%	29%	27%	26%	28%	28%	32%	32%	36%	20%	29%	33%	23%	31%	27%	27%	34%
																										A	A			D						
(-1) Fairly bad job	250	117	131	61	78	111	59	59	68	30	9	25	138	112	76	174	164	86	40	81	72	43	23	225	59	54	18	43	26	91	108	34	213	78	34	
	23%	22%	24%	19%	20%	30%	23%	21%	27%	19%	16%	26%	22%	24%	20%	25%	22%	24%	19%	27%	26%	18%	15%	24%	32%	15%	25%	32%	22%	22%	27%	14%	26%	32%	10%	
						cd													u	u					Y			Y					E			
(-2) Very bad job	209	106	101	42	89	79	55	57	44	25	10	18	105	104	56	153	133	76	50	48	52	40	19	190	47	24	7	52	32	45	114	10	196	64	5	
	19%	20%	19%	13%	22%	22%	21%	20%	18%	16%	19%	19%	17%	22%	14%	22%	18%	22%	24%	16%	19%	17%	12%	20%	26%	7%	9%	39%	27%	11%	29%	4%	24%	26%	1%	
				c		c									n				s					v	yz			yz			C		E			
Don't know	93	32	57	23	48	22	25	20	27	12	4	5	54	39	27	66	62	31	24	24	20	14	8	85	10	22	7	5	8	27	19	10	70	15	18	
	9%	6%	11%	7%	12%	6%	10%	7%	11%	8%	8%	6%	9%	8%	7%	9%	8%	9%	12%	8%	7%	6%	5%	9%	5%	6%	9%	4%	7%	7%	5%	4%	9%	6%	5%	
		a			ce																										E					
Good job (NET)	238	139	97	107	74	57	55	61	43	46	10	23	147	91	109	129	184	53	36	65	49	75	62	176	14	143	15	6	19	110	63	115	118	22	167	
	22%	26%	18%	32%	19%	15%	21%	21%	17%	30%	19%	25%	24%	19%	28%	18%	25%	15%	17%	22%	18%	32%	41%	19%	8%	40%	21%	5%	16%	27%	16%	47%	14%	9%	49%	
		b		de						h					o		q						w		xzAB	xA		xA		D		F		G		
Bad job (NET)	459	223	233	103	167	189	114	117	112	55	19	42	243	216	132	327	297	162	91	129	124	83	42	415	106	79	25	95	58	136	222	44	409	142	38	
	42%	42%	43%	31%	42%	52%	44%	41%	45%	36%	35%	46%	39%	46%	34%	46%	40%	46%	44%	43%	45%	35%	28%	44%	59%	22%	34%	71%	48%	33%	56%	18%	50%	58%	11%	
				c		cd									n				u				v		yz	y	xyzB	y			C		E		H	
Mean	-0.38	-0.3	-0.45	-0.01	-0.48	-0.6	-0.45	-0.4	-0.48	-0.13	-0.3	-0.3	-0.3	-0.48	-0.13	-0.52	-0.29	-0.55	-0.53	-0.34	-0.47	-0.12	0.16	-0.47	-0.81	0.23	-0.18	-1.1	-0.58	-0.11	-0.7	0.42	-0.63	-0.77	0.5	
				de						fg			m		o		q					rt	w		A	xz	AB	xA		D		F		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/z/A/B - C/D - E/F - G/H  
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 28  
Q5a\_POL - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? -Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels

