



PUBLIC
24-089497-48 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSOS

Table 1

Q1 - How closely, if at all, have you been following stories about...?

Base: All adults aged 18-75 in Great Britain

	The rising cost of living	Nathan Gill, the former leader of Reform UK in Wales, being sentenced to 10-and-a-half years in prison for accepting money to make pro-Russian statements in interviews and speeches	Speculation about Keir Starmer being replaced as Labour leader	The Autumn Budget	The men's Ashes	The new series of 'I'm a Celebrity Get Me Out of Here! ' on ITV
UNWEIGHTED BASE	1043	1043	1043	1043	1043	1043
WEIGHTED BASE	1043	1043	1043	1043	1043	1043
Very closely	411 39%	61 6%	133 13%	278 27%	94 9%	185 18%
Somewhat closely	443 42%	223 21%	394 38%	431 41%	138 13%	164 16%
Not that closely	137 13%	266 25%	294 28%	201 19%	140 13%	124 12%
Not at all closely	50 5%	428 41%	197 19%	117 11%	603 58%	535 51%
Very closely/ Somewhat closely (NET)	853 82%	284 27%	527 50%	709 68%	232 22%	349 34%
Not that closely/ Not at all closely (NET)	187 18%	694 67%	491 47%	318 30%	743 71%	660 63%
Don't know	3 *	65 6%	25 2%	16 2%	68 6%	34 3%

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.



PUBLIC
24-089497-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSO5

Table 2
Q1 1 - How closely, if at all, have you been following stories about...? The rise cost of fuel

Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote							EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave			
		(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)		
Unweighted base	1043	515	528	152	407	444	256	268	253	120	47	50	704	339	730	313	570	473	117	218	261	164	928	115	144	144	144	144	144	483	565			
Weighted base	1043	515	528	152	407	444	256	268	253	120	47	50	704	339	730	313	570	473	117	218	261	164	928	115	144	144	144	144	144	483	565			
Very closely	411	219	191	101	170	140	87	104	92	68	20	30	303	138	241	170	144	108	48	94	115	133	357	45	55	148	33	67	30	159	153			
39%	39%	43%	36%	32%	43%	40%	36%	38%	38%	39%	45%	40%	40%	43%	41%	37%	39%	40%	40%	30%	40%	40%	43%	39%	44%	43%	45%	41%	43%	29%	35%	46%		
Somewhat closely	443	206	237	141	152	150	117	100	104	56	26	39	292	151	245	188	267	276	70	94	96	134	393	36	46	129	31	61	64	173	137			
42%	42%	40%	44%	40%	40%	43%	48%	37%	44%	38%	52%	44%	42%	45%	41%	44%	45%	42%	44%	39%	38%	43%	43%	36%	36%	39%	39%	39%	63%	42%	41%			
Not that closely	137	62	74	52	40	44	20	55	25	20	*	7	94	43	77	59	40	87	23	36	35	34	115	18	21	38	11	21	6	64	30			
13%	13%	12%	14%	17%	11%	13%	12%	20%	11%	13%	1%	8%	13%	13%	13%	13%	13%	13%	15%	15%	14%	11%	13%	17%	10%	12%	14%	14%	6%	16%	9%			
Not at all closely	50	25	25	18	16	16	12	14	14	3	3	3	19	31	24	26	11	30	17	14	6	11	41	2	5	13	4	7	1	15	11			
5%	5%	5%	5%	6%	4%	5%	5%	5%	6%	2%	7%	4%	2%	6%	4%	6%	2%	6%	20%	16%	3%	3%	4%	2%	4%	4%	6%	3%	1%	4%	3%			
Very closely/ Somewhat closely (NET)	853	425	428	242	322	290	204	204	197	124	46	79	594	259	486	368	311	543	118	188	211	267	750	81	101	277	64	128	93	330	289			
82%	82%	83%	81%	77%	83%	83%	83%	75%	83%	83%	92%	88%	84%	77%	82%	81%	84%	81%	75%	79%	84%	86%	83%	79%	79%	84%	81%	82%	93%	81%	88%			
Not that closely/ Not at all closely (NET)	187	87	99	70	56	61	41	69	39	23	4	11	113	74	101	85	60	126	40	50	41	45	155	20	26	51	15	29	7	79	41			
18%	18%	17%	19%	22%	15%	17%	17%	25%	17%	15%	8%	12%	16%	22%	17%	19%	16%	19%	25%	21%	16%	14%	17%	19%	21%	16%	19%	18%	7%	19%	12%			
Don't know	3	3	*	2	1	-	-	-	-	1	2	-	1	2	3	-	1	2	-	-	-	*	-	2	-	-	-	-	-	-	1	-		
		1%	*	1%	*	-	-	-	-	2%	-	-	*	1%	1%	-	*	*	-	-	-	*	-	2%	-	-	-	-	-	-	*	-		

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 - x/y/z/BC - D/E
Overlap formulae used. * small base

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



Table 3
Q5 2 - How closely, if at all, have you been following stories about...? Nathan Gile, the former leader of Reform UK in Wales, being sentenced to 10-and-a-half years in prison for accepting money to make pro-Russian statements in interviews and speeches

Base: All adults aged 18-75 in Great Britain

	Gender		Age					Region							Employment Status		Social Grade		Education				Income				Ethnicity		GE 2024 Vote							EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic group	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave						
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)					
UNWEIGHTED BASE	1043	515	528	154	391	444	256	272	231	120	47	99	704	339	730	313	571	473	117	218	261	164	928	120	144	164	144	133	94	443	315						
WEIGHTED BASE	1043	515	528	154	391	444	256	272	231	120	47	99	704	339	730	313	571	473	117	218	261	164	928	120	144	164	144	133	94	443	315						
100%		49%	51%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	11%	8%	11%*	10%*	31%	32%						
Very closely	61	45	36	22	19	20	11	14	10	16	7	3	47	13	35	26	32	20	4	20	17	17	49	11	9	26	4	30	5	25	34						
	6%	9%	3%	7%	3%	8%	4%	5%	4%	11%	14%	3%	7%	4%	8%	6%	9%	4%	3%	8%	7%	3%	5%	11%	7%	8%	3%	6%	5%	4%	4%						
		b								f																											
Somewhat closely	222	143	80	67	74	82	56	52	46	27	12	22	148	55	145	78	99	124	20	47	60	82	187	28	25	87	22	22	36	123	60						
	21%	28%	15%	21%	20%	23%	22%	19%	19%	25%	24%	24%	24%	17%	23%	17%	27%	18%	13%	20%	24%	26%	21%	19%	19%	26%	14%	36%	28%	18%	18%						
		b																																			
Not that closely	266	144	122	58	106	103	65	55	60	55	12	19	175	91	155	111	86	170	33	67	74	73	235	28	29	85	24	44	26	120	52						
	25%	28%	23%	18%	28%	23%	27%	20%	25%	6%			25%	27%	26%	24%	26%	25%	21%	28%	29%	24%	26%	27%	23%	29%	35%	28%	26%	29%	28%						
		a																																			
Not at all closely	428	158	270	136	164	128	93	136	106	34	18	42	279	149	216	212	122	306	88	88	84	128	384	20	57	106	26	65	30	131	152						
	41%	31%	51%	43%	43%	30%	38%	50%	45%	23%	36%	47%	39%	44%	37%	47%	33%	49%	58%	37%	33%	41%	42%	38%	40%	32%	32%	42%	30%	32%	40%						
		a					f																														
Very closely/ Somewhat closely	284	188	96	89	93	102	66	66	55	53	19	24	215	69	180	104	131	153	24	66	76	99	236	34	34	113	26	32	41	138	74						
NETT																																					
	27%	36%	18%	28%	23%	29%	27%	24%	23%	36%	37%	27%	30%	20%	30%	23%	35%	23%	15%	28%	30%	32%	26%	33%	27%	35%	33%	20%	41%	34%	22%						
		b																																			
Not that closely/ Not at all closely	694	303	392	194	270	211	158	191	166	89	30	61	454	240	371	323	218	476	121	155	158	202	619	57	86	201	53	109	56	252	244						
NETT																																					
	67%	59%	74%	62%	71%	66%	64%	70%	70%	59%	61%	68%	64%	72%	63%	71%	59%	71%	77%	63%	63%	65%	68%	55%	68%	61%	67%	69%	55%	61%	74%						
		a																																			
Don't know	65	24	41	31	15	19	21	16	15	8	1	4	38	26	30	26	23	42	12	17	17	11	50	11	7	14	*	17	4	21	22						
	6%	5%	8%	10%	4%	5%	9%	6%	6%	5%	2%	5%	5%	8%	7%	6%	6%	6%	8%	7%	7%	3%	5%	11%	6%	4%	1%	11%	4%	5%	4%						
				d																																	

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 - x/y/z/aa/bc - D/E
Overlap formulae used. * small base

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



PUBLIC
24-09-07-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSON

Table 4
Q1 3 - How closely, if at all, have you been following stories about...? Speculation about Keir Starmer being re-elected as Labour leader

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region								Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote							EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave				
UNWEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99	704	339	738	313	570	473	117	218	261	164	928	115	144	164	144	133	94	483	565				
WEIGHTED BASE	1043	515	528	134	378	331	246	222	237	149*	50*	89*	708	341	590	453	372	473	118*	218	252	112	906	150*	127*	127	89*	137*	100*	416	626				
	100%	49%	51%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	68%	32%	57%	43%	36%	64%	13%*	23%	26%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	39%	61%				
Very closely	133	83	50	29	45	58	33	31	32	24	4	8	79	54	70	63	52	80	22	63	26	35	45	104	18	25	34	5	37	13	48	61			
	13%	16%	9%	9%	12%	17%	14%	11%	13%	16%	8%	8%	11%	16%	12%	14%	14%	12%	14%	11%	14%	15%	12%	18%	20%	3%	7%	23%	13%	43%	19%				
Somewhat closely	394	216	178	135	330	245	84	99	91	53	25	43	265	129	249	144	246	248	47	83	100	129	358	32	30	140	35	54	51	170	226				
	38%	42%	34%	35%	37%	42%	34%	36%	38%	35%	50%	48%	37%	38%	42%	32%	39%	37%	30%	35%	40%	41%	40%	31%	39%	43%	44%	35%	51%	41%	38%				
Not that closely	294	144	150	89	113	92	72	79	58	54	10	21	216	78	161	133	102	182	42	77	66	84	257	33	33	111	24	37	21	125	78				
	28%	28%	28%	29%	30%	29%	29%	29%	29%	30%	23%	23%	30%	29%	27%	27%	27%	29%	27%	32%	20%	27%	28%	28%	32%	34%	31%	24%	21%	31%	24%				
Not at all closely	127	62	65	72	72	53	52	54	53	13	10	14	133	66	92	105	66	132	42	30	44	49	168	13	18	39	25	25	13	66	59				
	12%	12%	26%	23%	19%	15%	21%	20%	22%	9%	20%	15%	19%	20%	16%	23%	18%	20%	26%	21%	17%	16%	19%	13%	14%	12%	18%	16%	13%	16%	18%				
Very closely/ Somewhat closely (NET)	527	298	228	139	184	203	117	130	122	77	29	50	344	182	320	207	198	320	89	109	135	175	462	50	75	174	41	91	64	213	187				
	50%	58%	43%	44%	49%	58%	48%	48%	52%	52%	59%	56%	49%	54%	54%	46%	53%	49%	44%	46%	53%	56%	51%	49%	59%	53%	51%	58%	64%	52%	57%				
Not that closely/ Not at all closely (NET)	491	205	287	165	185	145	124	133	111	68	20	35	347	144	293	238	168	124	84	127	110	133	436	46	53	150	39	62	34	191	137				
	47%	40%	54%	51%	49%	41%	51%	49%	47%	45%	41%	39%	49%	43%	43%	53%	45%	48%	53%	53%	44%	43%	47%	45%	40%	46%	49%	39%	34%	46%	41%				
Don't know	25	12	13	14	8	2	4	9	3	5	-	4	16	9	17	8	7	19	5	2	7	4	17	7	1	4	-	4	2	7	6				
	2%	2%	3%	5%	2%	1%	1%	3%	1%	3%	-	5%	2%	3%	3%	2%	2%	3%	3%	1%	3%	1%	2%	7%	1%	1%	-	3%	2%	2%	2%				

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/AA/C - D/E
Overlap formulae used: * small base

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



Base: All adults aged 18-75 in Great Britain

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 - x/y/A/B/C - D/E
Overlap formulae used. * small base

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



PUBLIC
24-089497-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSO5

Table 6
Q5 5 - How closely, if at all, have you been following stories about...? The men's Ashes

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote							EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave			
UNWEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99	704	339	730	313	570	473	117	218	261	164	928	115	344	354	94	133	94	483	565			
WEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99	704	339	730	313	570	473	117	218	261	164	928	115	344	354	94	133	94	483	565			
100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Very closely	94	76	18	21	40	33	19	27	18	19	4	7	73	21	55	40	33	61	11	22	17	38	83	9	18	31	5	18	6	55	24			
	9%	15%	3%	7%	11%	8%	8%	10%	8%	13%	8%	8%	12%	6%	9%	9%	9%	9%	7%	9%	7%	12%	9%	9%	14%	8%	7%	11%	6%	13%	7%			
		b																																
Somewhat closely	138	102	36	59	35	44	40	37	30	31	5	5	106	34	77	61	58	80	11	30	46	46	102	24	12	45	14	28	17	50	51			
	13%	20%	7%	19%	9%	12%	16%	10%	13%	21%	10%	5%	15%	10%	13%	13%	16%	12%	7%	12%	18%	15%	11%	24%	8%	10%	14%	18%	17%	12%	15%			
		a																																
Not that closely	140	78	61	32	50	57	27	45	25	26	7	10	98	42	91	48	40	91	16	32	36	42	121	18	19	43	10	19	14	62	38			
	13%	15%	12%	10%	13%	18%	11%	16%	11%	17%	14%	11%	14%	12%	15%	15%	13%	14%	10%	13%	14%	13%	13%	18%	15%	13%	13%	14%	14%	15%	11%			
Not at all closely	603	223	380	164	344	259	136	156	150	67	51	188	380	245	328	225	244	380	165	139	144	172	545	42	73	107	49	183	49	283	263			
	58%	43%	72%	52%	62%	53%	55%	57%	63%	45%	67%	68%	55%	64%	56%	61%	58%	58%	67%	58%	53%	55%	60%	41%	57%	60%	62%	53%	49%	56%	62%			
		a																																
Very closely/ Somewhat closely (NET)	232	178	54	81	75	77	59	55	48	50	9	12	177	55	132	100	91	142	23	52	63	85	185	33	30	76	20	45	23	105	74			
	22%	35%	10%	26%	20%	22%	24%	20%	20%	33%	18%	13%	25%	16%	22%	22%	24%	21%	14%	22%	25%	27%	20%	33%	24%	23%	25%	20%	23%	26%	23%			
Not that closely/ Not at all closely (NET)	743	302	441	196	384	263	163	201	175	93	40	71	486	257	420	323	263	480	122	171	178	114	666	60	92	241	60	102	63	292	241			
	71%	59%	84%	62%	79%	73%	68%	74%	74%	62%	81%	79%	69%	77%	71%	71%	71%	72%	77%	72%	68%	69%	74%	59%	73%	73%	75%	65%	63%	71%	73%			
		a																																
Don't know	68	35	32	17	19	11	23	17	14	7	*	7	44	24	38	29	18	49	13	16	19	13	55	9	5	12	-	10	14	14	15			
	6%	7%	6%	12%	5%	3%	10%	6%	6%	5%	1%	7%	6%	7%	6%	6%	5%	7%	9%	7%	8%	4%	6%	9%	4%	4%	-	6%	14%	3%	5%			
				d																									xxA					

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/BC - D/E
Overlap formulae used. * small base



PUBLIC
24-09-17-18: POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSO

Table 7
CS 4 - How closely, if at all, have you been following stories about...? The new series of 'I'm a Celebrity Get Me Out of Here!' on ITV

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	Man		Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	
TOTAL	60	61	121	151	202	353	211	202	211	354	120	99	704	339	730	313	570	873	117	218	261	164	133	144	94	133	94	443	315			
UNWEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	704	339	730	313	570	873	117	217	218	212	131	144	94	133	94	443	315			
WEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	704	339	730	313	570	873	117	217	218	212	131	144	94	133	94	443	315			
100%		49%	51%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	39%	32%	
Very closely	185	62	123	52	75	57	67	43	34	21	11	9	135	50	102	83	52	133	31	42	45	55	173	42	31	17	76	57				
18%	12%	23%	23%	17%	20%	18%	17%	16%	14%	14%	22%	10%	19%	15%	17%	18%	14%	20%	20%	18%	18%	19%	10%	16%	15%	15%	20%	17%				
Somewhat closely	164	89	75	27	55	33	42	47	38	29	6	12	115	50	80	84	63	102	21	34	40	53	130	21	13	57	9	27	15	60	44	
16%	17%	14%	14%	25%	14%	9%	17%	17%	12%	19%	13%	13%	18%	15%	14%	19%	15%	14%	14%	14%	16%	17%	14%	21%	10%	17%	11%	17%	15%	15%	13%	
Not that closely	124	66	58	40	48	36	23	27	26	31	5	13	87	37	79	45	50	74	17	33	25	42	97	24	15	43	8	10	11	45	42	
12%	13%	11%	13%	13%	13%	10%	9%	10%	11%	21%	11%	14%	12%	11%	13%	10%	13%	11%	11%	14%	10%	13%	11%	23%	12%	13%	10%	7%	11%	11%	13%	
Not at all closely	535	280	255	123	192	220	98	150	143	61	27	55	345	190	306	230	195	341	86	124	127	153	479	40	75	156	51	85	50	222	185	
53%	54%	48%	39%	13%	43%	42%	40%	53%	50%	41%	54%	62%	49%	37%	52%	53%	52%	51%	54%	52%	51%	49%	53%	39%	59%	48%	54%	54%	50%	54%	50%	
Very closely/ Somewhat closely (NET)	349	152	198	130	130	90	109	91	62	50	17	21	250	100	182	167	115	235	52	76	86	108	303	31	34	120	21	57	32	135	101	
34%	29%	37%	41%	34%	26%		44%	33%	26%	33%	35%	23%	35%	30%	31%	37%	31%	35%	33%	32%	34%	35%	33%	31%	27%	37%	26%	37%	32%	33%	31%	
Not that closely/ Not at all closely (NET)	690	346	314	163	241	256	121	177	169	92	32	68	433	227	385	275	245	415	103	157	152	195	576	64	90	200	59	96	61	267	227	
69%	67%	59%	52%	64%	73%		49%	65%	71%	62%	65%	77%	61%	68%	65%	61%	66%	62%	65%	66%	62%	62%	64%	63%	71%	61%	74%	61%	61%	65%	69%	
Don't know	34	18	16	21	8	5	16	5	6	7	-	-	25	9	23	11	13	21	3	5	14	9	26	7	3	8	-	4	7	8	2	
3%	3%	3%	1%	1%	1%		6%	2%	3%	5%	-	-	4%	3%	4%	2%	3%	3%	2%	2%	5%	3%	3%	7%	2%	3%	-	3%	7%	2%	1%	

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

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



PUBLIC
24-089497-48 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSOS

Table 8

Q2 - How would you describe the current state of...? Would you say it is...?

Base: All adults aged 18-75 in Great Britain

	the British economy	public services in your local area
UNWEIGHTED BASE	1043	1043
WEIGHTED BASE	1043	1043
Very good	16 1%	34 3%
Fairly good	135 13%	412 40%
Fairly poor	457 44%	371 36%
Very poor	415 40%	184 18%
Good (NET)	151 14%	446 43%
Poor (NET)	872 84%	555 53%
Don't know	20 2%	42 4%

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



PUBLIC
24-08-2024-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSON

Table 9
Q2 1 - the British economy

Base: All adults aged 18-75 in Great Britain

	Gender			Age						Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	Man		Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave				
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)				
UNWEIGHTED BASE	1043	935	1006	152	607	444	256	268	253	120	47	99	704	319	730	313	570	473	117	218	261	164	928	90	144	144	94	133	94	443	315				
WEIGHTED BASE	1000	915	1000	133	534	370	246	272	237	140*	50*	89*	706	301	590	453	372	873	118*	219	252	112	906	103*	127*	127	89*	126*	115*	153*	126*	393	125		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Very good	16	11	5	10	4	1	5	1	4	5	-	-	34	2	11	4	12	4	1	1	7	7	13	-	3	6	1	4	*	3	2				
15%	2%	1%	1%	3%	1%	*	2%	*	2%	3%	-	-	2%	1%	2%	1%	3%	1%	1%	*	3%	2%	1%	-	2%	2%	2%	2%	2%	1%	1%	1%			
Fairly good	135	83	52	62	41	33	20	31	34	42	3	7	91	44	80	55	58	77	27	35	21	40	102	25	17	50	7	10	18	65	31				
13%	16%	10%	10%	20%	11%	9%	12%	11%	10%	28%	5%	8%	13%	13%	14%	12%	16%	11%	17%	15%	8%	16%	11%	25%	13%	15%	8%	12%	17%	16%	6%				
Fairly poor	457	224	233	130	163	163	116	126	99	63	13	40	324	152	275	182	188	269	59	96	118	149	368	46	47	156	46	38	51	206	124				
44%	43%	44%	41%	43%	47%	47%	47%	46%	42%	42%	26%	45%	46%	39%	47%	40%	51%	40%	37%	40%	47%	48%	44%	45%	37%	48%	46%	24%	8	51%	50%	38%			
Very poor	415	191	224	109	164	143	90	109	103	37	34	42	269	147	209	206	106	309	65	103	102	102	373	30	56	106	25	94	31	127	180				
40%	27%	42%	23%	43%	42%	37%	40%	43%	42%	25%	69%	47%	38%	44%	33%	43%	29%	40%	41%	43%	40%	33%	41%	30%	44%	32%	31%	60%	30%	21%	12%				
Good (NET)	151	94	57	72	45	34	35	32	28	47	3	7	105	46	91	59	70	81	28	36	28	55	115	25	19	56	7	22	18	69	23				
14%	18%	11%	12%	23%	12%	10%	14%	12%	12%	31%	5%	8%	15%	14%	16%	13%	19%	12%	18%	15%	11%	18%	13%	25%	15%	17%	9%	14%	18%	17%	7%				
Poor (NET)	872	415	457	230	327	306	206	235	201	100	47	82	593	279	484	388	294	578	124	199	219	250	772	77	103	262	71	133	82	333	305				
84%	81%	87%	76%	86%	87%	84%	84%	86%	85%	67%	95%	92%	84%	83%	82%	86%	79%	88%	79%	84%	87%	80%	85%	75%	81%	88%	90%	84%	81%	81%	90%				
Don't know	20	6	14	3	6	11	4	6	7	2	-	1	10	11	14	6	8	13	6	3	4	6	18	1	4	10	1	3	1	8	2				
2%	1%	3%	1%	2%	3%	3%	2%	2%	3%	1%	-	1%	1%	3%	2%	1%	2%	2%	4%	1%	2%	2%	2%	1%	3%	3%	1%	2%	1%	2%	1%				

