

Base: All adults aged 18-75 in Great Britain

24-089497-06 - THE ECONOMY 3RD - STH FEBRUARY 2025 INTERNAL/CLIENT USE ONLY IPSOS

5 Feb 2025

Table 1
Q1 - To what extent, would you say Keir Starmer has been doing a good job or bad job as Prime Minister, or neither?

		cri	IDER		AGE		cocia	IL GRADE			nr.	GION			EDUC	ATION	WORKE	NG STATUS		INIC	OME		ETHN	ICITY .		CENTER	AL ELECTION 20	24.14075		REFERENDUM	4 2046 VOTE
		GE	IDER		AGE		SOCIA	IL GRADE			KE	GION			EDUC	ATION	WORKIN	NG STATUS		INC	OME				_	GENERA	L ELECTION 20	24 VOIE		KEFEKENDUN	1 2016 VOTE
																NON		NOT	UP TO	£20,000-	£35,000-		ETHNIC MINORITY	WHITE	CONSERVATI		LIBERAL				1
		MAN	WOMAN	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	GRADUATES	WORKING	WORKING	£19,999	£34,999	£54,999	£55,000 +	GROUPS	GROUP	VE	LABOUR		REFORM UK	OTHER	REMAIN	LEAVE
	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)	(A)	(B)	(C)	(D)	(E)
UNWEIGHTED BASE	1087						690								591				165				170		176						
WEIGHTED BASE	1087						619								394				176				153		184						
	100%	49%	50%	30%	36%	34%	57%	43%	23%	26%	23%	14%	5%*	8%*	36%	64%	68%	32%	16%	23%	29%	26%	14%	85%	17%	31%	8%*	12%*	9%*	40%	30%
(+2) Very good job	43	33	10	21	11	11	31	12	10	13	6	12	2	1	30	13	33	10	5	11	12	15	13	30	6	28	4	-	-	26	7
	4%	6%	2%	6%	3%	3%	5%	3%	4%	4%	2%	7%	496	1%	8%	2%	4%	3%	3%	4%	4%	5%	8%	3%	3%	8%	5%	-	-	6%	2%
		b		d								j			0								w			xBC	BC			E	
(+1) Fairly good job	205	126	74	89	66	50	144	61	52	48	46	35	8	15	100	104	156	49	28	51	57	68	40	165	18	127	17	3	16	121	32
	19%	24%	14%	27%	17%	14%	23%	13%	21%	17%	19%	23%	15%	17%	25%	15%	21%	14%	16%	20%	18%	24%	26%	18%	10%	38%	19%	3%	17%	28%	10%
		b		de			g								0		q						w			xABC	xВ		В	E	
(0) Neither good nor bad job	251	108	138	73	103	74	145	105	57	60	62	34	16	22	103	148	167	84	37	58	69	72	38	211	19	95	31	20	22	118	48
	23%	20%	25%	22%	26%	20%	23%	23%	22%	21%	25%	22%	30%	24%	26%	21%	23%	24%	21%	23%	22%	26%	25%	23%	11%	29%	35%	16%	24%	27%	15%
																										xВ	xВ		×	E	
(-1) Fairly bad job	192	92	99	61	74	57	112	81	44	53	44	37	3	12	70	122	132	61	26	43	60	47	28	161	42	44	20	12	21	73	55
	18%	17%	18%	19%	19%	16%	18%	17%	17%	19%	18%	23%	6%	13%	18%	18%	18%	17%	15%	17%	19%	17%	18%	17%	23%	13%	22%	9%	22%	17%	17%
												1													yВ		yВ		В		
(-2) Very bad job	326	146	174	50	110	167	156	170	73	89	78	32	21	33	67	259	209	117	62	77	97	65	20	305	96	32	10	92	29	81	179
	30%	28%	32%	15%	28%	46%	25%	36%	29%	31%	31%	20%	40%	36%	17%	37%	28%	33%	35%	31%	31%	23%	13%	33%	52%	10%	12%	72%	30%	19%	54%
					c	cd		f		k	k		k	k		n			u		u			v	yAC			xyAC	γA		D
Don't know	70	22	46	35	29	6	32	38	18	21	13	8	3	8	24	46	38	32	19	10	16	13	15	54	4	7	6	-	7	18	9
	6%	4%	9%	11%	7%	2%	5%	8%	7%	7%	5%	5%	5%	9%	6%	7%	5%	9%	11%	4%	5%	5%	10%	6%	2%	2%	7%	-	7%	4%	3%
			а	e	e													р	stu								yВ		yВ		
NET: Good job	248	160	84	110	77	61	175	73	62	60	52	47	10	17	130	118	189	59	33	62	69	83	52	195	24	155	21	3	16	147	39
1	23%	30%	16%	33%	20%	17%	28%	16%	24%	21%	21%	30%	19%	18%	33%	17%	26%	17%	19%	25%	22%	30%	34%	21%	13%	46%	24%	3%	17%	34%	12%
		b		de			g								0		q					r	w		В	xABC	хB		В	E	
NET: Bad job	518	238	273	111	184	223	268	251	117	143	122	68	24	45	137	381	341	178	88	120	157	112	48	466	138	76	30	103	49	155	233
	48%	45%	50%	34%	47%	61%	43%	54%	46%	50%	49%	44%	46%	49%	35%	55%	46%	50%	50%	48%	50%	40%	31%	50%	75%	23%	34%	82%	52%	35%	71%
					c	cd		f								n					u			v	yAC		У	yAC	yA		D
Mean	-0.54	-0.38	-0.71	-0.1	-0.56	-0.89	-0.37	-0.78	-0.5	-0.61	-0.6	-0.28	-0.66	-0.71	-0.12	-0.79	-0.47	-0.7	-0.71	-0.51	-0.59	-0.3	-0.02	-0.63	-1.13	0.23	-0.18	-1.51	-0.71	-0.15	-1.14
1	1	b		de	e		g					ij			0		q					rt	w		В	xA	xВ		xВ	E	
									I			m			1				1				1		1	BC	C			1	

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E Overlap formulae used. * small base$



Table 2

Q2 - Would you say the current Labour government, led by Prime Minister Keir Starmer, is doing well or badly, if either, at running the country?

Base: All adults aged 18-75 in Great Britain

		GE	NDER		AGE		SOCIA	L GRADE	1		RE	GION			EDU	CATION	WORKIN	IG STATUS		INC	OME		ETHN	ICITY		GENER/	AL ELECTION 20	24 VOTE		REFERENDUI	M 2016 V
																				T			ETHNIC	WHITE							
																NON		NOT	UP TO	£20,000-	£35,000-		MINORITY	ETHNIC	CONSERVATI		LIBERAL	- 1			1
		MAN	WOMAN	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	GRADUATES	WORKING	WORKING	£19,999	£34,999	£54,999	£55,000 +	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAV
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(a)	(g)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(E
WEIGHTED BASE	1087	518	551	339	401	347	690	397	260	284	748	153	51	91	591	496	743	344	165	747	301	309	170	909	176	362	102	100	94	467	3.0
	1087						619								394		734		176				153		184						
	100%						57%								36%		68%		16%				14%		17%						
Very well	49	34	15	22	13	14	37	12	14	14	5	10	3	3	35	15	38	11	2	12	19	17	10	39	7	34	1	1	2	34	
,	5%	6%	3%	7%	3%	4%	6%	3%	6%	5%	2%	6%	5%	4%	9%	2%	5%	3%	1%	5%	6%	6%	6%	4%	4%	10%	2%	1%	2%	8%	- 2
	3.0	h	370	d	374	470	0,0	374	0,0	3,4	2.70		3,4	470	3/0	2,0	1 3/4	370	170	374	,	,	0.00	470	4,0	xABC	2.70	1/4	270	E E	
) Fairly well	199	126	71	88	66	45	138	61	45	43	51	38	9	14	95	104	152	47	23	53	50	71	44	154	13	125	18	4	12	110	3
Tuniy wen	18%	24%	13%	27%	17%	12%	22%	13%	18%	15%	20%	24%	15%	15%	24%	15%	21%	13%	13%	21%	16%	25%	29%	17%	7%	38%	20%	3%	12%	25%	10
	10/4	h	1370	de	27.70	1270	2270	13/0	10%	2370	2070	1-7/4	2370	13/0	1	13/4	a	13/4	13/0	2270	10/0	23/4	1 2570	1,770		WARC	uD.	3,0	D	25/4	1
Neither well nor badly	249	115	128	86	93	69	137	111	59	54	59	40	14	24	108	141	161	87	40	61	65	66	43	204	14	101	34	14	27	120	
vertilet well flot bauty	23%	22%	24%	26%	24%	19%	22%	24%	23%	19%	24%	26%	26%	26%	27%	20%	22%	25%	22%	24%	21%	24%	28%	22%	8%	30%	38%	11%	29%	28%	1
	23/0	22.70	2470	20/0	2470	1970	22/0	24/6	23.00	1970	2470	2076	20%	20%	2770	20%	2270	23/4	2270	24/0	21/0	2470	20/0	22/0	0.00	xR	30/0	11/0	2970 xB	20/0	
Fairly badly	208	92	113	53	90	65	118	90	45	63	45	33	0	13	70	138	142	66	27	48	65	49	24	180	45	40	21	20	22	7.0	
rainy badiy	19%	17%				18%				22%		21%	18%		100			19%	27			18%				12%				170	1
	19%	1/76	21%	16%	23%	1876	19%	19%	18%	22%	18%	2176	1876	14%	18%	20%	19%	19%	16%	19%	21%	1876	15%	19%	25%	1276	24%	16%	23%	17%	
					c																				y		У		У	80	-
Very badly	319	143	172	49	106	164	157	162	74	92	79	27	17	31	66	253	204	115	68	66	99	61	19	300	102	29	11	88	27		1
	29%	27%	32%	15%	27%	45%	25%	35%	29%	32%	32%	17%	31%	34%	17%	37%	28%	33%	38%	27%	32%	22%	13%	32%	55%	9%	12%	69%	29%	18%	5
					c	cd			K	k	k	-		k -		n			Su		u			v	yAC			xyAC	γA		
't know	63	19	42	30	26	/	32	32	16	19	10	8	3	/	22	42	37	27	1/	9	13	15	14	49	3	5	4	-	5	17	
	6%	4%	8%	9%	7%	2%	5%	7%	6%	7%	4%	5%	5%	8%	5%	6%	5%	8%	9%	4%	4%	5%	9%	5%	2%	1%	5%	-	5%	4%	2
			a	e	e														st								В		В		
: Well	248	159	87	110	78	59	176	72	59	57	56	48	10	17	129	119	190	58	25	65	69	88	54	193	20	159	19	6	13	144	4
	23%	30%	16%	34%	20%	16%	28%	16%	23%	20%	23%	31%	20%	19%	33%	17%	26%	16%	14%	26%	22%	31%	35%	21%	11%	48%	22%	4%	14%	33%	1
		ь		de			g					i			0		q			r		rt	w			xABC	хB		В	E	
Badly	527	235	285	102	196	229	275	252	119	154	124	60	26	44	136	391	346	181	95	115	165	111	43	480	147	68	32	107	49	156	- 2
	48%	44%	53%	31%	50%	63%	44%	54%	47%	54%	50%	38%	49%	48%	34%	56%	47%	51%	54%	46%	53%	39%	28%	52%	80%	21%	36%	85%	52%	36%	7
			а		c	cd		f		k	k					n			u		u			v	yAC		У	yAC	yA		
	-0.54	-0.36	-0.71	-0.06	-0.58	-0.89	-0.37	-0.76	-0.5	-0.66	-0.6	-0.19	-0.59	-0.64	-0.1	-0.78	-0.46	-0.7	-0.86	-0.43	-0.59	-0.25	0.01	-0.62	-1.22	0.29	-0.25	-1.49	-0.69	-0.14	-
	1	ь		de	e		g		1			hi			0		q		1	r		rt	w		1	xA	xВ		хB	E	
		l		l			1		1			jm			1		I		1				1		1	BC	C				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E 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 3

