

T1	Table 1	Q1 - How would you describe the current state of the British economy? Would you say it is ...?	Base: All adults aged 18-75 in Great Britain
T2	Table 2	Q1 - How would you describe the current state of the British economy? Would you say it is ...?	Base: All adults aged 18-75 in Great Britain
T3	Table 3	Q2 - And thinking ahead to one year's time, to what extent do you expect the British economy to be in a goe	Base: All adults aged 18-75 in Great Britain
T4	Table 4	Q2 - And thinking ahead to one year's time, to what extent do you expect the British economy to be in a goe	Base: All adults aged 18-75 in Great Britain
T5	Table 5	Q3 - To what extent, if at all, do you think Rachel Reeves has been doing a good job or a bad job, in her role	Base: All adults aged 18-75 in Great Britain
T6	Table 6	Q3 - To what extent, if at all, do you think Rachel Reeves has been doing a good job or a bad job, in her role	Base: All adults aged 18-75 in Great Britain
T7	Table 7	Q4 - Which party, if any, do you trust most to ...? - SUMMARY TABLE	Base: All adults aged 18-75 in Great Britain
T8	Table 8	Q4 - Which party, if any, do you trust most to ...? - Manage Britain's economy	Base: All adults aged 18-75 in Great Britain
T9	Table 9	Q4 - Which party, if any, do you trust most to ...? - Manage Britain's economy	Base: All adults aged 18-75 in Great Britain
T10	Table 10	Q4 - Which party, if any, do you trust most to ...? - Improve Britain's public services	Base: All adults aged 18-75 in Great Britain
T11	Table 11	Q4 - Which party, if any, do you trust most to ...? - Improve Britain's public services	Base: All adults aged 18-75 in Great Britain
T12	Table 12	Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year	Base: All adults aged 18-75 in Great Britain
T13	Table 13	Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year	Base: All adults aged 18-75 in Great Britain
T14	Table 14	Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year	Base: All adults aged 18-75 in Great Britain
T15	Table 15	Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year	Base: All adults aged 18-75 in Great Britain
T16	Table 16	Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year	Base: All adults aged 18-75 in Great Britain
T17	Table 17	Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year	Base: All adults aged 18-75 in Great Britain
T18	Table 18	Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year	Base: All adults aged 18-75 in Great Britain
T19	Table 19	Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year	Base: All adults aged 18-75 in Great Britain
T20	Table 20	Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year	Base: All adults aged 18-75 in Great Britain
T21	Table 21	Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year	Base: All adults aged 18-75 in Great Britain
T22	Table 22	Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year	Base: All adults aged 18-75 in Great Britain
T23	Table 23	Q6A - Which of the following would you prefer?	Base: All adults aged 18-75 in Great Britain
T24	Table 24	Q6A - Which of the following would you prefer?	Base: All adults aged 18-75 in Great Britain
T25	Table 25	Q6B - We have also asked this question to a representative group of British adults. Which of the following do	Base: All adults aged 18-75 in Great Britain
T26	Table 26	Q6B - We have also asked this question to a representative group of British adults. Which of the following do	Base: All adults aged 18-75 in Great Britain
T27	Table 27	Q7A - Which of the following would you prefer?	Base: All adults aged 18-75 in Great Britain
T28	Table 28	Q7A - Which of the following would you prefer?	Base: All adults aged 18-75 in Great Britain
T29	Table 29	Q7B - We have also asked this question to a representative group of British adults. Which of the following do	Base: All adults aged 18-75 in Great Britain
T30	Table 30	Q7B - We have also asked this question to a representative group of British adults. Which of the following do	Base: All adults aged 18-75 in Great Britain
T31	Table 31	Q8 - Which of the following would you prefer?	Base: All adults aged 18-75 in Great Britain
T32	Table 32	Q8 - Which of the following would you prefer?	Base: All adults aged 18-75 in Great Britain
T33	Table 33	Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - SUMMARY T	Base: All adults aged 18-75 in Great Britain
T34	Table 34	Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve the e	Base: All adults aged 18-75 in Great Britain
T35	Table 35	Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve the e	Base: All adults aged 18-75 in Great Britain
T36	Table 36	Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve the e	Base: All adults aged 18-75 in Great Britain
T37	Table 37	Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve the e	Base: All adults aged 18-75 in Great Britain
T38	Table 38	Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve Brita	Base: All adults aged 18-75 in Great Britain
T39	Table 39	Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve Brita	Base: All adults aged 18-75 in Great Britain
T40	Table 40	Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve Brita	Base: All adults aged 18-75 in Great Britain
T41	Table 41	Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve Brita	Base: All adults aged 18-75 in Great Britain
T42	Table 42	Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve your	Base: All adults aged 18-75 in Great Britain
T43	Table 43	Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve your	Base: All adults aged 18-75 in Great Britain
T44	Table 44	Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve your	Base: All adults aged 18-75 in Great Britain
T45	Table 45	Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve your	Base: All adults aged 18-75 in Great Britain
T46	Table 46	Q10 - What would you most like to see announced in the Spending Review?	Base: All adults aged 18-75 in Great Britain
T47	Table 47	Q10 - What would you most like to see announced in the Spending Review?	Base: All adults aged 18-75 in Great Britain
T48	Table 48	Q11 - And what are your biggest concerns about the Spending Review?	Base: All adults aged 18-75 in Great Britain
T49	Table 49	Q11 - And what are your biggest concerns about the Spending Review?	Base: All adults aged 18-75 in Great Britain
T50	Table 50	Q12 - Which two or three, if any, of the following areas do you think should be prioritised to receive more p	Base: All adults aged 18-75 in Great Britain
T51	Table 51	Q12 - Which two or three, if any, of the following areas do you think should be prioritised to receive more p	Base: All adults aged 18-75 in Great Britain
T52	Table 52	Q13 - And which two or three, if any, of the following areas do you think should be prioritised to receive less	Base: All adults aged 18-75 in Great Britain
T53	Table 53	Q13 - And which two or three, if any, of the following areas do you think should be prioritised to receive less	Base: All adults aged 18-75 in Great Britain
T54	Table 54	Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T55	Table 55	Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T56	Table 56	Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T57	Table 57	Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T58	Table 58	Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T59	Table 59	Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T60	Table 60	Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T61	Table 61	Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T62	Table 62	Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T63	Table 63	Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T64	Table 64	Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T65	Table 65	Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T66	Table 66	Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T67	Table 67	Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T68	Table 68	Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T69	Table 69	Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T70	Table 70	Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T71	Table 71	Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending	Base: All adults aged 18-75 in Great Britain
T72	Table 72	Q16 - Which of the two statements below, if either, is closest to your views?	Base: All adults aged 18-75 in Great Britain
T73	Table 73	Q16 - Which of the two statements below, if either, is closest to your views?	Base: All adults aged 18-75 in Great Britain
T74	Table 74	Q17 - And how confident, if at all, are you that that if more spending on the NHS and defence was paid for b	Base: All adults that said extra money can be found for the NHS and defence by forcing public services to become more efficient
T75	Table 75	Q17 - And how confident, if at all, are you that that if more spending on the NHS and defence was paid for b	Base: All adults that said extra money can be found for the NHS and defence by forcing public services to become more efficient
T76	Table 76	Q18 - From what you know or have heard, do you think the following statement is true or false? The UK is c	Base: All adults aged 18-75 in Great Britain
T77	Table 77	Q18 - From what you know or have heard, do you think the following statement is true or false? The UK is c	Base: All adults aged 18-75 in Great Britain
T78	Table 78	Q19 - What types of things are you thinking about when considering whether the UK is experiencing a perio	Base: All adults aged 18-75 in Great Britain
T79	Table 79	Q19 - What types of things are you thinking about when considering whether the UK is experiencing a perio	Base: All adults aged 18-75 in Great Britain



Table 1

Q1 - How would you describe the current state of the British economy? Would you say it is...?

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	533	547	328	399	368	621	473	255	292	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934
WEIGHTED BASE	30	16	14	20	10	*	20	11	7	7	2	13	1	2	20	10	29	1	3	7	3	17	14	16
Very good	3%	3%	3%	6%	3%	*	3%	2%	3%	2%	1%	8%	2%	2%	5%	1%	4%	*	2%	2%	1%	7%	9%	2%
Fairly good	229	132	94	99	99	60	142	87	56	47	46	55	9	16	113	116	175	53	35	42	65	77	57	170
	21%	25%	b	17%	30%	de	18%	16%	23%	18%	22%	16%	19%	16%	35%	hal	17%	24%	15%	19%	14%	23%	31%	38%
Fairly poor	531	246	278	143	200	189	307	224	123	149	127	59	28	47	186	345	342	190	76	168	143	102	60	470
	49%	46%	51%	44%	50%	51%	48%	47%	48%	51%	51%	38%	54%	50%	48%	49%	46%	54%	42%	55%	50%	41%	40%	50%
Very poor	266	127	136	58	101	107	136	130	62	75	67	22	12	27	69	197	169	97	54	71	72	47	14	246
	24%	24%	25%	18%	25%	29%	22%	28%	24%	26%	27%	14%	24%	29%	17%	28%	23%	27%	30%	24%	25%	19%	9%	26%
Don't know	37	12	25	8	18	11	16	21	7	14	7	7	1	3	5	33	24	14	12	14	1	4	5	32
	3%	2%	5%	3%	5%	3%	3%	4%	3%	5%	2%	4%	3%	3%	1%	5%	3%	4%	7%	5%	*	1%	3%	3%
NET Very/ fairly good	259	148	108	119	80	60	162	97	63	53	48	68	10	17	133	126	205	54	39	49	68	94	71	186
24%	28%	28%	20%	36%	20%	16%	26%	21%	25%	18%	19%	44%	19%	19%	34%	18%	28%	15%	21%	16%	38%	47%	47%	20%
NET Very/ fairly poor	797	373	414	201	300	296	443	355	185	225	194	81	40	73	255	543	511	286	130	240	215	149	74	716
73%	70%	76%	61%	75%	81%	77%	71%	75%	72%	77%	79%	52%	78%	79%	65%	77%	69%	81%	72%	76%	69%	60%	49%	77%

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

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



Table 2
Q1 - How would you describe the current state of the British economy? Would you say it is...?

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Very good	30 3%	1 *	21 6%	4 5%	1 *	1 1%	17 4%	4 1%	30 12%	- -	29 10%	1 *	23 13%	- -
			ade	ad			g		i		k		m	
Fairly good	229 21%	40 25%	107 31%	19 23%	14 10%	13 11%	106 26%	52 14%	229 88%	- -	193 64%	27 4%	109 61%	39 7%
		de	de	de			g		i		k		m	
Fairly poor	531 49%	74 47%	155 45%	47 57%	59 42%	70 59%	213 51%	175 47%	- -	531 67%	69 23%	407 59%	39 22%	294 53%
						bd			h		j		l	
Very poor	266 24%	41 26%	49 14%	8 10%	66 47%	31 26%	71 17%	126 34%	- -	266 33%	3 1%	246 36%	7 4%	217 39%
		bc			abce	bc		f		h		j		l
Don't know	37 3%	2 1%	9 3%	3 4%	1 1%	5 4%	8 2%	12 3%	- -	- -	7 2%	4 1%	1 1%	8 1%
											k			
NET Very/ fairly good	259 24%	41 26%	128 37%	23 28%	14 10%	14 12%	123 30%	56 15%	259 100%	- -	221 74%	28 4%	132 74%	39 7%
		de	ade	de			g		i		k		m	
NET Very/ fairly poor	797 73%	116 73%	204 60%	55 68%	125 89%	100 84%	284 69%	301 82%	- -	797 100%	72 24%	653 95%	46 26%	511 91%
		b			abc	abc		f		h		j		l

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 3
Q2 - And thinking ahead to one year's time, to what extent do you expect the British economy to be in a good or poor state?

Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY			
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£49999 (s)	£50000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE		1094	533	547	328	399	621	473	255	252	246	156	52*	93*	392	702	740	354	180	303	285	247	151	934	
Weighted base		58	39	19	41	15	42	16	17	11	5	20	2	4	44	13	57	1	1	11	10	35	23	35	
Very good		5%	7%	4%	12%	4%	7%	3%	7%	4%	2%	13%	3%	4%	11%	2%	8%	*	1%	4%	3%	14%	15%	4%	
			b		d	e	f	g	h	i	j	km			o	q					rst	u			
Fairly good		242	133	105	84	81	143	99	47	56	53	50	9	27	102	140	174	68	41	52	70	68	56	184	
		22%	25%	19%	26%	20%	21%	23%	18%	19%	22%	32%	18%	29%	26%	20%	24%	19%	23%	17%	25%	28%	37%	20%	
			b			b					hi			i	q							s	u		
Fairly poor		453	206	241	124	174	267	187	115	136	99	42	25	35	162	291	286	167	71	139	125	87	38	415	
		41%	39%	44%	38%	44%	42%	43%	45%	47%	40%	27%	49%	37%	41%	41%	39%	47%	40%	46%	44%	35%	26%	44%	
							k		k		k						p						v		
Very poor		231	117	112	54	85	92	112	58	64	60	18	9	22	57	174	150	81	45	59	64	40	12	214	
		21%	22%	21%	16%	21%	25%	18%	23%	22%	25%	11%	18%	23%	15%	25%	20%	23%	25%	20%	22%	16%	8%	23%	
							f		k	k	k			k			n		u					v	
Don't know		109	39	69	24	45	41	58	18	26	28	26	6	5	26	83	73	37	22	42	17	16	21	87	
		10%	7%	13%	7%	11%	11%	9%	7%	9%	12%	16%	12%	6%	7%	12%	10%	10%	12%	14%	6%	7%	14%	9%	
			a			a					him					n			t	tu					
NET Very/ fairly good		300	172	124	126	95	79	185	115	66	58	70	11	31	147	154	231	69	42	64	80	103	79	219	
		27%	32%	23%	38%	24%	21%	30%	24%	25%	23%	24%	45%	21%	33%	37%	22%	31%	24%	21%	28%	42%	53%	23%	
			b		de							hhi			o		q					rst	w		
NET Very/ fairly poor		684	322	353	178	258	248	378	306	174	200	160	60	35	57	219	465	436	249	116	199	188	127	50	628
		63%	60%	65%	54%	65%	68%	61%	68%	65%	67%	39%	61%	67%	45%	60%	59%	64%	60%	66%	66%	51%	33%	67%	
			c		c	c	c		k	k	k	k		k	k	n		p		u	u	u		v	

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

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

Table 4
Q2 - And thinking ahead to one year's time, to what extent do you expect the British economy to be in a good or poor state?

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Very good	58 5%	5 3%	41 12% acde	3 3%	2 1%	* *	29 7%	9 2%	57 22%	1 *	58 19%	- -	46 26%	* *
Fairly good	242 22%	36 23% d	115 34% ade	23 28% de	15 11%	15 13%	128 31% g	57 16%	165 63% i	71 9%	242 81% k	- -	96 53% m	43 8%
Fairly poor	453 41%	68 43%	120 35%	43 52%	57 40%	60 51% b	162 39%	156 42%	26 10%	426 53% h	- -	453 66% j	26 15%	285 51% l
Very poor	231 21%	42 27% bc	37 11%	5 6%	60 43% abce	25 21% bc	58 14%	112 30% f	1 1%	227 28% h	- -	231 34% j	3 2%	193 35% l
Don't know	109 10%	8 5%	29 8%	8 10%	6 4%	18 15% ad	37 9%	35 9%	10 4%	73 9% h	- -	- -	8 5%	37 7%
NET Very/ fairly good	300 27%	40 25% de	156 46% acde	25 31% de	17 12%	16 13%	158 38% g	67 18%	221 85% i	72 9%	300 100% k	- -	142 79% m	43 8%
NET Very/ fairly poor	684 63%	111 70% b	157 46%	48 59%	117 83% abc	85 72% b	220 53%	268 73% f	28 11%	653 82% h	- -	684 100% j	30 17%	478 86% l

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 5

Q3 - To what extent, if at all, do you think Rachel Reeves has been doing a good job or a bad job, in her role as Chancellor of the Exchequer, or neither?

Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	328	399	368	621	473	255	292	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934
Very good job	31	19	13	15	10	6	20	11	7	5	4	14	1	-	20	12	28	3	-	8	5	19	6	25
	3%	4%	2%	5%	3%	2%	3%	2%	3%	2%	2%	9%	2%	-	5%	2%	4%	1%	-	3%	2%	8%	4%	3%
				e								hijm			o					q	2%	8%		
Fairly good job	148	91	56	62	51	35	106	42	36	31	34	30	7	11	89	60	124	24	15	29	40	61	37	112
	14%	17%	10%	19%	13%	10%	17%	9%	14%	11%	14%	19%	13%	11%	23%	17%	9%	7%	8%	10%	14%	25%	37	12%
				de								i					a					rst		
Neither good nor bad job	241	115	122	80	98	64	141	101	43	56	47	51	17	28	95	147	169	72	40	68	69	54	46	194
	22%	22%	22%	24%	24%	17%	23%	21%	17%	19%	19%	33%	34%	30%	24%	21%	23%	20%	22%	22%	24%	22%	30%	21%
				e								hi					n					w		
Fairly bad job	248	110	135	59	96	93	143	105	69	62	61	20	11	25	79	169	173	75	38	70	76	48	17	231
	23%	21%	25%	18%	24%	25%	23%	22%	27%	21%	25%	13%	21%	26%	20%	24%	23%	21%	21%	23%	27%	20%	11%	25%
						c			k			k		k								v		
Very bad job	311	162	145	45	107	159	149	162	79	97	82	22	11	21	75	236	167	144	67	92	72	44	19	286
	28%	30%	27%	14%	27%	34%	24%	31%	31%	33%	34%	14%	21%	22%	19%	34%	21%	23%	37%	30%	25%	38%	13%	31%
					c	cd		f	k	k	k						n	p	tu	u				
Don't know	115	36	76	67	37	11	63	52	21	42	19	5	10	36	79	79	79	35	19	37	24	21	25	87
	10%	7%	14%	20%	9%	3%	10%	11%	8%	14%	8%	12%	9%	10%	9%	11%	11%	10%	11%	12%	8%	8%	17%	9%
				e					i								se							
NET Very/ fairly good job	180	110	69	77	62	41	126	53	43	36	38	44	8	11	108	71	152	28	15	37	45	80	43	137
	16%	21%	13%	23%	15%	11%	20%	11%	17%	12%	15%	28%	15%	11%	28%	10%	21%	8%	8%	12%	16%	33%	29%	15%
				de			r					hijm					a					rst		
NET Very/ fairly poor job	559	273	280	105	202	252	292	267	148	159	143	42	22	45	153	405	339	219	106	162	147	92	36	517
	51%	51%	51%	32%	51%	68%	47%	56%	58%	54%	58%	27%	42%	48%	39%	58%	46%	62%	59%	53%	52%	37%	24%	55%
				c				f	k	k	k			k		n	p	u	y	y	y	y	y	y

Proportions/Mean: Columns Tested [5% risk level] - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w
Overlap formulae used. * small base

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



Table 6

Q3 - To what extent, if at all, do you think Rachel Reeves has been doing a good job or a bad job, in her role as Chancellor of the Exchequer, or neither?

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Very good job	31 3%	4 2%	21 6%	4 4%	- -	1 1%	23 6%	3 1%	30 12%	1 *	31 10%	1 *	31 17%	- -
Fairly good job	148 14%	16 10%	88 26%	10 13%	6 4%	11 9%	78 19%	30 8%	102 39%	45 6%	111 37%	29 4%	148 83%	- -
Neither good nor bad job	241 22%	26 17%	96 28%	23 28%	12 9%	29 24%	108 26%	55 15%	69 27%	166 21%	93 31%	120 17%	- -	- -
Fairly bad job	248 23%	48 30%	69 20%	23 28%	21 15%	37 31%	100 24%	87 24%	26 10%	219 27%	30 10%	202 30%	- -	248 44%
Very bad job	311 28%	61 38%	41 12%	17 21%	99 71%	32 27%	77 19%	182 49%	14 5%	292 37%	13 4%	276 40%	- -	311 56%
Don't know	115 10%	3 2%	26 8%	4 5%	2 1%	10 9%	28 7%	13 3%	18 7%	74 9%	22 7%	57 8%	- -	- -
NET Very/ fairly good job	180 16%	20 13%	109 32%	14 17%	6 4%	11 10%	101 24%	33 9%	132 51%	46 6%	142 47%	30 4%	180 100%	- -
NET Very/ fairly poor job	559 51%	109 69%	110 32%	41 50%	120 85%	68 57%	177 43%	268 73%	39 15%	511 64%	43 14%	478 70%	- -	559 100%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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

[Return to Index](#)



24-089497-21 - SPENDING REVIEW

23RD - 26TH MAY 2025

IPSOS

3 Jun 2025

Table 7

Q4 - Which party, if any, do you trust most to ...? - SUMMARY TABLE

Base: All adults aged 18-75 in Great Britain

	Manage Britain's economy	Improve Britain's public services
UNWEIGHTED BASE	1094	1094
WEIGHTED BASE	1094	1094
The Conservative Party	174 16%	119 11%
The Labour Party	223 20%	270 25%
Reform UK	181 17%	187 17%
The Liberal Democrats	64 6%	81 7%
The Green Party	73 7%	88 8%
The Scottish National Party	16 1%	13 1%
Plaid Cymru	2 *	2 *
Other	25 2%	23 2%
Don't know	335 31%	310 28%

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



Table 8
Q4 - Which party, if any, do you trust most to ...? - Manage Britain's economy

