

24-089497-09 - 28th Feb - 3rd March 2025
INTERNAL/CLIENT USE ONLY
Economy and Trade
1000 GB Adults (16-75)

Q1. Which of these descriptions comes closest to how you feel about your household's income nowadays?
All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status			Income				Ethnicity			General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain a member of the European Union	Leave the European Union			
	(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)			
Unweighted base	1099	527	554	350	400	349	665	434	263	285	249	155	53	94	598	501	706	393	226	251	253	274	938	153	152	346	101	139	115	444	340			
Weighted base	1099	535	546	354	386	359	620	479	262	286	248	158	52	93	381	718	730	369	222	255	283	236	949	140	152	335	89	154	113	411	355			
Living comfortably (4)	259	132	124	87	63	108	188	71	58	69	59	42	8	23	113	145	173	86	20	50	66	98	222	33	57	89	21	30	19	116	83			
	24%	25%	23%	25% E	16%	30% E	30% H	15%	22%	24%	24%	26%	15% *	25% *	30% P	20%	24%	23%	9%	20% S	23% S	41% STU	23%	23%	37% Zbc	27%	24% *	20%	17% *	28%	23%			
Coping (3)	532	257	262	161	189	182	290	241	130	134	124	72	28	44	185	347	364	168	88	135	145	111	458	72	70	167	50	72	49	197	176			
	48%	48%	48%	45%	49%	51%	47%	50%	50%	47%	50%	46%	53% *	47% *	49%	48%	50%	45%	40%	53% S	51% S	47%	48%	52%	46%	50%	56% *	47%	44% *	48%	50%			
Finding it difficult (2)	195	93	100	59	85	51	101	94	42	52	42	32	8	19	59	136	130	66	59	43	52	23	171	22	25	52	10	26	26	68	62			
	18%	17%	18%	17%	22% F	14%	16%	20%	16%	18%	17%	20%	16% *	20% *	16%	19%	18%	18%	27% TV	17% V	18% V	10%	18%	16%	17%	16%	11% *	17%	24% a*	16%	17%			
Finding it very difficult (1)	104	50	53	41	47	17	38	67	26	28	23	12	8	7	22	83	58	46	52	23	20	4	92	12	*	26	8	22	18	29	33			
	9%	9%	10%	12% F	12% F	5%	6%	14% G	10%	10%	9%	8%	16% *	7% *	6%	12% O	8%	13% Q	23% TUV	9% V	7% V	2%	10%	9%	*	8% Y	9% Y*	14% Y	16% Y2*	7%	9%			
Don't know	2	1	1	-	2	-	1	1	1	1	-	-	-	-	1	1	2	-	1	-	-	-	1	1	1	1	-	-	-	2	-			
	*	*	*	-	*	-	*	*	*	*	-	-	-	-	*	*	*	-	*	-	-	-	*	1%	*	*	-	-	-	*	-			
Prefer not to say	7	2	6	5	1	2	3	4	5	2	1	-	-	-	1	6	3	4	2	3	-	*	5	-	-	-	-	3	-	1	2			
	1%	*	1%	2%	*	*	*	1%	2%	1%	*	-	-	-	*	1%	*	1%	1%	1%	-	*	1%	-	-	-	-	2% Z	-	*	*			
NET Living comfortably/ coping	790	389	386	248	252	290	478	312	188	203	183	114	35	67	298	492	537	253	108	186	211	209	680	105	126	256	71	102	68	313	259			
	72%	73%	71%	70%	65%	81% DE	77% H	65%	72%	71%	74%	72%	68% *	72% *	78% P	68%	74%	69%	49%	73% S	75% S	88% STU	72%	75%	83% bc	76% c	80% bc*	67%	61% *	76%	73%			
NET Finding it difficult/ very difficult	300	143	154	100	132	68	139	161	68	81	64	44	17	26	81	219	188	112	111	66	72	27	264	34	26	78	18	48	44	97	94			
	27%	27%	28%	28% F	34% F	19%	22%	34% G	26%	28%	26%	28%	32% *	28% *	21%	30% O	26%	30%	50% TUV	26% V	25% V	11%	28%	24%	17%	23%	20% *	31% Y	39% Y2*	23%	27%			
Mean	2.87	2.88	2.85	2.85	2.70	3.06 DE	3.02 H	2.67	2.86	2.86	2.89	2.91	2.66 *	2.90 *	3.03 P	2.78	2.90	2.80	2.35	2.84 S	2.91 S	3.28 STU	2.86	2.90	3.20 Zabc	2.95 bc	2.95 c*	2.74	2.62 *	2.98	2.87			

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.

ColumnProportions (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

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1000 GB Adults (16-75)

Q1. Which of these descriptions comes closest to how you feel about your household's income nowadays?
All Adults aged 16-75 in Great Britain

		Attitudes toward HH Income Nowadays				Better/ Worse Off Since Labour Gov Elected		Statement Agreement																
		NET Living comfortably/ coping	NET Finding it difficult/ very difficult	NET Much better/ little better off	NET Little worse/ much worse off	Prioritise closer trade relationships with EU	Prioritise closer trade relationships with US	Politicians focus too much on econ growth	Politicians don't focus enough on econ growth	As much immigration as econ needs to support growth	Strict limits on immigration even if it harms econ growth	Redistributing money more important than growing econ	Growing overall econ more important than redistributing money	Protect environment even if it harms econ growth	Focus on econ growth, even if at the expense of protecting environment	Protect natural environment, even if less housing/ infrastructure	Build more housing/ infrastructure, even if loss of natural environment	Globalisation does more harm than good	Globalisation does more good than harm	Stricter rules for businesses	Red-tape on businesses should be cut	Businesses taxed more to pay for public services	Businesses taxed at lower level for job creation and econ growth	
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
Unweighted base	1099	806	286	172	439	476	231	413	355	374	501	352	440	421	340	520	287	310	313	486	367	283	504	
Weighted base	1099	790	300	155	448	462	242	412	353	350	532	361	422	403	353	511	288	307	285	469	374	289	508	
Living comfortably (4)	259 24%	259 33% C	- - C	74 48% E	69 15% E	103 22% E	60 25% E	90 22% E	78 22% E	91 26% R	118 22% E	78 22% E	121 29% FHKLNPQRTW	90 22% E	90 25% R	120 23% E	64 22% E	58 19% E	80 28% FHKL	107 23% E	99 26% R	69 24% E	122 24% E	
Coping (3)	532 48%	532 67% C	- - C	67 43% E	212 47% E	223 48% E	116 48% E	201 49% E	183 52% V	169 48% E	252 47% E	164 46% E	217 51% U	188 47% E	168 48% E	250 49% E	145 51% E	144 47% E	142 50% E	227 48% E	172 46% E	126 44% E	252 50% E	
Finding it difficult (2)	195 18%	- - B	195 65% B	11 7% D	108 24% D	89 19% MS	41 17% E	76 18% E	68 19% M	62 18% E	102 22% M	80 22% MODS	59 14% E	89 22% MODSW	55 16% E	97 19% M	43 15% MODSW	71 23% E	41 15% E	86 18% E	70 19% M	63 22% MODS	86 17% E	
Finding it very difficult (1)	104 9%	- 35% B	104 10% D	4 2% E	58 13% D	46 10% M	23 9% M	45 11% M	24 7% E	28 8% E	59 11% IM	39 11% M	23 5% E	33 8% E	38 11% IM	42 8% IMS	35 12% IM	34 11% E	21 7% E	48 10% M	32 8% M	30 10% M	45 9% M	
Don't know	2 *	- - -	- - -	- - -	- - -	1 *	1 *	1 *	- - -	- - -	- - -	1 *	1 *	1 *	1 *	1 *	- - -	- - -	1 *	1 *	- - -	1 *	1 *	
Prefer not to say	7 1%	- - -	- - -	- - -	- - -	1 *	2 1%	- - -	- - -	- - -	2 *	- - -	2 *	2 1%	- - -	2 *	- - -	- - -	- - -	- - -	2 *	- - -	2 *	
NET Living comfortably/ coping	790 72%	790 100% C	- - E	141 91% E	281 63% E	326 70% E	176 73% E	291 71% E	261 74% LR	260 74% LNRV	370 70% E	242 67% E	338 80% FGHKLNPQRTUVW	278 69% E	258 73% R	370 72% R	209 73% E	202 66% E	222 78% FHLNPRTV	334 71% E	271 72% E	196 68% KL	375 74% E	
NET Finding it difficult/ very difficult	300 27%	- - B	300 100% B	14 9% D	166 37% D	135 29% MS	63 26% M	121 29% MS	92 26% M	89 26% M	160 30% MSW	118 33% JMPSW	82 19% E	122 30% MS	94 27% M	139 34% M	78 27% M	105 34% M	62 22% GIMOPSLW	134 29% MS	102 27% M	93 32% JMS	131 26% M	
Mean	2.87	3.33 C	1.65	3.36 E	2.65	2.83	2.89 R	2.82	2.89 R	2.93 FHLR	2.81	2.78	3.04 FGHKLNPQRTUVW	2.84	2.88 R	2.88 R	2.83	2.74	2.99 FHLNPQRTV	2.84	2.91 KL	2.81	2.89 KL	

ColumnProportions (1%): A,B/C,D,E,F/G,H/I/J,K,L,M,N,O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)

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Economy and Trade

1000 GB Adults (16-75)

Q2. Do you think you are better or worse off, if either, than when Keir Starmer's Labour government was elected in July 2024?

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status			Income				Ethnicity			General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain a member of the European Union	Leave the European Union			
	(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)			
Unweighted base	1099	527	554	350	400	349	665	434	263	285	249	155	53	94	598	501	706	393	226	251	253	274	938	153	152	346	101	139	115	444	340			
Weighted base	1099	535	546	354	386	359	620	479	262	286	248	158	52	93	381	718	730	369	222	255	283	236	949	140	152	335	89	154	113	411	355			
Much better off (2)	36 3%	24 5% C	11 2%	26 7% EF	10 2% F	1 *	28 4% H	9 2%	4 1%	7 2%	9 3%	13 8% U	1 2% *	2 3% *	20 5% P	16 2%	28 4%	8 2%	2 1%	5 2%	10 4%	17 7% ST	25 3%	10 7% W	6 4%	21 6%	1 2% *	3 2%	2 2% *	17 4%	6 2%			
A little bit better off (1)	119 11%	71 13% C	46 8%	58 17% EF	35 9%	26 7%	88 14% H	31 6%	33 13% K	32 11%	17 7%	26 17% K	4 7% *	7 8% *	65 17% P	54 8%	83 11%	36 10%	21 10%	22 9%	24 8%	46 19% STU	94 10%	23 17% W	17 11%	54 16% b	15 16% b*	8 5%	11 10% *	60 15% e	25 7%			
Neither better nor worse off (0)	445 40%	209 39%	231 42%	151 43% F	175 45% F	119 33%	255 41%	190 40%	107 41%	126 44%	96 39%	55 35%	21 40% *	39 42% *	142 37%	303 42%	314 43% R	131 35%	82 37%	107 42%	119 42%	95 40%	390 41%	53 38%	38 25%	177 53% Ybc	41 46% Yb*	30 20%	44 39% Yb*	177 43% e	121 34%			
A little bit worse off (-1)	271 25%	141 26%	126 23%	57 16% D	88 23% D	126 35% DE	151 24%	120 25%	57 22%	65 23%	74 30% L	30 19%	13 26% *	32 34% IL*	89 23%	182 25%	174 24%	97 26%	39 18%	67 26% S	74 26% S	56 24%	242 26%	29 21%	61 40% Za	49 15%	21 23% *	47 31% Z	34 30% Z*	106 26%	98 28%			
Much worse off (-2)	177 16%	81 15%	94 17%	26 7% D	66 17% D	85 24% DE	71 11%	105 22% G	46 18%	50 17%	36 15%	24 15%	11 22% *	9 10% *	46 12%	130 18% O	101 14%	75 20% Q	58 26% TUV	45 18% V	48 17% V	14 6%	162 17%	14 10%	30 20% Z	29 9%	12 13% *	59 38% YZac	17 15% *	43 10% d	101 28%			
Don't know	51 5%	10 2%	37 7% B	36 10% EF	12 3% F	3 1%	27 4%	24 5%	14 6%	7 2%	16 6% J	9 6%	2 3% *	4 4% *	19 5%	33 5%	29 4%	22 6%	20 9% TUV	9 3%	8 3%	9 4%	36 4%	10 7%	1 *	5 2%	- *	6 4%	4 3% *	7 2%	4 1%			
NET Much better/ little better off	155 14%	95 18% C	57 10%	84 24% EF	45 12%	27 7%	116 19% H	40 8%	37 14%	39 14%	25 10%	39 25% UKMNP	5 9% *	9 10% *	85 22% P	70 10%	111 15%	44 12%	23 10%	28 11%	34 12%	62 26% STU	119 13%	33 24% W	23 15%	75 22% bc	16 18% b*	11 7%	14 12% *	77 19% e	31 9%			
NET Little bit worse/ much worse off	448 41%	222 41%	220 40%	83 23%	154 40% D	211 59% DE	222 36%	226 47% G	103 39%	114 40%	111 45%	54 34%	25 47% *	41 44% *	135 36%	312 44% O	276 38%	172 47% Q	97 44% V	112 44% V	122 43% V	70 30%	405 43% X	43 31%	91 60% Za	79 23%	32 36% Z*	106 69% Zac	51 46% Z*	149 36%	199 56% d			
Mean	-0.41	-0.35	-0.48	* EF	-0.44 F	-0.75	-0.25 H	-0.62	-0.44	-0.42	-0.49	-0.18 UK	-0.59 *	-0.42 *	-0.21 P	-0.52	-0.34 R	-0.56	-0.65	-0.50	-0.46	-0.02 STU	-0.46	-0.11 W	-0.61 b	-0.04 Ybc	-0.30 Yb*	-1.02	-0.48 b*	-0.24 e	-0.75			

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All Adults aged 16-75 in Great Britain

NET Much better/ little better off	155 14%	141 18%	11 5%	155 100%	- -	79 17%	33 14%	71 17%	48 14%	80 23%	40 7%	63 17%	60 14%	64 16%	41 12%	79 15%	36 13%	42 14%	59 21%	88 19%	40 11%	57 20%	67 13%
		C		E		KDU	K	KDU	K	FGHILMNQ PORUW		KDU	KU	KU	K	KU	K	K	GHMOPQR UW	KMOQRUW	K	KOQRUW	K
NET Little bit worse/ much worse off	448 41%	281 36%	166 55%	- -	448 100%	165 36%	138 57%	162 39%	174 49%	97 28%	299 56%	123 34%	213 50%	150 37%	183 52%	212 46%	132 51%	157 37%	105 31%	144 58%	218 38%	80 30%	261 51%
			B		D	JT	PHILMNQSTV	JTV	PHILMNQSTV		PHILMNQSTV UW	J	PHILMNQSTV	JTV	PHILMNQSTV	FELTV	FILNSTV	PHILMNQSTV	JT		PHILMNQSTV UW		PHILMNQSTV
Mean	-0.41	-0.25 C	-0.85	1.23 E	-1.39	-0.17 GHMOPQR UW	-0.70	-0.36 GHMOPQR UW	-0.53 GRU	-0.05 FGHILMNQ PORSTUW	-0.75	-0.18 GHMOPQR UW	-0.52 GRU	-0.32 GHMOPQR UW	-0.61 K	-0.40 GHMOPQR UW	-0.51 GRU	-0.62 K	-0.20 GHMOPQR UW	-0.19 GHMOPQR UW	-0.72	-0.15 GHMOPQR UW	-0.60 KU

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Q3A: Thinking about the following, which would you say are the most important, if any, for growing the UK economy? Please select all that apply.