Q3 - To what extent, if either, are you pleased or disappointed by what the Labour party have done in Government so far?

Q3 - To what extent, if either, are you pleased or disappointed by what the Labour party have done in Government
Base: All adults aged 18-75 in Great Britain

		GE	NDER	1	AGE		SOCIA	L GRADE	_		RE	GION			EDUC	ATION	WORKIN	NG STATUS	1	INC	OME		ETHN	IICITY		GENERA	AL ELECTION 202	24 VOTE		REFERENDUM	M 2016 VO
																							ETHNIC	WHITE							
																NON		NOT	UP TO	£20,000-	£35,000-		MINORITY	ETHNIC	CONSERVATI		LIBERAL				
		MAN	WOMAN	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	GRADUATES	WORKING	WORKING	£19,999	£34.999	£54,999	£55.000 +	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(a)	(g)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(E)
NWEIGHTED BASE	1087	518	551	339	401	347	690	397	260	284	748	153	51	91	591	496	743	344	165	747	301	309	170	909	176	362	102	100	94	467	300
/EIGHTED BASE	1087				394		619	468	254		249				394		734		176			280	153		184		89*	126*		437	
	100%	4994		30%		3.4%	57%		73%						36%	64%	68%		16%		79%	76%	14%		17%					40%	3.0%
-2) Very pleased	42	33	9	25	8	9	30	11	0	12	6	9	2	2	24	18	32	0	5	8	14	15	11	30	5	29	4		1	25	5
2) very preuded	4%	6%	2%	8%	2%	2%	5%	2%	4%	4%	2%	6%	4%	3%	6%	3%	4%	3%	3%	396	4%	5%	7%	3%	3%	9%	5%		1%	6%	2%
	470	6,0	270	do	270	270	3,4	270	4/0	4/0	270	076	4,4	3/0	0.00	3/4	470	3/0	370	370	470	3/4	//0	3/0	3/4	-DC	570 D	-	170	E .	270
+1) Fairly pleased	157	103	55	67	54	37	111	46	46	21	29	32	0	10		70	124	34	15	27	44	61	31	125	14	106	11	2	7	92	27
+1) rainy picased	14%	19%	10%	20%	14%	10%	18%	10%	18%	11%	12%	21%	16%	11%	22%	10%	17%	10%	8%	15%	14%	22%	20%	14%	7%	32%	12%	2%	8%	21%	8%
	14/6	15/0	10%		1470	10%	10/0	10%	1070	1170	1270	2176	10%	11/0	22/0	10%	1770	10%	0.70	13/0	14/6	2270	20%	14/6	7.00	32/0	12.0	270	0.70	21/0	0.70
Neither pleased nor	228	97	128	de 87	85	57	135	94	45	55	63	27	-	23	88	141	159	69	20	53	60	67	45	182	13	93	25	12	25	104	36
lisappointed	228	97	128	87	85	3/	135	94	45	33	03	3/	3	23	88	141	159	69	39	53	60	67	45	182	13	93	25	12	25	104	30
	21%	18%	24%	26%	22%	16%	22%	20%	18%	19%	25%	24%	10%	25%	22%	20%	22%	20%	22%	21%	19%	24%	29%	20%	7%	28%	28%	9%	27%	24%	11%
				e							- 1												w			xВ	хB		хB	E	
-1) Fairly disappointed	239	114	120	67	103	69	129	110	58	64	53	33	15	18	92	147	153	86	42	59	60	55	29	207	33	59	31	19	27	99	60
	22%	22%	22%	21%	26%	19%	21%	24%	23%	22%	21%	21%	27%	19%	23%	21%	21%	24%	24%	24%	19%	20%	19%	22%	18%	18%	35%	15%	29%	23%	18%
					e																						xyB		yΒ	4	
-2) Very disappointed	371	167	199	56	126	190	187	185	83	108	91	38	21	30	84	288	237	134	66	84	121	71	25	346	120	43	13	92	28	106	197
	34%	32%	37%	17%	32%	52%	30%	39%	33%	38%	36%	25%	41%	33%	21%	42%	32%	38%	38%	34%	39%	25%	16%	37%	65%	13%	15%	73%	30%	24%	60%
					c	cd		f		k	k					n			u		u			v	yAC			yAC	γA		D
Don't know	49	16	31	27	18	4	27	22	11	15	8	6	1	8	19	30	29	20	9	8	12	11	12	37	-	3	5	-	5	10	4
	5%	3%	6%	8%	5%	1%	4%	5%	5%	5%	3%	4%	2%	9%	5%	4%	4%	6%	5%	3%	4%	4%	8%	4%	-	1%	5%	-	5%	2%	1%
			а	e	e									j									w				xyB		хуВ		
IET: Pleased	199	135	63	92	62	45	142	57	56	43	35	42	11	12	112	87	156	43	20	45	58	75	43	156	18	135	15	3	8	117	32
	18%	26%	12%	28%	16%	12%	23%	12%	22%	15%	14%	27%	20%	14%	28%	13%	21%	12%	11%	18%	19%	27%	28%	17%	10%	41%	17%	2%	9%	27%	10%
		ь		de			g		l i			iim										rst	l w		В	xABC	В			E	
ET: Disappointed	611	280	318	123	229	259	316	294	141	171	144	71	36	48	176	435	390	221	109	143	181	126	54	553	153	102	44	112	55	205	257
	56%	53%	59%	37%	58%	71%	51%	63%	56%	60%	58%	45%	68%	52%	45%	63%	53%	63%	61%	57%	58%	45%	35%	60%	83%	31%	50%	89%	59%	47%	78%
					c	cd		f		k	k		k			n		p	u	u	u			v	VAC		V	VAC	v	1	D
ean	-0.71	-0.54	-0.87	-0.21	-0.76	-1.09	-0.56	-0.92	-0.66	-0.83	-0.8	-0.39	-0.86	-0.76	-0.33	-0.93	-0.62	-0.91	-0.89	-0.72	-0.77	-0.4	-0.17	-0.8	-1.36	0.06	-0.46	-1.6	-0.84	-0.4	-1.28
		ь.		de	e		g					ii			0		0		0.00			rs	w			xA	xB		xB	E	
		_			-							,			-		' '									BC				1 -	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E Overlap formulae used. * small base



Table 4
Q4 - Do you think that the Labour government will change Britain for the better, for the worse, or not make any difference?

