

J-24-089497-11 - 14th - 17th March 2025
PUBLIC
Spring Statement
Adults 18-75 GB

Q1A. How would you describe the current state of the British economy? Would you say it is...?
All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave	
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326	
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351	
Very good	41	33	8	25	16	*	33	9	14	4	8	10	4	2	31	10	39	2	4	3	9	26	28	13	9	18	2	5	4	16	16	
	4%	6%	1%	8%	4%	0%	5%	2%	5%	1%	3%	6%	7%	2%	8%	1%	5%	1%	2%	1%	3%	10%	3%	9%	5%	5%	4%	4%	4%	4%	5%	
Fairly good	166	93	73	86	49	31	109	58	36	39	38	39	5	9	81	85	127	40	27	33	46	50	121	44	31	75	10	7	10	65	38	
	15%	18%	14%	26%	12%	9%	18%	12%	14%	13%	15%	26%	9%	10%	21%	12%	17%	11%	14%	11%	16%	20%	13%	30%	18%	22%	15%	6%	11%	17%	11%	
Fairly poor	530	259	264	140	187	203	299	230	125	128	119	77	29	51	186	344	351	179	74	159	142	121	468	58	92	164	39	50	53	199	169	
	49%	49%	49%	42%	48%	56%	49%	49%	49%	45%	48%	50%	56%	55%	48%	49%	48%	51%	39%	54%	50%	49%	50%	40%	53%	49%	57%	40%	56%	51%	48%	
Very poor	296	130	157	65	119	112	144	152	66	98	72	18	13	28	78	218	179	117	70	83	76	43	270	23	38	63	13	61	25	85	121	
	27%	25%	29%	20%	30%	31%	23%	32%	26%	34%	29%	12%	25%	30%	20%	31%	24%	33%	37%	28%	27%	17%	29%	16%	22%	19%	19%	49%	26%	22%	35%	
Don't know	54	14	40	15	23	16	30	24	14	18	9	9	2	2	13	41	37	17	15	15	9	9	47	7	2	16	3	2	3	23	6	
	5%	3%	7%	4%	6%	4%	5%	5%	6%	6%	4%	6%	3%	2%	3%	6%	5%	5%	8%	5%	3%	4%	5%	5%	1%	5%	5%	1%	3%	6%	2%	
NET: Very/ fairly good	208 19%	126 24% C	82 15%	112 34% EF	64 16% F	32 9%	141 23% H	66 14%	50 20%	43 15%	46 19%	49 32% UKN*	9 17% **	12 12% *	112 29% P	95 14%	166 23% R	42 12%	31 16%	35 12%	55 19% T	76 30% STU	149 16%	57 39% W	40 24% b	93 28% bc	13 19% *	12 10% *	14 15% *	81 21%	54 15%	
NET: Very/ fairly poor	826 76%	389 74%	421 78%	205 62% D	306 78% D	315 87% DE	444 72% G	382 81% G	191 75% L	227 78% L	192 78% L	96 62% *	42 80% **	79 85% L*	264 68% O	562 80% O	529 72% Q	296 84% Q	144 76% V	242 83% V	218 77% V	164 66% 66%	738 79% X	81 56% 56%	129 75% 75%	227 68% 68%	52 76% *	111 89% YZa*	78 82% Z*	283 73% 73%	290 83% d	

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(*)

Q1B. And thinking ahead to one year's time (i.e., March 2026), to what extent do you expect the British economy to be in a good or poor state?

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
Very good	57 5%	39 7% C	18 3%	41 12% EF	13 3%	3 1%	46 8% H	11 2%	15 6%	8 3%	8 3%	21 14% LKN*	3 6%	2 2%	42 11% P	15 2%	49 7% R	8 2%	4 2%	1 0%	12 4% T	38 15% STU	35 4%	22 15% W	12 7%	30 9%	4 6% *	5 4% *	3 3% *	21 5%	20 6%
Fairly good	241 22%	141 27% C	100 18%	98 30% EF	84 21%	59 16%	155 25% H	86 18%	59 23%	53 18%	51 21%	44 29% J*	16 31% **	17 18% *	113 29% P	128 18%	183 25% R	58 16%	31 16%	54 19%	70 25% S	71 28% ST	190 20%	47 33% W	32 19%	117 35% Yab	12 18% *	13 11% *	23 24% b*	110 28% e	58 17%
Fairly poor	443 41%	195 37%	241 44% B	115 35%	154 39%	173 48% DE	246 40%	197 42%	101 40%	121 42%	102 42%	55 36% *	17 33% **	47 51% L*	148 38%	295 42%	286 39%	157 44%	70 37%	135 46% V	120 43%	87 35%	390 42%	50 34%	95 56% zbc	105 31%	31 45% z*	48 38% *	39 41% *	156 40%	142 41%
Very poor	214 20%	102 19%	106 20%	46 14%	91 23% D	78 22% D	95 15% G	119 25% G	49 19% L	64 22% L	60 24% L	12 8% *	11 21% **	20 21% L*	52 13%	163 23% O	138 19%	76 22%	56 30% UV	65 22% V	50 18%	29 12%	197 21% X	16 11%	25 14%	46 14%	7 11% *	53 42% YZac*	17 18% *	53 14%	99 28% d
Don't know	132 12%	51 10%	78 14% B	32 10%	52 13%	48 13%	72 12%	59 13%	31 12%	42 15%	25 10%	21 14% *	4 9% **	8 8% *	35 9%	97 14% O	77 11%	55 16% Q	29 15%	36 12%	30 11%	24 10%	122 13%	10 7% Y	7 4%	38 11% Y	14 20% Yb*	6 5% *	13 14% Y*	48 12%	32 9%

NET: Very/ fairly good	298 27%	180 34% C	118 22%	138 42% EF	97 25% F	63 17%	201 33% H	96 20%	74 29%	61 21%	59 24%	66 43% LKN*	20 38% **	18 20% *	155 40% P	143 20%	232 32% R	66 19%	35 18%	55 19%	82 29% ST	110 44% STU	225 24%	70 48% W	45 26%	146 44% Yabc	16 24% *	19 15% *	26 27% *	131 34% e	78 22%
NET: Very/ fairly poor	657 60%	297 56%	347 64% B	161 49%	245 62% D	251 69% D	341 55%	316 67% G	150 59% L	185 64% L	162 66% L	66 43% *	28 54% **	67 72% IL*	199 51%	458 66% O	424 58%	233 66% Q	126 66% V	200 69% V	170 60% V	116 46%	587 63% X	65 45%	120 70% Z	151 45%	38 56% *	101 80% Zac*	56 59% Z*	209 54%	241 69% d

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(*)

PUBLIC
Spring Statement
Adults 18-75 GB

Q2A. Which of the following, if any, would you say have contributed MOST to the British economy currently being in a GOOD state?

All adults who describe the state of the British economy as good

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Man (B)	Woman (C)	18-34 (D)	35-54 (E)	55-75 (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 (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	231	139	92	125	75	31	165	66	47	45	52	65	8	14	159	72	188	43	32	35	58	98	167	63	45	104	15	12	17	103	56		
Weighted base	208	126	82	112	64	32	141	66	50	43	46	49	9	12	112	95	166	42	31	35	55	76	149	57	40	93	13	12	14	81	54		
Decisions made by the current Labour Prime Minister, Keir Starmer and Chancellor Rachel Reeves	67 32%	41 32%	26 32%	38 34%	15 24%	14 44%	52 37%	15 22%	21 42%	13 30%	11 25%	16 33%	2 21%	3 30%	42 37%	25 27%	51 31%	16 38%	7 21%	9 33%	21 54,999	29 55,000+	45 30%	22 38%	11 20%	40 41%	5 39%	3 21%	4 26%	31 38%	18 32%		
Decisions made by the Bank of England	64 31%	36 29%	28 35%	28 25%	20 31%	17 54%	51 36%	13 20%	12 22%	14 33%	19 41%	17 35%	1 8%	2 18%	34 31%	30 31%	49 30%	15 36%	8 26%	11 32%	20 37%	21 28%	49 33%	15 26%	8 20%	34 37%	4 31%	7 54%	4 27%	30 37%	17 31%		
The productivity of British workers	59 29%	40 31%	20 24%	33 30%	21 33%	5 15%	43 31%	16 25%	12 25%	17 39%	12 25%	14 28%	4 49%	1 7%	37 33%	23 24%	50 30%	9 22%	3 10%	13 37%	15 27%	28 37%	29 26%	20 31%	13 32%	34 13%	4 30%	2 13%	-	25 36%	20 36%		
The state of the global economy	50 24%	35 28%	14 18%	38 14%	7 11%	4 14%	39 28%	11 16%	9 18%	14 33%	12 27%	9 18%	4 46%	1 12%	31 27%	19 20%	38 23%	12 28%	7 21%	7 20%	4 7%	30 39%	23 15%	10 48%	30 24%	1 33%	1 9%	2 10%	19 16%	13 23%	24%		
Decisions made by the former Conservative Prime Minister, Rishi Sunak and former Chancellor Jeremy Hunt	45 22%	29 23%	15 19%	26 24%	13 20%	6 18%	28 20%	17 25%	12 23%	6 15%	9 19%	14 28%	4 49%	-	23 21%	22 23%	40 24%	5 11%	4 13%	5 14%	9 16%	25 32%	32 21%	13 23%	16 39%	21 23%	2 12%	3 25%	2 17%	19 23%	17 32%		
The Conservative party's economic policies when they were in government from 2010 to 2024	41 20%	32 25%	10 12%	26 24%	9 14%	6 18%	33 23%	8 12%	10 19%	7 16%	6 14%	16 32%	2 20%	1 11%	24 22%	17 18%	33 20%	8 19%	8 26%	3 10%	11 39%	18 23%	33 22%	8 15%	20 51%	12 13%	3 24%	1 6%	3 21%	16 20%	11 21%		
Britain leaving the European Union	40 19%	25 20%	15 18%	19 17%	13 21%	7 23%	27 19%	12 19%	5 11%	11 25%	10 24%	-	3 21%	3 18%	23 18%	17 19%	31 22%	9 17%	5 30%	10 14%	8 22%	17 20%	29 19%	11 30%	12 17%	2 13%	2 18%	6 8%	16 8%	17 20%	31%		
The Labour party's economic policies when they were last in government from 1997 to 2010	38 18%	28 22%	10 12%	23 21%	15 23%	-	33 23%	5 7%	10 20%	6 13%	9 21%	12 24%	-	1 7%	26 23%	12 13%	36 21%	2 6%	1 5%	5 15%	7 13%	24 32%	25 17%	13 22%	5 13%	24 26%	1 10%	3 26%	1 4%	22 28%	5 10%		
Covid-19 pandemic having less of an impact than previously	35 17%	21 16%	15 18%	21 19%	9 14%	5 16%	22 16%	13 20%	11 22%	4 8%	5 12%	14 29%	1 7%	1 7%	17 15%	19 20%	29 17%	6 15%	2 5%	2 26%	14 22%	16 19%	29 11%	6 16%	6 22%	20 23%	3 10%	1 23%	-	16 20%	11 21%		
Decisions made by big businesses	30 14%	19 15%	11 13%	22 20%	7 11%	-	21 15%	9 13%	6 13%	2 5%	11 24%	10 20%	-	1 5%	20 18%	10 16%	27 16%	2 6%	5 16%	3 8%	4 7%	18 24%	16 11%	4 24%	4 17%	3 22%	3 21%	2 16%	2 14%	11 17%	9 17%		
Decisions made by the former Conservative Prime Minister, Liz Truss and former Chancellor Kwasi Kwarteng	27 13%	20 16%	7 8%	19 17%	8 13%	-	19 14%	8 12%	8 17%	4 9%	6 13%	9 19%	-	-	15 14%	12 12%	24 14%	3 8%	4 12%	3 8%	6 12%	12 15%	17 11%	10 17%	6 16%	12 13%	1 5%	4 31%	2 17%	9 11%	9 17%		
The Russian invasion of Ukraine having less of an impact than previously	22 11%	19 15%	3 4%	15 13%	6 9%	1 4%	14 10%	8 12%	5 10%	6 15%	1 2%	8 17%	1 15%	-	17 16%	5 7%	19 11%	3 8%	3 7%	3 10%	3 17%	13 10%	16 12%	7 16%	6 12%	11 13%	2 6%	1 8%	1 16%	13 12%	7 12%		
Other (PLEASE SPECIFY)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
None of the above	12 6%	2 4%	9 11%	8 7%	2 3%	2 6%	6 4%	6 8%	3 7%	2 4%	1 2%	2 5%	*	3 23%	4 4%	7 8%	6 4%	5 13%	3 11%	2 5%	1 2%	4 5%	7 4%	3 6%	3 7%	3 4%	-	1 5%	2 12%	2 3%	4 7%		
Don't know	16 8%	5 4%	11 13%	4 4%	7 11%	4 14%	8 6%	11 16%	6 6%	3 11%	5 11%	3 6%	1 16%	2 19%	9 8%	7 7%	12 7%	3 8%	5 15%	2 6%	5 9%	1 1%	14 10%	1 2%	1 3%	2 10%	1 6%	1 6%	1 5%	4 3%	1 3%	1 4%	
NET: Conservative government (1/2/4)	83 40%	59 47%	25 30%	51 46%	25 39%	7 22%	60 42%	23 35%	20 40%	11 27%	15 33%	31 62%	5 58%	1 11%	47 42%	36 38%	73 44%	10 24%	11 35%	9 26%	17 31%	43 56%	61 41%	22 39%	29 71%	35 38%	5 42%	6 46%	5 37%	35 43%	26 47%		

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 headers (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,f Minimum Base: 30 (**): Small Base: 100 (*)

Column means (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,f Minimum Base: 30 (**): Small Base: 100 (*)

Q2B. Which of the following, if any, would you say have contributed MOST to the British economy currently being in a POOR state?