Base: All adults aged 18-75 in Great Britain

		GENDER			AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE		1094	533	547	328	399	368	621	473	255	292	246	156	52*	93*	392	702	740	354	180	303	285	247	151	934
The Conservative Party	174	87	84	45	59	70	109	65	41	47	42	31	7	6	73	101	123	51	21	41	54	49	32	140	
	16%	16%	15%	14%	15%	19%	18%	14%	16%	16%	17%	20%	14%	7%	19%	14%	17%	14%	11%	13%	19%	20%	21%	15%	
The Labour Party	223	137	85	82	75	66	161	63	51	46	46	46	13	22	116	108	168	56	28	48	57	86	57	167	
	20%	26%	15%	25%	19%	18%	26%	13%	20%	16%	18%	30%	26%	24%	29%	15%	23%	16%	16%	16%	20%	35%	38%	18%	
Reform UK	181	108	72	43	73	65	72	109	43	64	49	8	7	9	30	150	127	54	31	55	44	36	9	171	
	17%	20%	13%	13%	18%	18%	12%	23%	17%	22%	20%	5%	13%	10%	8%	21%	15%	17%	18%	15%	15%	11%	6%	18%	
The Liberal Democrats	64	39	33	21	21	21	29	23	17	15	17	14	12	4	31	33	42	22	6	20	21	11	10	55	
	6%	5%	6%	6%	5%	6%	7%	5%	6%	6%	6%	8%	2%	5%	8%	5%	6%	6%	4%	7%	8%	5%	6%	6%	
The Green Party	73	31	41	44	23	6	46	27	9	18	21	14	2	9	27	46	52	21	9	27	27	9	17	56	
	7%	6%	8%	13%	6%	2%	7%	6%	4%	6%	9%	8%	4%	9%	7%	7%	7%	6%	9%	9%	9%	4%	11%	6%	
The Scottish National Party	16	7	9	3	6	7	10	6	-	-	-	-	-	16	11	5	7	9	3	4	6	2	-	16	
	1%	1%	2%	1%	1%	2%	2%	1%	-	-	-	-	-	17%	3%	1%	1%	3%	2%	1%	2%	1%	-	2%	
Plaid Cymru	2	2	*	2	-	-	*	2	-	-	-	-	2	-	*	2	2	*	-	2	-	-	-	2	
	*	*	*	1%	-	-	*	*	-	-	-	-	5%	-	*	*	*	*	-	1%	-	-	-	*	
Other	25	8	16	6	13	6	14	11	5	6	6	2	3	3	11	14	17	8	6	4	6	5	3	22	
	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	1%	6%	3%	3%	2%	2%	2%	3%	1%	2%	2%	2%	2%	
Don't know	335	125	206	80	126	126	168	167	91	93	70	43	15	23	94	242	201	134	76	102	71	47	24	304	
	31%	23%	38%	23%	32%	34%	25%	27%	36%	32%	28%	27%	23%	25%	24%	34%	28%	42%	34%	25%	19%	13%	16%	34%	
		a		c	c	c	c	f										p	tu	u	v	w	x	y	

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

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



Table 9
Q4 - Which party, if any, do you trust most to ...? - Manage Britain's economy

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
The Conservative Party	174 16%	110 69% bcde	22 6%	5 6%	10 7%	5 5%	65 16%	66 18%	55 21%	120 15%	52 17%	117 17%	30 17%	113 20%
The Labour Party	223 20%	3 2%	175 51% acde	12 14% ad	1 1%	14 11% ad	125 30% g	52 14%	119 46% i	98 12%	145 48% k	63 9%	113 63% m	26 5%
Reform UK	181 17%	17 11% c	22 7%	1 1%	101 72% abce	5 4%	26 6%	118 32% f	28 11%	148 19% h	26 9%	147 22% j	15 8%	140 25% l
The Liberal Democrats	64 6%	3 2%	24 7% ae	25 30% abde	5 3%	2 2%	40 10% g	12 3%	21 8%	43 5%	25 8%	36 5%	9 5%	32 6%
The Green Party	73 7%	1 1%	17 5% a	3 4%	1 *	39 33% abcd	31 7% g	7 2%	12 5%	61 8%	13 4%	51 7%	4 2%	38 7% l
The Scottish National Party	16 1%	- -	3 1%	* *	- -	13 11% abcd	14 3% g	1 *	2 1%	14 2%	4 1%	12 2%	1 1%	12 2%
Plaid Cymru	2 *	- -	- -	- -	- -	2 2% b	- -	- -	- -	2 *	- -	2 *	- -	- -
Other	25 2%	- -	1 *	2 2%	2 1%	8 6% abd	3 1%	10 3% f	1 *	22 3% h	1 *	20 3% j	- -	17 3% l
Don't know	335 31%	25 15%	77 23%	34 42% abde	21 15%	31 26%	111 27%	103 28%	21 8%	290 36% h	35 12%	235 34% j	7 4%	180 32% l

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 10
Q4 - Which party, if any, do you trust most to ...? - Improve Britain's public services

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY	
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	533	547	328	399	368	621	473	255	292	246	156	52*	93*	392	702	740	354	180	303	285	247	151	934
The Conservative Party	119	48	67	33	38	47	77	41	22	32	29	22	6	7	53	66	88	31	17	22	39	39	22	96
	11%	9%	12%	10%	10%	13%	12%	9%	9%	11%	12%	14%	11%	7%	14%	9%	12%	9%	9%	7%	14%	16%	15%	10%
The Labour Party	270	157	110	99	86	84	191	79	65	65	47	54	14	25	139	130	204	65	28	65	76	93	68	201
	25%	30%	20%	30%	22%	23%	31%	17%	26%	22%	19%	35%	27%	27%	35%	19%	28%	18%	15%	22%	27%	38%	45%	22%
Reform UK	187	109	77	36	73	78	79	108	48	68	48	7	7	9	30	156	120	67	34	58	43	37	7	178
	17%	20%	14%	11%	18%	21%	13%	23%	19%	23%	19%	4%	13%	10%	8%	22%	16%	19%	19%	19%	15%	15%	5%	19%
The Liberal Democrats	81	40	39	26	26	29	50	31	18	17	23	14	4	5	34	47	49	32	10	25	22	18	7	74
	7%	7%	7%	8%	6%	8%	8%	7%	7%	6%	9%	9%	7%	6%	9%	7%	7%	9%	6%	8%	8%	7%	5%	8%
The Green Party	88	44	40	49	32	8	50	38	10	23	27	15	3	11	31	58	62	26	14	28	36	8	17	70
	8%	8%	7%	15%	8%	2%	8%	8%	4%	8%	11%	10%	6%	11%	8%	8%	8%	7%	8%	9%	12%	3%	11%	8%
The Scottish National Party	13	7	7	2	5	6	8	5	-	-	-	-	-	13	9	4	7	7	2	4	4	1	-	13
	1%	1%	1%	1%	1%	2%	1%	1%	-	-	-	-	-	14%	2%	1%	1%	2%	1%	1%	2%	*	-	1%
Plaid Cymru	2	2	*	2	-	-	*	2	-	-	-	-	2	-	*	2	2	*	-	2	-	-	-	2
	*	*	*	1%	-	-	*	*	-	-	-	-	5%	-	*	*	*	*	-	1%	-	-	-	*
Other	23	9	14	4	13	6	14	9	9	5	5	1	2	2	10	14	15	8	9	4	8	2	3	20
	2%	2%	3%	1%	3%	2%	2%	2%	4%	2%	2%	1%	4%	2%	2%	2%	2%	2%	5%	1%	3%	1%	2%	2%
Don't know	310	116	192	75	125	110	151	160	82	83	68	43	14	21	85	225	192	118	66	94	57	48	26	278
	28%	22%	35%	23%	31%	30%	24%	34%	32%	28%	28%	28%	27%	22%	22%	32%	26%	33%	37%	31%	20%	20%	17%	30%
			a		c			f							n		p		tu	tu				v

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

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



Table 11

Q4 - Which party, if any, do you trust most to ...? - Improve Britain's public services

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
The Conservative Party	119 11%	86 54% bcde	13 4%	1 2%	3 2%	1 1%	51 12%	42 11%	38 15%	81 10%	42 14%	75 11%	23 13%	70 13%
The Labour Party	270 25%	9 6%	202 59% acde	15 18% ad	4 3%	15 12% d	157 38% g	55 15%	132 51% i	131 16%	157 52% k	89 13%	121 67% m	39 7%
Reform UK	187 17%	24 15% bce	18 5%	- -	105 75% abce	4 4%	26 6%	131 35% f	23 9%	159 20% h	21 7%	156 23% j	11 6%	156 28% l
The Liberal Democrats	81 7%	5 3%	27 8%	29 36% abde	7 5%	5 4%	47 11% g	15 4%	28 11% i	53 7%	29 10%	46 7%	11 6%	40 7%
The Green Party	88 8%	2 1%	15 4%	4 5%	3 2%	49 41% abcd	36 9% g	10 3%	13 5%	73 9%	14 5%	63 9% j	8 4%	48 9%
The Scottish National Party	13 1%	- -	2 1%	- -	- -	11 9% abcd	13 3% g	1 *	2 1%	11 1%	3 1%	11 2%	1 1%	11 2%
Plaid Cymru	2 *	- -	- -	- -	- -	2 2% b	- -	- -	- -	2 *	- -	2 *	- -	- -
Other	23 2%	1 *	* *	2 2% b	2 1%	8 7% abd	2 1%	11 3% f	1 *	21 3% h	1 *	20 3% j	- -	18 3% l
Don't know	310 28%	32 20%	63 18%	30 37% abde	17 12%	23 19%	83 20%	106 29% f	22 8%	266 33% h	33 11%	223 33% j	4 2%	175 31% l

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



24-089497-21 - SPENDING REVIEW
23RD - 26TH MAY 2025
IPSOS

3 Jun 2025

Table 12

Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year? - SUMMARY TABLE

Base: All adults aged 18-75 in Great Britain

	Increase spending on public services	Increase taxes that you personally pay	Increase government borrowing and the national debt	Decrease spending on public services	Increase longterm investment spending
UNWEIGHTED BASE	1094	1094	1094	1094	1094
WEIGHTED BASE	1094	1094	1094	1094	1094
Very likely	116 11%	370 34%	328 30%	210 19%	105 10%
Fairly likely	322 29%	416 38%	403 37%	334 31%	349 32%
Not very likely	367 34%	149 14%	149 14%	266 24%	333 30%
Not likely at all	141 13%	28 3%	43 4%	101 9%	125 11%
Don't know	149 14%	131 12%	171 16%	184 17%	182 17%
NET Very/ fairly likely	438 40%	786 72%	731 67%	543 50%	454 41%
NET Not at all/ not very likely	508 46%	177 16%	192 18%	367 34%	458 42%

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



Table 13
Q5 - 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
Base: All adults aged 18-75 in Great Britain

		GENDER			AGE		SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE		1094	533	547	328	399	268	621	473	255	252	246	156	52*	93*	392	702	740	354	180	303	285	247	151	934
Weighted Base		116	63	51	48	37	32	67	49	25	31	23	6	9	55	61	87	29	18	25	30	36	22	94	
Very likely		11%	12%	9%	15%	9%	9%	11%	10%	10%	11%	9%	15%	11%	9%	14%	9%	12%	8%	10%	8%	11%	15%	15%	10%
Fairly likely		322	178	138	122	107	93	216	106	78	82	71	43	19	28	141	181	232	89	45	88	83	93	56	263
		29%	33%	25%	37%	27%	25%	35%	22%	31%	28%	29%	28%	37%	30%	36%	26%	31%	25%	25%	29%	3%	37%	28%	
Not very likely		367	176	190	94	133	140	186	181	86	102	81	44	16	37	109	259	241	126	55	108	96	72	37	328
		34%	33%	35%	29%	33%	38%	30%	28%	34%	35%	33%	28%	32%	40%	28%	37%	33%	36%	31%	36%	34%	29%	25%	35%
Not likely at all		141	55	84	27	62	52	76	64	34	38	34	17	4	13	47	97	82	59	32	31	40	29	14	127
		13%	10%	15%	8%	15%	14%	12%	14%	13%	13%	14%	11%	9%	14%	11%	14%	11%	17%	18%	10%	14%	12%	9%	14%
Don't know		149	62	84	37	61	51	76	73	32	39	37	29	6	6	44	105	98	51	30	52	35	17	22	121
		14%	12%	15%	11%	15%	14%	12%	15%	12%	13%	15%	19%	12%	7%	11%	15%	13%	14%	16%	17%	12%	7%	15%	13%
NET Very/ fairly likely		438	240	189	170	143	124	283	155	103	113	94	66	25	37	196	242	319	118	63	113	113	129	78	357
		40%	45%	35%	52%	36%	34%	46%	33%	40%	39%	38%	42%	48%	40%	50%	34%	43%	33%	35%	37%	40%	52%	38%	
NET Not at all/ not very likely		508	231	274	121	193	194	262	245	121	140	115	61	21	50	152	355	323	185	87	139	137	101	51	455
		46%	43%	50%	40%	49%	52%	42%	52%	47%	48%	47%	42%	40%	40%	39%	51%	44%	46%	48%	46%	41%	34%	49%	40%

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



Table 14

Q5 - 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

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Very likely	116 11%	24 15%	39 11%	8 9%	12 8%	9 8%	47 11%	36 10%	55 21%	60 8%	60 20%	53 8%	45 25%	44 8%
									i		k		m	
Fairly likely	322 29%	40 25%	143 42%	30 36%	25 18%	33 28%	153 37%	85 23%	121 47%	194 24%	151 50%	149 22%	95 53%	94 17%
			ade	d			g		i		k		m	
Not very likely	367 34%	55 35%	103 30%	28 34%	68 49%	51 43%	129 31%	154 42%	57 22%	305 38%	66 22%	273 40%	29 16%	235 42%
					b	b		f		h		j		l
Not likely at all	141 13%	26 17%	24 7%	8 10%	31 22%	15 13%	38 9%	60 16%	12 5%	125 16%	12 4%	122 18%	3 2%	117 21%
			b		b			f		h		j		l
Don't know	149 14%	13 8%	31 9%	9 11%	5 4%	11 9%	48 12%	34 9%	14 6%	113 14%	12 4%	87 13%	7 4%	69 12%
										h		j		l
NET Very/ fairly likely	438 40%	64 40%	182 53%	37 46%	37 26%	42 36%	200 48%	121 33%	176 68%	254 32%	211 70%	202 30%	140 78%	138 25%
			ade	d			g		i		k		m	
NET Not at all/ not very likely	508 46%	82 52%	127 37%	35 43%	99 70%	66 56%	167 40%	214 58%	69 27%	431 54%	78 26%	395 58%	32 18%	352 63%
			b		abce	b		f		h		j		l

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 15

Q5 - 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

Base: All adults aged 18-75 in Great Britain

		GENDER			AGE		SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	533	547	323	399	362	621	473	255	252	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934	
Very likely	370	184	180	85	133	158	199	171	91	101	98	33	15	30	113	257	235	135	49	102	103	74	28	336	
	34%	35%	33%	26%	33%	41%	32%	36%	30%	36%	35%	40%	21%	29%	33%	29%	37%	32%	38%	27%	34%	36%	30%	19%	36%
Fairly likely	416	182	229	131	141	144	257	185	101	109	80	70	18	37	161	255	290	126	64	118	112	100	63	350	
	38%	34%	42%	40%	35%	39%	41%	34%	40%	37%	33%	45%	36%	40%	41%	36%	39%	35%	36%	39%	39%	41%	42%	37%	
Not very likely	149	93	55	58	59	33	89	61	31	38	31	31	5	15	63	86	121	29	24	38	39	46	32	118	
	14%	17%	10%	18%	15%	9%	14%	13%	12%	13%	12%	20%	9%	16%	16%	12%	16%	8%	13%	12%	14%	19%	21%	13%	
Not likely at all	28	b	e	e	e	3	11	17	5	8	8	2	1	3	10	16	16	12	8	6	6	6	4	24	
	3%	2%	3%	4%	3%	1%	2%	4%	2%	3%	3%	2%	3%	3%	3%	3%	2%	3%	5%	2%	3%	2%	3%	3%	
Don't know	131	62	67	40	56	36	66	66	27	35	29	20	12	9	45	86	79	53	34	40	23	21	24	107	
	12%	12%	12%	12%	14%	10%	11%	14%	11%	12%	12%	13%	23%	9%	12%	12%	11%	15%	19%	13%	8%	9%	16%	11%	
NET Very/ fairly likely	786	366	409	216	273	296	456	330	193	210	179	103	34	67	274	512	525	261	113	221	215	174	91	686	
	72%	69%	75%	66%	69%	81%	73%	70%	75%	72%	73%	66%	63%	72%	70%	73%	71%	74%	63%	73%	75%	70%	61%	73%	
NET Not at all/ not very likely	177	105	71	72	69	36	100	77	35	47	39	33	6	17	73	104	136	41	33	43	47	52	36	141	
	16%	20%	13%	17%	17%	10%	16%	16%	14%	16%	16%	21%	12%	18%	19%	15%	18%	11%	18%	14%	16%	21%	24%	15%	

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

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

Table 16

Q5 - 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

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Very likely	370 34%	69 43% b	56 16%	31 38% b	92 65% abce	40 33% b	114 27%	180 49% f	47 18%	317 40% h	52 17%	299 44% j	29 16%	288 51% l
Fairly likely	416 38%	62 39% d	156 46% d	31 38% d	32 23% d	53 44% d	180 43% g	127 35% g	109 42% i	298 37% i	139 46% k	235 34% k	79 44% m	172 31% m
Not very likely	149 14%	16 10% acd	75 22%	8 10%	12 9%	16 14%	71 17% g	32 9% g	74 28% i	75 9% i	79 26% k	68 10% k	53 29% m	38 7% m
Not likely at all	28 3%	2 1% b	11 3%	2 3%	4 3%	3 3%	8 2% g	5 1% g	8 3% i	18 2% i	7 2% k	19 3% k	5 3% m	13 2% m
Don't know	131 12%	9 6% ad	44 13%	10 12% d	1 1%	7 6%	42 10% g	25 7% g	21 8% i	88 11% i	23 8% k	65 9% k	13 7% m	48 9% m
NET Very/ fairly likely	786 72%	131 83% b	212 62% b	62 75% b	124 88% bc	92 78% b	294 71% g	307 83% f	157 60% h	616 77% h	191 64% j	534 78% j	108 60% l	459 82% l
NET Not at all/ not very likely	177 16%	19 12% acd	85 25%	10 13%	16 11%	19 16%	79 19% g	37 10% g	82 32% i	94 12% i	86 29% k	86 13% k	58 32% m	51 9% m

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 17
Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year? - Increase government borrowing and the national debt
Base: All adults aged 18-75 in Great Britain

		GENDER			AGE		SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE		1094	533	547	328	399	368	621	473	255	292	246	156	52*	93*	392	702	740	354	180	303	285	247	151	934
Weighted base		328	181	143	76	114	138	177	150	89	91	82	33	14	18	106	222	211	116	55	88	90	69	26	296
Very likely	30%	30%	34%	26%	23%	29%	38%	29%	32%	35%	31%	33%	21%	27%	20%	27%	32%	29%	33%	30%	29%	32%	28%	17%	32%
Fairly likely	30%	37%	180	217	127	142	135	247	156	88	101	81	64	19	51	147	256	279	124	62	112	108	94	45	357
	37%	37%	34%	40%	39%	36%	37%	40%	33%	35%	35%	33%	41%	37%	51	38%	36%	38%	35%	34%	37%	38%	38%	30%	357
Not very likely	14%	14%	80	68	53	55	40	87	62	31	38	29	32	6	12	60	89	112	36	20	37	46	44	39	110
	14%	14%	15%	13%	16%	14%	11%	14%	13%	12%	13%	12%	21%	11%	13%	15%	13%	15%	10%	11%	12%	16%	18%	26%	12%
Not likely at all	4%	4%	24	18	22	19	2	20	23	12	16	7	5	2	12	16	27	31	13	7	13	10	12	13	30
	4%	4%	24	18	22	19	2	20	23	12	16	7	5	2	12	16	27	31	13	7	13	10	12	13	30
	4%	4%	24	18	22	19	2	20	23	12	16	7	5	2	12	16	27	31	13	7	13	10	12	13	30
Don't know	17%	17%	69	100	50	69	52	89	82	35	47	47	22	11	10	63	108	106	65	36	53	31	28	29	141
	16%	16%	13%	18%	15%	17%	14%	14%	17%	14%	16%	19%	14%	22%	10%	16%	15%	14%	18%	20	17%	11%	15%	19%	15%
NET Very/ fairly likely	73%	73%	361	360	202	256	273	425	306	178	192	163	97	33	69	253	478	490	241	117	200	198	163	70	652
	67%	67%	68%	66%	62%	64%	74%	68%	65%	70%	66%	66%	62%	63%	74%	64%	68%	66%	68%	65%	66%	69%	66%	47%	70%
NET Not at all/ not very likely	19%	19%	104	87	76	74	42	107	84	42	54	36	37	8	15	76	115	144	48	27	50	56	56	51	140
	18%	18%	104	12%	12%	12%	12%	17%	18%	17%	18%	24%	15%	16%	15%	20%	19%	19%	14%	17%	17%	20%	23%	34%	15%

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



Table 18

Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year? - Increase government borrowing and the national debt

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Very likely	328 30%	64 40% be	59 17%	21 26%	80 57% abce	30 25%	99 24%	163 44% f	52 20%	270 34% h	60 20%	249 36% j	35 19%	258 46% l
Fairly likely	403 37%	65 41% d	137 40% d	41 50% d	35 25% d	53 44% d	181 44% g	119 32% g	97 37%	296 37%	120 40%	257 37%	65 36%	183 33%
Not very likely	149 14%	17 11% acd	70 20%	6 7%	16 11%	20 17%	61 15%	50 13%	58 22% i	90 11%	66 22% k	75 11%	47 26% m	41 7%
Not likely at all	43 4%	2 1% a	18 5%	2 2%	7 5%	3 2%	12 3%	8 2%	16 6%	27 3%	17 6%	27 4%	9 5%	20 4%
Don't know	171 16%	12 7% ad	58 17% ad	12 14% d	3 2%	13 11% d	62 15% g	29 8%	37 14%	114 14%	37 12%	77 11%	24 13%	56 10%
NET Very/ fairly likely	731 67%	129 81% be	196 57%	62 76% b	115 81% b	83 70% b	279 67% f	282 76% f	149 57% h	566 71% h	180 60%	506 74% j	100 55%	441 79% l
NET Not at all/ not very likely	192 18%	18 12% ac	88 26%	8 10%	23 16%	23 19%	73 18%	58 16%	74 28% i	117 15%	82 27% k	102 15%	56 31% m	62 11%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 19
Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year? - Decrease spending on public services
Base: All adults aged 18-75 in Great Britain

