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

		GF	NDER		AGE				RE	GION			SOCIA	L GRADE	FDU	CATION	WORKI	NG STATUS		INC	COME		ETHN	IICITY		GENER	AL ELECTION 20	024 VOTE		REFERENDUI	M 2016 VOTE	CONDITION		MANAGE	JST MOST TO E BRITAIN'S NOMY
			I		T AGE				1	T 1			300.0	1	100	1	- Tronua	I		1	1		ETHNIC	WHITE		J. J.		1		NEI ENEIVOO	2020 10.12	200.		200.	10
																NON		NOT	UP TO	£20000-	£35000-		MINORITY	ETHNIC	CONSERVATI		LIBERAL							CONSERVATI	.
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES		WORKING		£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(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					259								386		741						150		181					410	394			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%
(2) Fairly poor	519	245	270	111	203	205	130	141	129	g 72	10	27	303	215	188	331	9 333	186	89	138	142	rst 110	W 57	459	AB 88	172	47	E2	49	218	180	r	519	113	157
(2) Fairty poor	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%	63%	39%	41%	53%	46%	-	64%	46%	46%
	1 4//	40%	45/0	3470	5170	50%	k	30% k	ik	- k	33/0	2370	4570	40/0	45%	47,0	45%	n	43/0	40/0	32/0	4770	30%	4570 V	45%	40/0	xvAB	3370	41/0	33%	40%		F	40%	40%
(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
(2, 12., 222.	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%
					с	с		hi			hi	hi				n			и					v	z	z		xyz	xyz		С		Е	н	
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															р											Α						
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			0		q					rt	w			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%
		2.00	a	2.22	C	cd	ik	ik	2.05	2.40	4.00	2.05	2.02	4.00	2.42	n	2.00	p	U	2	u	2.45	2.25	۷	100	2.46	2.47	xy	y		C	2.24	E	Н	2.25
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 xAB	2.17	1.73	1.85	2.07	1.85	3.21	1.64	2	2.36
		D		ae	e				g	rgj					_ 0		9					π	W		A	XAB	AB			L D		r			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.





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

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

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

																									_					1					
																																CONDITION	OF PRITICH	PARTY TRUS	
		GF	NDER		AGE				RF	GION			SOCIA	LGRADE	FDU	CATION	WORKI	NG STATUS		IN	OME		ETHN	IICITY		GENER	AL ELECTION 20	124 VOTE		REFERENDU	M 2016 VOTE	ECOI		ECON	
		- 52			7.02				1	T 1			300.51		1 200		1101111	I		1	T		ETHNIC	WHITE		J CENTERS		1		THE PERENTS			1	200.	
																NON		NOT	UP TO	£20000-	£35000-		MINORITY	ETHNIC	CONSERVATI		LIBERAL							CONSERVATI	1
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES	GRADUATES	S WORKING	WORKING	£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(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					259								386		741						150		181					410				244	340
	100%	49%					24%								35%		68%						14%		17%					38%				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			1		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%	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%
						cd							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		v	yB							F		н	
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%	196	1%	1%	-		2%	1%	1%	-		2%	3%	-		1%	1%	1%	2%	1%
																n						Š						xy							
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	е									1		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%	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%
						cd							m		0					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			1		n			stu	и	u		w			x		x	XZ				E		

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

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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

																																CONDITION		PARTY TRUS	BRITAIN'S
		GEN	IDER		AGE				RE	GION			SOCIA	LGRADE	EDU	CATION	WORKI	NG STATUS		INC	OME		ETHN	ICITY		GENER/	AL ELECTION 20	24 VOTE		REFERENDUN	И 2016 VOTE	ECON	YMON	ECON	10MY
																NON		NOT	UP TO	£20000-	£35000-		ETHNIC MINORITY	WHITE	CONSERVATI		LIBERAL							CONSERVATI	
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES	GRADUATES	WORKING	WORKING	£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(c)	(D)	(E)	(F)	(G)	(H)
JNWEIGHTED 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			259				53*				386		741						150		181									244	
	100%	49%	50%	30%			24%						57%		35%		68%						14%		17%									22%	
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%
				e			h					h		1					t				w			×		×	×						
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%
					С			k	k	k															В										
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%
						d							m																	D					
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%
		b		e								g																				F			
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%
						c		f	f	f	f																xyAB						E		
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%
					e																					Z					С				
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	2	2.94	2.94	2.93	2.95	2.99	2.93	2.94	2.88	2	2.93	2.81	3.01	2.86	2.98	2.99	2.89	3.02	2.85	2.98	2.88	2.94
	2.34	2.00	2.55	2.54	2.30	2.03	2.37	2.34	2.04	3.04	3.02	4.5	2.03	3	2.34	2.34	2.73	2.33	2.33	2.33	2.34	2.00	1 3	2.73	2.01	3.01	2.00	2.30	2.33	2.07	3.02	2.03	2.30	2.00	2.54

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

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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

																																	N OF BRITISH	PARTY TRUS	BRITAIN'S
		GEI	NDER		AGE				RE	GION			SOCIA	L GRADE	EDU	CATION	WORKI	NG STATUS		IN	COME		ETHN	ICITY		GENER	RAL ELECTION 20	024 VOTE		REFERENDUI	M 2016 VOTE	ECOI	NOMY	ECON	NOMY
																NON		NOT	UP TO	£20000-	£35000-		ETHNIC MINORITY	WHITE	CONSERVATI		LIBERAL							CONSERVATI	
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES	GRADUATES	WORKING	WORKING	£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(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		546				259		249						386		741						150		181					410	394			244	340
	100%						24%						57%		35%		68%						14%		17%					38%				22%	
(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%
											h			I														xyz					E		
(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%
					С	С		k	k				m													Α									
(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%
		b		d								fgi																				F			G
(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%	3%	2%
				e																			w									F			
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%	5%	1%	2%	1%	1%	2%	2%	1%	2%	2%	•	196	2%	1%	2%	1%	3%	-	-	1%	1%	2%	1%	1%	2%
											f																A							\perp	
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%
			а		С	С	k	k																					XZ				E		
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%
		b		de								fgij													_							F		\leftarrow	
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
			а				l h				hk																						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

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.





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

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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

															1		1																		
																																	OF BRITISH	PARTY TRUS MANAGE I	BRITAIN'S
		GE	NDER		AGE				RE	GION			SOCIAL	GRADE	EDU	ATION	WORKI	NG STATUS		INC	COME		ETHN			GENER	AL ELECTION 20	024 VOTE		REFERENDU	M 2016 VOTE	ECON	NOMY	ECON	IOMY
																NON		NOT	UP TO	£20000-	£35000-		ETHNIC MINORITY	WHITE	CONSERVATI		LIBERAL							CONSERVATI	
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES	GRADUATES	WORKING	WORKING	£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(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			348			261								555		713						168		172									232	372
WEIGHTED BASE	1092			330			259								386		741						150		181									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%
					С									I		n			u									xyz			С		E	H	
(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		0									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	e												q					rt	w									F			
(-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%	2%	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%	1%	7%	1%	3%	3%
Not continued	-	2	2	ae			2							1									w	2		2								-	2
Not applicable	5	4	3	1%	-		1%	•	-	1%	-			1%		1%	1%		1%	1	-	1%	1%	3	1%	1%	-	-	-	1 1	1	30/	-	1%	1%
		1	•	176	-		176	-	-	176		•		176	1	176	176		176	•	-	176	176		176	176	-	-	-	1	•	2%	-	176	176
Don't know	20	7	11	de	10	2		1	4	1	_	1	15	E	-	15	16	4	-	2	4	4	2	17	1	-	2		-	7	2	1	12	2	-
DOI! E KIIOW	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%	2%	-	4%	2%	1%	2%	2%	1%	1%
	270	170	270	270	270	170	3/0	1/0	2/0	170	770	270	270	170	170	270	270	170	370	1/0	270	270	270	270	170	170	270	-	470	270	170	270	270	170	170
Increase (NET)	862	421	435	217	316	330	208	226	199	120	36 81	72	489	373	305	558	563	300	171	240	222	175	97	759	147	271	57	117	93	320	333	147	694	196	247
merease (I4E1)	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%	85%	60%	85%	80%	73%
	7570	75/0	3070	0070	6	cd	30%	5070	5070	7770	71/0	70/0	7370	1370	75/0	13/6	70%	03/0	0270	7570	01/0	7470	03/0	01/0 V	01/0	70/0	7070	V2B	7070	70%	05%	0070	E	3070	73/0
Decrease (NET)	60	37	21	39	15	6	13	13	15	9	6	3	26	33	19	40	43	16	q	18	16	11	16	42	7	25	5	Ψ2B	5	23	14	29	27	12	30
Secress (NET)	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%
	3/0	'n	470	de	470	270	370	376	0/0	3/6	11/0	-7/0	-74	7,0	3/4	0,0	0%	3/0	-7/0	376	0,0	370	w w	370	1 4/0	7,0	770	3/4	470	3/6	-170	F F	370	1	3,0
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
	1.04		2.00			C.		2.02	-	2.55	2.54	2/24	2.02	,	3.50	2.00	3.55	n	U	2.03	1.00	3.33	1.75	V V	1 2.00	2.54	3.5	XVZ	2.03		C		E	Н.	
					· ·	- L												и	u					v				ХУZ							

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.

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Table 8
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 other household shopping