Base: All adults aged 18-75 in Great Britain

		CE	NDER	I	AGE		SOCIA	L GRADE			DE	GION			EDITO	ATION	WORKE	IG STATUS		INC	OME		ETHN	IICITY		CENE	AL ELECTION 2	24 VOTE		DECEDENDIA	JM 2016 VOTE
		GEI	NDER		AGE	_	30014	LGRADE	_		NE.	dioiv			EDUC	AIION	WORKII	IG STATUS		INC	OME.				_	GENEP	AL ELECTION 2	Z4 VOIE		REFERENDO	T ZOIG VOIE
					1															l			ETHNIC	WHITE							
					1											NON		NOT	UP TO	£20,000-	£35,000-		MINORITY	ETHNIC	CONSERVATI		LIBERAL				
		MAN	WOMAN	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	GRADUATES	WORKING	WORKING	£19,999	£34,999	£54,999	£55,000 +	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	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)	(A)	(B)	(C)	(D)	(E)
UNWEIGHTED BASE	1087						690										743		165				170		176					467	
WEIGHTED BASE	1087						619										734		176				153		184					437	
	100%						57%										68%		16%				14%		17%					40%	
Change Britain for the worse	435	193	237	89	151	195	217	218	97	131	106	48	23	28	112	323	290	145	74	87	145	91	39	394	138	46	21	100	38	115	225
	40%	37%	44%	27%	38%	53%	35%	47%	38%	46%	43%	31%	44%	31%	28%	47%	40%	41%	42%	35%	47%	32%	26%	43%	75%	14%	23%	79%	40%	26%	68%
			a		c	cd		f		km	k					n					SU			v	yAC		v	yAC	yΑ		D
Change Britain for the better	293	178	112	112	110	72	199	94	73	64	68	52	12	24	154	139	217	77	41	69	77	104	56	235	20	191	25	3	18	178	44
	27%	34%	21%	34%	28%	20%	32%	20%	29%	23%	27%	33%	23%	26%	39%	20%	29%	22%	23%	27%	25%	37%	37%	25%	11%	57%	28%	2%	19%	41%	13%
		ь		e	e		g					1										rst	l w		В	xABC	xВ		В	E	
Not make any difference	244	122	115	84	89	71	140	103	58	63	45	39	13	26	85	159	159	84	38	66	63	64	41	199	20	69	33	22	30	110	44
	22%	23%	21%	26%	23%	19%	23%	22%	23%	22%	18%	25%	24%	28%	22%	23%	22%	24%	22%	26%	20%	23%	27%	21%	11%	21%	37%	17%	32%	25%	13%
																										×	xvB		xvB	E	
Don't know	115	35	78	44	44	27	63	52	26	25	29	18	4	13	43	72	68	47	24	28	26	21	17	98	7	27	10	1	8	34	16
	11%	7%	14%	13%	11%	7%	10%	11%	10%	9%	12%	11%	8%	14%	11%	10%	9%	13%	13%	11%	8%	8%	11%	11%	4%	8%	12%	1%	8%	8%	5%
	1		a	e											1								1,1			В	xВ		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/A/B/C - D/E 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 S

Q5 - To what extent, if at all, do you think Rachel Reeves has been doing a good job or a bad job, in her role as Chancellor of the Exchequer, or neither?

Q5 - To what extent, if at all, do you think Rachel Reeves has been doing a good job or a bad job, in her role as Chancellor of the Excheque Base: All adults aged 18-75 in Great Britain

		GEN	NDER		AGE		SOCIA	L GRADE			REC	ION			EDU	ATION	WORKIN	G STATUS		INC	OME		ETHN	ICITY		GENERA	L ELECTION 202	24 VOTE		REFERENDU	M 2016 V
																							ETHNIC	WHITE							
												LONDON	WALES		GRADUATES	NON GRADUATES		NOT WORKING	UP TO £19.999	£20,000- £34,999	£35,000-		MINORITY GROUPS	GROUP	CONSERVATI		LIBERAL DEMOCRATS		OTHER		LEA
	TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1	C2DE (e)	NORTH (b)	MIDLANDS (i)	SOUTH (i)	(k)	WALES	(m)	(n)	GRADUATES (n)	(n)	WORKING (a)	£19,999	£34,999 (s)	£54,999	£55,000 +	GROUPS (v)	GROUP (w)	VE (x)	LABOUR (v)	(A)	(B)	(C)	REMAIN (D)	LEA (F
WEIGHTED BASE	1087	518	551	339	401	347	690	397	260	284	248	153	51	91	591	496	743	344	165	242	301	309	170	909	176	362	102	100	94	467	30
SHTED BASE	1087						619												176						184					437	
	100%	49%	50%	30%	36%	34%	57%	43%	23%	26%	23%	14%	5%*	8%*	36%	64%	68%	32%	16%	23%	29%	26%	14%	85%	17%	31%	8%*	12%*	9%*	40%	. 3
Very good job	30	26	4	15	8	7	23	7	7	11	2	7	2	-	22	8	25	4	3	4	10	13	8	22	7	17	1	1	3	21	
	3%	5%	1%	5%	2%	2%	4%	1%	3%	4%	1%	4%	4%	-	5%	196	3%	196	2%	2%	3%	4%	5%	2%	4%	5%	196	1%	3%	5%	
		ь					g					j			0															E	_
Fairly good job	150	96	50	67	46	37	103	46	38	35	35	31	4	7	84	65	114	35	19	32	49	49	37	113	13	97	11	3	11	86	
	14%	18%	9%	20%	12%	10%	17%	10%	15%	12%	14%	20%	8%	8%	21%	9%	16%	10%	11%	13%	16%	18%	24%	12%	7%	29%	12%	2%	12%	20%	
	252	b 426	422	de	400		g	0.5			59	m 42		20	0	4.40	q 402		35	55	60	87	40	200	45	xABC	В 34	42	B 24	E 440	
Neither good nor bad job	252 23%	126 24%	122 23%	83 25%	100 25%	68 19%	155 25%	96 21%	61 24%	50 18%	24%	42 27%	14 26%	26 28%	103 26%	148 21%	182 25%	69 20%	20%	22%	19%	31%	26%	208 22%	15 8%	103 31%	31 35%	13 10%	21 22%	119 27%	
	23/6	2470	23/0	23/4	23/0	1970	23/4	21/0	2470	10/0	2470	27.74	20%	20/0	20/4	21/0	23/0	20/6	20%	2270	15/4	rst	20%	22/4	0.70	xR	xR	10%	xB	2770	
Fairly bad job	170	85	79	45	65	60	92	78	34	52	42	20	11	10	57	113	106	64	21	48	40	46	14	154	28	40	19	15	28	70	
,	16%	16%	15%	14%	16%	17%	15%	17%	13%	18%	17%	13%	22%	11%	14%	16%	14%	18%	12%	19%	13%	16%	9%	17%	15%	12%	22%	12%	29%	16%	1
																								v			у		xyB		
Very bad job	330	153	172	43	108	178	167	163	79	89	76	36	19	30	80	250	209	121	66	77	105	59	19	310	120	36	14	90	17	94	
	30%	29%	32%	13%	28%	49%	27%	35%	31%	31%	31%	23%	36%	33%	20%	36%	28%	34%	37%	31%	34%	21%	13%	33%	65%	11%	15%	71%	18%	21%	
					c	cd		f								n			u	u	u			v	yAC			yAC			
n't know	157	41	114	75	67	15	79	78	35	46	35	20	3	18	49	108	97	59	32	34	47	26	36	121	2	40	13	5	15	48	
	14%	8%	21%	23%	17%	4%	13%	17%	14%	16%	14%	13%	5%	20%	12%	16%	13%	17%	18%	13%	15%	9%	23%	13%	1%	12%	15%	4%	16%	11%	
			a	e	e														u		u		w			хB	хB		хB		
T: Good job	179 16%	122 23%	54 10%	82 25%	54 14%	44 12%	126 20%	53 11%	44 18%	46 16%	38 15%	38 24%	6 12%	7 8%	106 27%	73 11%	140 19%	40 11%	23 13%	36 14%	59 19%	62 22%	44 29%	135 15%	20 11%	114 34%	12 13%	4 3%	13 14%	106 24%	
	10%	237b	10%	25% de	14%	12%	20%	11%	1876 m	10%	15%	247s	12%	876	2/76	11%	19%	1176	1376	14%	19%		29% W	15%	1176	xABC	13%	376	14%	24%	
: Bad job	500	238	251	88	173	238	259	241	113	142	118	Im Se	30	40	136	363	315	184	87	125	145	rs 105	33	464	148	76	33	104	45	164	
. 500 ,00	46%	45%	46%	27%	44%	65%	42%	51%	45%	50%	47%	36%	57%	44%	35%	52%	43%	52%	49%	50%	47%	38%	21%	50%	80%	23%	37%	83%	48%	37%	
	~~		. 370	-//	c	cd	.270	f		k	k		k	. 470	25/4	n	.570	p	u	и	u	2070	1 22/0	v	yAC		ν	yAC	у.	3770	
n	-0.67	-0.5	-0.86	-0.14	-0.67	-1.04	-0.51	-0.88	-0.64	-0.73	-0.72	-0.35	-0.82	-0.86	-0.26	-0.91	-0.56	-0.89	-0.88	-0.75	-0.69	-0.35		-0.76	-1.32	0.06	-0.44	-1.56	-0.59	-0.33	
	1	b		de	e		g					ij			0		q					rst	w			xA	xВ		xВ	E	
	1						1		1			lm							1				I		1	BC .				1	

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E Overlap formulae used. * small base$

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.



5 Feb 2025

Table 6

Q6 - Do you think that Labour's plans for the economy will have a positive or negative impact on each of the following, or will they not make any difference?