		GENDER			AGE		SOCIAL GRADE		REGION							EDUCATION		WORKING STATUS		INCOME				ETHNICITY	
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE		1094	533	547	328	399	368	621	473	255	252	246	156	52*	392	702	740	354	180	303	285	247	151	934	
Very likely		210	85	121	52	93	65	107	102	65	47	49	21	5	23	72	138	135	75	35	55	53	47	25	183
		19%	16%	22%	16%	23%	18%	17%	22%	26%	16%	20%	13%	9%	25%	18%	20%	18%	21%	20%	18%	19%	19%	17%	20%
Fairly likely		334	178	153	114	116	112	193	140	62	83	78	49	23	38	122	211	231	102	48	89	97	75	46	285
		31%	33%	28%	35%	28%	29%	31%	30%	24%	29%	31%	37%	45%	41%	31%	30%	31%	29%	27%	29%	34%	30%	31%	31%
Not very likely		266	134	127	91	75	100	181	85	69	78	51	37	12	17	104	161	177	88	38	73	74	65	43	223
		24%	25%	23%	28%	19%	27%	29%	18%	27%	27%	21%	24%	24%	18%	27%	23%	24%	25%	21%	24%	26%	26%	19%	24%
Not likely at all		101	61	40	29	34	38	56	45	23	30	27	11	3	7	38	63	72	30	20	23	28	26	11	90
		9%	11%	7%	9%	8%	10%	9%	9%	9%	10%	11%	7%	5%	8%	10%	9%	10%	8%	11%	8%	10%	10%	7%	10%
Don't know		184	75	105	42	84	57	83	100	35	54	41	37	9	8	55	128	124	59	40	62	32	34	25	153
		17%	14%	19%	13%	21%	15%	13%	21%	14%	18%	17%	24%	17%	9%	14%	18%	17%	17%	22%	21%	11%	14%	17%	16%
NET Very/ fairly likely		543	263	274	165	205	173	301	243	128	130	127	69	28	61	194	349	366	83	144	150	123	71	468	
		50%	49%	50%	50%	52%	47%	48%	51%	50%	45%	51%	45%	54%	66%	50%	50%	50%	50%	46%	48%	53%	50%	47%	50%
NET Not at all/ not very likely		367	195	167	120	109	138	237	130	93	108	78	49	15	24	143	224	249	118	57	96	102	91	54	313
		34%	37%	31%	37%	27%	38%	37%	27%	36%	37%	32%	31%	29%	26%	36%	32%	34%	33%	32%	32%	36%	37%	34%	33%

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



Table 20
Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year? - Decrease spending on public services

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Very likely	210	36	42	14	40	26	71	90	43	164	41	160	25	158
	19%	23%	12%	17%	28%	22%	17%	24%	17%	21%	14%	23%	14%	28%
		b			b	b		f				j		l
Fairly likely	334	52	101	24	51	46	127	119	75	249	95	216	47	170
	31%	33%	30%	30%	36%	39%	31%	32%	29%	31%	32%	32%	26%	31%
Not very likely	266	32	120	29	25	24	120	76	79	185	101	151	63	97
	24%	20%	35%	35%	18%	20%	29%	20%	31%	23%	34%	22%	35%	17%
		ade		ade			g		i		k		m	
Not likely at all	101	18	29	5	15	8	43	29	33	68	38	58	28	52
	9%	11%	8%	6%	11%	7%	10%	8%	13%	8%	13%	9%	15%	9%
													m	
Don't know	184	20	50	10	10	14	54	55	29	131	24	99	16	81
	17%	13%	15%	13%	7%	12%	13%	15%	11%	16%	8%	14%	9%	15%
												j		
NET Very/ fairly likely	543	88	143	38	91	73	198	209	118	414	136	377	72	328
	50%	56%	42%	47%	65%	61%	48%	57%	46%	52%	45%	55%	40%	59%
		b			bc	b		f				j		l
NET Not at all/ not very likely	367	50	148	33	40	32	163	105	112	252	140	209	91	149
	34%	31%	43%	41%	28%	27%	39%	28%	43%	32%	47%	31%	51%	27%
		ade					g		i		k		m	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 21
Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year? - Increase long-term investment spending
Base: All adults aged 18-75 in Great Britain

		GENDER			AGE		SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE		1094	533	547	328	399	368	621	473	255	252	246	156	52*	93*	392	702	740	354	180	303	285	247	151	934
Very likely		105	67	37	44	35	26	65	39	24	30	12	26	6	5	48	57	78	26	19	28	23	32	26	79
		10%	13%	7%	13%	9%	7%	11%	8%	9%	10%	5%	17%	12%	6%	12%	8%	11%	7%	10%	9%	8%	13%	17%	8%
Fairly likely		349	180	164	133	110	105	212	137	93	77	73	46	22	37	152	197	239	110	49	89	91	101	61	286
		32%	34%	30%	41%	28%	29%	34%	29%	37%	26%	30%	30%	43%	39%	39%	28%	32%	31%	27%	29%	32%	41%	40%	31%
Not very likely		333	166	166	80	114	140	182	151	67	97	91	37	9	32	104	230	223	110	49	95	96	68	30	299
		30%	31%	30%	24%	29%	38%	29%	32%	26%	33%	37%	24%	17%	35%	26%	33%	30%	31%	27%	31%	34%	27%	20%	32%
Not likely at all		125	55	67	22	59	44	66	59	33	34	28	13	3	13	37	88	77	48	29	31	32	24	9	114
		11%	10%	12%	7%	15%	12%	11%	12%	13%	12%	11%	9%	7%	14%	9%	13%	10%	14%	16%	10%	11%	10%	6%	12%
Don't know		182	65	113	49	80	53	96	87	37	53	42	33	11	6	52	130	123	60	33	60	42	21	26	156
		17%	12%	21%	15%	20%	14%	15%	18%	14%	18%	17%	21%	21%	7%	13%	19%	17%	17%	18%	20%	15%	9%	17%	17%
NET Very/ fairly likely		454	247	200	177	145	131	277	176	118	107	85	72	29	42	200	254	317	136	68	118	115	133	86	365
		41%	46%	37%	54%	36%	36%	45%	37%	46%	37%	35%	47%	56%	45%	51%	36%	43%	38%	38%	39%	40%	54%	57%	39%
NET Not at all/ not very likely		458	221	233	102	173	183	248	210	101	131	119	50	12	45	140	318	299	159	79	126	129	92	39	414
		42%	41%	43%	31%	43%	50%	40%	44%	39%	45%	48%	32%	24%	48%	36%	45%	40%	45%	44%	41%	45%	37%	26%	44%

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



Table 22

Q5 - How likely, if at all, do you think the Labour party will be to do each of the following over the next year? - Increase long-term investment spending

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Very likely	105 10%	14 9%	55 16%	7 9%	9 7%	7 6%	46 11%	32 9%	60 23%	44 6%	68 23%	35 5%	45 25%	33 6%
			ade						i		k		m	
Fairly likely	349 32%	41 26%	149 44%	30 37%	32 23%	37 31%	180 43%	83 23%	124 48%	218 27%	162 54%	169 25%	98 55%	115 21%
			ade				g		i		k		m	
Not very likely	333 30%	56 36%	82 24%	25 30%	58 42%	42 35%	102 25%	148 40%	52 20%	279 35%	40 13%	269 39%	20 11%	226 41%
			b			b		f		h		j		l
Not likely at all	125 11%	29 18%	10 3%	9 11%	30 22%	15 13%	36 9%	56 15%	6 2%	115 14%	9 3%	113 16%	4 2%	108 19%
			b		b	b		f		h		j		l
Don't know	182 17%	19 12%	45 13%	10 12%	11 8%	17 14%	51 12%	50 13%	17 6%	141 18%	21 7%	99 14%	13 7%	75 14%
										h		j		l
NET Very/ fairly likely	454 41%	55 35%	204 60%	38 46%	41 29%	45 37%	226 54%	116 31%	184 71%	262 33%	230 76%	204 30%	144 80%	149 27%
			acde	d			g		i		k		m	
NET Not at all/ not very likely	458 42%	85 54%	92 27%	34 42%	89 63%	58 48%	138 33%	204 55%	59 23%	395 49%	49 16%	382 56%	23 13%	335 60%
			b	b	bce	b		f		h		j		l

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 23
Q6A - Which of the following would you prefer?
Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	312	352	388	621	473	255	292	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934
Increase borrowing to spend more on public services, even if it means the national debt getting higher	387	200	181	119	131	136	238	149	90	98	90	52	19	38	139	247	255	131	58	104	119	86	42	344
	35%	38%	33%	30%	33%	37%	38% r	31%	35%	33%	30%	33%	37%	41%	35%	35%	35%	37%	32%	34%	42%	35%	28%	37% v
Reduce borrowing to cut the national debt, even if it means less spending on public services	373	210	157	123	133	116	216	156	95	96	83	51	17	30	162	210	283	89	49	103	98	105	69	298
	34%	39%	29%	38%	33%	32%	35%	33%	37%	33%	34%	33%	33%	32%	41%	30%	38%	25%	27%	34%	34%	43%	46%	32%
Neither	176	71	102	39	70	68	95	81	36	50	36	32	6	16	51	125	103	73	39	43	42	34	25	150
	16%	13%	19%	12%	17%	18%	15%	17%	14%	17%	15%	20%	13%	17%	13%	18%	14%	21%	22%	14%	15%	14%	17%	16%
Don't know	159	52	106	47	65	48	72	87	34	48	38	21	9	9	40	119	98	61	34	52	27	21	14	143
	15%	10%	19%	14%	16%	13%	12%	18%	13%	16%	15%	14%	18%	10%	10%	17%	13%	17%	19%	17%	9%	8%	10%	15%
		a					f								n				tu	tu				

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

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

Table 24
Q6A - Which of the following would you prefer?

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Increase borrowing to spend more on public services, even if it means the national debt getting higher	387	45	165	49	25	49	193	100	102	275	127	233	81	182
	35%	29%	48% ad	60% ade	18%	41% ad	47% g	27%	40%	35%	42% k	34%	45% m	33%
Reduce borrowing to cut the national debt, even if it means less spending on public services	373	68	96	16	73	31	119	157	112	257	122	233	72	202
	34%	43% bce	28%	20%	52% bce	26%	29%	43% f	43% i	32%	41%	34%	40%	36%
Neither	176	27	43	7	32	26	56	76	31	144	34	128	20	105
	16%	17%	13%	8%	22% bc	22% bc	13%	21% f	12%	18% h	11%	19% j	11%	19% l
Don't know	159	18	37	9	11	13	47	36	14	121	17	90	7	70
	15%	12%	11%	11%	8%	11%	11%	10%	5%	15% h	6%	13% j	4%	13% l

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 25
Q68 - We have also asked this question to a representative group of British adults. Which of the following do you think we will find?

Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	549	328	399	368	621	473	255	252	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934
More people in Britain prefer spending more on public services than reducing borrowing to cut the national debt	421	211	205	113	154	153	250	171	112	104	101	49	17	37	159	261	272	149	62	111	119	98	49	370
	38%	40%	37%	35%	39%	42%	40%	36%	44% k	36%	41%	32%	33%	39%	41%	37%	37%	42%	34%	37%	42%	40%	33%	40%
More people in Britain prefer reducing borrowing to cut the national debt than spending more on public services	251	148	99	112	85	53	165	85	61	67	49	40	14	20	111	140	200	50	30	65	71	75	55	194
	23%	28% b	18%	34% d	21% e	15%	27% f	18%	24%	23%	20%	26%	27%	21%	28% n	20% o	27% p	14%	17%	21%	25%	30% u	37% v	21%
About the same number of people prefer spending more on public services as reducing borrowing to cut the national debt	247	93	151	67	78	103	126	122	49	74	50	40	9	26	78	169	153	94	52	62	58	56	25	220
	23%	17%	28% a	20%	19%	28% c	20%	26%	19%	25%	20%	26%	17%	28%	20%	24%	21%	26%	29%	21%	21%	23%	17%	24%
Don't know	176	82	93	35	82	58	80	95	32	47	47	26	12	11	44	132	114	61	36	65	37	18	21	150
	16%	15%	17%	11%	21% c	16%	13%	20% f	13%	16%	19%	17%	22%	12%	11% n	19% o	15% p	17%	20% u	21% tu	13% u	7%	14%	16%

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



Table 26

Q6B - We have also asked this question to a representative group of British adults. Which of the following do you think we will find?

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
More people in Britain prefer spending more on public services than reducing borrowing to cut the national debt	421	57	150	43	51	54	189	132	98	316	109	279	65	226
	38%	36%	44%	52% ad	36%	46%	46% g	36%	38%	40%	36%	41%	36%	41%
More people in Britain prefer reducing borrowing to cut the national debt than spending more on public services	251	46	81	16	40	24	89	90	93	152	108	133	71	101
	23%	29%	24%	19%	28%	20%	21%	24%	36% i	19%	36% k	19%	40% m	18%
About the same number of people prefer spending more on public services as reducing borrowing to cut the national debt	247	41	69	12	31	30	89	100	51	190	62	163	36	141
	23%	26%	20%	15%	22%	25%	21%	27%	20%	24%	21%	24%	20%	25%
Don't know	176	15	41	11	19	11	48	47	16	140	21	109	8	91
	16%	9%	12%	13%	13%	10%	12%	13%	6% h	18% h	7% j	16% j	4% l	16% l

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 27
Q7A - Which of the following would you prefer?

Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	328	399	368	621	473	255	292	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934
Increase spending on public services, even if it means I personally pay more in taxes	372	192	175	113	124	136	234	138	98	87	72	48	22	45	172	200	251	122	54	95	104	108	45	327
	34%	36%	32%	34%	31%	37%	38%	29%	39%	30%	29%	31%	42%	49%	44%	29%	34%	34%	30%	31%	37%	44%	30%	35%
Cut the taxes I pay personally, even if it means spending less on public services	367	194	168	134	138	95	8	157	80	100	101	50	15	22	126	241	281	86	53	96	104	89	62	298
	34%	36%	31%	41%	35%	26%	34%	33%	31%	34%	41%	32%	29%	23%	32%	34%	38%	24%	29%	32%	36%	36%	41%	32%
Neither	227	100	123	8	87	100	123	104	47	69	46	38	8	19	57	170	128	99	46	69	55	33	30	196
	21%	19%	22%	12%	22%	27%	20%	22%	18%	24%	19%	24%	15%	20%	15%	24%	17%	28%	26%	23%	19%	14%	20%	21%
Don't know	128	47	81	41	50	36	53	74	30	36	28	20	7	7	37	90	79	48	27	44	22	16	14	112
	12%	9%	15%	12%	13%	10%	9%	16%	12%	12%	11%	13%	14%	8%	9%	13%	11%	14%	15%	15%	8%	6%	9%	12%
			a					f											tu	tu				

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

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



Table 28
Q7A - Which of the following would you prefer?

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Increase spending on public services, even if it means I personally pay more in taxes	372	40	159	35	38	57	185	95	113	253	131	215	89	159
	34%	25%	47% ad	43% ad	27%	48% ad	45% g	26%	43% i	32%	44% k	31%	50% m	28%
Cut the taxes I pay personally, even if it means spending less on public services	367	62	87	16	74	29	117	148	96	266	105	235	59	209
	34%	39% bce	26%	20%	53% bce	24%	28%	40% f	37%	33%	35%	34%	33%	37%
Neither	227	41	68	23	24	22	79	97	37	186	50	161	27	141
	21%	26%	20%	28%	17%	18%	19%	26% f	14% h	23% h	17% j	24% j	15% l	25% l
Don't know	128	16	27	8	5	12	33	29	14	92	14	74	4	50
	12%	10%	8%	10%	3%	10%	8%	8%	5%	12% h	5%	11% j	2%	9% l

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 29
Q78 - We have also asked this question to a representative group of British adults. Which of the following do you think we will find?

Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	328	399	368	621	473	255	292	246	156	52*	93*	392	702	740	354	180	303	285	247	151	934
More people in Britain prefer cutting their taxes than spending more money on public services	496	259	231	171	189	136	293	203	117	128	118	68	22	43	176	320	348	148	72	131	138	124	76	418
	45%	49%	42%	52% e	47% e	37%	47%	43%	46%	44%	48%	44%	43%	46%	45%	46%	47%	42%	40%	43%	48%	50%	50%	45%
More people in Britain prefer spending more on public services than cutting their taxes	220	126	90	61	75	85	133	87	66	48	33	34	14	24	99	121	145	76	33	62	65	55	33	187
	20%	24%	17%	19%	19%	23%	21%	18%	26%	16%	13%	22%	28%	26%	25%	17%	20%	21%	18%	20%	23%	22%	22%	20%
About the same number of people prefer cutting their taxes as spending more on public services	228	80	145	53	74	100	120	108	42	73	57	30	8	18	74	153	144	84	48	59	53	45	26	201
	21%	15%	27% a	16%	19%	27% cd	19%	23%	16%	25% h	23%	19%	15%	19%	19%	22%	19%	24%	27% u	20%	19%	18%	17%	22%
Don't know	150	68	80	43	61	47	75	76	30	42	39	23	7	9	43	107	104	47	26	51	29	22	17	127
	14%	13%	15%	13%	15%	13%	12%	16%	12%	15%	16%	15%	14%	9%	11%	15%	14%	13%	15%	17% u	10%	9%	11%	14%

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

Table 30

Q7B - We have also asked this question to a representative group of British adults. Which of the following do you think we will find?

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
More people in Britain prefer cutting their taxes than spending more money on public services	496	71	166	32	69	59	194	164	125	364	143	313	82	256
	45%	45%	49%	39%	49%	50%	47%	44%	48%	46%	48%	46%	45%	46%
More people in Britain prefer spending more on public services than cutting their taxes	220	32	92	12	23	29	94	83	70	148	80	131	56	109
	20%	20%	27%	15%	17%	24%	23%	23%	27%	19%	27%	19%	31%	20%
		cd							i		k		m	
About the same number of people prefer cutting their taxes as spending more on public services	228	45	55	24	34	20	78	87	51	171	62	150	36	121
	21%	29%	16%	29%	24%	17%	19%	23%	20%	21%	21%	22%	20%	22%
		be		b										
Don't know	150	11	28	14	14	11	49	35	13	114	15	90	5	73
	14%	7%	8%	17%	10%	9%	12%	10%	5%	14%	5%	13%	3%	13%
				ab					h		j		l	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 31
Q8 - Which of the following would you prefer?
Base: All adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY	
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	328	399	368	621	473	255	292	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934
Cut the taxes I pay personally or reduce borrowing to cut the national debt, even if it means reducing longterm investment spending	999	200	194	139	154	106	227	172	93	90	103	65	19	30	131	269	301	98	57	106	112	109	67	326
	37%	37%	35%	42% e	39% e	29%	37%	36%	36%	31%	42% i	42% i	36%	32%	33%	38%	41% q	28%	32%	35%	39%	44% r	45% w	35%
Increase long-term investment spending, even if it means I personally pay more in taxes or increased borrowing and higher national debt	998	220	173	118	131	149	242	156	105	106	84	50	15	39	175	223	259	140	62	105	115	99	46	352
	36%	41%	32%	36%	33%	41%	39%	33%	41%	36%	34%	32%	30%	42%	45%	32%	35%	39%	34%	35%	40%	40%	31%	38%
Neither	143	58	82	26	48	69	80	63	30	57	25	16	5	10	40	103	81	61	26	43	34	21	18	123
	13%	11%	15%	8%	12%	19%	13%	13%	12%	20%	10%	10%	10%	10%	10%	15%	11%	17%	15%	14%	12%	8%	12%	13%
Don't know	154	55	98	45	65	43	72	82	28	40	34	25	12	14	47	107	98	55	35	50	24	18	19	134
	14%	10%	18%	14%	16%	12%	12%	17%	11%	14%	14%	16%	24%	15%	12%	15%	13%	16%	20%	17%	9%	7%	13%	14%

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

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



Table 32

Q8 - Which of the following would you prefer?

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Cut the taxes I pay personally or reduce borrowing to cut the national debt, even if it means reducing longterm investment spending	399	71	111	20	69	37	138	159	100	293	111	267	62	221
	37%	44% bce	33%	24%	49% bce	31%	33%	43% f	39%	37%	37%	39%	35%	39%
Increase long-term investment spending, even if it means I personally pay more in taxes or increased borrowing and higher national debt	398	48	175	43	31	51	194	109	124	267	152	220	101	171
	36%	30%	51% ad	53% ad	22%	43% d	47% g	30%	48% i	34%	51% k	32%	56% m	31%
Neither	143	27	27	10	26	15	40	65	24	113	20	106	11	99
	13%	17% b	8%	12%	18% b	13%	10%	18% f	9%	14%	7%	16% j	6%	18% l
Don't know	154	13	28	9	16	16	42	36	11	124	17	91	6	69
	14%	8%	8%	11%	11%	14%	10%	10%	4%	16% h	6%	13% j	3%	12% l

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



24-089497-21 - SPENDING REVIEW
23RD - 26TH MAY 2025
IPSOS

3 Jun 2025

Table 33

Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - SUMMARY TABLE

Base: All adults aged 18-75 in Great Britain

	Improve the quality of public services over the next 12 months	Improve the quality of public services over the next 3-5 years	Improve Britain's economic growth over the next 12 months	Improve Britain's economic growth over the next 3-5 years	Improve your/ your family's personal finances over the next 12 months	Improve your/ your family's personal finances over the next 3-5 years
UNWEIGHTED BASE	1094	1094	1094	1094	1094	1094
WEIGHTED BASE	1094	1094	1094	1094	1094	1094
Very confident	63 6%	65 6%	55 5%	64 6%	46 4%	64 6%
Fairly confident	198 18%	250 23%	216 20%	268 24%	165 15%	187 17%
Not very confident	410 37%	387 35%	403 37%	379 35%	384 35%	353 32%
Not at all confident	324 30%	279 26%	305 28%	273 25%	404 37%	378 35%
Don't know	100 9%	113 10%	115 11%	110 10%	94 9%	112 10%
NET Very/ fairly confident	260 24%	315 29%	271 25%	332 30%	211 19%	251 23%
NET Not at all/ not very confident	734 67%	666 61%	708 65%	652 60%	788 72%	731 67%

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



Table 34

Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve the quality of public services over the next 12 months

Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	323	399	368	621	473	255	292	246	156	52	93	332	702	740	354	180	303	285	247	151	934
Very confident	63	41	21	35	21	7	42	21	14	17	14	3	3	3	40	23	56	7	5	14	10	33	19	43
6%		8%	4%	11%	5%	2%	7%	4%	6%	6%	6%	7%	6%	3%	10%	3%	8%	2%	3%	5%	4%	13%	5%	5%
Fairly confident	198	117	79	83	70	45	133	64	50	38	37	43	8	20	90	108	151	47	34	43	67	46	51	146
18%		22%	14%	25%	18%	12%	21%	14%	20%	13%	15%	28%	16%	22%	23%	15%	20%	20%	19%	14%	16%	27%	34%	16%
Not very confident	410	192	214	112	149	149	235	174	90	115	94	49	20	43	138	272	278	131	58	120	123	73	39	370
37%		36%	39%	34%	37%	40%	38%	37%	35%	39%	38%	31%	39%	46%	35%	39%	38%	37%	32%	40%	43%	30%	26%	40%
Not at all confident	324	151	168	66	110	148	158	166	84	92	83	30	11	24	94	230	185	139	64	89	90	55	26	291
30%		28%	31%	20%	28%	40%	26%	35%	33%	31%	34%	19%	22%	25%	24%	33%	25%	39%	36%	29%	32%	22%	17%	31%
Don't know	100	33	65	32	49	19	52	48	16	30	19	23	8	4	30	70	30	16	10	37	16	19	16	84
9%		6%	12%	10%	12%	5%	8%	10%	6%	10%	8%	15%	16%	4%	8%	10%	9%	9%	10%	12%	6%	8%	10%	9%
NET Very/ fairly confident	260	157	100	117	91	52	175	85	65	55	51	55	12	23	130	130	206	54	39	57	56	100	70	189
24%		30%	18%	36%	23%	14%	28%	18%	25%	19%	21%	35%	23%	24%	33%	19%	28%	15%	22%	20%	20%	40%	46%	20%
NET Not at all/ not very confident	734	342	382	178	259	297	394	340	174	206	177	78	31	66	232	502	463	270	122	209	213	128	65	661
67%		64%	70%	54%	65%	81%	63%	72%	68%	71%	72%	50%	61%	71%	59%	71%	63%	76%	68%	69%	75%	52%	43%	71%