All Adults aged 16-75 in Great Britain

	Gender			Aggregate Age Breaks				Social grade		Region						Education		Employment status		Income			Ethnicity		General Election 2024 Vote						Referendum 2016 vote Remain a member of the EU	
	Total [A]	Male [B]	Female [C]	16-34 [D]	35-54 [E]	55+ [F]	ABC1 [G]	C2DE [H]	North [I]	Midlands [J]	South [K]	London [L]	Wales [M]	Scotland [N]	Graduates [O]	Non-graduates [P]	Working [Q]	Not working [R]	UP TO £19,999 [S]	£20,000- £34,999 [T]	£35,000- £54,999 [U]	£55,000+ [V]	White ethnic group [W]	Minority ethnic group [X]	Conservative [Y]	Labour [Z]	Liberal Democrats [AA]	Reform UK [AB]	Other [AC]	Remain [AD]	Leave [AE]	
Unweighted base	1099	527	554	350	400	349	665	434	263	285	249	155	53	94	598	501	706	393	226	251	253	274	938	153	152	346	101	139	115	444	340	
Weighted base	1099	535	546	354	386	359	620	479	262	286	248	158	52	93	381	718	730	369	222	255	283	236	949	140	152	335	89	154	113	411	355	
Keeping inflation low	589	299	280	172	197	220	332	257	148	149	136	78	28	50	191	398	384	205	112	145	156	123	524	62	92	182	44	61	87	54	215	204
	54%	56%	51%	49%	51%	61%	54%	54%	54%	57%	52%	50%	54%	54%	55%	53%	53%	53%	51%	57%	55%	52%	57%	45%	60%	54%	46%	56%	48%	52%	58%	58%
Reducing taxes	497	253	239	148	183	166	271	226	109	146	117	64	19	44	164	334	353	145	79	120	135	106	431	62	77	135	26	93	39	170	189	
	45%	47%	44%	42%	47%	46%	44%	47%	42%	51%	47%	40%	36%	47%	43%	46%	48%	39%	36%	47%	48%	45%	45%	44%	41%	40%	30%	61%	34%	41%	54%	4%
Helping UK businesses to grow	444	218	223	122	157	165	269	176	94	124	116	62	22	26	180	264	295	149	77	97	123	108	381	62	77	131	43	70	40	167	173	
	40%	41%	41%	34%	41%	40%	43%	37%	36%	43%	47%	39%	42%	28%	47%	37%	40%	40%	35%	38%	44%	40%	42%	45%	38%	39%	49%	46%	30%	41%	49%	4%
Improving the skills of UK workers	396	202	188	111	136	149	218	178	95	96	97	44	23	41	140	256	268	128	70	88	111	85	344	47	61	126	33	53	44	162	137	
	36%	38%	34%	31%	35%	41%	35%	37%	36%	34%	39%	28%	44%	44%	37%	36%	37%	35%	31%	35%	39%	36%	36%	34%	40%	38%	37%	34%	39%	39%	39%	3%
Creating more well-paid jobs	391	182	202	140	147	104	205	186	82	105	92	58	23	30	138	252	270	121	68	98	112	77	321	67	47	111	31	49	47	144	118	
	36%	34%	37%	39%	38%	29%	33%	37%	31%	37%	37%	37%	43%	33%	36%	35%	37%	33%	31%	38%	40%	33%	34%	48%	31%	33%	35%	32%	41%	39%	33%	33%
Keeping government debt and spending stable	360	181	176	98	119	144	204	156	87	103	88	48	10	23	123	237	231	129	60	80	97	82	314	41	73	105	33	51	32	129	130	
	33%	34%	32%	28%	31%	40%	33%	33%	33%	36%	35%	30%	20%	25%	32%	33%	32%	35%	27%	32%	34%	35%	33%	29%	48%	31%	37%	33%	29%	31%	37%	33%
Protecting the environment	317	129	177	108	117	92	204	113	72	89	72	42	22	19	136	181	212	105	50	68	91	74	270	43	46	103	30	25	49	131	86	
	29%	24%	32%	30%	30%	26%	33%	24%	28%	31%	29%	27%	41%	20%	36%	25%	29%	23%	26%	32%	31%	28%	31%	30%	31%	33%	33%	16%	27%	32%	24%	24%
Reducing inequalities between UK regions	309	167	134	97	109	103	200	109	87	72	63	39	12	36	132	178	194	115	61	68	89	70	272	37	28	116	29	28	48	130	97	
	28%	31%	24%	27%	28%	29%	32%	23%	33%	25%	29%	25%	22%	39%	35%	25%	27%	31%	28%	27%	32%	30%	29%	30%	29%	30%	18%	33%	18%	43%	12%	27%
Improving infrastructure outside London	284	174	105	77	83	124	186	98	82	74	53	25	15	35	118	165	180	103	51	62	74	77	256	26	45	92	31	47	31	111	110	
	26%	33%	19%	22%	22%	34%	30%	20%	31%	26%	22%	16%	28%	38%	31%	23%	25%	28%	23%	24%	26%	32%	27%	18%	29%	27%	35%	30%	28%	27%	31%	31%
Making it easier for people with health conditions to work	259	108	150	83	90	86	152	106	46	74	73	30	17	18	97	162	180	79	48	57	68	61	226	31	34	26	37	27	105	83	23%	
	24%	20%	27%	23%	23%	24%	25%	22%	18%	26%	29%	19%	32%	20%	25%	23%	25%	21%	22%	23%	24%	26%	24%	24%	22%	23%	25%	29%	24%	24%	26%	23%
Building more roads	253	124	126	75	90	88	149	105	55	57	57	49	8	28	99	216	166	88	46	52	83	55	217	34	33	93	17	30	28	103	78	
	23%	23%	23%	21%	23%	24%	24%	22%	21%	20%	23%	23%	31%	16%	30%	21%	23%	24%	21%	20%	23%	23%	23%	24%	22%	28%	19%	20%	23%	23%	22%	22%
Closer alignment with the EU	249	132	113	69	78	51	171	78	51	58	59	39	11	31	109	140	173	76	38	74	67	54	213	34	27	106	31	8	34	153	38	
	23%	25%	21%	20%	20%	28%	28%	16%	20%	20%	24%	25%	21%	34%	29%	19%	24%	20%	17%	29%	24%	23%	22%	25%	18%	32%	34%	5%	30%	37%	11%	
A positive working relationship with the USA	211	128	82	60	60	91	119	92	51	54	55	28	9	14	74	137	144	67	40	49	63	42	181	29	38	66	18	43	12	64	95	
	19%	24%	15%	17%	16%	25%	19%	19%	20%	19%	22%	18%	17%	15%	19%	19%	20%	18%	18%	19%	22%	18%	19%	20%	18%	20%	18%	10%	10%	10%	10%	10%
Higher investment in important business sectors such as advanced manufacturing and creative industries	209	120	85	70	56	83	135	74	46	49	50	39	10	15	112	97	139	70	27	45	54	63	175	33	35	63	20	33	24	84	74	
	19%	22%	16%	20%	15%	23%	22%	15%	18%	17%	20%	25%	20%	16%	30%	13%	19%	19%	12%	18%	19%	19%	27%	18%	24%	23%	19%	22%	21%	22%	20%	21%
Making it easier to approve planning applications	97	58	38	25	34	65	33	19	22	18	21	6	11	39	59	73	24	16	20	32	22	79	18	20	29	9	16	11	35	36	3%	
	9%	11%	7%	11%	6%	10%	10%	7%	7%	8%	7%	13%	13%	12%	10%	10%	10%	7%	8%	11%	9%	8%	13%	13%	9%	10%	11%	10%	8%	10%	8%	10%
Businesses using new technologies such as AI	83	54	28	45	20	18	53	30	20	19	20	17	3	3	42	41	60	23	11	14	16	38	66	16	13	33	7	8	12	30	31	
	8%	10%	5%	13%	5%	5%	9%	6%	8%	7%	8%	11%	6%	4%	11%	6%	8%	5%	5%	6%	5%	5%	16%	7%	12%	8%	10%	8%	5%	10%	7%	9%
Completing High speed rail 2 (HS2) from London to Birmingham	56	30	23	14	28	14	37	20	10	13	12	56	3	2	28	29	43	14	12	8	15	18	43	14	12	20	4	5	4	27	16	
	5%	6%	4%	4%	7%	4%	6%	4%	4%	5%	5%	10%	5%	3%	7%	4%	6%	4%	4%	5%	3%	5%	8%	4%	10%	6%	5%	4%	3%	7%	4%	4%
Building a third runway at Heathrow	40	28	12	9	18	13	28	12	11	11	7	8	-	-	2	51	35	5	6	6	11	17	32	6	15	13	4	6	2	22	15	
	4%	5%	2%	2%	5%	4%	5%	2%	4%	4%	3%	5%	-	-	3%	3%	5%	1%	3%	2%	4%	7%	32	6%	15%	4%	4%	4%	1%	5%	4%	4%
Other	51	32	18	7	16	27	30	21	2	15	13	12	3	7	15	36	29	22	10	14	12	7	45	6	12	12	6	10	7	25	22	
	5%	6%	3%	2%	4%	8%	5%	4%	1%	5%	5%	8%	5%	7%	15	4%	4%	6%	5%	6%	4%	3%	5%	4%	8%	4%	7%	7%	6%	6%	6%	6%

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.

Column Proportions (PS): 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,AA,AB,AC,AD,AE,AF Minimum Base: 30 (**) Small Base: 100 (**)

Column Means (PS): 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,AA,AB,AC,AD,AE,AF Minimum Base: 300 (***) Small Base: 100 (**)

All Adults aged 16-75 in Great Britain

Columns: Meins (5N): A,B/C,D/E,F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W Minimum flow: 20(°°) Small flow: 100(°°)

Q3B. And which do you think are the most important, if any, for your own standard of living? Please select all that apply

All Adults aged 16-75 in Great Britain

	Gender		Aggregated Age breaks				Social grade		Region				Education				Employment status				Income			Ethnicity			General Election 2024 Vote						Referendum 2016 vote Remain / Leave	
	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Non-grads	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£55,000	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	European Union	Remain	Leave				
Unweighted base	1009	527	554	350	400	349	665	434	263	285	249	155	53	94	558	501	706	393	226	251	253	274	938	153	152	346	101	139	115	468	340			
Weighted base	1099	535	546	354	386	359	620	479	262	286	248	158	52	93	381	718	730	369	222	255	283	236	949	140	152	335	89	154	113	411	355			
Keeping inflation low	599	288	300	172	206	221	352	247	152	148	143	84	29	53	213	386	380	219	114	141	160	124	520	74	101	181	56	71	61	234	194			
	54%	54%	55%	49%	53%	61%	57%	52%	58%	52%	54%	53%	-	-	56%	54%	52%	59%	55%	53%	60%	54%	55%	53%	60%	54%	52%	61%	54%	57%	55%			
Reducing taxes	521	262	250	150	184	186	307	214	125	149	123	58	24	42	148	337	366	154	79	129	147	113	450	68	99	136	34	91	44	191	188			
	47%	49%	46%	42%	48%	52%	50%	46%	48%	52%	50%	37%	4%	46%	48%	47%	50%	42%	36%	51%	52%	48%	47%	49%	59%	41%	38%	59%	39%	47%	53%			
Creating more well-paid jobs	299	130	165	124	115	59	146	133	59	286	80	75	53	13	106	193	201	78	50	55	108	50	234	59	30	94	23	39	39	107	73			
	27%	24%	30%	35%	30%	17%	27%	28%	23%	28%	30%	34%	25%	20%	28%	19%	22%	22%	22%	58%	21%	25%	42%	20%	28%	25%	25%	34%	26%	20%	7%			
Protecting the environment	227	97	123	99	74	55	157	70	53	60	61	30	9	16	111	117	151	76	37	42	62	63	187	37	31	70	26	15	37	98	48			
	21%	18%	23%	28%	19%	15%	25%	15%	20%	21%	24%	18%	17%	17%	20%	16%	21%	21%	17%	17%	22%	26%	20%	27%	20%	21%	29%	10%	33%	24%	14%			
Helping UK businesses to grow	219	119	97	78	71	70	140	79	47	51	60	36	7	17	91	127	160	59	46	37	57	63	173	43	27	75	20	37	21	76	88			
	20%	22%	18%	22%	18%	19%	23%	16%	18%	18%	24%	23%	13%	19%	24%	18%	22%	16%	21%	20%	27%	18%	31%	18%	22%	22%	24%	24%	18%	19%	25%			
Keeping government debt and spending stable	205	118	85	67	49	88	115	79	42	55	55	23	13	17	82	123	131	74	34	38	62	48	175	29	37	63	14	29	24	75	71			
	19%	22%	16%	19%	13%	24%	20%	17%	16%	19%	22%	15%	23%	18%	22%	17%	18%	20%	15%	15%	22%	20%	28%	19%	15%	19%	23%	18%	20%	18%	20%			
Reducing inequalities between UK regions	188	91	90	62	63	64	126	62	62	47	40	18	8	13	78	111	110	78	46	45	42	37	163	22	22	73	14	25	24	77	59			
	17%	17%	16%	17%	16%	18%	20%	13%	24%	17%	16%	11%	15%	14%	20%	15%	15%	21%	21%	18%	15%	16%												

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.