Base: All adults aged 18-75 in Great Britain

	The country	You personally
UNWEIGHTED BASE	1087	1087
WEIGHTED BASE	1087	1087
(+2) Very positive impact	62	42
	6%	4%
(+1) Fairly positive impact	200	183
	18%	17%
(0) Not make any difference	183	261
	17%	24%
(-1) Fairly negative impact	232	285
	21%	26%
(-2) Very negative impact	305	206
	28%	19%
Don't know	104	110
	10%	10%
NET: Positive	262	225
	24%	21%
NET: Negative	537	491
	49%	45%
Mean	-0.53	-0.44



Table 7
Q6_1- Do you think that Labour's plans for the economy will have a positive or negative impact on each of the following, or will they not make any difference? The country

Base: All adults aged 18-75 in Great Britain

		GE	NDER	1	AGE		SOCIA	L GRADE	_		RE	SION			EDU	CATION	WORKIN	IG STATUS	1	IN	COME		ETHN	IICITY		GENER/	AL ELECTION 20:	24 VOTE		REFERENDUN	N 2016 VO
																							ETHNIC	WHITE						·	
																NON		NOT	UP TO	£20.000-	£35.000-		MINORITY	ETHNIC	CONSERVATI		LIBERAL	- 1		1	(
		MAN	WOMAN	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	GRADUATES	WORKING	WORKING	£19,999	£34,999	£54,999	£55,000 +	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(e)	(h)	(i)	(i)	(k)	m	(m)	(n)	(0)	(n)	(a)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(F)
NWEIGHTED BASE	1087	518	551	339	401	347	690	397	760	784	248	153	51	91	591	496	7/13	344	165	242	301	3.09	170	909	176	362	102	100	9.1	467	300
VEIGHTED BASE	1087	528		379	304		619	468	254		2/10				394		734		176			280	153		184		80*	176*		437	
	100%	400/		300/		249/	57%		226						369	649/	601/		169/		200	260	149/		179/					409/	309/
-2) Very positive impact	62	46	14	39	14	34/8	40	13	14	12	12	16	3/0	2	47	15	E1	10	10%	25/0	10	31	19	43	0	40	5/0	12.0	4	39	11
2) very positive impact	6%	9%	3%	12%	4%	2%	8%	3%	6%	4%	5%	10%	5%	3%	12%	2%	7%	3%	2%	4%	6%	11%	12%	5%	5%	12%		-	401	9%	3%
	676	976	376	12%	4%	276	876	376	076	476	376	10%	376	376	12%	276	/76	376	276	476	076	rst	12%	376	376	12%	076	-	4%	976	376
		В		de			8						-		0		9						w		В	XBC	В			-	
+1) Fairly positive impact	200	123	74	//	69	54	136	64	54	4/	44	38	8	10	101	100	155	46	2/	45	58	69	39	160	15	130	16	3	11	119	30
	18%	23%	14%	23%	18%	15%	22%	14%	21%	16%	18%	24%	15%	11%	26%	14%	21%	13%	15%	18%	19%	25%	25%	17%	8%	39%	17%	3%	11%	27%	9%
		b		e			g					m			0		q					r	w			xABC	хB		В	E	
Not make any difference	183	93	84	67	72	44	100	83	40	50	35	27	7	25	65	119	125	58	28	45	53	47	33	149	8	64	20	14	21	76	33
	17%	18%	16%	21%	18%	12%	16%	18%	16%	18%	14%	17%	13%	27%	16%	17%	17%	16%	16%	18%	17%	17%	21%	16%	4%	19%	23%	11%	23%	17%	10%
				e	e									hj												×	xВ		xB	E	
1) Fairly negative impact	232	99	132	59	88	85	133	99	55	63	54	27	13	19	77	156	143	89	40	55	68	57	24	204	46	51	29	23	30	92	75
	21%	19%	24%	18%	22%	23%	22%	21%	22%	22%	22%	17%	25%	21%	19%	22%	19%	25%	22%	22%	22%	20%	16%	22%	25%	15%	33%	19%	32%	21%	23%
			а																						У		yB		yB		
-2) Very negative impact	305	136	165	47	106	152	149	156	69	88	72	33	20	22	67	238	198	107	60	70	93	54	22	283	102	25	8	85	21	75	171
	28%	26%	30%	14%	27%	42%	24%	33%	27%	31%	29%	21%	39%	24%	17%	34%	27%	30%	34%	28%	30%	19%	14%	31%	55%	7%	9%	68%	23%	17%	52%
					c	cd		f					k			n			u	u	u			v	VAC			VAC	vA	1	D
on't know	104	31	73	39	44	22	52	52	22	23	30	15	2	12	39	66	62	43	18	28	21	22	17	88	5	22	12	-	7	36	10
	10%	6%	13%	12%	11%	6%	8%	11%	9%	8%	12%	10%	4%	13%	10%	9%	8%	12%	10%	11%	7%	8%	11%	9%	3%	7%	13%		8%	8%	3%
			8	е.	е.												0.0		2072	/-						B	xB		B	E	
IET: Positive	262	170	88	116	84	63	185	77	68	59	57	54	11	14	147	115	206	56	21	53	76	100	58	203	23	171	21	2	14	159	41
ET. TOSIUTE	24%	32%	16%	35%	21%	17%	30%	17%	27%	21%	23%	34%	20%	15%	37%	17%	28%	16%	18%	21%	25%	36%	38%	22%	13%	51%	23%	3%	15%	36%	12%
	24/4	32.70	10/0	de	2274	1770	30%	27,70	m	2270	2370	iim	2070	1370	37,0	2770	1000	10/4	20/0	2.270	23/4	rst	30%	22.70	13/4			374	1370	50%	12/0
ET: Negative	537	234	296	107	194	236	282	255	124	151	127	ıım 61	22	41	144	394	341	196	100	125	161	111	46	487	148	76	27	109	51	167	246
E1. IVEGALIVE												2001	33							125							3/				
	49%	44%	55%	33%	49%	65%	46%	55%	49%	53%	51%	39%	63%	45%	36%	57%	47%	56%	56%	50%	52%	40%	30%	53%	80%	23%	41%	86%	55%	38%	75%
			à		c	cd		f		k	k		K			n		р	U	u	u			v	yAC		ý	yAC	ÿ		D
lean	-0.53	-0.31	-0.76		-0.58	-0.92	-0.35	-0.77	-0.48	-0.64	-0.59	-0.17	-0.8	-0.59	-0.05	-0.8	-0.42	-0.76	-0.79	-0.6	-0.55	-0.13	0.06	-0.62	-1.21	0.36	-0.24	-1.51	-0.63	-0.11	-1.14
		Ь		de	e		g		1			ij			0		9		1			rst	w		В	xA	xВ		xB	E	
												lm			I											RC .	C			1	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E 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 8
Q6.2 - Do you think that Labour's plans for the economy will have a positive or negative impact on each of the following, or will they not make any difference? You personally

Base: All adults aged 18-75 in Great Britain

		GE	NDER		AGE		SOCIA	L GRADE			RE	SION			EDU	CATION	WORKIN	IG STATUS		IN	COME		ETHN	NICITY		GENER/	AL ELECTION 20	24 VOTE		REFERENDUN	M 2016 VOT
																							ETHNIC	WHITE							
																NON		NOT	UP TO	£20.000-	£35.000-		MINORITY	ETHNIC	CONSERVATI		LIBERAL	- 1		1 '	1
		MAN	WOMAN	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	GRADUATES	WORKING	WORKING	£19,999	£34,999	£54,999	£55,000 +	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(e)	(h)	(i)	(i)	(k)	m	(m)	(n)	(0)	(n)	(a)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(F)
UNWEIGHTED BASE	1087	518	551	330	401	347	690	397	260	784	248	153	51	91	591	496	7/13	344	165	242	301	3.09	170	909	176	362	102	100	9.1	467	300
WEIGHTED BASE	1087	528		379	304		619	468			2/10				394				176			280	153		184		80*	176*		437	
	100%	49%		30%		3.4%	57%								36%	64%			16%		79%	76%	1.4%		17%					40%	3.0%
(+2) Very positive impact	42	30	11	26	10	5	35	7	9	0	6	13	4	1	35	6	36	6	1	2	17	22	10	32	7	28	2	2	2	25	10
(12) very positive impact	4%	6%	2%	8%	3%	1%	6%	2%	4%	3%	2%	8%	7%	2%	9%	1%	5%	2%		196	6%	8%	6%	3%	4%	8%	2%	2%	2%	6%	3%
	470	6,0	270	do	370	1/0	0.0	270	4/0	3/4	270	676	770	270	3/0	1,40	3/6	270		1/0	070	rs	0.00	370	4/0	0.0	270	270	270	0.00	370
(+1) Fairly positive impact	183	123	55	83	60	40	121	63	40	44	20	33	-	14	00	93	148	36	28	40	51	63	43	138	16	116	11		11	103	27
(+1) rainy positive impact	17%	23%	10%	25%	15%	11%	19%	13%	19%	15%	15%	21%	12%	16%	23%	13%	20%	10%	16%	16%	16%	22%	28%	15%	9%	35%	13%	1%	12%	23%	8%
	1770	23/0	10%	23/0	13/6	11/6	15/6	13/0	1970	1370	1370	21/6	1270	10%	23/0	1370	20%	10%	10%	10%	10%	2270	20/0	13/0	5/4	33/6	13/0	1/0	1270	23/0	0.70
(0) Not make any difference	261	122	135	87	97	76	147	114	58	70		38	42	26	00	163	169	92	22	61	74	79	39	220	22	86	33	19	30	118	52
(U) NOT make any difference	24%	23%	25%	26%	25%	21%	24%	24%	23%	25%	56 22%	24%	12 23%	28%	25%	24%	23%	26%	21%	24%	24%	28%	25%	24%	12%	26%	36%	15%	32%	27%	16%
	24%	23%	2576	20%	25%	2176	24%	24%	2376	2576	2276	24%	2376	28%	25%	24%	2376	20%	2176	24%	24%	28%	25%	24%	1276		30%	15%		27%	10%
(4) 5-1-4	205	443	420		400	447	467	440		04		24	40	30	07	400	404	04	42	50	04		30	252	- 67	xB	XB	40	xB	E	407
(-1) Fairly negative impact	285	142	139	60	108	117	167	118	69	81	63	34	19	20	8/	198	194	91	42	60	91	64	29	253	6/	53	25	49	27	98	107
	26%	27%	26%	18%	27%	32%	27%	25%	27%	28%	25%	22%	35%	22%	22%	29%	26%	26%	24%	24%	29%	23%	19%	27%	36%	16%	28%	39%	28%	23%	33%
					c	с										n								v	У		У	У	У		D
(-2) Very negative impact	206	84	120	31	69	105	91	114	49	50	58	23	9	17	45	161	122	84	51	55	52	31	14	191	69	20	9	54	16	54	116
	19%	16%	22%	10%	18%	29%	15%	24%	19%	17%	23%	15%	18%	19%	11%	23%	17%	24%	29%	22%	17%	11%	9%	21%	37%	6%	10%	43%	17%	12%	35%
			а		c	cd		f								n		р	tu	u				v	yAC			yAC	v	_	D
Don't know	110	27	80	41	49	21	59	52	20	31	28	15	3	13	39	71	66	45	18	32	25	21	18	92	4	30	11	1	8	38	16
	10%	5%	15%	12%	12%	6%	9%	11%	8%	11%	11%	9%	5%	14%	10%	10%	9%	13%	10%	13%	8%	8%	12%	10%	2%	9%	12%	1%	8%	9%	5%
			а	e	e																					хB	xВ		xB	-	
NET: Positive	225	154	66	109	70	46	155	70	57	52	44	46	10	16	125	100	183	42	29	42	68	85	53	170	23	144	14	3	13	128	38
	21%	29%	12%	33%	18%	13%	25%	15%	22%	18%	18%	30%	19%	17%	32%	14%	25%	12%	16%	17%	22%	30%	35%	18%	12%	43%	15%	3%	14%	29%	11%
		b		de			g					ij			0		q					rst	w		В	xABC	В		В	E	
NET: Negative	491	225	260	92	177	222	258	232	118	130	121	57	28	37	132	359	316	175	93	115	143	96	43	445	136	73	33	103	43	153	224
	45%	43%	48%	28%	45%	61%	42%	50%	47%	46%	49%	36%	53%	40%	33%	52%	43%	50%	53%	46%	46%	34%	28%	48%	74%	22%	37%	82%	46%	35%	68%
					c	cd		f			k					n			u	u	u			v	yAC		у	yAC	У		D
Mean	-0.44	-0.25	-0.66	0.04	-0.48	-0.8	-0.28	-0.65	-0.43	-0.47	-0.59	-0.14	-0.48	-0.46	-0.04	-0.67	-0.33	-0.69	-0.73	-0.58	-0.38	-0.08	0.04	-0.52	-0.97	0.26	-0.34	-1.21	-0.51	-0.13	-0.93
		ь		de	e		g		1			hi			0		q		1		r	rst	w		1	xA	xB		xB	E	
	1	l		l			1		1			i			I		I		1				1		1	RC .				1	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E 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.



