

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Welfare

1,000 GB 18 - 75

QBENEFITSSTATEMENTS_1. Which of the below do you think the government should prioritise when it comes to the UK benefits system?

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		Receive benefits - self or other				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Yes	Yes, myself	Yes, someone in my household	Yes, a friend/family member	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	468	246	144	179	567
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	457	245	140	169	572
Ensuring that older people have security in retirement	419 38%	174 33%	246 45% B	83 25%	128 32%	208 57% DE	232 38%	187 40%	90 35%	127 45% IK	85 34%	56 36%	23 45% *	39 41% *	117 30%	302 43% O	253 34%	166 47% Q	80 41%	98 35%	109 40%	98 36%	371 40% X	44 28%	105 58% Zac	97 29%	31 35% *	72 49% Zc	29 29% *	130 30%	200 54% d	165 36% h	95 39% h	39 28% h	62 37% h	238 42% h
Providing a reliable safety net for those who need it	314 29%	171 32% C	138 25%	93 28%	107 27%	114 31%	179 29%	136 29%	66 26%	78 28%	78 32%	58 37% IN	14 27% *	20 21% *	119 31%	195 28%	197 27%	118 34% Q	51 26%	84 30%	77 29%	83 31%	268 29%	41 26%	48 26%	104 31%	35 38% b*	35 24%	39 40% yb*	156 36% e	89 24%	145 32%	82 33%	47 33%	54 32% h	149 26%
Supporting people to get back to work	311 29%	158 30%	150 28%	96 29%	119 30%	95 26%	183 30%	127 27%	74 29%	84 30%	72 29%	40 25%	17 32% *	24 25% *	113 29%	198 28%	213 29%	98 28%	50 26%	77 28%	78 29%	85 31%	260 28%	51 32%	52 29%	88 26%	38 41% 2c*	52 36% c	19 19% *	121 28%	115 31%	121 26%	61 25%	33 23%	51 30%	173 30%
Tackling child poverty	278 26%	120 23%	154 28%	101 31% F	97 25%	80 22%	160 26%	118 25%	67 26%	67 23%	77 31% L	32 21%	10 19% *	26 28% *	105 27%	173 25%	207 28% R	71 20%	40 21%	75 27%	79 29%	66 24%	219 24%	57 36% w	33 18%	99 29% yb	27 30% b*	19 13%	39 40% yb*	133 31% e	73 20%	124 27%	63 26%	38 27%	50 30%	147 26%
Providing good value for taxpayers' money	267 25%	158 30% C	105 19%	73 22%	108 27%	86 23%	187 30% H	80 17%	69 27%	63 22%	69 28% M	39 25%	6 13% *	21 22% *	113 29% P	154 22%	198 27% R	69 20%	41 21%	53 19%	68 25%	89 33% ST	218 24%	46 29%	54 30% c	87 26%	23 25% *	35 24%	16 17% *	98 23% e	98 26%	83 18% g	23 9% g	28 20% g	45 26% fg	179 31% fgh
Treating claimants with respect and dignity	189 17%	87 16%	101 18%	71 22% F	74 19% F	44 12%	95 15%	94 20%	59 23% KN	48 17%	33 13%	25 16%	13 26% *	11 12% *	78 20%	112 16%	121 16%	68 19%	39 20%	62 22% UV	35 13%	40 15%	158 17%	29 18%	16 9%	84 25% Yab	7 7% *	22 15%	23 23% Ya*	88 20% e	49 13%	117 25% ij	81 18% fg	35 25% j	33 19% j	64 11%
Making every stage of the social security system easy to access	132 12%	59 11%	70 13%	53 16% F	42 11%	37 10%	70 11%	62 13%	33 13%	31 11%	22 9%	25 16%	9 18% *	12 12% *	51 13%	80 11%	84 11%	47 14%	34 18% v	29 10%	36 13%	24 9%	103 11%	27 17% w	16 9%	51 15% b	11 12% *	8 6%	16 16% b*	62 14% e	27 7%	73 16% ij	45 18% ij	23 17% j	19 11% j	48 8%
None of these, it should have other priorities	38 4%	24 5%	14 3%	5 1%	22 6% D	11 3%	20 3%	18 4%	6 2%	13 5%	9 4%	5 3%	- 2% *	5 5% *	12 3%	26 4%	33 4% R	5 1%	9 4%	11 4%	7 2%	6 2%	36 4%	2 2%	4 2%	5 1%	- 1% *	15 11% yZa	3 3% *	6 1% d	24 6% d	16 3%	5 2%	7 5%	6 4%	20 4%
Don't know	42 4%	21 4%	20 4%	17 5%	17 4%	8 2%	15 3%	26 6% G	8 3%	10 3%	8 3%	7 4%	1 2% *	8 9% *	12 3%	29 4%	30 4%	11 3%	7 4%	16 6% u	5 2%	9 3%	40 4%	2 1%	3 2%	9 3%	4 4% *	2 2%	2 2% *	11 3%	5 1%	9 2%	6 3%	4 3%	3 2%	21 4%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20522 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,f/g/h/i/j 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,f/g/h/i/j Minimum Base: 30(**) Small Base: 100(*)

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QBENEFITSSTATEMENTS_2. How well or poorly do you think the benefits system, as it currently stands, does at meeting each of the following objectives? - Summary

All Adults aged 18-75 in Great Britain

	QBENEFITSSTATEMENTS_2. How well or poorly do you think the benefits system, as it currently stands, does at meeting each of the following objectives?						
	Providing a reliable safety net for those who need it	Treating claimants with respect and dignity	Ensuring that older people have security in retirement	Supporting people to get back to work	Ensuring every stage of the social security system easy to access	Tackling child poverty	Providing good value for taxpayers' money
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1089	1089	1089	1089	1089	1089	1089
Weighted base	1089	1089	1089	1089	1089	1089	1089
Very well (2)	85 8%	76 7%	78 7%	72 7%	83 8%	72 7%	69 6%
Somewhat well (1)	210 19% CDEFG	206 19% CDFG	166 15% G	152 14% G	177 16% FG	146 13%	117 11%
Neither well nor poorly (0)	262 24% C	285 26% CFG	197 18%	272 25% CG	256 24% C	244 22% C	232 21% C
Somewhat poorly (-1)	245 22% B	187 17%	283 26% ABE	296 27% ABE	232 21% B	286 26% ABE	282 26% BE
Very poorly (-2)	173 16%	169 15%	271 25% ABDEF	188 17%	184 17%	195 18%	307 28% ABCDEF
Don't know	114 10% CG	167 15% ACDG	93 9%	109 10% G	156 14% ACDG	146 13% ACDG	81 7%

NET Well	296 27% CDEFG	282 26% CDFG	244 22% G	224 21% G	261 24% DFG	218 20% G	186 17%
NET Poorly	417 38% B	356 33%	554 51% ABDEF	484 44% ABE	416 38% B	481 44% ABE	589 54% ABDEF

Mean	-0.21 CDFG	-0.18 CDEFG	-0.51 G	-0.38 CG	-0.27 CDFG	-0.41 CG	-0.64
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ance 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(**)

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QBENEFITSSTATEMENTS_2. How well or poorly do you think the benefits system, as it currently stands, does at meeting each of the following objectives? - Providing a reliable safety net for those who need it