Column Proportions (5%): 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 Minimum Base: 20(%) Small Base: 100(%)

Column Means (SN): 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 Minimum Base: 10 (**); Small Base: 100 (*).

Q38. And which do you think are the most important, if any, for your own standard of living? Please select all that apply.
All Adults aged 16-75 in Great Britain

	Attitudes toward HM Income Nowadays				Better / Worse Off Since Labour Gov Elected		Statement Agreement																								
	NET Liking finding it comfortable Total (A)	NET Finding it very difficult (B)	NET Much better off (C)	NET Little worse off (D)	Priorities: relationships with EU (E)	Priorities: trade (F)	Priorities: economic growth (G)	Priorities: environment (H)	As much as we can support (I)	Limits on immigration (J)	Stable economic growth (K)	Reduce money (L)	Grow money (M)	Important (N)	Protect environment (O)	Protect the environment (P)	Build more houses (Q)	Build more infrastructure (R)	Build more houses (S)	Build more infrastructure (T)	Build more houses (U)	Build more infrastructure (V)	Build more houses (W)	Build more infrastructure (X)	Build more houses (Y)	Build more infrastructure (Z)	Build more houses (AA)	Build more infrastructure (AB)			
Unweighted base	1009	806	286	172	439	476	211	413	355	374	501	352	440	421	340	520	287	310	313	486	367	283	504								
Weighted base	1009	790	300	155	448	462	242	412	353	350	532	361	422	403	353	511	288	307	285	469	374	289	508								
Keeping inflation low	599	430	168	81	270	252	132	213	214	202	287	187	247	216	219	296	156	165	154	247	222	149	305								
Reducing taxes	521	388	133	45	270	197	125	175	203	159	281	152	240	168	198	198	244	143	170	129	194	216	122	292							
Creating more well-paid jobs	276	206	96	52	109	157	54	122	112	117	135	126	106	126	91	156	76	91	83	148	94	90	139								
Protecting the environment	227	173	53	45	71	124	31	100	66	105	81	87	83	144	35	157	29	63	72	145	48	74	100								
Helping UK businesses to grow	219	162	57	46	87	94	57	82	92	75	104	57	110	70	85	105	59	64	74	96	80	46	128								
Keeping government debt and spending stable	205	151	54	36	94	88	49	80	78	63	115	49	98	68	78	102	55	64	51	84	84	39	120								
Reducing inequalities between UK regions	188	134	54	36	66	99	33	80	56	80	73	80	64	80	54	102	51	48	64	102	50	54	84								
Building more houses	186	136	50	44	51	86	36	73	65	69	81	74	65	62	58	55	70	53	49	105	43	60	87								
Improving the skills of UK workers	164	117	47	31	58	78	26	76	49	52	78	65	54	63	44	80	41	51	39	74	53	39	76								
Closer alignment with the EU	161	125	36	36	53	113	9	73	38	96	32	78	46	85	33	90	39	41	57	91	36	66	57								
Improving infrastructure outside London	160	127	34	32	62	68	39	66	51	55	72	54	69	57	59	78	48	51	59	81	54	39	86								
Making it easier for people with health conditions to work	147	97	50	27	47	69	29	66	46	47	64	56	55	57	37	76	33	45	33	79	44	32	75								
Higher investment in important business sectors such as advanced manufacturing and creative industries	105	88	17	34	41	56	20	43	45	46	42	33	51	46	36	50	32	31	48	50	38	24	58								
A positive working relationship with the USA	77	65	12	16	30	28	30	18	41	30	32	24	39	21	40	35	31	22	25	25	40	9	54								
Businesses using new technologies such as AI	49	44	5	23	16	24	13	20	17	19	19	19	21	15	23	19	19	13	25	24	15	8	27								
Making it easier to approve planning applications	47	36	11	15	15	20	14	20	20	18	19	16	20	14	20	16	21	16	19	26	17	14	27								
Completing high speed rail 2 (HS2) from London to Birmingham	34	27	7	12	11	19	10	12	18	14	12	13	12	9	14	16	10	14	10	16	12	6	18								
Building a third runway at Heathrow	31	24	7	11	14	13	7	14	13	11	15	9	17	8	19	14	13	12	16	15	9	4	22								
Other	51	34	18	3	35	25	17	29	15	14	30	23	15	23	10	29	7	20	11	24	16	13	24								
None of these	38	17	7	3	10	4	12	11	4	5	14	8	6	9	7	1	3	9	10	5	12	12									
Don't know	62	47	11	*	10	12	8	13	8	8	20	15	12	15	8	19	6	5	13	10	15	8	13								

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Column Headers (2N) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30** (Small Base: 100**)

Column Headers (2N) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30** (Small Base: 100**)

24-089497-09 - 28th Feb - 3rd March 2025

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Economy and Trade

1000 GB Adults (16-75)

Q3C: Still thinking about the following, which, if any, do you think need to improve the most? Please select all that apply.
All Adults aged 16-75 in Great Britain

	Gender			Aggregate age breaks			Social grade			Region						Education		Employment status		Income			Ethnicity			General Election 2024 Vote						Referendum 2016 vote Remain a member of the European Union		Leave the European Union	
	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Grades	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£24,999	£25,000-£34,999	£35,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain a member of the European Union	Leave the European Union				
	[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]	[1]	[2]	[3]	[4]	[5]	[6]	[7]		
Unweighted base	1099	527	554	350	400	349	665	434	263	285	249	155	53	94	598	501	706	393	226	251	253	274	938	153	152	346	101	139	115	444	340	340			
Weighted base	1099	535	546	354	386	359	620	479	262	286	248	158	52	93	381	718	730	369	222	255	283	236	949	140	152	335	89	154	113	411	355	355			
Keeping inflation low	476	227	241	131	161	184	278	198	117	125	105	68	21	41	165	431	311	315	161	90	110	126	101	407	66	85	143	34	61	48	182	159			
	43%	42%	44%	37%	42%	51%	45%	41%	45%	44%	42%	43%	40%	44%	43%	43%	43%	44%	41%	43%	43%	45%	43%	43%	47%	55%	43%	38%	40%	42%	44%	45%			
Reducing taxes	424	206	213	126	146	162	329	195	98	127	96	58	17	27	130	294	296	128	69	96	119	100	368	53	75	115	29	82	28	141	172	172			
	39%	39%	39%	36%	38%	42%	37%	41%	37%	44%	39%	36%	33%	29%	34%	41%	41%	35%	31%	38%	42%	42%	39%	38%	49%	34%	32%	53%	25%	34%	49%	49%			
Helping UK businesses to grow	279	135	140	73	81	124	157	121	66	85	65	32	14	17	101	177	187	91	55	52	76	68	238	39	58	75	27	52	52	96	114	114			
	25%	25%	26%	21%	21%	35%	25%	25%	25%	30%	26%	20%	27%	20%	27%	25%	26%	25%	25%	20%	27%	29%	23%	28%	38%	22%	30%	34%	24%	29%	23%	23%			
Creating more well-paid jobs	267	119	145	93	104	70	139	128	53	77	61	38	19	20	100	168	192	75	49	64	75	56	213	50	30	92	19	38	25	100	80	80			
	24%	22%	26%	26%	27%	19%	22%	27%	20%	27%	25%	24%	24%	26%	26%	22%	26%	20%	22%	25%	26%	24%	22%	36%	20%	27%	22%	25%	22%	24%	24%	23%			
Improving the skills of UK workers	250	127	119	73	72	104	133	116	62	64	54	33	14	22	88	162	159	91	49	55	69	50	212	33	30	83	26	34	23	97	94	94			
	24%	24%	22%	21%	19%	29%	21%	24%	24%	24%	22%	22%	21%	27%	24%	23%	23%	25%	22%	22%	25%	21%	22%	24%	20%	25%	29%	22%	20%	24%	26%	26%			
Keeping government debt and spending stable	230	105	121	67	58	105	128	103	54	70	56	23	12	15	84	146	139	91	41	59	56	47	200	25	47	56	18	41	18	72	90	90			
	21%	20%	22%	19%	15%	29%	21%	21%	21%	25%	23%	14%	22%	17%	22%	20%	19%	25%	19%	23%	20%	20%	21%	18%	31%	17%	20%	17%	16%	17%	25%	25%			
Protecting the environment	228	109	115	87	84	97	143	85	52	49	54	40	11	22	97	132	152	76	42	64	56	46	191	35	20	92	23	15	32	100	52	52			
	21%	20%	21%	25%	22%	16%	23%	18%	20%	17%	22%	25%	22%	24%	25%	20%	21%	21%	19%	25%	20%	20%	20%	25%	13%	17%	25%	10%	28%	24%	15%	15%			
Reducing inequalities between UK regions	222	113	104	67	69	87	136	86	63	55	41	34	10	19	82	140	140	82	50	57	55	46	193	26	24	86	22	23	24	99	68	68			
	20%	21%	19%	19%	18%	24%	22%	18%	24%	19%	17%	22%	18%	20%	22%	19%	22%	22%	22%	22%	19%	20%	19%	16%	26%	25%	15%	21%	24%	24%	24%	24%			
Improving infrastructure outside London	212	128	79	63	63	86	133	79	69	54	37	22	11	19	86	126	133	79	41	50	49	58	188	23	26	71	17	40	28	79	81	81			
	20%	24%	15%	18%	16%	24%	21%	16%	27%	19%	15%	14%	21%	20%	23%	17%	18%	21%	19%	20%	17%	25%	20%	17%	17%	21%	19%	26%	25%	19%	23%	23%			
Building more roads	203	105	96	65	71	68	115	88	50	51	33	41	8	19	73	130	132	71	35	51	58	44	168	32	24	75	17	23	23	75	63	63			
	18%	20%	18%	18%	18%	19%	19%	18%	19%	18%	13%	13%	13%	13%	18%	18%	18%	19%	16%	20%	20%	18%	18%	23%	16%	22%	15%	15%	20%	18%	18%	18%			
Closer alignment with the EU	189	113	72	55	64	70	130	59	41	45	44	29	8	21	88	101	128	61	26	54	50	42	160	29	19	86	24	3	24	115	26	26			
	17%	21%	13%	16%	16%	20%	21%	12%	16%	16%	18%	19%	15%	23%	23%	14%	18%	16%	12%	21%	18%	18%	17%	20%	12%	26%	27%	2%	21%	28%	7%	7%			
Higher investment in important business sectors such as advanced manufacturing and creative industries	139	72	63	51	36	52	80	58	34	35	34	24	5	7	61	78	88	50	26	24	38	40	105	31	25	49	8	19	17	43	57	57			
	13%	13%	12%	14%	9%	14%	13%	12%	13%	12%	14%	14%	13%	9%	16%	11%	12%	14%	12%	9%	13%	17%	12%	17%	17%	15%	9%	12%	15%	10%	16%	16%			
Making it easier for people with health conditions to work	133	58	75	44	40	49	80	53	31	35	36	17	7	8	51	82	86	47	26	29	35	30	113	18	15	40	12	19	15	54	42	42			
	12%	11%	14%	12%	10%	14%	13%	11%	12%	12%	14%	14%	13%	8%	13%	11%	12%	13%	12%	11%	13%	13%	12%	13%	10%	12%	13%	13%	13%	13%	13%	12%			
A positive working relationship with the USA	105	62	42	37	20	48	62	43	20	35	21	20	3	6	41	65	70	35	18	25	25	24	85	18	23	32	9	24	6	38	48	48			
	10%	12%	8%	11%	5%	13%	10%	9%	8%	12%	9%	13%	5%	6%	11%	9%	10%	9%	8%	10%	9%	10%	9%	13%	15%	9%	10%	15%	5%	9%	13%	13%			
Businesses using new technologies such as AI	74	47	26	44	21	10	49	25	17	15	13	21	2	5	36	38	58	17	9	17	17	24	42	29	11	29	7	5	7	27	13	13			
	7%	9%	5%	12%	5%	3%	8%	15%	7%	5%	5%	13%	5%	6%	9%	5%	8%	5%	4%	17%	14%	4%	21%	7%	9%	8%	3%	6%	7%	6%	6%	6%			
Making it easier to approve planning applications	59	42	15	24	20	16	38	21	11	16	12	12	2	7	30	29	46	13	13	11	16	15	45	14	10	20	2	11	7	28	14	14			
	5%	8%	3%	7%	5%	4%	6%	4%	4%	6%	5%	7%	4%	8%	4%	6%	3%	6%	4%	6%	6%	5%	10%	6%	6%	3%	7%	6%	3%	7%	7%	7%			
Completing high speed rail 2 (HS2) from London to Birmingham	39	26	12	13	20	7	18	21	10	12	1	15	-	2	18	21	32	7	2	13	9	13	26	13	6	14	2	8	3	15	12	12			
	4%	5%	2%	4%	5%	2%	3%	4%	4%	4%	4%	10%	-	2%	5%	3%	4%	2%	1%	5%	3%	6%	3%	9%	4%	4%	2%	5%	3%	4%	3%	3%			
Building a third runway at Heathrow	35	25	10	19	11	5	17	18	7	8	6	7	1	5	15	20	31	4	5	9	4	5	17	24	9	6	9	1	7	9	16	13			
	3%	5%	2%	5%	3%	2%	4%	4%	3%	3%	2%	5%	2%	6%	4%	3%	4%	1%	2%	4%	2%	7%	3%	9%	4%	3%	1%	5%	8%	6%	4%	4%			
Other	42	25	16	5	12	25	24	19	4	11	10	10	3	3	11	31	19	23	11	7	12	5	40	3	10	6	5	6	7	17	19	19			
	4%	5%	3%	1%	3%	7%	4%	4%	1%	4%	4%	6%	6%	4%	3%	4%	3%	6%	5%	3%	4%	2%	4%	2%	7%	2%	6%	4%	6%	4%	6%	5%			
None of these	19	5	12	6	7	6	8	11	4	11	2	1	1	1	18	9	10	6	3	4	4	4	17	-	3	2	-	10	-	3	8	8			
	2%	1%	2%	2%	2%	2%	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	3%	3%	1%	1%	2%	2%	1%	-	1%	-	6%	-	1%	1%	2%	2%			
Don't know	77	32	43	27	26	24	34	42	20	14	24	6	1	11	21	56	49	28	15	22	12	12	69	7	8	24	2	5	4	20	16	16			
	7%	6%	8%	8%	7%	7%	6%	9%	8%	5%	10%	4%	3%	12%	6%	8%	7%	7%	9%	4%	5%	7%	5%	5%	5%	7%	3%	3%	4%	4%	5%	5%			