Base: All Adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(2) Very good job	41	26	15	26	11	5	9	6	6	10	3	8	25	17	25	16	36	6	7	8	10	15	14	27	2	25	3	-	4	23	3	26	14	4	26
	4%	5%	3%	8%	3%	1%	4%	2%	2%	6%	6%	8%	4%	4%	7%	2%	5%	2%	3%	3%	4%	6%	9%	3%	1%	7%	5%	-	4%	6%	1%	11%	2%	2%	8%
				de						g		gh			o		q				s	w				xA	A		A	D		F		G	
(1) Fairly good job	138	76	60	69	41	28	31	36	30	25	3	13	75	64	68	71	104	34	24	40	27	41	33	106	13	77	10	8	7	59	34	70	66	20	95
	13%	14%	11%	21%	10%	8%	12%	13%	12%	16%	6%	15%	12%	13%	18%	10%	14%	10%	11%	13%	10%	17%	22%	11%	7%	22%	14%	6%	6%	14%	9%	29%	8%	8%	28%
				de											o		t					w		xAB					D		F		G		
(0) Neither a good nor bad job	323	154	166	94	122	107	61	90	81	48	20	24	207	117	118	206	215	108	52	93	90	72	47	273	41	139	32	14	41	156	96	79	238	46	148
	30%	29%	30%	28%	31%	29%	23%	32%	32%	31%	37%	26%	33%	25%	30%	29%	29%	31%	25%	31%	33%	35%	31%	29%	23%	39%	43%	11%	35%	38%	24%	32%	29%	19%	43%
								f	f				m												A	xA	xA		xA	D					G
(-1) Fairly bad job	233	102	129	66	73	95	60	63	58	28	8	17	119	114	75	158	153	80	42	73	64	37	22	211	52	59	18	22	26	83	91	46	183	64	35
	21%	19%	24%	20%	18%	26%	23%	22%	23%	18%	15%	18%	19%	24%	19%	22%	21%	23%	20%	24%	24%	16%	15%	23%	29%	17%	24%	16%	22%	20%	23%	19%	22%	19%	10%
																									yA									H	
(-2) Very bad job	259	145	112	51	103	106	69	66	51	36	16	21	137	123	67	192	168	92	60	65	58	55	27	231	61	31	6	85	26	57	149	14	240	96	11
	24%	27%	21%	15%	26%	29%	27%	24%	20%	23%	30%	23%	22%	26%	17%	27%	23%	26%	29%	22%	21%	23%	18%	25%	34%	9%	9%	64%	22%	14%	38%	6%	29%	39%	3%
		b		c		c							n												yB				xyzB	y2	C		E		H
Don't know	97	30	64	25	47	26	29	23	24	7	3	10	57	39	33	64	65	32	23	23	23	16	8	87	10	24	4	4	14	31	20	10	74	14	25
	9%	6%	12%	7%	12%	7%	11%	8%	10%	5%	7%	10%	9%	8%	9%	9%	9%	9%	11%	8%	8%	7%	5%	9%	6%	7%	6%	3%	12%	8%	5%	4%	9%	6%	7%
		a		e			i																						A						
Good job (NET)	180	102	75	95	52	33	41	41	36	35	6	21	99	80	93	87	140	40	30	48	37	56	46	132	16	102	14	8	12	83	38	96	81	24	121
	16%	19%	14%	29%	13%	9%	16%	15%	14%	22%	12%	23%	16%	17%	24%	12%	19%	11%	15%	16%	14%	24%	31%	14%	9%	29%	18%	6%	10%	20%	10%	39%	10%	10%	36%
		b		de									o				q						w		xAB			xA		D		F		G	
Bad job (NET)	492	247	241	116	176	200	128	129	109	64	24	38	256	237	142	350	321	172	102	138	123	92	49	442	113	90	24	107	52	141	240	60	423	160	46
	45%	46%	44%	35%	44%	55%	50%	46%	44%	42%	45%	41%	41%	55%	37%	50%	43%	49%	49%	46%	45%	39%	49	442	63%	25%	33%	81%	44%	34%	61%	24%	52%	65%	13%
				c		cd							l		n				u				y		yzB			xyzB	y	C		E		H	
Mean	-0.53	-0.52	-0.54	-0.15	-0.62	-0.79	-0.64	-0.57	-0.52	-0.38	-0.6	-0.36	-0.48	-0.6	-0.26	-0.68	-0.46	-0.68	-0.68	-0.53	-0.53	-0.35	-0.11	-0.61	-0.92	0.02	-0.19	-1.43	-0.59	-0.24	-0.93	0.21	-0.77	-0.99	0.29
				de											o		q					r	w		A	xA	xA	xA		D		F		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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



Table 29  
Q5a\_POL - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? -Break down barriers to opportunity by reforming our childcare and education systems to make sure there is no class ceiling

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		TOTAL	MAN	WOMAN	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
WEIGHTED BASE	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(2) Very good job	56	36	20	40	14	2	16	10	6	10	3	11	34	21	27	29	49	7	11	17	7	19	21	34	7	32	3	3	3	27	12	42	13	10	35
	5%	7%	4%	12%	4%	*	6%	4%	2%	6%	6%	12%	6%	5%	7%	4%	7%	2%	6%	6%	3%	8%	14%	4%	4%	9%	4%	2%	2%	7%	3%	17%	2%	4%	10%
(1) Fairly good job	b			de	e		h					gh			o		q				t	w				xAB				D		F		G	
	168	96	68	82	56	31	39	34	45	30	7	14	105	63	84	84	131	37	25	48	35	53	40	128	7	104	14	6	12	79	46	88	80	18	124
	15%	18%	12%	25%	14%	8%	15%	12%	18%	19%	12%	15%	17%	13%	22%	12%	18%	11%	12%	16%	13%	23%	26%	14%	4%	29%	18%	5%	10%	19%	12%	36%	10%	7%	37%
(0) Neither a good nor bad job	b			de	e					g					o		q				rt	w				xAB	xA			D		F		G	
	317	147	169	85	112	120	64	103	65	43	20	22	185	132	120	197	204	113	53	86	96	59	38	277	54	114	25	21	38	140	99	62	245	55	119
	29%	28%	31%	26%	28%	33%	25%	36%	26%	28%	38%	24%	30%	28%	31%	28%	28%	32%	25%	29%	35%	25%	26%	30%	30%	32%	34%	16%	32%	34%	25%	25%	30%	22%	35%
(-1) Fairly bad job	b			de	e					fhk											ru				A	A	A	A	A	D					
	221	106	113	58	71	93	54	53	65	26	5	18	116	105	64	157	144	77	33	74	60	43	20	198	53	45	22	34	24	78	94	26	189	66	25
	20%	20%	21%	18%	18%	25%	21%	19%	26%	17%	9%	20%	19%	22%	17%	22%	19%	22%	16%	24%	22%	18%	13%	21%	29%	13%	30%	25%	20%	19%	24%	11%	23%	27%	7%
(-2) Very bad job						cd									n					f				v	Y	Y	Y	Y	Y			E		H	
	193	101	89	39	76	77	55	43	35	30	14	15	106	87	50	143	129	64	50	43	40	43	20	173	44	24	3	59	26	40	112	15	175	68	7
	18%	19%	16%	12%	19%	21%	21%	15%	14%	20%	27%	16%	17%	18%	13%	20%	17%	18%	24%	14%	15%	18%	13%	18%	24%	7%	5%	44%	22%	10%	29%	6%	21%	28%	2%
Don't know						c					h								st							yz			xyzB	yz	C			E	
	137	48	86	27	67	43	31	40	34	16	5	13	73	64	41	96	83	54	35	34	34	17	11	124	16	36	6	10	16	46	32	12	112	28	28
	13%	9%	16%	8%	17%	12%	12%	14%	13%	10%	9%	14%	12%	13%	11%	14%	11%	15%	17%	11%	13%	7%	7%	13%	9%	10%	9%	8%	14%	11%	8%	5%	14%	11%	8%
Good job (NET)						c									u								v							E					
	224	132	88	122	70	32	56	44	51	40	10	25	139	85	111	113	180	44	36	65	43	73	61	162	14	136	17	9	14	105	57	130	94	28	160
	21%	25%	16%	37%	18%	9%	21%	15%	20%	26%	18%	27%	22%	18%	29%	16%	24%	13%	17%	21%	16%	31%	41%	17%	8%	38%	23%	7%	12%	26%	15%	53%	11%	11%	47%
Bad job (NET)	b			de	e					g		g			o		q						w			xzAB	xA			D		F		G	
	414	208	202	97	147	170	109	96	100	56	19	33	221	192	114	300	273	141	83	116	100	86	40	371	97	69	26	92	51	118	206	41	365	134	33
	38%	39%	37%	29%	37%	46%	42%	34%	40%	36%	36%	36%	36%	41%	30%	42%	37%	40%	40%	38%	37%	36%	26%	40%	54%	19%	35%	70%	43%	29%	52%	17%	45%	55%	10%
Mean						cd									n								v		yz	Y	xyzB	y		C		E		H	
	-0.34	-0.29	-0.4	0.08	-0.42	-0.66	-0.4	-0.35	-0.36	-0.27	-0.43	-0.16	-0.28	-0.42	-0.08	-0.49	-0.26	-0.51	-0.5	-0.29	-0.38	-0.17	0.16	-0.43	-0.73	0.24	-0.14	-1.13	-0.59	-0.07	-0.69	0.5	-0.62	-0.76	0.5
				de	e										o		q					r	w		A	xz	xA	AB		D		F		G	