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		Receive benefits - self or other Yes, a Yes, someone in friend/fam my household ly member				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Yes	Yes, myself	Yes, someone in my household	Yes, a friend/family member	No		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)		
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	468	246	144	179	567		
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	457	245	140	169	572		
Very well (2)	85 8%	49 9%	37 7%	51 16% EF	27 7% F	8 2%	57 9%	29 6%	24 9%	22 8%	18 7%	16 10%	4 8% *	2 3% *	45 12% P	40 6%	75 10% R	10 3%	4 2%	18 6%	21 8% S	41 15% STU	56 6%	30 19% W	17 9% c	33 10% c	5 5% *	11 8%	2 2% *	28 6%	30 8%	43 10%	21 9%	15 11%	15 9%	36 6%		
Somewhat well (1)	210 19%	119 22% C	86 16%	94 29% EF	76 19% F	40 11%	133 22%	77 16%	51 20%	55 19%	52 21%	34 22%	5 10% *	12 13% *	93 24% P	117 17%	158 21% R	52 15%	37 19%	48 17%	51 19%	68 25%	159 17%	49 31% W	33 18%	90 27% Ybc	27 30% bc*	14 10%	13 13% *	107 25% e	51 14%	111 24% gi	47 19%	36 26% j	43 25% j	97 17%		
Neither well nor poorly (0)	262 24%	138 26%	122 22%	68 21%	85 21%	109 30% DE	139 23%	123 26%	56 22%	73 26%	60 24%	37 24%	15 29% *	20 21%	78 20%	183 26% O	176 24%	85 24%	55 28% V	74 27%	71 26%	53 19%	223 24%	36 23%	37 21%	80 23% Ybc	25 28% *	43 30%	23 24% *	97 23%	94 25%	99 22%	47 19%	33 24%	40 24%	144 25%		
Somewhat poorly (-1)	245 22%	105 20%	136 25%	53 16%	88 22%	103 28% D	140 23%	104 22%	59 23%	65 23%	52 21%	25 16%	11 21% *	33 36% UKL*	73 19%	171 24% O	148 20%	97 28% Q	42 22%	60 22%	61 23%	59 22%	220 24% X	22 14%	51 28% Za	65 19%	13 14% *	28 19%	30 30% Za*	96 22%	91 25%	121 27%	74 30% j	34 24%	46 27%	120 21%		
Very poorly (-2)	173 16%	68 13%	104 19% B	36 11%	72 18% D	64 18% D	88 14%	85 18%	42 16%	40 14%	41 16%	33 21%	5 10% *	12 13% *	63 16%	110 16%	104 14%	69 20% Q	32 16%	51 18% V	42 15%	31 11%	155 17% X	17 10%	23 13%	41 12%	14 15% *	33 22% Z	20 21% Z*	61 14%	70 19%	60 13%	41 17% fh	12 8%	19 11%	104 18% h		
Don't know	114 10%	51 10%	60 11%	25 8%	48 12%	42 11%	60 10%	54 12%	24 9%	29 10%	25 10%	12 7%	11 21% UKL*	14 15% *	37 10%	77 11%	78 11%	36 10%	25 13%	27 10%	25 9%	23 8%	107 12% X	5 3%	20 11%	30 9%	7 8% *	15 11%	10 10% *	43 10%	34 9%	22 5%	14 6%	10 7%	6 4%	71 12% fgi		
NET Well	296 27%	168 32% C	122 22%	145 44% EF	103 26% F	48 13%	190 31% H	105 22%	75 29% N	77 27%	70 28% N	50 32% N	9 18% *	15 16% *	138 36% P	157 22%	233 32% R	62 18%	40 21%	66 24%	72 27%	108 40% STU	215 23%	78 49% W	50 27% c	124 36% bc	32 35% bc*	25 18%	15 15% *	135 31% e	81 22%	155 34% gi	68 28%	51 37% j	58 34% j	133 23%		
NET Poorly	417 38%	174 33%	241 44% B	90 27%	160 40% D	168 46% D	228 37%	190 40%	101 39%	105 37%	92 37%	58 37%	16 32% *	45 48% *	136 35%	282 40%	251 34%	166 47% Q	74 38%	111 40%	102 38%	89 33%	375 41% X	39 25%	75 41% Z	106 31%	27 30% *	61 42%	50 51% Za*	157 36%	162 44%	181 40%	116 47% fh	46 33%	65 39%	224 39%		
Mean	-0.21	-0.05 C	-0.38	0.23 EF	-0.30 F	-0.54	-0.12 H	-0.34	-0.19	-0.18	-0.20	-0.18	-0.19 *	-0.50 *	-0.04 P	-0.31	-0.07 R	-0.52	-0.36	-0.32	-0.21	0.11 STU	-0.32	0.34 W	-0.20 c	0.03 bc	-0.05 c*	-0.44 *	-0.61 *	-0.14 e	-0.36	-0.10 gi	-0.29	0.07 gi	-0.07 j	-0.32		

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QBENEFITSSTATEMENTS_2. How well or poorly do you think the benefits system, as it currently stands, does at meeting each of the following objectives? - Treating claimants with respect and dignity

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		Receive benefits - self or other					
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Yes	Yes, myself	Yes, someone in my household	Yes, a friend/family member	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	468	246	144	179	567	
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	457	245	140	169	572	
Very well (2)	76	45	30	54	18	4	47	30	22	16	16	14	3	6	42	34	68	8	6	18	15	33	54	22	10	31	4	6	7	25	22	50	23	16	16	22	
	7%	8%	6%	16% EF	5%	1%	8%	6%	8%	6%	6%	9%	5%	7%	11% P	5%	9%	2%	3%	6%	6%	12% STU	6%	14% W	6%	9%	4% *	4%	7% *	6%	6%	11% j	9%	12% j	9%	4%	
Somewhat well (1)	206	122	83	89	72	45	120	86	50	49	44	39	8	16	84	121	161	44	35	50	42	74	163	42	39	82	21	20	9	89	57	108	52	38	44	91	
	19%	23%	15%	27% EF	18%	12%	19%	18%	19%	17%	18%	25%	15% *	17% *	22%	17%	22%	13%	18%	18%	15%	27% STU	18%	26% W	22% c	24% bc	23% c*	13%	10% *	20%	15%	24% j	21%	27% j	26% j	16%	
Neither well nor poorly (0)	285	130	149	75	102	108	171	114	52	94	66	36	13	24	91	194	178	107	56	79	77	62	236	44	53	86	30	36	18	116	91	108	52	29	44	161	
	26%	24%	27%	23%	26%	29%	28%	24%	20%	33% IL	27%	23%	25% *	26% *	23%	28%	24%	31% Q	29%	29%	29%	23%	26%	28%	29%	25%	33% c*	25%	18% *	27%	27%	25%	24%	21%	21%	26%	28%
Somewhat poorly (-1)	187	78	107	45	64	78	102	85	44	46	49	20	7	21	58	130	124	63	36	47	54	39	164	23	33	52	15	23	27	78	65	80	48	19	27	103	
	17%	15%	20%	14%	16%	21% D	17%	18%	17%	16%	20%	13%	13% *	23% *	15%	19%	17%	18%	18%	17%	20%	14%	18%	15%	18%	15%	16% *	16%	28% 2a*	18%	18%	18%	20%	14%	16%	18%	
Very poorly (-2)	169	75	93	38	64	67	82	86	46	38	44	23	11	7	60	109	94	75	38	47	34	33	150	17	14	48	8	37	21	71	64	80	56	26	26	79	
	15%	14%	17%	12%	16%	18% D	13%	18%	18% N	13%	18%	15%	21% N*	7% *	15%	16%	13%	21% Q	19% V	17%	13%	12%	16%	10%	8%	14%	9% *	26% Y2a	22% Y2a*	16%	17%	17%	23% fj	19%	15%	14%	
Don't know	167	82	83	27	75	65	94	72	42	42	28	25	11	19	55	112	114	52	24	36	47	34	153	11	32	41	14	23	15	54	71	30	14	11	13	117	
	15%	15%	15%	8%	19% D	18% D	15%	15%	16%	15%	12%	16%	21% *	20% *	14%	16%	15%	15%	12%	13%	18%	12%	17% X	7%	18%	12%	15% *	16%	16% *	12%	19% d	7%	6%	8%	7%	20% fgh	

NET Well	282	167	113	143	91	49	167	115	71	66	60	53	10	22	126	155	229	53	41	68	57	106	217	64	50	113	24	26	17	114	79	158	75	54	60	112
	26%	31%	21%	43%	23%	13%	27%	24%	28%	23%	24%	34%	20%	24%	32%	22%	31%	15%	21%	24%	21%	39%	24%	40%	27%	33%	27%	18%	17%	26%	21%	35%	31%	39%	35%	20%
		C		EF	F								J	*	*	P		R					STU		W		bc	*	*		J	J	J	J		
NET Poorly	356	153	200	84	128	145	185	171	91	83	93	43	18	28	118	238	218	138	73	94	88	71	314	40	47	99	23	61	48	149	130	160	104	45	52	182
	33%	29%	37%	25%	32%	40%	30%	36%	35%	29%	38%	28%	34%	30%	30%	34%	30%	39%	38%	34%	33%	26%	34%	25%	26%	29%	26%	42%	49%	34%	35%	42%	42%	33%	31%	32%
			B			D								*	*			Q		V			X				*	Y2a	Y2a*			fhj				

Mean	-0.18	-0.04 C	-0.32	0.25 EF	-0.26 F	-0.53	-0.10	-0.28	-0.21	-0.16	-0.28	*	-0.39 *	-0.09 *	-0.03 P	-0.27	0.02 R	-0.51	-0.38	-0.23	-0.23	0.15 STU	-0.25	0.20 W	* bc	-0.01 bc	-0.04 bc*	-0.54 *	-0.55 *	-0.21	-0.31	-0.07 gj	-0.27	-0.01 j	-0.02 j	-0.28
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ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e,f/g/h/i/j 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,f/g/h/i/j Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Welfare

1,000 GB 18 - 75

QBENEFITSSTATEMENTS_2. How well or poorly do you think the benefits system, as it currently stands, does at meeting each of the following objectives? - Ensuring that older people have security in retirement