	General Election 2024 Vote																											Referred 2016 vote					
	Gender			Aggregated Age breaks			Social grade			Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referred 2016 vote	
	Total (A)	Man (B)	Woman (C)	18-34 (D)	35-54 (E)	55-75 (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)	£10,199- (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	808	372	420	202	304	302	447	361	204	219	184	82	43	76	376	432	482	326	156	226	205	163	710	90	119	224	58	99	81	286	265		
Weighted base	826	389	421	205	306	315	444	382	191	227	192	96	42	79	264	562	529	296	144	242	218	164	738	81	129	227	52	111	78	283	290		
The impact of the Covid-19 pandemic	382 46%	182 47%	194 46%	84 41%	136 45%	162 52%	208 47%	175 46%	83 44%	110 49%	88 46%	41 43%	23 55%	36 46%	123 47%	259 46%	236 45%	146 49%	65 45%	114 47%	97 44%	79 48%	346 47%	36 45%	76 59%	94 41%	29 56%	56 51%	39 50%	125 44%	153 53%		
Decisions made by the former Conservative Prime Minister, Liz Truss and former Chancellor Kwasi Kwarteng	352 43%	175 45%	168 40%	71 35%	137 45%	144 46%	193 43%	159 42%	83 43%	97 43%	86 45%	38 40%	15 36%	33 42%	133 50%	219 39%	218 41%	134 45%	57 39%	104 43%	95 43%	76 46%	312 42%	34 42%	48 37%	128 56%	27 53%	36 32%	32 41%	142 50%	116 40%		
Decisions made by the current Labour Prime Minister, Keir Starmer and Chancellor Rachel Reeves	340 41%	175 45%	158 38%	63 31%	118 39%	159 51%	164 37%	176 46%	89 40%	93 41%	74 39%	28 29%	19 44%	37 47%	83 31%	258 46%	214 40%	127 43%	68 47%	101 42%	89 41%	59 36%	313 42%	23 29%	88 68%	50 22%	12 24%	72 65%	24 31%	87 31%	168 58%		
Britain leaving the European Union	319 39%	135 35%	177 42%	79 38%	120 39%	120 38%	212 48%	166 28%	64 34%	81 36%	68 35%	47 49%	17 51%	41 52%	116 33%	183 39%	199 38%	120 40%	38 26%	94 39%	89 41%	78 48%	287 39%	29 36%	26 30%	137 67%	35 7%	8 62%	49 65%	183 58%	208		
The impact of the Russian invasion of Ukraine	314 38%	150 39%	160 38%	54 26%	109 36%	151 48%	150 34%	164 43%	67 35%	106 35%	66 35%	33 35%	9 22%	33 41%	94 36%	220 39%	185 35%	129 44%	53 37%	103 42%	91 42%	54 33%	290 39%	21 26%	73 56%	90 40%	26 50%	40 36%	28 36%	114 40%	134 46%		
Decisions made by the former Conservative Prime Minister, Rishi Sunak and former Chancellor Jeremy Hunt	293 35%	146 38%	138 33%	70 34%	119 39%	104 33%	158 36%	135 35%	60 32%	81 36%	71 37%	33 34%	16 39%	32 40%	99 37%	194 35%	193 37%	100 34%	45 31%	77 32%	84 39%	63 38%	267 36%	21 26%	10 8%	105 46%	26 50%	36 33%	33 42%	120 42%	86 29%		
The Conservative party's economic policies when they were in government from 2010 to 2024	287 35%	159 41%	119 28%	63 31%	122 40%	102 32%	155 35%	131 34%	72 38%	78 34%	61 32%	36 38%	9 21%	32 40%	98 37%	189 34%	181 34%	106 36%	49 34%	73 30%	82 38%	61 37%	260 35%	24 29%	9 7%	130 57%	22 1%	31 28%	37 47%	124 44%	94 32%		
The state of the global economy	261 32%	120 31%	139 33%	53 26%	106 35%	103 33%	141 32%	120 31%	61 32%	78 30%	67 35%	30 31%	6 33%	14 25%	95 36%	166 30%	168 32%	138 32%	39 27%	85 35%	70 32%	54 34%	231 31%	27 33%	56 46%	73 32%	24 46%	24 29%	33 23%	100 29%	91 31%		
The productivity of British workers	126 15%	70 18%	55 13%	34 17%	31 10%	61 19%	65 15%	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.

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(*)

PUBLIC
Spring Statement
Adults 18-75 GB

Q3. When you hear about the state of the economy in the news, what specific types of information, if any, most influence your view of how the economy is doing?
All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave		
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326		
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351		
Level of inflation/whether prices are going up	592 54%	285 54%	300 55%	147 44%	215 55% D	231 64% DE	331 54%	261 55%	138 54%	159 55%	135 55%	87 56% *	25 47% **	49 53% *	218 56%	374 54%	387 53%	206 58%	94 50%	162 55%	162 57%	136 55%	523 56% X	64 44%	96 56%	192 57%	46 67% *	78 62% *	51 53% *	228 59%	211 60%		
Interest rates	487 45%	239 45%	241 44%	127 39%	182 46%	177 49% D	284 46%	203 43%	108 43%	120 42%	115 47%	79 51% *	27 52% **	37 40% *	193 50% P	294 42%	331 45%	155 44%	71 37%	119 41%	142 50% S	127 51% S	419 45%	64 44%	88 52%	161 48%	39 56% *	54 43% *	41 43% *	211 54% e	153 44%		
National income/GDP	340 31%	210 40% C	129 24%	102 31%	119 30%	119 33%	214 35% H	126 27%	70 28%	88 31%	78 32%	50 33% *	24 47% **	29 31% *	141 36% P	199 29%	241 33%	100 28%	47 25%	82 28%	92 32%	100 40% ST	287 31%	50 35%	76 45% Zac	106 32%	20 29% *	44 35% *	24 25% *	134 35%	124 35%		
Strength of the pound	337 31%	185 35% C	150 28%	107 32%	116 30%	114 31%	186 30%	150 32%	81 32%	90 31%	73 29%	45 29% *	20 38% **	29 31% *	116 30%	221 32%	237 32%	99 28%	60 32%	81 28%	97 34%	82 33%	285 31%	50 34%	71 42% Za	102 30%	18 26% *	42 34% *	28 29% *	128 33%	116 33%		
Whether shops in the high street are doing well	336 31%	164 31%	167 31%	72 22%	130 33% D	134 37% D	184 30%	152 32%	93 36% N	88 30%	85 34% N	41 27% *	11 21% **	19 21% *	97 25% O	239 34%	213 29%	124 35%	60 32%	93 32%	98 35%	66 26%	294 31%	39 37%	57 34%	103 31%	21 31% *	52 41% *	26 27% *	132 34%	122 35%		
Unemployment levels	327 30%	169 32%	150 28%	104 31%	118 30%	105 29%	204 33% H	123 26%	65 26%	96 33%	68 28%	50 33% *	13 25% **	35 37% *	142 36% P	185 27%	219 30%	108 31%	50 27%	73 25%	100 35%	82 33%	272 29%	52 36%	41 24%	106 31%	26 37% v*	46 37% v*	31 33% *	126 32%	103 29%		
House prices	308 28%	143 27%	157 29%	120 36% EF	109 28%	78 21%	191 31% H	117 25%	69 27%	76 26%	74 30%	56 37% M*	12 23% **	21 22% *	116 30%	192 28%	216 30%	92 26%	47 25%	70 24%	83 30%	88 35% ST	246 26%	60 41% W	41 24%	109 33%	14 21% *	33 26% *	28 30% *	117 30%	86 25%		
Whether government debt is going up or down	289 27%	166 31% C	121 22%	74 22%	100 26%	115 32% D	165 27%	124 26%	54 21%	80 28%	70 29%	48 31% *	17 32% **	20 21% *	98 25%	191 27%	183 25%	106 30%	45 24%	66 23%	87 31%	76 30%	248 27%	37 26%	60 35%	87 26%	21 30% *	49 39% Zc*	22 23% *	107 28%	114 32%		
Average salaries	278 26%	137 26%	133 25%	106 32% F	105 27% F	68 19%	164 27%	114 24%	66 26%	64 22%	71 29%	50 33% *	7 13% **	20 22% *	105 27%	173 25%	208 28% R	70 20%	37 20%	68 23%	78 27%	78 31% S	229 25%	47 32%	44 26%	87 26%	14 21% *	32 26% *	21 22% *	82 21%	85 24%		
Other (PLEASE SPECIFY)	16 1%	11 2%	4 1%	2 0%	5 1%	9 3%	8 1%	8 2%	3 1%	6 2%	3 1%	2 1% *	* 1% **	1 1% *	9 2%	7 1%	6 1%	9 3% Q	4 2%	7 2%	3 1%	2 1%	15 2%	1 1%	1 1%	4 1%	1 2% *	4 3% *	- - *	5 1%	7 2%		
Don't pay much attention to news on the economy/go on my own experiences	87 8%	24 4%	60 11% B	23 7%	30 8%	34 9%	29 5%	58 12% G	23 9%	20 7%	25 10% L	5 3% *	4 7% **	10 11% L*	20 5%	67 10% O	49 7%	38 11% Q	24 13% V	29 10% V	20 7% V	5 2%	79 9%	8 5%	9 5%	12 4%	3 4% *	13 11% Z*	5 6% *	24 6%	26 7%		
Don't know	70 6%	28 5%	42 8%	18 6%	30 8%	21 6%	33 5%	37 8%	16 6%	27 9%	16 6%	7 4% *	1 2% **	3 4% *	18 5%	51 7%	38 5%	32 9% Q	19 10% TV	12 4%	18 6%	10 4%	59 6%	8 5%	4 2%	20 6%	3 5% *	3 2% *	4 4% *	12 3%	14 4%		

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(*)

Q4. To what extent, if at all, do you think Rachel Reeves has been doing a good job, a bad job, or neither a good nor bad job, in her role as Chancellor of the Exchequer?

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote																												
	Total	Man	Woman	18-34	35-54	55-75	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	Leave																														
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326																														
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351																														
Very good job	37	28	9	25	12	-	29	8	11	5	5	12	3	2	27	10	33	4	4	*	8	23	24	14	8	18	2	3	3	15	11																														
	3%	5% C	2%	8% EF	3% F	-	5% H	2%	4%	2%	2%	8% JK*	6% **	2% *	7% P	1%	5% R	1%	2%	0%	3% T	9% STU	3%	9% W	4%	5%	3% *	3% *	3% *	4%	3%																														
Fairly good job	144	90	54	67	42	35	111	33	32	29	30	32	12	8	91	53	108	36	14	27	40	62	114	30	14	90	10	2	11	80	29																														
	13%	17% C	10%	20% EF	11%	10%	18% H	7%	13%	10%	12%	21% JN*	24% **	9% *	23% P	8%	15% R	10%	7%	9%	14% S	25% STU	12%	20% W	8% b	27% Ybc	15% b*	2% *	11% b*	21% e	8%																														
Neither good nor bad job	285	129	152	95	108	82	166	119	66	85	61	45	7	21	99	186	195	90	46	81	77	57	229	54	21	110	24	20	29	125	59																														
	26%	24%	28%	29%	27%	23%	27%	25%	26%	30%	25%	29% *	14% **	22% *	25%	27%	27%	25%	24%	28%	27%	23%	25%	37% W	12% b	33% Yb	35% yb*	16% *	30% yb*	32% e	17%																														
Fairly bad job	194	92	97	41	72	81	112	82	38	47	47	31	12	18	54	139	122	72	33	54	53	41	169	23	50	44	11	20	22	56	76																														
	18%	17%	18%	12%	18%	22% D	18%	17%	15%	16%	19%	20% *	23% **	20% *	14%	20% O	17%	20%	17%	18%	19%	16%	18%	16% zb	29% Zb	13%	16% *	16% *	23% z*	14%	22% d																														
Very bad job	282	157	120	44	101	138	124	158	73	83	69	21	11	25	69	214	178	105	69	84	69	44	267	14	74	43	13	72	20	70	157																														
	26%	30% C	22%	13% D	26% D	38% DE	20% G	33% G	29% L	29% L	28% L	14% *	22% **	26% L*	18%	31% O	24%	30%	37% UV	29% V	24%	18%	29% X	9% Zac	43% Zac	13% *	19% *	57% YZac*	21% *	18%	45% d																														
Don't know	145	32	110	59	59	27	72	73	35	38	34	13	6	19	48	97	97	49	24	46	35	23	131	11	4	31	9	8	11	41	18																														
	13%	6% B	20% F	18% F	15% F	8%	12%	16%	14%	13%	14%	8% *	11% **	21% L*	12%	14%	13%	14%	13%	16% V	12%	9%	14%	8% X	3% Y	9% Y	13% Y*	7% *	12% Y*	11% e	5%																														
NET: Very/ fairly good job																															181	118	63	92	54	35	141	40	43	35	34	44	16	10	119	62	141	40	18	27	48	86	137	43	22	109	12	5	14	96	40
																															17%	22% C	12%	28% EF	14%	10%	23% H	9%	17%	12%	14%	28% UKN*	30% **	11% *	30% P	9%	19% R	11%	9%	9%	17% ST	34% STU	15% W	13% b	32% Yabc	18% b*	4% *	14% b*	25% e	11%	
NET: Very/ fairly bad job																															476	249	217	84	173	218	236	240	111	130	117	53	23	43	123	353	299	177	102	138	122	85	437	36	124	86	24	92	42	126	233
																															44%	47% C	40%	26% D	44% D	60% DE	38% G	51% G	44%	45%	47% L	34% *	45% **	46% *	32% O	51% O	41%	50% Q	54% UV	47% V	43%	34%	47% X	25% Zac	26% Zac	35% *	73% Zac*	44% Z*	32%	67% d	

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(*)

Q5. Which party, if any, do you trust most to manage Britain's economy?

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave			
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326			
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351			
The Labour Party	249 23%	138 26% C	109 20%	107 32% EF	70 18%	72 20%	165 27% H	84 18%	63 25%	59 20%	44 18%	50 33% JK*	12 23% **	21 23% *	127 33% P	121 17%	178 24%	70 20%	27 14%	65 22%	65 23% S	84 34% STU	193 21%	55 38% W	3 2%	189 56% Yabc	8 12% Yb*	- 17% *	16 17% Yb*	136 35% e	44 12%			
The Conservative Party	176 16%	91 17%	84 15%	33 10%	55 14%	88 24% DE	94 15%	82 17%	33 13%	51 18%	43 17%	29 19% *	10 19% **	9 10% *	62 16%	114 16%	117 16%	59 17%	31 16%	45 16%	39 14%	52 21%	161 17% X	13 9%	129 75% Zabc	10 3%	3 5% *	10 8% *	4 4% *	50 13%	94 27% d			
Reform UK	160 15%	103 20% C	56 10%	38 12%	57 15%	65 18% D	60 10%	101 21% G	52 20% JL	37 13%	40 16%	13 9% *	6 12% **	12 13% *	32 8%	128 18% O	111 15%	49 14%	37 20% V	47 16%	38 14%	29 12%	148 16% X	8 6%	12 7%	13 4%	2 3% *	81 65% YZac*	10 11% Z*	23 6%	93 27% d			
The Liberal Democrats	62 6%	29 5%	31 6%	22 7%	24 6%	15 4%	44 7% H	18 4%	9 4%	11 4%	23 9% U	12 8% *	2 4% **	6 6% *	27 7%	35 5%	46 6%	16 5%	8 4%	12 4%	24 8%	17 7%	52 6%	10 7%	9 5%	13 4%	30 43% YZbc*	1 1% *	2 2% *	28 7%	15 4%			
The Green Party	52 5%	24 5%	27 5%	27 8% F	23 6% F	2 1%	38 6% H	15 3%	11 4%	16 6%	12 5%	9 6% *	2 3% **	4 4% *	21 5%	31 4%	32 4%	20 6%	10 5%	15 5%	14 5%	11 4%	41 4%	11 7%	2 1%	9 3%	- 1% *	2 1% *	23 24% YZab*	22 6%	9 2%			
Other	42 4%	16 3%	24 4%	10 3%	19 5%	13 4%	17 3%	25 5%	7 3%	14 5%	9 3%	3 2% *	1 2% **	8 8% IL*	14 4%	28 4%	24 3%	18 5%	14 7% V	11 4% V	12 4% V	1 0%	33 4%	6 4%	- 2%	8 2%	1 2% *	7 5% Y*	7 7% Y*	11 3%	13 4%			
Don't know	346 32%	128 24%	212 39% B	94 28%	145 37% D	107 30%	197 32%	149 32%	81 32%	100 35%	76 31%	37 24% *	19 36% **	33 35% *	106 27%	240 34% O	225 31%	122 34%	63 33% V	97 33% V	90 32% V	55 22%	305 33%	42 29%	16 10%	94 28% Y	24 35% Yb*	25 20% Y*	33 34% Yb*	117 30%	82 23%			

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(*)

PUBLIC

Spring Statement

Adults 18-75 GB

Q6.1. How confident, if at all, are you that the Labour party - Summary

All Adults aged 18-75 in Great Britain

	Q6.1. How confident, if at all, are you that the Labour party	
	...have a good long-term economic plan for Britain?	...have a good plan for changing Britain generally?
	(A)	(B)
Unweighted base	1087	1087
Weighted base	1087	1087
Very confident	82 8%	89 8%
Fairly confident	290 27%	301 28%
Not very confident	280 26%	269 25%
Not at all confident	331 30%	321 30%
Don't know	103 10%	108 10%

NET: Very/fairly confident (1/2)	372 34%	390 36%
NET: Not very/ not at all confident (3/4)	612 56% B	590 54%

in line with the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

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

Q6.1. How confident, if at all, are you that the Labour party - ...have a good long-term economic plan for Britain?