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

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



Table 35

Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve the quality of public services over the next 12 months

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Very confident	63 6%	8 5%	37 11%	3 4%	5 3%	- -	31 8%	11 3%	47 18%	15 2%	49 16%	11 2%	38 21%	9 2%
		e	de	e			g		i		k		m	
Fairly confident	198 18%	23 14%	105 31%	12 14%	6 5%	20 17%	98 24%	47 13%	114 44%	79 10%	137 46%	51 8%	84 47%	26 5%
		d	acde	d		d	g		i		k		m	
Not very confident	410 37%	58 37%	118 35%	44 53%	52 37%	43 36%	167 40%	130 35%	62 24%	345 43%	79 26%	304 44%	37 20%	236 42%
				abde					h		j		l	
Not at all confident	324 30%	66 42%	51 15%	17 21%	75 53%	43 36%	90 22%	161 44%	24 9%	292 37%	21 7%	283 41%	13 7%	271 49%
		bc			bce	bc		f		h		j		l
Don't know	100 9%	4 2%	30 9%	6 7%	2 1%	13 11%	28 7%	21 6%	12 5%	67 8%	14 5%	36 5%	8 5%	16 3%
			ad			ad								
NET Very/ fairly confident	260 24%	31 19%	142 42%	15 18%	11 8%	20 17%	129 31%	58 16%	162 62%	93 12%	186 62%	63 9%	122 68%	35 6%
		d	acde	d			g		i		k		m	
NET Not at all/ not very confident	734 67%	124 78%	169 50%	61 74%	128 91%	86 72%	257 62%	290 79%	85 33%	637 80%	100 33%	586 86%	49 27%	507 91%
		b		b	abce	b		f		h		j		l

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 35

Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve the quality of public services over the next 3-5 years

Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	328	399	368	621	473	255	292	246	156	52	93	352	702	740	354	180	303	285	247	151	934
Very confident	65	45	19	42	16	7	49	16	17	18	9	14	4	2	39	27	57	8	7	14	11	32	12	47
	6%	8%	3%	12%	4%	2%	8%	3%	7%	6%	4%	9%	9%	2%	10%	4%	8%	2%	4%	5%	4%	13%	12%	5%
Fairly confident	250	133	113	83	88	78	151	98	57	54	51	50	11	27	109	141	189	61	36	62	77	65	59	188
	23%	25%	21%	25%	22%	21%	24%	21%	22%	18%	21%	32%	21%	29%	28%	20%	26%	17%	20%	21%	23%	31%	39%	20%
Not very confident	387	183	201	111	145	131	221	166	93	105	89	46	18	36	139	248	267	120	56	118	105	72	43	344
	35%	34%	37%	34%	36%	36%	36%	35%	36%	36%	36%	29%	36%	38%	35%	35%	36%	34%	31%	39%	37%	29%	28%	37%
Not at all confident	279	135	142	53	100	127	141	139	66	79	76	26	8	24	74	205	153	126	62	68	83	47	17	257
	26%	25%	26%	16%	25%	35%	23%	29%	26%	27%	31%	17%	16%	26%	19%	29%	21%	36%	34%	22%	29%	19%	11%	28%
Don't know	113	38	72	39	50	24	58	55	23	35	21	20	9	4	32	81	73	39	18	41	21	18	14	98
	10%	7%	13%	12%	13%	7%	9%	12%	9%	12%	8%	13%	18%	5%	8%	12%	10%	11%	10%	14%	7%	7%	9%	11%
NET Very/ fairly confident	315	178	132	125	104	85	201	114	74	72	60	64	15	29	147	168	246	69	44	76	76	109	77	235
	29%	33%	24%	38%	26%	23%	31%	24%	29%	25%	25%	30%	3%	31%	38%	24%	33%	19%	24%	25%	27%	44%	51%	25%
NET Not at all/ not very confident	666	318	343	164	244	258	362	304	159	184	165	72	27	60	213	453	420	246	118	186	188	120	59	601
	61%	60%	63%	50%	61%	70%	58%	64%	62%	63%	67%	46%	52%	64%	54%	65%	57%	69%	66%	61%	66%	48%	39%	64%

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

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



Table 37

Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve the quality of public services over the next 3-5 years

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Very confident	65 6%	3 2%	39 11%	3 4%	7 5%	4 4%	38 9%	9 2%	50 19%	15 2%	48 16%	16 2%	39 22%	13 2%
			ae				g		i		k		m	
Fairly confident	250 23%	29 18%	130 38%	21 25%	15 10%	18 15%	116 28%	68 18%	121 47%	123 15%	156 52%	78 11%	95 53%	43 8%
			ade	d			g		i		k		m	
Not very confident	387 35%	61 38%	100 29%	39 47%	43 30%	47 39%	154 37%	124 34%	60 23%	324 41%	65 22%	298 44%	30 16%	235 42%
				bd					h		j		l	
Not at all confident	279 26%	61 38%	34 10%	13 16%	71 50%	36 30%	69 17%	144 39%	14 5%	258 32%	17 6%	247 36%	8 4%	242 43%
			bc		bce	bc		f		h		j		l
Don't know	113 10%	5 3%	38 11%	6 8%	6 4%	14 12%	38 9%	24 7%	15 6%	76 10%	14 5%	45 7%	9 5%	26 5%
			ad			ad								
NET Very/ fairly confident	315 29%	32 20%	169 50%	24 29%	22 16%	23 19%	154 37%	77 21%	171 66%	139 17%	204 68%	94 14%	133 74%	56 10%
			acde	d			g		i		k		m	
NET Not at all/ not very confident	666 61%	122 77%	134 39%	52 63%	113 80%	82 69%	223 54%	268 73%	73 28%	582 73%	82 27%	545 80%	38 21%	477 85%
			b	b	bc	b		f		h		j		l

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 38

Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve Britain's economic growth over the next 12 months

Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	328	399	368	621	473	255	292	246	156	52	93	352	702	740	354	180	303	285	247	151	934
Very confident	55	31	23	29	19	7	38	17	14	13	11	15	2	1	35	20	48	7	4	13	9	38	12	38
	5%	6%	4%	9%	5%	2%	6%	4%	6%	4%	4%	9%	4%	1%	6%	3%	6%	2%	2%	4%	3%	11%	12%	4%
Fairly confident	216	130	83	91	74	51	141	75	55	44	41	42	10	25	104	112	175	41	32	52	60	69	50	165
	20%	24%	15%	28%	19%	14%	23%	16%	22%	15%	16%	27%	19%	27%	27%	16%	24%	11%	18%	17%	21%	28%	33%	18%
Not very confident	403	186	211	107	153	143	219	184	90	120	83	57	21	32	128	275	268	134	58	132	107	77	48	353
	37%	35%	38%	33%	38%	39%	35%	39%	35%	41%	34%	36%	40%	34%	33%	39%	36%	38%	32%	43%	38%	31%	32%	38%
Not at all confident	305	147	155	62	103	139	155	149	73	82	86	25	12	27	90	215	170	135	68	72	89	50	21	278
	28%	28%	28%	19%	26%	38%	25%	32%	29%	28%	35%	16%	23%	29%	23%	31%	23%	38%	38%	24%	31%	20%	14%	30%
Don't know	115	39	75	38	50	27	67	48	22	33	26	18	8	8	36	79	79	37	19	35	20	22	15	100
	11%	7%	14%	12%	13%	7%	11%	10%	8%	11%	10%	12%	15%	9%	9%	11%	11%	10%	11%	12%	7%	9%	10%	11%
NET Very/ fairly confident	271	161	107	120	92	58	179	92	70	56	52	56	12	26	139	132	223	48	35	65	69	97	67	203
	25%	30%	20%	37%	23%	16%	29%	19%	27%	19%	21%	36%	22%	28%	35%	19%	30%	14%	20%	21%	24%	40%	45%	22%
NET Not at all/ not very confident	708	333	365	170	256	282	375	333	164	202	169	81	32	59	217	490	438	270	125	203	196	127	68	632
	65%	63%	67%	52%	64%	77%	60%	70%	64%	69%	69%	52%	62%	63%	55%	70%	59%	76%	70%	67%	69%	52%	45%	68%

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

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

Table 39

Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve Britain's economic growth over the next 12 months

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Very confident	55 5%	8 5%	34 10%	3 3%	2 1%	1 1%	28 7%	9 2%	45 17%	10 1%	48 16%	7 1%	39 21%	4 1%
Fairly confident	216 20%	21 13%	114 33%	14 17%	17 12%	24 20%	107 26%	55 15%	119 46%	93 12%	150 50%	59 9%	90 50%	32 6%
Not very confident	403 37%	65 41%	108 32%	37 46%	49 35%	43 36%	160 39%	130 35%	59 23%	340 43%	65 22%	307 45%	32 18%	233 42%
Not at all confident	305 28%	63 40%	43 13%	20 24%	71 51%	41 34%	84 20%	150 41%	19 7%	279 35%	16 5%	272 40%	10 6%	263 47%
Don't know	115 11%	2 1%	42 12%	8 10%	2 1%	11 9%	36 9%	25 7%	18 7%	76 9%	22 7%	39 6%	9 5%	26 5%
NET Very/ fairly confident	271 25%	28 18%	148 43%	17 20%	19 13%	24 21%	135 32%	64 17%	164 63%	103 13%	197 66%	66 10%	129 72%	37 7%
NET Not at all/ not very confident	708 65%	128 81%	151 44%	57 70%	120 86%	84 71%	244 59%	280 76%	78 30%	619 78%	81 27%	580 85%	42 23%	496 89%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 40

Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve Britain's economic growth over the next 3-5 years

Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	323	399	368	621	473	255	292	246	156	52	93	332	702	740	354	180	303	285	247	151	934
Very confident	64	39	25	37	20	7	49	15	14	18	9	18	4	1	44	20	56	8	2	16	10	35	21	43
	6%	7%	4%	11%	5%	2%	8%	3%	6%	6%	4%	12%	9%	1%	11%	3%	8%	2%	1%	5%	3%	14%	5%	5%
Fairly confident	268	153	111	104	82	96	172	82	66	55	53	53	13	13	114	154	194	74	39	57	78	84	78	205
	24%	29%	20%	32%	21%	22%	28%	20%	26%	19%	22%	34%	24%	31%	29%	22%	26%	21%	22%	19%	30%	32%	40%	22%
Not very confident	379	176	198	101	150	128	205	173	83	106	90	50	17	32	129	250	260	119	59	123	91	76	42	337
	35%	33%	36%	31%	38%	35%	33%	37%	33%	36%	36%	32%	33%	34%	33%	36%	35%	34%	41%	33%	32%	31%	28%	36%
Not at all confident	273	126	144	50	101	122	135	138	67	80	71	19	10	26	70	203	157	117	60	70	82	39	14	253
	25%	24%	26%	15%	25%	33%	22%	29%	26%	27%	29%	12%	20%	28%	18%	29%	21%	33%	33%	23%	29%	16%	9%	27%
Don't know	110	39	69	38	45	28	60	50	25	34	23	15	7	6	37	74	74	36	20	37	18	14	96	
	10%	7%	13%	11%	11%	8%	10%	11%	10%	12%	10%	14%	6%	9%	10%	10%	10%	10%	11%	12%	6%	7%	19	10%
NET Very/ fairly confident	332	192	135	140	102	89	221	111	80	72	62	71	17	30	157	175	250	82	41	73	94	113	82	248
	30%	36%	25%	43%	26%	24%	36%	24%	31%	25%	25%	46%	33%	32%	40%	25%	34%	23%	23%	24%	33%	46%	54%	27%
NET Not at all/ not very confident	652	302	342	150	251	250	340	312	150	186	161	69	28	58	198	454	416	236	119	194	172	116	56	590
	60%	57%	63%	46%	63%	68%	55%	66%	59%	64%	65%	44%	53%	62%	51%	65%	56%	66%	66%	64%	60%	47%	37%	63%

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

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

Table 41

Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve Britain's economic growth over the next 3-5 years

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Very confident	64 6%	7 4%	44 13%	1 2%	5 3%	2 1%	36 9%	8 2%	50 19%	14 2%	52 17%	11 2%	42 24%	6 1%
			acde				g		i		k		m	
Fairly confident	268 24%	30 19%	132 39%	24 29%	14 10%	21 18%	138 33%	63 17%	132 51%	131 16%	169 56%	82 12%	102 57%	50 9%
			ade	d			g		i		k		m	
Not very confident	379 35%	58 37%	90 26%	34 42%	50 35%	51 43%	139 34%	129 35%	49 19%	326 41%	51 17%	306 45%	21 12%	239 43%
			b	b		b			h		j		l	
Not at all confident	273 25%	58 37%	39 11%	14 18%	69 49%	35 29%	65 16%	146 40%	15 6%	252 32%	13 4%	246 36%	7 4%	237 42%
			bc		bce	b		f		h		j		l
Don't know	110 10%	6 4%	36 11%	8 10%	3 2%	11 9%	36 9%	23 6%	14 5%	74 9%	15 5%	40 6%	7 4%	27 5%
			ad	d		d								
NET Very/ fairly confident	332 30%	36 23%	177 52%	25 31%	19 14%	23 19%	174 42%	71 19%	182 70%	145 18%	221 74%	93 14%	144 80%	55 10%
			acde	d			g		i		k		m	
NET Not at all/ not very confident	652 60%	116 73%	128 38%	49 60%	118 84%	86 72%	204 49%	275 75%	64 25%	578 72%	64 21%	551 81%	28 16%	477 85%
			b	b	bce	b		f		h		j		l

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 42

Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve your/your family's personal finances over the next 12 months

Base: All adults aged 18-75 in Great Britain

		GENDER			AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE		1094	533	547	328	399	368	621	473	255	252	246	156	52*	93*	392	702	740	354	180	303	285	247	151	934
Very confident	46 4%	27 5%	19 4%	28 8%	17 4%	* 4%	31 5%	16 3%	13 5%	9 3%	7 3%	13 8%	3 5%	2 2%	29 7%	17 2%	41 6%	5 1%	7 4%	8 3%	5 2%	25 10%	18 12%	28 3%	
Fairly confident	165 15%	101 19%	63 12%	89 27%	51 13%	25 7%	106 17%	59 12%	36 14%	39 13%	30 12%	37 24%	8 15%	15 16%	80 20%	85 12%	136 18%	29 8%	11 6%	49 16%	42 15%	62 25%	41 27%	124 13%	
Not very confident	384 35%	180 34%	202 37%	113 34%	141 35%	130 35%	227 37%	157 33%	89 35%	106 36%	85 35%	48 31%	19 37%	38 41%	139 35%	246 35%	259 35%	125 35%	66 36%	108 36%	109 38%	74 30%	48 32%	337 36%	
Not at all confident	404 37%	189 36%	207 38%	69 21%	145 36%	190 52%	209 34%	195 41%	98 38%	113 39%	103 42%	38 25%	16 31%	35 38%	112 28%	292 42%	233 32%	171 48%	78 43%	107 35%	109 38%	71 29%	27 18%	370 40%	
Don't know	94 9%	35 7%	56 10%	29 9%	44 11%	21 6%	48 8%	46 10%	18 7%	25 9%	21 9%	19 12%	6 12%	4 4%	33 8%	61 9%	69 9%	25 7%	19 11%	32 11%	20 7%	14 6%	18 12%	76 8%	
NET Very/ fairly confident	211 19%	128 24%	82 15%	116 35%	68 17%	27 7%	137 22%	74 16%	50 20%	48 16%	37 15%	50 32%	10 20%	16 17%	109 28%	103 15%	178 24%	34 10%	18 10%	56 19%	47 17%	88 36%	58 39%	152 16%	
NET Not at all/ not very confident	788 72%	376 69%	409 75%	182 56%	287 72%	319 87%	436 70%	353 75%	187 73%	219 75%	188 76%	86 55%	35 68%	73 79%	250 64%	538 77%	493 67%	296 83%	143 80%	215 71%	218 77%	144 59%	74 49%	707 76%	

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

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



24-089497-21 - SPENDING REVIEW
23RD - 26TH MAY 2025
IPSOS

3 Jun 2025

Table 43

Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve your/your family's personal finances over the next 12 months

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Very confident	46 4%	4 3%	29 8%	1 1%	3 2%	1 1%	18 4%	10 3%	40 16%	4 1%	38 13%	5 1%	29 16%	6 1%
			acde						i		k		m	
Fairly confident	165 15%	25 16%	81 24%	9 12%	10 7%	15 13%	81 19%	29 8%	103 40%	61 8%	110 37%	50 7%	79 44%	30 5%
			cde				g		i		k		m	
Not very confident	384 35%	45 29%	141 41%	39 47%	32 23%	40 33%	167 40%	111 30%	72 28%	311 39%	97 32%	257 38%	46 26%	185 33%
			ad	ad			g			h				
Not at all confident	404 37%	79 50%	58 17%	29 35%	96 68%	52 44%	120 29%	199 54%	24 9%	369 46%	33 11%	341 50%	13 7%	327 59%
			b	b	abce	b		f		h		j		l
Don't know	94 9%	5 3%	33 10%	4 5%	- -	11 9%	28 7%	20 5%	19 7%	52 7%	22 7%	31 5%	12 7%	11 2%
			ad	d		d							m	
NET Very/ fairly confident	211 19%	29 18%	109 32%	10 12%	13 9%	16 14%	99 24%	39 11%	144 55%	65 8%	148 49%	55 8%	108 60%	36 6%
			acde				g		i		k		m	
NET Not at all/ not very confident	788	124	199	68	128	92	287	310	97	681	130	598	59	512
	72%	78% b	58%	83% b	91% abe	77% b	69%	84% f	37%	85% h	43%	87% j	33%	92% l

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 44

Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve your/your family's personal finances over the next 3-5 years

Base: All adults aged 18-75 in Great Britain

		GENDER			AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE		1094	533	547	328	399	368	621	473	255	292	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934
Very confident	64 6%	37 7%	27 5%	39 12%	21 5%	3 1%	48 8%	16 3%	17 7%	13 4%	7 3%	20 13%	4 9%	2 3%	44 11%	20 3%	59 8%	4 1%	6 3%	13 4%	6 2%	38 15%	21 14%	43 5%	
Fairly confident	187 17%	111 21%	73 13%	85 26%	62 15%	41 11%	116 19%	71 15%	38 15%	46 16%	39 16%	35 22%	8 16%	20 21%	77 20%	110 16%	147 20%	40 11%	17 9%	53 17%	57 20%	57 23%	48 32%	137 15%	
Not very confident	353 32%	166 31%	187 34%	101 31%	131 33%	121 33%	205 33%	149 31%	91 36%	87 30%	81 33%	42 27%	19 38%	33 36%	129 33%	224 32%	238 32%	116 33%	62 35%	102 34%	94 33%	71 29%	41 27%	311 33%	
Not at all confident	378 35%	175 33%	196 36%	65 20%	139 35%	174 47%	190 31%	188 40%	86 34%	111 38%	99 40%	36 23%	13 26%	33 35%	107 27%	271 39%	219 30%	158 45%	76 42%	95 31%	104 36%	63 26%	23 15%	349 37%	
Don't know	112 10%	45 8%	64 12%	38 12%	46 11%	29 8%	62 10%	50 11%	22 9%	35 12%	20 8%	24 15%	6 12%	5 6%	35 9%	78 11%	76 10%	36 10%	19 11%	40 13%	24 8%	18 7%	18 12%	93 10%	
NET Very/ fairly confident	251 23%	148 28%	100 18%	124 38%	83 21%	44 12%	164 26%	87 18%	56 22%	59 20%	46 19%	55 35%	13 25%	22 23%	121 31%	130 18%	206 28%	44 13%	23 13%	66 22%	63 22%	95 38%	69 46%	180 19%	
NET Not at all/ not very confident	731 67%	340 64%	383 70%	166 51%	270 68%	295 80%	395 64%	336 71%	177 69%	198 68%	180 73%	77 50%	33 64%	66 71%	236 60%	495 70%	457 62%	274 77%	138 77%	197 65%	198 69%	134 54%	64 42%	660 71%	

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

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



Table 45

Q9 - How confident, if at all, are you that the announcements in the Spending Review will ...? - Improve your/your family's personal finances over the next 3-5 years

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Very confident	64 6%	10 7%	32 9%	3 4%	7 5%	2 2%	30 7%	15 4%	50 19%	14 2%	48 16%	15 2%	41 23%	13 2%
Fairly confident	187 17%	27 17%	102 30%	14 17%	8 5%	14 12%	96 23%	38 10%	99 38%	86 11%	123 41%	57 8%	76 42%	35 6%
Not very confident	353 32%	46 29%	118 34%	31 37%	34 24%	39 33%	151 36%	104 28%	68 26%	284 36%	80 27%	246 36%	43 24%	178 32%
Not at all confident	378 35%	69 44%	51 15%	27 33%	91 65%	51 43%	102 24%	191 52%	22 8%	347 44%	23 8%	327 48%	11 6%	315 56%
Don't know	112 10%	5 3%	39 11%	7 9%	1 *	13 11%	36 9%	21 6%	21 8%	66 8%	27 9%	39 6%	9 5%	18 3%
NET Very/ fairly confident	251 23%	38 24%	134 39%	17 21%	15 11%	16 13%	126 30%	53 14%	148 57%	100 13%	170 57%	72 11%	117 65%	48 9%
NET Not at all/ not very confident	731 67%	116 73%	168 49%	57 70%	125 89%	90 76%	253 61%	296 80%	90 35%	632 79%	103 34%	573 84%	54 30%	493 88%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 46
Q10 - What would you most like to see announced in the Spending Review?

Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	328	399	368	621	473	255	292	246	156	52*	93*	592	702	740	354	180	303	285	247	151	934
Provided free-text response	614	325	284	173	205	236	362	252	145	170	137	74	35	52	232	382	412	203	83	160	170	150	72	537
	56%	61%	52%	53%	51%	64%	58%	53%	57%	58%	56%	48%	69%	56%	59%	54%	56%	57%	52%	53%	60%	61%	48%	58%
		b				cd							k										v	
Nothing	112	55	57	45	41	25	62	50	27	26	24	20	6	9	34	78	80	31	20	28	27	30	23	88
	10%	10%	10%	14%	10%	7%	10%	11%	11%	9%	10%	13%	11%	10%	9%	11%	11%	9%	11%	9%	9%	12%	15%	9%
		e				7																	w	
Don't know	368	154	205	110	152	106	197	171	83	96	85	62	10	32	126	242	247	121	67	116	88	67	56	309
	34%	29%	38%	34%	38%	29%	32%	36%	32%	33%	35%	40%	20%	34%	32%	34%	33%	34%	37%	38%	31%	27%	37%	33%
		a			e								l						u	u			w	

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

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



Table 47
Q10 - What would you most like to see announced in the Spending Review?

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Provided free-text response	614	99	198	48	106	63	246	244	143	462	171	402	114	353
	56%	62%	58%	58%	75%	53%	59%	66%	55%	58%	57%	59%	63%	63%
Nothing	112	15	37	8	6	10	40	28	43	65	38	62	26	43
	10%	10%	11%	9%	4%	9%	10%	7%	17%	8%	13%	9%	14%	8%
			d						i				m	
Don't know	368	44	106	27	30	46	128	98	73	271	90	221	40	163
	34%	28%	31%	33%	21%	39%	31%	27%	28%	34%	30%	32%	22%	29%
					d									

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 48
Q11 - And what are your biggest concerns about the Spending Review?

Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY	
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	318	359	368	621	473	255	292	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934
Provided free-text response	609	285	318	171	202	236	360	249	159	164	126	76	31	53	243	366	400	209	97	148	178	141	71	533
56%	60%	52%	52%	51%	64%	64%	58%	53%	62%	56%	51%	49%	61%	57%	62%	52%	54%	59%	54%	49%	62%	57%	47%	57%
	127	60	60	55	48	25	69	58	29	32	31	25	6	5	39	88	96	32	23	25	35	40	29	99
Nothing	12%	12%	11%	17%	12%	7%	11%	12%	11%	11%	12%	16%	11%	6%	10%	13%	13%	9%	13%	8%	12%	16%	19%	11%
				e	e		69	58	29	32	31	25	6	5	39	88	96	32	23	25	35	40	29	99
				e	e		69	58	29	32	31	25	6	5	39	88	96	32	23	25	35	40	29	99
Don't know	358	149	202	102	149	106	191	166	68	96	90	55	14	35	110	248	243	114	60	130	72	65	51	303
33%	28%	37%	37%	31%	37%	29%	31%	35%	27%	33%	37%	35%	27%	37%	28%	35%	33%	32%	43%	33%	43%	25%	26%	34%
		a				e			h						n				tu					

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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 2032 and with the Ipsos Terms and Conditions.



Table 49
Q11 - And what are your biggest concerns about the Spending Review?

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Provided free-text response	609	101	197	50	99	63	247	241	135	465	159	416	104	357
	56%	64%	58%	61%	70%	53%	59%	65%	52%	58%	53%	61%	58%	64%
Nothing	127	17	46	8	7	11	44	28	57	68	53	67	38	42
	12%	11%	14%	9%	5%	10%	11%	8%	22%	9%	18%	10%	21%	7%
Don't know	358	41	98	24	35	45	124	100	67	264	87	202	37	160
	33%	26%	29%	29%	25%	38%	30%	27%	26%	33%	29%	29%	20%	29%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 50

Q12 - Which two or three, if any, of the following areas do you think should be prioritised to receive more public spending in the future?

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	323	359	368	621	473	255	252	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934
The NHS/healthcare	689	302	378	188	257	244	405	284	156	174	144	107	42	65	294	425	450	239	100	187	183	163	95	594
	63%	57%	69%	57%	65%	66%	65%	60%	61%	60%	58%	69%	62%	70%	67%	60%	61%	68%	56%	62%	64%	66%	63%	64%
		a			c							hj			o							r		
Border and immigration control	272	139	130	45	105	122	134	138	71	72	67	33	14	15	60	212	178	94	39	83	76	53	18	253
	25%	26%	24%	14%	26%	31%	22%	29%	28%	25%	27%	21%	24%	16%	15%	30%	24%	27%	22%	27%	21%	21%	12%	27%
				c					m							n						v		
Social care for older people	240	107	128	48	77	115	129	111	66	79	46	18	12	20	83	157	144	96	42	72	59	40	23	217
	22%	20%	23%	15%	19%	31%	21%	24%	26%	27%	19%	12%	24%	21%	21%	22%	20%	27%	23%	24%	21%	16%	15%	23%
						cd			k									p						v
Housing	219	107	109	93	70	56	123	95	44	44	54	49	10	18	79	140	158	61	38	62	63	49	47	171
	20%	20%	20%	28%	17%	15%	20%	20%	17%	15%	22%	31%	19%	19%	20%	20%	21%	17%	21%	20%	22%	20%	31%	18%
				de					hi														w	
Social services for children and vulnerable adults	174	76	94	75	59	41	97	76	31	55	31	32	8	17	84	90	133	40	17	54	49	44	33	140
	16%	14%	17%	23%	15%	11%	16%	16%	12%	19%	12%	21%	16%	18%	21%	13%	18%	11%	9%	18%	17%	18%	22%	15%
				de					hj						o				r	r	r	r	w	
Primary and secondary schools	156	68	89	60	60	37	90	67	39	43	40	18	5	12	70	86	116	41	20	41	45	47	24	131
	14%	13%	16%	18%	15%	10%	14%	14%	15%	15%	16%	12%	10%	13%	18%	12%	16%	11%	11%	13%	16%	19%	16%	14%
				e																				
State pensions	156	68	88	18	50	89	78	78	35	38	38	21	4	20	42	114	86	70	30	47	34	31	19	137
	14%	13%	16%	5%	13%	24%	13%	17%	14%	13%	16%	13%	9%	21%	11%	16%	12%	20%	17%	16%	12%	13%	13%	15%
				c		cd									n			p						
Transport, such as roads and rail	143	84	57	56	49	39	89	54	37	38	26	15	10	19	49	95	102	41	25	35	39	35	16	126
	13%	16%	10%	17%	12%	11%	14%	11%	15%	13%	10%	9%	10%	20%	12%	13%	14%	12%	14%	12%	14%	14%	11%	13%
		b		e										jk										
Defence and armed forces	141	84	55	26	41	75	85	56	43	35	37	13	4	10	50	91	80	61	29	35	29	42	13	127
	13%	16%	10%	8%	10%	20%	14%	12%	17%	12%	15%	8%	7%	10%	13%	13%	11%	17%	16%	11%	10%	17%	8%	14%
		b		cd					k									p						
The Police	137	62	74	28	61	48	86	51	27	44	31	21	7	7	35	102	93	44	16	39	28	37	13	124
	13%	12%	13%	9%	15%	13%	14%	11%	11%	15%	13%	13%	14%	7%	9%	14%	13%	12%	9%	13%	10%	15%	8%	13%
				e											n									
Reducing inequality between different regions of the UK	121	67	51	54	38	29	81	40	40	39	15	13	3	12	55	65	84	37	18	34	34	26	27	93
	11%	13%	9%	16%	9%	8%	13%	8%	16%	13%	6%	8%	5%	13%	14%	9%	11%	11%	10%	11%	12%	11%	18%	10%
				de			r		f						o								w	
Benefit payments (excluding pensions)	105	61	42	37	46	22	48	57	22	33	24	13	4	9	28	77	76	28	24	41	22	12	14	91
	10%	11%	8%	11%	12%	6%	8%	12%	9%	11%	10%	9%	7%	9%	7%	11%	10%	8%	14%	14%	8%	5%	9%	10%
				e																				
Supporting the growth of 'green' industries and technologies	103	54	49	48	31	24	72	31	18	20	25	21	4	16	54	50	65	38	18	22	29	28	18	85
	9%	10%	9%	15%	8%	7%	12%	7%	7%	7%	10%	13%	8%	17%	14%	7%	9%	11%	10%	7%	10%	11%	12%	9%
				de			r					i			o									
Local authority services, such as waste collection and parks	82	35	46	22	40	19	55	27	34	18	13	14	3	10	32	50	61	21	12	20	20	27	13	69
	8%	7%	8%	7%	10%	5%	9%	6%	10%	6%	5%	9%	6%	11%	8%	7%	8%	6%	7%	7%	7%	11%	8%	7%
				e																				
Skills and training services for adults	73	34	39	26	27	21	48	26	15	18	17	16	1	6	29	45	51	22	12	20	12	22	13	59
	7%	6%	7%	8%	7%	6%	8%	5%	6%	6%	7%	10%	3%	7%	7%	6%	7%	6%	7%	7%	4%	9%	9%	6%
Universities	40	23	15	29	10	1	29	11	14	8	8	4	2	4	21	18	30	10	2	14	11	10	11	27
	4%	4%	3%	9%	3%	*	5%	2%	5%	3%	3%	3%	3%	4%	5%	3%	4%	3%	1%	5%	4%	4%	8%	3%
				de	e										o								w	
Foreign aid	23	11	12	8	8	7	15	8	4	7	6	4	-	2	7	16	14	10	2	11	8	1	3	20
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	3%	-	2%	2%	2%	2%	3%	1%	4%	3%	*	2%	2%
None of these	11	6	5	3	7	2	7	4	1	5	1	3	-	1	5	5	9	1	4	1	3	3	2	8
	1%	1%	1%	1%	2%	*	1%	1%	*	2%	*	2%	-	1%	1%	1%	1%	*	2%	*	1%	1%	1%	1%
Don't know	45	28	16	10	20	15	17	28	11	11	14	5	3	1	12	33	34	11	13	12	12	3	6	34
	4%	5%	3%	3%	5%	4%	3%	6%	4%	4%	6%	3%	6%	1%	3%	5%	5%	3%	7%	4%	4%	1%	4%	4%
							f											u						
NET Educational institutions or services	252	113	137	103	91	58	154	98	62	63	60	37	8	21	110	142	183	69	33	69	63	73	43	206
	23%	21%	25%	31%	23%	16%	25%	21%	24%	22%	24%	24%	16%	23%	28%	20%	25%	20%	18%	23%	22%	30%	28%	22%
				de	e										o							r		
NET Police/ Defence/ Border control	443	229	209	85	167	191	240	203	105	118	112	57	23	29	122	322	282	162	67	123	109	104	38	403
	41%	43%	38%	26%	42%	52%	39%	43%	41%	40%	45%	37%	45%	31%	31%	46%	38%	46%	37%	40%	38%	42%	25%	43%
				c		cd					m				n		p						v	
NET Social care/ Social services	376	171	197	113	123	139	208	167	88	117	73	47	18	32	150	226	251	125	55	108	102	77	52	323
	34%	32%	36%	35%	31%	38%	34%	35%	35%	40%	30%	30%	35%	34%	38%	32%	34%	35%	30%	36%	36%	31%	34%	35%
									l						o									
NET Benefit payments/ State pensions	248	123	122	54	88	105	125	123	53	69	61	32	8	25	67	180	155	93	49	83	55	43	33	214
	23%	23%	22%	17%	22%	29%	20%	26%	21%	24%	25%	21%	15%	27%</										

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

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



Table S1

Q12 - Which two or three, if any, of the following areas do you think should be prioritised to receive more public spending in the future?

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	111*	110	415	369	250	727	300	684	150	519
The NHS/healthcare	689	95	251	52	64	81	294	211	154	519	191	430	116	331
	63%	60%	74%	64%	45%	68%	71%	57%	59%	65%	64%	63%	64%	59%
		d	ad	d		d	g							
Border and immigration control	272	58	47	24	76	13	74	155	35	232	45	214	20	199
	25%	37%	14%	29%	54%	11%	18%	42%	14%	29%	15%	31%	11%	36%
		be		be	abce		f							
Social care for older people	240	37	74	24	34	26	102	81	57	176	66	149	32	138
	22%	23%	22%	29%	24%	22%	25%	22%	22%	22%	22%	22%	18%	25%
Housing	219	24	87	13	23	29	87	60	61	151	70	127	46	91
	20%	15%	26%	15%	16%	24%	21%	16%	24%	19%	23%	19%	26%	16%
		a											m	
Social services for children and vulnerable adults	174	23	63	11	7	27	79	29	57	114	66	89	40	60
	16%	14%	18%	13%	5%	23%	19%	8%	22%	14%	22%	13%	22%	11%
		d	d			d	g		i		k		m	
Primary and secondary schools	156	24	51	14	9	17	64	38	37	115	56	89	28	74
	14%	15%	18%	18%	6%	14%	15%	10%	14%	19%	19%	13%	16%	13%
		d	d	d							k			
State pensions	156	31	42	6	23	17	57	66	33	116	34	102	16	92
	14%	19%	12%	7%	16%	14%	14%	18%	13%	15%	11%	15%	9%	16%
		c											i	
Transport, such as roads and rail	143	21	41	16	17	21	67	36	31	110	35	99	23	71
	13%	13%	12%	19%	12%	18%	16%	10%	12%	14%	12%	14%	13%	13%
							g							
Defence and armed forces	141	25	38	12	40	5	47	75	32	108	38	96	21	95
	13%	16%	11%	14%	28%	5%	11%	20%	12%	14%	13%	14%	12%	17%
		e	e	e	abce		f							
The Police	137	30	46	4	17	15	54	55	19	117	26	101	18	83
	13%	19%	13%	5%	12%	12%	13%	15%	7%	15%	9%	15%	10%	15%
		c							h		i			
Reducing inequality between different regions of the UK	121	11	45	13	18	17	50	32	36	80	45	66	23	51
	11%	7%	13%	15%	13%	15%	12%	9%	14%	10%	15%	10%	13%	9%
											k			
Benefit payments (excluding pensions)	105	11	36	10	15	13	38	29	30	71	32	64	22	54
	10%	7%	10%	13%	11%	11%	9%	8%	11%	9%	11%	9%	12%	10%
Supporting the growth of 'green' industries and technologies	103	9	41	11	3	24	46	25	39	64	44	49	30	33
	9%	6%	12%	13%	2%	20%	11%	7%	15%	8%	15%	7%	17%	6%
		d	d	d		abd			i		k		m	
Local authority services, such as waste collection and parks	82	13	25	7	11	8	30	28	31	50	30	48	20	33
	8%	8%	7%	8%	8%	7%	7%	8%	12%	6%	10%	7%	11%	6%
									i				m	
Skills and training services for adults	73	14	23	5	2	10	21	32	32	41	33	38	16	40
	7%	9%	7%	6%	2%	8%	5%	9%	12%	5%	11%	5%	9%	7%
		d				d			i		k			
Universities	40	8	12	2	4	2	15	7	28	10	25	14	17	5
	4%	5%	3%	2%	3%	2%	4%	2%	11%	1%	8%	2%	10%	1%
									i		k		m	
Foreign aid	23	3	12	2	1	5	15	5	8	15	7	16	8	10
	2%	2%	3%	3%	1%	4%	4%	1%	3%	2%	2%	2%	4%	2%
None of these	11	2	2	1	1	*	1	9	2	8	2	8	1	5
	1%	1%	1%	2%	1%		*	2%	1%	1%	1%	1%	1%	1%
							f							
Don't know	45	1	5	2	3	1	10	14	2	30	1	24	-	22
	4%	*	2%	3%	2%	1%	2%	4%	1%	4%	*	4%	-	4%
									h		i		i	
NET Educational institutions or services	252	44	83	18	14	29	95	70	86	161	103	133	57	113
	23%	28%	24%	22%	10%	24%	23%	19%	33%	20%	34%	20%	32%	20%
		d	d	d		d			i		k		m	
NET Police/ Defence/ Border control	443	88	112	36	97	31	146	218	78	358	96	319	54	292
	41%	55%	33%	44%	69%	26%	35%	59%	30%	45%	32%	47%	30%	52%
		be		e	abce		f						i	
NET Social care/ Social services	376	51	129	33	41	45	159	105	105	263	119	220	66	187
	34%	32%	38%	40%	29%	38%	38%	28%	41%	33%	40%	32%	37%	33%
							g		i		k			
NET Benefit payments/ State pensions	248	41	76	16	37	27	89	92	58	180	59	162	34	140
	23%	26%	22%	20%	26%	23%	22%	25%	23%	23%	20%	24%	19%	25%

 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
 Overlap formulae used. * small base

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



Table S2

Q13 - And which two or three, if any, of the following areas do you think should be prioritised to receive less public spending in the future?

Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
	TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	328	399	368	621	473	255	292	246	156	52	93	352	702	740	354	180	303	285	247	151	934
Foreign aid	530	285	241	106	191	213	275	255	136	152	107	56	33	45	151	379	340	190	90	151	141	105	44	479
	48%	53%	44%	32%	48%	63%	44%	54%	53%	52%	43%	36%	65%	48%	38%	54%	46%	54%	50%	50%	49%	43%	29%	51%
		b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	
Benefit payments (excluding pensions)	253	127	123	58	90	104	151	102	56	91	43	34	11	18	79	174	178	75	33	60	66	71	26	221
	23%	24%	22%	18%	23%	28%	24%	22%	22%	31%	18%	22%	21%	19%	20%	25%	24%	21%	18%	20%	23%	29%	17%	24%
		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w		
Universities	206	112	93	48	68	91	101	106	42	53	64	27	9	12	56	150	128	79	33	60	52	39	21	186
	19%	21%	17%	15%	17%	25%	16%	22%	16%	18%	26%	17%	17%	13%	14%	21%	17%	22%	18%	20%	18%	16%	14%	20%
		d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w			
Supporting the growth of 'green' industries and technologies	194	99	94	40	60	94	97	97	49	64	35	19	13	15	56	138	116	78	28	56	48	45	15	178
	18%	19%	17%	12%	15%	26%	16%	21%	19%	22%	14%	12%	25%	16%	14%	20%	16%	22%	15%	18%	17%	18%	10%	19%
		e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w				
Defence and armed forces	153	76	72	62	53	38	90	63	25	37	36	23	5	27	65	88	104	48	30	42	48	26	28	125
	14%	14%	13%	19%	13%	10%	15%	13%	10%	13%	15%	15%	9%	29%	17%	13%	14%	14%	17%	14%	17%	11%	19%	13%
		f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z		
Reducing inequality between different regions of the UK	141	84	55	38	46	57	73	68	37	30	39	19	4	12	51	90	88	53	29	38	35	33	22	118
	13%	16%	10%	12%	12%	15%	12%	14%	14%	10%	10%	12%	9%	12%	13%	13%	12%	15%	16%	13%	12%	13%	14%	13%
		g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z			
Border and immigration control	119	56	62	56	34	29	67	52	32	38	21	13	1	14	46	73	79	40	24	37	29	23	22	96
	11%	10%	11%	17%	8%	8%	11%	11%	12%	13%	9%	8%	2%	15%	12%	10%	11%	11%	14%	12%	10%	9%	15%	10%
		h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z				
The Police	70	41	25	29	29	12	40	30	18	13	14	16	*	8	37	33	49	21	12	19	22	14	13	57
	6%	8%	5%	9%	7%	3%	6%	6%	7%	4%	6%	10%	1%	9%	10%	5%	7%	6%	7%	6%	8%	6%	9%	6%
		i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z					
Skills and training services for adults	64	32	31	26	17	21	43	21	17	17	16	6	3	5	30	34	43	21	10	20	16	14	7	56
	6%	6%	6%	8%	4%	6%	7%	4%	7%	6%	6%	4%	5%	6%	8%	5%	6%	6%	6%	6%	6%	6%	4%	6%
		j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z						
Local authority services, such as waste collection and parks	57	34	21	30	12	15	36	21	18	20	6	7	2	4	27	30	44	14	7	15	14	21	16	42
	5%	6%	4%	9%	3%	4%	6%	5%	7%	7%	3%	5%	4%	4%	7%	4%	6%	4%	4%	5%	5%	8%	10%	4%
		k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z							
Primary and secondary schools	54	27	26	16	21	16	34	19	13	7	19	5	4	5	10	44	34	20	9	20	7	14	8	45
	5%	5%	5%	5%	5%	4%	6%	4%	5%	3%	8%	3%	7%	6%	3%	6%	5%	6%	5%	7%	3%	6%	6%	5%
		l	m	n	o	p	q	r	s	t	u	v	w	x	y	z								
Housing	53	24	29	17	23	14	36	17	8	18	17	9	2	-	18	36	40	13	5	7	15	17	10	48
	5%	5%	5%	5%	6%	4%	6%	4%	3%	6%	7%	6%	3%	-	5%	5%	5%	4%	3%	2%	5%	7%	6%	5%
		m	n	o	p	q	r	s	t	u	v	w	x	y	z									
Transport, such as roads and rail	46	23	23	18	21	7	21	26	16	7	10	8	-	6	16	31	31	15	9	13	7	12	9	38
	4%	4%	4%	6%	5%	2%	3%	5%	6%	2%	4%	5%	-	7%	4%	4%	4%	4%	5%	4%	3%	5%	6%	4%
		n	o	p	q	r	s	t	u	v	w	x	y	z										
The NHS/healthcare	46	21	24	19	20	7	25	21	13	15	9	5	1	4	15	31	36	10	10	10	17	10	14	31
	4%	4%	4%	6%	5%	2%	4%	4%	5%	5%	3%	3%	2%	4%	4%	4%	5%	3%	6%	3%	6%	4%	9%	3%
		o	p	q	r	s	t	u	v	w	x	y	z											
State pensions	42	20	21	24	14	4	29	14	11	10	11	7	3	2	17	26	36	6	4	10	13	12	7	36
	4%	4%	4%	7%	4%	1%	5%	3%	4%	3%	4%	4%	5%	2%	4%	4%	5%	2%	2%	3%	5%	5%	4%	4%
		p	q	r	s	t	u	v	w	x	y	z												
Social care for older people	24	14	9	12	9	2	15	9	6	7	5	6	-	1	10	14	19	5	2	6	7	8	7	16
	2%	3%	2%	4%	2%	1%	2%	2%	2%	2%	2%	4%	-	1%	3%	2%	3%	1%	1%	2%	3%	3%	5%	2%
		q	r	s	t	u	v	w	x	y	z													
Social services for children and vulnerable adults	21	10	11	9	8	4	11	9	2	7	5	4	*	2	7	14	11	10	5	2	7	4	6	15
	2%	2%	2%	3%	2%	1%	2%	2%	1%	2%	2%	2%	1%	3%	2%	2%	2%	3%	3%	1%	3%	2%	4%	2%
		r	s	t	u	v	w	x	y	z														
None of these	93	39	51	28	40	25	62	31	22	21	16	22	6	6	49	45	63	30	14	28	23	26	16	77
	9%	7%	9%	9%	10%	7%	10%	7%	9%	7%	6%	14%	11%	6%	12%	6%	9%	9%	8%	9%	8%	10%	11%	8%
		s	t	u	v	w	x	y	z															
Don't know	105	38	66	36	43	26	58	46	21	25	29	24	4	3	43	62	73	32	23	24	21	25	22	82
	10%	7%	12%	11%	11%	7%	9%	10%	8%	8%	12%	15%	7%	3%	11%	9%	10%	9%	13%	8%	8%	10%	14%	9%
		t	u	v	w	x	y	z																
NET Educational institutions or services	288	155	131	81	96	112	153	135	65	71	85	35	12	19	86	203	185	103	45	90	68	59	31	256
	26%	29%	24%	25%	24%	30%	25%	29%	26%	24%	35%	23%	23%	21%	22%	29%	25%	29%	25%	30%	24%	24%	21%	27%
		u	v	w	x	y	z																	
NET Police/ Defence/ Border control	262	129	127	109	86	67	148	114	58	68	53	40	6	36	112	151	179	83	54	73	71	51	46	215
	24%	24%	23%	33%	22%	18%	24%	24%	23%	23%	22%	26%	11%	39%	28%	21%	24%	24%	30%	24%	25%	21%	31%	23%
		v	w	x	y	z																		
NET Social care/ Social services	42	23	17	18	17	7	25	17	8	13	9	9	*	3	17	25	27	14	7	8	13	12	12	28
	4%	4%	3%	6%	4%	2%	4%	4%	3%	4%	4%	6%	1%	3										

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

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



Table 53

Q13 - And which two or three, if any, of the following areas do you think should be prioritised to receive less public spending in the future?