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		Receive benefits - self or other				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Yes	Yes, myself	Yes, someone in my household	Yes, a friend/family member	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	468	246	144	179	567
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	457	245	140	169	572
Very well (2)	78 7%	53 10% C	25 5%	49 15% EF	22 6% F	7 2%	42 7%	36 8%	16 6%	20 7%	23 9% N	12 8%	5 11% N*	2 2% *	39 10% P	39 6%	66 9% R	12 3%	14 7%	17 6%	20 8%	27 10%	49 5%	28 18% W	11 6%	31 9% b	9 10% b*	4 3%	6 7% *	37 9% e	16 4%	48 10% j	25 10% j	17 12% j	15 9%	29 5%
Somewhat well (1)	166 15%	100 19% C	63 12%	84 26% EF	60 15% F	22 6%	116 19% H	50 11%	39 15%	41 14%	32 13%	38 25% UKM	3 5% *	13 14% *	85 22% P	81 12%	135 18% R	31 9%	25 13%	37 13%	32 12%	70 26% STU	123 13%	42 27% W	19 10%	84 25% Ybc	17 18% b*	7 5%	13 14% b*	82 19% e	39 11%	85 18% gj	32 13%	28 20% j	36 21% jl	74 13%
Neither well nor poorly (0)	197 18%	100 19%	94 17%	64 19%	76 19%	58 16%	111 18%	86 18%	40 16%	49 17%	42 17%	34 21%	13 26% *	20 21% *	76 19%	122 17%	132 18%	65 19%	42 22%	51 18%	39 14%	52 19%	162 18%	31 20%	26 14%	74 22%	18 20% *	21 14%	20 21% *	83 19% i	50 13%	77 17% i	46 19%	27 20% j	20 12% j	106 18%
Somewhat poorly (-1)	283 26%	125 23%	155 28%	61 19%	98 25% DE	124 34% DE	168 27%	115 24%	69 27% L	79 28% L	78 31% L	21 14%	8 16% *	28 30% L*	84 22%	199 28% O	191 26%	92 26%	42 22%	70 25%	92 34% SV	61 22%	249 27%	33 21%	68 38% Zc	72 21%	31 34% z*	40 27%	24 25% *	119 27%	106 29%	113 25% i	53 22%	34 25% fg	58 34% fg	164 29%
Very poorly (-2)	271 25%	109 20%	161 30% B	43 13%	93 23% D	135 37% DE	134 22%	137 29% G	71 28%	78 28%	52 21%	32 21%	15 28% *	21 23% *	70 18%	201 29% O	149 20%	122 35% Q	52 27% V	80 29% V	65 24%	48 18%	254 28% X	15 9%	50 27% Za	50 15%	11 12% *	66 45% YZac	24 24% Z*	76 18% d	136 37% d	114 25% h	74 30% fhi	25 18% h	35 21% h	144 25%
Don't know	93 9%	45 8%	47 9%	28 9%	47 12% F	19 5%	46 7%	48 10%	21 8%	18 6%	20 8%	19 12%	7 14% *	9 10% *	36 9%	58 8%	66 9%	27 8%	20 10%	23 8%	22 8%	16 6%	83 9%	9 6%	7 4%	29 8%	6 7% *	8 6%	10 10% *	36 8%	24 7%	21 5%	14 6%	8 6%	5 3%	55 10% fi

NET Well	244 22%	153 29% C	88 16%	133 40% EF	82 21% F	30 8%	158 26% H	87 18%	55 22%	61 21%	55 22%	50 32% UMN	8 16% *	14 15% *	124 32% P	120 17%	201 27% R	43 12%	39 20%	54 19%	52 19%	96 35% STU	172 19%	71 45% W	30 17% b	115 34% Ybc	26 28% b*	11 8%	20 20% b*	119 27% e	55 15%	132 29% gj	57 23%	45 33% jl	51 30% j	103 18%
NET Poorly	554 51%	233 44%	316 58% B	104 32%	191 48% D	260 71% DE	302 49%	252 53%	140 55% L	157 55% L	130 53% L	54 34%	23 45% *	50 53% L*	154 40%	400 57% O	340 46%	214 61% Q	94 48%	149 54% V	157 58% V	109 40%	503 55% X	47 30%	118 65% Zac	122 36%	41 45% *	106 73% Zac	48 49% Z*	195 45% d	242 65% d	227 50%	128 52%	59 42% h	92 55% h	308 54% h

Mean	-0.51	-0.28 C	-0.73	0.12 EF	-0.52 F	-1.03	-0.41 H	-0.63	-0.59	-0.58	-0.46	-0.18 UN	-0.54 *	-0.66 *	-0.17 P	-0.69	-0.33 R	-0.87	-0.54	-0.62	-0.61	-0.13 STU	-0.64	0.25 W	-0.73 b	-0.09 Ybc	-0.20 Yb*	-1.14 *	-0.51 b*	-0.29 e	-0.89	-0.37 gj	-0.52	-0.16 jl	-0.37 j	-0.62
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ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e,f/g/h/i/j Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Welfare

1,000 GB 18 - 75

QBENEFITSSTATEMENTS_2. How well or poorly do you think the benefits system, as it currently stands, does at meeting each of the following objectives? - Supporting people to get back to work

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		Receive benefits - self or other				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Yes	Yes, myself	Yes, someone in my household	Yes, a friend/family member	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	468	246	144	179	567
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	457	245	140	169	572
Very well (2)	72 7%	42 8%	29 5%	52 16% EF	17 4% F	3 1%	39 6%	33 7%	21 8%	17 6%	12 5%	15 9%	4 7% *	4 5% *	40 10% P	32 5%	63 8% R	10 3%	10 5%	17 6%	13 5%	30 11% SU	44 5%	28 18% W	12 7%	27 8%	3 4% *	6 4%	4 4% *	32 7%	14 4%	42 9% j	19 8%	15 11% j	13 7%	28 5%
Somewhat well (1)	152 14%	91 17% C	59 11%	80 24% EF	54 14% F	17 5%	95 15%	56 12%	30 12%	47 17%	39 16%	22 14%	4 8% *	9 10% *	62 16%	89 13%	108 15%	44 12%	27 14%	34 12%	34 13%	53 20% TU	111 12%	39 24% W	19 11%	70 21% Yb	11 12% *	15 10%	11 11% *	68 16% e	36 10%	92 20% j	47 19% j	25 18% j	29 17% j	54 9%
Neither well nor poorly (0)	272 25%	131 25%	139 26%	86 26%	79 20%	107 29% E	154 25%	118 25%	57 22%	80 28%	63 25%	33 21%	12 23% *	27 29% *	87 22%	185 26%	178 24%	94 27%	49 25%	83 30% V	66 24%	58 21%	231 25%	38 24%	50 28%	98 29% b	19 20% *	27 19%	26 27% *	109 25%	96 26%	116 25%	64 26%	35 25%	46 27%	141 25%
Somewhat poorly (-1)	296 27%	133 25%	160 29%	58 18%	127 32% D	111 30% D	167 27%	129 27%	78 30%	76 27%	62 25%	38 24%	14 28% *	28 30% *	96 25%	201 29%	208 28%	88 25%	52 27%	70 25%	82 30%	67 25%	266 29% X	27 17%	51 28%	76 22%	31 34% Z*	44 30%	28 29% *	118 27%	102 28%	120 26%	57 23%	39 28%	54 32%	167 29%
Very poorly (-2)	188 17%	87 16%	98 18%	27 8%	73 19% D	87 24% D	106 17%	82 17%	50 19%	39 14%	52 21%	31 20%	6 12% *	10 11% *	66 17%	122 17%	112 15%	76 22% Q	29 15%	41 15%	54 20%	47 17%	169 18% X	17 11%	32 17%	39 11%	17 18% *	45 31% YZc	18 18% *	62 14%	89 24% d	59 13%	38 15%	14 10%	18 11%	117 20% fh
Don't know	109 10%	47 9%	60 11%	24 7%	44 11%	40 11%	55 9%	54 11%	21 8%	25 9%	20 8%	17 11%	12 24% UKL*	14 15% *	39 10%	70 10%	71 10%	38 11%	27 14% V	33 12%	21 8%	18 7%	98 11%	9 6%	17 9%	30 9%	10 12% *	9 6%	11 11% *	44 10%	34 9%	28 6%	21 9% f	12 8%	10 6%	65 11% f

NET Well	224	133	88	132	72	20	134	89	50	64	51	37	7	14	102	121	170	53	37	51	47	83	155	67	32	97	14	21	15	100	50	134	66	40	41	82
	21%	25% C	16%	40% EF	18% F	5%	22%	19%	20%	23%	21%	24%	15% *	15% *	26% P	17%	23% R	15%	19%	18%	18%	30% STU	17% W	42% W	18%	29% Yabc	16% *	14%	15% *	23% e	13%	29% j	27% j	29% j	24% j	14%
NET Poorly	484	220	258	85	200	198	273	211	127	116	114	69	20	38	161	323	320	164	81	111	136	114	435	45	83	114	47	89	46	180	191	179	94	53	72	284
	44%	41%	47%	26%	51% D	54% D	44%	45%	50%	41%	46%	44%	39% *	41% *	41%	46%	43%	47%	42%	40%	50%	42%	47% X	28%	46% Z	34%	52% Z*	61% Y2	47% Z*	42%	51% d	39%	38%	38%	43% fgh	50%