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
Very confident	82 8%	61 12% C	21 4%	51 16% EF	21 5%	10 3%	58 9% H	24 5%	19 7%	19 6%	17 7%	18 11% *	5 10% **	5 5% *	55 14% P	26 4%	68 9% R	14 4%	9 5%	15 5%	20 7%	36 15% STU	58 6%	23 16% W	8 5%	58 17% Yabc	4 6% *	3 2% *	2 3% *	41 11% e	20 6%
Fairly confident	290 27%	143 27%	146 27%	113 34% EF	93 24%	84 23%	195 32% H	95 20%	65 25%	74 26%	58 24%	58 38% UKN*	14 27% **	22 24% *	136 35% P	154 22%	207 28%	83 23%	35 18%	78 27%	82 29% S	87 35% S	231 25%	56 39% W	27 16%	154 46% Yabc	20 30% Yb*	9 7% *	30 31% Yb*	153 40% e	51 15%
Not very confident	280 26%	138 26%	136 25%	65 20%	106 27% D	109 30% D	157 26% D	123 26%	67 26%	72 25%	68 28%	32 21% *	11 21% **	30 32% *	83 21% D	197 28% O	186 25%	95 27%	44 23%	86 29%	67 24%	60 24%	249 27%	30 21%	60 35% Zb	69 21%	22 33% Z*	28 22% *	27 28% *	91 23%	100 29%
Not at all confident	331 30%	167 32%	156 29%	66 20%	125 32% D	141 39% D	153 25% D	179 38% G	83 33% L	97 34% L	76 31% L	30 20% *	17 32% **	28 30% *	84 22% O	248 35% O	209 29%	122 34%	79 42% TV	86 30% V	91 32% V	50 20%	305 33% X	23 16% Zac	75 44% Zac	36 11%	14 20% *	82 65% YZac*	26 27% Z*	74 19%	170 49% d
Don't know	103 10%	19 4%	83 15% B	36 11% F	48 12% F	19 5%	51 8% D	52 11%	21 8%	26 9%	28 11%	15 10% *	5 10% **	9 10% *	31 8% D	73 10% O	62 8%	41 12%	23 12%	27 9%	22 8%	16 6%	91 10%	13 9%	1 0%	19 6% Y	8 12% Yb*	4 4% *	10 11% Y*	29 7% e	9 3%

NET: Very/fairly confident (1/2)	372 34%	204 39% C	167 31%	164 50% EF	114 29%	94 26%	253 41% H	119 25%	84 33%	92 32%	75 30%	76 49% UKN*	19 37% **	26 28% *	191 49% P	181 26% R	276 38% R	97 27%	43 23%	93 32%	102 36% S	123 49% STU	289 31%	79 55% W	35 20% b	212 63% Yabc	24 36% Yb*	12 9% *	32 34% Yb*	194 50% e	71 20%
NET: Not very/ not at all confident (3/4)	612 56%	305 58%	292 54%	131 39% D	231 59% D	250 69% DE	310 50% D	301 64% G	151 59% L	169 59% L	144 59% L	63 41% *	28 53% **	57 62% L*	167 43% O	445 64% O	395 54%	217 61% Q	123 65% V	172 59% V	158 56% V	110 44%	554 59% X	53 37% Zac	136 79% Zac	105 31%	36 53% Z*	109 87% Zac*	53 55% Z*	165 42%	270 77% d

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(*)

Q6.1. How confident, if at all, are you that the Labour party - ...have a good plan for changing Britain generally?

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
Very confident	89 8%	64 12% C	25 5%	58 17% EF	22 6%	9 2%	69 11% H	20 4%	20 8%	16 6%	21 8%	20 13% J*	5 9%	7 7% *	55 14% P	34 5%	76 10% R	13 4%	8 4%	17 6%	22 8%	41 16% STU	65 7%	24 17% W	9 5%	61 18% Yabc	3 5% *	4 3% *	5 6% *	47 12% e	17 5%
Fairly confident	301 28%	151 29%	146 27%	108 33% E	98 25%	96 26%	201 33% H	99 21%	64 25%	83 29%	59 24%	58 38% IKN*	15 30% **	21 22% *	141 36% P	160 23%	211 29%	89 25%	38 20%	79 27%	85 30%	88 35% S	238 26%	59 41% W	32 19%	158 47% Ybc	26 38% Yb*	11 9% *	27 28% b*	159 41% e	57 16%
Not very confident	269 25%	124 23%	142 26%	72 22%	95 24%	102 28%	151 25%	117 25%	65 26%	66 23%	65 27%	31 20% *	12 22% **	30 32% *	80 21% O	188 27% O	174 24%	94 27%	44 23%	82 28%	68 24%	54 22%	238 25%	29 20%	66 38% zb	59 17%	20 29% z*	30 24% *	25 27% *	86 22%	99 28%
Not at all confident	321 30%	169 32%	143 26%	57 17% D	130 33% D	134 37% D	138 22% G	184 39% G	84 33% L	93 32% L	73 30% L	29 19% *	15 29% **	27 29% *	79 20% O	243 35% O	206 28%	115 32%	75 40% V	87 30% V	86 30% V	49 20%	301 32% X	18 12% Za	64 37% Za	36 11%	14 20% *	78 62% YZac*	28 29% Z*	69 18% d	166 47%
Don't know	108 10%	21 4%	85 16% B	37 11% F	49 12% F	22 6%	55 9%	53 11%	22 9%	29 10%	28 11%	16 10% *	5 10% **	8 9% *	34 9%	74 11%	65 9%	43 12%	26 13%	27 9%	22 8%	19 7%	92 10%	15 10%	1 0%	22 7% Y	6 8% Y*	3 3% *	10 10% Yb*	27 7% e	11 3%

NET: Very/fairly confident (1/2)	390 36%	214 41% C	171 32%	165 50% EF	120 30%	104 29%	271 44% H	119 25%	84 33%	100 35%	80 32%	78 51% IKN*	20 39% **	28 30% *	196 50% P	193 28%	287 39% R	102 29%	45 24%	96 33%	107 38% S	128 51% STU	303 32%	83 57% W	41 24% b	219 65% Yabc	29 43% Yb*	15 12% *	32 34% b*	205 53% e	74 21%
NET: Not very/ not at all confident (3/4)	590 54%	293 55%	286 53%	129 39% D	225 57% D	236 65% D	289 47% G	301 64% G	149 59% L	159 55% L	139 56% L	60 39% *	27 51% **	57 61% L*	159 41% O	431 62% O	380 52%	209 59%	119 63% V	169 58% V	154 54% V	103 41%	538 58% X	47 32%	130 76% Zac	95 28%	34 49% Z*	107 85% Zac*	53 56% Z*	155 40%	266 76% d

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(*)

PUBLIC
Spring Statement
Adults 18-75 GB

Q6.2. How confident, if at all, are you that the Conservative party - Summary
All Adults aged 18-75 in Great Britain

	Q6.2. How confident, if at all, are you that the Conservative party	
	...have a good long-term economic plan for Britain?	...have a good plan for changing Britain generally?
	(A)	(B)
Unweighted base	1087	1087
Weighted base	1087	1087
Very confident	79 7%	78 7%
Fairly confident	234 22%	221 20%
Not very confident	288 27%	298 27%
Not at all confident	372 34%	376 35%
Don't know	114 11%	113 10%

NET: Very/fairly confident (1/2)	313 29%	299 28%
NET: Not very/ not at all confident (3/4)	660 61%	674 62%

nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

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

J-24-089497-11 - 14th - 17th March 2025
PUBLIC
Spring Statement
Adults 18-75 GB

Q6.2. How confident, if at all, are you that the Conservative party - ...have a good long-term economic plan for Britain?
All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
Very confident	79 7%	57 11% C	22 4%	38 12% EF	21 5%	19 5%	50 8%	29 6%	11 4%	18 6%	21 9%	19 13% IN*	5 10% **	3 4% *	47 12% P	32 5%	60 8%	19 5%	13 7%	11 4%	14 5%	40 16% STU	54 6%	25 17% W	31 18% Zabc	23 7%	3 4% *	8 6% *	5 6% *	25 6%	37 11%
Fairly confident	234 22%	112 21%	121 22%	79 24%	71 18%	83 23%	117 19%	116 25%	48 19%	64 22%	55 22%	43 28% N*	11 22% **	13 14% *	79 20%	155 22%	171 23%	62 18%	51 27% TU	50 17%	51 18%	71 28% TU	201 22%	33 23%	99 58% Zabc	45 13%	14 20% *	31 25% Zc*	11 12% *	81 21%	93 27%
Not very confident	288 27%	151 29%	135 25%	67 20%	110 28% D	111 31% D	184 30% H	104 22%	57 22%	77 27%	72 29%	40 26% *	15 28% **	28 30% *	103 26%	185 27%	196 27%	92 26%	34 18%	92 32% S	88 31% S	57 23%	244 26%	41 28%	33 19%	98 29% Y	20 29% *	45 36% Yc*	19 20% *	90 23%	108 31% d
Not at all confident	372 34%	181 34%	179 33%	108 33%	144 37%	119 33%	204 33%	167 35%	106 42% KL	97 34%	73 30%	37 24% *	19 36% **	39 42% KL*	130 33%	242 35%	233 32%	139 39% Q	69 36%	103 35%	107 38% V	69 28%	341 36% X	28 19%	6 3%	156 46% Yb	24 35% Y*	34 27% Y*	50 52% Yb*	166 43% e	93 27%
Don't know	114 11%	27 5%	85 16% B	39 12%	47 12%	29 8%	58 9%	56 12%	32 12%	31 11%	25 10%	14 9% *	2 5% **	9 10% *	30 8%	84 12% O	72 10%	43 12%	24 12% V	36 12% V	22 8%	13 5%	94 10%	19 13%	2 1%	15 4%	8 12% YZ*	8 6% *	10 10% Y*	26 7%	19 5%

NET: Very/fairly confident (1/2)	313 29%	168 32%	143 26%	118 36% E	93 24%	102 28%	168 27%	145 31%	60 23%	82 29% N	76 31% N	62 41% UN*	16 32% **	16 17% *	126 32%	187 27%	232 32% R	81 23%	63 33% TU	61 21%	65 23%	110 44% STU	256 27%	57 40% W	130 76% Zabc	68 20%	16 24% *	39 31% Z*	17 18% *	105 27%	130 37% d
NET: Not very/ not at all confident (3/4)	660 61%	333 63%	314 58%	175 53%	254 65% D	231 64% D	388 63%	271 57%	164 64% L	174 60%	145 59%	77 50% *	33 64% **	67 72% KL*	233 60%	427 61%	429 59%	231 65%	103 54%	195 67% SV	195 69% SV	126 51%	585 63% X	69 47%	39 23%	254 75% Yb	44 64% Y*	79 63% Y*	69 72% Y*	256 66% e	202 58%

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(*)

Q6.2. How confident, if at all, are you that the Conservative party - ...have a good plan for changing Britain generally?

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
Very confident	78 7%	52 10% C	27 5%	44 13% EF	15 4%	19 5%	50 8%	29 6%	16 6%	13 4%	22 9%	21 14% IUN*	3 5% **	3 3% *	41 10% P	37 5%	65 9% R	13 4%	14 7%	12 4%	14 5%	38 15% STU	56 6%	22 15% W	34 20% Zabc	18 5%	4 5% *	3 2% *	5 5% *	25 6%	27 8%
Fairly confident	221 20%	110 21%	111 20%	73 22%	76 19%	73 20%	118 19%	103 22%	45 18%	59 21%	47 19%	42 27% *	13 26% **	14 15% *	83 21%	139 20%	163 22% R	58 16%	42 22% T	39 13%	58 21%	71 28% T	187 20%	33 22%	92 54% Zabc	49 15%	13 19% *	28 23% *	12 13% *	81 21%	93 27%
Not very confident	298 27%	156 30%	139 26%	76 23%	109 28%	112 31% D	182 30%	116 25%	65 26%	79 27%	72 29%	40 26% *	17 33% **	25 27% *	98 25%	200 29%	197 27%	101 29%	45 23%	95 32% V	84 30%	55 22%	250 27%	46 32%	37 22%	91 27%	15 21% *	50 40% YZac*	23 24% *	84 22%	112 32% d
Not at all confident	376 35%	184 35%	182 33%	99 30%	151 38% D	127 35%	209 34%	167 35%	101 40% L	101 35% L	81 33%	36 23% *	17 33% **	41 44% L*	136 35%	240 34%	240 33%	136 38%	65 34%	112 38% V	101 36%	71 29%	344 37% X	28 19%	6 3%	163 48% Yb	28 41% Yb*	31 24% Y*	49 51% Yb*	172 44% e	96 27%
Don't know	113 10%	28 5%	85 16% B	39 12%	43 11%	32 9%	56 9%	57 12%	28 11%	36 12%	24 10%	15 9% *	2 4% **	9 10% *	32 8%	81 12%	67 9%	46 13%	24 13% V	34 12% V	25 9%	14 6%	96 10%	17 11%	2 1%	16 5%	9 13% YZ*	14 11% YZ*	7 7% Y*	27 7%	22 6%

NET: Very/fairly confident (1/2)	299 28%	161 30%	137 25%	117 35% EF	91 23%	91 25%	168 27%	132 28%	62 24%	72 25%	70 28%	63 41% IUN*	16 31% **	17 18% *	123 32% P	176 25%	229 31% R	71 20%	56 30% T	51 18%	72 26% T	109 44% STU	243 26%	54 37% W	126 73% Zabc	66 20%	17 24% *	31 25% *	16 17% *	106 27%	120 34%
NET: Not very/ not at all confident (3/4)	674 62%	340 64%	320 59%	175 53%	260 66% D	239 66% D	391 64%	283 60%	166 65% L	180 62% L	153 62% L	76 50% *	34 65% **	66 71% L*	234 60%	441 63%	437 60%	238 67% Q	110 58%	207 71% SV	185 66% V	127 51%	594 64% X	74 51%	43 25%	254 76% Yab	43 63% Y*	81 64% Y*	72 75% Y*	255 66%	208 59%

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(*)

	Q6.3. How confident, if at all, are you that Reform UK	
	...have a good long-term economic plan for Britain?	...have a good plan for changing Britain generally?
	(A)	(B)
Unweighted base	1087	1087
Weighted base	1087	1087
Very confident	108 10%	147 14% A
Fairly confident	213 20%	222 20%
Not very confident	195 18%	179 16%
Not at all confident	433 40% B	410 38%
Don't know	138 13%	129 12%

NET: Very/fairly confident (1/2)	322 30%	369 34% A
NET: Not very/ not at all confident (3/4)	628 58% B	589 54%

Q6.3. How confident, if at all, are you that Reform UK - ...have a good long-term economic plan for Britain?