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	111*	110	415	369	250	727	300	684	180	519
Foreign aid	530	93	142	38	99	41	181	236	80	437	106	386	54	346
	48%	59%	42%	46%	70%	35%	44%	64%	31%	55%	35%	56%	30%	62%
		be			bce			f		h		j		i
Benefit payments (excluding pensions)	253	57	55	20	48	16	90	113	54	196	56	179	30	149
	23%	36%	16%	25%	34%	14%	22%	31%	21%	25%	19%	26%	17%	27%
		be			be			f				i		i
Universities	206	39	51	21	44	11	76	82	47	155	59	128	31	118
	19%	25%	15%	25%	31%	10%	18%	22%	18%	19%	20%	19%	18%	21%
		be		be	be									
Supporting the growth of 'green' industries and technologies	194	42	48	10	44	8	56	102	36	154	39	142	19	133
	18%	26%	14%	12%	31%	7%	14%	28%	14%	19%	13%	21%	11%	24%
		bce	e		bce			f				i		i
Defence and armed forces	153	6	47	14	6	43	67	28	34	115	45	95	25	67
	14%	4%	14%	17%	4%	36%	16%	7%	13%	14%	15%	14%	14%	12%
		ad		ad	abcd		g							
Reducing inequality between different regions of the UK	141	22	47	10	22	9	48	60	39	100	51	87	27	79
	13%	14%	14%	13%	16%	8%	12%	16%	15%	13%	17%	13%	15%	14%
Border and immigration control	119	5	46	6	12	22	53	27	30	85	38	74	18	56
	11%	3%	14%	7%	9%	18%	13%	7%	12%	11%	13%	11%	10%	10%
		a			ac		f							
The Police	70	6	18	3	9	17	24	22	22	48	17	50	13	36
	6%	4%	5%	4%	7%	15%	6%	6%	8%	6%	6%	7%	7%	6%
					abc									
Skills and training services for adults	64	11	26	6	9	7	32	22	23	41	28	35	15	31
	6%	7%	8%	7%	6%	6%	8%	6%	9%	5%	9%	5%	8%	6%
									i		k			
Local authority services, such as waste collection and parks	57	8	19	7	2	3	23	18	28	29	29	28	20	27
	5%	5%	6%	9%	1%	3%	6%	5%	11%	4%	10%	4%	11%	5%
				d							k		m	
Primary and secondary schools	54	4	18	6	8	3	19	16	17	35	12	36	10	29
	5%	3%	5%	8%	5%	3%	5%	4%	6%	4%	4%	5%	5%	5%
Housing	53	13	9	8	8	7	15	25	12	39	14	34	5	31
	5%	8%	3%	10%	5%	6%	4%	7%	5%	5%	5%	5%	3%	6%
		b		b										
Transport, such as roads and rail	46	6	22	-	4	5	21	7	21	24	20	24	17	14
	4%	6%	6%	-	3%	4%	5%	2%	8%	3%	7%	4%	9%	2%
		c					g		i		k		m	
The NHS/healthcare	46	11	11	4	8	4	18	14	21	25	21	23	17	19
	4%	7%	3%	5%	6%	3%	4%	4%	8%	3%	7%	3%	10%	3%
									i		k		m	
State pensions	42	6	16	6	1	9	17	8	12	31	16	26	11	17
	4%	4%	5%	7%	*	8%	4%	2%	4%	4%	5%	4%	6%	3%
				d		d								
Social care for older people	24	5	10	-	4	-	8	9	15	9	16	8	9	8
	2%	3%	3%	-	3%	-	2%	2%	6%	1%	5%	1%	5%	1%
									i		k		m	
Social services for children and vulnerable adults	21	4	7	1	3	1	8	6	6	15	8	13	4	13
	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	3%	2%	2%	2%
None of these	93	9	44	10	2	13	48	23	36	57	44	44	28	35
	9%	6%	13%	12%	2%	11%	11%	6%	14%	7%	15%	6%	16%	6%
				d			g							
Don't know	105	10	30	2	6	12	31	20	14	74	14	54	8	31
	10%	6%	9%	3%	4%	10%	8%	6%	5%	9%	5%	8%	5%	6%
NET Educational institutions or services	288	47	85	29	55	20	116	105	75	209	87	179	46	161
	26%	30%	25%	36%	39%	17%	28%	28%	29%	26%	29%	26%	25%	29%
		e		be										
NET Police/ Defence/ Border control	262	16	89	17	23	51	110	67	71	187	82	164	46	124
	24%	10%	26%	21%	17%	43%	27%	18%	27%	23%	27%	24%	26%	22%
		a			abcd		g							
NET Social care/ Social services	42	8	16	1	7	1	14	15	20	21	23	19	12	18
	4%	5%	5%	1%	5%	1%	3%	4%	8%	3%	8%	3%	7%	3%
							i				k			
NET Benefit payments/ State pensions	291	62	71	25	49	25	105	121	64	224	70	203	40	164
	27%	39%	21%	30%	35%	21%	25%	33%	25%	28%	23%	30%	22%	29%
		be			be			f						

 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
 Overlap formulae used. * small base

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



24-089497-21 - SPENDING REVIEW

23RD - 26TH MAY 2025

IPSOS

3 Jun 2025

Table 54

Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending on the NHS? - SUMMARY TABLE

Base: All adults aged 18-75 in Great Britain

	Increasing taxes (including those you personally pay)	Increasing government borrowing and the national debt	Reducing spending on other public services in a way that DOES NOT reduce the quality or availability of those public services	Reducing spending on other public services in a way that DOES reduce the quality or availability of those public services
UNWEIGHTED BASE	1094	1094	1094	1094
WEIGHTED BASE	1094	1094	1094	1094
Strongly support	74 7%	88 8%	122 11%	51 5%
Tend to support	273 25%	253 23%	305 28%	167 15%
Neither support nor oppose	254 23%	298 27%	349 32%	278 25%
Tend to oppose	223 20%	226 21%	150 14%	310 28%
Strongly oppose	190 17%	126 11%	76 7%	193 18%
Don't know	80 7%	103 9%	91 8%	94 9%
NET Support	347 32%	341 31%	428 39%	218 20%
NET Oppose	413 38%	352 32%	226 21%	504 46%

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



Table 55

Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending on the NHS? - Increasing taxes (including those you personally pay)

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	533	547	328	399	368	621	473	255	292	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934
Strongly support	74	36	36	28	26	20	44	30	16	20	15	8	9	6	36	38	49	25	16	19	17	23	14	59
	7%	7%	7%	9%	6%	5%	7%	6%	6%	7%	6%	6%	17%	6%	9%	5%	7%	7%	9%	6%	6%	9%	9%	6%
Tend to support	273	143	126	77	96	99	166	106	74	72	51	37	10	30	120	153	174	98	39	80	70	68	35	237
	25%	27%	23%	24%	24%	27%	27%	23%	26%	25%	21%	24%	10	32%	30%	22%	24%	28%	22%	26%	24%	28%	23%	25%
Neither support nor oppose	254	124	127	76	90	88	139	115	68	59	48	47	11	20	92	162	165	89	51	64	63	56	44	210
	23%	23%	23%	23%	23%	24%	22%	24%	27%	20%	20%	30%	22%	22%	24%	23%	22%	25%	28%	21%	22%	23%	29%	22%
Tend to oppose	223	105	116	72	72	79	130	93	43	60	58	30	13	20	62	161	160	63	32	68	60	46	24	198
	20%	20%	21%	22%	18%	22%	21%	20%	17%	21%	23%	19%	25%	21%	16%	23%	22%	18%	18%	22%	21%	19%	16%	21%
Strongly oppose	190	98	89	46	77	67	106	84	39	52	55	25	5	13	62	128	134	56	29	48	61	41	25	161
	17%	18%	16%	14%	19%	18%	17%	18%	15%	18%	22%	16%	10%	14%	10%	18%	18%	16%	16%	16%	12%	17%	16%	17%
Don't know	80	27	53	13	37	36	44	36	15	28	20	9	4	20	56	60	56	24	12	24	15	9	69	
	7%	5%	10%	9%	9%	4%	9%	6%	6%	10%	8%	6%	7%	4%	5%	8%	8%	7%	8%	8%	5%	5%	6%	7%
NET Support	347	179	162	105	122	120	211	136	90	92	65	45	18	36	156	192	223	124	55	100	86	91	49	296
	32%	34%	30%	32%	31%	33%	34%	29%	35%	32%	27%	29%	35%	39%	40%	27%	30%	35%	31%	33%	30%	37%	33%	32%
NET Oppose	413	203	205	118	149	146	236	178	82	113	112	55	18	33	124	289	295	118	61	116	121	87	48	359
	38%	38%	37%	36%	37%	40%	38%	38%	32%	40%	39%	35%	35%	33%	32%	41%	40%	33%	34%	38%	42%	35%	32%	38%

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

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

Table 56

Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending on the NHS? - Increasing taxes (including those you personally pay)

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Strongly support	74 7%	5 3%	35 10% ad	8 10%	5 4%	11 10% a	38 9% g	17 5%	22 9%	51 6%	26 9%	44 6%	17 9%	38 7%
Tend to support	273 25%	31 19%	112 33% ad	18 22%	29 20%	42 35% ad	130 31% g	75 20%	79 31% i	189 24%	104 35% k	147 21%	64 35% m	112 20%
Neither support nor oppose	254 23%	42 27% d	90 26% d	14 18%	21 15%	21 18%	95 23%	73 20%	77 30% i	171 21%	82 27%	149 22%	51 29% m	116 21%
Tend to oppose	223 20%	43 27% b	51 15%	25 30% b	39 27% b	26 22%	73 18%	92 25% f	46 18%	175 22%	52 17%	156 23%	30 17%	131 23%
Strongly oppose	190 17%	33 20% b	33 10%	13 16%	45 32% bce	13 11%	64 15%	92 25% f	25 10%	160 20% h	27 9%	146 21% j	14 8%	139 25% l
Don't know	80 7%	5 3%	21 6%	3 3%	3 2%	5 4%	15 4%	20 5%	10 4%	51 6%	8 3%	42 6% j	4 2%	23 4%
NET Support	347 32%	36 23%	147 43% ad	26 32%	34 24%	53 45% ad	168 41% g	92 25%	101 39% i	241 30%	130 43% k	190 28%	80 45% m	150 27%
NET Oppose	413 38%	76 48% be	84 25%	38 47% b	83 59% be	40 33%	137 33%	184 50% f	71 27%	335 42% h	79 26%	302 44% j	44 24%	270 48% l

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table S7
Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending on the NHS? - Increasing government borrowing and the national debt
Base: All adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY	
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	323	399	368	621	473	255	292	246	156	52*	93*	332	702	740	354	180	303	285	247	151	934
Strongly support	88 8%	43 8%	44 8%	31 10%	38 9%	19 5%	60 10%	28 6%	22 9%	17 6%	21 9%	13 8%	5 11%	11 13%	44 11%	44 6%	62 8%	26 7%	15 8%	23 8%	20 7%	23 9%	14 10%	74 8%
Tend to support	253 23%	125 23%	127 23%	79 24%	86 22%	87 24%	152 24%	101 21%	46 18%	72 25%	53 21%	39 25%	13 26%	29 31%	105 27%	147 21%	169 23%	84 24%	39 21%	65 21%	75 26%	60 25%	27 18%	225 24%
Neither support nor oppose	298 27%	139 26%	151 28%	80 24%	114 29%	104 28%	153 25%	145 31%	79 31%	72 25%	70 28%	39 25%	13 26%	24 26%	100 26%	198 28%	174 23%	124 35%	59 33%	85 28%	76 27%	59 24%	48 32%	249 27%
Tend to oppose	236 21%	125 23%	102 19%	66 20%	78 20%	82 22%	139 21%	97 21%	54 21%	65 22%	50 20%	30 19%	10 20%	17 19%	79 20%	148 21%	174 24%	52 15%	27 15%	66 22%	58 21%	56 23%	34 23%	186 20%
Strongly oppose	126 11%	77 14%	47 9%	35 11%	36 9%	54 15%	74 12%	52 11%	33 13%	41 14%	28 12%	11 7%	4 7%	8 9%	44 11%	82 12%	86 12%	39 11%	23 13%	32 11%	34 12%	31 12%	19 12%	105 11%
Don't know	103 9%	25 5%	77 14%	37 11%	46 11%	20 5%	53 9%	50 11%	21 8%	25 9%	23 9%	24 15%	6 11%	4 4%	20 5%	83 12%	74 10%	29 8%	17 9%	32 11%	21 7%	17 7%	7 5%	95 10%
NET Support	341 31%	168 31%	170 31%	110 34%	124 31%	107 29%	212 34%	129 27%	68 27%	89 30%	74 30%	52 33%	19 36%	39 42%	149 38%	192 27%	232 31%	109 31%	54 30%	88 29%	96 34%	84 34%	42 28%	299 32%
NET Oppose	352 32%	201 38%	148 27%	100 31%	115 29%	137 37%	203 33%	149 31%	87 34%	106 36%	79 32%	41 26%	14 27%	26 28%	122 31%	230 33%	260 35%	92 26%	50 28%	98 32%	93 33%	87 35%	53 35%	292 31%

Proportions/Means: Columns Tested [5% risk level] - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w
Overlap formulae used. * small base

Table 58

Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending on the NHS? - Increasing government borrowing and the national debt

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Strongly support	88 8%	5 3%	32 9%	15 18%	7 5%	15 13%	46 11%	24 7%	27 10%	60 7%	30 10%	54 8%	21 12%	46 8%
Tend to support	253 23%	26 17%	114 33%	20 25%	16 12%	27 23%	111 27%	72 19%	74 29%	175 22%	96 32%	143 21%	56 31%	101 18%
Neither support nor oppose	298 27%	50 31%	89 26%	26 31%	29 21%	37 31%	121 29%	79 21%	71 28%	220 28%	89 30%	185 27%	39 22%	157 28%
Tend to oppose	226 21%	44 28%	64 19%	13 15%	42 30%	23 19%	88 21%	98 27%	52 20%	170 21%	59 20%	153 22%	43 24%	134 24%
Strongly oppose	126 11%	24 15%	20 6%	4 5%	40 28%	7 6%	25 6%	71 19%	25 9%	99 12%	21 7%	94 14%	18 10%	87 16%
Don't know	103 9%	9 6%	21 6%	4 5%	6 4%	10 8%	23 6%	25 7%	10 4%	73 9%	4 1%	55 8%	3 2%	33 6%
NET Support	341 31%	32 20%	146 43%	35 43%	23 17%	43 36%	157 38%	96 26%	101 39%	235 29%	126 42%	196 29%	76 42%	147 26%
NET Oppose	352 32%	68 43%	84 25%	17 21%	82 58%	30 25%	113 27%	169 46%	77 30%	269 34%	80 27%	248 36%	61 34%	222 40%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 59

Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending on the NHS? - Reducing spending on other public services in a way that DOES NOT reduce the quality or availability of those public services

Base: All adults aged 18-75 in Great Britain

		GENDER			AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY	
	TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£49999 (s)	£50000-£59999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	323	399	368	621	473	255	252	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934
Strongly support	122	60	61	53	32	37	77	45	31	31	28	19	5	9	50	72	82	41	18	23	37	32	16	106
	11%	11%	11%	16%	8%	10%	12%	10%	12%	11%	11%	12%	10%	10%	13%	10%	11%	11%	10%	8%	13%	13%	11%	11%
Tend to support	305	146	157	96	107	102	172	133	70	85	63	46	19	23	123	182	206	99	51	81	77	75	47	257
	28%	27%	29%	29%	27%	28%	28%	28%	28%	29%	25%	30%	30%	24%	31%	26%	28%	28%	28%	27%	27%	30%	31%	28%
Neither support nor oppose	349	182	157	98	135	116	196	154	86	91	77	51	16	29	121	228	240	110	53	114	88	73	56	290
	32%	34%	29%	30%	34%	32%	32%	32%	34%	31%	31%	33%	31%	31%	31%	33%	32%	31%	29%	38%	31%	29%	37%	31%
Tend to oppose	150	75	76	30	58	63	85	65	30	38	41	18	7	17	49	101	98	53	24	48	39	35	20	126
	14%	14%	14%	9%	14%	17%	14%	14%	12%	13%	17%	12%	14%	18%	12%	14%	13%	15%	13%	16%	14%	14%	13%	13%
Strongly oppose	76	44	32	20	25	31	44	32	20	21	15	8	-	12	27	49	51	25	18	9	26	20	5	71
	7%	8%	6%	6%	6%	8%	7%	7%	8%	7%	6%	5%	-	13%	7%	7%	7%	7%	10%	3%	9%	8%	3%	8%
Don't know	91	36	65	30	42	19	47	44	19	27	23	14	4	4	21	70	63	28	17	28	17	12	6	83
	8%	5%	12%	9%	10%	5%	8%	9%	8%	9%	9%	9%	8%	4%	5%	10%	8%	8%	9%	9%	6%	5%	4%	9%
NET Support	428	207	218	150	139	139	250	178	101	116	90	65	24	32	174	254	288	140	69	104	114	107	63	363
	39%	39%	40%	46%	35%	38%	40%	38%	40%	40%	37%	42%	46%	34%	44%	36%	39%	39%	38%	34%	40%	43%	42%	39%
NET Oppose	226	119	107	50	83	94	129	97	49	58	57	26	7	28	76	150	149	77	42	57	65	55	25	197
	21%	22%	20%	15%	21%	25%	21%	21%	19%	20%	23%	17%	14%	30%	19%	21%	20%	22%	23%	19%	23%	22%	17%	21%

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

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



Table 60

Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending on the NHS? - Reducing spending on other public services in a way that DOES NOT reduce the quality or availability of those public services

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Strongly support	122	15	41	13	22	14	53	41	41	81	38	77	31	61
	11%	10%	12%	16%	15%	12%	13%	11%	16%	10%	13%	11%	17%	11%
Tend to support	305	52	105	23	32	38	130	107	82	217	93	185	58	147
	28%	33%	31%	29%	22%	32%	31%	29%	32%	27%	31%	27%	33%	26%
Neither support nor oppose	349	44	104	30	50	34	129	109	77	267	95	228	54	182
	32%	27%	30%	37%	35%	28%	31%	29%	30%	33%	32%	33%	30%	33%
Tend to oppose	150	25	50	9	21	22	61	58	40	107	52	87	28	76
	14%	16%	15%	12%	15%	18%	15%	16%	15%	13%	17%	13%	16%	14%
Strongly oppose	76	16	21	3	12	6	24	36	13	62	17	54	7	52
	7%	10%	6%	4%	9%	5%	6%	10%	5%	8%	6%	8%	4%	9%
Don't know	91	6	21	3	5	6	18	19	6	65	5	53	1	39
	8%	4%	6%	3%	3%	5%	4%	5%	2%	8%	2%	8%	1%	7%
NET Support	428	68	146	36	53	52	182	148	123	297	131	262	89	209
	39%	43%	43%	44%	38%	43%	44%	40%	47%	37%	44%	38%	50%	37%
NET Oppose	226	41	71	12	33	28	85	94	53	169	69	141	35	129
	21%	26%	21%	15%	23%	24%	20%	25%	20%	21%	23%	21%	20%	23%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 61

Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending on the NHS? - Reducing spending on other public services in a way that DOES reduce the quality or availability of those public services