Mean	-0.38	-0.27 C	-0.49	0.24 EF	-0.53 F	-0.81	-0.37	-0.41	-0.45	-0.28	-0.45	-0.35	-0.39 *	-0.38 *	-0.24 P	-0.46	-0.30 R	-0.57	-0.37	-0.34	-0.52	-0.19 U	-0.49	0.22 W	-0.43 b	-0.09 Yabc	-0.58 *	-0.78 *	-0.52 *	-0.29 e	-0.64	-0.14 j	-0.21 j	-0.09 j	-0.23 j	-0.58
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ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J/K,L/M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e,f/g/h/i/j Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Welfare

1,000 GB 18 - 75

QBENEFITSSTATEMENTS_2. How well or poorly do you think the benefits system, as it currently stands, does at meeting each of the following objectives? - Making every stage of the social security system easy to access

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		Receive benefits - self or other				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Yes	Yes, myself	Yes, someone in my household	Yes, a friend/family member	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	468	246	144	179	567	
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	457	245	140	169	572	
Very well (2)	83 8%	49 9%	32 6%	50 15% EF	23 6%	10 3%	52 8%	31 7%	24 10%	24 9%	14 6%	13 8%	5 10% *	3 3% *	44 11% P	39 6%	69 9% R	15 4%	4 2%	19 7% S	19 7% S	39 14% STU	60 7%	23 15% W	20 11%	25 7%	5 5% *	9 6%	6 6% *	27 6%	25 7%	40 9%	21 9%	14 10%	12 7%	38 7%	
Somewhat well (1)	177 16%	101 19% C	76 14%	86 26% EF	69 17% F	23 6%	102 17%	75 16%	40 16%	41 15%	39 25% UN	39 25% UN	8 15% *	10 10% *	72 18%	106 15%	142 19% R	35 10%	33 17%	41 15%	34 13%	58 21% U	132 14%	43 27% W	26 14%	79 23% Ybc	18 20% c*	19 13%	8 8% *	77 18%	49 13%	93 20% j	45 19%	28 20%	35 20%	81 14%	
Neither well nor poorly (0)	256 24%	124 23%	130 24%	80 24%	99 25%	78 21%	151 24%	106 22%	57 22%	74 26%	62 25%	31 20%	11 21% *	21 23% *	79 20%	177 25%	169 23%	87 25%	53 27%	68 24%	67 25%	57 21%	212 23%	43 27%	40 22%	73 22%	25 28% *	36 24%	24 25% *	100 23%	86 23%	103 23%	46 19%	27 20%	42 25%	135 24%	
Somewhat poorly (-1)	232 21%	103 19%	125 23%	42 13%	78 20% D	112 31% DE	125 20%	107 23%	49 19%	56 20%	61 25%	33 21%	9 17% *	23 25% *	75 19%	157 22%	149 20%	83 24%	40 21%	63 23%	60 22%	54 20%	204 22%	25 16%	44 24%	60 18%	18 20% *	33 23%	27 28% z*	95 22%	89 24%	101 22%	59 24%	36 26%	39 23%	126 22%	
Very poorly (-2)	184 17%	79 15%	104 19%	44 13%	63 16%	77 21% D	98 16%	86 18%	50 20%	47 17%	43 17%	21 13%	8 15% *	15 17% *	69 18%	115 16%	105 14%	79 22% Q	37 19%	48 17%	49 18%	34 12%	165 18% X	17 11%	24 13%	65 19%	11 13% *	30 21%	17 17% *	78 18%	65 18%	84 18%	55 23% fhj	19 14%	30 18%	91 16%	
Don't know	156 14%	76 14%	78 14%	26 8%	64 16% D	65 18% D	88 14%	68 14%	34 13%	42 15%	28 11%	20 13%	11 21% *	21 22% k*	51 13%	105 15%	105 14%	51 15%	28 14%	39 14%	41 15%	31 11%	147 16% X	7 5%	28 15%	37 11%	13 14% *	18 13%	17 17% *	56 13%	56 15%	36 8%	18 7%	15 11%	12 7%	101 18% fgi	
NET Well	261 24%	150 28% C	108 20%	136 42% EF	91 23% F	33 9%	154 25%	106 23%	65 25% N	66 23%	54 22%	51 33% KN	13 26% *	12 13% *	116 30% P	145 21%	211 29% R	50 14%	36 19%	60 22%	53 20%	97 35% STU	192 21%	67 42% W	45 25% c	104 31% bc	23 26% *	28 19%	13 14% *	104 24%	74 20%	134 29% j	67 27%	42 30% j	47 28%	119 21%	
NET Poorly	416 38%	182 34%	229 42% B	86 26%	141 36% D	189 52% DE	223 36%	193 41%	99 39%	103 36%	104 42%	54 35%	16 32% *	39 42% *	144 37%	272 39%	254 34%	162 46% Q	77 40%	111 40%	109 40%	88 32%	369 40% X	42 27%	69 38%	125 37%	30 33% *	64 44%	43 45% *	173 40%	154 42%	184 40%	114 47% fi	56 40%	69 40%	217 38%	
Mean	-0.27	-0.13 C	-0.41	0.19 EF	-0.27 F	-0.74	-0.22	-0.35	-0.27	-0.25	-0.36	-0.08 N	-0.14 *	-0.55 *	-0.16 P	-0.34	-0.13 R	-0.59	-0.44	-0.33	-0.38	0.06 STU	-0.37	0.20 W	-0.18	-0.20	-0.17 *	-0.45 *	-0.51 *	-0.32	-0.38	-0.22 g	-0.36	-0.15	-0.25	-0.32	

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INTERNAL/CLIENT USE ONLY

Welfare

1,000 GB 18 - 75

QBENEFITSSTATEMENTS_2. How well or poorly do you think the benefits system, as it currently stands, does at meeting each of the following objectives? - Tackling child poverty

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			Receive benefits - self or other			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Yes	Yes, myself	Yes, someone in my household	Yes, a friend/family member	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	468	246	144	179	567
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	457	245	140	169	572
Very well (2)	72 7%	47 9% C	23 4%	47 14% EF	23 6% F	2 1%	39 6%	33 7%	16 6%	20 7%	16 6%	13 9%	3 6% *	4 4% *	36 9% P	36 5%	65 9%	7 2%	10 5%	14 5%	10 4%	34 13% STU	48 5% W	24 15% W	13 7%	27 8% c	3 4% *	10 7%	2 2% *	23 5%	24 7%	44 10% j	19 8%	17 12% j	14 8%	24 4%
Somewhat well (1)	146 13%	82 16%	63 12%	78 24% EF	43 11%	25 7%	95 15%	51 11%	32 13%	39 14%	30 12%	30 19%	6 11% *	9 10% *	72 19% P	74 11%	117 16% R	29 8%	26 13%	36 13%	29 11%	52 19% U	102 11% W	42 27% W	27 15%	63 19% b	9 10% *	11 7%	11 12% *	65 15%	40 11%	82 18% gj	35 14%	31 22% gj	30 18% j	62 11%
Neither well nor poorly (0)	244 22%	121 23%	119 22%	60 18%	100 25% D	84 23%	147 24%	97 20%	54 21%	73 26%	46 19%	38 24%	10 20% *	23 25% *	83 21%	161 23%	168 23%	76 22%	42 22%	61 22%	66 24%	64 23%	199 22%	42 26%	40 22%	78 23%	25 28% *	29 20%	18 19% *	95 22%	73 20%	89 19%	47 19%	20 14%	33 20% h	137 24% h
Somewhat poorly (-1)	286 26%	125 24%	158 29%	68 21%	104 26% D	114 31% D	149 24%	136 29%	72 28% L	76 27%	67 27%	29 18%	14 27% *	29 31% *	91 23%	195 28%	189 26%	97 28%	47 24%	72 26%	84 31%	64 23%	257 28% X	25 16%	48 27%	79 23%	31 34% *	43 29%	29 30% *	117 27%	112 30%	124 27%	66 27%	38 27%	56 33%	152 26%
Very poorly (-2)	195 18%	89 17%	104 19%	43 13%	73 18% D	79 22% D	100 16%	95 20%	49 19%	50 18%	53 22%	20 13%	8 15% *	14 15% *	64 16%	131 19%	106 14%	89 25% Q	34 17%	64 23% V	48 18%	33 12%	179 19% X	16 10%	24 13%	55 16%	13 15% *	36 24% Y	27 28% YZ*	80 18%	70 19%	84 18%	55 23% fh	21 15%	26 15%	101 17% fgi
Don't know	146 13%	66 13%	78 14%	32 10%	53 13% D	61 17% D	86 14%	60 13%	32 13%	28 10%	35 14%	26 17%	11 21% j*	14 15% *	44 11%	103 15%	94 13%	52 15%	36 19% TV	30 11%	32 12%	27 10%	135 15% X	9 6%	30 17%	37 11%	9 10% *	17 12%	10 11% *	53 12%	51 14%	35 8%	21 9%	14 10%	10 6%	97 17% fgi