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
Very confident	108 10%	72 14% C	35 6%	48 15% EF	28 7%	32 9%	54 9%	54 12%	29 11%	22 8%	23 10%	21 14% *	1 2% **	11 12% *	37 9%	71 10%	84 11% R	24 7%	26 14%	24 8%	24 8%	33 13%	89 10%	19 13%	21 12%	23 7%	4 6% *	34 27% YZac*	7 7% *	27 7%	27 16% d
Fairly confident	213 20%	127 24% C	85 16%	71 21%	84 21%	59 16%	106 17%	108 23% G	55 22%	48 17%	60 25% N	30 20% *	9 16% **	12 13% *	67 17%	147 21%	160 22% R	53 15%	46 24% T	44 15%	50 18%	57 23%	183 20%	26 18%	45 26% Za	40 12%	9 13% *	64 51% YZac*	14 14% *	52 13%	104 30% d
Not very confident	195 18%	96 18%	97 18%	62 19%	71 18%	62 17%	113 18%	81 17%	37 15%	48 17%	36 15%	45 29% UKN*	15 30% **	13 14% *	72 19%	122 18%	136 19%	59 17%	26 14%	54 19%	50 18%	51 21%	159 17%	35 24%	44 26% abc	72 22% ac	6 9% *	17 13% *	7 8% *	56 14%	68 19%
Not at all confident	433 40%	195 37%	226 42%	111 34%	154 39%	168 46% D	271 44% H	162 34%	96 38%	125 44% L	98 40% L	43 28% *	25 48% **	45 49% L*	176 45% P	257 37%	266 36%	167 47% Q	64 34%	122 42%	133 47% SV	89 36%	381 41%	49 34%	50 29% b	173 52% yb	45 66% YZb*	2 2% *	56 59% yb*	228 59% e	86 25%
Don't know	138 13%	38 7%	99 18% B	39 12%	57 14%	42 12%	71 12%	67 14%	38 15%	44 15%	28 11%	15 10% *	2 4% **	12 13% *	37 9%	101 14% O	86 12%	52 15%	27 14% V	47 16% UV	25 9%	19 8%	122 13%	15 11%	12 7%	27 8%	4 6% *	8 7% *	11 12% *	25 6%	37 11%

NET: Very/fairly confident (1/2)	322 30%	200 38% C	120 22%	119 36% F	112 28%	91 25%	159 26%	162 34% G	84 33%	70 24%	84 34% J	51 33% *	10 18% **	23 25% *	103 27%	218 31%	245 33% R	77 22%	72 38% TU	69 24%	74 26%	90 36% TU	271 29%	46 32%	65 38% Zac	64 19%	13 19% *	98 78% YZac*	20 21% *	79 20%	160 45% d
NET: Not very/ not at all confident (3/4)	628 58%	291 55%	323 60%	173 52%	225 57%	229 63% D	384 63% H	243 51%	133 52%	173 60%	135 55%	88 57% *	41 78% **	58 62% *	249 64% P	379 54%	402 55%	226 64% Q	91 48%	176 60% S	183 65% S	141 56%	540 58%	84 58%	94 55% b	245 73% Yb	51 75% Yb*	19 15% *	64 67% b*	284 73% e	154 44%

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(*)

Q6.3. How confident, if at all, are you that Reform UK - ...have a good plan for changing Britain generally?

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
Very confident	147 14%	100 19% C	46 9%	57 17% E	42 11%	48 13%	70 11%	76 16%	36 14%	37 13%	37 15%	21 14% *	3 5% **	13 14% *	46 12%	101 14%	114 16% R	32 9%	31 16%	34 12%	32 11%	44 18%	129 14%	16 11%	24 14%	26 8%	3 5% *	56 45% YZac*	11 12% *	31 8%	81 23% d
Fairly confident	222 20%	127 24% C	96 18%	77 23%	85 22%	60 16%	112 18%	111 23%	56 22%	46 16%	54 22%	35 23% *	16 32% **	16 17% *	75 19%	147 21%	160 22%	62 17%	42 22%	48 17%	60 21%	62 25% T	190 20%	30 21%	52 30% Zac	53 16%	11 16% *	52 42% Zac*	11 11% *	53 14%	106 30% d
Not very confident	179 16%	83 16%	93 17%	58 18%	60 15%	61 17%	99 16%	81 17%	46 18%	43 15%	35 14%	42 28% JKN*	6 11% **	8 9% *	53 14%	126 18%	118 16%	62 17%	32 17%	59 20%	42 15%	36 14%	145 15%	34 23% W	37 22% abc	62 19% ab	4 6% *	11 9% *	9 9% *	56 15%	54 16%
Not at all confident	410 38%	185 35%	214 39%	100 30%	151 38% D	158 44% D	266 43% H	144 31%	84 33%	123 43% IL	95 39% L	41 27% *	25 48% **	42 46% L*	177 46% P	233 33%	257 35%	153 43% Q	61 32%	108 37%	126 45% S	88 35%	357 38%	50 34%	45 26% b	170 51% yb	45 66% YZb*	2 2% *	53 56% Yb*	218 56% e	81 23%
Don't know	129 12%	34 6%	94 17% B	39 12%	55 14%	36 10%	69 11%	61 13%	34 13%	39 14%	26 11%	14 9% *	2 4% **	13 14% *	37 10%	92 13%	83 11%	46 13%	24 13%	43 15% UV	23 8%	19 8%	113 12%	16 11%	14 8%	24 7%	5 7% *	3 3% *	11 12% b*	29 7%	29 8%

NET: Very/fairly confident (1/2)	369 34%	226 43% C	142 26%	134 40% EF	127 32%	108 30%	182 30%	187 40% G	91 36%	83 29%	91 37%	56 36% *	19 37% **	29 31% *	121 31%	248 35%	275 38% R	94 27%	73 38% T	82 28%	92 33%	106 43% TU	319 34%	46 31%	75 44% Zac	80 24%	14 21% *	109 86% YZac*	22 23% *	84 22%	187 53% d
NET: Not very/ not at all confident (3/4)	589 54%	269 51%	306 56%	159 48%	212 54%	219 60% D	364 59% H	225 48%	130 51%	166 58%	129 53%	83 54% *	30 59% **	50 54% *	230 59% P	359 51%	375 51%	214 60% Q	93 49%	167 57%	168 59% S	124 50%	502 54%	83 58%	82 48% b	232 69% Yb	49 72% Yb*	14 11% *	62 65% Yb*	275 71% e	135 39%

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(*)

PUBLIC

Spring Statement

Adults 18-75 GB

Q6.4. How confident, if at all, are you that The Liberal Democrats - Summary

All Adults aged 18-75 in Great Britain

	Q6.4. How confident, if at all, are you that The Liberal Democrats	
	...have a good long-term economic plan for Britain?	...have a good plan for changing Britain generally?
	(A)	(B)
Unweighted base	1087	1087
Weighted base	1087	1087
Very confident	62 6%	56 5%
Fairly confident	214 20%	263 24% A
Not very confident	344 32% B	316 29%
Not at all confident	267 25%	262 24%
Don't know	199 18%	190 17%

NET: Very/fairly confident (1/2)	277 25%	319 29% A
NET: Not very/ not at all confident (3/4)	612 56% B	578 53%

nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

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

J-24-089497-11 - 14th - 17th March 2025
PUBLIC
Spring Statement
Adults 18-75 GB

Q6.4. How confident, if at all, are you that The Liberal Democrats - ...have a good long-term economic plan for Britain?
All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
Very confident	62 6%	43 8% C	18 3%	35 11% F	25 6% F	2 1%	46 8% H	16 3%	12 5%	16 6%	10 4%	16 11% K*	4 8% **	4 4% *	36 9% P	26 4%	49 7%	13 4%	8 4%	8 3%	14 5%	32 13% STU	44 5%	18 12% W	15 9%	22 7%	8 12% b*	3 2% *	6 6% *	28 7%	16 4%
Fairly confident	214 20%	116 22%	98 18%	93 28% EF	65 17%	57 16%	131 21%	83 18%	52 21%	48 17%	52 21%	41 27% J*	8 16% **	13 15% *	96 25% P	118 17%	158 22% R	56 16%	37 20%	41 14%	68 24%	64 26% T	173 19%	40 28% W	25 15%	84 25% Yb	32 47% Yzbc*	16 13% *	18 19% *	91 23% e	45 13%
Not very confident	344 32%	170 32%	171 32%	95 29%	120 31%	129 36%	217 35% H	127 27%	73 29%	93 32%	78 32%	47 31% *	23 43% **	30 33% *	113 29%	231 33%	227 31%	117 33%	52 27%	107 37% V	101 36%	68 27%	292 31%	52 36%	72 42% ab	128 38% ab	16 23% *	29 23% *	30 31% *	150 39%	113 32%
Not at all confident	267 25%	145 27% C	114 21%	56 17% D	105 27% D	106 29% D	122 20%	145 31% G	71 28% L	78 27%	58 24%	27 18% *	12 23% **	21 23% *	88 23%	180 26%	175 24%	92 26%	60 31% U	78 27% U	52 19%	55 22%	247 26% X	17 11% Za	45 26% Za	50 15%	6 8% *	62 50% YZac*	26 27% Za*	63 16%	135 38% d
Don't know	199 18%	55 10%	140 26% B	52 16%	78 20%	69 19%	98 16%	101 21% G	47 18%	53 19%	48 19%	22 15% *	5 10% **	24 26% *	55 14%	143 21% O	123 17%	76 21%	33 18%	57 20%	47 17%	31 12%	177 19%	18 13%	14 8%	51 15%	7 10% *	16 12% *	17 17% *	56 15%	43 12%

NET: Very/fairly confident (1/2)	277 25%	159 30% C	117 22%	128 39% EF	90 23%	59 16%	177 29% H	99 21%	64 25%	64 22%	62 25%	57 37% UKN*	12 24% **	17 18% *	132 34% P	144 21%	207 28% R	69 20%	45 24%	49 17%	82 29% T	96 38% STU	218 23%	58 40% W	40 24%	107 32% b	40 59% Yzbc*	19 15% *	23 25% *	119 31% e	60 17%
NET: Not very/ not at all confident (3/4)	612 56%	315 60% C	286 53%	151 46%	226 57% D	235 65% D	340 55%	272 58%	144 57%	171 59%	136 55%	74 48% *	35 67% **	52 56% *	201 52%	410 59% O	402 55%	209 59%	112 59%	185 64% V	154 55%	123 49%	540 58% X	69 47% Za	117 68% Za	178 53% a	21 31% *	91 73% Za*	55 58% a*	213 55%	248 71% d

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(*)

Q6.4. How confident, if at all, are you that The Liberal Democrats - ...have a good plan for changing Britain generally?

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
Very confident	56 5%	46 9% C	9 2%	37 11% EF	16 4% F	2 1%	39 6%	16 3%	9 4%	12 4%	12 5%	16 10% IJ*	1 2% **	5 5% *	37 10% P	18 3%	44 6%	12 3%	7 4%	6 2%	12 4%	28 11% STU	44 5%	11 8%	11 6%	22 7%	10 14% Zb*	3 2% *	5 6% *	22 6%	21 6%
Fairly confident	263 24%	135 26%	127 23%	105 32% EF	92 23%	67 18%	164 27%	99 21%	63 25%	65 23%	63 26%	44 29% N*	13 25% **	15 16% *	108 28%	155 22%	188 26%	75 21%	43 23%	63 22%	82 29%	69 28%	208 22%	53 36% W	39 23%	97 29%	40 58% YZbc*	19 15% *	28 22% b*	127 33% e	48 14%
Not very confident	316 29%	152 29%	161 30%	86 26%	104 26%	126 35% DE	192 31%	124 26%	66 26%	85 30%	70 28%	46 30% *	21 40% **	29 32% *	106 27%	211 30%	206 28%	110 31%	48 25%	97 33%	89 31%	63 25%	267 29%	49 34%	60 35% ab	119 35% ab	10 15% *	28 22% *	23 24% *	128 33%	108 31%
Not at all confident	262 24%	148 28% C	107 20%	54 16%	107 27% D	101 28% D	123 20%	139 29% G	71 28%	74 26%	54 22%	28 18% *	12 23% **	23 25% *	84 22%	178 25%	175 24%	87 25%	58 31% U	74 25%	53 19%	59 24%	247 26% X	11 8%	47 27% Za	49 15%	6 8% *	63 50% YZac*	26 27% Za*	63 16%	134 38% d
Don't know	190 17%	49 9%	137 25% B	49 15%	75 19%	67 18%	96 16%	94 20%	45 18%	51 18%	47 19%	20 13% *	5 10% **	21 22% *	54 14%	136 20% O	120 16%	71 20%	34 18%	52 18%	46 16%	30 12%	167 18%	20 14%	14 8%	49 15% a	3 4% *	14 11% *	14 15% a*	48 12%	41 12%
NET: Very/fairly confident (1/2)	319 29%	180 34% C	136 25%	142 43% EF	108 27% F	69 19%	204 33% H	115 24%	73 29%	77 27%	75 30%	60 39% JN*	14 27% **	20 21% *	145 37% P	174 25%	232 32% R	87 25%	50 26%	69 24%	94 33% T	97 39% ST	253 27%	64 44% W	50 29% b	118 35% b	50 72% YZbc*	21 17% *	33 34% b*	149 38% e	69 20%
NET: Not very/ not at all confident (3/4)	578 53%	300 57% C	269 50%	140 42%	211 54% D	227 63% DE	315 51%	264 56%	137 54%	159 55%	124 50%	73 48% *	33 63% **	52 57% *	190 49%	388 56% O	381 52%	197 56%	106 56%	171 59%	142 50%	122 49%	514 55% X	60 42%	107 63% Za	168 50% a	16 24% *	91 72% Zac*	49 51% a*	191 49%	241 69% d

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(*)

J-24-089497-11 - 14th - 17th March 2025

PUBLIC

Spring Statement

Adults 18-75 GB

Q7. How likely, if at all, do you think the Labour party will be to do each of the following over the next year? - Summary

All Adults aged 18-75 in Great Britain

	Q7. How likely, if at all, do you think the Labour party will be to do each of the following over the next year?	
	Increase spending on public services	Increase taxes that you personally pay
	(A)	(B)
Unweighted base	1087	1087
Weighted base	1087	1087
Very likely	134 12%	331 30% A
Fairly likely	318 29%	440 40% A
Not very likely	350 32% B	143 13%
Not likely at all	137 13% B	54 5%
Don't know	149 14% B	119 11%

NET: Very/ fairly likely (1/2)	452 42%	770 71% A
NET: Not very/ not at all likely (3/4)	487 45% B	198 18%

nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

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

Q7. How likely, if at all, do you think the Labour party will be to do each of the following over the next year? - Increase spending on public services

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave	
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326	
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351	
Very likely	134	83	52	64	36	34	82	52	24	38	24	36	6	7	62	72	103	31	19	28	30	48	103	30	23	48	2	19	8	40	52	
	12%	16%	10%	19%	9%	9%	13%	11%	9%	13%	10%	23%	12%	7%	16%	10%	14%	9%	10%	10%	11%	19%	11%	20%	14%	14%	3%	15%	9%	10%	15%	
		C		EF								UKN*	**	*	P		R					STU	W	a	a	*	a*	*				
Fairly likely	318	167	149	123	102	92	197	120	82	80	71	51	11	23	139	179	219	99	49	74	81	99	253	62	44	133	23	24	25	136	73	
	29%	32%	27%	37%	26%	25%	32%	25%	32%	28%	29%	34%	21%	25%	36%	26%	30%	28%	26%	26%	29%	40%	27%	43%	26%	40%	33%	19%	26%	35%	21%	
				EF			H					*	**	*	P							STU	W		Ybc	b*	*	*	e			
Not very likely	350	176	168	78	131	141	195	155	82	89	80	34	27	38	110	240	229	121	53	105	101	75	318	29	78	99	24	38	35	136	128	
	32%	33%	31%	24%	33%	39%	32%	33%	32%	31%	32%	22%	53%	41%	28%	34%	31%	34%	28%	36%	36%	30%	34%	20%	46%	29%	36%	30%	37%	35%	36%	
				D	D	D						*	**	L*								X		Zb			*	*	*			
Not likely at all	137	63	69	38	62	37	59	78	35	32	34	13	4	19	42	94	94	43	33	37	37	19	124	11	16	24	7	28	17	35	59	
	13%	12%	13%	11%	16%	10%	10%	17%	14%	11%	14%	8%	8%	21%	11%	14%	13%	12%	18%	13%	13%	7%	13%	8%	9%	7%	11%	22%	18%	9%	17%	
				G				G				*	**	JL*					V								*	YZ*	Z*		d	
Don't know	149	40	104	28	62	58	81	68	32	50	38	20	4	6	36	113	88	60	36	48	32	10	135	13	10	32	12	16	10	40	39	
	14%	8%	19%	9%	16%	16%	13%	14%	13%	17%	15%	13%	7%	7%	9%	16%	12%	17%	19%	16%	11%	4%	14%	9%	6%	10%	17%	13%	10%	10%	11%	
			B		D	D				N		*	**	*	O		Q		V	V	V						Y*	*	*			
NET: Very/ fairly likely (1/2)	452 42%	249 47% C	200 37%	187 56% EF	139 35%	126 35%	280 46% H	172 36%	106 42%	117 41%	95 38%	87 57% UKN*	17 32% **	30 32% *	201 52% P	251 36%	321 44% R	130 37%	68 36%	103 35%	111 39%	147 59% STU	356 38%	91 63% W	68 40%	181 54% Yabc	25 37% *	43 34% *	33 35% *	176 45% e	125 36%	
NET: Not very/ not at all likely (3/4)	487 45%	239 45%	237 44%	116 35%	192 49% D	178 49% D	254 41% H	233 49% G	117 46% L	121 42% L	114 46% L	47 30% *	32 61% **	57 61% UKL*	152 39% O	334 48% O	323 44%	164 46%	86 45%	142 49% V	139 49% V	93 37%	442 47% X	40 28%	94 55% Z	122 36%	32 47% *	66 53% Z*	52 55% Z*	171 44%	187 53% d	