Base: All Adults aged 18-75 in Great Britain

		GEN	NDER		AGE				RE	GION			SOCIA	L GRADE	EDUG	ATION	WORKII	NG STATUS		INC	COME		ETHN	IICITY		GENER	AL ELECTION 20	024 VOTE		REFERENDUM	И 2016 VOTE	CONDITION	OF BRITISH	MANAGE	UST MOST TO E BRITAIN'S DNOMY
		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	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	CONSERVATI VE	I LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(p)	(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						259								386		741						150		181						394			244	
	100%						24%								35%		68%						14%		17%						36%			22%	
(2) Increase a lot	286	136	147	84	107	95	73	73	61	36	16	27	138	148	79	207	178	108	65	82	57	51	42	242	46	68	12	55	34	77	121	43	239	71	58
	26%	25%	27%	25%	27%	26%	28%	26%	25%	24%	29%	29%	22%	31%	21%	29%	24%	31%	31%	27%	21%	22%	28%	26%	26%	19%	16%	41%	29%	19%	31%	18%	29%	29%	17%
														1		n		р	tu									xyz	yz		С		E	н	
(1) Increase a little	568	279	286	147	202	219	129	154	139	84	24	39	344	224	226	343	393	175	98	156	159	127	64	501	103	191	46	69	56	234	208	118	436	134	181
	52%	52%	52%	45%	51%	60%	50%	54%	56%	54%	44%	42%	56%	47%	58%	49%	53%	50%	48%	52%	58%	54%	42%	54%	57%	54%	62%	52%	47%	57%	53%	48%	53%	55%	53%
						cd		k	k				m								r			v			В								
(0) Stay the same	168	82	82	70	63	35	39	43	31	24	8	23	102	66	60	108	122	46	30	43	42	42	33	134	24	71	10	5	22	75	45	60	102	31	74
.,,,	15%	15%	15%	21%	16%	9%	15%	15%	13%	15%	15%	24%	16%	14%	16%	15%	17%	13%	14%	14%	15%	18%	22%	14%	13%	20%	13%	3%	18%	18%	11%	25%	13%	13%	22%
				P	ė							h											w		A	A	A		A	D		F			G
(-1) Decrease a little	29	15	13	15	8	5	7	5	9	4	2	2	14	15	9	20	20	9	3	10	7	7	4	25	5	13	4	1	1	5	13	13	12	4	10
(-,	3%	3%	2%	5%	2%	1%	3%	2%	3%	3%	4%	2%	2%	3%	2%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	4%	5%	1%		1%	3%	5%	1%	2%	3%
				P											-/-										-/-					-/-		F			
(-2) Decrease a lot	7	5	2	3	3	2	1	2	1	2		1	1	7	2	5	6	2	1	1	1	2	2	6		2	1	1	1	4	1	1	6	1	5
(-,	1%	1%		1%	1%	1%	1%	1%		1%		1%		1%	1%	1%	196		1%		1%	1%	1%	1%		1%	1%		1%	1%			1%		1%
								,						1																					
Not applicable	4	3	1	2	2	-	-	2		1			1	3	1	2	2	1	1	1	2		1	2		1				2	-	3	1	-	1
Not applicable	-	1%		1%				1%						1%	1	-					1%		1%							1%		1%		_	
		2,0		1,0				1,0						270							2,0		170							1,0	-	E .			
Don't know	30	14	16	q	12	10	10	4	8	3	4	1	19	11	9	22	19	11	9	8	4	5	4	25	2	8	2	2	6	11	6	5	19	4	10
55	3%	3%	3%	3%	3%	3%	4%	1%	3%	2%	7%	2%	3%	2%	2%	3%	3%	3%	4%	3%	2%	2%	3%	3%	1%	2%	3%	2%	5%	3%	2%	2%	2%	2%	3%
	5/4	3,0	570] 5,0	5,0	5,0	4,0	270	5,0	270	7,0	270	3,0	270	1 2/2	570	5/4	5,0	4,2	570	2,0	2,0	3,0	370	1/2	270	3,0	2,0	3,0] 3/2	270	270	270	2,0	370
Increase (NET)	854	415	433	231	309	314	202	227	200	121	39	65	482	372	305	549	571	283	163	238	217	178	105	743	150	259	58	124	90	311	329	162	675	205	239
merease (NET)	78%	78%	79%	70%	78%	86%	78%	80%	80%	78%	74%	70%	78%	79%	79%	78%	77%	81%	79%	79%	79%	76%	70%	79%	83%	73%	78%	93%	76%	76%	84%	66%	83%	84%	70%
	70,0	7070	7570	7070	,,,,	cd	70%	00/0	5070	70/0	7470	70/0	7070	1370	13/6	70/0	1770	01/0	1370	7570	7370	7070	70%	7370	V	7370	7070	xvzB	7070	7070	C	0070	E	Н.	70%
Decrease (NET)	36	20	15	18	11	7	9	6	10	6	2	2	15	21	11	25	26	10	5	12		0	6	30	y 5	16	4	2	2		13	14	19	5	15
Decidence (NET)	3%	4%	3%	6%	3%	2%	3%	2%	4%	4%	4%	3%	2%	5%	3%	4%	3%	3%	2%	4%	3%	4%	4%	3%	3%	4%	6%	1%	1%	2%	3%	6%	2%	2%	4%
	376	4+70	376	076	376	276	376	276	476	476	476	376	270	376	376	476	376	376	276	476	376	476	470	376	376	476	U76	176	176	270	376	U% E	276	270	476
	1.04	1.02	1.00	0.92	1.05	1.12	1.00	1.00	1.04	0.00	1.07	0.07	1.01	1.07	0.00	1.00		1.12	1.12	1.05	0.00	0.05	0.97	1.05	1.07	0.00	0.00	1.25	1.07	0.05	1.12	0.81	1.12	1.12	0.05
Mean	1.04	1.02	1.06	0.92	1.05	1.12	1.06	1.06	1.04	0.99	1.07	0.97	1.01	1.07	0.99	1.06	1	1.12	1.13	1.05	0.99	0.95	0.97	1.05	1.07	0.89	0.89	1.35	1.07	0.95	1.13	0.81	1.12	1.12	0.85
					C	C												р	U						V			XVZ	V		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

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.

26 Nov 2024

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

		GEI	NDER		AGE				RE	GION			SOCIAL	L GRADE	EDUC	ATION	WORKIN	NG STATUS		INC	COME		ETHN	IICITY		GENERA	AL ELECTION 20	024 VOTE		REFERENDUM	M 2016 VOTE	CONDITION		MANAGE	IST MOST TO E BRITAIN'S NOMY
	TOTAL	MAN (a)	WOMAN	18-34	35-54 (d)	55+ (a)	NORTH (f)	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES (n)	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER (R)	REMAIN	LEAVE	GOOD (E)	POOR (E)	CONSERVATI VE (G)	LABOUR (H)
UNWEIGHTED BASE WEIGHTED BASE	1092 1092 1092	527 534 49%	553 546 50%	348 330 30%	398 396 36%	346 365 33%	261 259 24%	284 283 26%	247 249 23%	154 155 14%	53 53* 5%*	93 93* 9%*	662 619 57%	430 473 43%	555 386 35%	537 706 65%	713 741 68%	379 351 32%	207 207 207 19%	280 302 28%	273 273 25%	254 235 22%	168 150 14%	916 935 86%	172 181 17%	376 355 33%	82 74* 7%*	118 133 12%	121 119 11%	441 410 38%	353 394 36%	256 244 22%	804 815 75%	232 244 22%	372 340 31%
(2) Increase a lot	392 36%	183 34%	204 37%	89 27%	150 38% c	153 42% c	91 35%	106 38%	83 33%	45 29%	26 49% hi	40 44% i	205 33%	187 40% I	125 32%	267 38%	248 33%	144 41% p	77 37% u	112 37% u	105 38% u	63 27%	45 30%	343 37%	65 36%	108 30%	20 27%	64 49% xyz	45 38%	130 32%	163 41% C	49 20%	338 42% E	88 36% H	90 26%
(1) Increase a little	519 48%	265 50%	250 46%	148 45%	183 46%	188 51%	127 49% j	134 48% j	126 51% jk	81 52% jk	16 31%	34 37%	315 51% m	204 43%	199 51% o	320 45%	357 48%	162 46%	88 43%	146 48%	138 50%	120 51%	63 42%	454 49%	88 49%	179 51%	39 53%	60 45%	49 41%	212 52%	179 45%	111 45%	389 48%	119 49%	173 51%
(0) Stay the same	120 11%	55 10%	62 11%	58 18% de	41 10% e	21 6%	27 10%	32 11%	24 10%	15 10%	7 13%	14 15%	65 11%	54 11%	43 11%	76 11%	90 12%	29 8%	28 13% t	31 10%	18 6%	37 16% t	26 17% w	93 10%	23 13%	41 12%	9 13%	7 5%	14 12%	42 10%	40 10%	57 23% F	59 7%	27 11%	51 15%
(-1) Decrease a little	29 3%	16 3%	12 2%	16 5% e	12 3% e	1	9 3%	5 2%	6 2%	5 3%	2 4%	2 2%	14 2%	14 3%	10 2%	19 3%	23 3%	6 2%	8 4%	8 3%	9 3%	4 2%	5 3%	23 3%	2 1%	14 4%	3 4%	1 1%	2 1%	10 2%	7 2%	14 6% F	12 1%	6 2%	11 3%
(-2) Decrease a lot	12	10 2% b	*	7 2% e	1%	*	1 1%	1%	1%	3 2%	:	1 1%	7 1%	5 1%	1%	10 1%	1%	5 2%	1%	1%	1%	2%	5 4% w	6 1%	1 1%	1%	-	- :	2%	6 2% D	-	5 2%	7 1%	1 1%	7 2%
Not applicable	1%	*	1%	6 2% d	*	*	1%	*	*	4 3% g	-	-	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	3% W	*	-	1%	2%	-	4% xyA	1%	1%	2%	1%	-	1%
Don't know	12	*	9 2%	2%	2%	*	1%	:	2% g	1 1%	2 4% g	2% g	1%	1%	1%	1%	1%	1%	1%	1%	1 1%	2%	1%	11	1 1%	2%	2%	-	2%	2%	*	2%	1%	1%	1%
Increase (NET)	911 83%	448 84%	455 83%	238 72%	332 84% c	341 93% cd	218 84%	241 85%	209 84%	126 82%	42 79%	75 80%	520 84%	391 83%	324 84%	587 83%	605 82%	306 87% p	165 80%	257 85% u	242 89% ru	183 78%	108 72%	797 85% v	153 85%	287 81%	59 80%	125 94% xyzB	94 79%	342 83%	342 87%	160 66%	727 89% E	207 85% H	262 77%
Decrease (NET)	41 4%	27 5%	14 3%	23 7% e	16 4% e	1%	10 4%	3%	9 4%	8 5%	2 4%	3 3%	21 3%	19 4%	12 3%	29 4%	30 4%	3%	10 5%	10 3%	11 4%	8 3%	11 7% w	29 3%	3 2%	19 5% A	3 4%	1 1%	4 4%	16 4%	7 2%	20 8% F	19 2%	3%	19 6%
Mean	1.17	1.12	1.21	0.93	1.19 c	1.35 cd	1.17	1.19	1.15	1.08	1.29	1.22	1.15	1.19	1.15	1.18	1.13	1.25 p	1.13	1.2 u	1.23 u	1.03	0.95	1.2 v	1.19	1.07	1.07	1.42 xyz B	1.17	1.12	1.28 C	0.78	1.29 E	1.19 H	0.98

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

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

		GEN	IDEN.		AGE					GION			505141	L GRADE	- FRUIT	ATION	WORK	NG STATUS		INC.	OME		FTHN	IICITY		CENED	AL ELECTION 20	224 VOTE		REFERENDUI	M 2016 VOTE	CONDITION	OF BRITISH	MANAGE	IST MOST TO BRITAIN'S NOMY
		GEN	DEK		AGE				KE	GIUN			SUCIAI	LGKADE	EDU	ATION	WUKKII	NG STATUS		INC	UNIE	1	ETHNIC	WHITE		GENER	AL ELECTION 20	JZ4 VOIE	1	KEFEKENDUI	VI 2016 VOTE	ECON	IOIVIT	ECO	NUIVIT
		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+	MINORITY	ETHNIC GROUP	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	CONSERVATI	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(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		546				259		249						386		741						150		181						394			244	340
	100%						24%								35%		68%						14%		17%									22%	
(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%
							h					ghi		1					s									yz							
(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%
									f				m		0						r	r					xyB								
(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%
																									A	A			Α						
(-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%
				e	e																								x			F			
(-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%	3%	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%
					С	cd										n		р	tu	tu				v	У			У			С			Н	
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%
					e						gk		m														A		A						
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%
		b																			r	rs						хуВ							
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% e	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% x	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

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

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

																																	OF BRITISH	PARTY TRUS	BRITAIN'S
		GEI	NDER		AGE				RE	GION			SOCIA	GRADE	EDU	CATION	WORKI	NG STATUS		INC	OME			NICITY		GENER	RAL ELECTION 20	024 VOTE		REFERENDU	M 2016 VOTE	ECO	IOMY	ECON	OMY
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES	NON GRADUATE	S WORKING	NOT WORKING	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATI	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	CONSERVATI VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(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		546	330			259		249						386		741						150		181					410	394	244		244	340
	100%			30%			24%						57%		35%		68%						14%		17%					38%		22%		22%	31%
(2) Increase a lot	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%
							h																					У			С		E	н	
(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%
						cd			k						0						rs	r											E		
(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%
				de								h					q															F			
(-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%	2%	5%	3%	1%	5%
				e	e																		w						хA						G
(-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%
				de																			w									F			
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%
							g		g	gh	g			1				р	stu	tu									x						
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%	2%	3%	2%	3%	2%
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%
0.000					47	cd		i					20	24		20					rs	rs	4.0			24		yВ	40	25	c		E		25
Decrease (NET)	49	28	21	24	17	7	10	16	10	9 6%	3	1	28	21	20	29	37	12	4	16 5%	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%
NA	0.05	0.04	0.00	e 0.05	0.0		0.02	0.0	0.00	0.70	0.05	0.07	0.07	0.04	0.0	0.00	0.01	0.00	0.00	0.70	0.01	r 0.02	W O CA	0.00	0.01	0.70	0.00	1.00	0.70	0.77	0.05	0.40	0.07	0.05	0.60
iviean	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
					С	C												р						V				хув			Ċ		E	l H	