NET Well	218 20%	130 24% C	86 16%	125 38% EF	66 17% F	27 7%	134 22%	84 18%	48 19%	59 21%	46 19%	43 28% N	9 17% *	13 14% *	108 28% P	110 16%	182 25% R	36 10%	36 18%	50 18%	40 15%	86 31% STU	150 16%	66 42% W	40 22%	90 27% abc	12 14% *	21 14%	13 13% *	88 20%	65 17%	126 28% gj	55 22% j	47 34% gj	44 26% j	86 15%
NET Poorly	481 44%	214 40%	262 48% B	110 34%	177 45% D	194 53% DE	249 40%	231 49% G	122 47% L	126 44% L	120 48% L	49 32%	22 42% *	43 46% *	155 40% O	326 47% O	295 40%	185 53% Q	80 41%	137 49% V	132 49% V	97 35%	436 47% X	41 26%	72 40%	135 40%	44 49% *	78 54% Y2	56 57% YZ*	196 45%	183 49%	207 45%	122 50%	58 42% j	82 48%	252 44%

Mean	-0.41	-0.27 C	-0.55	0.06 EF	-0.47 F	-0.80	-0.33	-0.51	-0.48	-0.38	-0.53	-0.10 IKN	-0.44 *	-0.51 *	-0.21 P	-0.52	-0.24 R	-0.78	-0.43	-0.55	-0.55	-0.04 STU	-0.53	0.22 W	-0.29 bc	-0.24 bc	-0.52 *	-0.65 *	-0.78 *	-0.43	-0.51	-0.29 gj	-0.46	-0.12 gj	-0.31	-0.51
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ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/zu/h/c,d/e,f/g/h/v/ Minimum Base: 30(**) Small Base: 100(*)

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Welfare

1,000 GB 18 - 75

QBENEFITSSTATEMENTS_2. How well or poorly do you think the benefits system, as it currently stands, does at meeting each of the following objectives? - Providing good value for taxpayers' money

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			Receive benefits - self or other			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Yes	Yes, myself	Yes, someone in my household	Yes, a friend/family member	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	468	246	144	179	567
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	457	245	140	169	572
Very well (2)	69 6%	41 8%	28 5%	47 14% EF	17 4% F	5 1%	42 7%	28 6%	17 6%	17 6%	14 6%	18 12% N	2 4% *	2 2% *	38 10% P	31 4%	59 8% R	11 3%	10 5%	14 5%	11 4%	32 12% STU	44 5%	25 16% W	9 5%	32 9% b	2 3% *	1 1%	5 6% *	27 6%	13 4%	43 9% j	20 8% j	16 12% j	13 8% j	24 4%
Somewhat well (1)	117 11%	71 13% C	44 8%	73 22% EF	34 9% F	10 3%	76 12%	41 9%	25 10%	30 11%	20 8%	25 16% K	6 11% *	11 12% *	61 16% P	56 8%	94 13% R	23 7%	20 10%	32 11%	23 8%	41 15% U	77 8%	40 25% W	14 7%	61 18% Yab	7 8% *	8 6%	9 10% *	54 13%	29 8%	72 16% j	35 14% j	23 16% j	24 14% j	44 8%
Neither well nor poorly (0)	232 21%	111 21%	117 21%	66 20%	93 24%	73 20%	122 20%	110 23%	60 23%	62 22%	47 19%	33 21%	14 27% *	17 18% *	83 21%	149 21%	153 21%	79 23%	35 18%	80 29% sv	58 21%	48 18%	187 20%	41 26%	26 14%	85 25% Yb	29 33% Yb*	18 13%	27 28% Yb*	111 26% e	46 12%	97 21%	54 22%	33 24%	30 18%	117 20%
Somewhat poorly (-1)	282 26%	124 23%	156 29%	65 20%	96 24%	121 33% DE	166 27%	117 25%	63 25% L	80 28% L	83 34% L	18 11% *	11 21% *	27 29% L*	83 21%	199 28% O	179 24%	104 30%	58 30%	58 21%	87 32% TV	63 23%	256 28% X	24 15%	62 34% Z	81 24%	25 28% *	37 26%	23 24% *	113 26%	115 31%	117 26%	62 25%	30 21%	51 30%	153 27%
Very poorly (-2)	307 28%	151 28%	153 28%	51 16%	121 31% D	135 37% D	174 28%	133 28%	70 27%	80 28%	69 28%	52 33%	11 22% *	25 27% *	93 24%	214 31% O	203 27%	104 30%	49 25%	75 27%	76 28%	74 27%	282 31% X	22 14%	57 31% Z	60 18%	20 22% *	77 53% VZac	26 26% *	96 22%	151 41% d	99 22%	52 21%	26 19%	43 25%	197 34% fgh
Don't know	81 7%	32 6%	47 9%	26 8%	33 8%	22 6%	37 6%	44 9%	22 8%	16 6%	14 5%	11 7%	8 15% JK*	11 12% *	30 8%	51 7%	52 7%	30 8%	23 12% UV	19 7%	15 5%	16 6%	73 8%	7 4%	14 7%	21 6%	6 7% *	3 2%	7 7% *	31 7%	16 4%	28 6%	22 9% f	12 9%	9 5%	38 7%

NET Well	186 17%	112 21% C	72 13%	120 37% EF	51 13% F	15 4%	118 19%	68 14%	42 16%	47 17%	34 14%	43 28% UKN	8 15% *	13 14% *	100 26% P	86 12%	153 21% R	33 10%	30 15%	46 16%	34 13%	73 27% STU	121 13%	65 41% W	23 12%	93 27% Yabc	9 10% *	10 7%	15 15% *	82 19% e	42 11%	115 25% j	55 22% j	39 28% j	36 21% j	67 12%
NET Poorly	589 54%	275 52%	309 57%	116 35%	218 55% D	256 70% DE	340 55%	250 53%	133 52%	160 56% L	152 62% LM	69 44%	22 43% *	52 56% *	176 45%	413 59% O	382 52%	208 59% Q	107 55%	133 48%	163 60% TV	137 50%	538 59% X	46 29%	119 66% Zac	141 41%	45 50% *	114 79% VZac	49 50% *	209 48%	266 72% d	217 47%	114 46% f	55 40% f	94 56% f	350 61% fgh

Mean	-0.64	-0.55 C	-0.73	* EF	-0.75 F	-1.08	-0.61	-0.67	-0.62	-0.66	-0.74	-0.41 K	-0.54 *	-0.77 *	-0.36 P	-0.79	-0.54 R	-0.84	-0.68	-0.57	-0.76	-0.41 U	-0.77	0.14 W	-0.86 b	-0.23 Yabc	-0.64 b*	-1.27 *	-0.60 b*	-0.49 e	-1.02	-0.37 ij	-0.41 j	-0.20 ij	-0.55 j	-0.85
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ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e,f/g/h/i/j Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Welfare