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

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



PUBLIC
24-089497-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSON

Table 10
CD 2 - public services in your local area

Base: All adults aged 18-75 in Great Britain

	Gender			Age					Region							Employment Status				Social Grade		Education				Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	Man	Woman		18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£39999	£40000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave								
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)								
UNWEIGHTED BASE	1043	515	528	152	376	351	245	272	232	140*	50*	89*	708	319	730	313	570	873	117	218	212	113	328	144	164	94	133	144	443	315									
WEIGHTED BASE	1000	515	528	152	376	351	245	272	232	140*	50*	89*	708	319	730	313	570	873	117	218	212	113	328	144	164	94	133	144	443	315									
100%	49%	49%	51%	30%	30%	34%	24%	26%	23%	14%	1%	1%	68%	32%	57%	43%	36%	64%	13%	23%	24%	30%	87%	10%	12%	11%	11%	11%	10%	31%	32%								
Very good	34	19	15	22	5	7	9	6	7	8	-	4	24	10	20	13	14	20	3	10	13	7	24	6	2	13	1	9	4	5	9								
3%	4%	3%	7%	1%	1%	2%	4%	2%	3%	5%	-	4%	3%	3%	3%	3%	4%	3%	2%	4%	5%	2%	3%	6%	2%	4%	2%	6%	4%	1%	3%								
Fairly good	412	203	209	141	129	142	98	89	94	85	11	35	267	146	234	178	156	356	54	98	96	138	342	54	46	140	44	20	45	167	115								
40%	40%	40%	40%	45%	34%	40%	40%	33%	40%	57%	21%	40%	38%	43%	40%	39%	42%	38%	34%	41%	38%	44%	38%	54	36%	43%	55%	19%	45%	41%	35%								
Fairly poor	371	189	182	85	148	138	101	113	77	30	17	32	270	101	224	147	144	227	46	90	99	100	344	23	50	121	28	66	30	159	123								
36%	37%	35%	27%	39%	39%	39%	41%	41%	32%	33%	36%	36%	38%	30%	38%	32%	39%	34%	29%	38%	39%	32%	38%	22%	39%	37%	36%	42%	29%	39%	37%								
Very poor	184	83	101	54	79	51	31	40	45	23	20	35	125	59	90	95	44	140	45	36	36	53	161	17	23	45	4	40	22	64	66								
18%	18%	18%	17%	19%	15%	15%	13%	18%	19%	15%	41%	18%	18%	18%	19%	21%	12%	21%	28%	15%	14%	17%	18%	17%	18%	14%	5%	26%	22%	16%	20%								
Good (NET)	446	222	224	163	134	149	107	95	101	93	11	40	291	155	255	191	170	276	57	108	109	146	367	60	48	153	45	38	49	172	125								
43%	43%	42%	52%	35%	42%	42%	44%	35%	42%	42%	21%	44%	41%	46%	43%	42%	40%	41%	36%	45%	43%	47%	41%	58%	38%	47%	17%	34%	40%	42%	38%								
Poor (NET)	555	272	283	139	227	189	132	161	122	33	38	49	395	161	313	242	189	367	90	126	135	153	506	40	73	166	32	106	51	223	190								
53%	53%	54%	44%	60%	54%	54%	54%	59%	52%	36%	78%	55%	56%	48%	53%	53%	51%	55%	57%	53%	54%	49%	56%	39%	57%	50%	40%	67%	51%	54%	58%								
Don't know	42	20	21	11	17	13	6	16	14	3	1	1	22	19	22	20	13	28	11	4	8	13	11	3	6	10	2	13	-	15	16								
4%	4%	4%	4%	5%	4%	4%	2%	6%	6%	2%	2%	1%	3%	6%	4%	4%	4%	4%	7%	2%	3%	4%	4%	3%	5%	3%	3%	8%	-	4%	5%								

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

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



PUBLIC
24-089497-48 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSOS

Table 11

Q3 - And thinking ahead to one year's time, to what extent do you expect to be in a good or poor state?

Base: All adults aged 18-75 in Great Britain

	the British economy	public services in your local area
UNWEIGHTED BASE	1043	1043
WEIGHTED BASE	1043	1043
Very good	20 2%	34 3%
Fairly good	158 15%	374 36%
Fairly poor	435 42%	367 35%
Very poor	369 35%	201 19%
Good (NET)	178 17%	408 39%
Poor (NET)	804 77%	568 54%
Don't know	61 6%	67 6%

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



PUBLIC
24-089497-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSO5

Table 12
CS 1 - And thinking ahead to one year's time, to what extent do you expect to be in a good or poor state? The British economy

Base: All adults aged 18-75 in Great Britain

	Gender			Age					Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	Man		Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave			
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)			
TOTAL	1043	515	528	152	374	181	245	272	217	149	50	99	704	339	730	313	570	333	117	218	261	164	133	144	144	94	143	94	443	315				
UNWEIGHTED BASE	1043	515	528	152	374	181	245	272	217	149	50	99	704	339	730	313	570	333	117	218	261	164	133	144	144	94	143	94	443	315				
WEIGHTED BASE	100%	49%	51%	30%	30%	34%	24%	26%	23%	14%	5%	8%	68%	32%	57%	43%	36%	64%	13%	21%	24%	30%	87%	10%	12%	11%	11%	10%	10%	31%	32%			
Very good	20	16	5	13	5	3	5	-	3	30	3	1	39	2	12	8	17	4	1	3	7	9	18	2	3	9	1	3	*	6	2			
2%	3%	1%	1%	4%	1%	1%	2%	-	1%	7%	0%	1%	3%	+	2%	4%	4%	1%	1%	1%	3%	3%	2%	2%	3%	1%	2%	+	1%	1%				
				e						4%	e						e																	
Fairly good	158	97	62	54	15	48	35	33	35	40	4	12	126	52	126	52	66	92	16	40	38	59	131	25	17	79	15	7	16	82	35			
13%	19%	12%	17%	13%	14%	14%	14%	12%	11%	33%	8%	14%	13%	15%	18%	12%	18%	14%	30%	17%	15%	19%	14%	24%	13%	22%	20%	4%	16%	20%	8%			
	3%									16%			10										8	8	8	8	8	8	8	8	8			
Fairly poor	435	215	221	133	155	147	116	117	101	51	14	37	313	122	242	193	170	266	63	91	115	134	380	42	45	135	39	54	52	190	124			
42%	42%	42%	42%	42%	42%	42%	47%	43%	42%	34%	29%	42%	44%	36%	42%	43%	46%	40%	40%	38%	46%	43%	42%	41%	36%	41%	40%	34%	51%	46%	38%			
Very poor	369	171	197	93	145	131	76	107	92	29	28	35	236	133	196	173	89	280	59	97	84	94	325	29	59	82	20	84	28	107	166			
23%	23%	27%	20%	38%	27%	27%	31%	39%	39%	19%	19%	42%	22%	40%	22%	26%	24%	42%	27%	40%	33%	30%	36%	39%	47%	25%	25%	55%	28%	26%	10%			
							i		i	59	6	i					e						yAc		yAc			yAc			0			
Good (NET)	178	112	66	67	60	52	40	33	28	59	7	13	125	53	118	60	83	96	17	43	45	68	149	27	19	82	17	10	17	88	28			
17%	22%	13%	21%	16%	15%	16%	16%	12%	12%	39%	13%	14%	18%	16%	20%	13%	22%	14%	11%	18%	18%	22%	16%	30%	15%	21%	21%	6%	16%	22%	8%			
	b						fAc		f				o				o					r				B	B			E				
Poor (NET)	864	386	418	226	300	278	192	224	193	80	41	73	549	295	438	366	258	546	122	187	200	227	70%	71	105	217	60	137	80	298	290			
77%	75%	79%	72%	79%	79%	79%	78%	82%	81%	53%	86%	82%	78%	76%	74%	81%	69%	81%	77%	78%	79%	73%	78%	69%	83%	66%	75%	87%	79%	73%	88%			
							i	i	i	i	i	i					o							y	y	y	y	y	y	0				
Don't know	61	17	44	21	19	21	14	15	16	11	1%	4	31	27	34	27	31	30	19	8	7	16	51	4	2	30	3	4	24	12				
6%	3%	8%	7%	1%	6%	6%	6%	6%	7%	7%	1%	4%	5%	6%	6%	6%	8%	4%	12%	1%	3%	1%	6%	4%	2%	8%	4%	6%	6%	4%				
	x		x														e		e						x									

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/AA/C - D/E
Overlap formula 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.



PUBLIC
24-089497-48 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSOS

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 - x/y/A/B/C - D/E
Overlap formulae used. * small base

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



PUBLIC
24-089497-08- POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSON

27-Nov-25

Table 14
Q4 - To what extent, if at all, do you think Rachel Reeves has been driven 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			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote							EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland		Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£39999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave		
UNWEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99	704	319	723	313	570	873	673	117	218	261	164	628	40	144	164	94	133	144	443	505		
WEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99	704	319	723	313	570	873	673	117	218	261	164	628	40	144	164	94	133	144	443	505		
100%	49%	51%	51%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	68%	32%	32%	57%	43%	36%	64%	13%*	21%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	31%	32%		
Very good job	13	10	3	9	3	2	4	1	1	5	1	1	3	2	3	9	4	12	1	1	2	7	4	13	1	2	6	1	4	-	5	*		
1%	2%	1%	1%	3%	1%	1%	2%	*	*	4%	2%	1%	2%	1%	1%	2%	3%	*	*	*	1%	3%	1%	1%	1%	2%	7%	2%	-	1%	*			
Fairly good job	102	60	42	36	38	28	34	16	18	37	3	5	66	36	68	35	42	61	42	14	21	30	36	79	23	5	59	7	5	8	57	14		
10%	12%	12%	8%	12%	10%	8%	10%	6%	7%	25%	6%	6%	9%	11%	12%	8%	11%	9%	9%	9%	9%	12%	12%	2%	9%	4%	18%	8%	3%	8%	14%	4%		
Neither good nor bad job	290	130	130	94	82	85	72	66	59	35	4	24	184	76	148	112	111	149	38	67	50	86	212	33	22	105	26	10	40	112	47			
23%	25%	25%	30%	22%	24%		29%	24%	25%	1	24%	8%	26%	23%	25%	25%	9	30%	22%	24%	28%	20%	26%	23%	32%	17%	32%	33%	6%	40%	27%	14%		
Fairly bad job	250	123	128	62	106	83	69	56	54	39	13	13	173	78	156	94	92	159	26	64	55	83	228	16	31	86	13	31	30	109	89			
20%	24%	24%	20%	28%	24%	28%	28%	23%	23%	26%	27%	23%	24%	23%	23%	23%	23%	23%	24%	26%	23%	23%	27%	29%	16%	28%	22%	30%	30%	26%	27%			
Very bad job	125	159	165	62	116	146	62	99	77	29	27	30	214	111	166	159	85	239	59	69	83	84	301	20	65	49	24	105	17	97	168			
11%	31%	31%	20%	31%	42%	42%	20%	36%	33%	20%	54%	34%	30%	33%	28%	35%	23%	36%	37%	29%	33%	27%	33%	19%	52%	15%	30%	67%	17%	24%	53%			
Good job (NET)	116	70	46	45	41	30	28	17	19	42	4	6	78	38	77	39	54	62	14	23	37	40	92	24	7	66	7	9	8	62	14			
11%	14%	9%	14%	11%	9%	11%	11%	6%	8%	28%	8%	7%	11%	11%	13%	13%	14%	9%	9%	10%	10%	13%	13%	10%	13%	6%	20%	9%	6%	11%	4%			
Bad job (NET)	578	282	293	124	222	229	131	156	131	69	40	48	386	189	322	253	177	398	65	133	138	167	328	36	97	114	42	136	48	206	256			
53%	55%	55%	40%	50%	60%	60%	53%	57%	55%	46%	81%	54%	55%	56%	50%	50%	48%	58%	54%	54%	56%	55%	54%	58%	31%	76%	41%	32%	86%	46%	50%	78%		
Don't know	92	33	59	51	34	8	15	34	28	4	1	10	59	33	43	49	30	62	20	15	26	18	73	30	1	23	4	3	5	31	13			
9%	6%	11%	18%	9%	2%	6%	6%	12%	12%	2%	3%	12%	8%	10%	7%	11%	8%	9%	13%	6%	10%	6%	8%	10%	1%	7%	5%	2%	4%	7%	4%			

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

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



PUBLIC
24-089497-48 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSOS

Table 15

Q5 - Which party, if any, do you trust most to ...

Base: All adults aged 18-75 in Great Britain

	...manage Britain's economy?	...improve Britain's public services?
UNWEIGHTED BASE	1043	1043
WEIGHTED BASE	1043	1043
The Conservative Party	144 14%	101 10%
The Labour Party	136 13%	152 15%
Reform UK	176 17%	176 17%
The Liberal Democrats	79 8%	84 8%
The Green Party	101 10%	122 12%
The Scottish National Party	21 2%	24 2%
Plaid Cymru	1 *	1 *
Other	50 5%	50 5%
Don't know	336 32%	334 32%

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.



PUBLIC
24-09-2024-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSON

Table 16
Q5 1 - Which party, if any, do you trust most to...manage Britain's economy?

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region										Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic group	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave					
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)				
UNWEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	704	339	730	313	570	473	117	218	361	164	133	94	144	94	133	94	443	345						
WEIGHTED BASE	1000	515	528	154	391	351	246	272	237	140*	50*	80*	708	315	590	453	372	473	140*	238	252	112	90*	103*	127*	128	80*	137*	100*	416	350					
	100%	49%	51%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	68%	32%	57%	43%	30%	64%	13%*	23%	24%	30%	87%	10%*	12%*	11%	8%*	13%*	10%*	39%	32%					
The Conservative Party	144	73	71	34	47	63	22	57	27	29	4	5	94	51	91	53	48	96	16	33	40	96	49	119	18	14	9	31	50	63						
	14%	14%	13%	11%	13%	18%	9%	21%	11%	20%	8%	6%	13%	15%	15%	12%	13%	14%	20%	14%	16%	16%	13%	17%	62%	4%	11%	7%	3%	12%	10%					
The Labour Party	136	76	60	40	51	45	37	33	34	28	4	33	91	45	94	41	72	64	19	36	44	42	114	30	2	3	208	12	-	6	80					
	13%	15%	11%	13%	14%	13%	15%	12%	10%	19%	7%	10%	13%	13%	16%	9%	19%	19%	12%	11%	17%	13%	13%	20%	2%	33%	14%	-	6%	22%	5%					
Reform UK	176	95	81	36	61	79	46	40	47	12	13	19	122	54	69	107	40	136	29	41	47	40	158	8	18	33	-	93	9	19	127					
	17%	18%	15%	11%	16%	23%	19%	15%	20%	8%	26%	22%	17%	16%	12%	24%	11%	20%	18%	17%	19%	16%	17%	8%	14%	20%	-	59%	9%	3%	38%					
The Liberal Democrats	79	48	31	19	29	31	15	16	30	16	+	3	47	32	50	28	34	45	3	27	11	34	69	9	+	27	39	1	2	54	54					
	8%	9%	6%	6%	8%	9%	6%	6%	12%	10%	1%	2%	7%	9%	9%	6%	9%	7%	2%	12%	4%	21%	4%	8%	40%	+	+	2%	2%	23%	4%					
The Green Party	101	49	53	17	27	18	25	20	23	24	7	3	34	27	71	30	43	58	16	20	27	28	85	11	2	38	3	-	38	43	7					
	10%	9%	10%	18%	7%	5%	10%	7%	10%	16%	13%	4%	11%	8%	12%	7%	12%	9%	10%	9%	11%	9%	9%	10%	2%	12%	4%	-	17%	11%	2%					
The Scottish National Party	31	10	11	7	7	7	-	-	-	-	-	21	11	10	30	11	8	13	5	6	4	5	21	-	-	+	-	-	19	15	3					
	2%	2%	2%	2%	2%	2%	-	-	-	-	-	23%	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	-	-	+	-	-	18%	4%	1%					
Plaid Cymru	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	+	+	-	1	-	-	-	-	-	1	1	-				
	+	-	+	-	+	-	-	-	-	-	2%	-	-	+	-	+	-	+	-	-	+	+	-	+	-	-	-	-	-	1%	-	-				
Other	60	29	31	25	36	30	8	28	6	9	2	2	36	14	26	24	11	30	14	8	8	44	6	3	7	+	20	8	10	9						
	5%	6%	4%	8%	4%	3%	3%	9%	3%	6%	4%	2%	5%	4%	4%	5%	3%	6%	9%	6%	3%	3%	5%	5%	3%	1%	2%	1%	13%	8%	5%	3%				
Don't know	336	136	200	98	140	98	93	84	81	32	20	26	232	103	177	159	115	221	35	69	71	96	294	31	24	100	16	32	15	120	62					
	32%	26%	38%	31%	37%	28%	38%	31%	34%	21%	40%	30%	33%	31%	30%	35%	31%	33%	35%	29%	28%	31%	33%	31%	19%	30%	20%	21%	14%	29%	28%					

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

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



PUBLIC
24-09-2024-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSO5

Table 17
Q5 2 - Which party, if any, do you trust most to...improve Britain's public services?

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region										Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic group	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave					
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)				
UNWEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	704	339	730	313	570	473	117	218	361	364	133	94	144	164	144	133	94	443	105					
WEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	704	339	730	313	570	473	117	218	361	364	133	94	144	164	144	133	94	443	105					
100%	100%	49%	51%	30%	30%	34%	24%	26%	23%	14%*	1%*	8%*	68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	12%*	10%*	11%*	10%*	31%	32%					
The Conservative Party	101	52	49	24	36	40	30	45	35	23	3	3	65	36	56	45	33	68	13	19	30	35	84	17	40	12	5	8	1	40	41					
100%	100%	9%	9%	8%	10%	11%	4%	17%	6%	16%	7%	4%	9%	11%	9%	10%	9%	10%	8%	12%	11%	9%	16%	47%	4%	6%	4%	1%	30%	12%						
The Labour Party	152	88	64	49	52	52	41	34	34	31	3	11	105	48	104	49	78	74	17	34	49	42	138	24	5	121	8	3	6	90	34					
100%	100%	17%	12%	15%	14%	15%	17%	12%	14%	21%	6%	12%	15%	14%	18%	11%	21%	11%	30%	14%	19%	14%	14%	22%	4%	37%	11%	2%	6%	22%	7%					
Reform UK	176	96	80	30	61	85	40	53	40	13	12	17	123	53	88	108	37	139	38	33	49	45	164	7	21	27	1	96	3	28	119					
100%	100%	19%	15%	10%	16%	24%	16%	20%	17%	9%	24%	19%	17%	16%	12%	24%	10%	23%	24%	14%	20%	14%	18%	7%	18%	8%	1%	61%	3%	7%	36%					
The Liberal Democrats	84	50	34	18	28	38	25	17	27	10	2	3	59	25	54	30	37	47	6	18	10	45	71	7	6	26	34	3	10	56	25					
100%	100%	10%	6%	6%	7%	11%	10%	6%	12%	7%	4%	2%	8%	8%	9%	7%	10%	7%	4%	9%	4%	24%	4%	6%	3%	8%	44%	2%	10%	24%	8%					
The Green Party	122	54	68	72	30	20	30	21	27	27	7	8	81	40	81	41	53	69	17	28	33	32	101	15	2	51	8	+	39	53	8					
100%	100%	13%	13%	23%	8%	6%	12%	8%	12%	18%	14%	9%	12%	12%	14%	9%	14%	10%	11%	13%	13%	10%	11%	14%	2%	11%	11%	+	39%	13%	2%					
The Scottish National Party	34	12	11	7	9	8	-	-	-	-	-	34	13	10	10	13	9	15	5	6	5	7	24	-	-	+	-	-	21	17	3					
100%	100%	2%	2%	2%	2%	2%	-	-	-	-	-	26%	2%	3%	2%	3%	2%	2%	3%	2%	2%	2%	3%	-	-	+	-	-	21%	4%	1%					
Plaid Cymru	1	-	1	-	1	-	-	-	-	-	1	-	1	-	1	-	1	-	-	+	+	-	1	-	-	-	-	-	-	1	-					
100%	100%	+	+	-	+	-	-	-	-	-	2%	-	+	-	+	-	+	-	-	+	+	-	+	-	-	-	-	-	-	1%	+	-				
Other	90	34	46	31	12	6	30	18	9	12	-	2	30	22	33	17	14	36	4	23	5	11	38	9	2	9	1	12	8	12	6					
100%	100%	7%	3%	10%	3%	2%	4%	7%	4%	8%	-	2%	4%	6%	6%	4%	4%	5%	3%	10%	2%	4%	4%	9%	2%	3%	1%	8%	8%	3%	2%					
Don't know	334	130	204	83	149	102	90	84	84	34	21	21	232	101	184	150	110	223	57	77	71	93	295	25	31	83	22	36	12	112	105					
100%	100%	25%	39%	20%	33%	23%	17%	31%	36%	23%	42%	24%	33%	30%	31%	33%	30%	33%	36%	32%	28%	30%	33%	24%	24%	20%	28%	23%	12%	27%	32%					

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

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



PUBLIC
24-089497-48 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSOS

Table 18

Q6 - From what you may have seen, read or heard about the Autumn Budget, would you say it makes you feel more reassured or concerned, if either, about the following?