5 Feb 2025

Table 9 Q7 / Q8 - Summary Table

Base: All adults aged 18-75 in Great Britain

	How confident, if a	•	How confident, if	at all, are you that ative party
	Have a good long- term economic plan for Britain?	Have a good plan for changing Britain generally?	Have a good long- term economic plan for Britain?	Have a good plan for changing Britain generally?
UNWEIGHTED BASE	1087	1087	1087	1087
WEIGHTED BASE	1087	1087	1087	1087
(4) Very confident	83	89	62	58
	8%	8%	6%	5%
(3) Fairly confident	263	258	198	199
	24%	24%	18%	18%
(2) Not very confident	286	305	334	346
	26%	28%	31%	32%
(1) Not at all confident	366	348	384	390
	34%	32%	35%	36%
Don't know	89	88	109	94
	8%	8%	10%	9%
NET: Confident	346	347	261	257
	32%	32%	24%	24%
NET: Not confident	653	652	718	736
	60%	60%	66%	68%
Mean	2.06	2.09	1.94	1.92



Table 10
Q7_1 - How confident, if at all, are you that the Labour party...Have a good long-term economic plan for Britain?

Base: All adults aged 18-75 in Great Britain

		GE	NDER		AGE		SOCIA	L GRADE			RE	SION			EDUC	ATION	WORKIN	IG STATUS		INC	OME		ETHN	ICITY		GENER/	AL ELECTION 20	124 VOTE		REFERENDUN	M 2016 VOT
																NON		NOT	UPTO	£20,000-	£35.000-		ETHNIC MINORITY	WHITE	CONSERVATI		LIBERAL				
		MAN	WOMAN	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES		GRADUATES		WORKING	WORKING	£19,999	£34,999	£54,999	£55,000 +	GROUPS	GROUP	VE	LABOUR		REFORM UK	OTHER	REMAIN	LEAVE
	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)	(A)	(B)	(C)	(D)	(E)
	1087	518					690												165				170		176					467	
	1087	528					619												176				153		184					437	
	100%	49%	50%	30%	36%	34%	57%	43%	23%	26%	23%	14%	5%*	8%*	36%	64%	68%	32%	16%	23%	29%	26%	14%	85%	17%	31%	8%*	12%*	9%*	40%	30%
4) Very confident	83	59	24	39	22	22	62	21	27	15	16	17	4	4	56	27	68	15	5	14	29	34	21	60	10	57	3	1	4	54	12
	8%	11%	4%	12%	6%	6%	10%	4%	11%	5%	6%	11%	7%	5%	14%	4%	9%	4%	3%	6%	9%	12%	14%	7%	5%	17%	4%	1%	5%	12%	4%
		b		de			g		i i			i			0		q				r	rs	w			xABC				E	
3) Fairly confident	263	149	108	112	89	62	159	104	63	62	56	51	9	22	120	143	189	74	40	65	64	90	47	214	15	164	23	5	17	144	41
	24%	28%	20%	34%	23%	17%	26%	22%	25%	22%	23%	33%	16%	24%	30%	21%	26%	21%	22%	26%	21%	32%	31%	23%	8%	49%	26%	4%	18%	33%	13%
		b		de								il			0							rt				xABC	xВ		xB	E	
2) Not very confident	286	134	146	87	119	80	166	120	56	78	62	43	21	27	97	190	186	100	52	65	75	72	44	238	40	63	35	29	35	112	70
	26%	25%	27%	27%	30%	22%	27%	26%	22%	27%	25%	27%	40%	30%	25%	27%	25%	28%	29%	26%	24%	26%	28%	26%	22%	19%	39%	23%	38%	26%	21%
					e								h														хуВ		xyB		
Not at all confident	366	158	204	58	126	182	188	178	87	108	93	33	16	28	89	277	233	133	65	85	121	65	28	339	115	39	20	88	29	101	196
	34%	30%	38%	18%	32%	50%	30%	38%	34%	38%	37%	21%	31%	30%	23%	40%	32%	38%	37%	34%	39%	23%	18%	37%	63%	12%	22%	70%	31%	23%	59%
			а		c	cd		f	k	k	k					n			u	u	u			v	yAC		у	yAC	У	4	D
Don't know	89	28	60	32	38	19	44	45	21	21	21	12	3	10	33	56	58	30	15	22	22	19	13	75	5	11	9	4	8	26	11
	8%	5%	11%	10%	10%	5%	7%	10%	8%	7%	9%	8%	6%	11%	8%	8%	8%	9%	9%	9%	7%	7%	9%	8%	3%	3%	10%	3%	9%	6%	3%
			а	e	e																						xy		xy		
NET: Confident	346	209	132	151	111	84	221	124	90	77	72	68	12	26	176	170	257	89	44	79	93	124	69	275	24	220	26	5	21	198	53
	32%	40%	24%	46%	28%	23%	36%	27%	35%	27%	29%	44%	23%	29%	45%	25%	35%	25%	25%	32%	30%	44%	45%	30%	13%	66%	29%	4%	23%	45%	16%
		ь		de			g					ijlm			0		q					rst	w		В	xABC	xВ		В	E	
NET: Not confident	653	291	349	145	245	262	354	298	143	186	155	76	38	55	186	467	419	233	117	149	196	137	71	577	155	102	55	117	64	213	266
	60%	55%	65%	44%	62%	72%	57%	64%	56%	65%	62%	49%	71%	60%	47%	67%	57%	66%	66%	60%	63%	49%	46%	62%	84%	31%	61%	92%	68%	49%	81%
			a		c	cd				k	k		k			n		р	u	u	u			v	yAC			yAC	V		D
1ean	2.06	2.22	1.9	2.44	2.02	1.78	2.17	1.92	2.13	1.94	1.98	2.36	1.99	2.03	2.39	1.88	2.14	1.91	1.9	2.04	2	2.36	2.45	2	1.55	2.74	2.12	1.33	1.96	2.37	1.59
		ь		de	e		g					ijl			0		q					rst	w		В	xAB	хB		xВ	E	
												m														C				4	

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - t/g - h/ifi/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E \ Overlap \ formulae \ used. \ * small \ base$

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 11
Q7 .2 - How confident, if at all, are you that the Labour party...Have a good plan for changing Britain generally?