1,000 GB 18 - 75

QBACKTOWORK. Which of the following, if any, should the government prioritise to get these people into work?
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			Receive benefits - self or other				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	(d)	Leave	Yes	Yes, myself	Yes, someone in my household	Yes, a friend/family member	No				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)		(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)		(e)	(f)	(g)	(h)	(i)	(j)				
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	468	246	144	179	567				
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	457	245	140	169	572				
Provide support to retrain people for jobs that are in demand	467	221	240	121	165	181	291	176	109	113	107	79	17	42	169	299	300	168	69	118	136	113	405	59	82	150	48	62	46	208	172	196	105	52	76	250				
	43%	42%	44%	37%	42%	50% D	47% H	37%	42%	40%	43%	51% M	33% *	45% *	43%	43%	41%	48% Q	35%	43%	51% S	41%	44%	37%	45%	44%	53% *	43%	47% *	48%	46%	43%	43%	38%	45%	44%				
Work with employers to create more flexible roles (e.g. offering part-time hours, hybrid working)	428	177	245	135	163	130	242	186	110	105	103	62	16	32	180	248	300	128	75	117	99	110	353	71	60	150	38	35	52	190	122	217	115	63	89	197				
	39%	33%	45% B	41%	41%	35%	39%	39%	43%	37%	42%	39%	31% *	34% *	46% P	35%	41%	37%	39%	42%	37%	40%	38%	45%	33%	44% Yb	42% b*	24%	44% Yb*	44%	43%	47% j	47% j	45% j	52% j	34%				
Provide tailored support for people with health conditions and disabilities to enter work	393	166	223	129	126	138	242	151	106	102	87	54	17	28	154	239	263	131	58	97	102	113	329	64	66	133	42	37	39	182	120	175	95	50	72	206				
	36%	31%	41% B	39%	32%	38%	39% H	32%	41%	36%	35%	34%	33% *	30% *	40%	34%	36%	37%	30%	35%	38%	42% S	36%	41%	36%	39% b	46% b*	25%	40% b*	42% e	32%	38%	39%	36%	42%	36%				
Reduce the benefits of people not looking for work, such as with health conditions	320	167	151	69	116	134	186	134	77	96	68	43	14	21	110	210	227	93	42	64	101	92	282	36	79	76	19	74	15	108	157	94	33	26	45	210				
	29%	31%	28%	21%	29% D	37% D	30% D	28%	30%	34%	28%	28%	26% *	23% *	28%	30%	31%	26%	21%	23%	38% ST	34% ST	31%	23%	44% Zac	22%	21% *	51% Zac	15% *	25%	42% d	21% g	14% g	19% fgh	26%					
Provide financial incentives for employers to recruit people and provide support	295	171	122	86	115	94	169	125	65	81	74	46	10	19	120	175	200	94	52	77	75	75	241	50	39	103	33	34	18	121	101	132	77	40	45	150				
	27%	32% C	22%	26%	29%	26%	27%	27%	25%	28%	30%	29%	20% *	20% *	31% P	25%	27%	27%	27%	28%	28%	27%	26%	32%	21%	30% Yc	37% Yc*	24%	19% *	28%	27%	29%	31%	29%	26%	26%				
Create a programme to support people aged over 50 to re-enter the workforce	281	142	139	57	108	116	164	117	72	67	67	44	12	19	100	181	178	104	44	69	76	80	246	34	53	89	37	36	24	132	97	136	69	47	48	143				
	26%	27%	25%	17%	27% D	32% D	27% D	25%	28%	24%	27%	28%	23% *	21% *	26%	26%	24%	30%	22%	25%	28%	29%	27%	24%	22%	41% Zbc*	36% Zbc*	25%	24% *	30%	26%	30%	28%	34%	28%	25%				
Provide careers advice through Jobcentre Plus	176	91	85	65	64	47	102	74	49	42	33	25	9	18	58	118	129	47	32	48	46	47	134	40	31	65	11	11	19	69	50	80	41	29	26	87				
	16%	17%	16%	20% F	16%	13%	16%	16%	19%	15%	13%	16%	18% *	20% *	15%	17%	17%	13%	16%	17%	17%	15%	15%	25% W	17% b	19% b	12% *	8%	19% b*	16%	14%	18%	17%	21%	15%	15%				
Devolve power to elected mayors and local authorities to provide the support they think is needed in their areas	100	57	41	51	25	23	63	37	25	19	23	23	5	5	47	53	72	28	18	22	25	27	78	21	19	42	10	9	10	47	21	55	25	16	25	39				
	9%	11%	7%	16% EF	6%	6%	10%	8%	10%	7%	9%	15% JN	10% *	5% *	12% P	8%	10%	8%	9%	8%	9%	10%	9%	13%	10%	12%	11% *	6%	10% *	11% e	6%	12% j	10%	11% j	15% j	7%				
The government should not do anything to encourage people into work	27	19	8	10	12	5	14	13	7	3	9	3	3	2	9	19	17	10	6	7	6	7	21	6	1	7	-	8	2	6	11	13	8	7	2	15				
	2%	4% C	1%	3%	3%	1%	2%	3%	3%	1%	4%	2%	7% J*	3% *	2%	3%	2%	3%	3%	2%	2%	2%	2%	2%	4%	1%	2%	- -	6% Y	2% *	1%	3%	3%	5%	1%	3%				
Don't know	68	33	33	27	21	20	29	39	4	25	16	10	2	10	11	57	48	20	22	19	9	8	56	10	10	14	5	9	5	16	20	18	11	5	6	39				
	6%	6%	6%	8%	5%	5%	5%	8% G	2%	9% I	7% I	6% I	5% *	11% I*	3%	8% O	7%	6%	11% UV	7%	3%	3%	6%	6%	5%	4%	5% *	6%	5% *	4%	5%	4%	5%	4%	3%	4%	7%			
Prefer not to say	12	4	7	4	4	4	6	6	3	6	-	1	1	1	4	8	6	6	5	4	-	1	10	1	-	1	-	2	-	1	2	4	4	1	2	1				
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2% K	- -	1%	3% K*	1% *	1%	1%	1%	2%	3% UV	1%	- -	*	1%	1%	- -	*	- -	2% *	- *	1%	1%	1%	1%	*	1%	*				

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ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a/b/c,d,e,f,g/h/i/j Minimum Base: 30(**) Small Base: 100(*)

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Welfare																																					
1,000 GB 18 - 75																																					
QHEALTHBENEFITS. What do you think are the main causes for this increase in the number of people of working age who are receiving disability and health benefits?																																					
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		Receive benefits - self or other				
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	Yes (f)	Yes, myself (g)	Yes, someone in my household (h)	Yes, a friend/family member (i)	No (j)	
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	468	246	144	179	567	
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	457	245	140	169	572	
More people are trying to cheat the system by claiming to have health conditions that they do not have, or exaggerate the extent of their conditions	475 44%	234 44%	237 43%	101 31%	192 48% D	183 50% D	269 44%	206 44%	112 44%	129 45%	104 42%	69 44%	21 40% *	40 43% *	162 41%	314 45%	322 44%	153 44%	71 36%	105 38%	139 46%	126 46%	414 45%	60 38%	96 53% Zc	121 36%	44 49% *	82 57% Zc	33 34% *	164 38%	205 55% d	178 39%	90 37%	51 36%	71 42%	281 49% fgh	
Society now sees more health conditions, e.g. mental health, as valid reasons for not working	464 43%	224 42%	238 44%	101 31%	165 42% D	198 54% DE	281 46%	183 39%	110 43%	125 44%	115 47% L	52 34%	16 31% *	45 49% L*	168 43%	297 42%	295 40%	169 48% Q	86 44%	120 43%	115 42%	113 41%	412 45% X	49 31%	92 51% Zc	131 39%	43 47% *	76 52% Zc	36 37% *	182 42%	183 49%	185 40%	93 38%	52 37%	85 50% fgh	271 47% fg	
People are not getting the medical treatment they need quickly enough to be able to return to work	449 41%	192 36%	251 46% B	122 37%	175 44%	151 41%	275 45% H	174 37%	100 39%	110 39%	115 47%	67 43%	17 34% *	40 43% *	172 44%	277 40%	299 40%	150 43%	75 39%	125 45%	111 41%	105 38%	369 40%	76 48%	68 38%	150 44%	45 49% b*	48 33%	57 47% YZb*	205 47% e	144 39%	209 46%	113 46%	72 52% j	82 48%	229 40%	
Health benefits are given out too easily to people who do not really need them	376 35%	189 36%	185 34%	74 22%	135 34% D	168 46% DE	226 37%	151 32%	89 35%	102 36%	84 34%	57 36%	15 30% *	30 33% *	125 32%	252 36%	255 35%	121 35%	60 31%	69 25%	105 39% T	113 42% ST	334 36% X	40 25%	94 52% Zac	82 24%	28 31% *	76 53% Zac	20 21% *	122 28%	179 48% d	138 30% g	63 26%	34 24%	65 39% fgh	230 40% fgh	
Low incomes mean more people with health conditions or disabilities need benefits	358 33%	176 33%	177 32%	121 37% F	132 33%	105 29%	199 32%	160 34%	80 31%	101 36%	86 35%	44 28%	20 40% *	26 28% *	135 35%	224 32%	244 33%	115 33%	75 39%	92 33%	81 30%	87 32%	304 33%	49 31%	46 25%	126 37% Y	27 30% *	43 29%	39 40% Y*	164 38%	113 30%	179 39% j	101 41% j	58 41% j	67 40% j	164 29%	
Employers do not do enough to make jobs suitable for people with health conditions or benefits	290 27%	127 24%	158 29%	105 32% EF	96 24%	88 24%	155 25%	135 28%	68 26%	72 25%	67 27%	47 30%	13 25% *	24 26% *	118 30%	172 25%	202 27%	88 25%	47 24%	93 33% V	68 25%	66 24%	231 25%	55 35% W	34 19%	106 31% Y	30 33% Y*	35 24%	34 35% Y*	132 30% e	83 22%	155 34% j	81 33% j	46 33% j	64 38% j	127 22%	
More people have conditions that prevent them from working	276 25%	117 22%	154 28% B	93 28%	102 26%	81 22%	146 24%	130 27%	76 30%	68 24%	63 25%	42 27%	9 17% *	19 21% *	114 29% P	162 23%	173 23%	103 29%	50 26%	90 32% UV	60 22%	61 22%	218 24%	55 35% W	34 19%	99 29% Yb	21 23% *	20 14%	36 37% Yb*	131 30% e	76 21%	159 35% j	93 38% j	59 42% ij	52 30% j	110 19%	
Health professionals like GPs too easily assess people as not fit to work	257 24%	136 26%	120 22%	59 18%	97 25%	101 28% D	179 29% H	78 16%	46 18%	78 27% I	54 22% I	43 28% I	10 20% *	24 26% *	93 24%	164 23%	178 24%	79 22%	38 19%	62 22%	75 28%	74 27%	222 24%	32 20%	62 34% Zc	73 22%	24 26% *	45 31% c	15 16% *	95 22%	113 31% d	93 20%	47 19%	31 22%	37 22%	157 27% fg	
More people are applying for health benefits because other benefits are too low	241 22%	118 22%	121 22%	80 24%	87 22%	74 20%	150 24%	90 19%	58 22%	65 23%	53 21%	38 25%	11 22% *	15 17% *	81 21%	160 23%	169 23%	72 21%	38 20%	64 23%	56 21%	71 26%	205 22%	35 22%	46 25%	70 21%	23 25% *	31 21%	15 15% *	83 19%	94 25%	111 24%	60 25%	30 21%	44 26%	119 21%	
Another reason	24 2%	9 2%	13 2%	8 2%	9 2%	6 2%	12 2%	12 2%	5 2%	7 2%	4 2%	2 1%	4 8% KL*	2 2% *	8 2%	16 2%	16 2%	8 2%	5 3%	5 2%	6 2%	3 1%	19 3%	5 3%	2 1%	7 2%	1 1% *	5 4%	2 2% *	13 3%	5 1%	14 3%	7 3%	8 6% j	4 2%	9 2%	
Don't know	71 6%	39 7%	30 6%	24 7%	23 6%	24 7%	30 5%	40 9% G	12 5%	18 6%	17 7%	11 7%	3 5% *	9 10% *	16 4%	55 8% O	47 6%	24 7%	22 11% UV	23 8% U	8 3%	14 5%	66 7% X	3 2%	7 4%	17 5%	6 7% *	8 5%	3 3% *	17 4%	17 5%	13 3%	11 5% fi	4 3%	2 1%	35 6% fi	