Base: All adults aged 18-75 in Great Britain

	Britain's economy	Your own financial circumstances	Britain's public services	British Businesses
UNWEIGHTED BASE	1043	1043	1043	1043
WEIGHTED BASE	1043	1043	1043	1043
Much more reassured	21 2%	27 3%	31 3%	21 2%
A bit more reassured	96 9%	75 7%	122 12%	107 10%
Neither more reassured, nor more concerned	228 22%	292 28%	272 26%	263 25%
A bit more concerned	258 25%	297 29%	274 26%	255 24%
Much more concerned	321 31%	256 25%	206 20%	260 25%
Reassured (NET)	117 11%	102 10%	153 15%	127 12%
Concerned (NET)	579 56%	553 53%	480 46%	516 49%
Don't know	53 5%	40 4%	69 7%	72 7%
I haven't heard / seen anything about the Autumn Budget	66 6%	56 5%	69 7%	65 6%

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



PUBLIC
24-09-2025-08- POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSO5

Table 13
Q6 1 - From what you may have seen, read or heard about the Autumn Budget, would you say it makes you feel more reassured or concerned, if either, about the following? Britain's economy

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote							EU Ref Vote	
	Man		Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland		Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave		
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)		
UNWEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	704	319	730	313	570	873	117	218	364	364	364	928	90	144	354	54	133	94	483	315		
WEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	704	319	730	313	570	873	117	218	364	364	364	928	90	144	354	54	133	94	483	315		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Much more reassured	21	13	8	13	3	5	6	3	8	4	1	4	35	6	13	8	10	11	5	5	6	4	18	2	4	7	2	-	-	-	7	3		
A bit more reassured	26	2%	2%	4%	1%	1%	2%	1%	3%	2%	2%	4	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	1%	2%	2%	3%	2%	2%	2%	-	2%	3%		
Neither more reassured, nor more concerned	96	66	30	32	28	37	31	20	22	17	1	6	65	35	68	28	53	43	10	15	33	35	85	30	8	58	10	6	3	48	38			
	9%	13%	6%	10%	7%	10%	13%	7%	9%	11%	2%	6%	9%	9%	12%	6%	14%	6%	6%	6%	13%	11%	9%	10%	6%	18%	12%	4%	3%	12%	12%			
A bit more concerned	228	114	114	77	83	68	57	41	55	40	9	27	155	73	136	92	93	135	27	58	40	82	206	16	18	91	25	15	32	115	47			
	22%	22%	22%	25%	22%	19%	23%	15%	23%	27%	18%	30%	22%	22%	23%	20%	25%	20%	17%	24%	16%	26%	23%	16%	14%	28%	15%	10%	32%	28%	14%			
Much more concerned	321	148	173	58	125	137	73	85	63	48	21	30	206	115	166	155	92	228	46	75	81	96	274	41	52	73	22	86	17	105	153			
	31%	29%	33%	19%	31%	39%	30%	31%	27%	32%	42%	34%	29%	34%	28%	34%	23%	34%	29%	11%	32%	31%	30%	41%	22%	27%	55%	17%	26%	46%	29%			
Reassured (NET)	117	78	39	44	31	42	37	22	39	20	2	6	81	36	81	36	63	54	15	20	39	39	103	12	12	65	12	6	3	55	21			
	11%	15%	7%	14%	8%	12%	15%	8%	12%	14%	4%	7%	11%	11%	14%	8%	17%	8%	10%	8%	15%	13%	11%	12%	10%	20%	15%	4%	3%	13%	6%			
Concerned (NET)	579	272	307	134	226	219	123	173	124	77	32	51	397	182	317	262	182	397	82	133	147	170	500	62	90	86	41	121	47	209	239			
	56%	53%	58%	43%	60%	62%	50%	64%	52%	51%	63%	57%	56%	54%	58%	54%	58%	49%	59%	52%	56%	58%	55%	55%	60%	71%	40%	52%	77%	47%	51%	73%		
Don't know	53	19	35	22	18	14	19	10	11	5	5	3	38	16	25	28	17	36	14	13	9	12	47	4	4	13	-	7	13	11	11			
	5%	4%	7%	7%	5%	4%	8%	4%	5%	3%	9%	3%	5%	5%	4%	6%	5%	5%	9%	6%	4%	4%	5%	4%	3%	4%	-	5%	13%	3%	3%			
I haven't heard / seen anything about the Autumn Budget	66	32	34	36	20	9	10	25	18	7	3	3	37	29	30	35	17	49	20	14	18	9	50	8	3	13	2	7	5	21	11			
	6%	6%	6%	12%	5%	3%	4%	9%	7%	5%	6%	3%	5%	9%	5%	8%	5%	7%	13%	6%	7%	3%	6%	8%	2%	4%	2%	5%	5%	5%	5%	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 - x/y/z/ABC - D/E
Overlap formulae used. * small base

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



Table 20

Q5 - 2 - From what you may have seen, read or heard about the Autumn Budget, would you say it makes you feel more reassured or concerned, if either, about the following? Your own financial circumstances

Base: All adults aged 18-75 in Great Britain

Table 20

Q5 - 2 - From what you may have seen, read or heard about the Autumn Budget, would you say it makes you feel more reassured or concerned, if either, about the following? Your own financial circumstances

Base: All adults aged 18-75 in Great Britain

Table 20

Q5 - 2 - From what you may have seen, read or heard about the Autumn Budget, would you say it makes you feel more reassured or concerned, if either, about the following? Your own financial circumstances

Base: All adults aged 18-75 in Great Britain

Table 20

Q5 - 2 - From what you may have seen, read or heard about the Autumn Budget, would you say it makes you feel more reassured or concerned, if either, about the following? Your own financial circumstances

Base: All adults aged 18-75 in Great Britain



PUBLIC
24-09-27-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSON

Table 21
Q6 1 - From what you may have seen, read or heard about the Autumn Budget, would you say it makes you feel more reassured or concerned, if either, about the following? Britain's public services

Base: All adults aged 18-75 in Great Britain

	Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)
	UNWEIGHTED BASE	1043	935	108	152	444	256	268	253	120	47	99	764	319	730	313	570	873	117	218	261	164	928	164	144	164	94	133	94	483	115
WEIGHTED BASE	1043	935	133	139	351	246	222	237	149*	107*	897*	708	345	580	453	372	873	1167*	218	252	112	908	1017*	1277*	128	897*	137*	1007*	416	240	
100%	49%	51%	30%	30%	14%	24%	26%	23%	14%*	15%*	8%*	68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	11%*	10%*	39%	32%	
Much more reassured	31	19	12	21	7	3	3	3	5	1	-	22	9	16	15	13	18	11	4	12	5	27	4	1	20	-	3	-	8	4	
3%	4%	2%	7%	2%	1%	8%	1%	1%	3%	2%	-	3%	3%	3%	3%	3%	3%	7%	1%	5%	2%	3%	4%	1%	-	-	-	-	2%	3%	
A bit more reassured	122	71	51	49	35	28	27	32	29	3	9	86	35	84	38	57	65	7	35	32	46	208	12	12	62	13	8	12	64	19	
12%	14%	10%	16%	16%	11%	9%	12%	11%	19%	0%	10%	12%	11%	14%	8%	15%	10%	5%	14%	13%	15%	12%	13%	10%	18%	16%	9%	12%	16%	6%	
Neither more reassured, nor more concerned	272	128	144	58	112	103	65	61	78	37	10	22	188	84	174	98	113	159	35	61	60	90	248	21	32	88	8	43	18	23	72
20%	25%	27%	18%	30%	29%	27%	22%	33%	25%	19%	25%	27%	25%	30%	22%	30%	24%	22%	25%	24%	29%	27%	20%	25%	30%	54%	12%	23%	32%	22%	
A bit more concerned	274	147	127	90	86	98	75	89	51	41	13	24	177	95	0	143	75	159	33	67	65	84	228	30	8	8	vABC	53	37	90	124
24%	28%	24%	20%	23%	28%	31%	25%	22%	27%	27%	27%	25%	29%	25%	32%	20%	30%	21%	28%	26%	27%	25%	32%	29%	21%	12%	34%	37%	22%	12%	
Much more concerned	206	104	102	27	96	83	42	58	46	26	15	19	155	52	123	84	70	135	33	44	48	65	182	22	38	48	10	vA	vA	75	10
20%	20%	19%	9%	23%	24%	17%	21%	19%	17%	31%	21%	22%	15%	21%	18%	19%	20%	21%	18%	19%	21%	20%	21%	30%	15%	13%	34%	13%	18%	30%	30%
Reassured (NET)	153	91	62	70	42	41	41	35	30	34	4	9	108	44	100	53	69	83	18	38	43	51	135	17	14	80	13	11	12	72	23
15%	18%	12%	22%	11%	12%	17%	13%	13%	23%	8%	10%	12%	13%	17%	12%	14%	12%	11%	16%	17%	16%	15%	18%	11%	18%	24%	16%	7%	12%	18%	7%
Concerned (NET)	480	251	230	118	182	183	117	128	98	67	29	43	332	148	254	227	145	335	66	111	113	149	409	54	75	118	20	108	50	166	204
48%	49%	44%	38%	48%	51%	48%	47%	41%	45%	48%	47%	48%	47%	48%	50%	39%	50%	42%	47%	45%	48%	45%	53%	59%	30%	75%	67%	69%	40%	62%	
Don't know	69	13	56	28	21	18	12	24	14	5	2	11	39	30	30	39	26	43	18	16	17	11	61	2	3	20	2	14	11	21	20
7%	2%	11%	9%	6%	5%	5%	9%	6%	4%	4%	12%	6%	9%	5%	9%	7%	6%	12%	7%	7%	3%	7%	2%	3%	6%	3%	9%	11%	5%	6%	
I haven't heard / seen anything about the Autumn Budget	69	33	37	40	21	8	10	25	18	7	6	4	40	29	32	37	19	50	21	13	18	11	52	9	3	13	2	7	5	19	11
7%	6%	7%	13%	6%	2%	4%	9%	7%	4%	11%	4%	6%	9%	5%	8%	5%	7%	13%	5%	7%	4%	6%	9%	2%	4%	2%	5%	5%	5%	3%	3%

Proportions/Means: Columns Tested (3% risk level) - a/b - c/d/e - U/a/b/c/d/a - U/m - n/o - p/q - r/s/t/u - v/w - x/y/z/BC - D/E
Overlap formulae used. * small base

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



Table 22
C6 - From what you may have seen, read or heard about the Autumn Budget, would you say it makes you feel more reassured or concerned, if either, about the following? British Businesses

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave		
		(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	
UNWEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99	704	339	730	313	570	473	117	218	361	364	628	414	34	144	164	54	133	94	483	565	
WEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99	704	339	730	313	570	473	117	218	361	364	628	414	34	144	164	54	133	94	483	565	
100%	100%	49%	51%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	12%	8%	11%*	10%*	31%	32%	32%	
Much more reassured	21	14	7	56	2	3	11	3	4	2	-	-	21	-	11	10	11	30	4	3	7	7	16	-	2	5	1	4	-	2	4		
	2%	3%	1%	10%	1%	1%	4%	1%	2%	2%	-	-	3%	-	2%	2%	3%	1%	3%	1%	3%	2%	2%	-	2%	1%	3%	-	1%	1%	3%		
A bit more reassured	107	62	45	48	29	36	35	24	15	25	2	5	78	28	59	47	49	58	19	21	28	36	86	35	5	63	8	10	10	56	59		
	10%	12%	9%	15%	8%	9%	14%	9%	6%	17%	5%	6%	11%	8%	10%	10%	13%	9%	12%	9%	11%	12%	9%	14%	4%	10%	10%	6%	10%	14%	6%		
Neither more reassured, nor more concerned	263	134	129	75	102	85	57	56	63	43	16	27	171	92	151	111	104	159	33	60	59	82	232	28	22	88	25	17	32	126	58		
	25%	26%	24%	24%	27%	24%	23%	21%	27%	20%	32%	32%	24%	27%	26%	25%	28%	24%	21%	25%	23%	26%	26%	28%	17%	30%	32%	11%	32%	31%	18%		
A bit more concerned	255	118	137	61	99	96	53	69	63	40	7	24	172	83	159	96	89	156	39	63	59	84	235	22	37	79	25	24	24	109	63		
	24%	23%	26%	19%	26%	27%	22%	26%	26%	27%	14%	27%	24%	23%	27%	23%	24%	23%	19%	26%	23%	27%	25%	22%	29%	24%	32%	24%	24%	27%	25%		
Much more concerned	260	132	128	51	111	99	51	79	61	31	19	20	190	70	144	117	80	180	32	62	68	82	229	25	54	53	17	20	11	81	135		
	25%	26%	24%	16%	29%	28%	21%	29%	26%	21%	38%	22%	27%	21%	24%	23%	27%	23%	20%	26%	27%	26%	25%	25%	43%	16%	21%	46%	13%	20%	45%		
Reassured (NET)	127	75	52	64	39	39	46	28	19	28	2	5	99	28	70	57	60	68	23	24	35	43	102	35	8	68	9	14	10	58	24		
	12%	15%	10%	20%	8%	9%	19%	10%	8%	18%	5%	6%	14%	8%	12%	13%	16%	10%	15%	10%	14%	14%	11%	14%	6%	21%	11%	9%	10%	14%	7%		
Concerned (NET)	516	250	265	111	210	194	104	148	124	71	26	44	362	154	303	213	86	346	63	125	127	167	455	48	91	182	42	108	37	190	218		
	49%	49%	50%	36%	53%	53%	42%	54%	52%	47%	52%	49%	51%	46%	51%	47%	45%	52%	40%	52%	50%	54%	50%	47%	72%	40%	53%	69%	37%	46%	66%		
Don't know	72	24	48	26	18	28	30	18	12	3	2	8	38	14	32	41	23	49	17	18	15	10	66	3	5	16	2	13	14	17	59		
	7%	5%	9%	8%	5%	8%	12%	7%	5%	2%	4%	8%	5%	10%	5%	9%	6%	7%	11%	8%	8%	3%	7%	3%	4%	5%	3%	8%	14%	4%	6%		
I haven't heard / seen anything about the Autumn Budget	65	32	34	36	18	10	9	22	19	5	4	5	38	28	34	31	16	49	22	11	16	10	50	8	1	14	2	5	7	19	11		
	6%	6%	6%	12%	5%	3%	4%	8%	8%	4%	9%	6%	5%	8%	6%	7%	4%	7%	14%	5%	6%	3%	5%	8%	1%	4%	2%	3%	7%	5%	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 - x/y/z/BC - D/E
Overlap formulae used. * small base

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



Table 23
Q7 - Which of the following best represents your view about the current level of taxation and government spending on public services and benefits?

Base: All adults aged 18-75 in Great Britain

	Gender			Age					Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL	Man (n)	Woman (n)	18-34 (n)	35-54 (n)	55-75 (n)	North (n)	Midlands (n)	South (n)	Greater London (n)	Wales (n)	Scotland (n)	Working (n)	Not working (n)	ABC1 (n)	C2DE (n)	Graduates (n)	Non-Graduates (n)	Up to £19999 (n)	£20000-£34999 (n)	£35000-£49999 (n)	£50000+ (n)	White ethnic group (n)	Minority ethnic groups (n)	Cons (n)	Lab (n)	Lib Dems (n)	Reform UK (n)	Other party (n)	Remain (n)	Leave (n)				
UNWEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	87	99	704	339	730	313	570	473	117	218	261	164	928	115	54	144	154	94	483	561					
WEIGHTED BASE	1043	515	528	152	394	351	246	222	237	149*	107*	89*	706	341	580	463	572	471	116*	218	252	112	906	107*	127*	128	87*	137*	107*	416	626				
100%	100%	49%	51%	30%	30%	34%	24%	26%	23%	14%*	1%*	8%*	68%	32%	57%	43%	36%	64%	35%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	39%	61%				
The government is not spending enough on public services and benefits	233	111	122	89	79	66	50	60	47	35	14	26	153	80	142	91	87	146	52	53	47	59	206	16	12	92	19	20	43	117	39				
	22%	23%	23%	28%	21%	19%	21%	22%	20%	24%	28%	29%	22%	24%	24%	20%	23%	22%	33%	22%	19%	19%	23%	36%	10%	28%	24%	13%	43%	29%	12%				
The government is increasing taxes too much	524	277	246	159	208	177	127	139	121	70	28	39	364	159	291	232	173	351	63	125	123	163	453	58	87	180	36	100	31	168	217				
	50%	54%	47%	44%	53%	50%	52%	51%	52%	47%	57%	44%	51%	48%	49%	51%	47%	52%	40%	52%	53%	52%	50%	57%	69%	40%	46%	63%	33%	41%	66%				
The government has got the balance about right	113	64	49	33	36	44	30	23	28	24	2	6	84	29	72	41	56	57	7	23	32	47	96	9	6	61	11	14	9	62	26				
	11%	12%	9%	10%	10%	13%	12%	8%	12%	16%	3%	7%	12%	9%	12%	9%	15%	8%	5%	10%	13%	15%	11%	9%	5%	19%	14%	9%	9%	15%	8%				
None of these	88	38	51	29	24	36	17	25	21	14	2	9	49	39	43	45	36	62	20	22	18	23	70	15	19	20	6	15	10	36	23				
	8%	7%	10%	9%	6%	10%	7%	9%	9%	5%	10%	11%	7%	12%	7%	10%	7%	9%	13%	9%	7%	7%	8%	15%	15%	6%	7%	9%	10%	9%	7%				
Don't know	85	25	60	25	31	29	21	25	19	7	4	9	57	28	42	43	29	56	15	15	21	19	79	3	3	24	7	9	5	28	24				
	8%	5%	11%	8%	8%	8%	9%	9%	8%	5%	7%	10%	8%	8%	7%	10%	8%	8%	9%	6%	8%	6%	9%	3%	2%	7%	8%	6%	5%	7%	7%				

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 - x/y/z/ABC - D/E
Overlap formulae used. * small base

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



PUBLIC
24-089497-48 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSOS

Table 24
Q8 - How much, if anything, have you seen or heard about each of these announcements?

Base: All adults aged 18-75 in Great Britain

	National Insurance and income tax thresholds being frozen for an extra three years from 2028	Capping the amount under-65s can put into cash ISAs at £12,000 a year	Lifting the two-child benefit cap from April 2026	Increasing the level of the national minimum wage for over-21s from £12.21 to £12.71 per hour and for 18-20 year olds from £10 to £10.85 per hour	Basic and new state pension payments going up by 4.8% from April 2026, above the current rate of inflation	Introducing a new electric vehicle mileage tax from April 2028 (at 3p per mile for battery electric cars and 1.5p for plug-in hybrid cars).	Freezing fuel duty at its current rate until September 2026, after which it will increase by inflation	Introducing a council tax surcharge for properties in England worth more than £2m of £2,500 a year, rising to £7,500 a year for properties worth more than £5m	Freezing regulated rail fares for journeys in England for the next year	Premium cars being excluded from the Motability scheme, which allows people on certain disability benefits to lease vehicles more cheaply	People paying into their pension pot under salary sacrifice schemes starting to pay National Insurance tax on contributions above £2,000 a year from 2029	Basic and higher tax rates on property, saving and dividend income increasing by 2 percentage points	Expanding the Soft Drinks Industry Levy, also known as the 'Sugar Tax' to apply to drinks with 4.5g sugar per 100ml and to packaged milkbased drinks	Giving English regional mayors the power to charge tourists a tax for staying overnight in their towns and cities	Increasing gambling taxes such as the tax on profits made by online casinos being raised from 21% to 40% and duty on online betting increasing from 15% to 25% (except for horse racing)	Cutting £150 from the average household energy bill over the next year	Freezing the NHS prescription charge in England (for those who pay it) at £9.90 for the next year
UNWEIGHTED BASE	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043
WEIGHTED BASE	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043
A great deal about this announcement	235	221	339	232	126	206	101	180	148	143	157	141	160	88	125	122	127
	23%	21%	32%	22%	12%	20%	10%	17%	14%	14%	15%	14%	15%	8%	12%	12%	12%
A fair amount about this announcement	417	344	403	465	402	399	361	372	358	326	321	303	409	314	278	319	300
	40%	33%	39%	45%	39%	38%	35%	36%	34%	31%	31%	29%	39%	30%	27%	31%	29%
Not very much about this announcement	212	224	181	191	276	231	305	234	245	248	290	309	221	273	300	304	296
	20%	21%	17%	18%	26%	22%	29%	22%	23%	24%	28%	30%	21%	26%	29%	29%	28%
Nothing about this announcement	139	210	98	119	207	168	241	207	248	284	235	243	213	332	291	262	286
	13%	20%	9%	11%	20%	16%	23%	20%	24%	27%	23%	23%	20%	32%	28%	25%	27%
A great deal about this announcement/ A fair amount about this announcement (NET)	653	564	742	697	528	605	462	552	506	470	479	445	569	402	403	441	427
	63%	54%	71%	67%	51%	58%	44%	53%	48%	45%	46%	43%	55%	39%	39%	42%	41%
Not very much about this announcement/ Nothing about this announcement (NET)	351	434	279	310	484	399	545	441	492	532	526	552	435	605	590	566	583
	34%	42%	27%	30%	46%	38%	52%	42%	47%	51%	50%	53%	42%	58%	57%	54%	56%
Don't know	39	44	23	36	31	39	36	50	45	42	39	46	40	36	50	36	34
	4%	4%	2%	3%	3%	4%	3%	5%	4%	4%	4%	4%	4%	3%	5%	3%	3%

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
Q8 - How much, if any/time, have you seen or heard about each of these announcements? National Insurance and income tax thresholds below frozen for an extra three years from 2028. Incline more people into paying higher tax bands as their income increases

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic	Minority ethnic	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave		
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)											(l)	(m)								(n)	(o)
UNWEIGHTED BASE	1043	515	528	152	378	351	245	272	237	140*	50*	80*	671	708	135	590	453	172	671	158*	238	232	133	905	105*	127*	118	80*	153*	117*	417	181	
100%	49%	50%	50%	30%	33%	33%	24%	27%	23%	14%*	15%*	8%*	68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	39%	32%		
A great deal about this announcement	235	150	86	49	80	105	63	46	64	34	13	14	172	63	155	80	108	128	16	53	63	89	209	16	42	70	31	40	19	86	101		
23%	29%	16%	16%	21%	30%	26%	17%	19%	27%	23%	16%	16%	24%	19%	26%	18%	29%	19%	10%	22%	25%	28%	23%	16%	33%	21%	39%	25%	19%	21%	31%		
A fair amount about this announcement	417	208	210	123	152	142	93	111	93	74	14	32	287	131	255	162	159	259	42	94	98	142	350	56	42	174	31	46	33	186	115		
40%	40%	40%	39%	40%	40%	38%	41%	39%	40%	28%	36%	36%	41%	39%	43%	36%	43%	39%	27%	40%	39%	45%	39%	55%	34%	53%	38%	30%	33%	45%	35%		
Not very much about this announcement	222	86	126	60	84	68	38	79	36	24	8	28	141	71	93	118	60	151	52	41	54	55	199	12	37	47	11	42	21	84	78		
20%	17%	24%	19%	22%	19%	15%	29%	15%	16%	16%	31%	19%	20%	21%	16%	26%	16%	23%	33%	17%	21%	18%	22%	12%	20%	14%	14%	27%	21%	21%	24%		
Nothing about this announcement	139	53	86	60	49	30	35	32	37	10	12	13	82	58	72	67	37	102	41	43	24	22	120	8	2	32	6	21	17	45	34		
13%	10%	16%	19%	13%	8%	14%	14%	12%	16%	6%	24%	14%	12%	17%	12%	15%	10%	15%	26%	18%	10%	7%	13%	8%	2%	10%	7%	13%	17%	11%	7%		
A great deal about this announcement/ A fair amount about this announcement (NET)	653	358	295	173	233	247	156	158	158	108	27	47	459	194	410	242	266	386	59	147	162	230	558	73	85	244	62	86	52	273	216		
63%	69%	56%	55%	62%	70%	64%	58%	67%	73%	54%	52%	63%	63%	58%	70%	53%	72%	58%	37%	62%	64%	74%	62%	71%	67%	74%	78%	55%	52%	66%	66%		
Not very much about this announcement/ Nothing about this announcement (NET)	351	139	212	120	133	98	73	111	73	33	20	41	222	129	165	186	97	253	93	84	78	77	319	21	39	79	17	63	39	129	103		
34%	27%	40%	38%	35%	28%	30%	41%	31%	22%	40%	46%	46%	31%	38%	28%	41%	26%	38%	59%	35%	31%	25%	35%	20%	31%	24%	22%	40%	39%	31%	31%		
Don't know	89	18	21	21	13	6	17	4	6	8	3	2	26	13	14	25	8	31	6	7	12	5	28	9	3	5	1	8	9	11	11		
4%	4%	4%	7%	3%	2%	7%	2%	2%	5%	6%	2%	4%	4%	4%	2%	6%	2%	5%	4%	3%	3%	2%	3%	9%	2%	2%	1%	5%	9%	2%	3%		

Proportions/Means: Columns Tested (3% risk level) - a/b - c/d/e - Ua/b/U/d/e - U/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B/C - D/E
Overlap formulae used. * small base

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



PUBLIC
24-089497-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSO5

Table 28
Q8 2 - How much, if any/time, have you seen or heard about each of these announcements? Cassini the amount under £5k can not into cash (5A) at £12,000 a year, down from £20,000 (with the rest of the allowance reserved for investments)