Proportions/Mean: 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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



23-085423-47 - COST OF LIVING AND POLITICS  
22ND - 25TH NOVEMBER 2024  
PUBLIC  
IPSOS

26 Nov 2024

Table 30  
Q5b\_POL - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? -SUMMARY TABLE

Base: All Adults aged 18-75 in Great Britain

	Kickstart economic growth to secure the highest sustained growth in the G7...	Make Britain a clean energy superpower ... zero-carbon electricity by 2030 accelerating to net zero	Build an NHS fit for the future that is there when people need it...	...Halving serious violent crime and raising confidence in the police and criminal justice system...	...Reforming our childcare and education systems to make sure there is no class ceiling...
UNWEIGHTED BASE	1092	1092	1092	1092	1092
WEIGHTED BASE	1092	1092	1092	1092	1092
(2) Very good job	65 6%	71 6%	70 6%	49 5%	72 7%
(1) Fairly good job	216 20%	214 20%	254 23%	201 18%	232 21%
(0) Neither a good nor bad job	258 24%	268 25%	233 21%	250 23%	253 23%
(-1) Fairly bad job	211 19%	219 20%	221 20%	232 21%	217 20%
(-2) Very bad job	225 21%	207 19%	214 20%	250 23%	196 18%
Don't know	117 11%	114 10%	99 9%	109 10%	122 11%
Good job (NET)	281 26%	285 26%	324 30%	250 23%	303 28%
Bad job (NET)	436 40%	425 39%	435 40%	482 44%	413 38%
Mean	-0.32	-0.28	-0.26	-0.44	-0.24

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.



23-085423-47 - COST OF LIVING AND POLITICS  
22ND - 25TH NOVEMBER 2024  
PUBLIC  
IPSOS

26 Nov 2024

Table 31  
Q5b\_POL - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? - Kickstart economic growth to secure the highest sustained growth in the G7 - with good jobs and productivity growth in every