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

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

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

																																CONDITION	N OF BRITISH		ST MOST TO
		GEI	IDER		AGE				RF	GION			SOCIA	LGRADE	FDU	CATION	WORKI	NG STATUS		INC	OME		FTHN	NICITY		GENER	AL ELECTION 20	024 VOTE		REFERENDU	M 2016 VOTE	ECON			NOMY
		- GE.	l		1	I				T			Social		1 200		170.000	1		1			ETHNIC	WHITE		T GENERAL		1	1	THE PRESENTA		1 200.	0		
																NON		NOT	UPTO	£20000-	£35000-		MINORITY	ETHNIC	CONSERVATI		LIBERAL						1	CONSERVATI	
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES	GRADUATES	WORKING	WORKING	£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(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		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			330			259								386		741						150		181					410			815	244	340
	100%			30%			24%								35%		68%						14%		17%					38%			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%
					e					g	g																						E		
(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%
				e	e												q			u			w												
(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%
				e	e												q															F	,		G
(-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%	196	5%	5%	4%	2%	4%	3%	8%	2%	1%	7%
		b		de																			w									F			G
(-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%
		b		de																												F			G
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%
					С	cd	ik	ik										р						v	yB		У	У					E	Н	
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%
				e	e					g							q						w			х									
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%
		b		de																		t	w			x	x					F			G
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		С	С													u		U							Z					E	H	

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

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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

		65	NDER		AGE					EGION			SOCIA	CDADE	FDU	CATION	work	NG STATUS			COME		5711	NICITY		CENED	AL ELECTION 20	034 VOTE		REFERENDUI	14 2016 VOTE		N OF BRITISH NOMY	PARTY TRUS MANAGE ECON	BRITAIN'S
		GE	NDEK		AGE				R	GION			SOCIA	LGKADE	EDUC	AIION	WORKI	NG STATUS		INC	LOME				_	GENEK	AL ELECTION 20	UZ4 VOIE	_	KEFEKENDUI	VI 2016 VOTE	ECO	IOMY	ECON	JOINT
																NON		NOT	UP TO	£20000-	£35000-		MINORITY	ETHNIC	CONSERVATI		LIBERAL							CONSERVATI	
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES	GRADUATE	S WORKING	WORKING	£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK		REMAIN	LEAVE	GOOD	POOR	VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(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			348			261								555		713						168		172									232	372
WEIGHTED BASE	1092			330			259								386		741						150		181									244	340
	100%			30%			24%								35%		68%						14%		17%									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%	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%
																												XV7	v				F	н	1
(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
(2) merease a mere	40%	39%	40%	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%
	40%	3370	4070	3370	3770	43,0	3476	42/0	42/0	45,0	32,0	33,0	m	30%	12%	3070	1270	30%	32,0	3370	r	r	34%	40,0	1470	42/0	40,0	3470	3770	45%	40,0	3370	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%	14%	19%	16%	21%	23%	18%	18%	19%	18%	19%	16%	19%	16%	17%	20%	25%	17%	20%	25%	15%	9%	13%	21%	16%	27%	15%	18%	24%
		h													1		1						w		Δ	AR						E			
(-1) Decrease a little	45	21	24	25	15	4	10	12	7	10	4	1	22	22	10	25	24	10		12	0	12	13	32	0	15	2	2	c	18	11	22	21	10	19
(-1) Decrease a little	4%	4%	4%	8%	10/	1%	4%	4%	20/	7%	70/	1%	4%	5%	5%	4%	5%	3%	4%	4%	3%	5%	9%	3%	5%	4%	4%	2%	5%	4%	3%	9%	3%	4%	6%
	4/0	470	470	0.70	470	170	470	4/0	3/0	170	170	170	4/0	3/0	370	470	3/0	370	470	470	370	3/0	370	3/0	3/0	4970	470	270	3/0	470	3/0	3/0	370	470	070
(2) 2			22	ae	e	4.5							45	40	- 40	24	24	40			_		w	20		40		_		- 44	40	F		1	40
(-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	/	4	29	3	12	1	5	ь	11	12	3	28	Ь	10
	3%	2%	4%	3%	2%	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%	3%	1%	3%	2%	3%
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%	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%
	-,,	0,0	,,,		C	C	""	,,,	0,0	3,0	0,0	0,0	0,0	370	3%	0,0	0,0	D	tu	tu	3,0	2,0	3%	*,0	1	3,0	3,0	370	0,0	4,0	C	1,70	- 17	177	5.0
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%	2%	4%	3%	4%	6%	3%	2%	3%	1%	3%	2%	3%	4%	2%	3%	3%	2%	1%	3%	1%	2%
	3,0	-70	470	2,00	470	270	3,0	370	470	270	i	270	3,0	370	1 2%	4,0	3,0	476	t	370	2,0	3,0	1,0	3,0	1 2/2	570	470	270	3,0	3,0	2,0	170	3,0	1,0	2,0
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%	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	rs	r						У					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%	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%
				de				h															w		1							F			1
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				xy					F	н	

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

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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

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

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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

		GEI	NDER		AGE				RF	GION			SOCIAL	L GRADE	FDU	CATION	WORKIN	NG STATUS		INC	COME		FTHN	IICITY		GENERAL ELECTION 2024 VOTE				REFERENDUI	M 2016 VOTE		N OF BRITISH	PARTY TRUS	BRITAIN'S
		GE.			, and								Joenn	Giolog	100	NON	Tronun.	NOT	UP TO	£20000-	£35000-		ETHNIC MINORITY	WHITE	CONSERVATI	GENERA	LIBERAL	24 1012		I I E I E I E I E I E I E I E I E I E I		200		CONSERVATI	<u> </u>
	TOTAL	MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE (m)	GRADUATES	GRADUATES	WORKING	WORKING	£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR		REFORM UK	OTHER (P)	REMAIN (C)	LEAVE (D)	GOOD	POOR	VE (G)	LABOUR (H)
UNWEIGHTED BASE	101AL	(a)	552	3/18	308	346	261	284	247	15/1	52	(K)	662	430	555	527	(P) 713	270	207	290	272	254	168	(W)	(X)	276	92	(A)	(B)	441	252	256	804	232	372
WEIGHTED BASE	1092	534	546	330	396	365	259	283	249	155	53*	93*	619	473	386	706	741		207	302		235	150	935	181	355	74*	133	119	410	394	244	815	244	340
WEIGHTED BASE	100%	49%	50%	30%	36%	33%	24%	26%			5%*		57%		35%			32%		28%			14%	86%	17%					38%		22%		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%
												h				n			s						у			xyzB			C		E	н	
(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%
						cd									0					r		r											E		
(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%
		b		e																						A						F			G
(-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	2	_	de		2	-	2					m		1	_		-	2				-		-	_					2	F			4
(-2) it will decrease a lot	1%	1%	1%	2%	1	2	2%	1%			-	1%		8 2%	1%	1%	1%	1%	1%	1			30/	*	1%	1%	-	1%	-	1%	1%	1%	1%	1%	1%
	170	170	1/0	2/0			270	1/0			-	1/0		270	170	1/0	170	1/0	1/0				3/0		170	1/0	-	1/0	-	170	170	170	1/0	170	1/0
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%
	''		a	,,,,	ce	.,,	ik	i	i					.,.														,-	x				E		
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%
						cd																						у					E	н	
Descrease (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%
				de																												F			
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		С	c										n								V	у			у			С		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

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 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

																									1									PARTY TRUS	OT TROM TR
																																	OF BRITISH	MANAGE	BRITAIN'S
		GEI	NDER		AGE			_	RE	GION			SOCIAL	GRADE	EDU	CATION	WORKI	NG STATUS		INC	COME		ETHNIC			GENER	AL ELECTION 20	24 VOTE		REFERENDUI	M 2016 VOTE	ECO	ЮМҮ	ECON	ОМҮ
		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+	MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	CONSERVATI VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(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		553				261								555		713						168		172									232	372
WEIGHTED BASE	1092		546				259		249						386		741						150		181						394			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% fh	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% e	32%	28%	32%	31%	33%	24%	26%	46% fghi	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	91	99	87	64	58	61	35	17	20	147	108	94	161	182	74	39	72	67	60	22	222	39	95	15	21	23	99	87	75	175	64	95
(b) Stay the same	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% F	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% c	18%	21%	22%	24% k	14%	12%	24% m	14%	22%	18%	19%	21%	13%	21% r	21% r	24% r	17%	20%	22%	22%	35% xyAB	13%	20%	23%	21%	21%	20%	16%	25% G
(-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% d	1%	3% d	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%
			a		ce											n			stu										yzA				Е		
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% de	41%	36%	41%	42%	40%	40%	35%	54% fhj	38%	46% I	41%	42%	43%	40%	47%	41%	41%	41%	50% W	41%	44%	39%	38%	53% y	39%	39%	42%	43%	42%	46% H	37%
Descrease (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% cd	20%	23%	23%	27%	17%	16%	27% m	16%	25%	20%	21%	24%	14%	23% r	23% r	25% r	21%	22%	24%	23%	35% yA	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
				e	e									1					stu									xyz						н	

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 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

																																	OF BRITISH	PARTY TRUST MANAGE B	BRITAIN'S
		GE	NDER		AGE				RE	GION			SOCIA	GRADE	EDUC	ATION	WORKIN	G STATUS		INC	COME		ETHN			GENERA	AL ELECTION 20	24 VOTE		REFERENDU	M 2016 VOTE	ECO	NOMY	ECONO	OMY
																NON		NOT	UP TO	£20000-	£35000-		ETHNIC MINORITY	WHITE	CONSERVATI		LIBERAL							CONSERVATI	ı
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES	GRADUATES	WORKING	WORKING	£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
UNWEIGHTED BASE	1092	527		348			261								555								168		172					441		256		232	372
WEIGHTED BASE	1092	534		330			259								386								150		181					410		244		244	340
	100%	49%		30%			24%								35%								14%		17%					38%		22%		22%	31%
(2) It will rise a lot	212	112	99	50	82	81	40	52	48	43	5	23	113	99	63	150	133	79	44	52	45	51	25	186	52	46	7	46	17	64	94	32	178	75	29
	19%	21%	18%	15%	21%	22%	16%	18%	19%	28%	10%	25%	18%	21%	16%	21%	18%	22%	21%	17%	16%	22%	17%	20%	29%	13%	9%	35%	14%	16%	24%	13%	22%	31%	9%
						С				fgi		i				n									yzB			yzB			С		E	н	
(1) It will rise a little	475	232	240	131	175	169	114	129	109	58	32	33	287	189	175	301	334	141	65	141	143	104	60	415	75	169	41	55	52	190	173	100	366	97	159
	44%	43%	44%	40%	44%	46%	44%	46%	44%	38%	60%	36%	46%	40%	45%	43%	45%	40%	31%	47%	52%	44%	40%	44%	42%	47%	55%	41%	43%	46%	44%	41%	45%	40%	47%
											fhik		m							r	r	r												()	
(0) Stay the same	284	138	143	101	93	90	69	75	62	39	9	30	160	124	111	173	205	79	62	78	61	66	42	239	43	103	19	27	35	118	95	86	184	58	113
	26%	26%	26%	31%	23%	25%	27%	27%	25%	25%	17%	32%	26%	26%	29%	24%	28%	22%	30%	26%	22%	28%	28%	26%	24%	29%	26%	20%	29%	29%	24%	35%	23%	24%	33%
				l d																												l F		1	G
(-1) It will decrease a little	27	16	11	17	7	3	8	8	5	2	1	4	11	15	10	17	17	10	6	9	6	3	7	19	3	12	1	1	1	10	4	13	14	2	15
	2%	3%	2%	5%	2%	1%	3%	3%	2%	1%	1%	4%	2%	3%	3%	2%	2%	3%	3%	3%	2%	1%	5%	2%	2%	3%	1%	1%	1%	2%	1%	5%	2%	1%	5%
				de																			w									F			G
(-2) It will decrease a lot	7	6	1	5	1	-	1	1	3	1	1	-	3	4	3	4	7	-	-	5	-	2	2	5	2	1	-	1	2	1	1	5	2	1	5
, ,	1%	1%		2%					1%		3%			1%	1%	1%	1%			2%		1%	1%		1%				2%			2%			2%
		-/-		e .																												F		1	
Don't know	87	30	52	25	40	22	28	18	21	13	5	2	45	42	25	62	44	42	30	18	19	9	13	71	5	24	7	3	12	28	26	. 8	71	11	17
	8%	6%	10%	8%	10%	6%	11%	6%	8%	8%	9%	3%	7%	9%	6%	9%	6%	12%	14%	6%	7%	4%	9%	8%	3%	7%	9%	2%	10%	7%	7%	3%	9%	4%	5%
	0,0	0,0	20/0	0,0	20,0	0,0	11/0	0,0	0,0	0,0	3,0	3,0	7,0	370	0,0	3,0	0,0	200	stu	0,0	,,,	4,0	5/4	0,0	1 3/4	*,**	٨	270	xA	1 770	*,0	3,0	F	177	3,0
Rise (NET)	688	344	339	181	256	250	154	181	157	101	38	57	399	288	237	450	467	220	109	193	187	155	85	601	127	214	48	101	68	253	268	132	544	172	188
inse (ite.)	63%	64%	62%	55%	65%	69%	59%	64%	63%	65%	70%	61%	65%	61%	61%	64%	63%	63%	53%	64%	69%	66%	57%	64%	70%	60%	64%	76%	57%	62%	68%	54%	67%	71%	55%
	3370	3470	02/0] 55%	5570	5576	3370	3476	5576	33/0	. 070	31/0	53/6	31/4	51%	5476	53/4	33/4	3370	54/0	55/0	5070	1 2//0	5470	vB	5576	3470	VB.	3770	52%	5576	34%	E .	L 1	33,3
Descrease (NET)	34	22	11	23	6	2		9	9	2	2	Λ	14	19	13	21	24	10	6	12	6	5		24	y 5	1/	1	y D	1	11	5	18	15	2	21
Descrease (NET)	3%	4%	2%	7%	294	1%	3%	3%	294	1%	4%	4%	2%	4%	3%	3%	3%	3%	3%	4%	2%	2%	6%	3%	3%	4%	1%	1%	3%	3%	1%	7%	2%	1%	6%
	370	470	276	do.	276	1/0	376	376	3/0	270	470	470	270	4/0	376	370	3/6	3/6	3/0	470	270	270	376	370	370	470	170	1/0	370	370	1/0	, , , ,	270	1/0	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
INICOIT	0.05	0.03	0.00	0.00	0.92	0.50	J	0.04	0.00	0.55	0.01	0.04	0.80	0.04	0.79	0.03	0.02	0.54	0.03	0.0	0.05	0.00	0.72	0.00	0.96 vB	0.74	0.0	1.12 V7R	3.74	0.8	0.50	0.39	0.93	1.04	0.55
					C	C										n		ų į						v	ув			yzb							