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(*)

Q7. How likely, if at all, do you think the Labour party will be to do each of the following over the next year? - Increase taxes that you personally pay

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
Very likely	331 30%	173 33%	155 29%	85 26%	120 31%	126 35% D	174 28%	157 33%	74 29%	84 29%	87 35%	41 26% *	16 31% **	29 31% *	111 28%	220 32%	231 32%	99 28%	58 31%	81 28%	84 30%	83 33%	296 32% X	32 22%	81 47% Zc	54 16%	23 34% Z*	66 53% Zac*	20 21% *	86 22%	161 46% d
Fairly likely	440 40%	210 40%	224 41%	134 40%	151 38%	155 43%	257 42%	183 39%	106 42%	116 40%	93 38%	63 41% *	17 33% **	45 49% *	163 42%	277 40%	295 40%	144 41%	69 36%	130 45%	110 39%	106 42%	371 40%	66 45%	71 41% b	175 52% b	30 45% b*	34 27% *	44 46% b*	184 47% e	121 35%
Not very likely	143 13%	78 15%	61 11%	53 16%	51 13%	39 11%	92 15%	51 11%	30 12%	36 13%	25 10%	29 19% K*	15 29% **	8 8% *	55 14%	88 13%	100 14%	43 12%	28 15%	27 9%	46 16% T	34 14%	118 13%	24 16%	14 8%	60 18% Yb	7 11% *	9 8% *	19 20% Yb*	63 16% e	30 8%
Not likely at all	54 5%	29 5%	21 4%	28 8% F	20 5% F	6 2%	29 5%	26 5%	18 7%	13 5%	12 5%	5 4% *	1 1% **	4 4% *	23 6%	31 4%	34 5%	21 6%	13 7%	13 5%	17 6%	11 4%	46 5%	8 6%	3 2%	14 4%	1 1% *	8 7% *	4 4% *	18 5%	13 4%
Don't know	119 11%	38 7%	80 15% B	32 10%	51 13%	36 10%	63 10%	56 12%	27 10%	38 13%	28 11%	16 10% *	3 6% **	7 8% *	37 10%	82 12%	72 10%	47 13%	23 12%	40 14% V	25 9%	16 6%	104 11%	15 10%	3 2%	33 10% Y	6 9% Y*	8 6% *	7 8% Y*	37 9%	26 7%

NET: Very/ fairly likely (1/2)	770 71%	384 73%	380 70%	219 66%	271 69%	281 77% DE	431 70%	339 72%	180 71%	200 70%	180 73%	103 67% *	33 64% **	74 79% *	273 70%	497 71%	527 72%	243 69%	127 67%	211 72%	194 69%	189 76%	666 71%	98 68%	151 88% Zc	229 68%	54 79% *	100 79% Z*	65 68% *	270 70%	283 81% d
NET: Not very/ not at all likely (3/4)	198 18%	107 20%	82 15%	81 24% F	71 18%	46 13%	121 20%	77 16%	48 19%	49 17%	38 15%	34 22% *	16 30% **	12 13% *	79 20%	119 17%	134 18%	64 18%	41 21%	40 14%	63 22% T	45 18%	164 18%	32 22%	17 10%	74 22% Y	8 12% *	18 14% *	23 24% Y*	81 21% e	42 12%

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(*)

	Q8. To what extent, would you say you are hopeful or fearful of how announcements in the upcoming Spring Statement might impact...	
	 your own financial situation?	 the quality of public services?
	(A)	(B)
Unweighted base	1087	1087
Weighted base	1087	1087
Much more fearful	243 22% B	186 17%
Slightly more fearful	300 28%	288 27%
Equally fearful and hopeful	213 20%	220 20%
Slightly more hopeful	113 10%	144 13% A
Much more hopeful	32 3%	44 4%
It won't have any impact	71 7%	60 6%
Don't know	115 11%	145 13% A

NET: Much more/ slightly more fearful (1/2)	543 50% B	474 44%
NET: Much more/ slightly more hopefuly (4/5)	145 13%	188 17% A

nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

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

J-24-089497-11 - 14th - 17th March 2025
PUBLIC
Spring Statement
Adults 18-75 GB

Q8. To what extent, would you say you are hopeful or fearful of how announcements in the upcoming Spring Statement might impact... - your own financial situation?

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Man (B)	Woman (C)	18-34 (D)	35-54 (E)	55-75 (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)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326		
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351		
Much more fearful	243	111	126	46	101	97	123	120	69	64	61	19	13	17	73	170	151	92	55	61	68	38	219	24	48	45	17	51	20	72	110		
	22%	21%	23%	14%	26% D	27% D	20%	25%	27% L	22% L	25% L	12% *	26% **	18% *	19%	24%	21%	26%	29% V	21%	24% V	15%	23%	17%	28% Z	14%	24% Z*	41% Zac*	21% *	19%	31% d		
Slightly more fearful	300	147	149	82	109	108	159	141	60	84	69	40	18	29	111	189	203	97	50	87	73	75	266	32	64	93	19	39	24	109	109		
	28%	28%	27%	25%	28%	30%	26%	30%	23%	29%	28%	26% *	35% **	31% *	29%	27%	28%	27%	26%	30%	26%	30%	29%	22%	38%	28%	28% *	31% *	25% *	28%	31%		
Equally fearful and hopeful	213	95	116	76	68	69	128	85	49	53	50	31	9	23	76	137	150	63	30	59	63	51	177	36	31	76	17	12	23	85	63		
	20%	18%	21%	23%	17%	19%	21%	18%	19%	18%	20%	20% *	16% **	24% *	19%	20%	20%	18%	16%	20%	22%	20%	19%	25%	18%	23% b	26% b*	10% *	24% b*	22%	18%		
Slightly more hopeful	113	69	44	49	40	25	81	32	20	31	20	36	1	4	50	63	95	18	7	27	33	38	87	26	16	58	6	4	5	54	23		
	10%	13% C	8%	15% F	10%	7%	13% H	7%	8%	11%	8%	24% UKN*	2% **	4% *	13%	9%	13% R	5%	4%	9% S	12% S	15% S	9%	18% W	9%	17% Ybc	8% *	3% *	6% *	14% e	7%		
Much more hopeful	32	20	11	18	8	5	26	7	12	5	7	6	-	2	23	9	24	8	5	4	8	14	25	7	4	11	2	2	4	15	4		
	3%	4%	2%	6% EF	2%	2%	4% H	1%	5%	2%	3%	4% *	- **	3% *	6% P	1%	3%	2%	2%	1%	3%	6% T	3%	5%	3%	3%	3% *	2% *	4% *	4%	1%		
It won't have any impact	71	43	28	28	18	25	42	29	15	19	11	11	8	7	26	45	45	25	16	27	7	16	58	11	6	29	1	8	4	17	28		
	7%	8%	5%	8%	5%	7%	7%	6%	6%	7%	5%	7% *	14% **	7% *	7%	6%	6%	7%	9% U	9% U	2%	7% U	6%	8%	4%	9% a	1% *	6% *	4% *	4%	8%		
Don't know	115	45	68	32	49	33	56	59	30	32	28	10	4	11	30	85	65	50	27	28	31	17	102	8	1	22	7	9	16	35	13		
	11%	8%	13%	10%	13%	9%	9%	12%	12%	11%	11%	7% *	7% **	12% *	8%	12% O	9%	14% Q	14% V	10%	11%	7%	11%	5%	1%	7% Y	10% Y*	7% Y*	16% YZ*	9% e	4%		
NET: Much more/ slightly more fearful (1/2)	543	258	275	128	210	205	282	261	129	148	130	59	31	46	185	359	353	190	105	147	141	113	485	56	112	139	36	90	44	182	219		
	50%	49%	51%	39%	53% D	57% D	46%	55% G	50%	51% L	53% L	39% *	60% **	49% *	47%	51%	48%	54%	55%	51%	50%	45%	52% X	39%	66% Zc	41%	52% *	72% Zac*	46% *	47%	63% d		
NET: Much more/ slightly more hopefuly (4/5)	145	88	55	67	48	30	107	39	32	37	27	42	1	6	73	73	119	26	12	30	41	53	112	33	20	69	8	7	9	69	27		
	13%	17% C	10%	20% EF	12%	8%	17% H	8%	13%	13%	11%	28% UKN*	2% **	7% *	19% P	10%	16% R	7%	6%	10%	14% S	21% ST	12%	23% W	12% Ybc	21% *	12% *	5% *	10% *	18% e	8%		

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(*)

J-24-089497-11 - 14th - 17th March 2025
PUBLIC
Spring Statement
Adults 18-75 GB

Q8. To what extent, would you say you are hopeful or fearful of how announcements in the upcoming Spring Statement might impact... - the quality of public services?

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave		
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326		
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351		
Much more fearful	186 17%	101 19%	82 15%	36 11%	82 21% D	68 19% D	98 16%	88 19%	54 21% L	43 15%	40 16%	18 12% *	10 20% **	21 22% *	58 15%	128 18%	124 17%	62 18%	35 18%	46 16%	61 21% V	29 12%	167 18%	16 11%	36 21% Z	31 9%	10 14% *	48 38% YZac*	21 22% Z*	54 14%	93 27% d		
Slightly more fearful	288 27%	141 27%	142 26%	88 27%	92 23%	108 30%	166 27%	122 26%	66 26%	75 26%	70 28%	37 24% *	17 33% **	23 25% *	111 29%	177 25%	198 27%	90 25%	42 22%	70 24%	76 27%	81 33% S	252 27%	35 24%	65 38% Z	79 23%	26 37% Z*	32 26% *	30 31% *	101 26%	107 31%		
Equally fearful and hopeful	220 20%	102 19%	115 21%	74 22%	77 20%	68 19%	125 20%	95 20%	48 19%	54 19%	55 23%	35 23% *	6 12% **	21 23% *	76 20%	144 21%	142 19%	78 22%	38 20%	67 23%	56 20%	42 17%	178 19%	41 29% W	31 18%	89 27% b	10 15% *	16 13% *	22 23% *	90 23%	62 18%		
Slightly more hopeful	144 13%	84 16% C	59 11%	51 15%	55 14%	38 11%	100 16% H	45 9%	28 11%	41 14%	24 10%	39 25% UKN*	3 6% **	9 10% *	65 17% P	79 11%	109 15%	36 10%	15 8%	43 15%	35 12%	46 18% S	120 13%	25 17%	11 7%	73 22% Ybc	13 20% Ybc*	7 5% *	7 7% *	64 17% e	31 9%		
Much more hopeful	44 4%	27 5%	16 3%	29 9%	9 2%	6 2%	33 5% H	11 2%	13 5%	6 2%	9 4%	6 4% *	5 10% **	4 4% *	29 7% P	15 2%	35 5%	9 3%	6 3%	6 2%	4 1%	27 11% STU	33 4%	10 7%	5 3%	26 8%	1 1% *	3 2% *	4 5% *	25 6% e	7 2%		
It won't have any impact	60 6%	30 6%	31 6%	17 5%	21 5%	22 6%	27 4%	33 7%	11 4%	25 9%	9 4%	8 5% *	5 9% **	2 3% *	15 4%	46 7%	40 5%	20 6%	18 9% UV	19 6%	11 4%	7 3%	50 5%	8 6%	9 5%	8 2%	1 2% *	7 5% *	2 3% *	11 3%	19 5%		
Don't know	145 13%	44 8%	98 18% B	35 11%	57 14%	52 14%	66 11%	78 17% G	34 13%	43 15% L	38 16% L	11 7% *	5 10% **	13 14% *	35 9%	110 16% O	85 12%	59 17% Q	37 20% V	42 15% V	39 14% V	16 7%	134 14% X	9 6%	12 7%	30 9%	8 11% *	14 11% *	9 10% *	42 11%	32 9%		
NET: Much more/ slightly more fearful (1/2)	474 44%	242 46%	224 41%	124 38%	174 44%	176 48% D	264 43%	211 45%	120 47%	118 41%	110 45%	55 36% *	28 53% **	44 48% *	170 44%	304 44%	322 44%	152 43%	76 40%	116 40%	137 48%	111 44%	419 45% X	51 35%	102 59% Z	110 33%	35 52% Z*	80 64% Z*	51 53% Z*	156 40%	200 57% d		
NET: Much more/ slightly more hopefuly (4/5)	188 17%	112 21% C	75 14%	80 24% EF	64 16%	44 12%	133 22% H	55 12%	42 16%	47 16%	34 14%	45 29% UKN*	8 16% **	13 14% *	94 24% P	94 13%	143 20% R	45 13%	21 11%	48 17%	39 14%	73 29% STU	153 16%	35 24% W	17 10%	99 30% Ybc	14 21% Yb*	9 7% *	11 11% *	89 23% e	37 11%		

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(*)

J-24-089497-11 - 14th - 17th March 2025
PUBLIC
Spring Statement
Adults 18-75 GB

Q9A. Imagine the Chancellor had the choice between increasing borrowing to spend more on public services, even if it means the national debt gets higher, OR reducing borrowing to cut the national debt, even if it means less spending on public services. Which of the following would you prefer?
All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave		
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326		
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351		
Reduce borrowing to cut the national debt, even if that it means less spending on public services	366 34%	208 39% C	153 28%	125 38%	123 31%	117 32%	218 35%	148 31%	83 33%	110 38% K	62 25%	55 36% *	23 44% **	32 35% *	144 37%	222 32%	257 35%	108 31%	55 29%	87 30%	91 32%	111 44% STU	307 33%	56 39%	85 50% Zac	103 31%	17 24% *	51 40% ac*	19 19% *	121 31%	136 39%		
Increase borrowing to spend more on public services, even if it means the national debt getting higher	315 29%	159 30%	150 28%	97 29%	108 27%	111 31%	191 31%	124 26%	81 32% J	60 21% J	81 33% J	55 36% J*	10 20% **	28 30% *	130 33% P	186 27%	219 30%	96 27%	50 26%	80 27%	87 31%	82 33%	268 29%	46 32%	49 29%	124 37% b	24 35% b*	26 20% *	37 39% b*	141 36% e	94 27%		
Neither	198 18%	101 19%	96 18%	53 16%	71 18%	74 20%	106 17%	92 19%	49 19%	52 18%	47 19%	22 14% *	7 14% **	21 23% *	56 14% O	141 20% O	120 16%	77 22%	44 23% V	63 22% V	50 18%	27 11%	170 18%	26 18%	18 10%	55 16%	11 16% *	35 28% YZ*	19 20% *	56 14%	75 21% d		
Don't know	208 19%	61 12%	143 26% B	56 17%	92 23% F	60 17%	99 16%	109 23% G	42 16%	65 23%	56 23%	22 14% *	12 22% **	12 13% *	59 15%	149 21% O	135 18%	73 21%	41 21% V	62 21% V	53 19%	30 12%	190 20% X	17 12%	20 11%	54 16%	17 25% Yb*	14 11% *	20 21% *	70 18%	45 13%		