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UPTO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(2) Very good job	65	36	29	40	15	10	17	14	10	15	3	5	43	21	44	21	51	14	11	19	16	18	19	46	3	45	2	3	4	34	10	40	23	4	53
	6%	7%	5%	12%	4%	3%	7%	5%	4%	10%	6%	6%	7%	5%	11%	3%	7%	4%	5%	6%	6%	8%	12%	5%	1%	13%	3%	2%	3%	8%	3%	16%	3%	2%	16%
				de						h					o							w			xzAB					D		F		G	
(1) Fairly good job	216	117	96	87	80	49	44	51	50	38	11	22	125	91	96	120	153	63	33	56	49	68	45	170	16	121	20	8	18	108	57	83	130	26	148
	20%	22%	18%	26%	20%	13%	17%	18%	20%	24%	20%	24%	20%	19%	25%	17%	21%	18%	16%	19%	18%	29%	30%	18%	9%	34%	27%	6%	15%	26%	15%	34%	16%	11%	44%
				e	e										o							rst	w		xAB	xAB		A		D		F		G	
(0) Neither a good nor bad job	258	119	135	94	92	72	58	71	62	31	12	25	153	105	86	172	178	80	49	75	67	51	40	214	36	92	26	13	32	113	67	74	176	39	88
	24%	22%	25%	28%	23%	20%	22%	25%	25%	20%	22%	27%	25%	22%	22%	24%	24%	23%	24%	25%	25%	22%	27%	23%	20%	26%	35%	10%	27%	28%	17%	30%	22%	16%	26%
				e											n										A	A	xA		A		D		F		G
(-1) Fairly bad job	211	115	93	52	65	95	49	56	50	30	10	16	112	99	59	152	136	75	36	72	54	35	15	195	50	43	12	40	28	66	94	24	182	60	20
	19%	22%	17%	16%	16%	26%	19%	20%	20%	19%	19%	17%	18%	21%	15%	21%	18%	21%	18%	24%	20%	15%	10%	21%	28%	12%	16%	30%	23%	16%	24%	10%	22%	25%	6%
				cd											n										y				25		C		H		
(-2) Very bad job	225	113	110	33	88	104	57	57	47	29	15	20	121	104	56	169	145	80	52	54	51	49	21	203	66	20	4	66	25	44	138	8	214	100	4
	21%	21%	20%	10%	22%	29%	22%	20%	19%	19%	27%	21%	20%	22%	15%	24%	20%	23%	25%	18%	19%	21%	14%	22%	37%	6%	6%	50%	21%	11%	35%	3%	26%	41%	1%
				c											n										yzB				xyzB		y2		C		H
Don't know	117	32	84	25	57	35	35	34	29	12	3	5	65	53	44	73	78	39	26	26	36	14	10	106	9	34	10	2	13	45	27	16	91	14	25
	11%	6%	15%	7%	14%	10%	13%	12%	12%	8%	5%	5%	10%	11%	11%	10%	11%	11%	13%	9%	13%	6%	7%	11%	5%	10%	13%	2%	11%	11%	7%	7%	11%	6%	7%
				a	c		k								u										A		xA		A		E				
Good job (NET)	281	153	124	127	94	59	61	65	61	53	14	27	169	112	140	141	203	77	44	75	65	87	64	216	19	166	22	11	22	142	67	122	153	31	201
	26%	29%	23%	39%	24%	16%	23%	23%	24%	34%	26%	29%	27%	24%	36%	20%	27%	22%	21%	25%	24%	37%	43%	23%	10%	47%	30%	8%	18%	35%	17%	50%	19%	13%	59%
		b		de	e					fgh					o							rst	w		xzAB	xAB		A		D		F		G	
Bad job (NET)	436	229	203	84	153	199	106	113	98	59	25	36	233	203	116	320	281	155	88	126	105	84	36	398	117	63	16	106	52	110	233	31	395	160	24
	40%	43%	37%	26%	39%	54%	41%	40%	39%	38%	47%	38%	38%	43%	30%	45%	38%	44%	43%	42%	39%	36%	24%	43%	65%	18%	22%	80%	44%	27%	59%	13%	49%	66%	7%
				c	cd										n								v		yzB	yzB		xyzB		y2		C		H	
Mean	-0.32	-0.3	-0.34	0.17	-0.39	-0.71	-0.38	-0.37	-0.34	-0.14	-0.44	-0.26	-0.25	-0.41	0.03	-0.52	-0.26	-0.46	-0.47	-0.31	-0.32	-0.13	0.18	-0.41	-0.94	0.4	0.06	-1.21	-0.48	0.06	-0.8	0.54	-0.6	-0.98	0.72
				de	e										o		q					r	w		A	xzA	xA		xA	D	F		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/z/A/B - C/D - E/F - G/H  
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.



23-085423-47 - COST OF LIVING AND POLITICS  
22ND - 25TH NOVEMBER 2024  
PUBLIC  
IPSOS

26 Nov 2024

Table 32  
Q5b\_POL - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? -Make Britain a clean energy superpower to cut bills create jobs and deliver security with cheaper zero-carbon electricity by

Base: All Adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY	
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%
(2) Very good job	71 6%	45 8%	25 5%	40 12%	17 4%	14 4%	19 7%	15 5%	14 6%	13 8%	3 6%	7 7%	49 8%	22 5%	45 12%	26 4%	52 7%	18 5%	13 6%	13 4%	12 4%	31 13%	21 14%	50 5%	5 3%	50 14%	3 3%	1 1%	3 3%	43 10%	9 2%	43 18%	27 3%	11 4%	53 16%
(1) Fairly good job	214 20%	112 21%	99 18%	80 24%	78 20%	56 15%	45 17%	61 22%	49 20%	34 22%	11 21%	14 15%	140 23%	74 16%	99 26%	115 16%	152 21%	62 18%	34 16%	57 19%	61 22%	52 22%	41 27%	173 19%	11 6%	121 34%	23 31%	8 6%	19 31%	112 27%	51 13%	72 30%	137 17%	16 6%	149 44%
(0) Neither a good nor bad job	268 25%	120 23%	144 26%	100 30%	92 23%	76 21%	56 21%	73 26%	59 24%	34 22%	18 33%	28 31%	144 23%	124 26%	91 24%	177 25%	196 26%	72 21%	47 23%	84 28%	62 23%	56 24%	37 25%	226 24%	43 24%	87 24%	21 29%	19 14%	37 31%	97 24%	92 23%	69 28%	191 23%	50 20%	86 25%
(-1) Fairly bad job	219 20%	113 21%	105 19%	53 16%	71 18%	94 26%	53 21%	55 19%	57 23%	29 19%	6 11%	18 20%	113 18%	106 22%	66 17%	153 22%	136 18%	83 24%	44 21%	70 23%	59 22%	37 16%	19 13%	198 21%	57 31%	54 15%	16 21%	35 27%	23 20%	79 19%	95 24%	33 13%	182 22%	65 26%	29 9%
(-2) Very bad job	207 19%	104 20%	100 18%	36 11%	79 20%	92 25%	53 20%	52 18%	39 16%	32 21%	12 23%	18 20%	104 17%	103 22%	51 13%	156 22%	131 18%	75 21%	47 22%	51 17%	47 17%	40 17%	19 12%	187 20%	46 26%	19 5%	3 5%	64 48%	24 20%	43 11%	113 29%	11 4%	193 24%	79 33%	3 1%
Don't know	114 10%	39 7%	74 13%	22 7%	58 15%	33 9%	34 13%	26 9%	31 13%	12 8%	3 5%	7 8%	70 11%	44 9%	34 9%	80 11%	73 10%	40 12%	22 11%	27 9%	32 12%	18 8%	13 9%	100 11%	18 10%	23 6%	8 11%	6 4%	12 10%	35 9%	34 9%	17 7%	84 10%	24 10%	20 6%
Good job (NET)	285 26%	157 29%	124 23%	119 36%	95 24%	70 19%	64 25%	76 27%	62 25%	47 30%	14 27%	21 22%	188 30%	96 20%	144 37%	140 20%	205 28%	80 23%	48 23%	70 23%	73 27%	84 36%	62 41%	223 24%	17 9%	172 48%	26 35%	9 7%	23 19%	155 38%	60 15%	115 47%	165 20%	27 11%	202 60%
Bad job (NET)	425 39%	217 41%	205 38%	89 27%	150 38%	186 51%	106 41%	107 38%	96 39%	61 40%	18 35%	36 39%	217 35%	209 44%	117 30%	309 44%	267 36%	158 45%	90 43%	122 40%	106 39%	77 33%	38 25%	385 41%	103 57%	74 21%	19 26%	99 75%	48 40%	123 30%	208 53%	44 18%	376 46%	144 59%	32 9%
Mean	-0.28	-0.24	-0.33	0.11 de	-0.34 e	-0.58	-0.34	-0.26	-0.27	-0.23	-0.26	-0.32	-0.15 m	-0.45	0.06 o	-0.48	-0.21 q	-0.43	-0.41	-0.33	-0.29	-0.01 rst	0.2 w	-0.36	-0.78 A	0.39 xzA B	0.09 xA B	-1.2	-0.43 xA	0.09 D	-0.7	0.46 F	-0.52	-0.85	0.69 G