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 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

		GEN	DEP		AGE				DE	GION			SOCIAL	GRADE	EDIN	CATION	WORKIN	NG STATUS		INC	COME		ETHN	licity		GENERAL ELECTION 2024 VOTE				REFERENDUI	M 2016 VOTE		N OF BRITISH	PARTY TRUS MANAGE I	BRITAIN'S
Γ		GEN	DEK		AGE				, RE	GION			SOCIAL	GRADE	EDU		WORKIN						ETHNIC	WHITE		GENER		24 VOIE		KEFEKENDOI	WI 2016 VOTE	ECO	NOWIT		OWIT
		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+	MINORITY GROUPS	GROUP	CONSERVATI	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	CONSERVATI VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(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		546				259								386		741						150		181									244	
	100%		50%				24%								35%		68%						14%		17%									22%	
(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%
				de	e							g											w									F			
(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%	13%	27%	12%	14%	20%
				de	e										0								w			xA						F			G
(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%
						cd							m									r		v	В	В	В							\vdash	
(-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% c	21%	24%	22%	24%	15%	24%	22%	23%	22%	23%	22%	24%	23%	22%	25%	20%	21%	23%	27% y	18%	24%	25%	32% y	22%	25%	14%	26% E	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%
					c						hi			1		n			u	u	u						У	xy	xy		C		E		
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%	2%	5%	3%	4%	2%	4%	2%	3%
			a		e														s																
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%
				de	e																		w			xzA						F		\leftarrow	G
Descrease (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%	33%	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%
					С	С													u		u				У		У	У	xy		С		E		
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

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

Table 19
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

		GEN	DER		AGE				RE	GION			SOCIAL	GRADE	FDUC	ATION	WORKIN	IG STATUS		INC	OME		ETHN	ICITY	GENERAL ELECTION 2024 VOTE				REFERENDUI	M 2016 VOTE		OF BRITISH	PARTY TRUS	BRITAIN'S	
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE		NON	WORKING	NOT WORKING	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATI	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	CONSERVATI	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(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		546				259								386								150		181					410				244	
	100%		50%				24%								35%								14%		17%					38%				22%	
(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%
		b		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% cd	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%
(-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
(2) it will decrease a lot	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				1								1	n									1			xv	W.				F	н	
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%	6%	2%	7%	4%	3%	3%	4%	4%	2%
					e		"												SII										v	"					
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%
		b		de	e							g											w			xzA						F			G
Descrease (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		С	cd												D						V	v			v	v		С		E	н	
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		de	e												ا ا					r	w			ΧZ				D		F			G
1															1										1	AB								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

Table 20
QS - 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

																																CONDITION	N OF BRITISH	PARTY TRUS	
		GEI	NDER		AGE				RE	GION			SOCIAL	GRADE	EDUC	CATION	WORKIN	NG STATUS		INC	OME		ETHN	ICITY		GENER	AL ELECTION 20	24 VOTE		REFERENDU	M 2016 VOTE		NOMY	ECON	
[-	I		1					T 1						1				1	[ETHNIC	WHITE		1		I							
																NON		NOT	UP TO	£20000-	£35000-		MINORITY	ETHNIC	CONSERVATI		LIBERAL							CONSERVATI	(
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES	GRADUATES	WORKING	WORKING	£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(g)	(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					259				53*				386								150		181					410				244	340
	100%	49%					24%				5%*		57%		35%			32%					14%		17%					38%		22%		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
(-,, 8)	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			0				,		,,,,		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
(-,, 8,	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%	8%	38%
		h	/-	de									m		1 0		0					rst	w			xzAB	Δ			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
(o) Neither a good nor bad job	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%
	27,70	25%	a .	25/0	9	2270	2-470	20/0	23,0	2770	20,0	3370	2370	2370	0	2570	1 2770	20%	2070	2370	23,0	5270	30%	2,70	Δ	νΔ	νΔ	,,,	xA	D D	1070	30%	2770	1570	6
(-1) Fairly bad job	218	110	106	54	69	95	56	55	53	29	q	14	122	96	63	155	141	77	41	80	54	31	29	186	48	51	21	23	31	74	95	25	185	60	23
(2/ 10.11) 550 555	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%	25%	7%
	20%		2570	10/0	20,0	cd	2270	20,0	22,0	1370	20,0	23/0	2070	2070	1 20%	n	15%	2270	2070	27,0	20,0	2370	1 25%	2070	V V	2470	2370 V	2,,0	V	10%	2-470	10%	F	Н Н	
(-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
(=, 1 = 1, 1 = 1, 2 = 1	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%	
					-6	cd								1	1	n		n	SII					v	vzB			xyzB	V	1	C		F	н	
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%
		3/4	a			3,0	5,0	- 7,0	3,0		_,_			370	3/4	3,0		5,0		,,,,		2,0	1	2,70	1 270	570	3,0	2,0	3,0	5/6	-,-		5,0		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%
	=5%	h .	_470	de	25/0	2070	1570	20/0	2070	25/0			m	2070	1 -770	2370	1 0	-170	2.770	2370	2070	rst	w	2770	3%	xzAB	Δ	370	Δ	D D	2270	F .5%	2070	-5/0	6
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%
		13/2	47,0	32,0		cd	k				30,0	30,0		1	33%	n	13/2	n .	34,0	32,0		30,2	1 3270	V	vzB		V	xyzB	V	1 3270	C	10,0	F	н	
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
111000	5.57	b	0.05	de	3.03	3.34	3.01	3.03	0.50	0.43	3.07	0.33	m	5.71	3.22	5.75] 3.47	5.76	0.70	0.33	5.01	rs	-0.03	0.00	1.1	V7	×A	2.54	×A	0.13	2.02	0.41	0.07	1.10	6
		"		ue	e										"		4					+	, w		^	AR	AM.		AM.	"		'			G
	1	1					1															L.				MD								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

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

																																CONDITION		PARTY TRU: MANAGE	E BRITAIN
		GEN	DER		AGE				RE	GION			SOCIA	L GRADE	EDU	CATION	WORKI	NG STATUS		IN	СОМЕ			IICITY		GENER	AL ELECTION 2	024 VOTE		REFERENDU	M 2016 VOTE	ECO	NOMY	ECON	NOMY
																NON		NOT	UP TO	£20000-	£35000-		ETHNIC MINORITY	WHITE	CONSERVATI		LIBERAL							CONSERVATI	,
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES		s WORKING		£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	VE	LABO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(g)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
WEIGHTED 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
IGHTED BASE	1092		546				259								386		741								181					410				244	
	100%		50%				24%								35%		68%								17%					38%				22%	
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		yВ	yzB			С			Н	
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					0							rt	w			xzAB	xA		xΑ	D		F			G
ither	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	С	i	i	i		i	i				n			u	u	u			v			xy	xy	xy		С		E		
n'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	-	- 1
	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															р									yA								

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 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

																																	N OF BRITISH	PARTY TRUS MANAGE	BRITAIN'S
		GEN	DER		AGE				RI	GION			SOCIA	L GRADE	EDU	CATION	WORKI	NG STATUS		INC	OME		ETHN			GENERA	L ELECTION 20	24 VOTE		REFERENDU	M 2016 VOTE	ECO	NOMY	ECON	IOMY
		MAN	WOMAN	10.24	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	CDADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATI	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	2000	noon	CONSERVATI	LABOUR
	TOTAL	(a)	WOIMAN (b)	18-34	35-54	55+	NORTH (f)	(a)	(b)	LUNDUN	WALES	SCOTLAND	ABCI	(m)	(n)	(a)	WURKING (a)	WURKING (a)	£19999	£34999	(+)	£55000+	GROUPS (v)	(w)	VE (v)	LABOUR	(z)	(A)	(P)	(C)	(D)	GOOD	POOR	VE (G)	LABOUR (H)
UNWEIGHTED BASE	101AL	(a)	(0)	249	308	246	261	187	247	154	52	(K)	(1)	430	(11)	527	712	270	207	290	273	(u)	160	(w)	(X)	276	(2)	(A)	(B)	(C)	252	256	(F)	1-7	
WEIGHTED BASE	1092	527	535	220	306	265	261	204	247	155	53*	02*	610	430	206	706	713	251	207	200		224	100	210	101	255	7/1*	122	110	441	204	256	804 815	232	372
WEIGHTED BASE	100%	409/	5-40	300/	350	229/	249/	269	240	140/		00/*	579/	473	350	659	600/	220/	100/	200/		22%	140/	959	170/	333		133		200/	354	22%	750/	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	20,0	9	13	14	35	2	38	1	1	5	27	10	35	14	4	44
(2) VCI y good job	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											0	-,-							w			xzAB		-,-	.,-	D 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		0		l 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% cd	17%	18%	17%	13%	18%	12%	18%	14%	14%	18%	15%	19%	16%	22%	16%	11%	12%	17%	24% vA	10%	27% vA	12%	26% vA	15%	19%	8%	19% F	19% H	4%
(-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	27	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%
					Ċ	cd								1		n			u					v	yzB			xyzB	yz		С		E	н	
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% a	5%	6%	3%	5%	4%	4%	6%	2%	3%	3%	6% I	4%	5%	4%	5%	6% u	3%	5%	2%	5%	4%	1%	1%	1%	-	3%	3%	1%	3%	4%	2%	2%
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				q					rst	w			xzAB	xA		Α	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%
					С	cd	k									n		р	u	u				v	yzB		у	xyzB	у		С		E	Н	
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		0		q					rst	w		A	xz AB	xA		хA	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 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