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Column Headers (3%): 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 Minimum Base: 30 (**) Small Base: 100 (*)

Column Headers (3%): 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 Minimum Base: 30 (**) Small Base: 100 (*)

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Economy and Trade

1000 GB Adults (16-75)

Q4_1. Please indicate whether you agree more with statement A or statement B, if either. A. Britain should prioritise building a closer trade relationship with the EU, even if it means increasing barriers to trade with the United States B. Britain should prioritise building a closer trade relationship with the United States, even if it means increasing barriers to trade with the EU
All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity			General Election 2024 Vote					Referendum 2016 vote																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

NET AGREE MORE WITH STATEMENT A	462 42%	241 45%	214 39%	167 47% F	160 42%	136 38%	290 47% H	173 36%	97 37%	103 36%	109 44%	88 56% UK	20 39% *	45 48% *	192 51% P	270 38%	327 45% R	135 37%	87 39%	113 44%	123 44%	100 42%	386 41%	73 52% W	50 33% b	180 54% Yb	55 62% Yb*	23 15%	67 59% Yb*	242 59% e	83 23%
NET AGREE MORE WITH STATEMENT B	242 22%	132 25%	105 19%	71 20%	83 22%	87 24%	116 19%	126 26% G	64 25%	71 25%	51 21%	32 20%	11 20% *	13 14% *	70 18%	171 24% O	158 22%	83 23%	52 23%	50 19%	72 26%	53 22%	219 23%	21 15%	52 34% Zac	54 16%	10 12% *	84 54% YZac	10 9% *	49 12% e	146 41% d

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ColumnProportions (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th Feb - 3rd March 2025
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Economy and Trade
1000 GB Adults (16-75)
Q4_1. Please indicate whether you agree more with statement A or statement B, if either. A. Britain should prioritise building a closer trade relationship with the EU, even if it means increasing barriers to trade with the United States B. Britain should prioritise building a closer trade relationship with the United States, even if it means increasing barriers to trade with the EU
All Adults aged 16-75 in Great Britain

		Attitudes toward HH Income Nowadays				Better/ Worse Off Since Labour Gov Elected				Statement Agreement															
		NET Living comfortably/ coping	NET Finding it difficult/ very difficult	NET Much better/ little better off	NET Little worse/ much worse off	Prioritise closer trade relationship with EU	Prioritise closer trade relationship with US	Politicians focus too much on econ growth	Politicians don't focus enough on econ growth	As much immigration as econ needs to support growth	Strict limits on immigration even if harms econ growth	Redistributing money more important than growing econ	Growing overall econ more important than redistributing money	Protect environment even if harming econ growth	Focus on econ growth even if at the expense of protecting environment	Protect natural environment, even if less housing/ infrastructure	Build more housing/ infrastructure, even if loss of natural environment	Globalisation does more harm than good	Globalisation does more harm than good	Stricter rules for businesses	Red-tape on businesses should be cut	Businesses taxed more to pay for public services	Businesses taxed at lower level for job creation and econ growth		
		Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
Unweighted base		1099	806	286	172	439	476	231	413	355	374	501	352	440	421	340	520	287	310	313	486	367	283	504	
Weighted base		1099	790	300	155	448	462	242	412	353	350	532	361	422	403	353	511	288	307	285	469	374	289	508	
Strongly agree more with statement A		209	146	62	42	72	209	-	106	63	114	66	118	54	123	44	122	53	77	70	150	37	107	72	
	19%	18%	21%	27%	16%	45%	-	26%	18%	33%	12%	33%	13%	31%	12%	24%	18%	25%	24%	32%	10%	37%	14%		
Tend to agree more with statement A		253	180	73	37	94	253	-	106	80	106	113	88	99	110	78	130	68	71	82	123	80	75	109	
	23%	23%	24%	24%	21%	55%	-	26%	23%	30%	21%	24%	23%	27%	22%	25%	24%	23%	29%	26%	21%	26%	21%		
Agree equally with statements A and B		269	204	65	41	96	-	-	92	75	65	126	77	96	75	70	117	52	63	57	96	90	55	120	
	24%	26%	22%	26%	21%	-	-	22%	19%	24%	19%	21%	23%	19%	20%	23%	18%	20%	20%	20%	24%	19%	24%		
Tend to agree more with statement B		157	117	38	27	77	-	157	46	71	28	106	39	89	43	77	73	51	43	51	84	30	97		
	14%	15%	13%	18%	17%	-	65% FHEKLMNOP QRSTUVW	11%	11%	20%	8%	20%	11%	21%	11%	22%	14%	18%	14%	18%	11%	22%	11%		
Strongly agree more with statement B		85	59	25	6	61	-	85	28	47	10	71	19	53	10	64	27	45	37	14	15	61	7	66	
	8%	7%	8%	4%	14%	-	35% FHEKLMNOP QRSTUVW	7%	13%	3%	3%	13%	5%	13%	3%	18%	5%	16%	12%	5%	3%	16%	2%		
Don't know		126	85	36	3	48	-	-	35	16	26	51	20	32	42	20	41	18	15	11	34	22	14	44	
	11%	11%	12%	2%	11%	-	-	8%	5%	8%	10%	6%	8%	10%	6%	8%	6%	5%	4%	7%	6%	5%	9%		
NET AGREE MORE WITH STATEMENT A		462	326	135	79	165	462	-	212	143	220	178	206	152	233	122	252	121	148	152	273	117	183	180	
	42%	41%	45%	51%	37%	100% GHEKLMNOP QRSTUVW	-	51%	41%	63%	34%	57%	36%	58%	35%	49%	42%	48%	53%	58%	31%	63%	35%		
NET AGREE MORE WITH STATEMENT B		242	176	63	33	138	242	74	119	38	177	58	142	53	141	100	97	81	65	66	145	37	163		
	22%	22%	21%	21%	31%	100% FHEKLMNOP QRSTUVW	18%	34%	11%	33%	16%	34%	13%	40%	20%	34%	26%	23%	14%	39%	13%	37%	13%		

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ColumnProportions (5%): A,B/C,D,E,F,G,H,I/J,K,L,M,N/O,P/Q,R/S,T/U/V/W Minimum Base: 30(*) Small Base: 10Q(*)
ColumnMeans (5%): A,B/C,D,E,F,G,H,I/J,K,L,M,N/O,P/Q,R/S,T/U/V/W Minimum Base: 30(*) Small Base: 10Q(*)

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Economy and Trade

1000 GB Adults (16-75)

Q4_2. Please indicate whether you agree more with statement A or statement B, if either. A. Politicians focus too much on economic growth at the expense of other issues B. Politicians do not focus enough on economic growth

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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NET AGREE MORE WITH STATEMENT A	412 38%	188 35%	219 40%	149 42% F	143 37%	121 34%	234 38%	178 37%	87 33%	110 38%	113 45% ILM	52 33%	12 23% *	38 41% *	147 39%	265 37%	271 37%	141 38%	76 34%	103 40%	116 41%	87 37%	357 38%	53 38%	55 36%	130 39%	33 37% *	49 32%	65 57% YZab*	175 43%	126 35%
NET AGREE MORE WITH STATEMENT B	353 32%	198 37% c	148 27%	101 29%	126 33%	125 35%	203 33%	150 31%	70 27%	101 35%	74 30%	61 39% I	23 43% I*	25 26% *	125 33%	228 32%	235 32%	117 32%	71 32%	75 29%	88 31%	90 38%	299 32%	50 36%	66 44% Zc	104 31% c	30 33% *	65 42% Zc	23 20% *	128 31%	129 37%

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ColumnProportions (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

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Economy and Trade																										
1000 GB Adults (16-75)																										
Q4_2. Please indicate whether you agree more with statement A or statement B, if either. A. Politicians focus too much on economic growth at the expense of other issues B. Politicians do not focus enough on economic growth																										
All Adults aged 16-75 in Great Britain																										
		Attitudes toward HH Income Nowadays				Better/ Worse Off Since Labour Gov Elected				Statement Agreement																
	Total (A)	NET Living comfortable/ coping (B)	NET Finding it difficult/ very difficult (C)	NET Much better/ little better off (D)	NET Little worse/ much worse off (E)	Prioritise closer trade relationships with EU (F)	Prioritise closer trade relationships with US (G)	Politicians focus too much on econ growth (H)	Politicians don't focus enough on econ growth (I)	As much immigrati on as econ needs to support growth (J)	Strict limits on immigrati on even if harms econ growth (K)	Redistributi ng money more important than growing econ (L)	Growing econ more important than redistributi ng money (M)	Protect environm ent even if harming econ growth (N)	Focus on econ growth, even if at the expense of protecting environm ent (O)	Protect natural environn ent, even if less housing/ infrastruct ure (P)	Build more housing/ infrastru ct, even if loss of natural environm ent (Q)	Globalisati on does more harm than good (R)	Globalisati on does more harm than good (S)	Stricter rules for businesses (T)	Red-tape on businesses should be cut (U)	Businesse s taxed more to pay for public services (V)	Businesse s taxed at lower level for job creation and econ growth (W)			
Unweighted base	1099	806	286	172	439	476	231	413	355	374	501	352	440	421	340	520	287	310	313	486	367	283	504			
Weighted base	1099	790	300	155	448	462	242	412	353	350	532	361	422	403	353	511	288	307	285	469	374	289	508			
Strongly agree more with statement A	156 14%	103 13%	52 17%	29 19%	69 16%	87 19% IMQCSUW	32 13% IM	156 38% FGUKLMNOP QRSTUWV	- -	61 17% IMOUW	78 15% IMUW	94 26% FGUKLMNOPQ RSTUW	30 7% I	84 21% GKMQCSUW	39 15% IM	95 19% HKMQSUW	37 13% IM	60 19% GKMQSUW	38 13% IM	100 21% GKMQCSUW	35 9% I	64 22% GKMQCSUW	58 11% IM			
Tend to agree more with statement A	256 23%	188 24%	68 23%	42 27%	93 21%	125 27% GIMQD	42 18% I	256 62% FGUKLMNOPQ RSTUWV	- -	95 27% GIOQ	126 24% GIO	104 29% GIMQDU	91 22% IO	129 32% FGKMQPQT UW	60 17% I	140 27% GIMQDU	55 19% I	91 30% GKMQQUW	75 26% GIOQ	124 26% GIOQ	81 22% I	84 29% GIMQDU	117 23% GIO			
Agree equally with statements A and B	213 19%	161 20%	51 17%	33 21%	72 16%	77 17% HI	35 15% HI	- -	- -	70 20% HIRT	81 15% HI	59 16% HI	66 16% HI	67 17% HI	54 15% HI	83 16% HI	52 14% HI	42 14% HI	50 18% HI	74 16% HI	69 18% HI	57 20% HIR	84 17% HI			
Tend to agree more with statement B	216 20%	159 20%	57 19%	32 20%	95 21%	83 18% H	74 31% FHUKLNPRTV W	- -	216 61% FGUKLMNOP QRSTUWV	65 19% H	122 23% FHUNPTV	52 14% H	122 29% FHUKLNPRTV	63 16% H	104 29% FHUKLNPRTV	91 18% H	76 26% FHUKLNPRTV	61 20% HL	71 25% FHUNPTV	76 16% H	103 28% FHUKLNPRTV	43 15% H	125 25% FHUNPTV			
Strongly agree more with statement B	136 12%	102 13%	35 12%	17 11%	79 18%	60 13% HLNV	44 18% HUNPTV	- -	136 39% FGUKLMNOP QRSTUWV	38 11% HN	85 16% HLNPV	28 8% H	91 22% FHUKLNPRSTV	28 7% H	82 12% FHUKLNPRSTU VW	60 19% HLN	53 15% FHUNPTV	46 14% HLNV	40 12% HLNV	57 15% HLNV	68 18% FHUNPTV	24 8% H	95 19% FHUNPTV			
Don't know	120 11%	77 10%	36 12%	3 2%	39 9%	31 7% D	14 6% HIR	- -	- -	22 6% HIR	41 8% HIORSU	23 5% HIR	22 5% HIR	32 8% HIORS	13 4% HI	41 8% HIORSU	14 5% HI	7 2% HI	11 4% HI	38 5% HIORS	17 5% HI	16 6% HIR	31 6% HIR			
NET AGREE MORE WITH STATEMENT A	412 38%	291 37%	121 40%	71 46%	162 36%	212 46% GKMQCSUW	74 31% I	412 100% FGUKLMNOPQ RSTUWV	- -	155 44% GIMQDUW	204 38% GIMQDU	199 55% FGUKMQPQS TUW	121 29% I	213 53% FGUKMQPQS TUW	98 28% I	235 46% GKMQCSUW	92 32% I	150 49% GKMQCSUW	113 40% GIMQDU	224 48% GKMQCSUW	116 31% I	148 51% GUKMQCSU W	175 34% IMD			
NET AGREE MORE WITH STATEMENT B	353 32%	261 33%	92 31%	48 31%	174 39%	143 31% HLNV	119 49% FHUKLNPRSTV	- -	353 100% FGUKLMNOPQ RSTUWV	103 29% HLNV	207 39% FHUNPTV	80 22% H	213 50% FHUKLNPRSTV W	91 23% H	186 53% FHUKLNQRS TUWV	151 30% HLNV	129 45% FHUNPRTV	107 35% HUNTV	111 39% FHUNPTV	133 28% HLN	171 46% FHUKLNPRTV	68 23% H	219 43% FHUNPRTV			