Proportions/Mean: 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/z/A/B - C/D - E/F - G/H  
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 33

Q5b\_POL - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? -Build an NHS fit for the future that is there when people need it with fewer lives lost to the biggest killers in a fairer

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY		
		TOTAL	MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	CONSERVATIVE	LABOUR
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372	
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340	
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%	
(2) Very good job	70	45	25	36	21	13	18	14	14	14	3	7	51	19	43	27	55	16	8	18	18	24	21	49	2	49	2	2	2	34	17	37	30	10	53	
	6%	8%	5%	11%	5%	4%	7%	5%	6%	9%	6%	7%	8%	4%	11%	4%	7%	4%	4%	6%	7%	10%	14%	5%	1%	14%	3%	2%	2%	8%	4%	15%	4%	4%	15%	
		b		de									m		o							r	w		xzAB					D		F		G		
(1) Fairly good job	254	134	115	101	78	75	58	63	56	40	15	22	159	95	117	137	178	76	44	65	63	71	54	201	23	141	22	9	26	131	61	91	160	24	181	
	23%	25%	21%	31%	20%	21%	23%	22%	22%	26%	28%	24%	26%	20%	30%	19%	24%	22%	21%	22%	23%	30%	36%	21%	12%	40%	30%	7%	22%	32%	16%	37%	20%	10%	53%	
				de									m		o							rs	w		xAB		xA		xA	D		F		G		
(0) Neither a good nor bad job	233	98	133	81	83	69	44	71	58	32	11	18	134	100	81	153	156	77	42	73	52	52	30	200	43	83	22	13	24	94	72	68	160	49	71	
	21%	18%	24%	25%	21%	19%	17%	25%	23%	21%	21%	19%	22%	21%	21%	22%	21%	22%	20%	24%	19%	22%	20%	21%	24%	23%	30%	10%	20%	23%	18%	28%	20%	20%	21%	
		a											f		n										A	A	A		A		F					
(-1) Fairly bad job	221	114	105	52	70	99	60	50	53	29	12	17	113	107	59	162	147	73	39	67	61	36	16	202	54	39	16	42	28	70	102	23	190	67	16	
	20%	21%	19%	16%	18%	27%	23%	18%	21%	19%	23%	18%	18%	23%	15%	23%	20%	21%	19%	22%	22%	15%	11%	22%	30%	11%	21%	32%	24%	17%	26%	9%	23%	28%	5%	
				cd											n										Y		Y		Y		C		E		H	
(-2) Very bad job	214	107	105	40	95	80	50	61	44	26	9	24	107	107	56	158	139	75	53	56	49	40	22	192	50	24	6	62	26	51	119	16	196	79	7	
	20%	20%	19%	12%	24%	22%	19%	22%	18%	17%	17%	26%	17%	23%	15%	22%	19%	21%	26%	18%	18%	17%	15%	20%	28%	7%	8%	47%	22%	12%	30%	6%	24%	32%	2%	
				c									I		n				u						yz		xyzB		yz		C		E		H	
Don't know	99	36	62	19	50	30	30	24	25	12	3	5	54	45	30	70	65	34	22	23	29	12	7	91	9	19	6	4	12	30	24	11	78	15	12	
	9%	7%	11%	6%	13%	8%	12%	9%	10%	8%	5%	5%	9%	9%	8%	10%	9%	10%	11%	8%	11%	5%	5%	10%	5%	5%	8%	3%	10%	7%	6%	4%	10%	6%	4%	
		a		c									u		u				u						A				A		E					
Good job (NET)	324	179	141	138	99	88	76	77	70	54	18	29	210	114	161	164	233	92	52	83	81	95	75	250	24	191	25	12	29	165	78	128	190	34	233	
	30%	33%	26%	42%	25%	24%	29%	27%	28%	35%	34%	31%	34%	24%	42%	23%	31%	26%	25%	27%	30%	40%	50%	27%	13%	54%	33%	9%	24%	40%	20%	52%	23%	14%	69%	
		b		de									m		o								w		xzAB		xA		xA	D		F		G		
Bad job (NET)	435	222	210	92	165	178	110	111	97	56	21	41	221	214	115	320	287	148	92	123	110	76	38	393	104	62	22	104	54	121	220	38	386	146	23	
	40%	41%	39%	28%	42%	49%	42%	39%	39%	36%	40%	44%	36%	45%	32%	45%	39%	42%	44%	41%	40%	32%	25%	42%	57%	18%	29%	78%	46%	29%	56%	16%	47%	60%	7%	
				c									I		n				u				v		yz		Y		xyzB		C		E		H	
Mean	-0.26	-0.21	-0.31	0.13	-0.4	-0.47	-0.29	-0.31	-0.25	-0.09	-0.18	-0.34	-0.12	-0.44	0.09	-0.45	-0.21	-0.37	-0.46	-0.28	-0.25	0.01	0.25	-0.34	-0.75	0.46	-0.01	-1.18	-0.46	0.07	-0.66	0.47	-0.49	-0.79	0.78	
				de									m		o							rst	w		A	xz	xA	B		D		F		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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