		GE	NDER		AGE				PI	EGION			SOCIAL	L GRADE	EDIL	CATION	WORKIN	IG STATUS		INC	COME		ETHN	licity		GENER	RAL ELECTION 20	124 VOTE		PEEEDENDII	M 2016 VOTE	CONDITION	OF BRITISH	MANAGE	JST MOST TO E BRITAIN'S NOMY
		GE	NDER		AGE				, , ,	dion			JOCIAI	GRADE	EDO	NON	WORKIN	NOT	UPTO	£20000-	£35000-		ETHNIC MINORITY	WHITE	CONSERVATI	GENER	LIBERAL	JZ4 VOIE		REFERENDO	WI 2016 VOTE	ECO	VOIVIT	CONSERVATI	OWIT
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES		WORKING	WORKING	£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(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					261								555		713						168		172					441				232	372
WEIGHTED BASE	1092	534					259								386		741						150		181					410				244	340
	100%	49%					24%								35%		68%						14%		17%					38%				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				de													q					rt	w			xAB						F		1	G
(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
7.	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%
		b		de	e										0		0					r	w			xzAB	x		×	D		F			G
(0) Neither pleased nor	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
disappointed	1			"			"										1											-				•			
азарроптеа	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%
	24/0	21/0	2770	25/0	25/0	14/0	25/0	21/0	2770	23/0	23/0	31/0	m	21/0	20%	23/0	20%	20%	23/0	10/0	20/0	5070	2770	24/0	11/0	νΛ	νΔ	470	xA	25%	13/0	20%	23/0	10/0	6
(-1) Fairly disappointed	200	00	109	E1	57	92	43	60	E1	าา		15	119	01	63	137	124	76	26	70	50	22	21	177	44		25	12	27	06	67	25	160	52	33
(-1) Fairly disappointed	18%	17%	20%	16%	15%	25%	17%	21%	20%	14%	16%	15	19%	17%	16%	19%	17%	22%	17%	23%	18%	14%	14%	19%	24%	16%	34%	10%	23%	23%	17%	14%	20%	21%	10%
	18%	1/76	20%	10%	15%	25%	1/76	2176	20%	1476	10%	10%	1976	1/76	10%	1976	1/76	2276	1/76	2370	1876	1476	1476	19%	24%	10%	34%	10%	2370	23%	1/76	14%	20%	21% H	10%
(2)1/	270	400	400		400	ca	400	400	25		22	20	400	400		270	225	440	04	u 107	05			240	yA 100		yA 12	400	Α	70	224		247		
(-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%
					С	cd										n		р	u	u	u			v	yzB			xyzB	yz		С		E	Н	
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	1 :	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%	1%	2%	1%	4%	3%	1%	1%
				е	е									1					S																
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%
		b		de	e										0		q			r		rt	w			xzAB	хA			D		F		\perp	G
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%
					С	cd		i								n		р	u	u	u			٧	yzB		У	yzB	У		С		E	Н	
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								m		0		q					rs	w		A	XZ	xA		xA	D		F		1	G
																						t				AB								1	1

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





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

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



Table 25
QSa_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

																																	N OF BRITISH	PARTY TRUS	BRITAIN'S
		GEN	DER		AGE				RE	GION			SOCIAL	GRADE	EDUC	ATION	WORKIN	NG STATUS		INC	OME		ETHN			GENER	AL ELECTION 20	24 VOTE		REFERENDU	M 2016 VOTE	ECO	NOMY	ECON	IOMY
		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	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	CONSERVATI VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(a)	(f)	(a)	(b)	(i)	WALES (i)	SCOTLAND (k)	ABCI	(m)	(n)	(a)	(n)	(a)	(t) E19999	(s)	£54999 (t)	(11)	(v)	(w)	(x)	(v)	(2)	(A)	(R)	(C)	(D)	(F)	(E)	(G)	(H)
UNWEIGHTED BASE	1092	(a) 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		546		396		259	283			53*				386	706	741		207	302			150	935	181		74*			410	394	244	815	244	340
WEIGHTES BASE	100%		50%				24%				5%*		57%		35%		68%	32%					14%		17%					38%		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	ė					gh		fgh			0		l q						w			xzAB				D		F	J		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%	12%	19%	12%	38%	9%	10%	34%
				de	e										0		q					rst	w			xzAB	Α		Α	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	хA		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%	24%	10%
						d																			yA		У		У				E	н	
(-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	yzB			xyzB	У		С		E	Н	
Don't know	108	28	76	26	59	23	25	30	31	11 7%	3	8	63	44	34	73	68	40	21	26 9%	32	16	7	100	12	32	6	3	10	44	22	14	82	13	26
	10%	5%	14%	8%	15%	6%	10%	10%	12%	/%	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%
Cood job (NET)	225	120	a	110	ce	21	40	57	42	42	10	22	140	or.	108	117	177	40	22	62	AE.	72	62	162	26	A 132	12	0	17	100	E0	132	E 89	33	153
Good job (NET)	225 21%	128 24%	93 17%	118 36%	76 19%	31 8%	49 19%	20%	43 17%	43 28%	19%	22 24%	140 23%	85 18%	28%	117 17%	24%	48 14%	33 16%	63 21%	45 16%	73 31%	42%	162 17%	26 14%	132 37%	12 16%	6%	17 14%	108 26%	58 15%	54%	11%	13%	153 45%
	21%	2470 h	1/70	30% de	19%	876	19%	20%	1/76	2876 h	1370	2476	2376	1876	2876	1/76	2476	1476	10%	2176	10%	3176 rst	4276	1/70	1476	xzAB	10%	676	14%	20%	1376	34%	1176	1370	43%
Bad job (NET)	492	247	242	108	158	226	125	126	118	63	26	2/	270	222	144	348	315	177	100	134	128	97	46	444	123	72	22	102	55	137	247	20	442	171	30
ממן וסט (ועבו)	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%
	13/0	4370	4-7/0	5570	-10/0	cd	0/0	4470	-870	41/0	33/0	3770		-7770	3770	-570 n	1 23/4	D	-0/0	4470	-7776	-7170	3270	-U/0	yzB	2270	V	V7R	V	35%	C	1 20%	F.	Н Н	22,0
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
	5	0	0.52	de		0.54	0.52	0.5	0.0	h	0.5,	h	0.42	0.33	1 0	0.02	0.57	0.7	0.03	0	0.33	rt	w	0.50	Δ	V7	-0.42 νΔ	1.23	νΔ	D D	0.52	F	05	1.05	6
				Je	-							41					"								_ ^	AB	Ar.		**			_ '			

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 26
QSa_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

Part			GEN	IDEB		AGE				pe	GION			SOCIAL	L GRADE	EDIM	ATION	MODELIN	NG STATUS		IN	COME		ETHN	IICITY		CENED	AL ELECTION 20	DA VOTE		REFERENDU	M 2016 VOTE		OF BRITISH	PARTY TRUS	
March Marc			GEN	IDEN		AGE	T			N.	GION		T T	JUCIAL	GRADE	EDU	ATION	WORKII	VG STATUS		INC	COIVIE	1				GENER	AL ELECTION 20	Z4 VOIE	1	KEFEKENDO	VI 2016 VOTE	ECO	VOIVIT	ECON	OWIT
TOTAL OR ON OF TOTAL OR ON OF TOTAL OR ON OF TOTAL OR ON OR OF TOTAL OR OF TOT			MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES		WORKING					£55000+	MINORITY	ETHNIC		LABOUR		REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR		LABOUR
Ministragance 1902 536 546 290 293 249 155 547 597 629 293 249 155 547 597 629 273 285 150 550 550 150 150 150 150 150 150 15		TOTAL			(c)		(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	1	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)		(x)	(y)	(z)	(A)					(F)		
1900	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
22 Very good plots	WEIGHTED BASE	1092						259								386		741						150		181					410				244	340
5% 7% 4% 21% 4% 2% 5% 4% 4% 7% 7% 7% 2% 5% 4% 4% 7% 7% 7% 10% 6% 4% 9% 2% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%		100%						24%								35%		68%						14%		17%					38%				22%	31%
Contraction	(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
13 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 88 12 5 16 83 44 69 99 20 130 150		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%
186 196 197 186 278 186 197 187			b		de								g			0		q					t	w			xAB	x			D		F			G
ONE Nether a good nor bad job 333 147 138 130 131 130 130 285 295 88 37 19 25 137 145 129 204 225 108 276 296 326	(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
ON Netther a good nor bad job 33		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%
30% 33% 30% 33% 30% 33% 30% 33% 30% 33% 30% 33% 30% 31% 33% 29% 30% 31% 33% 29% 30% 31% 33% 29% 30% 31% 33% 29% 30% 31% 33% 29% 30% 31% 33% 29% 30% 31% 30% 30% 31% 30% 31% 30% 31% 30% 31% 30% 30% 30% 31% 30% 30% 30% 31% 30% 30% 31% 30% 30% 30% 31% 30% 30% 30% 31% 30% 30% 30% 31% 30% 30% 30% 31% 30% 30% 31% 30% 30% 30% 31% 30% 30% 31% 30% 30% 30% 31% 30% 30% 30% 31% 30% 30% 31% 30% 30% 30% 31% 30% 30% 30% 31% 30% 30% 30% 31% 30% 30% 30% 31% 30% 30% 30% 31% 30% 30% 30% 31% 30% 30% 30% 30% 30% 31% 30% 30% 30% 30% 31% 30% 30% 30% 30% 30% 30% 30% 30% 30% 30					de									m		0		q			r	r	r	w			xAB	Α		Α	D		F			G
Cal Feirly bad job 211 107 138 20% 17% 15% 26% 16% 12% 12% 12% 12% 12% 23% 12% 12% 23% 12% 23% 12% 23% 23% 12% 23% 23% 12% 23% 23% 12% 23% 23% 12% 23% 23% 12% 23% 23% 12% 23% 23% 12% 23% 23% 23% 12% 23% 23% 23% 23% 12% 23% 2	(0) Neither a good nor bad job		147			130					3/	19									82	80		45					28	41			74		56	115
19% 20% 17% 15% 26% 16% 19% 22% 17% 15% 20% 17% 14% 21% 17% 22% 18% 23% 15% 12% 23% 15% 12% 23% 15% 12% 23% 15% 12% 23% 18% 23% 23% 15% 12% 23% 18% 23% 23% 15% 12% 23% 18% 23% 24% 18% 24% 11% 25% 23% 18% 23% 18% 23% 25% 17% 15% 24% 15% 25% 17% 15% 24% 15% 25% 17% 15% 24% 15% 25% 25% 25% 25% 25% 25% 25% 25% 25% 2		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%
19% 20% 17% 15% 26% 16% 19% 22% 17% 15% 20% 17% 14% 21% 17% 22% 18% 23% 15% 12% 23% 15% 12% 23% 15% 12% 23% 15% 12% 23% 18% 23% 23% 15% 12% 23% 18% 23% 23% 15% 12% 23% 18% 23% 24% 18% 24% 11% 25% 23% 18% 23% 18% 23% 25% 17% 15% 24% 15% 25% 17% 15% 24% 15% 25% 17% 15% 24% 15% 25% 25% 25% 25% 25% 25% 25% 25% 25% 2				a					i																		Α			Α						G
Column C	(-1) Fairly bad job		100			59			54	63		8	19						79		68						44	23	29						1	32
121 17 91 38 80 93 58 48 41 37 13 14 104 107 50 161 131 79 54 56 64 37 19 189 49 26 6 62 25 49 119 13 196 82 8 194 224 174 114 206 266 27 124 126 274		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%
19% 22% 17% 11% 20% 26% 22% 17% 16% 24% 24% 16% 16% 13% 23% 26% 18% 16% 16% 16% 13% 20% 27% 7% 8% 47% 21% 30% 5% 24% 33% 2% 10% 109 109 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 10% 8% 12% 8% 8% 10% 11% 8% 9% 11% 8% 9% 11% 10% 8% 12% 8% 8% 10% 11% 8% 9% 11% 10% 8% 12% 8% 8% 10% 8% 9% 11% 10% 8% 12% 8% 8% 9% 11% 10% 8% 12% 8% 8% 9% 11% 10% 8% 12% 8% 9% 11% 10% 8% 12% 8% 8% 10% 11% 10% 8% 12% 8% 8% 10% 11% 10% 8% 12% 8% 8% 10% 11% 10% 11% 10% 8% 12% 8% 10% 10% 8% 12% 8% 10% 11% 10% 8% 12% 8% 10% 10% 8% 12% 8% 10% 11% 10% 11% 10% 8% 12% 10% 11% 10% 8% 12% 10% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 8% 12% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10							cd			f							n				u	u			v	yB		yB	У					E	Н	
Don't know Don	(-2) Very bad job					80			48	41	37	13	14						79		56	44	3,	19			26	6	62				13		82	8
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 11 81 15 180 47 29 113 115 180 47 29 115 180 24% 17% 18% 20% 19% 27% 18% 27% 18% 27% 18% 27% 18% 27% 18% 27% 18% 27% 18% 27% 18% 27% 18% 18% 18% 18% 18% 18% 18% 18% 18% 18		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%
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% 13% 1			b			С	С								- 1		n								v	,-			xyzB	yz		С		E	Н	
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% 24% 13% 18% 20% 19% 27% 18% 27% 18% 27% 18% 27% 18% 27% 18% 27% 18% 27% 18% 27% 18% 27% 18% 27% 18% 27% 18% 18% 13% 18% 13% 18% 13% 46% 14% 17% 29% 16% 24% 13% 14% 23% 19% 30% 37% 18% 10% 38% 21% 8% 17% 28% 13% 46% 11% 48% 10% 48% 10% 48% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	Don't know		40	66		58			25	29	13	4	10		39	34	76	71	38		25	33					31	7	3			26	11		20	
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 c c c c c c c c c c c c c c c c c c		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%
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 c c c c c c c c c c c c c c c c c c				а		ce																				A	A	Α		A				E		
Bad job (NET) 422 217 202 94 139 189 99 102 104 63 20 34 212 210 111 311 264 159 87 114 106 72 38 381 103 69 30 92 45 126 208 46 369 144 40 0 39% 41% 37% 29% 35% 52% 38% 36% 42% 41% 38% 36% 34% 44% 29% 44% 36% 45% 42% 41% 39% 30% 25% 41% 57% 20% 40% 69% 38% 31% 53% 19% 45% 59% 12% 0.05 0.05 0.05 0.05 0.05 0.05 0.05 0.0	Good job (NET)					70			56	48	42	10									71			56											24	
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 29% 41% 37% 29% 35% 52% 38% 36% 42% 41% 38% 36% 34% 44% 29% 44% 36% 45% 42% 41% 39% 30% 25% 41% 57% 20% 40% 69% 38% 31% 53% 19% 45% 59% 12% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10		21%	24%	17%	33%	18%	13%	18%	20%	19%	27%	18%	27%		17%	29%	16%	24%	13%	14%	23%	19%	30%	37%	18%	10%		21%	8%	17%	28%	13%	46%	14%	10%	48%
39% 41% 37% 29% 35% 52% 38% 36% 42% 41% 38% 36% 34% 44% 29% 44% 36% 45% 42% 41% 39% 30% 25% 41% 57% 20% 40% 69% 38% 31% 53% 19% 45% 59% 12% cd	(b		de									***		0		q			r		rt	W			xzAB	xA		A	D		F			G
Cd Cd F H No	Bad Job (NET)				94						63	20	34							87				38			69	30	92	45			46			40
Mean -0.35 -0.34 -0.37 0.05 -0.39 -0.68 -0.42 -0.32 -0.39 -0.54 -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 o q rist w xz xA xA D F G		39%	41%	37%	29%	35%		38%	36%	42%	41%	38%	36%	34%	44%	29%	44%	36%	45%	42%	41%	39%	30%	25%	41%		20%	40%		38%	31%	53%	19%	45%		12%
de e					0.05	0.00		0.45				0.00	245	0.00	1		n		p	ü	u				V			У		У	0.00	C	0.40	E		
	Mean	-0.35	-0.34	-0.37		-0.39	-0.68	-0.42	-0.32	-0.39	-0.34	-0.39	-0.16		-0.5	-0.04	-0.53	-0.25	-0.57	-0.55	-0.34	-0.37		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		0		q					rst	w		1	XZ ΔR	хA		xA	D		F		1	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 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