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(*)

J-24-089497-11 - 14th - 17th March 2025
PUBLIC
Spring Statement
Adults 18-75 GB

Q9B. Imagine the Chancellor had the choice between cutting taxes for individuals, meaning you personally pay less tax even if it means spending less on public services, OR spending more money on public services, even if it means you personally paying more in taxes. Which of the following would you prefer?
All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave		
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326		
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351		
Increase spending on public services, even if means I personally pay more in taxes	366	200	162	126	114	125	240	126	87	88	78	58	21	33	164	201	245	121	50	88	105	104	315	50	54	152	35	19	48	178	104		
	34%	38% C	30%	38% E	29%	34%	39% H	27%	34%	31%	32%	38% *	40% **	36% *	42% P	29%	33%	34%	27%	30%	37% S	42% ST	34%	35%	31% b	45% Yb	51% Yb*	15% *	50% Yb*	46% e	30%		
Cut the taxes I pay personally, even if it means spending less on public services	336	189	141	110	129	97	184	152	79	87	72	51	15	32	125	211	252	84	53	95	77	90	281	52	75	78	15	58	17	96	133		
	31%	36% C	26%	33%	33%	27%	30%	32%	31%	30%	29%	33% *	29% **	35% *	32%	30%	34% R	24%	28%	33%	27%	36%	30%	36%	44% Zac	23%	21% *	46% Zac*	17% *	25%	38% d		
Neither	218	87	127	51	74	93	111	106	55	57	49	29	10	17	55	163	136	82	53	52	65	33	188	27	31	60	9	40	20	70	86		
	20%	16%	23% B	15%	19%	26% D	18%	23%	22%	20%	20%	19% *	19% **	19% *	14%	23% O	19%	23%	28% TV	18%	23% V	13%	20%	19%	18%	18%	14% *	32% YZa*	21% *	18%	25%		
Don't know	168	53	112	44	76	48	80	88	34	55	47	16	6	10	45	122	99	68	34	56	35	22	149	15	11	46	10	9	11	44	28		
	15%	10%	21% B	13%	19%	13%	13%	19% G	13%	19% L	19%	10% *	11% **	10% *	12%	18% O	14%	19% Q	18%	19% V	12%	9%	16%	10%	6%	14% Y	14% *	7% *	12% *	11%	8%		

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(*)

	Q10. Since the Labour government took office this past July, how much have you seen or heard about each of the following things?						
	The financial "black hole" in Government budget (i.e., the shortfall in funding)	The problems facing Britain's public services (e.g., the NHS, the welfare system, public transport, etc.)	The problems facing Britain's economy	Labour's plans for improving public services (e.g., reducing NHS waiting times, increasing staff, etc.)	Labour's plans for growing the economy	Labour's plans for reducing the national debt (e.g., by raising taxes or cutting public spending, etc.)	The role of the previous Conservative Government for the current state of the economy / public services
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1087	1087	1087	1087	1087	1087	1087
Weighted base	1087	1087	1087	1087	1087	1087	1087
A great deal	268 25% CDEFG	266 24% CDEF	212 19% DEF	149 14% F	138 13% F	104 10%	232 21% DEF
A fair amount	374 34%	475 44% AEFG	490 45% AEFG	479 44% AEFG	349 32%	396 36% E	388 36%
Not that much	216 20%	186 17%	202 19%	257 24% ABC	356 33% ABCDG	329 30% ABCDG	258 24% ABC
Nothing at all	119 11% BC	75 7%	83 8%	111 10% BC	135 12% BCDG	146 13% ABCDG	105 10% B
Don't know	109 10% BD	86 8%	100 9% B	91 8%	108 10% BD	113 10% BD	104 10% B

NET: Great deal/ fair amount (1/2)	643 59% EF	740 68% ACDEFG	702 65% ADEFG	628 58% EF	487 45%	499 46%	620 57% EF
------------------------------------	------------------	----------------------	---------------------	------------------	------------	------------	------------------

lance 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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G Minimum Base: 30(**) Small Base: 100(*)

Q10. Since the Labour government took office this past July, how much have you seen or heard about each of the following things? - The financial "black hole" in Government budget (i.e., the shortfall in funding)

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave			
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326			
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351			
A great deal	268 25%	158 30% C	108 20%	57 17%	87 22%	124 34% DE	149 24%	119 25%	75 29% J	60 21%	61 25%	35 23% *	14 26% **	24 25% *	102 26%	167 24%	177 24%	91 26%	40 21%	78 27%	80 28%	59 23%	246 26% X	20 14%	51 30%	92 27%	22 32% *	53 42% Zc*	18 19% *	105 27%	119 34%			
A fair amount	374 34%	185 35%	187 34%	111 33%	138 35%	126 35%	226 37%	149 32%	82 32%	106 37%	80 33%	54 35% *	22 41% **	31 33% *	150 39% P	224 32%	269 37% R	105 30%	59 31%	100 34%	90 32%	99 40%	319 34%	53 36%	76 44% b	127 38%	29 42% *	35 28% *	30 32% *	150 39%	127 36%			
Not that much	216 20%	98 19%	113 21%	73 22% F	88 22% F	55 15%	127 21%	89 19%	38 15%	56 19%	50 20%	40 26% I*	12 23% **	19 21% *	71 18%	145 21%	152 21%	64 18%	46 24%	47 16%	55 20%	57 23%	175 19%	40 27% W	27 16%	79 24% b	10 14% *	13 11% *	20 21% *	75 19%	60 17%			
Nothing at all	119 11%	55 10%	60 11%	49 15% F	42 11%	28 8%	58 9%	61 13%	34 13%	33 11%	28 11%	12 8% *	4 7% **	10 10% *	31 8% O	88 13% O	70 10%	50 14%	28 15% V	36 12% V	38 13% V	14 5%	102 11%	17 12%	12 7%	18 5%	3 5% *	20 16% YZa*	13 14% Z*	34 9%	29 8%			
Don't know	109 10%	33 6%	74 14% B	41 12%	39 10%	29 8%	54 9%	55 12%	25 10%	33 11%	27 11%	13 8% *	1 2% **	10 10% *	35 9%	74 11%	65 9%	44 12%	17 9%	32 11%	20 7%	21 9%	92 10%	15 11%	5 3%	20 6%	5 7% *	4 3% *	14 15% YZb*	24 6%	15 4%			
NET: Great deal/ fair amount (1/2)	643 59%	343 65% C	295 54%	168 51%	225 57%	250 69% DE	375 61%	268 57%	157 62%	166 58%	141 57%	89 58% *	35 67% **	54 58% *	252 65% P	391 56%	446 61%	197 55%	99 52%	177 61%	170 60%	157 63% S	565 61% X	73 50%	127 74% c	219 65% c	50 74% c*	88 70% c*	49 51% *	254 66%	247 70%			

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(*)

Q10. Since the Labour government took office this past July, how much have you seen or heard about each of the following things? - The problems facing Britain's public services (e.g., the NHS, the welfare system, public transport, etc.)

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave	
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326	
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351	
A great deal	266	134	126	91	84	91	170	96	50	69	65	42	18	20	114	152	181	85	32	73	66	80	231	33	38	96	20	35	27	106	87	
	24%	25%	23%	27%	21%	25%	28% H	20%	20%	24%	27%	28% *	35% **	22% *	29% P	22%	25%	24%	17%	25%	23%	32% S	25%	23%	22%	29%	29% *	28% *	28% *	27%	25%	
A fair amount	475	244	228	128	173	173	272	203	115	128	108	67	21	37	184	291	335	140	91	112	125	118	401	69	92	166	35	50	40	185	170	
	44%	46%	42%	39%	44%	48% D	44%	43%	45%	44%	44%	44% *	41% **	39% *	47%	42%	46%	39%	48%	39%	44%	47%	43%	48%	54%	49%	51% *	40% *	41% *	48%	49%	
Not that much	186	89	94	52	72	62	104	82	47	46	37	29	9	18	50	136	122	64	30	52	53	37	159	25	30	48	7	21	11	59	59	
	17%	17%	17%	16%	18%	17%	17%	17%	18%	16%	15%	19% *	18% **	19% *	13%	19% O	17%	18%	16%	18%	19%	15%	17%	17%	18%	14%	10% *	17% *	11% *	15%	17%	
Nothing at all	75	39	34	32	30	13	30	45	27	18	15	6	2	8	22	53	44	31	21	26	20	6	67	9	5	11	4	14	7	22	18	
	7%	7%	6%	10% F	8% F	4%	5%	9% G	11% L	6%	6%	4% *	3% **	8% *	6%	8%	6%	9%	11% V	9% V	7% V	3%	7%	6%	3%	3%	6% *	11% YZ*	7% *	6%	5%	
Don't know	86	23	61	28	34	24	38	47	17	27	21	9	2	10	20	66	51	35	17	28	18	8	76	9	7	15	3	5	12	17	17	
	8%	4%	11% B	8%	9%	7%	6%	10%	7%	9%	9%	6% *	3% **	11% *	5%	9% O	7%	10%	9% V	10% V	6%	3%	8%	7%	4%	4%	4% *	4% *	12% YZb*	4%	5%	
NET: Great deal/ fair amount (1/2)	740 68%	378 71%	354 65%	219 66%	257 65%	264 73%	442 72% H	299 63%	165 65%	197 68%	173 70%	109 71% *	40 76% **	57 61% *	297 76% P	443 63%	515 70% R	225 63%	122 64%	185 63%	191 68%	198 79% STU	631 68%	102 70%	130 76%	262 78%	54 80% *	85 68% *	66 69% *	290 75%	257 73%	

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(*)

Q10. Since the Labour government took office this past July, how much have you seen or heard about each of the following things? - The problems facing Britain's economy

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave			
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326			
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351			
A great deal	212 19%	123 23% c	86 16%	70 21%	78 20%	65 18%	134 22%	78 17%	44 17%	52 18%	46 19%	38 25% *	17 32% **	15 16% *	102 26% p	110 16%	151 21%	61 17%	31 16%	53 18%	45 16%	71 28% STU	175 19%	35 24%	38 22%	68 20%	14 20% *	37 29% *	20 21% *	82 21%	71 20%			
A fair amount	490 45%	238 45%	247 46%	137 41%	174 44%	179 49%	287 47%	203 43%	114 45%	127 44%	110 45%	71 46% *	25 48% **	43 46% *	185 48%	305 44%	346 47%	143 40%	77 40%	125 43%	149 53% ST	113 45%	432 46%	54 38%	79 46%	179 53% bc	40 58% bc*	42 34% *	38 40% *	191 49%	170 49%			
Not that much	202 19%	99 19%	99 18%	61 18%	75 19%	66 18%	115 19%	87 18%	50 20%	62 21%	39 16%	27 18% *	7 13% **	16 18% *	59 15%	143 20%	129 18%	73 21%	37 19%	56 19%	50 18%	46 18%	170 18%	30 21%	39 23% a	62 18%	7 10% *	22 18% *	21 22% *	72 19%	68 19%			
Nothing at all	83 8%	42 8%	39 7%	31 9%	28 7%	25 7%	33 5%	50 11% G	26 10% J	13 5%	28 12% JL	6 4% *	2 4% **	7 8% *	18 5%	65 9% O	50 7%	33 9%	24 13% V	24 8%	20 7%	11 4%	68 7%	15 10%	6 3%	10 3%	4 6% *	16 13% YZ*	5 6% *	23 6%	21 6%			
Don't know	100 9%	26 5%	71 13% B	33 10%	39 10%	28 8%	46 7%	54 12% G	21 8%	33 12%	22 9%	11 7% *	2 3% **	11 12% *	25 6%	76 11% O	56 8%	45 13% Q	21 11% V	34 12% V	18 6%	9 4%	89 10%	10 7%	9 5%	17 5%	4 6% *	8 6% *	12 12% Z*	20 5%	21 6%			
NET: Great deal/ fair amount (1/2)	702 65%	361 68% c	333 61%	207 62%	251 64%	243 67%	421 68% H	281 59%	158 62%	179 62%	156 63%	109 71% *	41 80% **	58 63% *	287 74% P	415 59%	497 68% R	204 58%	108 57%	179 61%	194 69% S	184 74% ST	607 65%	90 62%	117 68%	247 73% c	54 79% bc*	79 63% *	58 61% *	272 70%	241 69%			

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(*)

Q10. Since the Labour government took office this past July, how much have you seen or heard about each of the following things? - Labour's plans for improving public services (e.g., reducing NHS waiting times, increasing staff, etc.)

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote																
	Total	Man	Woman	18-34	35-54	55-75	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	Leave																
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326																
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351																
A great deal	149	83	65	46	44	59	95	54	38	33	33	31	5	9	68	81	101	47	17	43	43	40	124	24	27	67	10	18	9	62	53																
	14%	16%	12%	14%	11%	16%	15%	11%	15%	12%	13%	20% J*	9% **	10% *	17% P	12%	14%	13%	9%	15%	15%	16%	13%	17%	16%	20% C	15% *	14% *	10% *	16%	15%																
A fair amount	479	246	229	135	167	177	279	200	106	131	105	69	30	38	190	288	340	139	75	114	131	131	413	63	88	178	28	56	42	198	167																
	44%	47%	42%	41%	42%	49%	45%	42%	41%	46%	43%	45% *	58% **	41% *	49% P	41%	46%	39%	39%	39%	46%	53% ST	44%	44%	51%	53%	41% *	45% *	44% *	51%	48%																
Not that much	257	119	134	72	106	79	144	112	59	72	58	32	14	23	79	178	174	83	49	70	69	55	225	31	42	57	22	29	20	82	81																
	24%	22%	25%	22%	27%	22%	24%	24%	23%	25%	23%	21% *	27% **	25% *	20%	26%	24%	23%	26%	24%	25%	22%	24%	21%	25%	17%	32% Z*	23% *	21% *	21%	23%																
Nothing at all	111	58	48	40	42	29	54	57	29	24	30	10	2	16	28	83	62	49	30	36	23	15	96	13	6	19	4	20	14	30	33																
	10%	11%	9%	12%	11%	8%	9%	12%	11%	9%	12%	7% *	4% **	17% JL*	7%	12% O	8%	14% Q	16% UV	12% V	8%	6%	10%	9%	3%	6%	6% *	16% YZ*	14% YZ*	8%	9%																
Don't know	91	23	66	38	34	19	41	50	24	27	21	11	1	7	24	67	55	36	20	29	16	8	76	13	7	15	4	3	11	15	18																
	8%	4%	12% B	11% F	9%	5%	7%	11%	9%	9%	8%	7% *	2% **	8% *	6%	10%	8%	10%	10% V	10% V	6%	3%	8%	9%	4%	5%	6% *	2% *	12% Zb*	4%	5%																
NET: Great deal/ fair amount (1/2)																	628	329	294	182	211	236	375	253	144	164	138	100	35	47	258	370	441	187	92	156	174	171	537	88	115	245	38	74	51	261	219
																	58%	62% C	54%	55%	54%	65% DE	61% H	54%	56%	57%	56%	65% N*	67% **	50% *	66% P	53%	60% R	53%	48%	54%	62% S	69% ST	57%	61%	73% abc	56% *	59% *	54% *	67%	63%	

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(*)

Q10. Since the Labour government took office this past July, how much have you seen or heard about each of the following things? - Labour's plans for growing the economy