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£39999	£35000-£54999	£55000+	White ethnic	Minority ethnic	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave		
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)											(l)	(m)								(n)	(o)
UNWEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	764	319	730	313	570	873	117	218	261	164	928	90	144	144	144	144	144	144	144	144	
WEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	764	319	730	313	570	873	117	218	261	164	928	90	144	144	144	144	144	144	144	144	
100%	100%	49%	51%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	31%	32%		
A great deal about this announcement	221	115	106	61	81	78	47	61	51	46	6	10	155	66	150	70	82	139	16	54	63	71	195	20	37	65	18	45	7	77	86		
	21%	22%	20%	19%	22%	22%	19%	22%	21%	31%	13%	12%	22%	20%	25%	16%	22%	21%	30%	23%	25%	23%	22%	19%	30%	20%	22%	29%	7%	19%	26%		
A fair amount about this announcement	344	188	156	67	130	147	72	93	78	57	17	28	237	106	220	123	140	204	50	63	76	128	302	32	42	135	33	44	30	156	114		
	33%	36%	29%	21%	34%	42%	29%	34%	33%	38%	33%	32%	34%	32%	37%	27%	38%	30%	32%	26%	30%	41%	33%	31%	33%	41%	41%	28%	30%	38%	35%		
Not very much about this announcement	224	119	105	84	74	65	52	60	49	19	12	32	163	61	105	119	84	140	23	65	62	61	188	25	28	60	15	27	26	97	56		
	21%	23%	20%	27%	30%	19%	21%	22%	21%	13%	24%	36%	19%	23%	18%	26%	22%	21%	15%	27%	25%	30%	21%	34%	22%	18%	18%	17%	26%	24%	17%		
Nothing about this announcement	210	73	138	83	74	54	55	50	52	21	14	17	123	87	100	110	57	353	61	48	35	45	185	19	15	61	14	36	26	69	63		
	20%	14%	26%	26%	19%	15%	23%	18%	22%	14%	29%	19%	17%	26%	17%	24%	15%	23%	39%	20%	14%	15%	20%	19%	12%	19%	18%	23%	26%	17%	19%		
A great deal about this announcement/ A fair amount about this announcement (NET)	564	303	261	128	211	225	119	154	128	103	23	38	392	172	371	194	222	343	66	117	138	199	497	51	79	201	50	89	37	233	200		
	54%	59%	49%	41%	56%	64%	48%	57%	54%	69%	46%	43%	55%	51%	63%	43%	60%	51%	42%	49%	55%	64%	55%	50%	62%	61%	63%	56%	37%	57%	61%		
Not very much about this announcement/ Nothing about this announcement (NET)	434	192	243	167	148	119	108	110	101	40	26	49	286	149	206	229	141	294	84	112	97	106	373	44	42	121	29	63	52	166	119		
	42%	37%	46%	53%	39%	34%	44%	40%	43%	27%	53%	55%	40%	44%	35%	51%	38%	44%	53%	47%	38%	34%	41%	43%	33%	37%	36%	40%	52%	40%	36%		
Don't know	44	20	24	19	19	7	19	8	8	7	1	1	30	14	14	31	10	35	7	9	17	6	35	7	5	7	1	6	11	11	11		
	4%	4%	5%	6%	5%	2%	8%	3%	3%	5%	1%	3%	4%	4%	2%	7%	3%	5%	5%	4%	7%	2%	4%	7%	4%	2%	1%	4%	11%	3%	3%		

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

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



Table 27
CS 1 - How much, if anything, have you seen or heard each of these announcements? Ufthe two-child benefit cas from April 2026, so parents can claim benefits for all their children as opposed to the previous maximum of two children

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave		
UNWEIGHTED BASE	1043	515	528	154	411	444	256	268	253	120	47	99	704	339	730	313	570	473	117	218	361	164	928	119	144	164	94	133	94	483	565		
WEIGHTED BASE	1043	515	528	154	411	444	256	268	253	120	47	99	704	339	730	313	570	473	117	218	361	164	928	119	144	164	94	133	94	483	565		
100%	100%	49%	51%	30%	30%	34%	24%	26%	23%	14%*	1%*	8%*	68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	12%*	8%*	13%*	10%*	31%	32%		
A great deal about this announcement	339	191	148	77	137	125	73	91	78	59	14	24	240	99	214	125	129	210	30	77	82	133	298	30	43	111	33	64	24	136	137		
	32%	37%	28%	25%	38%	38%	30%	33%	33%	39%	29%	27%	34%	30%	36%	27%	35%	31%	19%	32%	43%	43%	33%	29%	34%	34%	41%	41%	24%	34%	42%		
A fair amount about this announcement	403	196	207	107	154	142	98	97	90	63	15	40	277	126	238	165	151	251	55	85	108	121	345	44	52	140	26	51	39	162	123		
	39%	38%	39%	34%	41%	40%	40%	36%	38%	42%	30%	45%	39%	37%	40%	36%	41%	37%	35%	36%	43%	39%	38%	43%	41%	43%	32%	32%	39%	39%	37%		
Not very much about this announcement	181	82	99	73	46	61	40	57	41	17	8	17	124	57	85	95	64	116	36	45	42	40	164	12	21	47	14	27	27	79	44		
	17%	16%	19%	23%	12%	17%	16%	21%	17%	11%	15%	18%	17%	17%	14%	21%	17%	17%	23%	19%	17%	13%	18%	12%	17%	14%	17%	17%	27%	19%	13%		
Nothing about this announcement	98	39	59	46	35	17	25	22	26	5	13	8	53	45	44	54	21	77	30	28	17	13	81	10	6	28	8	12	10	30	19		
	9%	8%	11%	15%	9%	5%	10%	8%	11%	3%	23%	8%	7%	14%	7%	12%	6%	12%	19%	12%	7%	4%	9%	10%	5%	9%	10%	7%	10%	7%	6%		
A great deal about this announcement/ A fair amount about this announcement (NET)	742	387	355	184	280	267	172	188	168	122	29	64	517	225	452	290	280	461	85	161	189	255	643	74	96	251	58	115	63	298	260		
	71%	75%	67%	59%	77%	76%	70%	69%	71%	82%	58%	72%	73%	67%	77%	64%	75%	69%	54%	68%	75%	82%	71%	73%	76%	76%	73%	73%	63%	73%	79%		
Not very much about this announcement/ Nothing about this announcement (NET)	279	121	158	119	81	79	65	80	67	22	20	25	176	102	130	149	85	194	66	73	58	53	245	23	27	76	21	38	37	108	63		
	27%	23%	30%	38%	21%	22%	20%	29%	28%	15%	41%	28%	25%	30%	22%	33%	23%	29%	42%	31%	24%	17%	27%	22%	21%	23%	27%	24%	37%	26%	19%		
Don't know	23	7	15	11	7	5	9	5	2	6	*	1	15	8	8	15	7	16	7	3	3	17	5	4	1	-	-	4	-	4	7		
	2%	1%	3%	3%	2%	2%	4%	2%	1%	4%	1%	1%	2%	2%	1%	3%	2%	2%	4%	1%	1%	1%	2%	5%	3%	*	-	3%	-	1%	2%		

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

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



Table 28
Q8 - How much, if anything, have you seen or heard each of these announcements? Increase the level of the national minimum wage for over-25s from £12.21 to £12.71 per hour and for 18-20 year olds from £10 to £10.85 per hour

Base: All adults aged 18-75 in Great Britain

		Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
		TOTAL	Man (n)	Woman (n)	18-34 (n)	35-54 (n)	55-75 (n)	North (n)	Midlands (n)	South (n)	Greater London (n)	Wales (n)	Scotland (n)	Working (n)	Not working (n)	ABC1 (n)	C2DE (n)	Graduates (n)	Non-Graduates (n)	Up to £19999 (n)	£20000-£34999 (n)	£35000-£49999 (n)	£50000+ (n)	White ethnic group (n)	Minority ethnic groups (n)	Cons (n)	Lab (n)	Lib Dems (n)	Reform UK (n)	Other party (n)	Remain (n)	Leave (n)		
UNWEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	113	99	304	339	730	313	570	473	117	218	261	164	928	115	54	154	164	144	154	94	483	565		
WEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	113	99	304	339	730	313	570	473	117	218	261	164	928	115	54	154	164	144	154	94	483	565		
100%	100%	49%	51%	30%	30%	34%	24%	26%	23%	14%*	15%*	8%*	68%	32%	57%	43%	36%	64%	35%*	23%	24%	30%	87%	13%*	31%	12%*	31%	11%*	11%*	31%	31%	32%		
A great deal about this announcement	232	118	113	69	86	76	47	63	55	38	36	13	167	64	151	81	85	147	28	59	53	76	206	16	34	75	22	38	15	78	89			
	22%	23%	21%	22%	23%	22%	19%	23%	23%	26%	31%	15%	24%	19%	26%	18%	23%	22%	17%	25%	21%	24%	23%	15%	27%	23%	28%	24%	15%	19%	27%			
A fair amount about this announcement	485	238	228	125	168	172	111	117	99	74	18	46	327	139	262	203	191	275	60	101	114	154	396	54	64	162	38	55	47	195	154			
	45%	46%	43%	40%	44%	49%	45%	43%	42%	40%	37%	52%	46%	41%	44%	45%	51%	41%	38%	42%	45%	50%	44%	52%	50%	40%	48%	35%	47%	48%	47%			
Not very much about this announcement	181	98	93	60	64	67	55	42	48	20	6	20	121	70	108	83	69	125	26	37	55	60	169	20	19	62	11	35	23	78	54			
	18%	19%	18%	19%	17%	19%	23%	16%	20%	13%	11%	22%	17%	21%	18%	18%	18%	19%	17%	16%	23%	19%	19%	30%	15%	19%	14%	22%	23%	19%	16%			
Nothing about this announcement	119	53	66	40	46	33	26	37	28	10	8	9	67	52	58	61	24	95	32	35	10	18	107	6	8	28	6	16	13	43	26			
	11%	10%	13%	13%	12%	10%	11%	14%	12%	7%	16%	11%	9%	16%	10%	14%	6%	14%	20%	15%	8%	6%	12%	6%	6%	9%	7%	10%	13%	10%	8%			
A great deal about this announcement/ A fair amount about this announcement (NET)	697	356	341	194	255	248	157	180	154	112	34	59	484	203	413	284	276	421	87	160	167	230	602	69	98	237	61	93	62	273	244			
	67%	69%	65%	62%	67%	71%	64%	66%	65%	75%	68%	66%	70%	60%	70%	63%	74%	63%	55%	67%	67%	74%	67%	68%	77%	72%	76%	59%	62%	67%	74%			
Not very much about this announcement/ Nothing about this announcement (NET)	310	151	159	99	110	101	82	80	77	30	13	29	188	122	166	144	90	221	58	72	74	79	276	27	36	90	16	51	36	121	81			
	30%	29%	30%	32%	29%	29%	33%	29%	32%	20%	27%	33%	27%	37%	28%	32%	24%	33%	37%	30%	29%	25%	31%	26%	21%	28%	21%	33%	36%	29%	24%			
Don't know	36	7	29	20	14	2	6	12	6	8	3	1	26	10	11	25	7	29	12	6	11	3	27	7	2	1	3	13	3	16	6			
	3%	1%	5%	6%	4%	1%	3%	5%	3%	5%	5%	1%	4%	3%	2%	5%	2%	4%	8%	2%	4%	1%	3%	6%	2%	*	3%	9%	3%	4%	2%			

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

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



Table 29
Q8 - How much, if any/time, have you seen or heard about each of these announcements? Basic and new state pension payments arise us by 4.8% from April 2026, above the current rate of inflation

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL (a)	Man (b)	Woman (c)	18-34 (d)	35-54 (e)	55-75 (f)	North (g)	Midlands (h)	South (i)	Greater London (j)	Wales (k)	Scotland (l)	Working (m)	Not working (n)	ABC1 (o)	C2DE (p)	Graduates (q)	Non-Graduates (r)	Up to £19999 (s)	£20000-£39999 (t)	£35000-£49999 (u)	£50000+ (v)	White ethnic group (w)	Minority ethnic groups (x)	Cons (y)	Lab (z)	Lib Dems (aa)	Reform UK (ab)	Other party (ac)	Remain (ad)	Leave (ae)		
UNWEIGHTED BASE	1043	515	528	152	378	563	256	245	272	237	140	92	704	339	730	313	570	873	117	218	261	164	928	114	54	133	94	443	515				
WEIGHTED BASE	1043	515	528	152	378	563	256	245	272	237	140	92	704	339	730	313	570	873	117	218	261	164	928	114	54	133	94	443	515				
100%	49%	49%	51%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	39%	32%		
A great deal about this announcement	126	84	42	24	39	62	20	32	34	28	5	7	88	37	79	47	49	77	14	26	36	42	106	16	25	49	8	24	6	54	46		
	12%	16%	8%	8%	10%	18%	8%	12%	14%	19%	10%	8%	12%	11%	13%	10%	13%	11%	9%	11%	14%	13%	12%	15%	20%	15%	10%	15%	5%	13%	14%		
A fair amount about this announcement	402	199	204	117	129	157	110	103	73	69	17	30	266	137	221	181	152	251	56	109	85	125	337	48	42	138	35	61	38	160	128		
	39%	39%	39%	37%	34%	45%	45%	38%	31%	46%	34%	33%	38%	41%	38%	40%	41%	37%	36%	46%	34%	40%	37%	47%	33%	42%	43%	39%	38%	39%	39%		
Not very much about this announcement	276	138	138	85	108	84	53	76	71	32	13	31	195	81	168	108	95	182	44	54	73	81	257	17	34	84	21	43	26	115	81		
	26%	27%	26%	27%	28%	14%	32%	28%	30%	22%	26%	35%f	28%	24%	29%	24%	25%	27%	28%	23%	29%	36%	28%	36%	27%	26%	26%	28%	26%	28%	23%		
Nothing about this announcement	207	86	121	72	91	44	53	56	54	12	13	19	138	69	106	101	67	140	37	43	49	59	181	15	26	51	14	25	28	68	68		
	20%	17%	23%	23%	24%	12%	22%	20%	23%	8%	27%	21%	19%	21%	18%	22%	18%	21%	23%	18%	19%	19%	20%	15%	21%	16%	18%	16%	28%	17%	21%		
A great deal about this announcement/ A fair amount about this announcement (NET)	528	282	246	141	168	219	130	134	107	98	22	37	354	174	300	228	200	328	70	135	121	167	444	64	67	187	42	85	43	214	174		
	51%	55%	47%	45%	44%	62%	53%	49%	45%	65%	43%	41%	50%	52%	51%	50%	54%	49%	44%	56%	48%	54%	49%	63%	53%	57%	53%	54%	43%	52%	53%		
Not very much about this announcement/ Nothing about this announcement (NET)	484	224	259	158	199	127	106	131	125	45	26	50	333	150	274	209	162	122	81	98	122	140	419	32	60	135	35	68	54	184	150		
	46%	44%	49%	50%	53%	38%	42%	48%	53%	30%	53%	56%	47%	45%	47%	46%	43%	48%	51%	41%	48%	45%	48%	31%	47%	41%	44%	43%	54%	46%	45%		
Don't know	31	8	23	15	11	5	9	6	5	7	2	2	20	11	15	16	10	21	7	6	9	4	23	6	-	6	3	4	3	12	7		
	3%	2%	4%	5%	3%	1%	4%	2%	2%	5%	4%	2%	3%	3%	3%	4%	3%	3%	5%	3%	4%	1%	2%	6%	-	2%	3%	3%	3%	3%	2%		

Proportions/Means: Columns Tested (3% risk level) - a/b - c/d/e - Ua/N/U/A - U/m - n/o - p/q - r/A/U/a - v/w - x/y/A/B/C - D/E
Overline 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 30
Q8 - How much, if anything, have you seen or heard about each of these announcements? Introduce a new electric vehicle mileage tax from April 2028 (at 1p per mile for battery electric cars and 1.5p for also-in hybrid cars).

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education				Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
		TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£54999	£55000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave		
UNWEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99	704	339	730	313	570	473	117	218	364	164	928	90	54	144	94	133	94	483	555			
WEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99	704	339	730	313	570	473	117	218	364	164	928	90	54	144	94	133	94	483	555			
100%	49%	51%	51%	30%	30%	34%	24%	26%	23%	14%*	1%*	8%*	68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	31%	32%			
A great deal about this announcement	206	136	70	58	75	74	49	51	56	30	10	10	151	55	136	70	78	128	14	52	59	75	185	16	30	72	19	41	14	80	73			
	20%	26%	13%	18%	20%	21%	20%	19%	23%	20%	21%	11%	21%	16%	23%	15%	21%	19%	9%	22%	23%	24%	20%	16%	23%	22%	24%	26%	14%	20%	22%			
A fair amount about this announcement	399	198	200	84	154	161	84	105	91	70	18	30	279	120	229	170	138	261	45	90	94	134	338	54	57	144	37	56	24	161	143			
	38%	39%	38%	27%	41%	46%	34%	39%	38%	47%	37%	34%	39%	36%	39%	37%	37%	39%	28%	38%	37%	43%	37%	52%	45%	44%	46%	36%	24%	39%	43%			
Not very much about this announcement	231	105	126	82	72	77	63	66	50	21	7	23	156	75	132	99	89	142	40	44	57	68	207	14	26	75	15	32	40	99	71			
	22%	20%	24%	26%	18%	22%	26%	24%	21%	14%	15%	26%	22%	22%	22%	22%	24%	21%	26%	18%	23%	22%	23%	14%	20%	23%	19%	20%	40% xxAB	24%	21%			
Nothing about this announcement	168	62	106	68	68	32	40	41	35	18	13	21	98	70	80	88	57	111	52	42	33	27	144	12	11	36	6	19	19	60	35			
	16%	12%	20%	22%	18%	9%	16%	15%	15%	12%	27%	24%	14%	21%	14%	19%	15%	17%	33%	18%	13%	9%	16%	12%	9%	11%	8%	12%	19%	15%	11%			
A great deal about this announcement/ A fair amount about this announcement (NET)	605	334	270	142	229	234	133	157	146	100	29	40	430	175	365	240	215	380	58	142	153	210	523	70	87	215	56	98	38	241	236			
	58%	63%	51%	45%	60%	67%	54%	57%	62%	67%	57%	45%	61%	52%	62%	53%	58%	58%	37%	59%	61%	67%	58%	68%	69%	66%	70%	62%	38%	59%	65%			
Not very much about this announcement/ Nothing about this announcement (NET)	399	167	232	150	140	100	103	107	84	39	21	45	254	145	212	187	147	253	92	86	90	96	352	26	37	112	21	50	59	159	106			
	38%	32%	44%	48%	37%	31%	42%	39%	36%	26%	42%	50%	38%	43%	36%	41%	39%	38%	59%	36%	36%	31%	39%	26%	29%	34%	27%	32%	59% xxAB	39%	32%			
Don't know	39	14	25	22	9	8	9	9	6	10	*	5	23	16	13	26	10	29	7	11	9	6	30	7	3	1	2	9	3	10	8			
	4%	3%	5%	7%	2%	2%	4%	3%	3%	7%	1%	5%	3%	5%	2%	6%	3%	4%	4%	4%	4%	2%	3%	7%	2%	+	3%	6%	3%	2%	3%			

Proportions/Means: Columns Tested (3% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z - A/B - C/D
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 7 - How much, if anything, have you seen or heard about each of these announcements? Freetime fuel duty at its current rate until September 2026, after which it will increase by inflation

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland		Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	
UNWEIGHTED BASE	1043	515	528	152	407	484	256	268	253	730	437	99		764	279	730	313	570	473	117	218	261	164	928	117	34	144	144	54	133	94	483	515
WEIGHTED BASE	1043	515	528	152	407	484	256	268	253	730	437	99		764	279	730	313	570	473	117	218	261	164	928	117	34	144	144	54	133	94	483	515
100%	49%	49%	51%	30%	30%	34%	24%	26%	23%	14%*	1%*	8%*		68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	31%	32%	
A great deal about this announcement	101	59	42	34	33	35	20	32	28	15	4	2		76	25	57	44	35	67	15	25	24	30	90	11	16	35	2	34	1	32	43	
10%	12%	8%	11%	9%	10%	8%	12%	12%	10%	8%	2%		11%	7%	10%	10%	9%	9%	10%	10%	10%	9%	9%	10%	11%	12%	11%	3%	22%	1%	8%	13%	
A fair amount about this announcement	381	194	187	87	143	131	88	87	83	61	15	27		265	95	237	124	132	228	30	80	99	123	307	38	43	123	42	51	29	156	132	
35%	38%	32%	28%	38%	38%	37%	36%	32%	35%	41%	30%	30%		37%	28%	40%	27%	36%	34%	19%	34%	39%	40%	34%	37%	34%	37%	53%	33%	29%	38%	40%	
Not very much about this announcement	305	161	144	73	108	124	73	81	62	47	13	30		204	101	171	134	117	188	49	65	69	101	282	19	41	102	19	40	42	136	84	
20%	31%	27%	23%	28%	39%	c	30%	30%	36%	31%	26%	33%		29%	30%	29%	30%	31%	28%	31%	37%	38%	33%	31%	38%	32%	31%	34%	25%	42%	3%	33%	26%
Nothing about this announcement	241	86	154	99	86	56	52	64	62	16	17	30		140	101	107	133	76	365	54	61	55	50	203	25	25	57	15	28	23	73	66	
23%	17%	29%	32%	23%	16%		21%	24%	26%	11%	33%	13%		20%	30%	18%	29%	20%	25%	34%	26%	22%	16%	22%	24%	20%	17%	19%	18%	23%	18%	20%	
A great deal about this announcement/ A fair amount about this announcement (NET)	482	253	230	121	175	165	108	119	111	76	19	29		342	120	294	168	167	295	45	104	123	153	397	40	59	158	45	86	31	188	175	
44%	49%	40%	39%	46%	47%		44%	44%	47%	51%	38%	32%		48%	36%	50%	37%	45%	44%	29%	44%	49%	49%	44%	48%	46%	48%	56%	55%	31%	46%	53%	
Not very much about this announcement/ Nothing about this announcement (NET)	545	247	298	172	193	180	124	145	123	63	30	60		344	201	278	267	193	153	102	126	124	152	485	43	66	109	35	68	66	210	150	
52%	48%	56%	55%	51%	51%		51%	53%	52%	42%	60%	67%		49%	60%	47%	59%	52%	53%	65%	53%	49%	49%	54%	42%	52%	49%	44%	43%	65%	51%	45%	
Don't know	36	15	21	21	9	6	13	8	3	10	1	1		22	14	18	18	12	24	10	8	5	7	23	10	2	11	-	4	4	13	6	
3%	3%	4%	7%	3%	2%		5%	3%	1%	7%	2%	1%		3%	4%	3%	4%	3%	4%	6%	3%	2%	2%	3%	10%	2%	3%	-	2%	4%	3%	2%	

Proportions/Means: Columns Tested (3% risk level) - a/b - c/d/e - U2/N/U/J/A - U/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E
Overlap formulae used. * small base

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



Table 32

CS 8 - How much, if any time, have you seen or heard about each of these announcements? Introduce a council tax surcharge for properties in England worth more than £2m of £2,500 a year, rise to £7,500 a year for properties worth more than £5m