NON NOT UP TO £20000- £35000- MINORITY ETHNIC CONSERVATI LIBERAL CONSERVATI			GEI	NDER		AGE				RE	GION			SOCIAL	L GRADE	EDU	CATION	WORKIN	NG STATUS		INC	COME		ETHN	ICITY		GENER	AL ELECTION 20	024 VOTE		REFERENDUI	M 2016 VOTE	CONDITION		MANAGE	ST MOST TO BRITAIN'S NOMY
TOTAL OI 10 10 10 10 10 10 10 10 10 10 10 10 10																	NON		NOT		£20000-	£35000-		ETHNIC MINORITY	WHITE	CONSERVATI		LIBERAL								
Second Content of the Content of t			MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1			GRADUATES	WORKING	WORKING	£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER				POOR		LABOUR
Second Column Second Colum		_	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)		(H)
100 100				553	348	398	346	261	284						430	555		713			280		254	168		172					441			804	232	372
Second policy Second polic	WEIGHTED BASE		534	546				259								386		741						150		181					410				244	340
5% 7% 3% 10% 6% 2% 4% 3% 2% 10% 8% 12% 5% 4% 8% 8% 3% 6% 2% 4% 6% 3% 9% 14% 4% 18% 13% 1			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%
Continuous Con	(2) Very good job				34	14	6		7	6	16	4		34	21	33	22	47	8	8	17	7	21	22		2	35	4	-	6	29		36		5	37
18) Finity good job 183		5%	7%	3%	10%	4%	2%	4%	3%	2%	10%	8%	12%	5%	4%	8%	3%	6%	2%	4%	6%	3%	9%	14%	4%	1%	10%	5%	-	5%	7%	3%	15%	2%	2%	11%
17% 19%			b								fgh		fgh			0		q					rt	w			хA	A		A	D		F			G
Company Comp	(1) Fairly good job					60			53	37	30	6	12						46		48							11	6	13					17	130
[A] Self-self-self-self-self-self-self-self-s		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%
28% 28% 29% 29% 29% 29% 29% 29% 29% 29% 29% 29					de											0		q					rt	w				xA			D		F			G
California Cal	(0) Neither a good nor bad job								86	68	41	20									84		63	39						34					65	116
23% 22% 24% 19% 20% 30% 22% 23% 23% 23% 24% 29% 19% 16% 26% 22% 24% 26% 26% 22% 24% 26% 18% 25% 24% 19% 25% 24% 20% 25% 24% 26% 32% 24% 20% 25% 24% 26% 18% 25% 24% 20% 25% 24% 26% 18% 25% 24% 25% 24% 25% 26% 25% 25% 26% 25% 25% 26% 25% 25% 26% 25% 25% 26% 25% 25% 26% 25% 25% 25% 26% 25% 25% 25% 26% 25% 25% 25% 25% 25% 25% 25% 25% 26% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25		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%	36%	20%	29%	33%	23%	31%	27%	27%	34%
23% 22% 24% 24% 25% 24% 25% 25% 22% 27% 19% 26% 22% 28% 26% 26% 22% 26% 26% 26% 26% 26% 26% 26																											A	A			D					
(-2) Very bad job 209 106 101 42 89 79 55 57 44 25 10 18 10 196 6 H 1976 2076 1978 1978 1978 2278 2278 2278 2278 2278 2278 2278 2	(-1) Fairly bad job		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
[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 18% 19% 19% 19% 19% 19% 19% 19% 19% 19% 19		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%
19% 20% 19% 13% 22% 22% 21% 20% 18% 16% 19% 19% 17% 22% 14% 22% 18% 22% 25% 20 27 12 4 5 54 39 27 66 62 31 24 20 14 8 85 10 22 7 5 8 27 19 10 70 15 9% 6% 11% 7% 12% 26% 18% 9% 18% 9% 12% 8% 7% 9% 88% 9% 12% 8% 7% 9% 88% 9% 12% 8% 7% 9% 88% 9% 12% 8% 7% 9% 88% 9% 12% 8% 7% 9% 88% 9% 12% 8% 7% 9% 88% 9% 12% 8% 7% 9% 8% 9% 12% 8% 7% 9% 88% 9% 12% 8% 8% 9% 12% 8% 8% 9% 12% 8% 8% 9% 12% 8% 8% 9% 12% 8% 8% 9% 12% 8% 8% 9% 12% 8% 8% 9% 12% 8% 8% 9% 12% 8% 9% 12% 8% 18% 9% 12% 8% 18% 9% 12% 18% 19% 15% 15% 11% 18 22 22% 18% 18% 19% 15% 12% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10							cd														u	u			v	у			У					E	н	
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9% 6% 11% 7% 12% 6% 10% 7% 11% 8% 8% 6% 9% 8% 7% 9% 8% 7% 9% 8% 7% 9% 8% 7% 9% 8% 7% 9% 8% 7% 6% 5% 9% 5% 6% 9% 4% 7% 7% 5% 4% 9% 6% 6% 9% 4% 7% 5% 5% 6% 9% 4% 7% 5% 5% 6% 9% 4% 7% 5% 5% 6% 9% 4% 7% 5% 5% 6% 9% 4% 7% 5% 5% 6% 9% 4% 7% 5% 5% 6% 9% 4% 7% 5% 5% 6% 9% 4% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 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%
9% 6% 11% 7% 12% 6% 10% 7% 11% 8% 8% 6% 9% 8% 7% 9% 8% 7% 9% 8% 7% 9% 8% 7% 9% 8% 7% 9% 8% 7% 6% 5% 9% 5% 6% 9% 4% 7% 7% 5% 4% 9% 6% 6% 9% 4% 7% 5% 5% 6% 9% 4% 7% 5% 5% 6% 9% 4% 7% 5% 5% 6% 9% 4% 7% 5% 5% 6% 9% 4% 7% 5% 5% 6% 9% 4% 7% 5% 5% 6% 9% 4% 7% 5% 5% 6% 9% 4% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%						c	c										n			s					v	yz			xyz	yz		C		E	н	Į.
God 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 14 143 15 6 15 6 15 15 15 15 15 15	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
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% o c cd like and contained anamed and contained and contained and contained and contained and		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%
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% o c cd Warmen Control of the control o				a		ce																												E		
22% 26% 18% 32% 19% 15% 21% 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% b b de 'h 'D	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
Bad job (NET) 459 223 233 103 167 189 114 117 112 55 19 42 42% 42% 43% 31% 42% 52% 44% 43% 45% 52% 44% 45% 35% 46% 35% 46% 35% 46% 35% 46% 35% 46% 35% 46% 35% 46% 35% 46% 35% 46% 35% 46% 35% 46% 35% 46% 35% 46% 35% 46% 35% 46% 35% 46% 35% 46% 35% 46% 35% 46% 35% 45% 35% 45% 35% 45% 45% 45	,	22%	26%	18%	32%	19%	15%	21%	21%	17%	30%	19%	25%	24%	19%	28%		25%	15%	17%	22%	18%	32%	41%		8%	40%	21%	5%	16%		16%	47%	14%	9%	49%
42% 43% 31% 42% 52% 44% 41% 45% 36% 35% 46% 39% 46% 34% 46% 44% 43% 45% 35% 28% 44% 59% 22% 34% 71% 48% 33% 56% 18% 50% 58% 0 c cd V I n V V V V V V V V V V V V V V V V V			b		de						h													w				xA		xA	D		F			G
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% C cd l n n 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 -0.3 -0.48 -0.13 -0.52 -0.29 -0.55 -0.53 -0.34 -0.47 -0.12 -0.16 -0.47 -0.18 -0.23 -0.18 -1.1 -0.58 -0.11 -0.7 -0.42 -0.63 -0.77	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
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 -0.3 -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											36%	35%												28%			22%	34%					18%			11%
Mean -0.38 -0.3 -0.45 -0.01 -0.48 -0.6 -0.45 -0.4 -0.48 -0.6 -0.45 -0.4 -0.48 -0.13 -0.3 -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 -0.18 -0.23 -0.18 -1.1 -0.58 -0.11 -0.7 -0.42 -0.63 -0.77				,,,		c		1							1	7	n					U		,,,,	v	V7		V		v		C		F	Н	~
	Mean	-0.38	-0.3	-0.45	-0.01	-0.48		-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	,	-0.58	-0.11	-0.7	0.42	-0.63	-0.77	0.5
] 3.5	2.43		3.40	0.0	5.45	0.4	3.40	fa	3.3	3.3		3.40	5:13	3.32	1 0	2.55	5.55	5.54	3.47	rt	w	2.47	Δ	¥7	νΔ		Δ	D D	2.,	F	2.05		6
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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 28
QSa_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