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,f,g/h/i/j 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,f,g/h/i/j Minimum Base: 30(**) Small Base: 100(*)

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24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Welfare

1,000 GB 18 - 75

QPOLICIES1. Which of the below do you think the government should prioritise?

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		Receive benefits - self or other				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Yes	Yes, myself	Yes, someone in my household	Yes, a friend/family member	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	468	246	144	179	567	
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	457	245	140	169	572	
Making sure everyone who needs health related benefits gets them, even if it means some people who could work do not	360 33%	185 35%	166 31%	148 45% EF	135 34% F	77 21%	209 34%	151 32%	84 33%	103 36%	73 30%	61 39%	12 24% *	27 29% *	152 39% P	208 30%	250 34%	110 31%	58 30%	101 36%	87 32%	96 35%	284 31%	70 44% W	39 21%	148 44% Yab	27 30% b*	22 15%	47 49% Yab*	179 41% e	80 22%	182 40% j	106 43% j	55 39% j	59 35%	167 29%	
Making it more difficult to claim health related benefits to encourage people into work, even if it means some people might not receive benefits they genuinely need	251 23%	141 27% C	110 20%	70 21%	84 21%	98 27%	146 24%	105 22%	61 24% M	70 25% M	60 24% M	37 24%	5 10% *	18 20% *	88 23%	163 23%	170 23%	81 23%	33 17%	56 20%	77 29% ST	71 26% S	217 24%	32 20%	65 36% Zac	60 18%	19 21% *	54 37% Zac	10 10% *	79 18%	121 33% d	85 19%	41 17%	30 22%	26 16%	160 28% fgi	
Neither	118 11%	53 10%	63 12%	24 7%	49 12% D	44 12%	66 11%	52 11%	26 10%	30 10%	26 11%	11 7%	11 22% UKL*	13 14% *	43 11%	75 11%	78 11%	39 11%	23 12%	29 10%	28 10%	28 10%	104 11%	13 8%	20 11%	31 9%	13 15% *	20 14%	9 10% *	41 9%	41 11%	53 12%	26 11%	14 10%	23 13%	58 10%	
Both are equally important	276 25%	115 22%	160 29% B	58 18%	97 25% D	121 33% DE	158 26%	118 25%	72 28%	65 23%	71 29%	31 20%	14 26% *	23 25% *	84 22%	192 27% O	180 24%	96 27%	58 30%	72 26%	62 23%	63 23%	236 26%	39 24%	52 29%	79 23%	21 23% *	38 26%	25 25% *	107 25%	106 29%	116 25%	61 25%	33 24%	49 29%	146 26%	
Don't know	85 8%	37 7%	45 8%	28 8%	30 8%	26 7%	38 6%	47 10% G	13 5%	17 6%	17 7%	16 10%	9 18% UK*	12 13% I*	23 6%	61 9%	61 8%	24 7%	22 11% U	20 7%	15 6%	16 6%	80 9% X	5 3%	5 3%	21 6%	10 11% Y*	10 7%	6 6% *	28 6%	23 6%	21 5%	11 4%	7 5%	12 7%	41 7%	

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ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J,K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e,f/g/h/i/j Minimum Base: 30(**) Small Base: 100(**)

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INTERNAL/CLIENT USE ONLY

Welfare

1,000 GB 18 - 75

QPOLICES2. Which of the below do you think the government should prioritise?

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		Receive benefits - self or other				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Yes	Yes, myself	Yes, someone in my household	Yes, a friend/family member	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	468	246	144	179	567	
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	457	245	140	169	572	
Making sure everyone who needs health related benefits gets them, even if it means spending on health benefits remains high	399 37%	202 38%	189 35%	155 47% EF	133 34%	112 31%	222 36%	178 38%	95 37%	120 42%	82 33%	54 34%	17 32% *	31 33% *	159 41% P	240 34%	258 35%	141 40%	75 38%	115 42% U	86 32%	101 37%	320 35%	72 46% W	41 23%	161 47% Yab	30 34% *	38 26%	43 44% Yb*	188 44% e	93 25%	210 46% ij	135 55% fj	65 46% j	65 39%	175 31%	
Making it more difficult to claim health related benefits to reduce the amount spent on benefits, even if it means some people might not receive benefits they genuinely need	237 22%	130 24%	106 19%	60 18%	86 22%	91 25%	145 24%	92 19%	61 24%	63 22%	55 22%	35 22%	6 11% *	17 18% *	89 23%	148 21%	165 22%	72 20%	28 14%	49 18%	85 31% ST	66 24% S	205 22%	32 20%	60 33% Zac	56 17%	14 16% *	52 36% Zac	13 13% *	79 18%	114 31% d	77 17%	34 14%	21 15%	31 18%	153 27% fghi	
Neither	102 9%	42 8%	59 11%	24 7%	41 10%	36 10%	53 9%	49 10%	17 7%	24 8%	23 9%	16 10%	9 18% I*	13 14% I*	31 8%	71 10%	72 10%	30 9%	21 11%	26 9%	26 10%	21 8%	90 10%	11 7%	21 11%	23 7%	10 11% *	23 15% Z	6 6% *	29 7% d	45 12% d	38 8%	17 7%	8 6%	18 11%	58 10%	
Both are equally important	259 24%	114 21%	143 26%	70 21%	92 23%	98 27%	149 24%	110 23%	70 27%	59 21%	65 26%	29 19%	14 27% *	22 24% *	87 22%	172 25%	180 24%	79 22%	50 26%	71 25%	54 20%	64 23%	217 24%	39 25%	50 28% b	81 24% b	31 34% b*	21 14%	25 25% *	107 25% d	88 24%	107 23%	48 20%	37 26%	45 27%	137 24%	
Don't know	92 8%	43 8%	47 9%	18 6%	44 11% D	30 8%	48 8%	44 9%	14 5%	18 6%	22 9%	23 15% U	5 11% *	10 11% *	24 6%	68 10%	64 9%	29 8%	21 11%	16 6%	19 7%	21 8%	88 10% X	4 3%	9 5%	19 6%	4 5% *	12 8%	11 11% *	29 7% d	31 8%	24 5%	12 5%	9 7%	10 6%	49 9%	

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,f/g/h/i/j 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,f/g/h/i/j Minimum Base: 30(**) Small Base: 100(**)

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Welfare

1,000 GB 18 - 75

QWORKSUPPORT. Do you think the government should or should not require most people claiming health related benefits to take actions to help them return to work, such as work-related training or speaking to a Work Coach?