Base: All adults aged 18-75 in Great Britain

		GENDER			AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE		1094	528	566	348	402	344	679	415	361	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE		1094	533	547	328	399	368	621	473	255	252	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934
Strongly support		51	24	27	27	17	7	26	25	16	8	9	12	2	4	24	27	41	10	5	10	14	10	41	
		5%	5%	5%	8%	4%	2%	4%	5%	6%	3%	4%	8%	3%	4%	6%	4%	6%	3%	3%	3%	6%	6%	7%	4%
					e																				
Tend to support		167	95	72	63	58	46	101	67	34	43	34	30	10	15	69	99	127	41	29	44	46	42	41	126
		15%	18%	13%	19%	15%	13%	16%	14%	13%	15%	14%	20%	10	16%	17%	14%	17%	11%	16%	14%	16%	14%	27%	13%
					e																				
Neither support nor oppose		278	136	135	92	99	87	148	130	63	69	69	43	14	20	87	183	191	95	49	84	71	58	40	236
		25%	26%	25%	28%	25%	24%	24%	28%	25%	24%	28%	28%	27%	22%	22%	27%	25%	27%	27%	28%	25%	23%	26%	25%
Tend to oppose		310	148	161	78	103	129	173	138	71	86	73	38	13	29	116	194	193	117	44	95	73	71	34	271
		28%	28%	29%	24%	26%	35%	28%	29%	28%	30%	30%	25%	26%	31%	30%	28%	26%	33%	25%	31%	25%	29%	23%	29%
					cd																				
Strongly oppose		193	102	89	38	80	75	125	68	49	58	39	20	6	21	75	118	133	60	33	44	56	52	22	172
		18%	19%	16%	12%	20%	20%	20%	14%	19%	20%	16%	13%	12%	22%	19%	17%	18%	17%	18%	15%	20%	21%	14%	18%
					c			e																	
Don't know		94	29	64	29	42	23	49	45	22	28	22	11	6	5	22	72	62	32	21	27	21	9	5	88
		9%	5%	12%	9%	10%	6%	8%	10%	9%	9%	9%	7%	12%	5%	6%	10%	8%	9%	11%	9%	7%	4%	3%	9%
					a																				
NET Support		218	119	99	90	75	54	127	92	51	51	44	43	19	33	93	126	168	51	33	54	64	57	31	167
		20%	22%	18%	27%	19%	15%	20%	19%	20%	18%	18%	27%	22%	20%	24%	18%	23%	14%	18%	18%	23%	123	34%	18%
					de								i			o		a				w			
NET Oppose		504	249	249	116	183	204	298	206	120	145	112	58	20	50	191	312	326	177	77	139	128	123	56	443
		46%	47%	46%	36%	46%	46%	48%	44%	47%	50%	45%	37%	38%	39%	49%	45%	44%	50%	43%	46%	45%	50%	37%	47%
					e																				
					cd																				

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

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



24-089497-21 - SPENDING REVIEW
23RD - 26TH MAY 2025
IPSOS

3 Jun 2025

Table 62

Q14 - How much, if at all, would you support or oppose each of the following in order to increase spending on the NHS? - Reducing spending on other public services in a way that DOES reduce the quality or availability of those public services

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Strongly support	51	4	24	5	6	5	22	12	24	27	22	25	18	21
	5%	2%	7%	6%	4%	4%	5%	3%	9%	3%	7%	4%	10%	4%
									i		k		m	
Tend to support	167	29	56	7	24	18	63	62	67	97	73	88	43	73
	15%	18%	16%	9%	17%	15%	15%	17%	26%	12%	24%	13%	24%	13%
									i		k		m	
Neither support nor oppose	278	42	61	18	42	33	97	83	51	220	63	190	35	152
	25%	26%	18%	22%	30%	28%	23%	23%	20%	28%	21%	28%	19%	27%
					b	b			h		j			
Tend to oppose	310	47	112	31	31	39	140	107	71	232	91	192	49	161
	28%	29%	33%	37%	22%	33%	34%	29%	27%	29%	30%	28%	27%	29%
				d										
Strongly oppose	193	31	64	18	32	17	77	80	40	150	47	135	34	114
	18%	20%	19%	22%	23%	14%	19%	22%	15%	19%	16%	20%	19%	20%
Don't know	94	6	24	3	6	7	16	25	6	71	5	54	2	38
	9%	4%	7%	4%	4%	6%	4%	7%	2%	9%	2%	8%	1%	7%
									h		j		l	
NET Support	218	33	80	12	31	23	85	74	92	124	95	113	60	94
	20%	21%	24%	15%	22%	19%	20%	20%	35%	16%	32%	16%	34%	17%
									i		k		m	
NET Oppose	504	78	176	48	63	56	217	187	111	382	138	327	83	275
	46%	49%	52%	59%	45%	47%	52%	51%	43%	48%	46%	48%	46%	49%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



24-089497-21 - SPENDING REVIEW
23RD - 26TH MAY 2025
IPSOS

3 Jun 2025

Table 63

Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending on defence? - SUMMARY TABLE

Base: All adults aged 18-75 in Great Britain

	Increasing taxes (including those you personally pay)	Increasing government borrowing and the national debt	Reducing spending on other public services in a way that DOES NOT reduce the quality or availability of those public services	Reducing spending on other public services in a way that DOES reduce the quality or availability of those public services
UNWEIGHTED BASE	1094	1094	1094	1094
WEIGHTED BASE	1094	1094	1094	1094
Strongly support	31 3%	47 4%	96 9%	36 3%
Tend to support	177 16%	184 17%	253 23%	142 13%
Neither support nor oppose	272 25%	304 28%	311 28%	264 24%
Tend to oppose	262 24%	268 24%	202 18%	309 28%
Strongly oppose	275 25%	180 16%	130 12%	242 22%
Don't know	77 7%	111 10%	103 9%	100 9%
NET Support	208 19%	231 21%	349 32%	179 16%
NET Oppose	537 49%	448 41%	332 30%	551 50%

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



Table 64

Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending on defence? - Increasing taxes (including those you personally pay)

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	530	564	350	404	340	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	328	399	368	621	473	255	292	246	156	52*	93*	392	702	740	354	180	303	285	247	151	934
Strongly support	31 3%	19 3%	12 2%	9 3%	9 2%	13 3%	20 3%	11 2%	6 2%	4 1%	9 4%	6 4%	3 5%	2 2%	17 4%	14 2%	21 3%	10 3%	6 3%	6 2%	7 2%	12 5%	7 5%	23 3%
Tend to support	177 16%	107 20%	69 13%	52 16%	59 15%	66 18%	120 19%	57 12%	55 22%	40 14%	27 11%	22 14%	10 19%	23 25%	83 21%	94 13%	121 16%	56 16%	16 9%	51 17%	49 17%	54 22%	22 15%	154 16%
Neither support nor oppose	272 25%	131 25%	136 25%	73 22%	95 24%	105 29%	141 23%	132 28%	67 26%	78 27%	47 19%	42 27%	14 27%	24 25%	104 26%	169 24%	165 22%	107 30%	62 35%	77 25%	58 20%	56 23%	47 31%	224 24%
Tend to oppose	262 24%	124 23%	137 25%	86 26%	97 24%	79 22%	153 25%	109 23%	59 23%	70 24%	60 24%	42 27%	12 23%	19 20%	86 22%	175 25%	185 25%	77 22%	37 21%	84 28%	61 21%	60 24%	30 20%	231 25%
Strongly oppose	275 25%	129 24%	140 26%	81 25%	111 28%	84 23%	150 24%	125 26%	52 20%	80 27%	76 31%	35 23%	8 16%	23 25%	86 22%	189 27%	197 27%	78 22%	44 25%	64 21%	90 32%	55 22%	38 25%	232 25%
Don't know	77 7%	24 5%	53 10%	27 8%	29 7%	21 6%	38 6%	39 8%	16 6%	19 7%	27 11%	8 5%	5 10%	2 2%	16 4%	61 9%	50 7%	27 8%	14 8%	21 7%	20 7%	9 4%	6 4%	70 8%
NET Support	208 19%	126 24%	81 15%	61 19%	68 17%	79 21%	140 23%	68 14%	61 24%	44 15%	37 15%	28 18%	12 24%	26 27%	100 25%	108 15%	142 19%	66 19%	22 12%	57 19%	56 20%	66 27%	30 20%	177 19%
NET Oppose	537 49%	253 47%	277 51%	167 51%	207 52%	163 44%	303 49%	234 49%	111 43%	150 52%	136 55%	78 50%	20 39%	42 45%	172 44%	364 52%	382 52%	155 44%	81 45%	149 49%	151 53%	115 47%	68 45%	463 50%

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

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



Table 65

Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending on defence? - Increasing taxes (including those you personally pay)

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Strongly support	31 3%	3 2%	13 4%	4 5%	7 5%	2 1%	18 4%	8 2%	13 5%	17 2%	17 6%	13 2%	16 9%	13 2%
Tend to support	177 16%	20 13%	72 21% ae	16 20%	26 19%	14 12%	86 21%	59 16%	70 27% i	106 13%	79 26% k	89 13%	50 28% m	80 14%
Neither support nor oppose	272 25%	52 33% d	94 28%	16 20%	28 20%	28 24%	103 25%	89 24%	67 26%	200 25%	83 27%	172 25%	44 24%	139 25%
Tend to oppose	262 24%	34 22%	84 25%	24 29%	31 22%	33 28%	101 24%	82 22%	64 25%	188 24%	80 27%	164 24%	47 26%	113 20%
Strongly oppose	275 25%	43 27% b	55 16%	20 24%	48 34% b	37 31% b	92 22%	113 31% f	38 15%	233 29% h	35 12%	208 30% j	20 11%	189 34% l
Don't know	77 7%	6 4%	23 7% d	2 3%	1 1%	5 4%	15 4%	19 5%	8 3%	53 7%	6 2%	38 5% j	5 3%	25 4%
NET Support	208 19%	23 15%	85 25% ae	20 25%	33 23%	16 13%	104 25% g	67 18%	83 32% i	123 15%	96 32% k	103 15%	65 36% m	93 17%
NET Oppose	537 49%	77 49%	139 41%	43 53%	79 56% b	70 59% b	192 46%	195 53%	101 39%	421 53% h	115 38%	372 54% j	66 37%	302 54% l

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 66

Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending on defence? - Increasing government borrowing and the national debt

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	566	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	328	399	368	621	473	255	292	246	156	52*	93*	392	702	740	354	180	303	285	247	151	934
Strongly support	47	30	17	17	17	14	31	17	13	9	12	9	1	4	21	26	36	11	5	11	10	19	8	38
	4%	6%	3%	5%	4%	4%	5%	4%	5%	3%	5%	6%	3%	4%	5%	4%	5%	3%	3%	4%	3%	8%	5%	4%
Tend to support	184	97	86	49	57	78	112	72	40	39	53	23	7	21	73	110	120	64	29	44	52	51	23	160
	17%	18%	16%	15%	14%	21%	18%	15%	16%	13%	22%	15%	14%	22%	19%	16%	16%	18%	16%	15%	18%	21%	16%	17%
Neither support nor oppose	304	140	157	84	122	98	165	139	77	76	64	38	20	29	115	189	191	113	53	84	85	64	43	260
	28%	26%	29%	26%	31%	27%	27%	29%	30%	26%	26%	24%	39%	31%	29%	27%	26%	32%	29%	28%	30%	26%	28%	28%
Tend to oppose	268	138	128	82	92	94	169	99	57	84	49	46	14	19	100	168	191	77	39	79	70	64	37	225
	24%	26%	23%	25%	23%	25%	27%	21%	22%	29%	20%	29%	26%	20%	26%	24%	26%	22%	22%	26%	24%	26%	25%	24%
Strongly oppose	180	103	76	57	68	55	92	88	46	53	42	20	5	15	57	123	129	51	34	53	46	34	28	153
	16%	19%	14%	17%	17%	15%	15%	19%	18%	18%	17%	13%	9%	16%	15%	18%	18%	14%	19%	18%	16%	14%	18%	16%
Don't know	111	25	84	39	42	30	53	58	22	31	26	20	5	6	26	85	73	38	20	31	23	16	12	98
	10%	5%	15%	12%	11%	8%	8%	12%	9%	10%	11%	13%	9%	7%	7%	12%	10%	11%	11%	10%	8%	6%	8%	10%
NET Support	231	127	103	66	74	92	143	88	53	48	66	32	8	25	95	137	156	75	34	56	61	69	31	198
	21%	24%	19%	20%	19%	25%	23%	19%	21%	16%	27%	21%	16%	26%	24%	19%	21%	21%	19%	18%	22%	28%	21%	21%
NET Oppose	448	241	204	139	160	149	261	188	103	137	91	65	18	34	157	291	320	128	73	132	116	98	65	378
	41%	45%	37%	42%	40%	40%	42%	40%	40%	47%	37%	42%	36%	36%	40%	41%	43%	36%	41%	44%	41%	40%	43%	40%

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

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

Table 67

Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending on defence? - Increasing government borrowing and the national debt

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Strongly support	47 4%	4 3%	19 6%	6 8%	5 4%	4 3%	24 6%	13 4%	21 8%	26 3%	23 8%	23 3%	15 8%	22 4%
Tend to support	184 17%	37 23% e	75 22% e	19 23% e	21 15%	13 11%	80 19%	68 19%	55 21%	126 16%	74 25% k	99 14%	38 21%	84 15%
Neither support nor oppose	304 28%	34 21%	101 30%	27 33%	36 25%	35 30%	129 31% g	83 23%	73 28%	220 28%	85 28%	200 29%	53 29%	147 26%
Tend to oppose	268 24%	47 30%	79 23%	21 26%	28 20%	31 26%	103 25%	95 26%	67 26%	195 24%	75 25%	171 25%	48 26%	132 24%
Strongly oppose	180 16%	26 17% c	43 13%	5 6%	42 30% abc	30 25% bc	55 13%	81 22% f	33 13%	146 18%	32 11%	131 19% j	24 13%	130 23% l
Don't know	111 10%	10 6%	24 7%	3 4%	9 6%	6 5%	24 6%	28 7%	10 4%	84 11% h	11 4%	60 9% j	3 1%	43 8% l
NET Support	231 21%	41 26% e	94 28% e	25 31% e	26 18%	17 14%	105 25%	82 22%	76 29% i	152 19%	97 32% k	122 18%	53 30% m	106 19%
NET Oppose	448 41%	73 46% b	121 36%	26 32%	70 50% bc	61 51% bc	157 38%	176 48% f	100 38%	341 43%	107 36%	303 44% j	71 40%	263 47%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 68

Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending on defence? - Reducing spending on other public services in a way that DOES NOT reduce the quality or availability of those public services

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	566	348	402	344	679	415	361	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	328	399	368	621	473	255	252	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934
Strongly support	96 9%	54 10%	41 8%	30 9%	30 8%	35 10%	59 9%	37 8%	33 13%	23 8%	18 7%	14 9%	1 2%	6 7%	38 10%	58 8%	68 9%	28 8%	21 12%	13 4%	29 10%	25 10%	13 9%	82 9%
Tend to support	253 23%	125 23%	127 23%	70 21%	89 22%	93 25%	158 25%	95 20%	58 23%	65 22%	59 24%	34 22%	19 37%	18 19%	103 26%	150 21%	164 22%	88 25%	35 19%	65 21%	65 23%	69 28%	32 21%	221 24%
Neither support nor oppose	311 28%	160 30%	143 26%	99 30%	116 29%	96 26%	160 26%	151 32%	71 28%	88 30%	66 27%	46 30%	12 24%	27 29%	110 28%	200 29%	217 29%	93 26%	45 25%	104 34%	72 25%	68 28%	58 38%	250 27%
Tend to oppose	202 18%	107 20%	94 17%	62 19%	59 15%	81 22%	124 20%	77 16%	41 16%	46 16%	55 22%	33 21%	8 16%	19 20%	72 18%	130 18%	129 17%	73 21%	30 17%	55 18%	57 20%	50 20%	25 16%	173 19%
Strongly oppose	130 12%	60 11%	68 12%	33 10%	64 16%	33 9%	67 11%	63 13%	35 14%	39 13%	21 9%	13 9%	5 10%	17 18%	47 12%	83 12%	89 12%	40 11%	29 16%	36 12%	40 14%	21 9%	16 11%	114 12%
Don't know	103 9%	27 5%	75 14%	34 10%	39 10%	30 8%	53 9%	50 11%	18 7%	31 11%	27 11%	15 10%	6 11%	6 7%	22 6%	81 11%	72 10%	31 9%	19 11%	30 10%	22 8%	14 6%	8 5%	94 10%
NET Support	349 32%	179 34%	168 31%	101 31%	120 30%	128 35%	217 35%	132 28%	91 36%	88 30%	77 31%	48 31%	20 39%	24 26%	140 36%	208 30%	232 31%	116 33%	56 31%	78 26%	94 33%	94 38%	45 30%	302 32%
NET Oppose	332 30%	167 31%	161 30%	94 29%	124 31%	113 31%	191 31%	140 30%	75 30%	84 29%	76 31%	46 30%	14 26%	36 38%	119 30%	213 30%	218 29%	114 32%	59 33%	91 30%	97 34%	71 29%	41 27%	287 31%

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

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



Table 69

Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending on defence? - Reducing spending on other public services in a way that DOES NOT reduce the quality or availability of those public services

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Strongly support	96 9%	13 8%	26 8%	12 15%	19 14%	11 9%	39 9%	43 12%	35 13%	61 8%	29 10%	63 9%	16 9%	60 11%
Tend to support	253 23%	47 30%	89 26%	23 29%	35 25%	16 13%	104 25%	94 26%	74 29%	176 22%	83 28%	155 23%	64 36%	128 23%
Neither support nor oppose	311 28%	48 30%	95 28%	22 27%	49 35%	30 25%	116 28%	99 27%	73 28%	230 29%	90 30%	203 30%	44 25%	145 26%
Tend to oppose	202 18%	26 17%	70 21%	12 15%	16 11%	30 25%	84 20%	64 17%	46 18%	153 19%	62 21%	122 18%	41 23%	97 17%
Strongly oppose	130 12%	15 9%	41 12%	9 12%	15 11%	25 21%	52 13%	42 11%	24 9%	103 13%	31 10%	86 13%	11 6%	83 15%
Don't know	103 9%	10 6%	20 6%	2 3%	7 5%	8 6%	20 5%	26 7%	7 3%	74 9%	5 2%	56 8%	3 2%	45 8%
NET Support	349 32%	60 38%	115 34%	36 43%	54 38%	27 22%	142 34%	137 37%	109 42%	237 30%	112 37%	217 32%	80 45%	188 34%
NET Oppose	332 30%	41 26%	111 32%	22 27%	31 22%	55 46%	136 33%	107 29%	70 27%	256 32%	93 31%	208 30%	52 29%	180 32%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 70

Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending on defence? - Reducing spending on other public services in a way that DOES reduce the quality or availability of those public services

Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	328	399	368	621	473	255	292	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934
Strongly support	36	18	18	17	12	8	25	12	9	8	7	2	2	3	19	18	27	10	4	8	5	17	7	30
	3%	3%	3%	5%	3%	2%	4%	2%	4%	3%	3%	4%	4%	3%	5%	2%	4%	3%	2%	3%	2%	7%	4%	3%
Tend to support	142	82	60	57	49	37	84	59	35	38	31	21	5	12	54	88	101	42	27	38	45	33	32	110
	13%	15%	11%	17%	12%	10%	13%	12%	14%	13%	13%	14%	11%	13%	14%	13%	14%	12%	15%	12%	16%	13%	21%	12%
Neither support nor oppose	264	137	122	87	98	80	128	136	57	67	61	48	9	21	82	182	194	70	44	77	65	62	53	209
	24%	26%	22%	26%	24%	22%	21%	29%	22%	23%	25%	31%	18%	23%	21%	26%	26%	20%	25%	25%	23%	25%	35%	22%
Tend to oppose	309	155	150	73	103	133	181	128	75	87	71	36	13	27	118	190	201	108	42	94	77	67	21	282
	28%	29%	27%	22%	26%	36%	29%	27%	29%	30%	29%	23%	26%	29%	30%	27%	27%	30%	23%	31%	27%	27%	14%	30%
Strongly oppose	242	114	125	61	97	85	148	95	61	66	46	30	15	24	96	146	146	96	45	52	72	57	31	212
	22%	21%	23%	19%	24%	23%	24%	20%	24%	23%	19%	19%	29%	26%	24%	21%	20%	27%	25%	17%	25%	23%	20%	23%
Don't know	100	27	72	34	41	26	56	45	18	26	30	14	6	6	23	78	71	29	19	35	21	10	7	92
	9%	5%	13%	10%	10%	7%	9%	9%	7%	9%	12%	9%	12%	6%	6%	11%	10%	8%	10%	11%	7%	4%	5%	10%
NET Support	179	100	78	74	60	45	109	70	44	46	38	28	8	15	73	106	127	51	30	46	50	50	39	139
	16%	19%	14%	22%	15%	12%	17%	15%	17%	16%	16%	18%	15%	16%	19%	15%	17%	14%	17%	15%	17%	20%	26%	15%
NET Oppose	551	269	275	134	200	217	329	222	136	153	117	65	28	51	214	337	347	204	86	146	149	124	52	494
	50%	50%	50%	41%	50%	59%	53%	47%	53%	52%	47%	42%	55%	55%	55%	48%	47%	57%	48%	48%	52%	50%	34%	53%

Proportions/Mean: Columns Tested [5% risk level] - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w
Overlap formulae used. * small base

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



Table 71

Q15 - How much, if at all, would you support or oppose each of the following in order to increase spending on defence? - Reducing spending on other public services in a way that DOES reduce the quality or availability of those public services

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
Strongly support	36 3%	4 2%	12 3%	4 5%	7 5%	2 1%	14 3%	11 3%	19 7% i	17 2%	16 5% k	17 3%	12 7% m	17 3%
Tend to support	142 13%	30 19% ce	50 15%	5 6%	20 14%	11 9%	46 11%	53 14%	52 20% i	89 11%	58 19% k	82 12%	38 21% m	71 13%
Neither support nor oppose	264 24%	45 29% b	62 18%	16 20%	42 30% b	27 23%	96 23%	80 22%	66 26%	191 24%	77 26%	173 25%	35 19%	128 23%
Tend to oppose	309 28%	38 24%	112 33%	29 36%	43 30%	31 26%	132 32%	121 33%	69 27%	237 30%	90 30%	191 28%	63 35%	161 29%
Strongly oppose	242 22%	33 21%	81 24%	25 31% d	24 17%	40 33% ad	106 25%	79 21%	45 17%	190 24%	55 18%	170 25% j	30 16% l	142 25% l
Don't know	100 9%	9 6%	24 7%	1 2%	6 4%	8 7%	20 5%	25 7%	7 3%	73 9% h	4 1% j	52 8% j	2 1% l	40 7% l
NET Support	179 16%	34 21% e	62 18%	9 12%	27 19%	13 11%	60 15%	64 17%	71 27% i	106 13%	74 25% k	100 15%	50 28% m	88 16%
NET Oppose	551 50%	71 45%	193 57% a	55 67% ad	66 47%	70 59% a	237 57%	200 54%	115 44%	427 54% h	145 48%	361 53%	93 52%	302 54%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 72
Q16 - Which of the two statements below, if either, is closest to your views?