Base: All adults aged 18-75 in Great Britain

		GE	NDER		AGE		SOCIA	L GRADE			RE	SION			EDUC	ATION	WORKIN	IG STATUS		INC	OME		ETHNI	CITY		GENERA	L ELECTION 20	24 VOTE		REFERENDUN	M 2016 VO
																							ETHNIC	WHITE							
																NON		NOT	UP TO	£20,000-	£35.000-		MINORITY	ETHNIC	CONSERVATI		LIBERAL				1
		MAN	WOMAN	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	GRADUATES	WORKING	WORKING	£19.999	£34,999	£54,999	£55.000 +	GROUPS	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(p)	(g)	(r)	(s)	(t)	(u)	(y)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(E)
WEIGHTED BASE	1087	518	551	339	401	347	690	397	260	284	248	153	51	91	591	496	743	344	165	242	301	309	170	909	176	362	102	100	94	467	300
EIGHTED BASE	1087	528		329			619		254										176						184					437	
	100%	49%		30%			57%		23%										16%						17%					40%	
Very confident	89	63	27	42	23	25	67	22	24	19	18	19	5	4	56	33	73	17	6	21	26	36	22	67	7	57	8	-	8	58	13
	8%	12%	5%	13%	6%	7%	11%	5%	9%	7%	7%	12%	9%	5%	14%	5%	10%	5%	3%	8%	9%	13%	14%	7%	4%	17%	9%	-	9%	13%	4%
		ь		de			g								0		q				r	r	w			хB	В		В	E	
Fairly confident	258	147	103	102	98	57	158	100	67	56	56	46	9	23	117	141	188	70	40	59	66	87	49	207	21	159	19	5	16	136	43
	24%	28%	19%	31%	25%	16%	26%	21%	27%	20%	23%	29%	18%	25%	30%	20%	26%	20%	23%	23%	21%	31%	32%	22%	11%	48%	21%	4%	17%	31%	13%
		b		e	e							i i			0							t	w			xABC	В		В	E	
Not very confident	305	139	163	102	107	95	168	137	62	85	69	44	18	27	104	200	197	108	46	72	87	74	44	256	43	65	34	34	34	122	76
	28%	26%	30%	31%	27%	26%	27%	29%	24%	30%	28%	28%	34%	30%	26%	29%	27%	31%	26%	29%	28%	26%	29%	28%	23%	19%	38%	27%	37%	28%	23%
																											xy		xy		
Not at all confident	348	155	187	50	127	171	182	166	82	104	85	34	17	25	85	263	221	127	67	80	108	66	23	324	109	41	19	85	26	94	188
	32%	29%	35%	15%	32%	47%	29%	35%	33%	37%	34%	22%	33%	27%	21%	38%	30%	36%	38%	32%	35%	23%	15%	35%	59%	12%	21%	68%	28%	22%	57%
					c	cd			k k	K	K					n			u	u	u			v	yAC			yAC	У		D
on't know	88	25	62	32	38	17	45	43	18	20 7%	21	13	3	12	32	56	56	32	18	19	23	18	15	73	5	11	11	2	9	27	10
	8%	5%	11%	10%	10%	5%	7%	9%	7%	/%	8%	8%	6%	13%	8%	8%	8%	9%	10%	8%	7%	6%	10%	8%	2%	3%	12%	1%	10%	6%	3%
T: Confident	347	209	130	e 144	e 121	82	225	122	91	75	74	65	14	27	173	174	260	87	46	80	92	123	71	274	20	216	XVB	-	хуВ 24	194	55
1: Confident	32%	40%	24%	44%		22%	36%	26%	36%	26%	30%		27%	30%	44%	25%	35%	25%			30%	44%	47%	30%	28	65%	29%	5	26%	44%	179
	32%	40%	2476	44%	31%	2276	30%	20%	30%	20%	30%	41%	2/76	30%	44%	25%	3576	25%	26%	32%	30%	44%	4/76	30%	15%	xABC	29% up	4%	20% D	4476	1/7
T: Not confident	652	293	350	152	234	266	350	303	144	188	154	70	35	52	189	463	418	234	113	153	196	140	67	580	152	106	E 2	110	61	216	264
1: Not confident	60%	56%	65%	46%	60%	73%	56%	65%	57%	66%	154 62%	79 50%	67%	52 57%	48%	463 67%	57%	66%	64%	152 61%	63%	50%	44%	63%	82%	32%	58%	119 94%	65%	49%	80%
	60%	1 30%	3.00	+0.4	30%	cd	30/4	1	1 37.70	hk	b	30%	5776	3776	73/0	07/0	3770	00/4	3476	31/6	U3/0	30%	1	V V	VAC	32/0	33/4	xvAC	0370	-5/4	D
an	2.09	2.23	1.94	2.46	2.05	1.82	2.19	1.95	2.14	1.96	2.03	2.34	2.03	2.08	2.4	1.91	2.16	1.93	1.91	2.09	2.04	2.35	2.5	2.02	1.59	2.72	2.2	1.36	2.07	2.39	1.63
	2.09	h	1.54	de.	2.03	1.02	2.15	2.55	2.14	2.50	2.03	1.34	2.03	2.30	2.4	1.51	2.10	1.55	1.51	2.09	2.04	rst		2.02	2.33	vAR	vR	1.30	2.07 xR	E.39	1.03
				ue	-		K					-11			,		4					-31				, AB	~5		~0	4 -	

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - t/g - h/ifi/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E \ Overlap \ formulae \ used. \ * small \ base$

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



Table 12
Q8_1 - How confident, if at all, are you that the Conservative party...Have a good long-term economic plan for Britain?

Base: All adults aged 18-75 in Great Britain

		GE	NDER		AGE		SOCIA	AL GRADE			RE	SION			EDUC	ATION	WORKIN	G STATUS		INC	OME		ETHN	ICITY		GENER/	AL ELECTION 20	24 VOTE		REFERENDU	M 2016 VOT
																NON		NOT	UP TO	£20,000-	£35,000-		ETHNIC MINORITY	WHITE	CONSERVATI		LIBERAL				
	TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1	C2DE (g)	NORTH (b)	MIDLANDS (i)	SOUTH (i)	LONDON (k)	WALES (I)	SCOTLAND (m)	GRADUATES (n)	GRADUATES (n)	WORKING (n)	WORKING (a)	£19,999	£34,999	£54,999	£55,000 +	GROUPS (v)	GROUP (w)	VE (x)	LABOUR (v)	DEMOCRATS (A)	REFORM UK	OTHER (C)	REMAIN (D)	LEAVE (E)
UNWEIGHTED BASE	1087	518	551	339	401	347	690	397	260	284	748	153	51	91	591	496	743	344	165	747	301	309	170	909	176	362	102	100	94	467	300
WEIGHTED BASE	1087						619		254										176				153		184					437	
	100%						57%		23%										16%				14%		17%					40%	
(4) Very confident	62	37	25	35	15	13	42	21	14	11	17	10	4	6	34	28	54	9	13	10	11	29	20	42	34	16	-	4	1	18	26
	6%	7%	5%	11%	4%	3%	7%	4%	5%	4%	7%	7%	8%	6%	9%	4%	7%	2%	7%	4%	3%	10%	13%	5%	18%	5%	-	3%	1%	4%	8%
				de											0		q					st	w		yABC	A					D
(3) Fairly confident	198	101	94	69	61	68	117	82	33	50	46	45	9	15	79	119	139	59	33	31	58	62	35	161	77	53	12	20	6	71	72
	18%	19%	17%	21%	16%	19%	19%	17%	13%	18%	18%	29%	16%	17%	20%	17%	19%	17%	19%	13%	19%	22%	23%	17%	42%	16%	13%	16%	7%	16%	22%
												hij										s			yABC	С					
(2) Not very confident	334	174	155	103	119	113	172	162	82	99	77	39	17	20	103	230	209	124	48	91	95	80	46	284	46	90	32	52	34	125	105
	31%	33%	29%	31%	30%	31%	28%	35%	32%	35%	31%	25%	31%	22%	26%	33%	29%	35%	27%	36%	30%	29%	30%	31%	25%	27%	36%	41%	36%	29%	32%
								f		km						n		р										xy			
(1) Not at all confident	384	185	191	89	158	137	233	151	94	95	89	51	17	38	149	235	266	118	64	87	121	90	35	349	17	160	39	43	47	195	106
	35%	35%	35%	27%	40%	38%	38%	32%	37%	34%	36%	33%	32%	41%	38%	34%	36%	34%	36%	35%	39%	32%	23%	38%	9%	48%	44%	34%	50%	45%	32%
					c	c																		v		xB	x	×	хB	E	
Don't know	109	31	77	33	42	34	57	52	31	28	20	11	6	12	29	80	66	42	18	31	27	20	18	90	10	14	6	7	6	28	22
	10%	6%	14%	10%	11%	9%	9%	11%	12%	10%	8%	7%	12%	13%	7%	12%	9%	12%	10%	12%	9%	7%	12%	10%	5%	4%	7%	6%	6%	6%	7%
NET: Confident	261	138	119	104	76	81	158	102	47	61	63	56	13	21	113	148	193	68	45	41	69	91	55	203	111	68	12	24	7	89	98
	24%	26%	22%	32%	19%	22%	26%	22%	18%	22%	25%	36%	25%	23%	29%	21%	26%	19%	26%	17%	22%	32%	36%	22%	60%	21%	13%	19%	8%	20%	30%
				de								hij			0		q		s			st	w		yABC	С		c			D
NET: Not confident	718	359	346	192	276	250	405	313	176	194	166	90	34	58	252	465	475	242	113	178	216	170	80	634	64	250	71	96	81	320	210
	66%	68%	64%	58%	70%	69%	65%	67%	69%	68%	67%	57%	64%	63%	64%	67%	65%	69%	64%	71%	69%	61%	52%	68%	35%	75%	80%	76%	86%	73%	64%
					c	c			k	k					l					u	u			v	1	×	×	×	xy	E	
Mean	1.94	1.98	1.9	2.17	1.81	1.87	1.94	1.93	1.85	1.91	1.96	2.1	2	1.86	2	1.9	1.97	1.87	1.96	1.84	1.85	2.12	2.3	1.88	2.73	1.76	1.67	1.86	1.56	1.78	2.06
				de								h										st	w		yAB			C			D

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - t/g - h/ifi/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E \ Overlap \ formulae \ used. \ * small \ base$

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 13

Q8_2 - How confident, if at all, are you that the Conservative party...Have a good plan for changing Britain generally?

Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIA	AL GRADE	REGION						EDUCATION			WORKING STATUS		INCOME				ICITY	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
																NON		NOT	UP TO	£20,000-	£35,000-		ETHNIC MINORITY	WHITE	CONSERVATI		LIBERAL					
	TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (i)	LONDON (k)	WALES (I)	SCOTLAND (m)	GRADUATES (n)	GRADUATES (o)	WORKING (p)	WORKING (a)	£19,999 (r)	£34,999 (s)	£54,999 (t)	£55,000 +	GROUPS (v)	GROUP (w)	VE (x)	LABOUR (v)	DEMOCRATS (A)	REFORM UK (B)	OTHER (C)	REMAIN (D)	LEAVE (E)	
NWEIGHTED BASE	1087	518	551	339	401	347	690	397	260	284	248	153	51	91	591	496	743	344	165	242	301	309	170	909	176	362	102	100	94	467	300	
EIGHTED BASE	1087			329			619												176				153		184							
	100%			30%			57%												16%				14%		17%							
1) Very confident	58	39	18	37	11	10	35	23	11	13	12	11	4	6	30	28	50	8	9	7	15	26	15	42	27	14	2	4	3	20	17	
	5%	7%	3%	11%	3%	3%	6%	5%	5%	5%	5%	7%	8%	6%	8%	4%	7%	2%	5%	3%	5%	9%	10%	5%	15%	4%	2%	3%	3%	4%	5%	
		ь		de											0		q					s	w		yABC							
(3) Fairly confident	199	94	102	67	63	70	110	89	39	57	44	35	8	15	79	120	140	60	33	38	51	65	41	156	79	48	7	25	7	71	78	
	18%	18%	19%	20%	16%	19%	18%	19%	15%	20%	18%	23%	16%	17%	20%	17%	19%	17%	18%	15%	16%	23%	26%	17%	43%	15%	8%	20%	8%	16%	24%	
																						st	w		yABC			AC			D	
(2) Not very confident	346	179	166	104	126	115	192	154	75	90	86	51	22	22	105	240	222	124	52	94	101	83	48	296	51	96	32	54	30	121	108	
	32%	34%	31%	32%	32%	32%	31%	33%	30%	32%	35%	33%	41%	24%	27%	35%	30%	35%	29%	38%	32%	30%	31%	32%	27%	29%	35%	43%	32%	28%	33%	
																n												xy				
(1) Not at all confident	390	194	184	92	158	140	233	157	102	98	88	49	14	39	156	235	261	129	63	93	117	90	36	353	18	161	44	41	49	200	110	
	36%	37%	34%	28%	40%	38%	38%	34%	40%	34%	35%	31%	27%	43%	39%	34%	36%	37%	36%	37%	38%	32%	24%	38%	10%	48%	50%	33%	53%	46%	33%	
					c	c																		v		xB	хB	x	xB	E		
Don't know	94	22	71	29	36	29	50	44	26	26	18	10	4	10	24	70	62	32	20	18	27	17	14	79	9	14	5	3	4	25	17	
	9%	4%	13%	9%	9%	8%	8%	9%	10%	9%	7%	6%	8%	11%	6%	10%	8%	9%	11%	7%	9%	6%	9%	9%	5%	4%	5%	2%	4%	6%	5%	
NET: Confident	257	133	120	104	74	80	145	112	50	70	56	47	13	21	109	148	190	67	41	45	66	91	55	198	106	63	0	28	10	91	95	
NET. Comident	24%	25%	22%	32%	19%	22%	23%	24%	20%	25%	23%	30%	24%	23%	28%	21%	26%	19%	23%	18%	21%	32%	36%	21%	58%	19%	10%	22%	11%	21%	29%	
	24/6	23/0	2276	de	15/0	2270	23/0	2470	20/0	2370	23/0	h	2470	23/0	28/9	21/0	0	15/6	23/0	10/0	21/0	32./0	w 30%	21/6	VABC	1970	10/6	Δ.	11/0	21/4	D 29/0	
NET: Not confident	736	373	350	196	285	256	425	311	177	187	174	100	36	61	261	475	483	253	116	187	218	173	84	649	69	257	76	95	80	321	218	
NET. NOT COMMUNIC	68%	71%	65%	60%	72%	70%	69%	67%	70%	66%	70%	64%	69%	67%	66%	69%	66%	72%	65%	75%	70%	62%	55%	70%	37%	77%	85%	75%	85%	74%	66%	
					c	c														u	u			v		×	×	×	×	E		
Mean	1.92	1.96	1.9	2.16	1.79	1.85	1.91	1.95	1.82	1.95	1.91	2.06	2.05	1.84	1.96	1.9	1.97	1.83	1.92	1.83	1.87	2.1	2.25	1.87	2.66	1.74	1.6	1.92	1.59	1.78	2.01	
				de								h										st	w		yAB			AC			D	
																									C							

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - t/g - h/ifi/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E \ Overlap \ formulae \ used. \ * small \ base$