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave		
UNWEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99	704	339	730	313	570	473	117	218	261	164	928	115	54	144	164	94	133	94	483	565	
WEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99	704	339	730	313	570	473	117	218	261	164	928	115	54	144	164	94	133	94	483	565	
100%	100%	49%	51%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	39%	32%		
A great deal about this announcement	180	97	84	48	64	68	39	37	56	28	8	12	127	53	135	65	79	101	21	44	44	59	162	14	26	63	16	42	8	75	67		
17%	17%	19%	16%	15%	17%	19%	16%	14%	24%	18%	16%	14%	18%	16%	20%	14%	21%	15%	14%	19%	17%	19%	18%	14%	20%	19%	20%	27%	8%	18%	20%		
A fair amount about this announcement	372	205	168	81	146	146	81	103	79	73	16	21	271	101	227	146	134	238	37	88	80	135	324	41	54	129	36	54	22	149	125		
36%	36%	40%	32%	26%	38%	42%	33%	38%	33%	40%	31%	24%	38%	30%	38%	32%	36%	36%	24%	37%	32%	43%	36%	40%	43%	39%	45%	35%	22%	36%	38%		
Not very much about this announcement	234	118	116	85	82	67	50	65	49	25	11	34	163	71	137	97	99	135	30	47	66	76	201	24	29	63	15	33	37	98	73		
22%	22%	23%	22%	27%	22%	19%	30%	24%	32%	17%	21%	38%	23%	21%	23%	21%	27%	20%	19%	20%	26%	24%	22%	33%	23%	23%	19%	20%	21%	37%	24%	22%	
Nothing about this announcement	207	77	130	74	72	60	60	52	48	17	11	19	114	93	89	118	47	150	59	47	45	37	179	15	14	66	10	22	21	74	53		
20%	20%	15%	25%	24%	19%	17%	24%	19%	20%	12%	22%	21%	16%	28%	15%	26%	13%	24%	37%	20%	18%	12%	20%	14%	11%	20%	13%	14%	21%	18%	16%		
A great deal about this announcement/ A fair amount about this announcement (NET)	552	301	251	129	209	214	120	140	135	101	24	33	388	154	342	211	213	339	59	132	123	194	486	55	80	192	52	96	30	224	192		
53%	53%	58%	48%	41%	50%	63%	49%	51%	57%	68%	47%	37%	56%	46%	58%	40%	57%	51%	37%	56%	49%	62%	54%	54%	63%	58%	60%	61%	30%	55%	58%		
Not very much about this announcement/ Nothing about this announcement (NET)	441	195	246	159	155	127	109	117	97	43	22	53	277	164	226	215	147	294	89	94	111	113	380	39	44	129	26	55	58	172	126		
42%	42%	38%	47%	51%	41%	38%	43%	43%	41%	29%	43%	59%	39%	49%	38%	47%	39%	44%	56%	39%	44%	36%	42%	38%	34%	39%	33%	35%	56%	42%	38%		
Don't know	90	19	31	26	14	10	16	15	5	5	5	3	32	17	22	28	12	38	10	12	18	4	38	9	3	7	2	6	13	14	12		
5%	4%	6%	8%	4%	3%	7%	5%	2%	4%	9%	3%	5%	5%	5%	4%	6%	3%	6%	7%	5%	1%	4%	9%	3%	2%	2%	4%	12%	3%	4%			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - Ua/N/Uj/A - U/m - n/o - p/q - r/A/U/s - v/w - x/y/A/B/C - D/E
Overlap formulae used. * small base

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



Table 33
Q8 - How much, if anything, have you seen or heard about each of these announcements? Faresine regulated rail fares for commuters in England for the next year

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote							EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland		Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£19999	£20000-£49999	£50000+	White ethnic group	Minority ethnic group	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave		
UNWEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99		704	339	730	313	570	473	117	218	364	164	928	114	344	34	133	94	483	565	104		
WEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99		704	339	730	313	570	473	117	218	364	164	928	114	344	34	133	94	483	565	104		
100%	49%	51%	50%	30%	30%	34%	24%	26%	23%	14%	1%	8%		68%	32%	57%	43%	36%	64%	13%	23%	24%	30%	87%	10%	12%	31%	8%	11%	10%	31%	32%		
A great deal about this announcement	148	78	70	37	57	54	36	28	42	33	5	4		107	41	86	62	56	92	19	39	34	39	127	14	17	57	13	23	11	50	59		
14%	15%	13%	12%	15%	15%	15%	15%	10%	18%	22%	10%	5%		15%	12%	15%	14%	15%	14%	12%	16%	13%	12%	14%	13%	14%	17%	16%	14%	11%	12%	18%		
A fair amount about this announcement	358	182	176	100	119	140	73	98	91	66	11	18		250	108	225	133	143	215	48	80	84	122	313	40	41	138	36	55	26	165	104		
34%	35%	33%	32%	31%	40%	41%	30%	36%	38%	44%	22%	22%		35%	32%	38%	29%	38%	32%	30%	34%	33%	39%	35%	38%	32%	42%	45%	35%	25%	40%	32%		
Not very much about this announcement	245	138	107	81	82	84	52	67	53	25	20	27		177	68	152	92	95	150	23	52	72	78	220	18	38	66	14	46	20	94	82		
23%	27%	20%	26%	22%	23%	23%	21%	25%	22%	18%	38%	30%		25%	20%	26%	20%	26%	22%	14%	22%	29%	25%	24%	18%	30%	20%	18%	29%	20%	23%	23%		
Nothing about this announcement	248	103	145	73	105	70	68	69	46	15	12	38		146	102	110	137	64	184	63	58	49	62	211	24	29	62	15	30	35	91	74		
24%	20%	27%	23%	28%	20%	20%	28%	26%	20%	10%	24%	43%		21%	30%	19%	30%	17%	27%	40%	24%	19%	20%	23%	23%	23%	19%	19%	19%	34%	22%	22%		
A great deal about this announcement/ A fair amount about this announcement (NET)	506	260	246	137	175	194	109	126	133	99	16	23		357	149	311	195	199	307	66	119	118	160	440	53	58	194	49	78	36	215	164		
48%	51%	46%	44%	46%	55%	49%	40%	46%	56%	66%	32%	25%		50%	44%	53%	43%	54%	46%	42%	50%	47%	51%	49%	52%	46%	59%	61%	49%	36%	52%	50%		
Not very much about this announcement/ Nothing about this announcement (NET)	492	241	252	154	188	155	130	137	99	41	31	65		322	170	263	230	159	134	85	111	120	140	431	42	67	128	29	76	54	185	156		
47%	47%	48%	49%	50%	43%	43%	49%	50%	42%	27%	63%	72%		48%	51%	45%	51%	43%	50%	54%	46%	48%	45%	48%	41%	53%	39%	37%	48%	54%	46%	47%		
Don't know	45	14	31	23	15	6	16	10	5	10	3	2		29	16	16	29	14	31	6	8	14	11	34	8	2	6	2	4	10	10	10		
4%	3%	6%	7%	4%	2%	2%	7%	3%	2%	8%	5%	2%		4%	5%	3%	6%	4%	5%	4%	4%	5%	4%	4%	7%	2%	2%	2%	2%	10%	2%	3%		

Proportions/Means: Columns Tested (3% risk level) - χ^2/χ^2_{df} - $U_2/U_1/U_3$ - $U_4/U_1/U_2$ - $U_5/U_1/U_2/U_3$ - $U_6/U_1/U_2/U_3/U_4$ - $U_7/U_1/U_2/U_3/U_4/U_5$ - $U_8/U_1/U_2/U_3/U_4/U_5/U_6$ - $U_9/U_1/U_2/U_3/U_4/U_5/U_6/U_7$ - $U_{10}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8$ - $U_{11}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9$ - $U_{12}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}$ - $U_{13}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}$ - $U_{14}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}$ - $U_{15}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}$ - $U_{16}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}$ - $U_{17}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}$ - $U_{18}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}$ - $U_{19}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}$ - $U_{20}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}$ - $U_{21}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}$ - $U_{22}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}$ - $U_{23}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}$ - $U_{24}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}$ - $U_{25}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}$ - $U_{26}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}$ - $U_{27}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}$ - $U_{28}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}$ - $U_{29}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}$ - $U_{30}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}$ - $U_{31}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}$ - $U_{32}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}$ - $U_{33}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}$ - $U_{34}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}$ - $U_{35}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}$ - $U_{36}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}$ - $U_{37}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}$ - $U_{38}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}$ - $U_{39}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}$ - $U_{40}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}$ - $U_{41}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}$ - $U_{42}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}$ - $U_{43}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}/U_{41}$ - $U_{44}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}/U_{41}/U_{42}$ - $U_{45}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}/U_{41}/U_{42}/U_{43}$ - $U_{46}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}/U_{41}/U_{42}/U_{43}/U_{44}$ - $U_{47}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}/U_{41}/U_{42}/U_{43}/U_{44}/U_{45}$ - $U_{48}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}/U_{41}/U_{42}/U_{43}/U_{44}/U_{45}/U_{46}$ - $U_{49}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}/U_{41}/U_{42}/U_{43}/U_{44}/U_{45}/U_{46}/U_{47}$ - $U_{50}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}/U_{41}/U_{42}/U_{43}/U_{44}/U_{45}/U_{46}/U_{47}/U_{48}$ - $U_{51}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}/U_{41}/U_{42}/U_{43}/U_{44}/U_{45}/U_{46}/U_{47}/U_{48}/U_{49}$ - $U_{52}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}/U_{41}/U_{42}/U_{43}/U_{44}/U_{45}/U_{46}/U_{47}/U_{48}/U_{49}/U_{50}$ - $U_{53}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}/U_{41}/U_{42}/U_{43}/U_{44}/U_{45}/U_{46}/U_{47}/U_{48}/U_{49}/U_{50}/U_{51}$ - $U_{54}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}/U_{41}/U_{42}/U_{43}/U_{44}/U_{45}/U_{46}/U_{47}/U_{48}/U_{49}/U_{50}/U_{51}/U_{52}$ - $U_{55}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}/U_{41}/U_{42}/U_{43}/U_{44}/U_{45}/U_{46}/U_{47}/U_{48}/U_{49}/U_{50}/U_{51}/U_{52}/U_{53}$ - $U_{56}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}/U_{41}/U_{42}/U_{43}/U_{44}/U_{45}/U_{46}/U_{47}/U_{48}/U_{49}/U_{50}/U_{51}/U_{52}/U_{53}/U_{54}$ - $U_{57}/U_1/U_2/U_3/U_4/U_5/U_6/U_7/U_8/U_9/U_{10}/U_{11}/U_{12}/U_{13}/U_{14}/U_{15}/U_{16}/U_{17}/U_{18}/U_{19}/U_{20}/U_{21}/U_{22}/U_{23}/U_{24}/U_{25}/U_{26}/U_{27}/U_{28}/U_{29}/U_{30}/U_{31}/U_{32}/U_{33}/U_{34}/U_{35}/U_{36}/U_{37}/U_{38}/U_{39}/U_{40}/U_{41}/U_{42}/U_{43}/U_{44}/U_{45}/U_{46}/U_{47}/U_{48}/U_{49}/U_{$



Table 34
CS 10 - How much, if anything, have you seen or heard about each of these announcements? Premium cars being excluded from the Metability scheme, which allows people on certain disability benefits to lease vehicles more cheaply

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland		Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£39999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	
UNWEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99		704	339	730	313	570	473	117	218	261	164	133	144	94	133	94	443	595			
WEIGHTED BASE	2043	1115	1328	334	739	761	346	222	237	140*	50*	89*		706	341	580	453	972	873	180*	339	252	112	90*	103*	127*	128	89*	137*	100*	445	240	
100%	49%	49%	51%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*		68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	39%	32%	
A great deal about this announcement	143	87	56	31	58	55	31	36	36	21	5	14		103	41	88	55	47	96	19	44	35	40	125	17	20	52	15	29	7	63	57	
14%	17%	11%	10%	15%	16%	13%	13%	13%	15%	14%	9%	16%		15%	12%	15%	12%	13%	14%	12%	18%	14%	13%	14%	16%	15%	16%	19%	18%	7%	15%	17%	
A fair amount about this announcement	326	175	151	94	115	117	77	77	68	67	14	23		228	99	207	119	129	187	29	75	84	120	275	37	49	114	26	48	33	127	111	
31%	34%	29%	30%	30%	33%	33%	31%	28%	29%	44%	29%	26%		326	29%	35%	26%	35%	29%	19%	32%	33%	39%	30%	37%	39%	35%	32%	31%	33%	31%	34%	
Not very much about this announcement	248	134	115	75	90	83	57	71	60	23	15	22		171	78	127	121	82	166	33	58	71	60	224	20	25	65	15	39	28	89	75	
24%	26%	22%	24%	24%	24%	24%	23%	26%	25%	15%	21%	20%		24%	23%	21%	27%	23%	25%	21%	24%	28%	19%	25%	19%	20%	20%	18%	25%	28%	22%	23%	
Nothing about this announcement	294	166	178	99	100	84	61	82	64	34	15	28		181	102	155	128	102	182	63	52	54	87	248	22	30	89	22	32	30	116	77	
27%	21%	34%	32%	26%	24%	24%	25%	30%	27%	23%	30%	31%		26%	30%	26%	28%	27%	27%	40%	22%	21%	28%	27%	21%	24%	27%	27%	20%	30%	28%	23%	
A great deal about this announcement/ A fair amount about this announcement (NET)	470	263	207	125	172	172	109	113	104	87	19	38		330	139	296	174	176	294	48	119	119	160	400	54	69	166	40	77	41	190	169	
45%	51%	39%	40%	40%	49%	44%	44%	41%	44%	59%	38%	42%		47%	42%	50%	38%	47%	44%	31%	50%	47%	51%	44%	53%	54%	51%	51%	49%	40%	46%	51%	
Not very much about this announcement/ Nothing about this announcement (NET)	532	293	293	175	190	167	118	153	124	57	30	49		352	180	282	250	183	148	97	111	125	147	472	42	56	154	36	71	58	205	152	
51%	46%	55%	56%	50%	48%	48%	48%	56%	52%	38%	61%	55%		50%	54%	48%	55%	49%	52%	61%	46%	50%	47%	52%	41%	44%	47%	46%	45%	58%	50%	46%	
Don't know	42	13	28	14	16	12	18	6	9	5	*	2		25	16	12	29	13	29	13	8	8	5	33	7	2	9	3	10	2	16	10	
4%	3%	5%	4%	4%	3%	3%	8%	2%	4%	4%	1%	2%		4%	5%	2%	6%	3%	4%	8%	4%	3%	1%	4%	7%	2%	3%	4%	6%	2%	4%	3%	

Proportions/Means: Columns Tested (3% risk level) - a/b - c/d/e - U/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/BC - D/E
Overlap formulae used. * small base

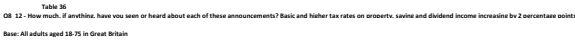
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



	Gender			Age			Region							Employment Status		Social Grade		Education			Income			Ethnicity		SE 2024 Vote			Ex Ref Vote			
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic	Minority ethnic	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	
		(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)
UNWEIGHTED BASE	1043	505	538	104	370	272	192	222	121	22	92	28	231	90	100	121	118	208	30	76	74	111	277	36	45	115	30	38	28	141	110	
WEIGHTED BASE	1043	515	528	104	370	272	192	222	121	22	92	28	231	90	100	121	118	208	30	76	74	111	277	36	45	115	30	38	28	141	110	
A great deal about this announcement	157	101	57	40	64	53	45	28	43	27	6	9	131	26	102	125	79	79	7	20	38	82	138	10	15	61	11	30	12	52	60	
A fair amount about this announcement	15%	20%	13%	13%	17%	15%	19%	10%	18%	18%	12%	10%	19%	8%	17%	15%	12%	12%	4%	8%	15%	26%	15%	15%	10%	12%	19%	14%	19%	12%	13%	21%
Not very much about this announcement	32%	17%	15%	72	128	121	68	96	64	53	15	25	231	90	200	121	118	208	30	76	74	111	277	36	45	115	30	38	28	141	110	
Nothing about this announcement	32%	33%	28%	23%	34%	34%	28%	33%	27%	36%	30%	27%	33%	27%	34%	27%	32%	30%	19%	32%	26%	36%	31%	35%	36%	35%	38%	24%	26%	34%	33%	
A great deal about this announcement	290	151	140	88	96	156	64	69	57	47	14	40	183	108	154	136	100	190	43	89	74	68	258	28	48	81	18	48	32	113	89	
A fair amount about this announcement	28%	29%	26%	28%	25%	30%	26%	25%	24%	31%	27%	40%	26%	12%	26%	30%	27%	28%	27%	37%	29%	22%	29%	29%	28%	31%	29%	12%	12%	28%	27%	
Not very much about this announcement	22%	80	156	91	78	66	61	69	64	24	12	15	143	93	114	121	62	173	70	40	58	42	205	18	15	64	18	35	24	95	58	
A great deal about this announcement	22%	15%	28%	29%	21%	19%	23%	21%	27%	19%	23%	17%	20%	28%	19%	27%	17%	28%	44%	20%	28%	14%	23%	17%	12%	20%	22%	22%	24%	23%	18%	
A fair amount about this announcement	47%	272	207	112	132	174	114	124	107	80	21	33	363	116	302	177	197	282	37	96	111	193	415	46	60	177	42	68	40	193	179	
Nothing about this announcement	46%	53%	39%	36%	51%	50%	46%	48%	45%	53%	42%	37%	51%	33%	51%	39%	53%	42%	23%	42%	44%	62%	46%	45%	48%	54%	53%	43%	40%	47%	54%	
A great deal about this announcement	32%	230	295	179	174	173	128	138	121	60	26	35	325	100	269	157	162	364	113	138	132	110	464	46	63	146	36	83	56	208	142	
A fair amount about this announcement	50%	45%	56%	57%	56%	48%	52%	51%	51%	40%	52%	62%	46%	60%	46%	57%	43%	54%	72%	58%	53%	85%	51%	45%	46%	45%	45%	53%	56%	51%	43%	
Not very much about this announcement	39	13	26	23	12	4	6	10	9	9	3	1	20	10	10	6	14	25	5	5	6	6	27	11	4							

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 - x/y/A/B/C - D/E
Overlap formulae used. * small base

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



		Gender		Age				Region						Employment Status		Social Grade		Education		Income		Ethnicity		SE 2024 Vote				Ex Ref Vote					
		Man	Woman	18-34	35-44	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	A1C1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic group	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave		
TOTAL	100%	50	50	10	10	80	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	
UNWEIGHED BASE	100%	50	50	10	10	80	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	
100%	50%	50	50	10	10	80	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	
A great deal about this announcement	14%	81	60	60	43	30	32	33	31	34	6	7	91	50	75	66	40	92	22	37	33	42	119	20	35	50	5	31	4	50	40		
A fair amount about this announcement	30%	16%	12%	10%	13%	13%	13%	13%	13%	23%	13%	8%	19%	12%	15%	13%	16%	13%	14%	14%	13%	13%	13%	13%	13%	20%	12%	15%	6%	20%	4%	12%	12%
Not very much about this announcement	30%	14%	12%	66	124	113	67	91	74	43	11	37	280	73	187	116	122	181	29	74	64	120	261	30	42	111	27	42	30	137	104		
Nothing about this announcement	26%	34%	24%	21%	33%	32%	27%	33%	31%	29%	22%	19%	33%	22%	32%	26%	33%	27%	19%	31%	26%	39%	29%	34%	34%	34%	27%	30%	33%	31%	31%	31%	
A great deal about this announcement	30%	81	60	60	43	30	32	33	31	34	6	7	91	50	75	66	40	92	22	37	33	42	119	20	35	50	5	31	4	50	40		
A fair amount about this announcement	30%	16%	12%	10%	13%	13%	13%	13%	13%	23%	13%	8%	19%	12%	15%	13%	16%	13%	14%	14%	13%	13%	13%	13%	13%	20%	12%	15%	6%	20%	4%	12%	12%
Not very much about this announcement	30%	14%	12%	66	124	113	67	91	74	43	11	37	280	73	187	116	122	181	29	74	64	120	261	30	42	111	27	42	30	137	104		
Nothing about this announcement	26%	34%	24%	21%	33%	32%	27%	33%	31%	29%	22%	19%	33%	22%	32%	26%	33%	27%	19%	31%	26%	39%	29%	34%	34%	34%	27%	30%	33%	31%	31%	31%	
A great deal about this announcement	30%	81	60	60	43	30	32	33	31	34	6	7	91	50	75	66	40	92	22	37	33	42	119	20	35	50	5	31	4	50	40		
A fair amount about this announcement	30%	16%	12%	10%	13%	13%	13%	13%	13%	23%	13%	8%	19%	12%	15%	13%	16%	13%	14%	14%	13%	13%	13%	13%	13%	20%	12%	15%	6%	20%	4%	12%	12%
Not very much about this announcement	30%	14%	12%	66	124	113	67	91	74	43	11	37	280	73	187	116	122	181	29	74	64	120	261	30	42	111	27	42	30	137	104		
Nothing about this announcement	26%	34%	24%	21%	33%	32%	27%	33%	31%	29%	22%	19%	33%	22%	32%	26%	33%	27%	19%	31%	26%	39%	29%	34%	34%	34%	27%	30%	33%	31%	31%	31%	
A great deal about this announcement	30%	81	60	60	43	30	32	33	31	34	6	7	91	50	75	66	40	92	22	37	33												

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
CS 13 - How much, if anything, have you seen or heard about each of these announcements? Expand the Soft Drinks Industry Law, also known as the "Sugar Tax" to apply to drinks with 4.5g sugar per 100ml (instead of 5g per 100ml) and to packaged milk-based drinks (such as milkshakes and canned latte)

Base: All adults aged 18-75 in Great Britain

		Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
		Man	Woman		18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave		
UNWEIGHTED BASE	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)		
WEIGHTED BASE	TOTAL	515	528	1143	152	407	484	256	268	253	120	47	99	704	519	730	313	570	873	117	218	261	164	928	128	55	142	36	60	36	170	132		
	100%	51%	51%	100%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	68%	32%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	39%	32%	
A great deal about this announcement	160	87	73	160	53	62	45	30	42	33	9	14	122	38	107	53	55	105	10	39	42	58	147	11	17	65	13	27	6	60	62			
	15%	17%	14%	17%	16%	13%	12%	15%	14%	22%	18%	16%	17%	11%	18%	12%	15%	16%	6%	16%	17%	19%	16%	11%	13%	20%	17%	17%	6%	15%	19%			
A fair amount about this announcement	409	215	194	409	102	148	159	89	91	112	65	16	37	281	128	234	175	154	255	56	95	104	124	358	44	55	142	36	60	36	170	132		
	39%	42%	37%	32%	39%	45%	36%	33%	39%	43%	32%	42%	40%	38%	40%	38%	42%	38%	41%	38%	40%	41%	40%	40%	43%	43%	43%	45%	38%	36%	42%	40%		
Not very much about this announcement	221	111	111	221	64	72	85	55	65	44	28	11	19	139	82	134	87	91	130	34	38	58	73	191	21	30	67	18	33	28	91	79		
	21%	21%	21%	21%	21%	19%	24%	22%	24%	18%	18%	21%	22%	20%	24%	23%	19%	24%	19%	24%	26%	23%	24%	21%	21%	24%	21%	23%	21%	29%	23%	24%		
Nothing about this announcement	213	85	129	213	73	86	54	56	64	44	18	14	17	139	75	101	112	62	151	52	56	39	50	180	19	21	50	13	33	23	84	90		
	20%	16%	24%	23%	23%	15%	23%	24%	19%	12%	28%	19%	20%	22%	17%	25%	17%	23%	33%	24%	16%	16%	20%	19%	17%	15%	16%	21%	23%	21%	15%			
A great deal about this announcement/ A fair amount about this announcement (NET)	569	302	267	569	155	230	204	118	132	145	97	25	51	403	166	341	228	209	359	66	133	145	182	505	55	72	207	49	87	42	230	194		
	55%	59%	51%	49%	56%	58%	48%	49%	61%	65%	50%	57%	57%	50%	58%	50%	56%	54%	42%	56%	58%	58%	56%	54%	56%	63%	62%	55%	42%	56%	59%			
Not very much about this announcement/ Nothing about this announcement (NET)	435	195	239	435	138	158	139	111	129	88	46	24	36	278	157	235	200	153	282	86	94	98	123	371	40	51	117	31	66	51	175	128		
	42%	38%	45%	44%	42%	40%	45%	48%	37%	31%	49%	40%	39%	47%	40%	44%	41%	42%	54%	40%	39%	39%	41%	39%	41%	36%	38%	42%	51%	43%	39%			
Don't know	40	18	22	22	10	8	16	10	4	6	*	2	27	13	14	26	10	30	6	11	9	7	28	7	4	4	-	4	8	5	8			
	4%	3%	4%	7%	3%	2%	7%	4%	2%	4%	1%	3%	4%	4%	2%	6%	3%	4%	4%	4%	3%	2%	3%	7%	3%	1%	-	2%	8%	1%	2%			