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY	
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	564	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	328	399	368	621	473	255	292	246	156	52*	93*	352	702	740	354	180	303	285	247	151	934
It is possible to find the extra money for the NHS and defence by forcing other public services to become more efficient, so reducing spending on these other services doesn't have to mean reducing their quality or availability	490	251	232	158	161	172	273	218	119	121	116	78	18	39	175	315	347	144	71	125	135	131	71	414
	45%	47%	42%	48%	40%	47%	44%	46%	47%	41%	47%	50%	35%	42%	45%	45%	47%	41%	40%	41%	47%	53% rs	47%	44%
Efficiency savings from other services won't cover the extra money spent on the NHS and defence, so reducing spending on these other services will mean a reduction in their quality or availability	340	169	166	103	120	117	214	126	83	93	65	38	21	40	148	192	223	117	48	100	91	77	42	296
	31%	32%	30%	31%	30%	32%	35% r	27%	33%	32%	26%	24%	41% k	42% jk	38% o	27%	30%	33%	26%	33%	32%	31%	28%	32%
Neither	106	53	52	26	46	34	58	48	21	34	23	15	6	8	33	73	70	36	19	29	33	20	11	94
	10%	10%	9%	8%	11%	9%	9%	10%	8%	12%	9%	9%	11%	9%	9%	10%	9%	10%	11%	10%	12%	8%	7%	10%
Don't know	158	60	97	41	72	45	76	81	33	43	42	26	6	7	36	122	100	58	42	50	26	19	26	130
	14%	11%	18%	13%	18%	12%	12%	17%	13%	15%	17%	17%	12%	7%	9%	17% n	13%	16%	23% tu	16% tu	9%	8%	17%	14%

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

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

Table 73

Q16 - Which of the two statements below, if either, is closest to your views?

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
It is possible to find the extra money for the NHS and defence by forcing other public services to become more efficient, so reducing spending on these other services doesn't have to mean reducing their quality or availability	490	95	150	29	79	44	189	188	132	352	144	320	94	252
	45%	60% bce	44%	36%	56% bce	37%	46%	51%	51%	44%	48%	47%	52%	45%
Efficiency savings from other services won't cover the extra money spent on the NHS and defence, so reducing spending on these other services will mean a reduction in their quality or availability	340	30	128	33	37	52	151	109	85	245	109	212	63	182
	31%	19%	38% ad	41% a	26%	44% ad	36%	30%	33%	31%	36%	31%	35%	33%
Neither	106	16	29	9	13	13	37	34	25	80	24	67	17	62
	10%	10%	9%	11%	9%	11%	9%	9%	10%	10%	8%	10%	9%	11%
Don't know	158	18	34	10	12	9	38	38	17	120	24	86	7	63
	14%	11%	10%	13%	8%	8%	9%	10%	7%	15% h	8%	13%	4%	11% i

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 74

Q17 - And how confident, if at all, are you that if more spending on the NHS and defence was paid for by reducing spending on other public services, these other public services would not reduce their quality or availability?

Base: All adults that said extra money can be found for the NHS and defence by forcing public services to become more efficient

		GENDER			AGE			SOCIAL GRADE		REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY	
	TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	485	244	234	170	166	149	308	177	118	115	116	80	18	38	261	224	329	156	76	116	120	149	87	396
IWEIGHTED BASE	490	251	232	158	161	172	273	218	115*	121*	116*	78*	18**	39*	175	315	347	144	71*	125*	135*	131	71*	414
Very confident	21	13	7	12	6	4	14	7	5	6	3	4	1	2	9	12	17	3	3	5	2	5	8	16
	4%	5%	3%	8%	4%	1%	5%	3%	4%	5%	3%	5%	6%	4%	5%	4%	5%	2%	3	2%	5	6%	6	4%
Fairly confident	166	91	74	73	62	31	87	78	41	40	38	29	6	12	74	92	139	26	25	43	37	56	39	126
	34%	36%	32%	46%	39%	18%	32%	36%	35%	33%	33%	37%	32%	30%	42%	29%	40%	18%	36%	35%	27%	43%	55%	126
				e	e										o		a		t		w		30%	
Not very confident	196	93	100	57	59	80	112	84	47	47	45	33	7	17	63	132	126	70	23	48	61	50	23	172
	40%	37%	43%	36%	37%	47%	41%	38%	40%	39%	39%	42%	39%	44%	36%	42%	36%	49%	32%	38%	45%	39%	32%	41%
															p									
Not at all confident	72	40	30	10	22	40	38	34	17	21	20	8	1	6	15	58	40	33	15	21	16	12	-	72
	15%	16%	13%	7%	14%	23%	14%	16%	14%	17%	17%	10%	4%	15%	8%	18%	11%	23%	20%	17%	12%	9%	-	17%
																			k					
Don't know	36	14	21	6	11	19	21	15	9	7	10	5	4	3	14	22	24	12	5	9	15	5	5	27
	7%	6%	9%	4%	7%	11%	8%	7%	7%	6%	8%	6%	20%	7%	8%	7%	7%	8%	7%	7%	11%	4%	6%	7%
						c																		
NET Very/ fairly confident	186	104	81	85	69	33	101	85	46	46	41	33	7	13	83	103	157	30	29	46	43	64	44	142
	38%	41%	35%	54%	43%	19%	37%	39%	39%	38%	36%	42%	37%	45%	48%	33%	45%	21%	40%	37%	32%	49%	61%	34%
				e	e										o		a		t		w			
NET Not at all/ not very confident	268	133	130	67	81	120	150	118	64	68	65	40	8	23	78	190	166	102	37	69	77	62	23	244
	55%	53%	56%	43%	50%	70%	55%	54%	54%	56%	56%	52%	43%	59%	45%	60%	48%	71%	52%	55%	57%	48%	32%	59%
					cd										n		p						v	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k/l/m - n/o - p/q - r/s/t/u - v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Table 75

Q17 - And how confident, if at all, are you that that if more spending on the NHS and defence was paid for by reducing spending on other public services, these other public services would not reduce their quality or availability?

Base: All adults that said extra money can be found for the NHS and defence by forcing public services to become more efficient

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	485	90	164	34	62	46	197	164	146	334	163	299	107	221
WEIGHTED BASE	490	95*	150	29**	79*	44*	189	188	132	352	144	320	94*	252
Very confident	21 4%	3 3%	9 6%	2 6%	4 6%	- -	12 6%	4 2%	9 7%	11 3%	9 6%	10 3%	9 10%	9 4%
Fairly confident	166 34%	28 29%	77 51% ade	11 37%	16 20%	7 16%	74 39% g	47 25%	81 61% i	83 24%	91 63% k	72 23%	53 57% m	59 24%
Not very confident	196 40%	45 47% b	48 32%	12 40%	32 40%	24 53% b	77 41%	75 40%	32 24%	160 46% h	35 25%	149 46% j	27 28%	102 40%
Not at all confident	72 15%	14 15%	11 7%	1 4%	21 26% b	10 23% b	14 7%	47 25% f	6 4%	67 19% h	5 3%	62 20% j	- -	63 25% l
Don't know	36 7%	5 5%	6 4%	4 12%	6 8%	4 8%	13 7%	15 8%	4 3%	31 9%	3 2%	26 8% j	5 5%	19 8%
NET Very/ fairly confident	186 38%	31 32%	85 57% ade	13 43%	20 26%	7 16%	86 45% g	51 27%	90 68% i	94 27%	100 70% k	83 26%	62 67% m	68 27%
NET Not at all/ not very confident	268 55%	59 62% b	59 39%	13 45%	52 66% b	34 76% b	90 48%	121 65% f	38 28%	227 64% h	40 28%	211 66% j	27 28%	165 65% l

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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



Table 76
Q18 - From what you know or have heard, do you think the following statement is true or false? The UK is currently experiencing a period of austerity.
Base: All adults aged 18-75 in Great Britain

		GENDER		AGE			SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY	
		MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	GRADUATES (n)	NON GRADUATES (o)	WORKING (p)	NOT WORKING (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£55000+ (u)	ETHNIC MINORITY GROUPS (v)	WHITE ETHNIC GROUP (w)
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907
WEIGHTED BASE	1094	533	547	328	359	368	621	473	255	292	246	156	52	93	552	702	740	354	180	303	285	247	151	934
True	593 54%	307 58%	278 51%	179 55%	211 53%	203 55%	349 56%	244 52%	138 54%	155 53%	131 53%	75 48%	30 58%	65 69%	729 58%	364 52%	394 53%	199 56%	91 50%	162 54%	168 59%	135 55%	74 49%	518 55%
False	214 20%	110 21%	103 19%	51 16%	70 18%	92 25%	132 21%	82 17%	57 22%	51 17%	53 21%	34 22%	10 19%	9 10%	81 21%	133 19%	144 20%	69 20%	37 21%	49 16%	54 19%	56 23%	23 16%	190 20%
Don't know	288 26%	116 22%	167 30%	98 30%	117 29%	73 20%	140 23%	148 31%	61 24%	86 30%	63 25%	47 30%	12 23%	19 21%	82 21%	206 29%	202 27%	86 24%	52 29%	92 30%	63 22%	55 22%	54 36%	226 24%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w

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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 2032 and with the Ipsos Terms and Conditions.



Table 77
Q18 - From what you know or have heard, do you think the following statement is true or false? The UK is currently experiencing a period of austerity.

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	158	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
True	593	85	188	50	92	87	233	222	107	480	127	425	84	345
	54%	53%	55%	61%	65%	73% ab	56%	60%	41%	60% h	42%	62% j	47%	62% l
False	214	43	78	17	26	9	105	68	80	130	92	115	61	101
	20%	27% e	23% e	21% e	18% e	8% g	25% g	18% i	31% i	16% k	31% k	17% m	34% m	18% m
Don't know	288	31	75	14	23	23	77	80	72	187	81	144	35	113
	26%	20%	22%	18%	16%	19%	19%	22%	28%	23%	27%	21%	19%	20%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i - j/k - l/m
Overlap formulae used. * small base

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



Table 78

Q19 - What types of things are you thinking about when considering whether the UK is experiencing a period of austerity?

Base: All adults aged 18-75 in Great Britain

		GENDER			AGE			SOCIAL GRADE			REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY	
	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 £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP		
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)			
UNWEIGHTED BASE	1094	528	552	348	402	344	679	415	261	285	247	154	53	94	580	514	703	391	192	268	276	278	179	907		
WEIGHTED BASE	1094	533	547	328	399	368	621	472	255	252	246	155	52	93	552	702	740	354	180	303	285	277	151	934		
If inflation is increasing	474	229	239	133	146	195	268	206	111	138	86	67	25	46	165	309	299	175	73	125	124	120	65	407		
	43%	43%	44%	40%	37%	53%	43%	44%	44%	47%	35%	43%	49%	49%	42%	44%	40%	49%	41%	41%	43%	49%	43%	44%		
						cd				j				j			p									
If the economy is not growing	461	222	232	107	144	211	268	194	112	132	93	61	21	42	168	293	282	180	81	135	117	96	51	408		
	42%	42%	42%	33%	36%	57%	43%	41%	44%	45%	38%	39%	41%	45%	43%	42%	38%	51%	45%	45%	41%	39%	34%	44%		
						cd											p						v			
If the quality of public services is getting worse	415	211	198	107	123	185	252	163	104	128	82	42	19	39	156	259	253	162	69	113	106	91	45	369		
	38%	40%	36%	33%	31%	50%	41%	34%	41%	44%	33%	27%	38%	42%	40%	37%	34%	46%	38%	37%	37%	37%	30%	40%		
						cd				k				k			p						v			
If unemployment is increasing	344	175	163	100	121	122	204	139	80	94	73	52	12	32	131	213	222	121	64	82	97	79	54	289		
	31%	33%	30%	31%	30%	33%	33%	29%	31%	32%	30%	34%	23%	34%	33%	30%	30%	34%	36%	27%	34%	32%	36%	31%		
If the situation has been poor for a long time	318	163	150	84	109	125	190	128	82	83	73	30	17	33	120	198	192	126	51	98	85	58	27	291		
	29%	31%	27%	26%	27%	34%	31%	27%	32%	28%	30%	19%	33%	36%	31%	28%	26%	36%	28%	32%	30%	23%	18%	31%		
						c			k					k			p		u				v			
If taxes on households and businesses are going up	316	162	150	80	107	130	177	139	62	92	83	37	14	28	107	210	200	116	51	83	83	71	32	282		
	29%	30%	27%	24%	27%	35%	28%	29%	24%	31%	34%	24%	28%	30%	27%	30%	27%	33%	28%	27%	29%	29%	21%	30%		
						cd				h													y			
If spending on all public services is decreasing	308	158	144	70	105	133	201	107	75	79	78	38	12	25	137	171	187	121	60	75	72	74	39	269		
	28%	30%	26%	21%	26%	36%	32%	23%	29%	27%	32%	25%	23%	27%	35%	24%	25%	34%	33%	25%	25%	30%	26%	29%		
						cd				f					o			p								
Low pay for staff working in public services	307	138	164	77	115	115	177	130	72	76	62	43	20	34	127	180	200	107	50	72	94	69	41	265		
	28%	26%	30%	23%	29%	31%	29%	27%	28%	26%	25%	28%	38%	36%	32%	26%	27%	30%	28%	24%	33%	28%	27%	28%		
						c								o				s								
If welfare benefits are being cut	275	140	132	63	101	112	142	134	65	68	67	32	15	30	106	170	153	123	62	73	68	50	34	241		
	25%	26%	24%	19%	25%	30%	23%	28%	25%	23%	27%	20%	28%	32%	27%	24%	21%	35%	34%	24%	24%	20%	22%	26%		
						c												stu								
If government borrowing is going up	247	136	109	73	74	101	143	105	57	75	46	32	17	20	84	164	163	85	32	62	75	64	29	216		
	23%	25%	20%	22%	19%	27%	23%	22%	22%	26%	19%	21%	34%	22%	21%	23%	22%	24%	18%	21%	26%	26%	19%	23%		
						d							i													
Not enough staff working in public services	234	101	127	62	83	89	133	100	51	60	53	30	12	27	88	146	147	86	48	69	54	50	32	201		
	21%	19%	23%	19%	21%	24%	21%	21%	20%	21%	22%	19%	24%	29%	22%	21%	20%	24%	27%	23%	19%	20%	21%	21%		
If spending on some public services (like the NHS) is increasing, but spending on other public services is decreasing	155	76	77	44	62	49	91	64	34	43	42	17	10	9	63	92	102	53	34	37	39	38	20	135		
	14%	14%	14%	13%	16%	13%	15%	14%	13%	15%	17%	11%	20%	9%	16%	13%	14%	15%	19%	12%	14%	15%	13%	14%		
Users of public services being treated badly by staff working in public services	100	49	46	29	34	37	54	46	23	23	21	14	9	10	44	56	64	36	23	25	20	25	13	86		
	9%	9%	8%	9%	8%	10%	9%	10%	9%	8%	9%	9%	17%	11%	11%	8%	9%	10%	13%	8%	7%	10%	8%	9%		
If government borrowing is being reduced	90	57	31	34	34	22	51	39	22	26	13	10	6	13	36	54	67	23	15	24	23	25	18	72		
	8%	11%	6%	10%	9%	6%	8%	8%	9%	9%	5%	6%	11%	14%	9%	8%	9%	7%	9%	8%	8%	10%	12%	8%		
		b												i												
Something else (Please specify)	14	5	9	5	5	4	7	6	4	3	3	1	-	3	7	6	7	6	*	7	5	1	1	12		
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	3%	2%	1%	1%	2%	*	2%	2%	*	1%	1%		
Nothing	23	7	16	4	16	3	7	16	9	3	2	5	2	1	6	17	19	4	5	9	3	5	2	21		
	2%	1%	3%	1%	4%	1%	1%	3%	4%	1%	1%	3%	4%	1%	1%	2%	3%	1%	3%	3%	1%	2%	1%	2%		
						ce				f																
Don't know	162	58	102	51	64	47	73	89	30	43	45	23	10	10	31	131	109	53	27	48	38	29	18	138		
	15%	11%	19%	15%	16%	13%	12%	19%	12%	15%	18%	15%	20%	11%	8%	19%	15%	15%	15%	16%	13%	12%	12%	15%		
						f								o												
NET Public services spending and quality decreasing	591	310	272	160	195	236	363	228	143	175	134	66	25	48	233	358	373	218	104	154	150	137	71	518		
	54%	58%	50%	49%	49%	64%	58%	48%	56%	60%	55%	42%	49%	51%	59%	51%	50%	62%	58%	51%	53%	55%	47%	55%		
						cd				k				e												
NET Not enough staff/ low pay for staff/ treated badly by staff in public services	456	214	234	131	164	162	255	202	107	115	100	61	25	48	176	280	301	155	88	118	118	101	65	389		
	42%	40%	43%	40%	41%	44%	41%	43%	42%	39%	41%	39%	48%	51%	45%	40%	41%	44%	49%	39%	41%	41%	43%	42%		
NET Deteriorating public services (quality, spending, staff)	730	377	343	217	249	264	434	297	174	204	164	92	32	64	284	447	485	245	131	188	190	171	101	627		
	67%	71%	63%	66%	62%	72%	70%	63%	68%	70%	67%	59%	61%	68%	72%	64%	66%	69%	73%	62%	67%	69%	67%	67%		
						k				k				k												
NET Economy not growing/ inflation increasing/ unemployment increasing	692	345	339	200	231	261	407	285	169	190	139	98	32	63	269	424	449	243	120	183	187	158	100	589		
	63%	65%	62%	61%	58%	71%	66%	60%	66%	65%	56%	63%	63%	68%	68%	60%	61%	69%	67%	60%	66%	64%	67%	63%		
						cd				i				o				p								

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

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


 Table 79
 Q19 - What types of things are you thinking about when considering whether the UK is experiencing a period of austerity?

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		CURRENT STATE OF BRITISH ECONOMY		STATE OF BRITISH ECONOMY IN A YEAR		RACHEL REEVES PERFORMANCE IN HER ROLE	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	GOOD (h)	POOR (i)	GOOD (j)	POOR (k)	GOOD JOB (l)	BAD JOB (m)
UNWEIGHTED BASE	1094	358	364	86	112	130	441	333	291	772	334	664	206	520
WEIGHTED BASE	1094	159	341	82*	141*	119	415	369	259	797	300	684	180	559
If inflation is increasing	474	84	138	38	72	54	188	187	96	372	112	325	62	287
	43%	53%	41%	47%	51%	45%	45%	51%	37%	47%	37%	48%	35%	51%
	b								h		j			i
If the economy is not growing	461	83	145	37	70	50	191	182	87	371	114	317	62	271
	42%	52%	42%	45%	49%	42%	46%	49%	34%	47%	38%	46%	35%	49%
										h		i		i
If the quality of public services is getting worse	415	62	129	33	74	54	174	159	79	332	98	289	60	253
	38%	39%	38%	40%	52%	46%	42%	43%	31%	42%	33%	42%	34%	45%
				b						h		i		i
If unemployment is increasing	344	57	108	23	50	48	141	121	86	252	104	219	54	190
	31%	36%	32%	28%	35%	40%	34%	33%	33%	32%	35%	32%	30%	34%
If the situation has been poor for a long time	318	34	105	35	44	47	140	111	58	259	76	222	41	190
	29%	21%	31%	43%	31%	40%	34%	30%	22%	32%	25%	32%	23%	34%
		a		a		a				h		i		i
If taxes on households and businesses are going up	316	50	87	27	68	29	115	139	53	260	75	225	35	204
	29%	31%	26%	33%	49%	25%	28%	38%	20%	33%	25%	33%	20%	36%
				abce			f			h		i		i
If spending on all public services is decreasing	308	36	113	29	44	45	142	106	69	236	80	200	54	171
	28%	23%	33%	36%	31%	38%	34%	29%	27%	30%	27%	29%	30%	31%
		a								a				
Low pay for staff working in public services	307	32	107	31	27	54	146	91	71	230	84	195	50	161
	28%	20%	31%	38%	19%	45%	35%	25%	28%	29%	28%	28%	28%	29%
			ad	ad		ad	g							
If welfare benefits are being cut	275	34	100	24	26	40	125	80	59	213	68	186	49	158
	25%	21%	29%	30%	18%	34%	30%	22%	23%	27%	23%	27%	27%	28%
		d				ad	g							
If government borrowing is going up	247	49	68	18	55	21	89	115	55	192	63	169	32	155
	23%	31%	20%	22%	39%	18%	21%	31%	21%	24%	21%	25%	18%	28%
		be			bce		f						i	
Not enough staff working in public services	234	19	93	20	20	42	93	75	49	180	67	140	38	124
	21%	12%	27%	25%	14%	35%	23%	20%	19%	23%	22%	20%	21%	22%
		ad												
If spending on some public services (like the NHS) is increasing, but spending on other public services is decreasing	155	29	53	12	22	16	63	56	33	120	42	105	28	89
	14%	18%	15%	14%	15%	14%	15%	15%	13%	15%	14%	15%	16%	16%
Users of public services being treated badly by staff working in public services	100	16	37	5	10	14	46	30	30	69	34	58	20	51
	9%	10%	11%	6%	7%	12%	11%	8%	12%	9%	11%	8%	11%	9%
If government borrowing is being reduced	90	10	41	7	13	6	36	25	34	56	35	51	19	42
	8%	6%	12%	8%	9%	5%	9%	7%	13%	7%	12%	8%	11%	8%
		e					i				k			
Something else (Please specify)	14	3	3	-	2	3	5	5	3	11	1	10	-	10
	1%	2%	1%	-	2%	3%	1%	1%	1%	1%	4	1%	-	2%
Nothing	23	1	7	3	2	2	8	8	6	13	8	11	8	7
	2%	1%	2%	4%	2%	1%	2%	2%	2%	2%	3%	2%	5%	1%
											m			
Don't know	162	18	34	5	11	12	33	41	23	116	24	96	11	68
	15%	11%	10%	6%	8%	10%	8%	11%	9%	15%	8%	14%	6%	12%
									h		i			i
NET Public services spending and quality decreasing	591	91	193	50	93	70	253	210	132	454	157	394	101	332
	54%	57%	57%	61%	66%	59%	61%	57%	51%	57%	52%	58%	56%	59%
NET Not enough staff/ low pay for staff/ treated badly by staff in public services	456	53	169	42	41	71	200	142	117	331	137	282	81	240
	42%	34%	50%	52%	29%	59%	48%	39%	45%	41%	46%	41%	45%	43%
			ad	ad		ad	g							
NET Deteriorating public services (quality, spending, staff)	730	109	243	59	99	92	305	250	177	544	208	475	126	396
	67%	69%	71%	73%	70%	77%	74%	68%	68%	68%	69%	69%	70%	71%
NET Economy not growing/ inflation increasing/ unemployment increasing	692	117	219	53	97	78	284	253	156	529	188	454	110	381
	63%	73%	64%	65%	69%	65%	68%	69%	60%	66%	63%	66%	61%	68%

 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - /f/g - h/i - j/k - l/m
 Overlap formulae used. * small base

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