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ColumnProportions (3N): A,B/C,D,E,F,G,H,I/J,K,L,M,N/O,P/Q,R/S,T/U,V/W Minimum Base: 30(*) Small Base: 10Q(*)

ColumnMeans (3N): A,B/C,D,E,F,G,H,I/J,K,L,M,N/O,P/Q,R/S,T/U,V/W Minimum Base: 30(*) Small Base: 10Q(*)

Q4_3. Please indicate whether you agree more with statement A or statement B, if either. A. Britain should allow as much immigration as the economy needs to support growth B. There should be strict limits on immigration into Britain even if that harms economic growth

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														

NET AGREE MORE WITH STATEMENT A	350 32%	185 35%	157 29%	138 39% F	122 32%	90 25%	239 39% H	111 23%	79 30%	87 31%	62 25%	69 44% UK	17 33% *	36 39% K*	164 43% P	186 26%	247 34%	102 28%	54 24%	84 33%	80 28%	94 40% SU	284 30%	63 45% W	38 25% b	140 42% Yb	39 44% Yb*	10 6%	56 50% Yb*	193 47% e	57 16%
NET AGREE MORE WITH STATEMENT B	532 48%	258 48%	268 49%	132 37%	186 48% D	214 60% DE	255 41% DE	277 58% G	129 49% L	150 52% L	137 55% L	50 32%	26 49% *	40 44% *	135 36%	397 55% O	331 45%	202 55% Q	113 51%	118 46%	156 55% V	106 45%	491 52% X	40 28%	97 64% Zac	127 38%	37 42% *	127 83% YZac	33 29% *	147 36%	255 72% d

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ColumnProportions (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

Q4_3. Please indicate whether you agree more with statement A or statement B, if either. A. Britain should allow as much immigration as the economy needs to support growth B. There should be strict limits on immigration into Britain even if that harms economic growth

All Adults aged 16-75 in Great Britain

		Attitudes toward HH Income Nowadays			Better/ Worse Off Since Labour Gov Elected			Statement Agreement																
		NET Living comfortably/ coping	NET Finding it difficult/ very difficult	NET Much better/ little better off	NET Little worse/ much worse off	Prioritise closer trade relationships with EU	Prioritise closer trade relationships with US	Politicians focus too much on econ growth	Politicians don't focus enough on econ growth	As much immigration as econ needs to support growth	Strict limits on immigration even if harms econ growth	Redistributing money more important than growing econ	Growing overall econ more important than redistributing money	Protect environment even if harming econ growth	Focus on econ growth, even if at the expense of protecting environment	Protect natural environment, even if less housing/ infrastructure	Build more housing/ infrastructure, even if loss of natural environment	Globalisation does more harm than good	Globalisation does more good than harm	Stricter rules for businesses	Red-tape on businesses should be cut	Businesses taxed more to pay for public services	Businesses taxed at lower level for job creation and econ growth	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base		1099	806	286	172	439	476	231	413	355	374	501	352	440	421	340	520	287	310	313	486	367	283	504
Weighted base		1099	790	300	155	448	462	242	412	353	350	532	361	422	403	353	511	288	307	285	469	374	289	508
Strongly agree more with statement A		121	96	25	32	28	86	10	56	38	121	-	58	38	61	25	67	32	34	49	78	29	57	44
		11%	12%	9%	E	6%	19%	4%	14%	11%	35%	-	16%	9%	15%	7%	13%	11%	11%	17%	8%	20%	9%	9%
							GHEKMQPQR UW	K	GKMQUW	GKO	FGHEKLMNOP QRSTUVW		GKMQUW	GK	GKMQUW	K	GKMQUW	GKO	GK	GKMQUW	GKMQPQRU W	GK	GHEKMQPQR UW	GK
Tend to agree more with statement A		228	165	64	49	68	134	29	99	65	228	-	106	70	113	55	115	55	53	78	131	54	87	74
		21%	21%	21%	31%	15%	29%	12%	24%	18%	65%	-	29%	17%	28%	16%	23%	19%	17%	27%	28%	15%	30%	15%
					E		GKMQPQRU W	K	GKMQRUW	GK	FGHEKLMNOP QRSTUVW		GHEKMQPQR UW	K	GKMQPQRU W	K	GKMQRUW	GK	K	GKMQPQRU W	K	GHEKMQPQR UW	K	GHEKMQPQR UW
Agree equally with statements A and B		152	112	39	31	36	50	21	43	37	-	-	42	43	37	36	66	24	24	36	64	33	36	51
		14%	14%	13%	20%	8%	11%	9%	11%	10%	-	-	12%	10%	9%	10%	13%	8%	8%	13%	14%	9%	12%	10%
					E		JK	JK	JK	JK			JK	JK	JK	JK	JK	JK	JK	JK	JK	JK	JK	JK
Tend to agree more with statement B		216	163	53	21	84	75	58	77	86	-	216	53	96	65	90	95	62	43	57	86	78	44	125
		20%	21%	18%	13%	19%	16%	24%	19%	24%	-	41%	15%	23%	16%	19%	22%	14%	20%	18%	21%	15%	25%	25%
					J	FILNRV	J	FILNRV	J	FILNPRTV		FGHEKLMNOP QRSTUVW	J	FILNRV	J	FILNPRTV	J	JLR	J	J	J	JLR	J	FILNPRTV
Strongly agree more with statement B		317	207	108	19	215	103	119	127	120	-	317	83	171	115	140	157	106	149	54	101	172	58	201
		29%	26%	36%	12%	48%	22%	49%	31%	34%	-	59%	23%	40%	29%	31%	37%	48%	19%	21%	46%	20%	40%	40%
				B	D	J	FHILMNOPQ RSTUVW	FILSTV	FILSTV	FILSTV		FGHEKLMNOP QRSTUVW	J	FHILNPSTV	FILSTV	FHILNPSTV	FILSTV	FILNSTV	FILNSTV	J	J	FHILMNOPQ RSTUVW	J	FHILNPSTV
Don't know		65	48	11	4	16	14	5	10	7	-	-	18	4	12	7	11	9	4	11	9	8	7	12
		6%	6%	4%	3%	4%	3%	2%	2%	2%	-	-	5%	1%	3%	2%	2%	1%	4%	2%	2%	2%	2%	2%
							JKM	JK	JK	JK			HUKMQPRTU VW	JK	JKM	JK	JK	JKM	JK	JKM	JK	JK	JK	JKM

NET AGREE MORE WITH STATEMENT A	350	260	89	80	97	220	38	155	103	350	-	164	108	174	80	182	87	87	127	209	83	144	119
	32%	33%	30%	52%	22%	48%	16%	38%	29%	100%	-	46%	26%	43%	23%	36%	30%	28%	45%	45%	22%	50%	23%
				E		GHEKMQPQR UW	K	GKMQQRU W	GKQUW	FGHEKLMNOP QRSTUVW		GHEKMQPQR UW	GK	GHEKMQPQR UW	GK	GKMQRUW	GKQUW	GK	GHEKMQPQR UW	GHEKMQPQR UW	GK	GHEKMNOPQ RUW	GK
NET AGREE MORE WITH STATEMENT B	532	370	160	40	299	178	177	204	207	-	532	136	267	180	230	252	168	192	110	186	250	103	327
	48%	47%	53%	26%	67%	39%	73%	49%	59%	-	100%	38%	63%	45%	65%	49%	58%	62%	39%	40%	67%	36%	64%
				D	J	FHILMNOPQ RSTUVW	FILSTV	FILNPSTV	FILNPSTV		FGHEKLMNOP QRSTUVW	J	FHILNPSTV	FILTV	FHILNPQSTV	FILSTV	FHILNPSTV	FHILNPSTV	J	J	FHILNPQSTV	J	FHILNPSTV

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ColumnMeans (5%): A,B/C,D,E,F,G,H,I/J,K/L,M/N/O,P/Q,R/S/T,U/V/W Minimum Base: 30(**) Small Base: 100(*)

Q4_4. Please indicate whether you agree more with statement A or statement B, if either. A. Redistributing money between people is more important than growing the economy overall B. Growing the overall economy is more important than redistributing money between people

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain a member of the European Union	Leave the European Union		
	(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)		
Unweighted base	1099	527	554	350	400	349	665	434	263	285	249	155	53	94	598	501	706	393	226	251	253	274	938	153	152	346	101	139	115	444	340		
Weighted base	1099	535	546	354	386	359	620	479	262	286	248	158	52	93	381	718	730	369	222	255	283	236	949	140	152	335	89	154	113	411	355		
Strongly agree more with statement A	151 14%	81 15%	69 13%	49 14%	57 15%	45 13%	79 13%	73 15%	38 14%	31 11%	31 13%	26 17%	4 8% *	21 23% jk*	48 13%	103 14%	107 15%	44 12%	33 15%	40 16%	41 15%	26 11%	136 14%	14 10%	11 8%	54 16% Y	15 16% *	14 9%	27 24% yb*	76 19% e	38 11%		
Tend to agree more with statement A	209 19%	104 19%	100 18%	87 24% F	82 21% F	41 11%	125 20%	84 18%	56 21%	56 19%	46 19%	30 19%	10 18% *	12 13% *	75 20%	134 19%	136 19%	73 20%	44 20%	45 18%	62 22%	39 16%	186 20%	22 16%	14 9%	96 29% Yab	12 13% *	19 13%	26 23% yb*	71 17%	61 17%		
Agree equally with statements A and B	215 20%	95 18%	116 21%	68 19%	76 20%	71 20%	115 19%	100 21%	46 17%	58 20%	45 18%	35 22%	9 18% *	23 25% *	68 18%	147 20%	138 19%	77 21%	55 25% U	52 20%	44 15%	48 20%	172 18%	40 28% W	27 18%	62 18%	17 19% *	28 18%	18 16% *	86 21%	56 16%		
Tend to agree more with statement B	259 24%	132 25%	124 23%	72 20%	75 19%	113 31% DE	152 25%	107 22%	64 24%	72 25%	56 23%	33 21%	13 26% *	20 22% *	99 26%	160 22%	177 24%	82 22%	35 16%	60 24%	83 29% S	62 26% S	230 24%	28 20%	50 33% Zc	73 22%	27 30% c*	47 30% c	18 16% *	101 25%	106 30%		
Strongly agree more with statement B	164 15%	97 18% C	63 12%	37 10%	59 15%	67 19% D	102 17%	61 13%	31 12%	49 17%	45 18%	23 15%	6 11% *	11 12% *	66 17%	98 14%	102 14%	62 17%	30 14%	35 14%	38 14%	47 20%	138 15%	26 18%	49 32% Zac	31 9%	14 16% *	32 21% Zc	11 9% *	56 14%	74 21% d		
Don't know	101 9%	26 5%	73 13% B	41 12% F	37 9%	23 6%	47 8%	54 11%	28 11%	21 7%	25 10%	11 7%	10 19% JLN*	6 6% *	24 6%	77 11% O	69 9%	32 9%	24 11% U	23 9%	15 5%	15 6%	88 9%	10 7%	1 1%	19 6% Y	5 6% *	13 8% Y	12 11% Y*	21 5%	20 6%		

NET AGREE MORE WITH STATEMENT A	361 33%	185 35%	169 31%	136 38% F	139 36% F	86 24%	204 33%	157 33%	93 36%	87 30%	77 31%	57 36%	14 27% *	33 35% *	123 32%	237 33%	244 33%	117 32%	77 35%	85 33%	103 37%	65 27%	322 34%	36 26%	25 17%	150 45% Yab	26 29% Y*	34 22%	53 47% Yab*	147 36% e	99 28%
NET AGREE MORE WITH STATEMENT B	422 38%	229 43% C	187 34%	108 31%	134 35%	180 50% DE	255 41%	168 35%	95 36%	121 42%	101 41%	56 35%	19 36% *	31 34% *	165 43% P	257 36%	279 38%	144 39%	66 30%	96 37%	121 43% S	109 46% S	368 39%	54 39%	99 65% Zabc	104 31%	41 46% Zc*	79 51% Zc	29 25% *	157 38%	180 51% d

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ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th Feb - 3rd March 2025

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Economy and Trade

1000 GB Adults (16-75)

Q4_4. Please indicate whether you agree more with statement A or statement B, if either. A. Redistributing money between people is more important than growing the economy overall B. Growing the overall economy is more important than redistributing money between people