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

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



PUBLIC
24-089497-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSO5

Table 38
CS 14 - How much, if anything, have you seen or heard about each of these announcements? Give us English regional movers the power to charge tourists a tax for staying overnight in their towns and cities

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		EU Ref Vote									
		Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£50000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (z)	Reform UK (aa)	Other party (ab)	Remain (ac)	Leave (ad)			
UNWEIGHTED BASE	1043	515	528	152	374	311	245	272	217	140*	50*	80*	708	339	730	313	570	473	117	218	212	112	905	103*	113	905	103*	113	905	103*	113	905	103*	113
A great deal about this announcement	88	54	34	24	28	36	21	20	21	15	4	7	65	24	62	26	40	48	7	16	29	32	78	9	18	33	6	19	3	26	43			
	8%	10%	7%	8%	7%	10%	9%	7%	10%	8%	8%	9%	7%	11%	6%	11%	7%	4%	7%	11%	10%	9%	9%	14%	10%	7%	12%	3%	6%	6%	13%			
A fair amount about this announcement	314	186	128	102	110	101	70	70	81	65	12	16	227	86	175	139	117	196	37	82	72	103	252	43	30	107	36	44	28	131	91			
	30%	36%	24%	33%	29%	29%	28%	26%	34%	43%	24%	18%	32%	26%	30%	31%	32%	29%	24%	34%	29%	33%	28%	42%	24%	33%	46%	28%	28%	32%	28%			
Not very much about this announcement	273	144	130	77	94	102	66	69	61	35	13	29	186	87	167	106	97	176	33	57	72	83	254	59	39	82	15	41	31	117	88			
	26%	28%	25%	25%	23%	29%	27%	25%	26%	24%	26%	32%	26%	30%	28%	23%	26%	26%	21%	24%	29%	27%	28%	29%	21%	25%	20%	26%	21%	29%	27%			
Nothing about this announcement	312	117	214	90	138	104	73	102	70	30	19	38	205	126	176	156	110	222	75	74	66	91	290	28	35	101	19	49	31	128	101			
	32%	23%	41%	29%	36%	30%	30%	37%	29%	20%	38%	42%	29%	38%	30%	34%	29%	33%	48%	31%	26%	29%	32%	27%	28%	31%	24%	31%	31%	31%	31%			
A great deal about this announcement/ A fair amount about this announcement (NET)	402	219	182	126	138	138	91	90	102	80	16	23	292	110	237	165	157	245	44	98	101	135	310	52	48	140	42	64	31	157	134			
	39%	47%	31%	40%	36%	39%	37%	33%	43%	54%	33%	25%	41%	33%	40%	36%	42%	36%	28%	41%	40%	43%	36%	51%	38%	43%	53%	41%	31%	38%	41%			
Not very much about this announcement/ Nothing about this announcement (NET)	605	261	344	166	232	206	139	171	131	65	32	67	392	213	343	262	207	398	108	131	139	174	544	47	75	183	36	90	63	245	188			
	58%	51%	65%	53%	61%	59%	57%	63%	55%	44%	64%	75%	55%	64%	58%	58%	56%	59%	69%	55%	55%	56%	60%	45%	59%	56%	45%	57%	62%	60%	57%			
Don't know	36	15	22	21	8	7	15	12	4	4	2	-	24	13	10	27	8	28	5	9	12	3	31	4	4	6	2	4	6	7				
	3%	3%	4%	7%	2%	2%	6%	4%	2%	2%	4%	-	3%	4%	2%	6%	2%	4%	3%	4%	5%	1%	3%	4%	3%	2%	2%	2%	6%	2%	2%			

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

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



Table 39
CB 15 - How much, if anything, have you seen or heard about each of these announcements? Increase gambling taxes such as the tax on profits made by online casinos being raised from 21% to 40% and duty on online betting increase from 15% to 25% (except for horse racing)

Base: All adults aged 18-75 in Great Britain

		Gender			Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
		TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	
UNWEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	59	704	339	730	313	570	473	117	218	261	164	928	115	54	133	94	443	505				
	100%	49%	49%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	68%	32%	57%	43%	36%	64%	35%*	23%	24%	30%	87%	10%*	12%*	31%	8%	11%*	10%*	39%	52%		
A great deal about this announcement	125	84	41	52	36	37	35	36	19	17	12	6	98	27	66	59	51	74	20	28	36	39	100	18	12	41	14	29	14	44	50		
12%	16%	8%	16%	10%	10%	11%	14%	13%	8%	12%	23%	6%	14%	8%	11%	13%	14%	11%	13%	12%	14%	12%	11%	18%	10%	13%	17%	19%	14%	11%	15%		
A fair amount about this announcement	278	132	146	50	113	114	70	63	66	53	10	17	196	82	178	100	102	176	38	64	59	98	245	25	35	111	20	39	20	120	105		
27%	26%	28%	16%	16%	33%	33%	28%	23%	28%	35%	20%	19%	28%	24%	30%	22%	27%	26%	24%	27%	23%	31%	27%	25%	28%	34%	26%	25%	20%	29%	32%		
Not very much about this announcement	300	161	139	81	115	104	62	83	68	40	13	34	195	105	159	140	97	203	36	69	73	93	269	28	43	80	22	39	37	127	92		
29%	31%	26%	26%	30%	30%	30%	25%	30%	29%	27%	26%	38%	28%	31%	27%	31%	26%	30%	29%	29%	29%	30%	30%	28%	34%	24%	28%	25%	37%	21%	28%		
Nothing about this announcement	281	119	172	110	97	84	66	78	71	34	13	29	189	101	164	127	109	182	53	62	78	75	254	24	31	87	23	38	27	111	70		
28%	23%	32%	35%	30%	24%	24%	27%	29%	30%	23%	26%	32%	27%	30%	28%	28%	29%	27%	33%	26%	31%	24%	28%	24%	24%	24%	27%	29%	24%	27%	27%	21%	
A great deal about this announcement/ A fair amount about this announcement (NET)	403	216	187	102	149	152	105	99	85	70	21	23	204	109	244	158	153	250	58	92	95	136	345	43	47	152	34	68	34	163	155		
39%	42%	35%	32%	39%	43%	43%	43%	36%	36%	47%	43%	25%	42%	32%	41%	35%	41%	37%	37%	39%	38%	44%	38%	42%	37%	46%	43%	44%	34%	40%	47%		
Not very much about this announcement/ Nothing about this announcement (NET)	590	280	310	191	212	188	128	161	139	74	26	62	184	206	323	267	205	385	88	131	151	168	523	53	74	167	45	77	64	238	163		
57%	54%	59%	61%	56%	54%	52%	52%	59%	59%	49%	52%	70%	54%	61%	55%	59%	55%	57%	56%	55%	60%	54%	58%	51%	58%	51%	57%	49%	64%	58%	49%		
Don't know	50	19	31	22	17	12	13	12	13	6	4	3	29	21	22	28	14	37	11	16	6	7	37	7	6	9	*	12	2	8	12		
5%	4%	6%	7%	3%	3%	3%	3%	4%	3%	4%	3%	5%	4%	6%	4%	6%	4%	5%	7%	7%	2%	2%	4%	7%	4%	3%	1%	7%	2%	2%	4%		

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/AA/B/C - D/E
Overlap formulae used. * small base

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

Table 40

Table 40

Q8 16 - How much, if anything, have you seen or heard about each of these announcements? Cutting \$150 from the average household energy bill over the next year by ending the energy company obligation (which made energy companies pay for measures like insulation and heating systems for low income households) and moving some costs for renewable electricity production to general taxation

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region					Employment Status		Social Grade		Education		Income					Ethnicity		GE 2024						EU Ref Yrs	
		Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £10999	£10000-£14999	£15000-£19999	£20000+	White ethnic group	Minority ethnic group	Cans	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)
Unemployed/low skilled/retired base	TOTAL	515	528	114	378	211	245	272	237	149*	89*	708	335	590	415	372	473	118*	238	212	312	300	111	111	127	328	80*	103*	103*	100*	401	310
	%	50%	51%	11%	36%	21%	24%	27%	23%	14%	8%	69%	33%	58%	41%	33%	46%	12%	23%	21%	31%	30%	11%	11%	13%	33%	8%	10%	10%	10%	39%	30%
A great deal about this announcement	122	79	42	18	42	41	24	28	26	24	4	16	92	30	75	46	45	76	8	29	36	41	103	18	19	54	5	18	12	51	41	
	%	15%	8%	12%	11%	12%	10%	11%	16%	8%	18%	13%	9%	13%	10%	12%	13%	3%	12%	14%	13%	11%	15%	15%	17%	6%	12%	12%	12%	12%	13%	
A fair amount about this announcement	319	172	147	77	126	116	75	84	74	50	18	19	230	89	191	128	129	180	37	79	78	114	270	34	38	104	31	48	28	128	115	
	%	31%	33%	28%	24%	33%	31%	31%	34%	36%	21%	33%	26%	32%	28%	33%	28%	23%	33%	29%	37%	30%	33%	30%	33%	30%	32%	39%	30%	28%	31%	35%
Not very much about this announcement	304	149	155	79	201	124	80	79	61	44	13	26	214	89	171	121	104	200	45	61	76	86	279	20	41	30	24	45	27	123	103	
	%	30%	29%	29%	25%	27%	30%	29%	26%	29%	24%	29%	29%	29%	29%	28%	26%	28%	26%	30%	31%	31%	31%	20%	33%	30%	28%	30%	28%	27%	30%	31%
Nothing about this announcement	282	106	157	101	94	87	58	87	72	24	15	27	145	117	140	121	85	177	54	64	61	57	226	26	28	67	19	34	30	34	25	
	%	25%	21%	30%	32%	25%	19%	24%	20%	16%	30%	30%	32%	35%	24%	27%	23%	26%	34%	27%	24%	18%	25%	25%	22%	21%	24%	22%	20%	23%	20%	
A great deal about this announcement / A fair amount about this announcement (NET)	441	251	189	115	168	157	99	112	100	74	21	34	222	119	266	174	214	266	45	108	100	155	373	50	57	118	36	66	40	179	157	
	%	42%	49%	36%	37%	44%	40%	40%	41%	42%	50%	43%	38%	41%	39%	43%	38%	47%	40%	29%	45%	47%	50%	41%	48%	40%	46%	46%	42%	40%	44%	48%
Not very much about this announcement / Nothing about this announcement (NET)	546	254	312	179	196	191	138	146	133	88	28	53	359	206	311	255	189	377	99	125	138	153	505	46	70	167	43	79	57	217	168	
	%	54%	49%	59%	57%	52%	54%	56%	54%	56%	40%	54%	56%	52%	62%	53%	56%	63%	52%	55%	49%	56%	45%	55%	53%	54%	50%	57%	53%	53%	51%	
Don't know	36	9	27	19	14	3	8	15	4	8	*	2	26	10	13	24	9	28	34	5	6	4	27	7	*	3	*	13	4	34	6	
	%	2%	2%	5%	4%	1%	3%	5%	2%	5%	1%	2%	4%	3%	2%	5%	2%	4%	9%	2%	2%	1%	3%	7%	*	1%	*	8%	4%	4%	2%	

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 - x/y/A/B/C - D/E
Overlap formulae used. * small base

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



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 - x/y/A/B/C - D/E
Overlap formulae used. * small base

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



PUBLIC
24-089497-48 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSONS

Table 42
Q9 - To what extent, if at all, do you support or oppose each?

Base: All adults aged 18-75 in Great Britain

	National Insurance and income tax thresholds being frozen for an extra three years from 2028	Capping the amount under-65s can put into cash ISAs at £12,000 a year	Lifting the two-child benefit cap from April 2026	Increasing the level of the national minimum wage for over-21s from £12.21 to £12.71 per hour and for 18-20 year olds from £10 to £10.85 per hour	Basic and new state pension payments going up by 4.8% from April 2026, above the current rate of inflation	Introducing a new electric vehicle mileage tax from April 2028 (at 3p per mile for battery electric cars and 1.5p for plug-in hybrid cars).	Freezing fuel duty at its current rate until September 2026, after which it will increase by inflation	Introducing a council tax surcharge for properties in England worth more than £2m of £2,500 a year, rising to £7,500 a year for properties worth more than £5m	Freezing regulated rail fares for journeys in England for the next year	Premium cars being excluded from the Motability scheme, which allows people on certain disability benefits to lease vehicles more cheaply	People paying into their pension pot under salary sacrifice schemes starting to pay National Insurance tax on contributions above £2,000 a year from 2029	Basic and higher tax rates on property, saving and dividend income increasing by 2 percentage points	Expanding the Soft Drinks Industry Levy, also known as the 'Sugar Tax' to apply to drinks with 4.5g sugar per 100ml and to packaged milkbased drinks	Giving English regional mayors the power to charge tourists a tax for staying overnight in their towns and cities	Increasing gambling taxes such as the tax on profits made by online casinos being raised from 21% to 40% and duty on online betting increasing from 15% to 25% (except for horse racing)	Cutting £150 from the average household energy bill over the next year	Freezing the NHS prescription charge in England (for those who pay it) at £9.90 for the next year
UNWEIGHTED BASE	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043
WEIGHTED BASE	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043	1043
Strongly support	95	51	166	342	314	147	230	301	300	380	60	97	200	87	372	354	377
	9%	5%	16%	33%	30%	14%	22%	29%	29%	36%	6%	9%	19%	8%	36%	34%	36%
Tend to support	203	108	212	350	344	245	342	313	356	263	117	182	272	222	290	377	365
	19%	10%	20%	34%	33%	24%	33%	30%	34%	25%	11%	17%	26%	21%	28%	36%	35%
Neither support nor oppose	250	292	214	195	207	292	278	225	276	229	324	326	247	319	210	186	216
	24%	28%	20%	19%	20%	28%	27%	22%	26%	22%	31%	31%	24%	31%	20%	18%	21%
Tend to oppose	188	273	143	90	80	140	77	85	35	76	211	175	145	182	62	45	27
	18%	26%	14%	9%	8%	13%	7%	8%	3%	7%	20%	17%	14%	17%	6%	4%	3%
Strongly oppose	238	235	277	31	30	147	42	55	18	32	231	116	129	157	39	30	17
	23%	23%	27%	3%	3%	14%	4%	5%	2%	3%	22%	11%	12%	15%	4%	3%	2%
Support (NET)	298	159	378	692	657	392	572	614	656	643	177	279	473	310	662	730	742
	29%	15%	36%	66%	63%	38%	55%	59%	63%	62%	17%	27%	45%	30%	63%	70%	71%
Oppose (NET)	426	508	420	122	110	287	119	140	53	108	441	290	275	339	102	75	44
	41%	49%	40%	12%	11%	27%	11%	13%	5%	10%	42%	28%	26%	32%	10%	7%	4%
Don't know	69	84	31	35	69	72	74	65	57	63	101	147	49	75	70	51	42
	7%	8%	3%	3%	7%	7%	7%	6%	5%	6%	10%	14%	5%	7%	7%	5%	4%

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



PUBLIC
24-089497-08- POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSO5

Table 43
CP 1 - To what extent, if at all, do you support or oppose each? National Insurance and income tax thresholds being frozen for an extra three years from 2028. Britain's more people into savings higher tax bands as their income increases

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote							EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic group	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave			
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)		
UNWEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	704	704	319	730	313	570	873	117	218	263	164	928	90	144	154	94	133	144	94	483	315	
WEIGHTED BASE	2043	1115	1128	334	878	951	546	572	537	249*	100*	207*	1308	1315	593	1302	453	872	873	118*	219	252	113	908	103*	127*	128	89*	137*	100*	415	240		
100%		49%	51%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	66%	67%	32%	57%	43%	30%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	39%	32%		
Strongly support	95	38	57	43	27	25	18	24	22	24	1	7	34	24	22	35	60	34	61	12	28	32	17	78	15	6	36	6	22	3	36	25		
	9%	7%	11%	14%	7%	7%	7%	9%	9%	16%	1%	8%	10%	6%	6%	13%	9%	9%	8%	8%	12%	13%	6%	9%	13%	5%	11%	8%	14%	3%	9%	8%		
Tend to support	203	99	104	56	82	64	51	49	40	25	7	31	134	68	112	60	68	135	36	32	42	68	187	34	18	80	13	12	30	103	58			
	19%	19%	20%	18%	22%	18%	21%	18%	17%	17%	14%	34%	18%	20%	19%	20%	18%	20%	23%	23%	22%	16%	22%	21%	34	15%	10%	27%	16%	7%	30%	25%	18%	
Neither support nor oppose	250	116	134	96	90	64	63	68	45	43	13	18	188	82	136	115	88	163	35	64	60	69	203	39	23	78	17	31	28	83	55			
	24%	23%	25%	21%	24%	18%	20%	25%	19%	29%	23%	21%	24%	22%	23%	25%	24%	24%	23%	22%	27%	24%	22%	22%	30%	18%	24%	22%	20%	27%	20%	20%	17%	
Tend to oppose	168	103	84	56	61	71	37	58	46	22	12	12	142	47	128	60	78	109	22	38	39	78	165	34	35	50	15	23	27	77	67			
	16%	20%	16%	18%	16%	20%	15%	21%	19%	15%	24%	14%	20%	14%	22%	19%	21%	18%	14%	18%	19%	28%	18%	28%	15%	20%	14%	14%	26%	19%	20%	20%		
Strongly oppose	238	133	105	36	92	111	55	56	69	26	13	18	159	79	142	96	86	152	29	45	70	102	218	11	45	55	25	58	11	92	109			
	23%	26%	20%	11%	24%	32%	23%	21%	29%	17%	26%	20%	22%	24%	24%	21%	23%	23%	18%	19%	28%	23%	21%	21%	11%	10%	31%	37%	11%	33%	33%	10%		
Support (NET)	298	137	161	99	110	89	69	72	62	49	8	38	208	90	148	150	102	196	48	80	72	85	265	29	24	125	19	34	33	139	83			
	29%	27%	31%	32%	29%	23%	28%	26%	26%	33%	16%	43%	29%	27%	23%	23%	27%	29%	30%	34%	29%	27%	29%	29%	39%	18%	24%	21%	33%	34%	25%	8		
Oppose (NET)	426	236	190	91	153	182	92	115	116	48	25	30	300	126	270	156	164	262	51	82	109	151	384	25	80	105	41	81	37	169	176			
	41%	46%	36%	29%	40%	52%	38%	42%	49%	32%	34%	30%	42%	38%	46%	34%	44%	30%	32%	32%	43%	48%	42%	42%	25%	63%	32%	51%	17%	41%	53%	10%		
Don't know	69	26	43	27	26	36	21	18	14	9	4	2	31	37	37	32	18	51	24	12	13	6	54	9	vC	3	11	2	10	16				
	7%	5%	8%	9%	7%	9%	9%	6%	6%	6%	9%	3%	4%	11%	1%	6%	7%	5%	8%	15%	5%	4%	2%	6%	0%	-	6%	4%	7%	2%	5%	5%		

Proportions/Means: Columns Tested (5% risk level) - a)/b - c)/d - U)/N/U)/R - U/m - n)/o - p)/q - r)/s)/t - v)/w - x)/y)/N)/C - D)/E
Overlaid 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.