		GEN	NDER		AGE				RE	GION			SOCIA	GRADE	FDUG	ATION	WORKI	NG STATUS		INC	OME		ETHN	ICITY		GENERA	AL ELECTION 20	024 VOTE		REFERENDUI	M 2016 VOTE		N OF BRITISH NOMY	PARTY TRUS MANAGE ECON	BRITAIN'S
		GE.	l l		AGE								300174	GIOLDE	1300	NON	Worker	NOT	UPTO	£20000-	£35000-		ETHNIC MINORITY	WHITE	CONSERVATI	GENERO	LIBERAL			ILL ENERGO		200.		CONSERVATI	
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES	GRADUATES	WORKING	WORKING	£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(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						261								555		713						168		172					441			804	232	372
WEIGHTED BASE	1092						259								386		741						150		181					410			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			0		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											0							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%	31%	31%	29%	23%	39%	43%	11%	35%	38%	24%	32%	29%	19%	43%
								f	f				m												A	xA	хA		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% d	23%	22%	23%	18%	15%	18%	19%	24%	19%	22%	21%	23%	20%	24% u	24% u	16%	15%	23% v	29% yA	17%	24%	16%	22%	20%	23%	19%	22%	26% H	10%
(-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									yzB			xyzB	yz		C		E	н	
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																						Α				E		
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											0		q					rst	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%	50%	37%	50%	43%	49%	49%	46%	45%	39%	33%	47%	63%	25%	33%	81%	44%	34%	61%	24%	52%	65%	13%
					С	cd								1		n			u					٧	yzB			xyzB	У		С		E	Н	
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											0		q					r	w		A	xA B	xA B		хA	D		F	,		G

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - t/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 29
QSa_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

																																		PARTY TRUS	ST MOST TO
																																	N OF BRITISH	MANAGE	BRITAIN'S
		GEI	NDER		AGE		_		RE	GION		_	SOCIA	GRADE	EDU	ATION	WORKI	NG STATUS		INC	OME		ETHN		1	GENER	AL ELECTION 20	24 VOTE		REFERENDUI	M 2016 VOTE	ECO	NOMY	ECON	OMY
			WOMAN	10.24	35-54	55+	NORTH	MIDIANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	Cape	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000-	£35000- £54999	£55000+	MINORITY	WHITE ETHNIC GROUP	CONSERVATI	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	CONSERVATI	LABOUR
	TOTAL	MAN (a)	(b)	18-34 (c)	(d)	(e)	(f)	MIDLANDS (g)	3001H	LUNDUN	WALES	SCUILAND	ABCI	C2DE (m)	(n)	(o)	(n)	(a)	(L) E19999	£34999 (s)	£54999 (t)	155000+	GROUPS	(w)	VE (x)	(v)	(7)	(A)	(B)	(C)	(D)	(E)	(F)	VE (G)	(H)
UNWEIGHTED BASE	101AL 1092	(a) 527	552	3/18	308	3/6	261	284	247	154	U)	03 (K)	662	420	555	527	(p) 713	270	207	280	272	254	168	(W)	172	276	82	(A)	(B)	441	252	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
WEIGHTED BASE	100%	49%	50%	30%	36%	33%	24%	26%	23%	14%	5%*	9%*	57%	43%	35%	65%	68%	32%	19%	28%		22%	14%	86%	17%	33%		12%	11%	38%	36%		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
(-,, 8)	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%
		b		de	e		h					gh										t	w			xAB				D		F	,		G
(1) Fairly good job	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%
		b		de	e					g					0		q					rt	w			xAB	xA			D		F			G
(0) Neither a good nor bad job	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%
								fhk													ru				A	Α	Α		Α	D					G
(-1) Fairly bad job	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%
						cd			ij							n				r				٧	У		У	У	У				E	н	
(-2) Very bad job	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%
					c	С					h					n			st						yz			xyzB	yz		С		E'	н	
Don't know	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%
			a		С														u					٧									É		
Good job (NET)	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%
		Ь		de	e					g		g			0		q					rst	W			xzAB	xA			D		F			G
Bad job (NET)	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%
				0.00	c	cd		0.05	0.05	0.07	0.40	0.45	0.00			n		0.54	0.5			0.47		V	yz o 72		ý	xyzB	У	0.07	c	0.5	E	H	
Iviean	-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										0		q					r	w		A	XZ AD	xΑ		A	D		F	,		G
																										AB	В								

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

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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

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



16905 26 Nov 2024

Table 31

QSb_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

		GEI	IDER		AGE				RE	GION			SOCIAI	L GRADE	EDUC	ATION	WORKI	NG STATUS		INC	COME		ETHN	ICITY		GENER	AL ELECTION 20	024 VOTE		REFERENDUM	И 2016 VOTE	CONDITION			ST MOST TO BRITAIN'S NOMY
		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	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	CONSERVATI VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(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		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														386								150		181							244	815	244	340
	100%														35%								14%		17%							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					0								w			xzAB				D		F	- 1		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										0							rst	w			xAB	xAB		Α	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																					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				u				v	У			yz	у		С	(/	E	н	
(-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	c										n								v	yzB			xyzB	yz		C	1	E	н	
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		С		k												u		u					Α	xA		Α			(/	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					0							rst	w			xzAB	xA		Α	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%
					С	cd										n								v	yzB			xyzB	yz		С		E	Н	
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
1				de	e										0		q					r	w		A	xzA	xA		xA	D		F	,		G
																										В	В								

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 32
QSb_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

		GEN	NDER		AGE				RF	GION			SOCIAL	GRADE	FDIII	ATION	WORKIN	NG STATUS		INC	COME		ETHN	ICITY		GENER	AL ELECTION 20	124 VOTF		REFERENDU	M 2016 VOTE	CONDITION	OF BRITISH	PARTY TRU: MANAGE	BRITAIN'S
Ī		GEN	TDER.		AGE				1	GIOI			JOCIAL	GIOADE		Anon	WORKII	INGSTATOS		1	I I	1	ETHNIC	WHITE		GENER	AL LLLCTION 20	24 1012	1	KEI EKENDO	VI 2010 VOIL	LCOI	TOWN	Econ	OWN
																NON		NOT	UPTO	£20000-	£35000-		MINORITY	ETHNIC	CONSERVATI		LIBERAL							CONSERVATI	i l
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES		WORKING		£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	VE	LABOUR
	TOTAL	(a)	(b)	10-34	(d)	(-)	NORTH (6)	(-)	300111	LONDON	WALES	3COTEAND	ABCI	()	GRADUATES	(-)	WORKING (-)	WORKING (-)	(-)	(-)	134333	133000+	(A)	(w)	(x)	LABOUR	(-)	(A)	(n)	(C)	(D)	(5)	(F)	(G)	(H)
UNWEIGHTED BASE		(d)	(0)	240	(u)	(e)	261	(8)	(11)	154	(1)	(K)	(1)	430	(11)	(0)	(p)	(4)	207	(5)	(1)	(u)	(V)	(w)	(X)	(y)	(2)	(A)	(B)	(C)	(D)	(E)	(F)	1 -7	_ ` /
	1092	527	555	348	398	340	201	284	247	154	53	93	602	430	200	33/	713	3/9	207	280	2/3	254	108	910	1/2	3/0	82	118	121	441	353	250	804	232	372
WEIGHTED BASE	1092		540		390		259								380		/41						150		181					410	394			244	340
(0)	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	45	25	40	17	14	19	15	14	13	3	7	49	22	45	26	52	18	13	13	12	31	21	50	5	50	3	1	3	43	9	43	27	11	53
	6%	8%	5%	12%	4%	4%	7%	5%	6%	8%	6%	7%	8%	5%	12%	4%	7%	5%	6%	4%	4%	13%	14%	5%	3%	14%	3%	1%	3%	10%	2%	18%	3%	4%	16%
		b		de											0							rst	w			xzAB				D		F			G
(1) Fairly good job	214	112	99	80	78	56	45	61	49	34	11	14	140	74	99	115	152	62	34	57	61	52	41	173	11	121	23	8	19	112	51	72	137	16	149
	20%	21%	18%	24%	20%	15%	17%	22%	20%	22%	21%	15%	23%	16%	26%	16%	21%	18%	16%	19%	22%	22%	27%	19%	6%	34%	31%	6%	16%	27%	13%	30%	17%	6%	44%
				e									m		0								w			xAB	xAB		xA	D		F			G
(0) Neither a good nor bad job	268	120	144	100	92	76	56	73	59	34	18	28	144	124	91	177	196	72	47	84	62	56	37	226	43	87	21	19	37	97	92	69	191	50	86
	25%	23%	26%	30%	23%	21%	21%	26%	24%	22%	33%	31%	23%	26%	24%	25%	26%	21%	23%	28%	23%	24%	25%	24%	24%	24%	29%	14%	31%	24%	23%	28%	23%	20%	25%
				de													q									A	A		A						
(-1) Fairly bad job	219	113	105	53	71	94	53	55	57	29	6	18	113	106	66	153	136	83	44	70	59	37	19	198	57	54	16	35	23	79	95	33	182	65	29
	20%	21%	19%	16%	18%	26%	21%	19%	23%	19%	11%	20%	18%	22%	17%	22%	18%	24%	21%	23%	22%	16%	13%	21%	31%	15%	21%	27%	20%	19%	24%	13%	22%	26%	9%
						cd												n		u				v	vB.			v					F	н	
(-2) Very bad job	207	104	100	36	79	92	53	52	39	32	12	18	104	103	51	156	131	75	47	51	47	40	19	187	46	19	3	64	24	43	113	11	193	79	3
(=, , ,	19%	20%	18%	11%	20%	25%	20%	18%	16%	21%	23%	20%	17%	22%	13%	22%	18%	21%	22%	17%	17%	17%	12%	20%	26%	5%	5%	48%	20%	11%	29%	4%	24%	33%	1%
	15/0	20/0	1070	11/0	5	2570	20/0	1070	1070	2270	2370	20/0	2770	2270	15%	n .	1070	2270	2270	27,00	2770	2770	1270	2070	1070	370	370	xv7B	2070	1270	C	1 7/2	E	J J J	270
Don't know	114	20	74	22	50	22	2/1	26	21	12	2	7	70	44	2/	80	72	40	22	27	27	18	13	100	18	22	۰	AY25	12	25	34	17	84	24	20
DOIT CKNOW	10%	7%	13%	7%	15%	9%	13%	00/	13%	8%	5%	8%	11%	9%	9%	11%	10%	12%	11%	9%	12%	8%	9%	11%	10%	6%	11%	4%	10%	9%	9%	7%	10%	10%	6%
	10%	776	1370	/76	1376	370	1376	976	1376	676	376	676	1176	576	976	1176	10%	1276	1176	376	1276	876	376	1176	10%	676	1176	476	10%	376	576	/76	10%	10%	076
o III (uses)	200	457	a	440	ce	70		7.0					400			440	205		40	70	70			222	47	470	25			455		445	465	27	202
Good job (NET)	285	157	124	119	95	70	64	76	62	47	14	21	188	96	144	140	205	80	48	70	73	84	62	223	17	172	26	9	23	155	60	115	165		202
	26%	29%	23%	36%	24%	19%	25%	27%	25%	30%	27%	22%	30%	20%	37%	20%	28%	23%	23%	23%	27%	36%	41%	24%	9%	48%	35%	7%	19%	38%	15%	47%	20%	11%	60%
		b		de									m		0							rst	w			xzAB	xAB		xA	D		F			G
Bad job (NET)	425	217	205	89	150	186	106	107	96	61	18	36	217	209	117	309	267	158	90	122	106	77	38	385	103	74	19	99	48	123	208	44	376	144	32
	39%	41%	38%	27%	38%	51%	41%	38%	39%	40%	35%	39%	35%	44%	30%	44%	36%	45%	43%	40%	39%	33%	25%	41%	57%	21%	26%	75%	40%	30%	53%	18%	46%	59%	9%
					С	cd								I		n		р	u					v	yzB			xyzB	У		C		E	Н	
Mean	-0.28	-0.24	-0.33	0.11	-0.34	-0.58	-0.34	-0.26	-0.27	-0.23	-0.26	-0.32	-0.15	-0.45	0.06	-0.48	-0.21	-0.43	-0.41	-0.33	-0.29	-0.01	0.2	-0.36	-0.78	0.39	0.09	-1.2	-0.43	0.09	-0.7	0.46	-0.52	-0.85	0.69
				de	e								m		0		q					rst	w		A	xzA	xA		xA	D		F			G
																										В	В								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - t/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.