All Adults aged 16-75 in Great Britain

			Attitudes toward HH Income Nowadays			Better/ Worse Off Since Labour Gov Elected			Statement Agreement																								
			NET Finding it difficult/ very difficult	NET Much better/ little better off	NET Little worse/ much worse off	Prioritise closer trade relationships p with EU	Prioritise closer trade relationships p with US	Politicians focus too much on econ growth	Politicians don't focus enough on econ growth	As much immigrati on as econ needs to support growth	Strict limits on immigrati on even if harms econ growth	Redistribu ting money more important than growing econ	Growing econ more important than redistributing money	Protect environm ent even if harming econ growth	Focus on econ growth, even if at the expense of protecting environm ent	Protect natural environn ent, even if less housing/ infrastru ure	Build more housing/ infrastru ct, even if loss of natural environm ent	Globalisati on does more harm than good	Globalisati on does more harm than good	Stricter rules for businesses	Red-tape on businesses should be cut	Businesse s taxed more to pay for public services	Businesse s taxed at lower level for job creation and econ growth										
		Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)									
Unweighted base		1099	806	286	172	439	476	231	413	355	374	501	352	440	421	340	520	287	310	313	486	367	283	504									
Weighted base		1099	790	300	155	448	462	242	412	353	350	532	361	422	403	353	511	288	307	285	469	374	289	508									
Strongly agree more with statement A		151	96	55	26	63	98	19	97	31	78	55	151	-	79	29	82	38	59	37	111	28	81	42									
		14%	12%	18% B	17%	14%	21% GKMKOPQSUW	8% M	24% GKMKOPQSUW	9% M	22% GKMKOPQSUW	10% M	42% FGHKMNOPQRSTUWV	-	20% GKMKOPQSUW	8% M	16% GKMKOLUW	13% GKMKOLUW	19% GKMKOLUW	13% GKMKOLUW	24% GKMKOPQSUW	7% M	28% FGHKMNOPQRSTUW	8% M									
Tend to agree more with statement A		209	146	63	37	61	108	39	102	49	86	81	209	-	110	55	104	65	62	57	125	46	82	67									
		19%	18%	21% E	24% E	14%	23% IKMOLUW	16% M	25% GKMKOLUW	14% M	25% GKMKOLUW	15% M	58% FGHKMNOPQRSTUWV	-	27% GKMKOPQSUW	16% M	20% IKMKUW	23% IKMKUW	20% IKMKUW	20% IKMKUW	27% GKMKOPQSUW	12% M	28% GKMKOPQSUW	13% M									
Agree equally with statements A and B		215	146	69	30	79	74	36	67	51	59	91	-	-	62	63	92	47	39	43	71	59	48	89									
		20%	19%	23%	19%	18%	16% LM	15% LM	16% LM	14% LM	17% LM	17% LMR	-	-	15% LM	18% LM	18% LMR	16% LM	13% LM	15% LM	15% LM	17% LM	17% LMR										
Tend to agree more with statement B		259	209	47	34	117	97	77	86	114	70	158	-	259	89	102	120	71	71	92	87	128	49	157									
		24%	26% C	16%	22%	26%	21% L	32% FHLNPRTV	21% L	32% FHLNPORTV	20% L	30% FHLNPRTV	-	61% FGHKLNPQRSTUWV	22% LV	29% FHLTV	23% LTV	25% LTV	23% LV	32% FHLNPORTV	18% L	34% FHLNPORTV	17% L	31% FHLNPORTV									
Strongly agree more with statement B		164	129	35	27	96	55	65	36	99	38	109	-	164	36	91	79	56	60	50	45	101	19	122									
		15%	16%	12%	17%	21%	12% LV	27% FHLNLPQRS TV	9% L	28% FHLNLPQRS TV	11% LV	20% FHLNPRTV	-	39% FGHKLNPQRSTUWV	26% L	26% FHLNLPQRS TV	15% FHLNTV	20% FHLNTV	20% FHLNTV	18% FHLNTV	10% L	27% FHLNLPQRS TV	7% L	24% FHLNPSTV									
Don't know		101	64	31	2	32	30	5	25	9	18	38	-	-	27	13	34	10	16	6	29	13	10	32									
		9%	8%	10%	1%	7%	7% D	2% GILMSUV	3% LM	3% GILMS	5% LM	7% LMS	-	-	7% GILMSUV	4% LM	7% GILMSUV	4% LM	5% LM	2% LM	6% GILMSV	3% LM	3% LM	6% GILMOSU									
NET AGREE MORE WITH STATEMENT A		361	242	118	63	123	206	58	199	80	164	136	361	-	189	84	186	103	121	94	236	73	163	108									
		33%	31%	39% B	41% E	28%	45% GKMKOPQSUW	24% M	48% GKMKOPQRS UW	23% M	47% GKMKOPQRS UW	26% MUW	100% FGHKMNOPQRSTUWV	-	47% GKMKOPQRS UW	24% M	36% GKMKOLUW	36% GKMKOLUW	40% GKMKOLUW	33% GKMKOLUW	50% FGHKMOPQRS UW	20% M	56% FGHKMNOPQRSTUW	21% M									
NET AGREE MORE WITH STATEMENT B		422	338	82	60	213	152	142	121	213	108	267	-	422	125	193	199	128	131	142	132	229	68	280									
		38%	43% C	27%	39%	48%	33% LTV	59% FHLNLPQRS TV	29% LV	60% FHLNLPQRS TVW	31% LV	50% FHLNPRTV	-	100% FGHKLNPQRSTUWV	31% LV	55% FHLNPORTV	39% FHLNTV	44% FHLNTV	43% FHLNTV	50% FHLNPTV	28% L	61% FHLNLPQRSTVW	24% L	55% FHLNPORTV									

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Q4_5. Please indicate whether you agree more with statement A or statement B, if either. A. More focus should be placed on protecting the environment, even if that harms economic growth B. More focus should be placed on economic growth, even if that comes at the expense of protecting the environment

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

NET AGREE MORE WITH STATEMENT A	403 37%	172 32%	221 41% B	142 40% F	155 40% F	105 29%	232 37%	171 36%	94 36%	95 33%	97 39%	53 34%	24 45% *	39 42% *	163 43% p	240 33%	272 37%	131 36%	74 33%	93 36%	115 41%	84 36%	353 37%	48 34%	42 27%	125 37% b	40 45% yb*	35 23%	65 57% yzb*	178 43% e	104 29%
NET AGREE MORE WITH STATEMENT B	353 32%	207 39% C	141 26%	103 29%	114 30%	136 38% DE	189 30%	164 34%	78 30%	103 36%	69 28%	61 39% K	13 25% *	29 31% *	109 29%	244 34%	234 32%	119 32%	69 31%	75 30%	94 33%	87 37%	295 31%	55 39%	72 47% Zac	115 34% c	20 23% *	73 47% Zac	14 13% *	121 30%	148 42% d

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ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

Q4_5. Please indicate whether you agree more with statement A or statement B, if either. A. More focus should be placed on protecting the environment, even if that harms economic growth B. More focus should be placed on economic growth, even if that comes at the expense of protecting the environment

All Adults aged 16-75 in Great Britain

			Attitudes toward HH Income Nowadays			Better/ Worse Off Since Labour Gov Elected			Statement Agreement																
		NET Living comfortably/ coping	NET Finding it difficult/ very difficult	NET Much better/ little better off	NET Little worse/ much worse off	Prioritise closer trade relationship with EU	Prioritise closer trade relationship with US	Politicians focus too much on econ growth	Politicians don't focus enough on econ growth	As much immigration as econ needs to support growth	Strict limits on immigration even if harms econ growth	Redistributing money more important than growing econ	Growing overall econ more important than redistributing money	Protect environment even if harming econ growth	Focus on econ growth, even if at the expense of protecting environment	Protect natural environment, even if less housing/ infrastructure	Build more housing/ infrastructure, even if loss of natural environment	Globalisation does more harm than good	Globalisation does more harm than good	Stricter rules for businesses	Red-tape on businesses should be cut	Businesses taxed more to pay for public services	Businesses taxed at lower level for job creation and econ growth		
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)		
Unweighted base	1099	806	286	172	439	476	231	413	355	374	501	352	440	421	340	520	287	310	313	486	367	283	504		
Weighted base	1099	790	300	155	448	462	242	412	353	350	532	361	422	403	353	511	288	307	285	469	374	289	508		
Strongly agree more with statement A	129 12%	91 11%	37 12%	27 18% E	42 9%	80 17% GKMQDSUW	8 3% O	75 18% GKMQDSUW	29 8% GOU	54 15% GIMQDSUW	56 10% GMOQUW	74 21% GKMQDSUW	29 7% GO	129 32% FGHKLMOPQRSTUWV	- -	96 19% GKMQDSUW	18 6% O	48 16% GKMQDSUW	26 9% GOU	93 20% GKMQDSUW	18 5% O	65 22% FGHKMQRSUW	34 7% GO		
Tend to agree more with statement A	274 25%	188 24%	85 28%	36 23%	108 24%	152 33% GKMQDSUW	45 19% O	138 34% GKMQDSUW	62 17% O	120 34% GIMQDSUW	124 23% IOQ	115 32% GKMQDSUW	96 23% IOQ	274 68% FGHKLMOPQRSTUWV	- -	179 35% GKMQDSUW	46 16% O	88 29% GIMQDSUW	78 27% GIOQ	150 32% GKMQDSUW	85 23% IOQ	95 33% GKMQDSUW	116 23% IOQ		
Agree equally with statements A and B	265 24%	202 26%	61 20%	47 30% E	92 20%	92 20% NO	42 18% NO	83 20% NO	67 19% NO	83 24% NO	98 18% NO	76 21% NO	93 22% NO	- -	- -	105 21% NO	52 18% NO	59 19% NO	71 25% GKMQDSUW	99 21% NO	79 21% NO	59 23% KNO	115		
Tend to agree more with statement B	233 21%	180 23%	51 17%	30 19%	107 24%	80 17% N	81 34% FHKLMNPRTUV	71 17% N	108 31% FHLNPRTV	55 16% N	144 27% FHLNPRTV	56 16% N	123 29% FHLNPRTV	- -	233 66% FGHKLMNPQRSTUWV	80 16% N	90 31% FHLNPRTV	57 19% N	75 26% FHLNPRTV	80 17% N	102 27% FHLNPRTV	40 14% N	142 28% FHLNPRTV		
Strongly agree more with statement B	120 11%	78 10%	42 14%	12 7%	76 17% D	42 9% NP	60 25% FHKLMNPRTUVW	28 7% N	78 22% FHKLMNPRTUVW	25 7% N	86 16% FHLNPSTV	28 8% N	70 17% FHLNPSTV	- -	120 34% FGHKLMNPQRSTUWV	33 6% N	71 25% FHKLMNPRTUVW	47 15% FHLNPTV	28 10% NP	32 7% N	74 20% FHLNPSTVW	21 7% N	80 16% FHLNPSTV		
Don't know	79 7%	52 7%	23 8%	3 2%	53 5%	16 3% NO	5 2% NO	18 4% NO	9 2% NO	13 4% NO	25 5% GINOR	12 3% NO	12 3% NO	- -	- -	19 4% NO	10 4% NO	7 2% NO	8 3% NO	14 4% NO	16 3% NO	9 3% NO	22 4% NO		
NET AGREE MORE WITH STATEMENT A	403 37%	278 35%	122 41%	64 41%	150 33%	233 50% GKMQDSUW	53 22% O	213 52% GKMQDSUW	91 26% O	174 50% GIMQDSUW	180 34% GIOQUW	189 52% GKMQDSUW	125 30% GOQ	403 100% FGHKLMOPQRSTUWV	- -	275 54% GKMQDSUW	64 22% O	137 45% GIMQDSUW	104 36% GKMQDSUW	244 28% GKMQDSUW	103 28% O	159 55% GKMQDSUW	150 29% GOQ		
NET AGREE MORE WITH STATEMENT B	353 32%	258 33%	94 31%	41 27%	183 41% D	122 26% NP	141 58% FHKLMNPRTUVW	98 24% N	186 53% FHKLMNPRTUVW	80 23% N	230 43% FHLNPSTV	84 23% N	193 46% FHLNPSTV	- -	353 100% FGHKLMNPQRSTUWV	112 22% N	162 56% FHKLMNPRTUVW	105 34% FHLNPTV	103 36% FHLNPTV	112 24% N	177 47% FHLNPSTV	62 21% N	221 44% FHLNPSTV		

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ColumnMeans (5%): A,B/C,D,E,F,G,H,I/J,K,L,M,N/O,P/Q,R/S,T/U/V/W Minimum Base: 30(*) Small Base: 10Q(*)

Q4_6. Please indicate whether you agree more with statement A or statement B, if either. A. More focus should be placed on protecting the natural environment, even if that means building less housing and infrastructure B. More focus should be placed on building more housing and infrastructure, even if that means the loss of some natural environment

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain a member of the European Union	Leave the European Union		
	(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)		
Unweighted base	1099	527	554	350	400	349	665	434	263	285	249	155	53	94	598	501	706	393	226	251	253	274	938	153	152	346	101	139	115	444	340		
Weighted base	1099	535	546	354	386	359	620	479	262	286	248	158	52	93	381	718	730	369	222	255	283	236	949	140	152	335	89	154	113	411	355		
Strongly agree more with statement A	223 20%	99 19%	117 21%	64 18%	81 21%	77 22%	130 21%	92 19%	51 19%	66 23%	58 23%	25 16%	10 20% *	13 14% *	74 19%	149 21%	142 20%	81 22%	41 19%	53 21%	59 21%	45 19%	193 20%	29 21%	37 24%	57 17%	21 24% *	31 20%	33 30% z*	86 21%	81 23%		
Tend to agree more with statement A	288 26%	136 25%	149 27%	84 24%	102 26%	102 28%	176 28%	112 23%	68 26%	80 28%	61 25%	42 27%	17 32% *	20 22% *	116 30% p	172 24%	193 26%	96 26%	42 19%	65 26%	83 29% s	74 31% s	250 26%	36 26%	41 27%	111 33% b	26 29% *	28 18%	29 26% *	125 30%	87 24%		
Agree equally with statements A and B	230 21%	107 20%	119 22%	80 23%	79 21%	72 20%	131 21%	99 21%	62 24%	56 20%	50 20%	30 19%	11 20% *	22 24% *	77 20%	153 21%	156 21%	74 20%	55 25%	51 20%	56 20%	53 22%	192 20%	34 24%	36 24%	65 19%	13 14% *	26 17%	18 16% *	83 20%	68 19%		
Tend to agree more with statement B	193 18%	108 20%	83 15%	61 17%	63 16%	69 19%	102 16%	92 19%	43 16%	43 15%	44 18%	33 21%	9 17% *	22 24% *	69 18%	125 17%	126 17%	68 18%	46 21%	42 17%	48 17%	40 17%	173 18%	20 14%	26 17%	58 17%	16 18% *	35 23%	24 21% *	79 19%	64 18%		
Strongly agree more with statement B	94 9%	62 12% c	31 6%	36 10%	32 8%	26 7%	47 8%	47 10%	22 9%	24 8%	18 7%	18 12%	4 7% *	8 9% *	27 7%	68 9%	61 8%	33 9%	20 9%	27 10%	32 11%	15 6%	78 8%	15 11%	10 6%	34 10% c	10 11% c*	23 15% yc	3 3% *	26 6%	39 11% d		
Don't know	70 6%	22 4%	47 9% B	29 8% F	28 7%	13 4%	33 5%	36 8%	17 6%	17 6%	17 7%	10 6%	2 4% *	7 8% *	19 5%	51 7%	52 7%	18 5%	19 9% u	17 7% u	5 2%	9 4%	63 7%	7 5%	3 2%	10 3%	3 4% *	11 7%	5 5% *	12 3%	16 5%		