PUBLIC
24-08-2024-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSON

Table 44
CP 2 - To what extent, if at all, do you support or oppose each? Continue the amount under £5k can cut into cash £5k at £2,000 a year, down from £20,000 (with the rest of the allowance reserved for investments)

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region										Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	Man		Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave					
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)				
UNWEIGHTED BASE	1043	515	528	151	334	178	262	272	217	169	50	89	691	308	111	600	431	172	671	158	212	113	605	103	127	128	80	137	101	401	103					
WEIGHTED BASE	1043	515	528	151	334	178	262	272	217	169	50	89	691	308	111	600	431	172	671	158	212	113	605	103	127	128	80	137	101	401	103					
100%	49%	49%	51%	30%	30%	34%	24%	26%	23%	14%	5%	8%	68%	32%	57%	43%	36%	64%	13%	23%	24%	30%	87%	10%	12%	12%	31%	8%	11%	10%	31%	32%				
Strongly support	51	28	23	22	15	14	12	16	14	8	1	1	40	15	20	31	18	33	15	14	12	9	42	8	3	23	2	17	1	25	8					
15%	5%	5%	4%	7%	4%	4%	3%	6%	6%	5%	1%	2%	6%	3%	3%	7%	5%	5%	8%	4%	5%	3%	5%	8%	2%	7%	1%	11%	1%	6%	2%					
Tend to support	108	47	61	40	34	34	30	29	22	22	8	6	70	37	66	41	44	64	21	25	31	30	93	15	11	47	12	6	13	43	25					
10%	9%	9%	11%	13%	9%	10%	12%	7%	9%	15%	17%	6%	10%	11%	11%	9%	12%	12%	13%	10%	10%	10%	10%	15%	9%	9%	14%	15%	4%	13%	11%	8%				
Neither support nor oppose	292	138	154	79	98	115	79	73	64	34	16	26	189	102	147	145	98	193	46	69	75	78	254	28	30	84	23	38	32	116	87					
20%	27%	27%	29%	25%	26%	23%	32%	27%	27%	23%	32%	29%	27%	30%	25%	32%	26%	29%	29%	29%	30%	25%	28%	28%	26%	24%	26%	24%	28%	28%	26%					
Tend to oppose	223	142	132	81	97	95	63	69	59	40	14	28	100	63	166	107	89	184	78	71	63	87	243	17	38	11	22	35	35	120	84					
20%	28%	29%	25%	26%	26%	27%	26%	25%	25%	27%	29%	32%	27%	25%	28%	24%	24%	27%	17%	30%	25%	28%	27%	36%	30%	28%	28%	22%	39%	39%	26%					
Strongly oppose	235	121	114	52	109	74	41	66	68	27	23	182	53	152	63	69	146	27	34	64	95	209	22	42	59	16	50	15	64	103	61					
23%	24%	21%	21%	16%	20%	21%	17%	24%	29%	18%	19%	75%	26%	16%	26%	18%	24%	22%	17%	14%	25%	11%	33%	18%	20%	32%	15%	21%	31%	31%	5					
Support NET	159	75	84	62	49	48	42	36	35	30	9	7	111	48	87	72	62	97	36	39	42	39	135	23	14	70	14	23	14	68	93					
15%	15%	16%	16%	20%	13%	14%	17%	13%	15%	20%	18%	8%	16%	14%	15%	16%	17%	14%	23%	16%	17%	13%	15%	23%	11%	14%	17%	14%	14%	17%	10%					
Oppose NET	508	263	245	133	206	169	105	135	127	67	24	51	172	136	218	190	178	330	54	104	127	183	452	38	80	149	38	85	51	204	188					
49%	51%	46%	42%	53%	48%	43%	43%	49%	54%	45%	48%	57%	53%	40%	54%	42%	48%	49%	34%	44%	50%	59%	50%	37%	43%	45%	46%	54%	55%	50%	57%					
Don't know	84	39	45	40	25	33	20	29	10	18	1	5	35	49	37	47	34	50	22	26	7	12	64	13	3	25	5	12	3	22	22					
8%	8%	9%	13%	7%	6%	8%	8%	11%	4%	12%	2%	6%	9%	15%	6%	10%	9%	8%	14%	11%	3%	4%	7%	13%	2%	8%	7%	8%	3%	5%	7%					

Proportions/Means: Columns Tested (2% risk level) - z/y - z/y/z - t/z/h/v/j/k - v/m - n/p - p/q - r/z/v/z - v/w - n/y/m/z - D/E
Overlap formulae used: * small base

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



PUBLIC
24-08-2025-08- POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSON

Table 45
CP 3 - To what extent, if at all, do you support or oppose each? Upline the two-child benefit cap from April 2026, so parents can claim benefits for all their children as opposed to the previous maximum of two children
Base: All adults aged 16-75 in Great Britain

	Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL	Man	Woman	16-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic group	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave		
UNWEIGHTED BASE	1043	515	528	154	376	351	245	272	232	140*	50*	80*	708	515	738	515	671	372	671	137	218	212	112	905	103*	127*	128	80*	157*	103*	410	130	
100%		49%	51%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	66%	52%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	39%	52%		
Strongly support	166	75	91	81	49	36	40	24	43	35	7	17	138	58	78	88	66	100	23	41	57	37	145	19	5	85	11	20	25	83	58		
100%		15%	17%	20%	13%	10%	16%	9%	18%	13%	1%	1%	15%	17%	13%	13%	10%	18%	13%	14%	17%	23%	12%	16%	18%	4%	20%	14%	1%	24%	20%	6%	
Tend to support	212	110	102	62	79	52	54	46	45	41	10	25	145	68	130	82	85	128	41	44	43	73	173	26	20	79	23	27	37	80	53		
20%		21%	19%	22%	21%	19%	22%	17%	19%	27%	20%	18%	20%	20%	22%	18%	23%	19%	26%	26%	10%	17%	23%	19%	26%	16%	16%	11%	37%	22%	16%		
Neither support nor oppose	214	98	116	69	73	71	58	61	42	27	7	19	138	76	113	101	70	144	38	64	33	56	176	31	20	56	29	21	16	83	50		
20%		19%	22%	22%	19%	20%	24%	23%	18%	18%	14%	22%	19%	23%	19%	22%	19%	22%	1%	24%	27%	13%	18%	19%	30%	16%	17%	36%	13%	16%	20%	15%	
Tend to oppose	143	63	80	30	58	56	31	42	31	18	7	13	97	46	86	57	53	90	21	35	41	35	134	3	20	53	10	23	10	59	45		
100%		12%	15%	10%	15%	10%	13%	16%	13%	12%	1%	14%	14%	14%	13%	13%	14%	13%	14%	11%	10%	11%	11%	22%	3%	20%	10%	24%	10%	14%	14%		
Strongly oppose	277	156	121	37	107	134	60	85	68	24	17	24	203	75	169	108	83	194	29	50	73	106	255	16	61	68	14	72	11	86	156		
100%		30%	23%	12%	28%	38%	25%	31%	29%	16%	34%	27%	29%	22%	29%	24%	22%	20%	18%	21%	29%	34%	48%	21%	17%	46%	15%	21%	40%	21%	47%		
Support (NET)	378	189	194	163	138	97	84	70	80	75	17	33	253	135	208	171	151	217	64	86	99	109	318	46	20	144	24	37	61	172	71		
100%		36%	37%	52%	34%	25%	38%	26%	37%	50%	35%	37%	38%	37%	33%	38%	41%	34%	41%	36%	39%	35%	35%	44%	19%	44%	30%	23%	61%	42%	22%		
Oppose (NET)	430	219	201	67	165	189	82	127	98	42	24	37	299	121	255	165	136	284	50	85	113	141	389	19	81	121	24	94	23	144	201		
100%		43%	38%	21%	44%	54%	37%	47%	42%	28%	49%	41%	42%	36%	43%	37%	37%	42%	32%	36%	45%	45%	43%	19%	64%	37%	30%	60%	23%	35%	61%		
Don't know	81	13	18	15	13	4	2	14	7	5	1	1	18	13	14	16	15	15	5	4	6	5	22	8	1	7	3	6	-	11	7		
3%		3%	3%	5%	3%	1%	1%	3%	3%	3%	3%	1%	2%	4%	2%	4%	4%	2%	3%	2%	2%	2%	2%	2%	2%	2%	4%	4%	-	3%	2%		

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

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



Table 46
Q9 - 4 - To what extent, if at all, do you support or oppose each? increase the level of the national minimum wage for over-21s from £12.21 to £12.71 per hour and for 18-20 year olds from £10 to £10.85 per hour
Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region										Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote							EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave						
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)																				(l)	(m)	(n)	(o)	(p)	(q)
UNWEIGHTED BASE	1043	515	528	152	607	444	256	268	253	120	47	99	704	319	723	313	570	673	673	117	218	261	164	628	62	144	154	133	94	483	565						
WEIGHTED BASE	1043	515	528	152	607	444	256	268	253	120	47	99	704	319	723	313	570	673	673	117	218	261	164	628	62	144	154	133	94	483	565						
100%		49%	51%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	68%	32%	57%	49%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	11%*	10%*	31%	32%						
Strongly support	342	151	191	118	118	105	84	72	77	58	21	30	239	103	181	161	124	218	63	85	85	93	305	26	181	138	231	31	49	147	91						
33%		29%	36%	38%	31%	30%	34%	27%	33%	39%	41%	34%	34%	33%	31%	30%	33%	33%	32%	38%	34%	34%	30%	34%	30%	14%	42%	29%	20%	40%	36%						
Tend to support	350	168	182	100	126	125	78	92	87	50	10	33	232	118	215	135	136	214	34	82	80	117	301	40	38	115	35	47	29	149	99						
34%		33%	34%	32%	33%	36%	32%	34%	37%	34%	20%	37%	33%	33%	37%	30%	37%	37%	32%	22%	35%	32%	38%	33%	40	30%	35%	45%	30%	29%	36%	30%					
Neither support nor oppose	195	102	93	49	67	79	59	50	35	15	13	23	124	71	98	96	57	137	37	45	49	49	163	25	39	56	12	31	14	62	81						
19%		20%	18%	16%	18%	22%	24%	18%	15%	10%	27%	25%	17%	22%	17%	21%	15%	20%	23%	19%	19%	19%	18%	18%	24%	31%	17%	15%	20%	14%	15%	25%					
Tend to oppose	90	51	40	28	32	30	19	31	21	14	3	1	70	20	56	34	32	58	15	14	25	31	79	7	21	10	7	33	3	35	37						
9%		10%	8%	9%	8%	9%	8%	12%	9%	10%	5%	2%	20%	6%	10%	8%	9%	9%	9%	6%	10%	10%	9%	17%	7%	17%	9%	9%	21%	3%	8%	12%					
Strongly oppose	11	25	6	1	21	9	4	12	8	4	1	2	26	5	14	17	13	18	3	5	7	15	29	1	9	3	-	10	*	8	18						
1%		5%	1%	*	3%	3%	2%	5%	3%	3%	1%	2%	4%	1%	2%	4%	3%	3%	2%	2%	3%	3%	3%	1%	7%	1%	7%	1%	7%	*	2%	5%					
Support (NET)	682	319	373	219	343	230	161	165	164	109	31	63	471	231	396	296	260	482	95	169	165	210	606	66	140	253	59	78	78	296	149						
66%		62%	72%	70%	64%	66%	66%	60%	69%	61%	72%	72%	67%	66%	67%	65%	70%	67%	64%	60%	71%	67%	67%	60%	44%	77%	74%	50%	78%	72%	57%	57%					
Oppose (NET)	122	75	46	30	52	40	23	44	29	19	3	4	97	25	71	51	45	77	18	19	32	46	108	9	30	13	7	44	3	43	54						
12%		15%	9%	9%	14%	13%	10%	16%	12%	13%	7%	4%	14%	7%	12%	11%	12%	11%	11%	8%	13%	15%	12%	8%	24%	4%	9%	28%	3%	10%	16%						
Don't know	15	19	16	17	16	2	2	14	10	7	3	-	16	19	25	10	9	25	9	5	5	6	28	3	1	7	2	5	6	10	5						
3%		4%	3%	9%	4%	1%	1%	5%	4%	5%	6%	-	2%	6%	4%	2%	3%	4%	3%	2%	2%	2%	3%	2%	1%	2%	2%	2%	3%	6%	2%	2%					

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

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



PUBLIC
24-089497-08: POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSON

Table 47
CP 5 - To what extent, if at all, do you support or oppose each? Basic and new state pension payments alone up by 4.8% from April 2026, above the current rate of inflation

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region										Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	Man	Woman		18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave					
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)					
UNWEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	704	339	730	313	570	873	117	218	261	164	628	628	144	94	133	94	443	54	515					
WEIGHTED BASE	2043	1115	1328	354	1336	1541	1446	222	237	1497	457	897	706	345	1503	463	372	873	1167	218	252	112	906	1037	1277	128	897	1377	1007	4165	240					
	49%	51%	50%	30%	30%	34%	24%	26%	23%	14%	1%	8%	66%	32%	57%	43%	36%	64%	13%	21%	24%	30%	87%	10%	12%	1%	8%	11%	10%	31%	32%					
Strongly support	344	134	170	53	97	163	83	76	71	39	31	189	135	158	156	90	224	53	70	88	83	291	291	35	40	107	24	59	112	125						
30%	26%	34%	34%	17%	24%	47%	34%	28%	30%	26%	23%	33%	28%	34%	27%	34%	24%	33%	32%	20%	35%	27%	32%	32%	18%	32%	18%	30%	19%	27%	38%					
Tend to support	344	187	157	85	128	125	80	77	71	61	15	31	227	107	194	150	212	212	46	84	72	122	293	293	35	48	112	33	46	152	127					
33%	36%	30%	30%	27%	34%	38%	30%	28%	30%	41%	30%	35%	34%	32%	33%	33%	35%	32%	20%	35%	28%	39%	32%	34%	38%	34%	41%	29%	36%	37%	36%					
Neither support nor oppose	207	99	108	91	84	31	50	54	44	23	15	21	139	68	132	75	70	137	37	48	44	60	173	24	15	56	10	21	35	74	48					
20%	19%	20%	20%	29%	22%	9%	21%	20%	18%	16%	30%	23%	20%	20%	22%	17%	19%	20%	23%	20%	17%	19%	19%	24%	12%	17%	13%	14%	34%	18%	15%					
Tend to oppose	80	46	34	40	26	14	12	30	16	16	4	2	64	16	56	24	32	48	8	20	25	21	70	30	11	28	10	19	8	39	14					
8%	9%	6%	6%	23%	7%	4%	5%	12%	7%	12%	8%	2%	9%	5%	10%	5%	9%	7%	5%	9%	10%	7%	8%	10%	9%	8%	12%	12%	8%	20%	4%					
Strongly oppose	50	17	13	7	18	5	3	8	14	3	1	2	25	5	19	11	20	10	1	5	7	13	26	4	7	13	2	3	1	10	50					
5%	3%	2%	2%	7%	5%	1%	1%	3%	6%	2%	1%	2%	4%	2%	3%	2%	5%	2%	*	2%	3%	4%	3%	4%	6%	4%	5%	2%	1%	3%	3%					
Support (NET)	637	321	336	138	324	295	112	152	143	100	28	62	436	222	352	306	222	436	97	154	160	304	584	584	51	88	219	57	105	55	265	242				
63%	62%	64%	64%	44%	59%	84%	70%	56%	60%	67%	55%	70%	62%	66%	60%	67%	59%	60%	61%	64%	63%	66%	65%	65%	70%	67%	71%	67%	67%	65%	73%					
Oppose (NET)	110	64	46	47	44	20	6	37	30	19	5	4	89	21	75	35	52	58	9	25	32	33	95	15	18	40	12	22	9	50	24					
11%	12%	9%	15%	12%	6%	6%	6%	14%	13%	13%	9%	4%	13%	6%	13%	8%	14%	9%	6%	11%	13%	11%	11%	14%	14%	12%	15%	14%	9%	12%	7%					
Don't know	69	31	38	38	26	5	7	29	21	7	3	2	44	25	31	38	29	40	15	12	17	14	53	13	5	13	1	9	2	21	15					
7%	6%	7%	12%	7%	4%	1%	3%	11%	9%	5%	6%	3%	6%	7%	5%	8%	6%	6%	10%	5%	7%	5%	6%	12%	4%	4%	1%	6%	2%	5%	5%					

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/ABC - D/E
Overlap formulae used. * small base

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



PUBLIC
24-089497-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSO

Table 48
CP 4 - To what extent, if at all, do you support or oppose each? Introduce a new electric vehicle mileage tax from April 2028 (at 3p per mile for battery electric cars and 1.5p for plug-in hybrid cars).

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region										Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote							EU Ref Vote	
	Man		Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland		Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave					
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)					
UNWEIGHTED BASE	1043	515	1008	152	607	444	256	268	253	120	47	99	704	319	739	313	570	873	117	117	218	261	164	928	90	144	144	133	94	483	315						
WEIGHTED BASE	2043	1115	2233	334	1333	951	146	222	237	149*	50*	89*	708	381	930	463	872	873	188*	218	252	112	908	103*	127*	128	89*	137*	100*	416	260						
	100%	49%	51%	30%	30%	34%	24%	24%	26%	23%	14%*	5%*	8%*	68%	32%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	31%	32%				
Strongly support	147	96	151	32	46	35	15	32	43	16	8	13	112	35	86	63	86	55	92	13	24	58	46	127	30	34	43	7	34	49	71						
14%	19%	10%	10%	12%	12%	14%	12%	12%	14%	13%	13%	13%	18%	11%	13%	13%	13%	13%	14%	7%	30%	23%	15%	14%	8%	19%	13%	8%	21%	12%	12%	21%					
	b			cf			gh			ij			kl			mn			op			rs			tu			vw			xy						
Tend to support	248	223	122	76	72	96	60	56	51	39	12	29	162	83	121	114	89	156	72	37	56	72	68	221	29	31	79	24	36	23	115	67					
24%	24%	23%	24%	24%	19%	27%	28%	21%	21%	26%	25%	21%	23%	25%	22%	25%	24%	24%	23%	24%	23%	22%	24%	24%	22%	24%	24%	31%	23%	23%	28%	20%					
	d			ef			hi			jk			lm			no			pq			st			uv			wx			yz						
Neither support nor oppose	292	123	169	97	100	95	58	96	46	52	10	31	188	94	159	133	95	196	45	77	53	92	248	31	34	93	12	38	31	112	76						
28%	24%	32%	31%	26%	27%	27%	24%	35%	19%	35%	19%	34%	28%	28%	27%	29%	26%	29%	28%	28%	32%	21%	29%	27%	30%	28%	15%	24%	31%	27%	23%						
	a			c			f			i			l			p			r			v			x			z									
Tend to oppose	140	72	68	35	62	42	30	40	33	21	4	13	88	51	86	54	58	82	17	27	34	44	128	11	17	52	18	11	13	66	44						
14%	14%	13%	13%	11%	16%	12%	12%	13%	14%	14%	7%	14%	12%	15%	12%	12%	16%	12%	12%	12%	13%	14%	14%	14%	11%	14%	26%	22%	7%	13%	26%	13%					
	b			d			g			j			m			q			s			u			w			y									
Strongly oppose	147	78	69	44	69	34	23	35	50	15	14	11	114	33	94	53	49	98	23	30	30	52	132	12	20	34	15	29	18	43	60						
14%	15%	13%	14%	14%	10%	9%	8%	13%	21%	10%	28%	12%	10%	16%	10%	12%	13%	15%	13%	15%	12%	17%	15%	12%	15%	10%	19%	18%	10%	18%	10%						
	c			e			h			k			n			o			t			y			z												
Support (NET)	392	218	174	109	119	164	103	88	94	55	30	32	274	119	218	175	145	248	49	80	129	114	347	33	55	121	31	69	35	164	138						
38%	42%	33%	35%	32%	47%	42%	42%	32%	40%	37%	40%	36%	39%	35%	37%	39%	39%	37%	31%	34%	51%	37%	38%	32%	43%	37%	40%	44%	35%	40%	42%						
	a			c			e			g			i			k			m			o			q			s			u						
Oppose (NET)	287	150	137	79	131	76	53	74	82	36	17	24	202	85	179	107	107	180	40	58	64	97	259	24	37	86	33	40	31	109	105						
27%	29%	26%	25%	31%	22%	22%	27%	33%	24%	33%	27%	27%	29%	23%	30%	24%	29%	27%	25%	24%	26%	31%	29%	29%	29%	26%	41%	25%	31%	27%	32%						
	b			d			f			h			j			l			n			p			r			t			v						
Don't know	72	24	48	28	28	16	31	14	15	7	3	3	34	38	34	38	25	47	25	23	6	10	50	16	1	28	4	10	3	25	12						
7%	5%	9%	9%	7%	5%	5%	12%	5%	6%	5%	6%	3%	5%	11%	1	6%	8%	7%	7%	18%	10%	3%	6%	6%	15%	3%	4%	6%	3%	6%	4%						
	c			e			g			i			k			m			o			q			s			u			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/x/y/z/ - D/E
Overlap formulae used. * small base

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



PUBLIC
24-08949-08- POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSON

Table 49
Q9 7 - To what extent, if at all, do you support or oppose each? Freezing fuel duty at its current rate until September 2026, after which it will increase by inflation

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	Man	Woman		18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	
UNWEIGHTED BASE	1043	935	1008	152	607	444	256	268	253	120	47	99	704	319	730	313	570	873	117	218	261	164	133	94	133	94	143	94	483	315		
WEIGHTED BASE	1043	935	1008	152	607	444	256	268	253	120	47	99	704	319	730	313	570	873	117	218	261	164	133	94	133	94	143	94	483	315		
100%	49%	51%	50%	30%	30%	34%	24%	26%	23%	14%	5%	8%	68%	32%	57%	43%	36%	64%	13%	23%	24%	30%	87%	10%	12%	8%	13%	10%	31%	32%		
Strongly support	230	122	109	55	87	88	63	57	64	28	6	13	183	70	132	118	65	165	45	56	59	59	210	35	26	24	85	32	85	92		
23%	24%	21%	18%	18%	23%	25%	26%	21%	27%	19%	12%	14%	23%	21%	19%	26%	18%	29%	29%	23%	24%	39%	23%	16%	20%	23%	33%	10%	21%	28%		
Tend to support	342	156	146	88	133	121	88	73	71	33	23	34	223	118	197	145	126	215	40	91	82	106	293	42	38	120	31	43	36	142	102	
33%	30%	35%	28%	33%	34%	30%	30%	27%	30%	35%	46%	38%	32%	35%	33%	32%	34%	32%	25%	38%	32%	34%	32%	41%	30%	37%	39%	27%	35%	35%	31%	
Neither support nor oppose	278	140	138	114	79	85	57	99	50	30	11	31	193	85	168	110	100	178	45	62	56	89	239	22	40	70	18	41	36	106	75	
27%	27%	26%	36%	21%	24%	23%	23%	36%	21%	20%	23%	35%	27%	25%	28%	24%	27%	27%	28%	26%	22%	29%	26%	22%	31%	21%	23%	26%	35%	26%	23%	
Tend to oppose	77	41	36	19	32	26	13	18	20	17	2	6	58	19	58	18	33	44	5	12	27	31	67	10	8	28	7	10	14	39	25	
7%	8%	7%	6%	8%	7%	7%	5%	7%	9%	12%	4%	6%	8%	6%	10%	4%	9%	7%	2%	1%	11%	10%	7%	8%	6%	8%	6%	14%	20%	7%		
Strongly oppose	42	26	16	8	20	14	6	13	12	7	3	1	31	11	21	11	22	17	25	4	15	13	38	2	9	15	1	6	3	15	18	
4%	5%	3%	7%	5%	4%	4%	2%	5%	5%	4%	6%	2%	4%	3%	5%	5%	4%	4%	2%	3%	6%	4%	4%	2%	7%	5%	1%	4%	3%	4%	5%	
Support (NET)	119	190	181	143	220	209	151	139	136	110	81	29	384	188	310	263	191	381	85	146	140	165	503	58	64	195	47	95	45	226	184	
55%	54%	56%	45%	54%	60%	61%	61%	48%	57%	54%	18%	52%	54%	56%	52%	51%	57%	54%	54%	61%	56%	59%	56%	57%	59%	59%	60%	45%	55%	59%		
Oppose (NET)	119	67	52	27	52	40	18	31	33	24	5	7	90	29	79	40	60	68	8	18	42	43	105	12	17	41	7	16	17	54	43	
11%	13%	10%	8%	14%	11%	8%	8%	12%	14%	10%	8%	13%	13%	13%	9%	13%	13%	10%	6%	7%	17%	14%	10%	12%	14%	13%	9%	10%	13%	13%	13%	
Don't know	74	30	44	31	26	17	19	12	19	15	5	5	40	33	34	40	31	43	19	12	13	14	58	10	6	20	7	5	3	23	18	
7%	6%	8%	10%	7%	5%		8%	10%	9%	5%	6%	10%	6%	9%	8%	6%	9%	8%	6%	12%	5%	5%	6%	10%	5%	6%	8%	3%	3%	6%	6%	

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 - x/y/z/BC - D/E
Overlap formulae used. * small base

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



PUBLIC
24-089497-08- POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSO5

Table 50
Q9 8 - To what extent, if at all, do you support or oppose each? Introduce a council tax surcharge for properties in England worth more than £2m of £2,500 a year, rise to £7,500 a year for properties worth more than £5m

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote							EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave			
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)			(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)
UNWEIGHTED BASE	1043	515	528	152	407	444	245	272	237	237	130	47	704	339	730	313	570	473	117	218	261	164	928	124	144	144	144	144	144	144	144	144		
WEIGHTED BASE	1043	515	528	152	407	444	245	272	237	237	130	47	704	339	730	313	570	473	117	218	261	164	928	124	144	144	144	144	144	144	144	144		
100%	49%	51%	51%	30%	30%	34%	24%	26%	23%	23%	14%*	5%*	68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	39%	32%			
Strongly support	301	155	145	84	113	104	77	81	75	37	13	37	216	84	184	116	126	175	29	62	91	99	287	30	27	139	25	27	35	140	86			
23%	30%	28%	27%	30%	30%	30%	31%	23%	32%	25%	20%	42%	31%	23%	31%	26%	34%	28%	18%	26%	36%	32%	32%	9%	21%	42%	31%	17%	35%	34%	26%			
Tend to support	313	156	157	82	120	121	69	84	72	53	15	41	212	101	180	133	123	190	46	68	74	101	277	30	37	160	42	38	19	146	89			
30%	30%	30%	26%	29%	34%		28%	31%	30%	36%	30%	22%	30%	30%	30%	29%	33%	28%	29%	28%	29%	32%	31%	30%	29%	30%	30%	24%	19%	36%	27%			
Neither support nor oppose	225	93	132	76	78	71	55	65	45	32	6	20	152	72	112	113	47	177	46	67	42	57	182	32	33	57	5	43	25	71	76			
22%	18%	23%	24%	21%	20%		23%	24%	19%	22%	13%	22%	22%	22%	19%	25%	13%	28%	29%	28%	17%	18%	20%	31%	26%	17%	7%	25%	17%	23%				
Tend to oppose	85	48	36	34	29	22	18	21	21	13	9	4	58	27	51	34	32	53	13	11	25	32	65	12	15	10	2	17	17	16	39			
8%	9%	7%	11%	8%	6%		7%	8%	9%	9%	4%	8%	8%	8%	9%	8%	9%	8%	8%	5%	10%	20%	7%	12%	12%	3%	2%	17%	4%	12%				
Strongly oppose	55	35	20	6	27	22	12	16	12	5	5		39	16	26	29	18	37	10	12	11	18	46	8	12	10	2	23	1	18	28			
5%	7%	4%	7%	6%	6%		5%	6%	5%	3%	5%		6%	5%	4%	6%	5%	5%	6%	5%	4%	6%	5%	8%	9%	3%	7%	14%	4%	8%				
Support (NET)	614	311	303	167	332	225	146	145	147	90	28	57	428	185	364	250	249	364	75	130	165	200	565	40	149	217	67	146	54	286	176			
59%	60%	57%	53%	59%	64%		59%	53%	62%	60%	56%	64%	61%	55%	62%	55%	67%	54%	47%	54%	66%	64%	62%	39%	50%	72%	84%	42%	53%	70%	53%			
Oppose (NET)	140	83	56	40	56	44	29	37	33	18	14	9	97	42	77	63	50	89	23	23	37	50	111	20	27	18%	4%	18	35	67				
13%	16%	11%	13%	13%			12%	14%	14%	12%	29%	10%	14%	13%	13%	14%	14%	13%	14%	10%	15%	16%	12%	20%	21%	6%	5%	23%	18%	8%	20%			
Don't know	68	28	37	32	22	11	15	25	11	9	1	4	29	36	37	28	25	40	15	19	8	5	47	10	3	14	4	9	3	10	12			
6%	5%	7%	8%	10%	6%	3%	6%	9%	5%	6%	2%	4%	4%	11%	6%	6%	7%	6%	9%	8%	3%	2%	5%	10%	3%	4%	4%	6%	3%	5%	3%			

Proportions/Means: Columns Tested (5% risk level) - a)/b - c)/d - U)/N)/V)/R - U/m - n)/o - p)/q - r)/s)/t - v)/w - x)/y)/N)/C - D)/E
Overlaid 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.