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		Receive benefits - self or other				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Yes	Yes, myself	Yes, someone in my household	Yes, a friend/family member	No		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)		
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	468	246	144	179	567		
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	457	245	140	169	572		
Most people should be required to take actions to help them return to work or risk losing their health-related benefits if they refuse	499 46%	265 50% c	232 43%	113 35%	184 46% D	202 55% DE	315 51% H	185 39%	125 49%	126 44%	123 50%	67 43%	19 36% *	40 43% *	170 44%	330 47%	353 48%	147 42%	65 34%	115 41%	137 51% S	150 55% ST	438 48% X	59 37%	114 63% Zc	134 39%	49 54% Zc*	86 59% Zc	30 31% *	189 44%	216 58% d	178 39% g	74 30%	52 37% fj	77 46% j	308 54% fgh		
Government should offer support for people on health-related benefits to return to work, but it should not be required	408 37%	192 36%	208 38%	157 48% EF	143 36%	109 30%	215 35%	194 41%	105 41% K	110 39%	76 31%	64 41%	21 41% *	32 35% *	162 42% P	246 35%	269 36%	139 40%	79 41%	105 38%	108 40%	91 33%	324 35%	78 49% W	49 27%	153 45% Yab	27 29% *	36 25%	51 52% Yab*	190 44% e	103 28%	225 49% j	138 56% fj	67 48% j	72 43% j	168 29%		
Neither	66 6%	26 5%	39 7%	23 7%	26 7%	17 5%	33 5%	33 7%	11 4%	19 7%	14 6%	9 6%	2 4% *	11 11% i*	20 5%	46 7%	42 6%	24 7%	15 8%	23 8% U	10 4%	13 5%	52 6% 6	12 7%	6 3%	15 4%	11 12% YZ*	6 4%	6 6% *	11 3%	23 6% d	29 6%	17 7%	14 10%	10 6%	33 6%		
Don't know	115 11%	48 9%	66 12%	34 11%	42 11%	39 11%	54 9%	61 13%	15 6%	29 10%	35 14% i	17 11%	9 18% i*	10 11% *	38 10%	77 11%	75 10%	40 12%	35 18% UV	34 12% U	16 6%	19 7%	105 11%	10 6%	13 7%	38 11%	4 5% *	17 11% *	10 11% *	43 10%	29 8%	25 5%	16 7%	7 5%	10 6%	64 11% f		

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ColumnMeans [5%]: A,B/C,D/E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e,f/g/h/i/j Minimum Base: 30(**) Small Base: 100(*)

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INTERNAL/CLIENT USE ONLY

Welfare

1,000 GB 18 - 75

QWORKINGBENEFIT. Who should be most responsible for working people having an adequate income?

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		Receive benefits - self or other				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Yes	Yes, myself	Yes, someone in my household	Yes, a friend/family member	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	468	246	144	179	567	
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	457	245	140	169	572	
The government	220	104	112	95	68	58	119	102	55	57	44	44	8	12	75	146	153	68	30	67	48	62	178	41	40	75	15	26	23	86	65	116	67	36	44	96	
	20%	20%	21%	29% EF	17%	16%	19%	22%	21%	20%	18%	28% KN	15% *	13% *	19%	21%	21%	19%	16%	24%	18%	23%	19%	26%	22%	22%	17% *	18%	24% *	20%	18%	25% j	28% j	26% j	26% j	17%	
Employers	204	128	75	70	75	60	115	89	56	47	49	27	11	14	85	119	138	66	39	46	56	57	173	29	21	76	19	28	21	102	52	99	50	33	35	101	
	19%	24% C	14%	21%	19%	16%	19%	19%	22%	16%	20%	17%	21% *	15% *	22%	17%	19%	19%	20%	17%	21%	21%	19%	18%	11%	22% Y	21% *	19%	21% Y*	24% e	14%	22%	21%	24%	21%	18%	
Individuals themselves	163	101	61	31	64	67	110	53	30	40	39	25	9	21	54	109	121	43	19	35	44	58	137	24	42	50	9	26	12	68	71	57	28	16	20	103	
	15%	19% C	11%	10%	16% D	18% D	18% H	11%	12%	14%	16%	16%	17% *	22% I*	14%	16%	16%	12%	10%	13%	16%	21% ST	15%	15%	23% Zac	15%	10% *	18%	12% *	16%	19%	13%	12%	11%	12%	18% fg	
All of them share responsibility	436	174	256	100	164	173	249	187	109	119	97	50	21	41	156	280	281	155	85	111	111	87	379	53	72	123	48	60	40	161	173	173	90	49	67	247	
	40%	33%	47% B	30%	41% D	47% D	40%	40%	42%	42%	39%	32%	41% *	44% *	40%	40%	38%	44%	44% V	40%	41%	32%	41%	33%	40%	36%	53% Z*	41%	41% *	37%	47% d	38%	37%	35%	40%	43%	
Don't know	56	20	36	26	22	8	21	35	7	17	18	9	3	3	18	39	40	16	17	14	11	8	45	11	5	16	-	5	2	15	8	12	8	5	3	24	
	5%	4%	7%	8% F	5% F	2%	3%	7% G	3%	6%	7% I	5%	5% *	3% *	5%	6%	5%	5%	9% V	5%	4%	3%	5%	7%	3%	5%	-	3%	2% *	4%	2%	3%	3%	4%	2%	4%	
Prefer not to say	9	5	4	6	3	-	2	6	-	6	-	1	-	2	2	6	6	2	3	4	-	1	7	1	1	-	-	-	-	1	1	-	-	-	-	1	
	1%	1%	1%	2% F	1%	-	* *	1%	-	2% IK	-	1%	-	2% I*	1%	1%	1%	1%	2%	2%	-	* *	1%	1%	1%	-	-	-	-	* *	* *	-	-	-	-	-	*

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,f/g/h/i/j 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,f/g/h/i/j Minimum Base: 30(**) Small Base: 100(*)

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 2052 and with the Ipsos Terms and Conditions.

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Welfare

1,000 GB 18 - 75

QBENEFITS. Have you or someone close to you received benefits in the last 2 years?

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			Receive benefits - self or other				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Yes	Yes, myself	Yes, someone in my household	Yes, a friend/family member	No		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)		
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	468	246	144	179	567		
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	457	245	140	169	572		
Yes, myself	245	123	119	78	81	86	92	153	57	68	55	34	10	21	66	179	112	133	82	80	46	27	219	24	35	79	14	37	20	81	80	245	245	54	31	-		
	22%	23%	22%	24%	20%	23%	15%	32% G	22%	24%	22%	12%	19% *	22% *	17%	26% O	15%	38% Q	42% TUV	29% UV	17% V	10%	24% X	15%	19%	23%	16% *	26% *	21% *	19%	22%	54% hij	100% fhij	38% ij	18% j	-		
Yes, someone in my household	140	78	59	62	43	34	63	77	44	31	31	18	8	7	43	97	88	52	30	48	31	24	109	28	19	37	13	17	16	48	45	140	54	140	26	-		
	13%	15%	11%	19% EF	11%	9%	10%	16% G	17% N	11%	13%	12%	16% *	7% *	11%	14%	12%	15%	15% V	17% V	11%	9%	12%	17%	11%	11%	14% *	12% *	16% *	11%	12%	31% ghj	22% j	100% fghj	15% j	-		
Yes, a friend/family member	169	85	81	73	60	36	97	72	47	43	41	18	4	16	73	96	130	39	28	49	44	38	137	29	22	59	18	28	14	70	52	169	31	26	169	-		
	16%	16%	15%	22% EF	15%	10%	16%	15%	18%	15%	16%	12%	8% *	18% *	19% P	14%	18% R	11%	15%	18%	16%	14%	15%	18%	12%	18%	20% *	19% *	14% *	16%	14%	37% ghj	13% j	18% fghj	100% fghj	-		
No	572	268	299	130	217	225	374	198	126	151	134	88	23	50	220	352	416	156	64	122	153	184	486	82	115	176	56	64	52	261	200	-	-	-	-	572		
	53%	50%	55%	40%	55% D	61% D	61% H	42%	49%	53%	54%	57%	45% *	54% *	57%	50%	56% R	45%	33%	44% S	57% ST	67% STU	53%	52%	63% 2b	52%	62% b*	44%	53% *	60%	54%	-	-	-	-	100% fghi		
Don't know	34	15	17	15	16	3	20	14	6	4	13	4	5	2	11	23	28	6	12	10	7	4	28	6	2	12	-	7	2	8	9	-	-	-	-	-		
	3%	3%	3%	4% F	4% F	1%	3%	3%	2%	2%	5% J	2%	9% IJ*	3% *	3%	3%	4%	2%	6% V	3%	3%	2%	3%	4%	1%	3%	-	5% *	2% *	2% *	2%	2%	-	-	-	-	-	
Prefer not to say	26	12	12	12	9	4	8	18	6	11	-	2	4	3	4	21	14	12	3	8	3	6	22	2	2	1	-	4	1	2	7	-	-	-	-	-		
	2%	2%	2%	4%	2%	1%	1%	4% G	2% K	4% K	-	1%	8% KL*	3% K*	1%	3%	2%	3%	2%	3%	1%	2%	2%	1%	1%	*	-	3%	1% *	*	2%	2%	-	-	-	-	-	
NET Yes	457	236	216	171	153	133	215	242	118	119	100	62	19	38	154	304	281	176	115	138	107	78	384	68	63	151	35	71	43	161	155	457	245	140	169	-		
	42%	44%	40%	52% EF	39%	36%	35%	51% G	46%	42%	41%	40%	38% *	41% *	39%	43%	38%	50% Q	59% UV	50% UV	40% V	29%	42%	43%	35%	44%	38% *	49% Y	44% *	37%	42%	100% J	100% J	100% J	100% J	-		

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,f/g/h/i/j 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,f/g/h/i/j Minimum Base: 30(**) Small Base: 100(*)