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 14
Sample profile

Base: All adults aged 18-75 in Great Britain

Base: All adults aged 18-75 in Gre	eat Britain																														
		GE	NDER		AGE		SOCIAL	LGRADE			RE	GION			EDUC	ATION	WORKING	STATUS	UPTO	F20,000	635.000-		ETHNIC MINORITY	WHITE	CONSERVATI	GENER	AL ELECTION 20	24 VOTE	-	REFERENDUM	A 2016 VOTE
	TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (i)	LONDON (k)	WALES	SCOTLAND (m)	GRADUATES (n)	GRADUATES (a)	WORKING (p)	WORKING (a)	£19,999 (r)	£34,999 (s)	£54,999 (t)	£55,000 +	GROUPS (v)	GROUP (w)	VE (x)	LABOUR (v)	DEMOCRATS (A)	REFORM UK (B)	OTHER (C)	REMAIN (D)	LEAVE (E)
UNWEIGHTED BASE WEIGHTED BASE	1087 1087 100%	518 528 49%	551 541 50%	339 329 30%	401 394 36%	347 365 34%	690 619 57%	397 468 43%	260 254 23%	284 284 26%	248 249 23%	153 156 14%	51 53* 5%*	91 91* 8%*	591 394 36%	496 693 64%	743 734 68%	344 353 32%	165 176 16%	242 250 23%	301 311 29%	309 280 26%	170 153 14%	909 927 85%	176 184 17%	362 333 31%	102 89* 8%*	100 126* 12%*	94 94* 9%*	467 437 40%	300 330 30%
GENDER MAN	528 49%	528 100%	:	163 50%	191 49%	173 48%	283 46%	245 52%	113 45%	140 49%	107 43%	91 58%	28 53%	48 52%	194 49%	334 48%	379 52%	149 42%	84 48%	121 49%	141 45%	165 59%	83 54%	443 48%	75 41%	196 59% xAC	37 42%	80 63% xAC	39 42%	217 50%	167 51%
WOMAN	541 50%	:	541 100% a	159 48%	196 50%	186 51%	322 52%	220 47%	138 54% k	139 49%	135 54% k	62 40%	23 43%	44 48%	187 48%	354 51%	347 47%	195 55% p	88 50%	125 50% u	167 54% u	111 40%	66 43%	471 51%	107 58% y8	135 41%	49 55% yB	45 36%	54 57% y8	213 49%	162 49%
AGE 18-34	329 30%	163 31%	159 29%	329 100% de	:	:	189 31%	139 30%	56 22%	92 32% h	70 28%	75 48% hiil	14 27%	22 24%	148 38% 0	181 26%	246 33% a	83 24%	43 24%	53 21%	96 31% s	121 43% rst	91 59% W	234 25%	33 18%	116 35% x	24 27%	31 25%	26 28%	103 24% E	51 15%
35:54	394 36%	191 36%	196 36%	:	394 100%	:	234 38%	160 34%	91 36%	106 37%	94 38%	m 52 33%	15 28%	35 38%	151 38%	242 35%	319 43%	75 21%	67 38%	92 37%	101 32%	102 36%	51 34%	340 37%	57 31%	125 38% B	32 36%	32 25%	41 44% R	172 39%	112 34%
55-75	365 34%	173 33%	186 34%	:	:	365 100% cd	196 32%	168 36%	107 42% ik	86 30% k	85 34% k	29 18%	24 45% k	35 38% k	95 24%	270 39% n	170 23%	195 55% p	67 38% u	105 42% u	114 37% u	57 20%	11 7%	352 38% v	94 51% yC	92 28%	33 37%	64 50% yC	26 28%	162 37%	167 51% D
SOCIAL GRADE ABC1	619 57%	283 54%	322 59%	189 58%	234 59%	196 54%	619 100%	:	145 57%	152 54%	131 53%	103 66%	33 62%	55 61%	311 79%	308 44%	451 61%	168 48%	53 30%	120 48%	187 60%	222 79%	94 61%	524 56%	124 67%	207 62%	58 65%	40 32%	61 65%	296 68%	160 49%
CZDE	468 43%	245 46%	220 41%	139 42%	160 41%	168 46%		468 100%	109 43%	132 46%	117 47%	53 34%	20 38%	36 39%	83 21%	385 56%	283 39%	185 52%	123 70% stu	130 52% tu	124 40%	rst 58 21%	60 39%	403 44%	61 33%	126 38%	31 35%	87 68%	33 35%	141 32%	170 51% D
REGION NORTH	254 23%	113 21%	138 26%	56 17%	91 23%	107 29%	145 23%	109 23%	254 100%	:	:	:	:	:	94 24%	159 23%	162 22%	91 26%	36 20%	79 32%	72 23%	51 18%	28 18%	224 24%	40 22%	86 26%	11 12%	36 29%	21 22%	107 24%	81 25%
MIDLANDS	284 26%	140 27%	139 26%	92 28%	106 27%	86 23%	152 25%	132 28%	ijklm	284 100% hiklm	:	:	:	:	85 22%	199 29%	184 25%	100 28%	59 33%	ru 63 25%	92 30%	51 18%	46 30%	238 26%	55 30%	A 86 26%	15 16%	A 30 24%	22 24%	100 23%	103 31%
SOUTH	249 23%	107 20%	135 25%	70 21%	94 24%	85 23%	131 21%	117 25%	- :		249 100% hiklm	:	:	:	83 21%	166 24%	174 24%	75 21%	34 19%	51 21%	68 22%	79 28%	16 10%	231 25% V	45 24%	61 18%	39 43% xvBC	32 25%	14 14%	96 22%	84 26%
LONDON	156 14%	91 17% b	62 12%	75 23% de	52 13% e	29 8%	103 17% g	53 11%	:		:	156 100% hiilm			81 20% 0	76 11%	123 17%	33 9%	23 13%	22 9%	37 12%	63 23% rst	52 34% w	100 11%	21 11%	59 18%	18 20%	13 10%	12 13%	68 15% E	27 8%
WALES	53 5%	28 5%	23 4%	14 4%	15 4%	24 7%	33 5%	20 4%	:	- :	:	:	53 100% hijkm	:	13 3%	40 6%	29 4%	24 7%	6 3%	18 7%	17 5%	11 4%	2 1%	51 6% V	13 7%	15 5%	4 4%	13 11% V	2 3%	23 5%	16 5%
SCOTLAND	91 8%	48 9%	44 8%	22 7%	35 9%	35 10%	55 9%	36 8%	:			:		91 100% hijk	39 10%	53 8%	61 8%	30 9%	20 11%	17 7%	25 8%	25 9%	9	82 9%	11 6%	26 8% B	3 3%	1	23 24% xyAB	43 10%	19 6%
EDUCATION GRADUATES	394 36%	194 37%	187 35%	148 45% e	151 38% e	95 26%	311 50%	83 18%	94 37%	85 30%	83 33%	81 52% hiil	13 25%	39 42%	394 100%	:	303 41%	92 26%	32 18%	76 30%	113 36%	153 55% rst	80 52% w	310 33%	67 36% B	152 46% B	46 51% xB	18 14%	34 36% B	202 46% E	86 26%
NON GRADUATES	693 64%	334 63%	354 65%	181 55%	242 62%	270 74% cd	308 50%	385 82% f	159 63% k	199 70% k	166 67% k	76 48%	40 75% k	53 58%	:	693 100% n	432 59%	261 74% p	145 82% stu	174 70% u	198 64% u	127 45%	73 48%	617 67% v	118 64% A	181 54%	43 49%	108 86% xyAC	60 64%	235 54%	244 74% D
WORKING STATUS WORKING	734 68%	379 72% h	347 64%	246 75%	319 81%	170 47%	451 73%	283 61%	162 64%	184 65%	174 70%	123 79%	29 55%	61 67%	303 77%	432 62%	734 100%	:	75 43%	142 57%	231 74%	249 89% rst	111 72%	620 67%	116 63%	227 68%	65 73%	95 76%	62 66%	308 70%	216 66%
NOT WORKING	353 32%	149 28%	195 36% a	83 25%	75 19%	195 53% cd	168 27%	185 39% f	91 36% k	100 35% k	75 30%	33 21%	24 45% k	30 33%	92 23%	261 38% n	÷	353 100% p	101 57% stu	108 43% tu	80 26% u	31 11%	42 28%	307 33%	69 37% B	106 32%	24 27%	31 24%	32 34%	129 30%	113 34%
INCOME UP TO £19,999	176 16%	84 16%	88 16%	43 13%	67 17%	67 18%	53 9%	123 26%	36 14%	59 21%	34 13%	23 14%	6 11%	20 21%	32 8%	145 21%	75 10%	101 29%	176 100% stu	:	:	:	31 20%	144 16%	32 17%	50 15%	8 9%	18 15%	16 17%	46 11%	60 18% D
£20,000 - £34,999	250 23%	121 23%	125 23%	53 16%	92 23% c	105 29% c	120 19%	130 28% f	79 31% ijkm	63 22%	51 21%	22 14%	18 33% k	17 19%	76 19%	174 25% n	142 19%	108 31% p		250 100% rtu	:	- :	24 16%	226 24% v	36 20%	77 23%	28 31%	34 27%	21 22%	109 25%	81 24%
£35,000 - £54,999	311 29%	141 27%	167 31%	96 29%	101 26%	114 31%	187 30%	124 27%	72 28%	92 32%	68 27%	37 24%	17 32%	25 27%	113 29%	198 29%	231 31% q	80 23%			311 100% rsu		39 25%	271 29%	43 23%	103 31%	22 25%	45 35%	29 31%	130 30%	93 28%
ESS,000+	280 26%	165 31% b	111 21%	121 37% de	102 26% e	57 16%	222 36% R	58 12%	51 20%	51 18%	79 32% hi	63 40% hil	11 21%	25 27%	153 39% 0	127 18%	249 34% q	31 9%		:	:	280 100% rst	49 32%	228 25%	57 31% B	98 29% B	25 29%	22 17%	23 25%	133 30% E	74 22%
ETHNICITY ETHNIC MINORITY GROUPS	153 14%	83 16%	66 12%	91 28% de	51 13%	11 3%	94 15%	60 13%	28 11%	46 16%	16 6%	52 34%	2 3%	9 10%	80 20%	73 11%	111 15%	42 12%	31 17%	24 10%	39 12%	49 17%	153 100%	:	21 11% R	60 18% AR	6 7%	:	17 18% AB	58 13% F	16 5%
WHITE ETHNIC GROUP	927 85%	443 84%	471 87%	234 71%	340 86% c	352 97% cd	524 85%	403 86%	224 88% k	238 84% k	231 93% ik	100 64%	51 97% ik	82 90% k	310 79%	617 89% n	620 84%	307 87%	144 82%	226 90% ru	271 87%	228 81%	i	927 100% V	164 89%	273 82%	82 92% y	126 100% xyAC	77 82%	377 86%	313 95% D
GENERAL ELECTION 2024 VOTE CONSERVATIVE	184 17%	75 14%	107 20%	33 10%	57 14%	94 26%	124 20%	61 13%	40 16%	55 19%	45 18%	21 14%	13 24%	11 12%	67 17%	118 17%	116 16%	69 20%	32 18%	36 15%	43 14%	57 20%	21 14%	164 18%	184 100%	:	:	:	:	68 16%	97 29%
LABOUR	333 31%	196 37%	135 25%	116 35%	125 32%	92 25%	207 33%	126 27%	86 34%	86 30%	61 24%	59 38%	15 29%	26 28%	152 39%	181 26%	227 31%	106 30%	50 28%	77 31%	103 33%	98 35%	60 39%	273 29%	yABC	333 100% xABC	:	:	:	201 46%	70 21%
LIBERAL DEMOCRATS	89 8%	37 7%	49 9%	24 7%	32 8%	33 9%	58 9%	31 7%	11 4%	15 5%	39 16%	18 12%	4 7%	3 3%	46 12%	43 6%	65 9%	24 7%	8 5%	28 11%	22 7%	25 9%	6 4%	82 9%	:	, ABC	89 100% xvBC	:	:	61 14%	17 5%
REFORM UK	126 12%	80 15% b	45 8%	31 9%	32 8%	64 17% cd	40 6%	87 19% f	36 14% m	30 11% m	32 13% m	13 8%	13 25% ikm	1 2%	18 5%	108 16% n	95 13%	31 9%	18 10%	34 14% u	45 14% u	22 8%	:	126 14% v	:	-		126 100% xyAC	:	16 4%	89 27% D
OTHER	94 9%	39 7%	54 10%	26 8%	41 10%	26 7%	61 10%	33 7%	21 8%	22 8%	14 5%	12 8%	2 5%	23 25% hijkl	34 9%	60 9%	62 8%	32 9%	16 9%	21 8%	29 9%	23 8%	17 11%	77 8%	:	:	- :	:	94 100% xyAB	57 13% E	18 5%
REFERENDUM 2016 VOTE REMAIN	437 40%	217 41%	213 39%	103 31%	172 44%	162 44%	296 48%	141 30%	107 42%	100 35%	96 39%	68 43%	23 44%	43 47%	202 51%	235 34%	308 42%	129 37%	46 26%	109 44%	130 42%	133 47%	58 38%	377 41%	68 37%	201 60%	61 68%	16 12%	57 61%	437 100%	:
LEAVE	330 30%	167 32%	162 30%	51 15%	112 29% c	167 46% cd	g 160 26%	170 36% f	81 32% k	103 36% km	84 34% km	27 17%	16 30%	19 20%	86 22%	244 35% n	216 29%	113 32%	60 34%	81 32%	93 30%	74 26%	16 11%	313 34% v	97 53% vAC	x8 70 21%	xB 17 19%	89 71% xvAC	x8 18 19%	E .	330 100% D