23-085423-47 - COST OF LIVING AND POLITICS  
22ND - 25TH NOVEMBER 2024  
PUBLIC  
IPSOS

26 Nov 2024

Table 34  
Q5b\_POL - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? -Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)	
	TOTAL																																			
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372	
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340	
	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%	
(2) Very good job	49	36	14	29	12	8	12	5	10	11	2	9	33	16	33	16	41	9	6	11	14	19	13	36	4	32	2	3	4	34	6	28	21	7	37	
	5%	7%	3%	9%	3%	2%	5%	2%	4%	7%	4%	10%	5%	3%	9%	2%	5%	3%	3%	3%	5%	8%	8%	4%	2%	9%	3%	2%	3%	8%	2%	12%	3%	3%	11%	
		b		de						g		g			o		q					rs	w		xAB					D		F		G		
(1) Fairly good job	201	111	87	89	72	40	45	55	39	37	9	16	117	83	86	114	154	47	32	57	48	55	41	160	16	118	15	9	11	93	49	89	108	27	134	
	18%	21%	16%	27%	18%	11%	17%	19%	16%	24%	17%	18%	19%	18%	22%	16%	21%	13%	15%	19%	18%	24%	27%	17%	9%	33%	21%	7%	9%	23%	12%	37%	13%	11%	39%	
		b		de	e								o		o		q					r	w		xzAB		xAB			D		F		G		
(0) Neither a good nor bad job	250	108	139	85	91	75	54	72	65	26	16	18	150	101	91	160	169	81	40	75	66	53	40	209	32	104	26	11	35	116	76	57	188	31	107	
	23%	20%	25%	26%	23%	21%	21%	25%	26%	17%	30%	19%	24%	21%	24%	23%	23%	23%	19%	25%	24%	22%	27%	22%	18%	29%	35%	9%	30%	28%	19%	23%	23%	13%	32%	
										i	i	i													A	xA	xA		xA	D				G		
(-1) Fairly bad job	232	109	121	55	73	105	53	53	58	35	12	22	131	102	70	162	146	87	46	70	59	42	25	205	58	51	13	29	28	80	98	39	188	66	29	
	21%	20%	22%	17%	18%	29%	20%	19%	23%	22%	22%	24%	21%	22%	18%	23%	20%	25%	22%	23%	22%	18%	17%	22%	32%	14%	18%	22%	24%	20%	25%	16%	23%	27%	9%	
				cd											n										yz				y		E		H			
(-2) Very bad job	250	133	115	54	95	101	64	70	48	34	12	22	129	121	64	186	162	88	59	65	58	48	24	225	62	24	9	78	28	52	140	18	227	99	10	
	23%	25%	21%	16%	24%	28%	25%	25%	19%	22%	22%	24%	21%	26%	17%	26%	22%	25%	28%	21%	21%	20%	16%	24%	34%	7%	12%	59%	24%	13%	20%	36%	7%	28%	40%	3%
				c																				v	yz			xyzB	yz	C		E		H		
Don't know	109	37	71	19	53	37	32	28	30	12	2	5	59	50	41	69	69	40	25	25	27	18	8	99	10	25	9	3	12	34	25	14	83	15	22	
	10%	7%	13%	6%	13%	10%	12%	10%	12%	8%	5%	5%	10%	11%	11%	10%	9%	11%	12%	8%	10%	8%	6%	11%	6%	7%	12%	2%	10%	8%	6%	6%	10%	6%	6%	
		a		c																					A	A	A		A	E						
Good job (NET)	250	147	100	118	84	48	57	60	48	49	11	25	151	99	120	130	194	56	38	68	62	74	53	196	20	151	17	12	15	127	55	117	129	34	171	
	23%	27%	18%	36%	21%	13%	22%	21%	19%	31%	21%	27%	24%	21%	31%	18%	26%	16%	18%	22%	23%	32%	36%	21%	11%	42%	23%	9%	13%	31%	14%	48%	16%	14%	50%	
		b		de	e					fgh					o		q						w		xzAB		xA			D		F		G		
Bad job (NET)	482	242	236	108	168	206	117	123	106	69	24	45	259	223	135	348	308	174	105	135	118	90	49	431	119	75	22	107	57	132	238	57	415	165	39	
	44%	45%	43%	33%	42%	56%	45%	43%	43%	44%	44%	48%	42%	47%	35%	49%	42%	50%	51%	45%	43%	38%	32%	46%	66%	21%	29%	80%	48%	32%	60%	23%	51%	67%	12%	
				c		cd									n		p		u				v		yzB		xyzB		yz	C		E		H		
Mean	-0.44	-0.39	-0.5	-0.05	-0.49	-0.76	-0.49	-0.5	-0.44	-0.3	-0.44	-0.37	-0.36	-0.54	-0.13	-0.61	-0.35	-0.63	-0.65	-0.44	-0.41	-0.21	-0.05	-0.51	-0.92	0.26	-0.17	-1.3	-0.62	-0.06	-0.86	0.31	-0.67	-0.97	0.5	
				de	e								m		o		q					r	w		A	xz	xA	xB		D		F		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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base