26 Nov 2024

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

		GEI	NDER		AGE				RF	GION			SOCIAL	GRADE	EDUC	ATION	WORKI	NG STATUS		INC	COME		ETHN	licity		GENER	AL ELECTION 202	24 VOTE		REFERENDUI	M 2016 VOTE		OF BRITISH		IST MOST TO E BRITAIN'S
				10.24		FF.	NORTH	MIDIANIDO			WALES	SCOTLAND				NON GRADUATES	WORKING	NOT	UP TO	£20000-	£35000-	£55000+	ETHNIC MINORITY GROUPS	WHITE	CONSERVATI		LIBERAL	REFORM UK	OTUEN					CONSERVATI	
	TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	NORTH (f)	MIDLANDS (g)	SOUTH (b)	LONDON (i)	WALES (i)	(k)	ABC1	C2DE (m)	(n)	(n)	(n)	(a)	£19999 (r)	£34999	£54999 (t)	(u)	(v)	GROUP (w)	VE (x)	LABOUR (v)	DEMOCRATS (2)	(A)	OTHER (B)	REMAIN (C)	LEAVE (D)	GOOD (F)	POOR (F)	VE (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		546	330	396		259	283			53*				386	706	741		207	302			150	935	181		74*			410	394	244	815	244	340
WEIGHTED BAGE	100%			30%			24%				5%*		57%		35%		68%	32%					14%		17%					38%		22%		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		0							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		0							rs	w			xAB	хA		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																	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								v	У		У	У	У		С		E	Н	
(-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%	/%	8%	47%	22%	12%	30%	6%	24%	32%	2%
Double longer	99	20	62	19	C	30	30	24	25	12	2	-	54	45	30	70	65	34	22	23	29	12		91	yz 0	10	-	xyzB	yz 12	20	24	11	78	H 15	12
Don't know	99	7%	11%	6%	13%	8%	12%	9%	25 10%	8%	5%	5%	54 9%	45 9%	8%	10%	9%	10%	11%	23 8%	11%	5%	5%	10%	5%	19	00/	3%	10%	7%	24 6%	4%	10%	6%	4%
	1 3/6	170	11/0	376	1570	0/0	12/6	376	10%	376	370	3/6	3/0	370	070	10/0	3/0	10%	11/0	070	11/6	3/0	3/6	10/0	376	376	070	3/0	Δ0/0	1 //	070	470	10%	0%	470
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
, (1.2.)	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%
	1	b		de									m		0	,,,,		-	,,,,			rst	w	.,,		xzAB	xA		xA	l 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%	30%	45%	39%	42%	44%	41%	40%	32%	25%	42%	57%	18%	29%	78%	46%	29%	56%	16%	47%	60%	7%
					с	с								1		n			u					v	yz		У	xyzB	yz		С		E	н	
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		0							rst	w		A	XZ	хA		Α	D		F			G
																										AB	В								

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



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

		GEI	NDER		AGE				RF	GION			SOCIAL	GRADE	EDUC	ATION	WORKIN	NG STATUS		INC	COME		ETHN	IICITY		GENER	AL ELECTION 20	24 VOTE		REFERENDU	M 2016 VOTE		OF BRITISH		ST MOST TO BRITAIN'S
		GE.			AGE								300.74	0.0.0	1500	NON		NOT	UPTO	£20000-	£35000-		ETHNIC MINORITY	WHITE	CONSERVATI	GENER	LIBERAL	24 1012		HEI EHEIGEG		200.		CONSERVATI	
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES	GRADUATES	WORKING	WORKING	£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(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		330			259								386			351					150		181					410					340
	100%	49%		30%			24%								35%			32%					14%		17%					38%					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			0		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										0		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																			yz				٧				E	н	
(-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%	36%	7%	28%	40%	3%
					c	Ċ										n								v	yz			xyzB	yz		С		E	н	
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		С																					Α	A		Α				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					0		q					rst	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%
					С	cd										n		р	u					v	yzB			xyzB	yz		С		E	Н	
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	ė								m		0		l q					r	w		A	XZ	xA		xA	D		F			G
																										AB	В								

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



26 Nov 2024

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

									_																								N OF BRITISH	PARTY TRUS MANAGE I	BRITAIN'S
		GI	NDER		AGE			_	RI	EGION		_	SOCIA	L GRADE	EDU	CATION	WORKI	NG STATUS		INC	COME			NICITY		GENERA	AL ELECTION 2	024 VOTE	_	REFERENDU	M 2016 VOTE	ECON	NOMY	ECON	JMY
																NON		NOT	UP TO	£20000-	£35000-		ETHNIC MINORITY	WHITE	CONSERVATI		LIBERAL							CONSERVATI	
		MAN	WOMAN	18-34	35-54	55+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	GRADUATES	GRADUATES	WORKING	WORKING	£19999	£34999	£54999	£55000+	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	GOOD	POOR	VE	LABOUR
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(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			348		346	261	284							555		713					254	168		172					441			804		372
WEIGHTED BASE	1092	534	546	330			259								386		741						150		181					410			815		340
(0)) (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	72	48	23 4%	47	16 4%	8	17 7%	16 6%	15 6%	13 9%	4	7	44	28 6%	44	27	57	14	7	21	18	23	16	54 6%	7	38	4 5%	6 4%	6 5%	9%	10 3%	20%	22 3%	10	49 15%
	7%	9%	476	14%	476	2%	/76	076	076	976	8%	7%	7%	076	12%	4%	8%	4%	4%	7%	7%	10%	11% w	076	4%	11%	376	476	3%	976	376	20%	376	4%	15%
(1) Fairly good job	232	120	109	97	76	59	49	60	55	36	٥	23	151	90	106	126	172	60	33	66	55	70	58	173	11	143	24	5	20	130	45	96	141	18	169
(1) ramy good job	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%
		22/0	2070	de	1370	20%	15%	22/0	22,0	23,0	27,0	2470	m	2770	0	20/0	0	27,0	20/0	2270	2070	rt	w	25/0	0,0	xAB	xAB	-7,0	xΑ	D	11/0	F F	17.70	0,0	G
(0) Neither a good nor bad job	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
(1,	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%
								i																		A	Α		Α				J		
(-1) Fairly bad job	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%
						cd										n								v	yzB		У	У	У		С		E	Н	
(-2) Very bad job	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%
					С	С					hi					n			t					v	yz			xyzB	yz		С		E	н	
Don't know	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)	303	167	a 122	145	ce			70	70	40	12	20	195	108	151	152	229	70	41	87	73	93	74	228	18	181	27	- 11	26	167		135	162	29	218
GOOD JOB (NET)	28%	31%	132 24%	145 44%	92 23%	66 18%	66 25%	76 27%	70 28%	49 32%	13 25%	30 32%	32%	23%	39%	153 22%	31%	75 21%	20%	29%	27%	39%	49%	24%	10%	51%	37%	8%	26 22%	41%	55 14%	55%	163 20%	12%	64%
	20%	h	2470	de	23/0	10/0	23/0	2770	2070	32/0	23/0	32/0	, 32,0 m	23/0	33%	22/0	31/0	21/4	20%	2570	2770	rst	w	24/0	10%	xzAB	xAB	070	xA	1 41/0	14/0	55%	20/0	12/0	6
Bad job (NET)	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%
					С	cd								1	1	n								v	yzB		y	xyzB	yz	"	С	.,.	E	Н	
Mean	-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		0		q				r	r	w		A	xzA	xA		xA	D		F			G
																	1								1	В	В						J		

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

		GEN	DER		AGE				RE	GION			SOCIAL	GRADE	EDUC	ATION	WORKIN	IG STATUS		INC	OME		ETHN	IICITY		GENER/	AL ELECTION 20	24 VOTE		REFERENDUN	/ 2016 VOTE	CONDITION		PARTY TRUS MANAGE ECON	BRITAIN'S
	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 (I)	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)	CONSERVATI VE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (A)	(B)	REMAIN (C)	LEAVE (D)	GOOD (E)	POOR (F)	CONSERVATI VE (G)	LABOUR (H)
UNWEIGHTED BASE WEIGHTED BASE	1092 1092 100%	527 534 49%	553 546 50%	348 330 30%	398 396 36%	346 365 33%	261 259 24%	284 283 26%	247 249 23%	154 155 14%	53 53* 5%*	93 93* 9%*	662 619 57%	430 473 43%	555 386 35%	537 706 65%	713 741 68%	379 351 32%	207 207 19%	280 302 28%	273 273 25%	254 235 22%	168 150 14%	916 935 86%	172 181 17%	376 355 33%	82 74* 7%*	118 133 12%	121 119 11%	441 410 38%	353 394 36%	256 244 22%	804 815 75%	232 244 22%	372 340 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%	76% cd	70% i	72% i	65% i	53%	66%	68% i	69%	63%	67%	66%	64%	72% n	62%	65%	76% rsu	62%	56%	68% V	65%	71% A	67%	60%	67%	73% D	64%	52%	70% F	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%	35%	40%	35%	40%	36%	34%	38%	48%	43%	42%	43% m	33%	43% o	36%	41% q	34%	28%	38% r	40%	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% I	26%	37% n	33%	32%	35%	38%	33%	27%	34%	33%	39% vz	27%	26%	51% vzB	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		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 4%	24 4%	24 4%	4 1%	15 4% c	29 8% cd	9 4%	16 6%	11 4%	7 5%	1 2%	3 3%	17 3%	30 6% I	13 3%	35 5%	26 3%	22 6% p	13 6% u	13 4%	11 4%	3 1%	2 1%	45 5%	14 8% yB	6 2%	2 3%	17 13% yzB	2 2%	10 3%	29 7% C	6 2%	42 5%	18 7% H	6 2%
None of these	29 3%	17 3%	11 2%	9 3%	17 4%	3 1%	9 3%	7 2%	6 2%	2 1%	1 3%	4 4%	13 2%	17 4%	2 1%	27 4%	20 3%	9	10 5%	7 2%	4 1%	8 3%	3 2%	26 3%	-	8 2%	2 3%	6 4%	3 2%	4 1%	11 3%	7 3%	22 3%	1 1%	6 2%
Don't know	24 2%	10 2%	10 2%	8 2%	9 2%	6 2%	4 2%	6 2%	8 3%	3 2%	2 5%		11 2%	12 3%	5 1%	n 18 3%	18 2%	6 2%	8 4% tu	6 2%	2 1%	2 1%	1 1%	22 2%	:	6 2%	2 2%	1 1%	3 2%	5 1%	7 2%	4 2%	17 2%	3 1%	5 1%

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