NET AGREE MORE WITH STATEMENT A	511 47%	235 44%	266 49%	148 42%	183 47%	180 50%	307 49%	204 43%	118 45%	147 51% N	119 48%	67 42%	27 52% *	33 36% *	190 50%	321 45%	335 46%	176 48%	83 37%	118 46%	142 50% s	120 51% s	443 47%	65 46%	78 51%	168 50% b	48 53% b*	59 38%	63 56% b*	211 51%	168 47%
NET AGREE MORE WITH STATEMENT B	288 26%	171 32% c	114 21%	97 27%	95 25%	95 26%	149 24%	139 29%	65 25%	67 23%	62 25%	51 32%	13 24% *	30 33% *	95 25%	192 27%	187 26%	101 27%	65 29%	69 27%	80 28%	55 23%	251 26%	35 25%	36 23%	92 27%	25 29% *	58 38% Yc	27 24% *	105 26%	103 29%

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ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

All Adults aged 16-75 in Great Britain

NET AGREE MORE WITH STATEMENT A	511 47%	370 47%	139 46%	79 51%	212 47%	252 55%	100 42%	235 57%	151 43%	182 52%	252 47%	186 52%	199 47%	275 68%	112 32%	511 100%	- -	161 53%	131 46%	281 60%	159 42%	158 55%	239 47%
						GKMOGSUW	OQ	GKMOGSUW	OQ	GIOQU	OQ	GIOQU	OQ	FGHKLMOQ RSUW	Q	FGHKLMOQ RSUW		GIOQU	FGHKLMOQ			GKMOGSUW	OQ
NET AGREE MORE WITH STATEMENT B	288 26%	209 26%	78 26%	36 23%	132 29%	121 26%	97 40%	92 22%	129 37%	87 25%	168 32%	103 30%	128 30%	64 16%	162 46%	- -	288 100%	93 31%	90 20%	93 20%	151 40%	77 27%	161 32%
						NPT	FGHKLMOQ TSUW	NP	FGHKLMOQ TSUW	NPT	HNPT	HNPT	HNPT	P	FGHKLMOQ TSUW		FGHKLMOQ TSUW	HNPT	HNPT	NP	FGHKLMOQ TSUW	NPT	FGHKLMOQ TSUW

ColumnProportions (5%): A,B/C,D/E,F/G,H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D/E,F/G,H/I/J,K,L/M,N/O,P/Q,R/S,T/U,V/W Minimum Base: 30(**) Small Base: 100(*)

Q4_7. Please indicate whether you agree more with statement A or statement B, if either. A. Globalisation does more harm than good B. Globalisation does more good than harm

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity			General Election 2024 Vote					Referendum 2016 vote	
		Total	Male	Female	16-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain a member of the European Union	Leave the European Union		
		(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)		
Unweighted base		1099	527	554	350	400	349	665	434	263	285	249	155	53	94	598	501	706	393	226	251	253	274	938	153	152	346	101	139	115	444	340		
Weighted base		1099	535	546	354	386	359	620	479	262	286	248	158	52	93	381	718	730	369	222	255	283	236	949	140	152	335	89	154	113	411	355		
Strongly agree more with statement A		142 13%	94 18% c	45 8%	44 13%	44 11%	53 15%	76 12%	66 14%	43 16%	32 11%	31 12%	19 12%	6 12% *	10 10% *	44 12%	98 14%	92 13%	50 13%	33 15% v	39 15% v	39 14% v	17 7%	119 13%	22 16%	20 13%	33 10%	5 6% *	40 26% Y2a	18 16% a*	48 12%	61 17%		
Tend to agree more with statement A		165 15%	96 18% c	68 12%	53 15%	61 16%	51 14%	95 15%	71 15%	34 13%	48 17%	38 15%	21 13%	7 14% *	17 18% *	62 16%	103 14%	118 16%	48 13%	29 13%	40 16%	46 16%	44 18%	141 15%	24 17%	21 14%	61 18%	9 10% *	26 17%	20 18% *	69 17%	61 17%		
Agree equally with statements A and B		296 27%	133 25%	161 30%	73 21%	118 30% d	105 29% d	172 28%	124 26%	65 25%	80 28%	69 28%	45 29%	10 19% *	27 29% *	93 24%	203 28%	183 25%	113 31%	57 26%	69 27%	79 28%	66 28%	255 27%	37 27%	43 28%	97 29%	26 29% *	34 22%	22 20% *	110 27%	90 25%		
Tend to agree more with statement B		208 19%	113 21%	90 17%	81 23%	69 18%	58 16%	131 21%	77 16%	45 17%	50 17%	47 19%	34 22%	11 20% *	20 22% *	95 25% p	113 16%	147 20%	61 17%	30 14%	46 18%	59 21%	58 25% s	180 19%	26 19%	42 28% Zb	61 18%	26 29% Zb*	18 12%	22 20% *	92 22% e	54 15%		
Strongly agree more with statement B		77 7%	50 9% c	25 5%	31 9%	26 7%	19 5%	48 8%	29 6%	15 6%	17 6%	16 7%	19 12%	4 7% *	5 5% *	36 9% p	41 6%	55 8%	22 6%	15 7%	17 7%	18 6%	21 9%	57 6%	18 13% w	9 6%	28 8%	3 3% *	9 6%	10 9% *	32 8%	15 4%		
Don't know		211 19%	49 9%	156 29% b	71 20%	69 18%	71 20%	99 16%	113 24% g	59 23% l	59 21%	46 18%	19 12%	14 27% L*	14 15% *	51 13%	160 22% o	135 19%	76 21%	58 26% TUV	43 17%	43 15%	30 13%	197 21% x	12 9%	18 12%	56 17%	21 24% Y*	27 18%	20 18% *	60 15%	75 21% d		
NET AGREE MORE WITH STATEMENT A		307 28%	190 36% c	114 21%	98 28%	104 27%	105 29%	171 28%	136 28%	77 29%	80 28%	69 28%	40 26%	14 26% *	27 29% *	106 28%	201 28%	210 29%	97 26%	62 28%	79 31%	85 30%	60 26%	261 27%	46 33%	41 27%	94 28% a	14 15% *	66 43% Y2a	38 34% a*	117 29%	121 34%		
NET AGREE MORE WITH STATEMENT B		285 26%	163 30% c	115 21%	112 32% f	95 25%	78 22%	179 29% h	106 22%	61 23%	67 23%	64 26%	53 34% u	14 28% *	25 27% *	131 34% p	154 21%	202 28%	83 22%	45 20%	64 25%	77 27%	79 34% s	237 25%	44 32%	51 34% b	89 26%	29 32% b*	27 17%	33 29% *	124 30% e	69 19%		

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ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

Q4_7. Please indicate whether you agree more with statement A or statement B, if either. A. Globalisation does more harm than good B. Globalisation does more good than harm

All Adults aged 16-75 in Great Britain

			Attitudes toward HH Income Nowadays				Better/ Worse Off Since Labour Gov Elected				Statement Agreement																					
				NET Finding it difficult/ very difficult	NET Much better/ little better off	NET Little worse/ much worse off	Prioritise closer trade relationship with EU	Prioritise closer trade relationship with US	Politicians focus too much on econ growth	Politicians don't focus enough on econ growth	As much immigrati on as econ needs to support growth	Strict limits on immigrati on even if harms econ growth	Redistribu ting money more important than growing econ	Growing overall econ more important than redistribut ing money	Protect environm ent even if harming econ growth	Focus on econ growth, even if at the expense of protectin g environm ent	Protect natural environn ent, even if less housing/ infrastru ct	Build more housing/ infrastru ct, even if loss of natural environm ent	Globalisati on does more harm than good	Globalisati on does more good than harm	Stricter rules for businesses	Red-tape on businesses should be cut	Businesse s taxed more to pay for public services	Businesse s taxed at lower level for job creation and econ growth								
		Total (A)	NET Living comfortab ly/ coping (B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)								
Unweighted base		1099	806	286	172	439	476	231	413	355	374	501	352	440	421	340	520	287	310	313	486	367	283	504								
Weighted base		1099	790	300	155	448	462	242	412	353	350	532	361	422	403	353	511	288	307	285	469	374	289	508								
Strongly agree more with statement A		142	92	50	20	81	71	45	72	52	43	91	56	65	59	48	80	37	142	-	69	57	45	74								
	13%	12%	17%	13%	18%	15%	19%	17%	15%	12%	17%	16%	15%	15%	14%	16%	13%	46%	-	15%	15%	16%	15%									
Tend to agree more with statement A		165	111	55	22	76	77	35	79	55	44	101	65	66	77	56	81	56	165	-	81	66	56	85								
	15%	14%	18%	14%	17%	17%	15%	19%	15%	13%	19%	18%	16%	19%	16%	16%	19%	54%	-	17%	18%	20%	17%									
Agree equally with statements A and B		296	225	70	41	107	97	69	84	107	84	141	96	104	90	100	126	72	-	-	113	100	71	134								
	27%	28%	23%	27%	24%	21%	28%	20%	20%	30%	24%	26%	27%	25%	22%	28%	25%	25%	-	-	24%	27%	25%	26%								
Tend to agree more with statement B		208	164	43	38	81	109	49	78	82	89	80	63	105	78	69	93	64	-	208	91	75	54	105								
	19%	21%	14%	24%	18%	24%	20%	19%	19%	23%	25%	15%	17%	25%	19%	20%	18%	22%	-	73%	19%	20%	19%	21%								
Strongly agree more with statement B		77	58	19	21	25	43	16	35	29	38	30	31	37	26	34	37	26	-	77	41	28	26	39								
	7%	7%	6%	14%	6%	9%	7%	8%	8%	8%	11%	6%	9%	9%	6%	10%	7%	9%	-	27%	9%	7%	9%	8%								
Don't know		211	141	63	12	77	66	27	65	28	52	90	49	46	72	45	93	33	-	-	73	49	36	71								
	19%	18%	21%	8%	17%	14%	11%	16%	8%	15%	17%	14%	11%	18%	13%	18%	11%	-	-	16%	13%	13%	14%									
NET AGREE MORE WITH STATEMENT A		307	202	105	42	157	148	81	150	107	87	192	121	131	137	105	161	93	307	-	149	123	102	159								
NET AGREE MORE WITH STATEMENT B		285	222	62	59	105	152	65	113	111	127	110	94	142	104	103	131	90	-	285	133	103	80	144								
	26%	28%	21%	38%	24%	33%	27%	27%	27%	32%	36%	21%	26%	34%	26%	29%	26%	31%	-	100%	28%	27%	28%	28%								

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ColumnMeans (5%): A,B/C,D,E,F,G,H,I/J,K/L,M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)

Q4_8. Please indicate whether you agree more with statement A or statement B, if either. A. Government should set stricter rules for businesses on issues like workers’ rights and environmental standards B. Red-tape on businesses should be cut to help them to grow and create more jobs

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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NET AGREE MORE WITH STATEMENT A	469 43%	217 41%	240 44%	181 51% EF	160 41%	129 36%	288 46% H	181 38%	116 44%	112 39%	107 43%	74 47%	23 44% *	38 41% *	197 52% P	272 38%	310 43%	158 43%	82 37%	109 43%	133 47%	100 42%	400 42%	66 47%	47 31% Yab	187 56% Yab	38 42% b*	35 23%	67 60% Yab*	208 50% e	119 34%
NET AGREE MORE WITH STATEMENT B	374 34% C	212 40% C	160 29%	82 23% D	135 35% D	157 44% DE	201 32%	173 36%	79 30%	111 39% N	86 35%	50 32%	24 45% N*	24 26% *	110 29% O	265 37% O	243 33%	131 36%	70 32%	93 36%	103 37%	82 34%	339 36% X	31 22%	77 50% Zac	92 27%	28 31% *	86 56% Zac	24 22% *	123 30%	164 46% d

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ColumnProportions (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