Table 35  
Q5b\_POL - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? -Break down barriers to opportunity by reforming our childcare and education systems to make sure there is no class ceiling

Base: All Adults aged 18-75 in Great Britain

		GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY			
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)	
UNWEIGHTED BASE																																					
	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372		
	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340		
(2) Very good job	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%		
	72	48	23	47	16	8	17	16	15	13	4	7	44	28	44	27	57	14	7	21	18	23	16	54	7	38	4	6	6	37	10	49	22	10	49		
	7%	9%	4%	14%	4%	2%	7%	6%	6%	9%	8%	7%	7%	6%	12%	4%	8%	4%	4%	7%	7%	10%	11%	6%	4%	11%	5%	4%	5%	9%	3%	20%	3%	4%	15%		
(1) Fairly good job		b		de											o		q				r		w		xA					D		F		G			
	232	120	109	97	76	59	49	60	55	36	9	23	151	80	106	126	172	60	33	66	55	70	58	173	11	143	24	5	20	130	45	86	141	18	169		
	21%	22%	20%	29%	19%	16%	19%	21%	22%	23%	17%	24%	24%	17%	27%	18%	23%	17%	16%	22%	20%	30%	39%	19%	6%	40%	32%	4%	17%	32%	11%	35%	17%	8%	50%		
(0) Neither a good nor bad job				de									m		o		q				rt		w		xAB		xAB		xA	D		F		G			
	253	111	138	82	93	79	57	79	56	29	12	20	144	109	91	162	160	93	52	68	62	49	34	218	39	92	20	16	27	100	86	49	196	43	80		
	23%	21%	25%	25%	23%	22%	22%	28%	22%	19%	22%	22%	23%	23%	23%	23%	22%	27%	25%	23%	23%	21%	23%	23%	21%	26%	26%	12%	23%	24%	22%	20%	24%	18%	24%		
(-1) Fairly bad job							i								n										A	A		A									
	217	101	116	43	66	107	53	48	55	35	9	17	111	106	59	158	142	75	39	66	63	38	16	199	65	35	14	39	26	68	108	29	186	74	17		
	20%	19%	21%	13%	17%	29%	20%	17%	22%	23%	17%	18%	18%	22%	15%	22%	19%	21%	19%	22%	23%	16%	11%	21%	36%	10%	19%	30%	21%	17%	27%	12%	23%	30%	5%		
(-2) Very bad job				cd											n										yB		y	y	y		C		E		H		
	196	107	86	38	81	77	49	52	36	24	16	19	102	94	48	148	130	66	47	52	40	40	17	178	47	20	5	60	25	41	113	13	178	75	5		
	18%	20%	16%	11%	20%	21%	19%	18%	15%	15%	30%	20%	17%	20%	12%	21%	18%	19%	23%	17%	15%	17%	11%	19%	26%	6%	7%	45%	21%	10%	29%	5%	22%	31%	1%		
Don't know				c											hi										v		n	xyzB		yB	C		E		H		
	122	47	75	23	64	36	35	28	32	18	3	7	67	56	38	84	80	42	28	28	35	16	9	112	13	27	8	6	14	33	32	18	92	24	19		
	11%	9%	14%	7%	16%	10%	13%	10%	13%	12%	5%	8%	11%	12%	10%	12%	11%	12%	13%	9%	13%	7%	6%	12%	7%	7%	11%	5%	12%	8%	8%	7%	11%	10%	6%		
Good job (NET)				a											u										v												
	303	167	132	145	92	66	66	76	70	49	13	30	195	108	151	153	229	75	41	87	73	93	74	228	18	181	27	11	26	167	55	135	163	29	218		
	28%	31%	24%	44%	23%	18%	25%	27%	28%	32%	25%	32%	32%	23%	39%	22%	31%	21%	20%	29%	27%	39%	49%	24%	10%	51%	37%	8%	22%	41%	14%	55%	20%	12%	64%		
Bad job (NET)				b									m		o		q		r			rst	w		xzAB		xAB		xA	D		F		G			
	413	208	202	81	147	185	102	100	91	59	25	36	213	200	107	306	272	141	86	119	103	78	33	377	111	55	19	99	51	109	220	42	364	149	22		
	38%	39%	37%	25%	37%	51%	39%	35%	37%	38%	48%	38%	34%	42%	28%	43%	37%	40%	42%	39%	38%	33%	22%	40%	62%	16%	26%	75%	43%	27%	56%	17%	45%	61%	6%		
Mean				c		cd									n									v		yzB		y	xyzB		yz	C		E		H	
	-0.24	-0.21	-0.28	0.24	-0.36	-0.57	-0.3	-0.24	-0.2	-0.15	-0.47	-0.21	-0.14	-0.38	0.12	-0.44	-0.18	-0.38	-0.48	-0.23	-0.22	-0.01	0.29	-0.33	-0.79	0.44	0.1	-1.13	-0.41	0.14	-0.74	0.57	-0.5	-0.84	0.75		
				de		e								m		o		q			r	r	w		A	xzA	xA	xB		D		F		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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base

Table 36

Q6\_POL - Which of the below, if any, are the most important priorities for you? Please choose up to 2.