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
A great deal	138 13%	77 15%	60 11%	58 18% £	38 10%	42 12%	89 15%	49 10%	23 9%	30 10%	30 12%	40 26% UKN*	6 11% **	9 10% *	75 19% P	63 9%	102 14%	36 10%	16 8%	37 13%	34 12%	45 18% s	107 11%	31 22% W	22 13%	65 19%	9 13% *	17 13% *	9 9% *	55 14%	56 16%
A fair amount	349 32%	186 35%	161 30%	106 32%	123 31%	119 33%	207 34%	142 30%	84 33%	94 33%	74 30%	44 29% *	23 45% **	29 31% *	139 36%	210 30%	251 34% R	97 27%	58 31%	76 26%	94 33%	96 38% T	294 31%	52 36%	63 37%	129 38%	25 36% *	37 29% *	29 31% *	138 36%	103 29%
Not that much	356 33%	170 32%	180 33%	83 25%	140 36% D	133 37% D	200 33%	156 33%	81 32%	93 32%	78 32%	48 31% *	21 40% **	35 38% *	111 29%	245 35% O	234 32%	123 35%	56 30%	104 36%	100 35%	77 31%	322 35% X	30 21%	62 36%	104 31%	25 37% *	38 30% *	36 38% *	135 35%	119 34%
Nothing at all	135 12%	72 14%	59 11%	44 13%	51 13%	41 11%	64 10%	71 15%	40 16% L	34 12%	38 15% L	10 7% *	1 2% **	12 13% *	35 9%	100 14% O	82 11%	53 15%	38 20% UV	41 14% V	31 11%	18 7%	114 12%	20 14%	12 7%	19 6%	4 6% *	25 20% YZa*	11 11% *	35 9%	45 13%
Don't know	108 10%	23 4%	83 15% B	39 12%	42 11%	28 8%	54 9%	55 12%	26 10%	37 13%	27 11%	11 7% *	1 2% **	7 7% *	29 7%	80 11%	64 9%	45 13%	22 11% V	33 11% V	23 8%	13 5%	97 10%	11 8%	12 7%	20 6%	6 9% *	8 7% *	11 11% *	24 6%	29 8%

NET: Great deal/ fair amount (1/2)	487 45%	264 50% C	220 41%	164 50% £	161 41%	161 45%	296 48% H	190 40%	107 42%	124 43%	104 42%	84 55% I*	29 56% **	38 41% *	214 55% P	273 39%	353 48% R	134 38%	74 39%	113 39%	128 45%	141 57% STU	401 43%	83 57% W	86 50%	193 57% bc	33 48% *	54 43% *	38 40% *	193 50%	158 45%
------------------------------------	------------	-----------------	------------	-----------------	------------	------------	-----------------	------------	------------	------------	------------	-----------------	-----------------	----------------	-----------------	------------	-----------------	------------	-----------	------------	------------	-------------------	------------	----------------	-----------	------------------	----------------	----------------	----------------	------------	------------

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(*)

Q10. Since the Labour government took office this past July, how much have you seen or heard about each of the following things? - Labour's plans for reducing the national debt (e.g., by raising taxes or cutting public spending, etc.)

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave	
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326	
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351	
A great deal	104 10%	67 13% C	36 7%	45 14% EF	30 8%	29 8%	57 9%	47 10%	25 10%	27 9%	17 7%	20 13% *	8 15% **	8 9% *	62 16% P	42 6%	79 11%	25 7%	17 9%	22 8%	28 10%	31 12%	78 8%	26 18% W	16 9%	41 12%	8 11% *	17 14% *	5 5% *	38 10%	42 12%	
A fair amount	396 36%	201 38%	190 35%	118 36%	138 35%	140 38%	238 39%	157 33%	85 33%	107 37%	79 32%	70 45% IK*	20 39% **	34 37% *	153 39%	242 35%	278 38%	118 33%	55 29%	106 36%	105 37%	102 41% S	331 35%	61 42%	70 41%	155 46% bc	30 43% *	36 29% *	31 33% *	173 44% e	112 32%	
Not that much	329 30%	156 30%	168 31%	94 28%	126 32%	110 30%	205 33% H	124 26%	75 29%	84 29%	86 35%	42 27% *	19 36% **	24 26% *	109 28%	220 32%	216 30%	113 32%	60 32%	76 26%	88 31%	85 34%	293 31%	34 23%	52 30%	97 29%	23 33% *	38 30% *	33 34% *	113 29%	115 33%	
Nothing at all	146 13%	82 15%	60 11%	38 11%	56 14%	52 14%	63 10%	83 18% G	42 16%	38 13%	35 14%	14 9% *	4 7% **	14 15% *	39 10%	107 15% O	93 13%	52 15%	32 17% V	51 17% V	37 13%	23 9%	129 14%	15 10%	20 11%	25 7%	3 5% *	28 22% YZa*	12 13% *	38 10%	52 15%	
Don't know	113 10%	23 4%	87 16% B	37 11%	44 11%	32 9%	52 8%	61 13% G	28 11%	32 11%	31 12% L	8 5% *	2 3% **	13 14% L*	26 7%	87 12% O	66 9%	47 13%	26 14% V	37 13% V	25 9% V	9 4%	103 11%	9 7%	13 8%	18 5%	5 7% *	6 5% *	15 15% Zb*	26 7%	30 8%	

NET: Great deal/ fair amount (1/2)	499 46%	268 51% C	227 42%	163 49%	168 43%	168 46%	295 48%	205 43%	111 43%	134 47%	95 39%	89 58% IK*	28 54% **	42 46% *	215 55% P	284 41%	357 49% R	142 40%	72 38%	128 44%	133 47%	133 53% S	409 44%	87 60% W	86 50%	196 58% bc	37 55% c*	53 42% *	36 38% *	210 54% e	154 44%
------------------------------------	------------	-----------------	------------	------------	------------	------------	------------	------------	------------	------------	-----------	------------------	-----------------	----------------	-----------------	------------	-----------------	------------	-----------	------------	------------	-----------------	------------	----------------	-----------	------------------	-----------------	----------------	----------------	-----------------	------------

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(*)

Spring Statement
Adults 18-75 GB

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
A great deal	232 21%	127 24%	102 19%	49 15%	83 21%	101 28% D	138 22%	95 20%	46 18%	58 20%	55 22%	41 27% *	14 27% **	19 20% *	105 27% p	127 18%	149 20%	84 24%	35 18%	69 24%	56 20%	60 24%	206 22%	23 16%	38 22%	87 26%	16 23% *	33 27% *	23 24% *	98 25%	87 25%
A fair amount	388 36%	197 37%	188 35%	121 36%	133 34%	134 37%	241 39% H	147 31%	95 37%	104 36%	86 35%	56 37% *	18 34% **	29 31% *	149 38%	238 34%	279 38% R	109 31%	57 30%	87 30%	108 38%	110 44% ST	325 35%	60 41%	82 48% bc	138 41%	33 49% bc*	39 31% *	29 31% *	151 39%	140 40%
Not that much	258 24%	132 25%	125 23%	89 27%	90 23%	80 22%	133 22%	125 26%	62 24%	70 24%	55 22%	30 20% *	17 32% **	24 25% *	73 19%	185 26% O	180 25%	78 22%	46 24%	73 25%	69 24%	59 24%	222 24%	35 24%	39 23%	73 22%	9 13% *	36 29% a*	15 16% *	85 22%	84 24%
Nothing at all	105 10%	46 9%	54 10%	41 12% F	46 12% F	18 5%	55 9%	50 11%	30 12%	23 8%	26 11%	14 15% *	* 1% **	11 12% *	30 8%	75 11%	63 9%	42 12%	29 15% v	31 11% v	29 10% v	10 4%	88 9%	17 12%	4 3%	22 6%	4 6% *	12 9% v*	18 18% v2a*	35 9%	21 6%
Don't know	104 10%	27 5%	74 14% B	31 9%	43 11%	30 8%	48 8%	56 12%	22 9%	33 11%	24 10%	12 8% *	3 6% **	10 11% *	31 8%	73 10%	62 8%	42 12%	23 12% v	32 11% v	22 8%	10 4%	93 10%	10 7%	8 5%	17 5%	7 10% *	5 4% *	10 11% *	19 5%	20 6%

NET: Great deal/ fair amount (1/2)	620	324	289	170	215	235	379	241	141	162	141	97	32	48	254	366	428	192	92	156	163	171	531	83	119	225	49	72	53	249	226
	57%	61% c	53%	51%	55%	65% DE	62% H	51%	55%	56%	57%	63% *	61% **	51% *	65% p	52%	58%	54%	48%	53%	58%	68% STU	57%	58%	70% c	67%	72% *	58%	55% *	64%	65%

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(*)

	Q11. How important or not is it to you personally to hear Rachel Reeves talk about each of the following as she delivers the Spring Statement later this month?						
	The financial "black hole" in Government budget (i.e., the shortfall in funding)	The problems facing Britain's public services (e.g., the NHS, the welfare system, public transport, etc.)	The problems facing Britain's economy	Labour's plans for improving public services (e.g., reducing NHS waiting times, increasing staff, etc.)	Labour's plans for growing the economy	Labour's plans for reducing the national debt (e.g., by raising taxes or cutting public spending, etc.)	The role of the previous Conservative Government for the current state of the economy / public services
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1087	1087	1087	1087	1087	1087	1087
Weighted base	1087	1087	1087	1087	1087	1087	1087
Very important	211 19% G	346 32% AG	319 29% AG	417 38% ABCEFG	377 35% ACFG	326 30% AG	145 13% G
Fairly important	376 35% G	450 41% ADG	459 42% ADEG	403 37% G	412 38% G	431 40% AG	278 26% G
Not that important	207 19% BCDEF	115 11% D	126 12% G	109 10% G	113 10% G	147 13% BDE	258 24% BCDEF
Not at all important	140 13% BCDEF	66 6% D	55 5% G	49 5% G	55 5% G	54 5% G	255 23% BCDEF
Don't know	153 14% BCDEF	110 10% G	128 12% BD	109 10% G	130 12% BD	129 12% G	151 14% BCDEF

NET: Very/ fairly important (1/2)	587 54% G	796 73% AFG	779 72% AG	820 75% ACEFG	789 73% AFG	757 70% AG	424 39% G
NET: Not that/ not at all important (3/4)	347 32% BCDEF	181 17% G	181 17% G	158 15% G	168 15% G	200 18% DE	512 47% BCDEF

J-24-089497-11 - 14th - 17th March 2025
PUBLIC
Spring Statement
Adults 18-75 GB

Q11. How important or not is it to you personally to hear Rachel Reeves talk about each of the following as she delivers the Spring Statement later this month? - The financial "black hole" in Government budget (i.e., the shortfall in funding)

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
Very important	211	132	78	79	74	58	129	81	52	47	44	36	19	15	97	114	156	55	34	38	50	78	175	33	37	86	13	22	18	85	66
	19%	25% C	14%	24% F	19%	16%	21%	17%	20%	16%	18%	23% *	36% **	16% *	25% P	16%	21%	16%	18%	13%	18%	31% STU	19%	22%	21%	25%	19% *	17% *	19% *	22%	19%
Fairly important	376	172	197	130	128	118	236	140	77	96	97	61	16	28	139	236	260	116	55	104	110	89	312	63	53	138	27	25	34	153	104
	35%	32%	36%	39%	32%	33%	38% H	30%	30%	33%	39%	40% *	31% **	31% *	36%	34%	35%	33%	29%	36%	39% S	35%	33%	43% W	31%	41% b	39% b*	20% *	36% b*	39% e	30%
Not that important	207	114	91	51	81	75	117	90	46	62	41	29	6	23	71	136	155	53	30	59	50	56	185	22	40	66	19	25	17	83	77
	19%	22%	17%	16%	21%	21%	19%	19%	18%	22%	17%	19% *	11% **	25% *	18%	19%	21% R	15%	16%	20%	18%	22%	20%	15%	23%	20%	28% *	20% *	18% *	21%	22%
Not at all important	140	73	65	27	47	66	69	71	43	31	34	12	7	13	49	91	78	62	32	48	30	20	127	12	31	19	4	36	11	33	70
	13%	14%	12%	8%	12%	18% DE	11%	15%	17% L	11%	14%	8% *	13% **	14% *	13%	13%	11%	17% Q	17% V	16% V	11%	8%	14% Za	9%	18% Za	6%	6% *	29% Zac*	11% *	8%	20%
Don't know	153	38	110	44	63	45	63	90	38	52	31	15	5	13	32	121	84	69	40	44	42	7	135	15	11	27	5	18	15	35	34
	14%	7%	20% B	13%	16%	13%	10%	19% G	15%	18%	12%	10% *	9% **	14% *	8%	17% O	11%	19% Q	21% V	15% V	15% V	3%	14%	10%	6%	8%	8% *	14% *	16% Y*	9%	10%

NET: Very/ fairly important (1/2)	587 54%	304 58%	275 51%	209 63% EF	202 51%	176 49%	365 59% H	221 47%	129 50%	143 50%	141 57%	97 63% UN*	35 67% **	43 46% *	237 61% P	350 50%	415 57% R	171 48%	88 46%	142 49%	160 57%	167 67% STU	487 52%	95 66% W	90 53% b	224 67% yb	40 58% b*	46 37% *	52 55% b*	238 61% e	170 48%
NET: Not that/ not at all important (3/4)	347 32%	187 35% C	156 29%	78 24%	128 33% D	141 39% D	186 30%	161 34%	89 35%	93 32%	75 30%	41 27% *	12 24% **	37 40% *	121 31%	227 32%	233 32%	114 32%	62 33%	106 36%	80 28%	76 31%	312 33% X	35 24%	70 41% Z	86 25%	23 34% *	61 49% Zc*	28 30% *	116 30%	147 42% d

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(*)

PUBLIC

Adults 18-75 GB

All Adults aged 18-75 in Great Britain

NET: Very/ fairly important (1/2)	796 73%	392 74%	394 73%	230 70%	276 70%	289 80% DE	468 76% H	328 69%	177 69%	204 71%	190 77%	119 78% *	42 81% **	63 68% *	297 76%	499 71%	551 75%	245 69%	121 64%	206 70%	213 75% S	209 84% STU	682 73%	108 74%	138 80%	284 85% bc	794 79% *	88 70% +	66 69% *	317 82%	265 76%
NET: Not that/ not at all important (3/4)	181 17%	109 21% C	67 12%	67 20% F	72 18% F	43 12%	98 16%	83 18%	50 19%	45 16%	35 14%	26 17% *	8 16% **	18 19% *	70 18%	111 16%	123 17%	58 16%	38 20%	54 19%	44 16%	35 14%	157 17%	24 16%	25 14%	32 10%	12 17% *	32 26% YZ*	19 19% Z*	53 14%	63 18%

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(*)

Q11. How important or not is it to you personally to hear Rachel Reeves talk about each of the following as she delivers the Spring Statement later this month? - The problems facing Britain's economy

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
Very important	319 29%	162 31%	152 28%	92 28%	119 30%	108 30%	196 32%	123 26%	61 24%	94 33% I	64 26%	49 32% *	23 45% **	26 28% *	144 37% P	175 25%	215 29%	104 29%	55 29%	71 24%	80 28%	94 38% TU	268 29%	48 33%	50 29%	111 33%	21 31% *	45 36% *	29 30% *	119 31%	127 36%
Fairly important	459 42%	228 43%	228 42%	134 40%	163 42%	162 45%	265 43%	195 41%	102 40%	115 40%	121 49%	70 45% *	15 29% **	36 39% *	152 39%	307 44%	322 44%	137 39%	62 33%	132 45% S	133 47% S	102 41%	400 43%	56 39%	79 46%	163 49%	33 48% *	51 41% *	37 39% *	194 50% e	134 38%
Not that important	126 12%	62 12%	61 11%	41 13%	44 11%	40 11%	65 11%	61 13%	41 16% JK	25 9%	22 9%	17 11% *	6 12% **	14 15% *	46 12%	79 11%	96 13%	30 8%	26 13%	35 12%	27 10%	32 13%	110 12%	16 11%	23 13%	29 9%	6 9% *	14 11% *	11 12% *	43 11%	41 12%
Not at all important	55 5%	33 6%	20 4%	25 8%	16 4%	14 4%	32 5%	23 5%	16 6%	10 4%	15 6%	6 4% *	* 1% **	7 7% *	17 4%	39 6%	30 4%	25 7%	14 7%	18 6%	11 4%	9 3%	44 5%	11 8%	10 6%	7 2%	1 1% *	6 5% *	10 11% Za*	12 3%	17 5%
Don't know	128 12%	43 8%	82 15% B	39 12%	52 13%	37 10%	56 9%	71 15% G	34 13%	43 15%	24 10%	11 7% *	7 14% **	9 10% *	30 8%	98 14% O	70 10%	58 16% Q	33 17% V	35 12% V	31 11% V	13 5%	112 12%	15 10%	10 6%	24 7%	7 11% *	9 7% *	8 9% *	20 5%	32 9%

NET: Very/ fairly important (1/2)	779 72%	390 74%	380 70%	226 68%	282 72%	270 75%	461 75% H	317 67%	164 64%	210 73%	186 75% I	119 77% I*	38 74% **	62 67% *	296 76% P	483 69%	537 73%	241 68%	117 62%	204 70%	213 76% S	196 79% ST	668 72%	103 71%	129 75%	275 82% c	54 79% *	96 77% *	66 69% *	312 81%	260 74%
NET: Not that/ not at all important (3/4)	181 17%	96 18%	81 15%	66 20%	60 15%	55 15%	97 16%	84 18%	57 23% J	35 12%	37 15%	23 15% *	7 13% **	21 23% J*	63 16%	118 17%	125 17%	55 16%	40 21%	53 18%	38 14%	40 16%	154 16%	27 19%	33 19% Z	37 11%	7 10% *	20 16% *	21 22% Z*	56 14%	58 17%

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(*)

J-24-089497-11 - 14th - 17th March 2025
PUBLIC
Spring Statement
Adults 18-75 GB

Q11. How important or not is it to you personally to hear Rachel Reeves talk about each of the following as she delivers the Spring Statement later this month? - Labour's plans for improving public services (e.g., reducing NHS waiting times, increasing staff, etc.)