All Adults aged 16-75 in Great Britain

NET AGREE MORE WITH STATEMENT A	469 43%	334 42%	134 45%	88 5%	144 32%	273 59%	66 27%	224 54%	133 38%	209 60%	186 35%	236 66%	132 31%	244 60%	112 32%	281 55%	93 32%	149 49%	133 47%	469 100%	-	199 69%	168 33%
						GKMQDSQ W		GKMQDSQ W	GMOU	GKMQDSQ W	GU	FGHKMQDSQ RSQW		GKMQDSQ RSQW		GKMQDSQ W		GKMQDSQ W	GKMQDSQ W	FGHKLMNMO QKRSQW		FGHKLMNMQ QKRSQW	
NET AGREE MORE WITH STATEMENT B	374 34%	271 34%	102 34%	40 26%	218 49%	117 25%	145 60%	116 28%	171 49%	83 24%	250 47%	73 20%	229 54%	103 26%	177 30%	159 31%	151 52%	123 40%	103 36%	-	374 100%	53 18%	262 51%
						FHNLNMQRS LTV	FHNLNMQRS TWTW	FHNLNPRSTV LTV	FHNLNPRSTV TWTW	FHNLNPRSTV TWTW	FHNLNPRSTV TWTW	FHNLNPRSTV TWTW	FHNLNPRSTV TWTW	FHNLNPRSTV LTV	FHNLNPRSTV FJLNTV	FHNLNPRSTV FJLNTV	FHNLNPTV FJLNTV	FHNLNPTV FJLNTV	-	FHNLNLMNO PQKRSQW		FHNLNPRSTV TWTW	

ColumnMeans (5%): A,B/C,D/E,F/G,H/I/J,K/L,M/N,O/P,Q/R,S/T,U/V,W Minimum Base: 30(**) Small Base: 100(*)

Q4_9. Please indicate whether you agree more with statement A or statement B, if either. A. Businesses should be taxed more to pay for the funding gap in public services B. Businesses should be taxed at a lower level to encourage them to invest in job creation and economic growth

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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NET AGREE MORE WITH STATEMENT A	289 26%	168 31% c	116 21%	111 31% f	105 27%	73 20%	183 29% h	106 22%	73 28%	68 24%	60 24%	45 29%	14 26% *	29 31% *	101 27%	188 26%	201 28%	88 24%	54 24%	71 28%	84 30%	55 23%	247 26%	40 29%	30 19%	121 36% yb	26 29% b*	19 13%	47 41% yb*	146 35% e	64 18%
NET AGREE MORE WITH STATEMENT B	508 46%	250 47%	254 47%	126 36%	180 47% d	202 56% de	274 44%	235 49%	120 46%	138 48%	118 47%	71 45%	23 44% *	39 42% *	172 45%	337 47%	329 45%	180 49%	98 44%	114 45%	142 50%	114 48%	448 47%	58 41%	101 66% zac	118 35%	41 46% *	104 68% zac	39 34% *	169 41%	203 57% d

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ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

Q4_9. Please indicate whether you agree more with statement A or statement B, if either. A. Businesses should be taxed more to pay for the funding gap in public services B. Businesses should be taxed at a lower level to encourage them to invest in job creation and economic growth

All Adults aged 16-75 in Great Britain

			Attitudes toward HH Income Nowadays					Better/ Worse Off Since Labour Gov Elected					Statement Agreement																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																

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ColumnMeans (5%): A,B/C,D,E,F,G,H,I/J,K/L,M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)

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Economy and Trade

1000 GB Adults (16-75)

Q5. The government has announced that employers' contribution to national insurance will increase from 13.8% to 15% starting in April this year. What impact, if any, do you think this will have? Please select all that apply.

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000- £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrat s (a)	Reform UK (b)	Other (c)	Remain a member of the European Union (d)	Leave the European Union (e)		
Unweighted base	1099	527	554	350	400	349	665	434	263	285	249	155	53	94	598	501	706	393	226	251	253	274	938	153	152	346	101	139	115	444	340		
Weighted base	1099	535	546	354	386	359	620	479	262	286	248	158	52	93	381	718	730	369	222	255	283	236	949	140	152	335	89	154	113	411	355		
It will lead to higher prices	500	256	237	111	162	227	267	233	121	144	104	67	17	48	167	333	302	198	102	136	118	92	453	46	88	131	47	95	52	196	196		
	46%	48%	43%	31%	42%	63%	43%	49%	46%	50%	42%	43%	32%	51%	44%	46%	41%	54%	46%	53%	42%	39%	48%	33%	58%	39%	52%	62%	46%	48%	55%		
It will lead to lower wages for workers	446	200	235	115	169	162	247	200	100	135	95	58	17	40	167	279	289	158	84	103	120	91	387	56	84	118	35	67	44	165	165		
	41%	37%	43%	33%	44%	45%	40%	42%	38%	47%	38%	37%	32%	44%	44%	39%	40%	43%	38%	41%	43%	38%	41%	40%	55%	35%	39%	44%	39%	40%	47%		
It will reduce business profits	352	175	173	79	119	153	222	129	83	97	86	45	12	29	140	212	231	121	51	90	88	90	321	28	71	92	34	59	39	146	139		
	32%	33%	32%	22%	31%	42%	36%	27%	32%	34%	35%	28%	22%	31%	37%	30%	32%	33%	23%	35%	31%	38%	34%	20%	46%	27%	39%	39%	35%	35%	39%		
It will lead to reduced business investment in the economy	336	202	130	74	114	148	193	142	79	96	70	49	14	28	121	215	202	134	63	83	85	73	295	37	69	78	28	66	37	120	137		
	31%	38%	24%	21%	29%	41%	31%	30%	30%	33%	28%	31%	27%	30%	32%	30%	28%	36%	28%	33%	30%	31%	31%	26%	45%	23%	31%	43%	32%	29%	39%		
It will harm the economy	327	178	147	64	108	155	182	146	77	90	76	44	13	27	104	224	195	132	71	82	89	54	290	35	80	56	22	85	30	98	159		
	30%	33%	27%	18%	28%	43%	29%	30%	30%	32%	31%	28%	25%	29%	27%	31%	27%	36%	32%	32%	31%	23%	31%	25%	53%	17%	25%	55%	27%	24%	45%		
It will raise money for public services	223	126	93	78	68	77	154	69	55	49	49	33	13	24	102	121	147	76	36	48	57	67	190	33	26	98	25	15	24	115	50		
	20%	23%	17%	22%	18%	21%	25%	14%	21%	17%	20%	21%	25%	26%	27%	17%	20%	20%	16%	19%	20%	28%	20%	24%	17%	29%	28%	10%	21%	28%	14%		
It will benefit the economy	151	89	59	73	45	33	105	46	31	32	22	37	9	20	73	78	109	42	22	40	35	47	109	42	19	69	11	12	17	71	34		
	14%	17%	11%	21%	12%	9%	17%	10%	12%	11%	9%	23%	17%	22%	19%	11%	15%	11%	10%	16%	13%	20%	11%	30%	13%	21%	12%	8%	15%	17%	10%		
It will reduce the amount of government debt	109	60	46	41	30	37	75	34	29	19	28	19	3	11	48	61	77	32	15	27	24	35	88	19	10	51	20	4	7	44	36		
	10%	11%	8%	12%	8%	10%	12%	7%	11%	7%	11%	12%	5%	12%	13%	8%	11%	9%	7%	11%	9%	15%	13%	7%	15%	23%	3%	6%	11%	10%			
It will stabilise the economy	94	56	36	52	27	15	60	33	23	19	19	16	3	13	40	54	76	17	18	19	20	35	68	24	12	39	8	8	9	46	21		
	9%	11%	7%	15%	7%	4%	10%	7%	9%	7%	8%	10%	6%	14%	10%	8%	10%	5%	8%	7%	7%	15%	7%	17%	8%	12%	9%	5%	8%	11%	6%		
Other	36	22	14	6	15	16	19	17	4	9	9	7	3	3	16	20	23	13	10	9	4	8	32	3	2	12	2	12	2	12	18		
	3%	4%	2%	2%	4%	4%	3%	4%	2%	3%	4%	4%	6%	3%	4%	3%	3%	4%	4%	4%	2%	3%	3%	2%	2%	4%	2%	4%	2%	3%	5%		
It will have no impact	19	13	6	6	8	5	8	10	5	5	7	2	-	-	7	12	15	4	1	4	6	7	15	4	-	4	1	5	2	5	8		
	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%	3%	1%	-	-	2%	2%	2%	1%	*	2%	2%	3%	2%	3%	-	1%	1%	3%	2%	1%	2%		
Don't know	145	56	87	61	53	32	68	78	33	35	39	22	10	5	33	113	91	54	42	33	26	25	125	18	5	47	10	16	6	38	38		
	13%	10%	16%	17%	14%	9%	11%	16%	13%	12%	16%	14%	19%	6%	9%	16%	13%	15%	19%	13%	9%	11%	13%	13%	3%	14%	11%	11%	5%	9%	11%		

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Economy and Trade
1000 GB Adults (16-75)

Q5. The government has announced that employers' contribution to national insurance will increase from 13.8% to 15% starting in April this year. What impact, if any, do you think this will have? Please select all that apply.

All Adults aged 16-75 in Great Britain

		Attitudes toward HH Income Nowadays		Better/ Worse Off Since Labour Gov Elected		Statement Agreement																			
		NET Finding it difficult/very difficult/ coping	NET Much better/little worse off	NET Little worse/much worse off	Prioritise closer trade relationships with EU	Prioritise closer trade relationships with US	Politicians focus too much on econ growth	Politicians don't focus enough on econ growth	As much immigration as econ needs to support growth	Strict limits on immigration even if harms econ growth	Redistributing money more important than growing econ	Growing overall econ more important than redistributing money	Protect environment even if harming econ growth	Focus on econ growth, even if at expense of protecting environment	Protect natural environment, even if less housing/infrastructure	Build more housing/infrastructure, even if loss of natural environment	Globalisation on does more harm than good	Globalisation on does more good than harm to businesses	Stricter rules for businesses	Red-tape on businesses should be cut	Businesses taxed more to pay for public services	Businesses taxed at lower level for job creation and econ growth			
	Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
Unweighted base	1099	806	286	172	439	476	231	413	355	374	501	352	440	421	340	520	287	310	313	486	367	283	504		
Weighted base	1099	790	300	155	448	462	242	412	353	350	532	361	422	403	353	511	288	307	285	469	374	289	508		
It will lead to higher prices	500 46%	361 46%	138 46%	53 34%	283 63%	208 D	129 V	187 HEJNTV	179 V	142 JLNTV	285 FHEJNPQSTV	152 FHEJNPQSTV	236 FHEJNPQSTV	172 FHEJNPQSTV	190 FHEJNPQSTV	242 JNTV	138 JIV	163 FHEJNPQSTV	141 JLTV	197 FHEJNPQSTV	211 FHEJNPQSTV	106 FHEJNPQSTV	293 FHEJNPQSTV		
It will lead to lower wages for workers	446 41%	319 40%	126 42%	42 27%	231 51%	190 D	118 V	172 JNSTV	173 V	132 FJNSTV	250 V	150 V	197 JNSTV	153 JTV	160 JNTV	223 V	125 FHEJNPQSTV	151 V	112 V	177 FHEJNPQSTV	188 31%	88 31%	260 51%		
It will reduce business profits	352 32%	265 34%	86 29%	39 25%	190 42%	142 D	98 31%	144 FLSTV	124 LTV	113 35%	186 32%	100 28%	174 FHEJNPQSTV	132 FHEJNPQSTV	141 FHEJNPQSTV	187 37%	96 33%	124 FJNSTV	92 32%	134 28%	155 41%	76 26%	202 40%		
It will lead to reduced business investment in the economy	336 31%	243 31%	92 31%	39 25%	201 45%	139 D	97 LTV	126 FHEJNPQSTV	131 LTV	99 FJNPQSTV	192 V	83 V	171 FHEJNPQSTV	120 LTV	132 FHEJNPQSTV	159 LTV	103 JLTV	119 FHEJNPQSTV	91 LTV	118 V	168 FHEJNPQSTV	49 48%	234 14%		
It will harm the economy	327 30%	235 30%	93 31%	24 15%	220 49%	112 D	118 JTV	127 FHEJNPQSTV	135 FJNPQSTV	68 V	216 FHEJNPQSTV	86 TV	170 FHEJNPQSTV	93 TV	141 FHEJNPQSTV	160 FJNPQSTV	103 FJNPQSTV	129 FHEJNPQSTV	81 JTV	88 V	181 FHEJNPQSTV	41 48%	231 45%		
It will raise money for public services	223 20%	179 C	42 14%	60 39%	48 11%	126 E	26 11%	109 GJKNMOPQUW	63 11%	112 27%	78 32%	107 30%	109 GKW	62 27%	115 18%	63 22%	65 22%	81 21%	135 28%	62 29%	106 17%	64 37%	13%		
It will benefit the economy	151 14%	122 C	29 10%	55 36%	30 7%	81 GJKNMOPQUW	22 9%	58 KJW	52 14%	74 15%	49 21%	61 9%	51 17%	54 13%	58 16%	69 13%	45 16%	48 17%	48 19%	91 17%	36 10%	60 21%	52 10%		
It will reduce the amount of government debt	109 10%	81 10%	28 9%	27 18%	28 6%	68 GJKNMOPQUW	15 6%	57 14%	33 13%	45 9%	46 13%	48 13%	34 8%	46 11%	35 10%	49 12%	34 12%	36 12%	39 14%	57 12%	37 10%	47 16%	42 8%		
It will stabilise the economy	94 9%	73 9%	20 7%	35 23%	20 4%	47 E	23 KW	46 KJW	26 10%	40 11%	30 7%	38 11%	31 7%	26 10%	39 8%	29 10%	34 11%	28 10%	45 10%	26 7%	44 15%	27 5%			
Other	36 3%	25 3%	11 4%	1 *	21 5%	13 D	10 3%	16 4%	14 4%	12 3%	17 3%	9 2%	14 3%	12 3%	11 3%	16 3%	9 3%	13 4%	12 4%	15 3%	17 4%	3 1%	25 5%		
It will have no impact	19 2%	13 2%	6 2%	1 1%	6 2%	8 2%	3 1%	6 2%	5 1%	7 2%	11 W	8 2%	9 2%	7 2%	5 1%	5 3%	8 W	8 W	4 W	8 W	4 W	8 PW	4 1%		
Don't know	145 13%	98 12%	42 14%	11 7%	27 6%	40 9%	14 6%	41 10%	32 9%	34 10%	55 10%	32 9%	29 7%	50 12%	18 5%	56 11%	15 5%	10 3%	23 8%	47 10%	26 7%	30 11%	33 7%		

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