Base: All Adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			REGION						SOCIAL GRADE		EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CONDITION OF BRITISH ECONOMY		PARTY TRUST MOST TO MANAGE BRITAIN'S ECONOMY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	ABC1 (l)	C2DE (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATIVE (G)	LABOUR (H)	
UNWEIGHTED BASE	1092	527	553	348	398	346	261	284	247	154	53	93	662	430	555	537	713	379	207	280	273	254	168	916	172	376	82	118	121	441	353	256	804	232	372	
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741	351	207	302	273	235	150	935	181	355	74*	133	119	410	394	244	815	244	340	
100%	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%	25%	22%	14%	86%	17%	33%	7%*	12%	11%	38%	36%	22%	75%	22%	31%	
Build an NHS fit for the future that is there when people need it with fewer lives lost to the biggest killers in a fairer Britain, where everyone lives well for longer	725	321	397	185	261	280	180	203	161	82	35	63	425	300	259	466	471	254	128	197	206	146	85	636	118	253	50	79	79	299	253	127	574	146	224	
	66%	60%	73% a	56%	66% c	76% cd	70% i	72% i	65% i	53%	66%	68% i	69%	63%	67%	66%	64%	72% p	62%	65%	76% rsu	62%	56%	68% v	65%	71% A	67%	60%	67%	73% D	64%	52%	70% E	60%	66%	
Kickstart economic growth to secure the highest sustained growth in the G7 - with good jobs and productivity growth in every part of the country making everyone, not just a few, better off	419	224	193	131	140	148	93	95	95	74	23	39	265	154	165	254	301	118	59	114	110	113	65	351	87	143	32	46	40	170	152	87	321	118	128	
	38%	42% b	35%	40%	35%	40%	36%	34%	38%	48% fg	43%	42%	43% m	33%	43% o	36%	41% q	34%	28%	38% r	40% r	48% rs	44%	38%	48% AB	40%	44%	35%	34%	42%	39%	36%	39%	48% H	38%	
Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels	361	178	182	100	138	123	89	85	85	59	15	28	184	176	102	259	247	114	72	115	91	64	51	309	71	96	19	68	36	114	160	71	278	100	87	
	33%	33%	33%	30%	35%	34%	34%	30%	34%	38%	27%	31%	30%	37% l	26%	37% n	33%	32%	35%	38% u	33%	27%	34%	33%	39% yz	27%	26%	51% yzB	31%	28%	41% C	29%	34%	41% H	26%	
Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero	220	110	110	87	77	56	58	56	42	34	12	19	132	88	97	124	150	71	49	48	52	58	38	180	25	81	18	6	35	99	48	73	138	33	98	
	20%	21%	20%	26% de	20%	15%	22%	20%	17%	22%	23%	21%	21%	19%	25% o	17%	20%	20%	24% s	16%	19%	25% s	25%	19%	14% A	23% xA	25% xA	5%	30% xA	24% D	12%	30% F	17%	14%	29% G	
Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain	133	54	73	64	48	20	28	41	31	19	4	11	77	56	66	67	84	49	20	36	30	35	31	99	11	54	14	10	17	54	41	45	84	18	62	
	12%	10%	13%	19% de	12% e	6%	11%	14%	12%	12%	7%	12%	12%	12%	17% o	9%	11%	14%	10%	12%	11%	15%	21% w	11%	6%	15% xA	19% xA	8%	14% x	13%	10%	19% F	10%	7%	18% G	
I have other priorities	48	24	24	4	15	29	9	16	11	7	1	3	17	30	13	35	26	22	13	13	11	3	2	45	14	6	2	17	2	10	29	6	42	18	6	
	4%	4%	4%	1%	4% c	8% cd	4%	6%	4%	5%	2%	3%	3%	6% l	3%	5%	3%	6% p	6%	4%	4%	1%	1%	5%	8% yB	2%	3%	13% yzB	2%	3%	3%	7% C	2%	5%	7% H	2%
None of these	29	17	11	9	17	3	9	7	6	2	1	4	13	17	2	27	20	9	10	7	4	8	3	26	-	8	2	6	3	4	11	7	22	1	6	
	3%	3%	2%	3%	4% e	1%	3%	2%	2%	1%	3%	4%	2%	4%	1%	4% n	3%	3%	5%	2%	1%	3%	2%	3%	-	2%	3%	4% x	2%	1%	3%	3%	3%	1%	2%	
Don't know	24	10	10	8	9	6	4	6	8	3	2	-	11	12	5	18	18	6	8	6	2	2	1	22	*	6	2	1	3	5	7	4	17	3	5	
	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	5%	-	2%	3%	1%	3%	2%	2%	4% tu	2%	1%	1%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	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/z/A/B - C/D - E/F - G/H  
Overlap formulae used. \* small base