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote																	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave																	
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326																	
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351																	
Very important	417	196	216	115	139	163	254	163	101	104	86	61	28	38	170	247	288	129	68	95	118	109	368	47	67	150	29	42	36	166	143																	
	38%	37%	40%	35%	35%	45% DE	41% H	34%	40%	36%	35%	40% *	53% **	41% *	44% P	35%	39%	36%	36%	33%	42%	44% T	39%	32%	39%	45%	42% *	34% *	38% *	43%	41%																	
Fairly important	403	199	200	117	148	138	232	171	90	107	98	59	18	31	142	261	277	125	55	117	101	105	340	59	76	135	29	45	37	162	125																	
	37%	38%	37%	35%	38%	38%	38%	36%	35%	37%	40%	38% *	35% **	33% *	36%	37%	38%	35%	29%	40% S	36%	42% S	36%	40%	44%	40%	42% *	36% *	39% *	42%	36%																	
Not that important	109	67	39	44	42	23	59	50	26	29	24	18	3	9	31	78	80	29	27	29	26	22	90	19	16	26	5	22	8	30	42																	
	10%	13% C	7%	13% F	11%	6%	10%	11%	10%	10%	10%	12% *	5% **	10% *	8%	11%	11%	8%	14%	10%	9%	9%	10%	13%	9%	8%	7% *	17% Z*	8% *	8%	12%																	
Not at all important	49	34	13	16	21	13	25	24	12	9	17	4	2	5	21	28	27	23	11	16	12	5	42	7	5	5	*	12	5	9	19																	
	5%	6% C	2%	5%	5%	3%	4%	5%	5%	3%	7%	3% *	3% **	6% *	6%	4%	4%	6%	6%	6%	4%	2%	4%	5%	3%	1%	0% *	10% YZa*	6% Z*	2%	5%																	
Don't know	109	33	74	40	44	26	45	64	27	38	21	11	2	10	25	84	61	48	29	33	24	8	95	13	7	21	6	5	9	20	22																	
	10%	6%	14% B	12%	11%	7%	7%	14% G	11%	13%	9%	7% *	3% **	11% *	6%	12% O	8%	14% Q	15% UV	11% V	8% V	3%	10%	9%	4%	6%	8% *	4% *	10% *	5%	6%																	
NET: Very/ fairly important (1/2)																		820	394	416	232	287	301	486	334	191	211	184	120	46	68	312	508	565	255	123	213	220	214	707	106	143	284	58	87	73	328	268
																		75%	75%	77%	70%	73%	83% DE	79% H	71%	75%	73%	75%	78% *	88% **	74% *	80% P	73%	77%	72%	65%	73%	78% S	86% STU	76%	73%	84% b	85% b	84% b*	69% *	77% *	85% e	76%
NET: Not that/ not at all important (3/4)																		158	101	52	59	63	36	84	75	38	38	41	23	4	14	52	106	106	52	38	46	39	27	132	26	21	31	5	34	13	40	61
																		15%	19% C	10%	18% F	16% F	10%	14%	16%	15%	13%	17%	15% *	9% **	15% *	13%	15%	15%	15%	20% V	16%	14%	11%	14%	18%	12%	9%	8% *	27% YZac*	14% *	10%	17% d

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(*)

Q11. How important or not is it to you personally to hear Rachel Reeves talk about each of the following as she delivers the Spring Statement later this month? - Labour’s plans for growing the economy

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
Very important	377 35%	204 39% c	171 32%	108 33%	132 33%	137 38%	237 39% H	140 30%	90 35%	92 32%	78 32%	69 45% JK*	18 35% **	30 33% *	163 42% P	214 31%	264 36%	113 32%	56 29%	90 31%	101 36%	111 44% ST	315 34%	60 41%	62 36%	143 43% c	31 45% *	43 34% *	28 29% *	151 39%	140 40%
Fairly important	412 38%	192 36%	214 40%	120 36%	152 39%	141 39%	233 38%	179 38%	80 31%	113 39%	101 41%	58 38% I	28 54% **	32 35% *	140 36%	272 39%	284 39%	129 36%	68 36%	108 37%	109 39%	101 41%	363 39%	48 33%	81 47%	140 42%	27 40% *	45 36% *	37 39% *	169 44%	134 38%
Not that important	113 10%	64 12%	47 9%	44 13%	37 9%	32 9%	65 11%	48 10%	35 14%	29 10%	22 9%	15 10% *	3 5% **	9 10% *	34 9%	78 11%	86 12%	27 8%	20 10%	36 12%	28 10%	22 9%	96 10%	16 11%	12 7%	23 7%	5 7% *	16 12% *	9 9% *	29 8%	28 8%
Not at all important	55 5%	33 6%	19 4%	16 5%	21 5%	18 5%	26 4%	29 6%	16 6%	12 4%	16 7%	3 2% *	1 2% **	6 7% *	23 6%	32 5%	28 4%	27 8% Q	15 8% v	16 5%	13 5%	7 3%	46 5%	9 6%	5 3%	6 2%	1 1% *	13 10% YZa*	9 10% YZa*	15 4%	20 6%
Don't know	130 12%	36 7%	90 17% B	43 13%	52 13%	34 10%	53 9%	77 16% G	35 14% L	41 14% L	29 12%	8 5% *	2 3% **	15 16% L*	28 7%	102 15% O	71 10%	59 17% Q	32 17% v	42 14% v	31 11% v	8 3%	113 12%	12 8%	12 7%	25 7%	5 7% *	9 7% *	12 13% *	24 6%	28 8%

NET: Very/ fairly important (1/2)	789 73%	396 75%	386 71%	228 69%	283 72%	278 77%	470 77% H	319 68%	170 66%	205 71%	179 73%	127 83% IJN*	46 89% **	63 67% *	304 78% P	486 70%	548 75% R	242 68%	124 65%	198 68%	210 75%	212 85% STU	679 73%	108 74%	143 84% bc	283 84% bc	58 85% bc*	88 70% *	65 68% *	320 83%	274 78%
NET: Not that/ not at all important (3/4)	168 15%	97 18% c	66 12%	60 18%	58 15%	50 14%	92 15%	76 16%	51 20%	41 14%	38 16%	19 12% *	4 8% **	16 17% *	58 15%	110 16%	114 16%	54 15%	35 18%	52 18%	41 15%	29 12%	142 15%	25 17%	17 10%	28 8%	5 8% *	28 22% YZa*	18 19% Z*	44 11%	49 14%

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(*)

J-24-089497-11 - 14th - 17th March 2025
PUBLIC
Spring Statement
Adults 18-75 GB

Q11. How important or not is it to you personally to hear Rachel Reeves talk about each of the following as she delivers the Spring Statement later this month? - Labour's plans for reducing the national debt (e.g., by raising taxes or cutting public spending, etc.)

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
Very important	326 30%	173 33%	152 28%	105 32%	114 29%	107 29%	206 33% H	120 25%	70 28%	89 31%	67 27%	56 37% *	16 31% **	27 29% *	135 35% P	191 27%	229 31%	97 27%	51 27%	72 25%	92 33%	90 36% T	267 29%	55 38% W	58 34%	121 36%	20 30% *	34 27% *	28 30% *	118 31%	121 34%
Fairly important	431 40%	201 38%	225 41%	117 35%	154 39%	161 44% D	260 42%	171 36%	92 36%	106 37%	107 43%	65 42% *	23 43% **	39 42% *	166 43%	265 38%	299 41%	133 37%	67 35%	116 40%	109 39%	115 46% S	373 40%	55 38%	67 39%	157 47% b	32 46% *	42 33% *	39 41% *	186 48% e	126 36%
Not that important	147 13%	89 17% C	56 10%	54 16%	52 13%	40 11%	69 11%	77 16% G	43 17% L	40 14%	32 13%	12 8% *	9 18% **	10 11% *	40 10%	107 15% O	109 15%	37 11%	24 13%	45 15%	36 13%	34 13%	129 14%	17 12%	31 18% Z	33 10%	7 11% *	25 20% Z*	11 11% *	47 12%	51 15%
Not at all important	54 5%	31 6%	20 4%	14 4%	23 6%	17 5%	23 4%	30 6%	18 7%	10 3%	12 5%	6 4% *	1 2% **	7 8% *	22 6%	31 5%	28 4%	25 7% Q	15 8% V	22 8% V	12 4%	4 2%	50 5%	4 3%	6 3%	4 1%	2 3% *	14 11% YZ*	4 5% *	12 3%	21 6%
Don't know	129 12%	36 7%	91 17% B	41 12%	50 13%	39 11%	56 9%	73 15% G	32 13%	42 15%	28 11%	14 9% *	3 6% **	10 11% *	26 7%	103 15% O	67 9%	62 18% Q	33 17% V	38 13% V	33 12% V	7 3%	114 12%	14 9%	9 5%	22 7%	7 10% *	11 9% *	13 13% Y*	24 6%	33 9%

NET: Very/ fairly important (1/2)	757 70%	373 71%	376 69%	222 67%	268 68%	267 74%	466 76% H	291 62%	163 64%	196 68%	174 71%	121 79% IJ*	39 74% **	65 71% *	301 77% P	457 65%	527 72% R	230 65%	118 62%	188 64%	201 71%	205 82% STU	641 69%	110 76%	126 74% b	277 83% Ybc	52 76% b*	75 60% *	68 71% *	305 79% e	247 70%
NET: Not that/ not at all important (3/4)	200 18%	120 23% C	75 14%	68 21%	75 19%	57 16%	92 15%	108 23% G	60 24% L	50 17%	44 18%	18 12% *	10 20% **	17 19% *	62 16%	138 20%	138 19%	62 18%	39 21%	66 23%	48 17%	37 15%	179 19%	21 15%	36 21% Z	37 11%	9 14% *	39 31% Zac*	15 16% *	59 15%	72 20%

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(*)

Q11. How important or not is it to you personally to hear Rachel Reeves talk about each of the following as she delivers the Spring Statement later this month? - The role of the previous Conservative Government for the current state of the economy / public services

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Man	Woman	18-34	35-54	55-75	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	Leave
	(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	1087	523	548	343	400	344	638	449	263	283	241	154	53	93	553	534	702	385	202	271	273	268	920	158	166	344	77	112	100	410	326
Weighted base	1087	529	542	331	393	362	615	472	255	288	246	153	52	93	389	698	732	355	190	292	282	250	934	145	171	336	68	126	95	388	351
Very important	145 13%	88 17% C	58 11%	60 18% EF	46 12%	39 11%	95 15%	51 11%	45 18% J	30 11%	26 11%	27 17% *	6 11% **	12 13% *	63 16%	82 12%	112 15% R	33 9%	22 11%	28 10%	39 14%	52 21% ST	121 13%	24 17%	25 15%	52 16%	7 10% *	13 10% *	15 16% *	59 15%	41 12%
Fairly important	278 26%	143 27%	130 24%	118 36% EF	99 25% F	61 17%	179 29% H	100 21%	56 22%	64 22%	69 28%	53 34% U*	11 22% **	24 26% *	110 28%	168 24%	202 28%	76 21%	40 21%	64 22%	78 28%	84 34% ST	223 24%	53 37% W	40 23%	114 34% yb	18 27% *	26 20% *	29 30% *	104 27%	90 26%
Not that important	258 24%	130 25%	125 23%	65 20%	97 25%	96 26%	140 23%	118 25%	61 24%	66 23%	55 22%	39 26% *	16 32% **	20 22% *	95 24%	163 23%	178 24%	80 22%	40 21%	83 28%	59 21%	62 25%	225 24%	31 21%	30 18%	94 28% y	24 35% ybc*	22 18% *	17 18% *	110 28%	75 22%
Not at all important	255 23%	124 24%	126 23%	47 14%	92 23% D	116 32% DE	137 22%	118 25%	55 21%	74 26% L	69 28% L	22 14% *	11 22% **	23 25% *	90 23%	164 24%	155 21%	100 28% Q	52 27% v	73 25% v	66 23%	42 17%	228 24% x	23 16%	61 35% za	46 14%	12 18% *	48 38% za*	26 27% z*	84 22%	108 31% d
Don't know	151 14%	43 8%	104 19% B	40 12%	61 15%	50 14%	65 11%	87 18% G	39 15%	52 18% KL	27 11%	12 8% *	7 14% **	13 14% *	30 8%	121 17% O	86 12%	66 18% Q	37 19% v	44 15% v	40 14% v	9 3%	136 15% 15%	14 10% 10%	15 9% 9%	30 9% 9%	7 11% 11%	17 13% 13%	9 9% 9%	31 8% 8%	37 11% 11%

NET: Very/ fairly important (1/2)	424 39%	231 44% C	188 35%	179 54% EF	144 37% F	101 28%	273 44% H	150 32%	101 40%	95 33%	95 39%	80 52% UK*	17 33% **	36 39% *	174 45% P	250 36%	314 43% R	109 31%	61 32%	92 32%	117 41% T	137 55% STU	344 37%	77 53% W	65 38%	167 50% yb	25 36% *	39 31% *	44 46% *	163 42%	131 37%
NET: Not that/ not at all important (3/4)	512 47%	254 48%	251 46%	112 34% D	188 48% DE	212 59%	277 45%	235 50%	115 45%	141 49%	124 50%	61 40% *	28 53% **	43 47% *	185 48%	327 47%	333 45%	180 51%	92 48%	156 53% v	126 45%	104 42%	454 49% x	54 37%	91 53% z	140 42%	36 53% *	70 56% z*	43 45% *	194 50%	183 52%

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(*)