PUBLIC
24-089497-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSON

Table 51
Q9 - To what extent, if at all, do you support or oppose each? Freeline rescaled rail fares for tourism in England for the next year

Base: All adults aged 18-75 in Great Britain

	Gender			Age				Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave			
UNWEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	704	339	730	313	570	473	117	218	261	164	928	90	144	94	133	94	483	565				
WEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	704	339	730	313	570	473	117	218	261	164	928	90	144	94	133	94	483	565				
100%	49%	51%	50%	30%	30%	34%	24%	26%	23%	14%	5%	8%	68%	32%	57%	43%	36%	64%	13%	23%	24%	30%	87%	10%	12%	8%	11%	10%	31%	32%				
Strongly support	300	150	150	71	155	135	73	65	83	58	8	12	205	95	180	120	112	188	46	120	82	271	23	25	127	26	37	22	122	104				
23%	29%	28%	23%	23%	30%	33%	30%	24%	35%	39%	18%	14%	29%	28%	33%	26%	30%	28%	29%	31%	32%	36%	36%	22%	20%	33%	23%	22%	30%	31%				
Tend to support	356	168	188	117	123	136	102	85	73	44	13	40	242	115	195	160	132	124	43	91	77	119	306	40	46	123	32	38	43	145	113			
34%	33%	36%	37%	33%	33%	33%	41%	31%	31%	29%	26%	45%	34%	34%	33%	35%	36%	33%	28%	38%	30%	38%	34%	39%	37%	37%	40%	24%	43%	35%	34%			
Neither support nor oppose	276	134	142	80	96	100	54	98	47	28	21	29	186	90	151	125	87	189	47	53	72	79	241	24	43	55	16	60	26	102	88			
26%	26%	27%	25%	25%	29%	29%	22%	36%	20%	19%	41%	33%	26%	27%	26%	28%	23%	28%	30%	22%	29%	25%	27%	22%	34%	17%	21%	38%	25%	20%	27%			
Tend to oppose	95	18	17	18	13	4	5	4	14	3	5	3	29	6	28	7	13	22	4	8	7	12	28	5	3	7	1	13	6	18	4			
9%	9%	9%	6%	9%	9%	9%	9%	9%	10%	4%	2%	10%	4%	2%	2%	5%	1%	4%	3%	3%	3%	4%	3%	5%	2%	2%	1%	13	6%	4%	1%			
Strongly oppose	18	13	6	4	9	5	1	5	8	3	1	1	15	3	6	11	4	15	2	5	4	6	14	3	4	7	-	2	-	4	9			
2%	2%	2%	1%	1%	2%	2%	1%	2%	3%	2%	1%	1%	2%	1%	1%	3%	1%	2%	1%	2%	2%	2%	2%	3%	2%	1%	1%	1%	1%	1%	3%			
Support (NET)	656	318	338	187	238	231	124	150	156	102	21	52	446	210	376	280	244	412	89	165	154	301	577	63	72	250	58	75	66	267	216			
63%	63%	64%	60%	63%	68%	68%	57%	55%	66%	68%	43%	58%	63%	63%	64%	62%	68%	61%	58%	69%	62%	64%	64%	61%	57%	76%	73%	47%	65%	65%	66%			
Oppose (NET)	38	30	21	22	22	9	6	10	22	6	6	4	44	9	34	19	17	36	6	13	12	18	42	8	7	14	1	13	6	22	11			
3%	6%	4%	7%	6%	6%	3%	3%	4%	9%	4%	13%	5%	6%	3%	4%	4%	3%	5%	4%	5%	5%	6%	5%	8%	1%	1%	1%	9%	5%	5%	4%			
Don't know	57	32	35	25	22	10	11	15	12	14	2	3	32	26	29	28	23	34	15	7	12	14	44	8	6	9	5	8	4	18	13			
5%	6%	5%	8%	6%	3%	4%	4%	5%	5%	9%	5%	4%	4%	8%	5%	6%	6%	5%	10%	3%	5%	4%	5%	8%	4%	3%	6%	5%	4%	4%	4%			

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 - x/y/z/A/B/C - D/E
Overlap formulae used. * small base

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



PUBLIC
24-08949-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSON

Table 52
CD 10 - To what extent, if at all, do you support or oppose each? Premium cars being excluded from the Motability scheme, which allows people on certain disability benefits to lease vehicles more cheaply

Base: All adults aged 18-75 in Great Britain

	Gender			Age			Region								Employment Status		Social Grade		Education		Income				Ethnicity		EU Ref Vote					
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic group	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	
UNWEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	704	519	523	730	311	570	873	117	218	261	164	928	121	144	164	133	94	483	565	
WEIGHTED BASE	2043	1115	1328	334	878	951	446	472	447	222	87	197	1068	768	775	1050	483	872	873	1187	218	252	112	906	1017	1277	128	887	1377	1007	416	580
100%		49%	51%	30%	30%	34%	24%	26%	23%	14%	1%	8%	66%	32%	32%	57%	43%	36%	64%	13%	21%	24%	30%	87%	10%	12%	11%	8%	11%	10%	31%	32%
Strongly support	380	211	169	72	183	176	94	95	92	46	15	39	273	187	223	157	133	247	42	86	109	124	143	381	48	60	129	35	58	27	151	149
38%		41%	32%	23%	20%	20%	20%	35%	39%	31%	31%	43%	39%	32%	38%	35%	33%	37%	37%	27%	36%	43%	40%	38%	27%	47%	39%	44%	37%	27%	37%	45%
Tend to support	252	125	148	89	90	85	60	57	64	46	14	23	167	96	96	146	117	201	162	30	62	64	82	238	32	28	101	25	35	27	124	73
25%		22%	28%	28%	24%	24%	24%	21%	27%	31%	28%	25%	24%	29%	29%	23%	26%	27%	24%	39%	26%	25%	26%	25%	32%	31%	22%	31%	22%	27%	28%	22%
Neither support nor oppose	229	107	122	91	76	62	51	68	59	35	21	21	147	82	82	128	103	78	251	48	57	49	57	189	36	21	56	11	21	27	81	59
22%		21%	23%	29%	20%	18%	21%	25%	17%	24%	20%	21%	21%	24%	24%	22%	22%	21%	23%	30%	24%	20%	18%	21%	29%	17%	17%	14%	20%	27%	20%	18%
Tend to oppose	76	42	34	31	32	13	21	29	17	4	3	3	60	16	41	34	31	45	17	13	10	20	64	5	10	22	4	13	11	33	25	
7%		8%	6%	10%	8%	4%	9%	10%	7%	3%	5%	3%	8%	5%	7%	8%	8%	7%	11%	5%	4%	9%	7%	5%	8%	7%	5%	8%	11%	8%	8%	
Strongly oppose	32	13	20	11	11	18	1	6	11	11	1	2	25	7	19	13	10	22	5	7	9	9	29	3	6	7	*	6	5	9	10	
3%		2%	4%	4%	5%	1%	*	2%	5%	7%	2%	2%	4%	2%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	5%	2%	4%	5%	2%	3%	
Support (NET)	643	336	317	161	223	260	153	152	156	92	29	61	440	283	360	274	234	409	73	148	173	206	171	571	60	87	230	59	93	54	265	232
62%		63%	60%	51%	59%	74%	63%	56%	69%	61%	59%	69%	62%	61%	63%	61%	63%	61%	63%	46%	62%	69%	66%	63%	58%	70%	59%	54%	65%	67%		
Oppose (NET)	108	55	53	42	49	18	22	35	26	15	4	5	80	23	61	47	41	67	22	19	19	17	93	8	18	4	19	18	42	35		
10%		11%	10%	13%	13%	5%	8%	8%	13%	12%	10%	7%	5%	12%	7%	10%	11%	11%	14%	8%	8%	12%	10%	10%	13%	8%	5%	12%	16%	10%	11%	
Don't know	63	27	36	21	30	12	19	18	15	8	2	2	35	28	32	31	19	44	16	14	10	12	52	5	2	14	6	14	3	22	55	
6%		5%	7%	7%	8%	4%	8%	7%	6%	5%	4%	3%	5%	8%	5%	7%	5%	7%	10%	6%	4%	4%	6%	5%	2%	4%	7%	9%	3%	5%	4%	

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 - x/y/z/ABC - D/E
Overlap formulae used. * small base

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



Table 53
Q9 11 - To what extent, if at all, do you support or oppose each? People move into their pension out under salary sacrifice schemes startline to see National Insurance tax on contributions above £2,000 a year from 2029

Base: All adults aged 16-75 in Great Britain

	Gender			Age						Region						Employment Status		Social Grade		Education		Income				Ethnicity		EU 2024 Vote						EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave				
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)			
UNWEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	704	339	730	313	570	473	117	218	261	164	928	119	144	154	94	133	94	483	565				
WEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	704	339	730	313	570	473	117	218	261	164	928	119	144	154	94	133	94	483	565				
100%		49%	51%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	11%*	10%*	39%	32%				
Strongly support	60	39	21	20	14	26	12	15	12	15	2	4	44	16	39	22	24	37	7	9	26	16	53	6	12	27	6	4	21	21					
6%		8%	4%	4%	4%	8%	3%	6%	3%	10%	3%	4%	6%	5%	7%	3%	6%	3%	3%	4%	10%	3%	6%	6%	9%	8%	4%	4%	4%	5%	6%				
		b				d																													
Tend to support	117	68	48	17	60	38	30	29	35	17	6	9	85	31	70	47	44	72	13	32	24	42	106	30	11	54	11	14	7	64	33				
11%		13%	9%	5%	16%	11%	12%	11%	10%	11%	12%	10%	12%	9%	12%	10%	12%	11%	8%	14%	14%	14%	12%	9%	9%	16%	13%	9%	7%	16%	10%				
Neither support nor oppose	324	158	166	112	92	120	92	79	67	40	10	36	206	118	154	170	112	212	51	98	76	72	269	42	33	106	22	38	48	125	90				
31%		31%	31%	36%	24%	34%	37%	29%	28%	27%	21%	40%	29%	35%	26%	37%	30%	32%	32%	41%	30%	23%	30%	41%	26%	32%	28%	24%	48%	30%	27%				
		c				e																													
Tend to oppose	211	89	122	63	74	74	41	60	45	33	18	14	139	72	133	77	80	131	31	42	49	71	187	17	26	60	15	35	20	94	65				
20%		17%	23%	20%	20%	21%	17%	22%	19%	22%	15%	16%	20%	22%	23%	17%	23%	19%	19%	17%	20%	23%	21%	17%	21%	18%	19%	22%	20%	20%	23%	20%			
Strongly oppose	231	129	102	70	107	54	41	66	66	31	10	17	186	45	144	86	75	156	24	33	61	98	207	17	40	52	20	49	18	76	92				
12%		23%	19%	22%	28%	15%	17%	24%	28%	21%	19%	19%	20%	13%	24%	19%	20%	23%	15%	14%	24%	31%	21%	17%	31%	16%	25%	31%	18%	19%	28%				
		e				f																													
Support (NET)	177	108	69	37	14	66	42	45	37	33	8	13	129	47	108	68	68	109	20	42	54	98	159	36	23	80	17	30	11	85	33				
17%		21%	13%	12%	20%	19%	17%	16%	16%	21%	15%	15%	18%	14%	18%	15%	18%	16%	12%	17%	20%	19%	18%	15%	18%	16%	21%	13%	11%	21%	16%				
		g				h																													
Oppose (NET)	441	218	223	112	181	128	82	126	111	64	27	31	325	117	277	164	155	286	55	75	111	170	394	34	66	112	35	84	39	170	157				
42%		42%	42%	42%	48%	36%	34%	46%	47%	43%	53%	35%	46%	35%	47%	36%	42%	43%	35%	31%	44%	54%	44%	33%	52%	34%	44%	53%	39%	42%	47%				
		i				j																													
Don't know	101	31	70	33	31	37	29	23	22	14	5	9	48	53	50	51	37	64	32	23	15	11	81	11	4	31	6	16	3	30	30				
10%		6%	13%	10%	8%	11%	12%	8%	9%	9%	10%	10%	7%	16%	8%	11%	10%	10%	20%	10%	8%	4%	9%	11%	3%	9%	7%	10%	3%	7%	9%				
		k												l					m	n															

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

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



Table S4
Q9 12 - To what extent, if at all, do you support or oppose each? Basic and higher tax rates on earnings, savings and dividend income increase by 2 percentage points

Base: All adults aged 18-75 in Great Britain

	Gender		Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote							EU Ref Vote	
	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland		Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic group	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave		
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)		(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	
UNWEIGHTED BASE	1043	1315	1508	1612	1607	444	256	268	253	120	47	99	704	319	730	313	570	873	117	218	261	164	928	90	144	154	133	94	443	315			
WEIGHTED BASE	1043	1315	1508	1612	1607	444	256	268	253	120	47	99	704	319	730	313	570	873	117	218	261	164	928	90	144	154	133	94	443	315			
100%	49%	51%	30%	30%	34%	24%	21%	23%	14%*	5%*	8%*	6%	60%	32%	57%	43%	36%	64%	13%*	21%	24%	30%	87%	10%*	12%*	11%*	11%*	10%*	31%	15%	32%		
Strongly support	97	66	32	29	33	35	22	14	33	14	4	30	78	39	53	44	42	55	9	23	36	27	88	9	4	45	7	14	15	41	28		
9%	13%	6%	8%	8%	10%	8%	5%	14%	10%	7%	11%	11%	6%	9%	10%	11%	8%	8%	6%	8%	14%	8%	10%	8%	3%	14%	8%	15%	15%	30%	9%		
Tend to support	182	97	85	69	62	52	42	40	37	37	6	21	128	54	120	72	84	98	19	44	41	60	149	26	10	84	13	20	21	81	48		
17%	19%	16%	22%	16%	14%	17%	15%	15%	15%	12%	24%	18%	18%	16%	13%	16%	23%	15%	12%	18%	16%	22%	16%	25%	8%	16%	13%	21%	20%	15%			
Neither support nor oppose	326	155	172	83	111	132	80	99	62	34	20	32	207	119	193	134	93	234	55	81	71	93	295	22	43	92	28	39	30	131	98		
31%	30%	32%	27%	29%	25%	33%	33%	36%	26%	22%	41%	36%	29%	36%	33%	29%	25%	33%	35%	34%	28%	30%	33%	21%	34%	28%	35%	25%	30%	32%	30%		
Tend to oppose	175	86	80	54	70	51	38	49	34	37	9	7	128	46	109	66	65	110	22	38	39	60	155	18	32	42	18	13	13	82	53		
17%	17%	17%	17%	18%	15%	15%	18%	14%	25%	18%	8%	18%	18%	14%	19%	14%	17%	16%	14%	16%	15%	19%	17%	18%	25%	11%	22%	21%	13%	20%	26%		
Strongly oppose	116	63	52	22	32	41	22	32	39	8	3	11	86	29	64	52	44	71	10	21	34	40	100	10	23	6	28	10	35	52			
11%	12%	10%	7%	14%	12%	8%	8%	12%	16%	5%	7%	12%	12%	9%	11%	11%	12%	11%	6%	8%	14%	11%	11%	10%	20%	7%	17%	10%	9%	16%			
Support (NET)	279	162	117	98	95	86	65	54	68	51	9	31	206	73	163	116	126	154	28	66	77	95	237	35	13	129	20	34	36	122	97		
27%	32%	22%	31%	23%	24%	26%	20%	20%	29%	34%	18%	35%	29%	22%	28%	26%	34%	23%	18%	28%	30%	31%	26%	34%	11%	39%	26%	22%	36%	30%	23%		
Oppose (NET)	290	149	141	76	122	92	60	81	73	46	13	18	215	76	173	117	80	181	32	60	73	101	255	28	56	65	24	61	117	105			
28%	29%	27%	24%	32%	28%	24%	30%	31%	30%	26%	20%	20%	30%	23%	29%	26%	29%	27%	20%	25%	23%	32%	28%	28%	40%	20%	30%	39%	22%	29%	32%		
Don't know	147	48	99	56	50	41	41	38	33	19	7	9	80	67	61	86	44	103	43	32	31	23	118	18	14	42	7	23	12	40	51		
14%	9%	19%	18%	13%	12%	17%	17%	14%	14%	14%	10%	10%	11%	20%	10%	19%	12%	15%	27%	11%	12%	7%	13%	17%	11%	11%	9%	15%	12%	10%	15%		

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/ABC - D/E
Overlap formulae used. * small base

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



Table 55
Q9 13 - To what extent, if at all, do you support or oppose each? Examine the Soft Drinks Industry Levy, also known as the "Sugar Tax" to apply to drinks with 4.5g sugar per 100ml (instead of 5g per 100ml) and to packaged milk-based drinks (such as milkshakes and canned lattes)

Base: All adults aged 16-75 in Great Britain

	Gender			Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote							EU Ref Vote	
	Man		Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland		Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£54999	£55000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave		
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)		
UNWEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	704	319	730	313	570	873	673	117	218	261	164	928	90	144	164	54	133	94	483	315		
WEIGHTED BASE	2043	1115	1128	334	876	951	546	572	537	257	97	206	1064	465	1050	463	872	873	1187	219	252	312	112	906	1037	1277	128	807	1377	1007	4165	2650		
100%	49%	49%	51%	30%	30%	34%	24%	26%	23%	14%	5%	8%	66%	32%	57%	43%	36%	64%	13%	21%	24%	30%	87%	10%	12%	31%	8%	11%	10%	31%	32%			
Strongly support	200	100	100	45	73	83	37	57	52	34	4	16	141	60	132	68	86	114	23	35	60	69	184	35	87	19	24	34	14	95	55			
10%	20%	20%	19%	14%	19%	24%	15%	21%	22%	23%	8%	18%	20%	18%	22%	15%	23%	17%	15%	15%	24%	22%	20%	12%	19%	27%	24%	15%	14%	23%	17%			
Tend to support	272	143	129	83	94	65	70	61	66	42	10	34	189	79	6	116	233	149	26	62	74	91	235	27	29	94	30	31	34	128	69			
26%	28%	24%	26%	23%	27%	20%	29%	22%	27%	28%	21%	27%	27%	24%	27%	26%	33%	22%	17%	26%	29%	29%	26%	23%	26%	29%	34	37%	20%	33%	31%	21%		
Neither support nor oppose	247	119	128	81	80	85	51	77	46	35	17	21	160	87	141	106	72	175	54	53	42	75	211	31	40	57	14	36	25	91	72			
24%	23%	24%	26%	21%	24%	21%	21%	28%	19%	24%	34%	24%	23%	26%	24%	23%	19%	26%	34%	22%	17%	24%	23%	30%	32%	17%	18%	23%	25%	22%	22%			
Tend to oppose	145	61	84	44	62	39	42	35	35	18	5	10	96	49	78	68	48	97	26	28	30	47	119	20	19	49	8	23	16	46	66			
24%	23%	16%	14%	17%	12%	17%	17%	13%	15%	12%	10%	11%	14%	15%	13%	15%	13%	13%	16%	12%	12%	15%	12%	13%	19%	15%	10%	14%	16%	11%	20%			
Strongly oppose	129	68	62	46	51	32	34	31	26	14	9	16	52	37	56	74	32	88	16	44	38	24	119	8	13	27	6	34	11	37	56			
12%	13%	12%	15%	13%	9%	14%	14%	11%	11%	9%	17%	18%	13%	11%	9%	16%	9%	10%	10%	15%	15%	8%	13%	8%	10%	8%	21%	11%	9%	17%				
Support (NET)	473	244	229	127	167	178	107	118	117	76	14	40	336	139	289	184	210	263	98	133	169	419	49	53	181	49	54	47	223	124				
45%	47%	43%	41%	44%	52%	43%	43%	43%	50%	51%	29%	44%	47%	43%	49%	43%	56%	39%	31%	41%	53%	51%	46%	38%	42%	55%	61%	35%	47%	54%	38%			
Oppose (NET)	275	129	146	90	114	71	76	66	61	32	14	25	189	86	133	141	79	195	41	72	68	71	218	28	32	76	14	56	26	82	123			
26%	25%	28%	29%	30%	20%	31%	24%	26%	21%	27%	29%	29%	27%	26%	23%	31%	21%	29%	26%	30%	27%	23%	26%	27%	25%	23%	18%	36%	26%	20%	37%			
Don't know	49	23	25	15	17	17	12	11	12	6	5	3	25	23	27	22	11	38	13	16	9	6	37	5	2	14	2	10	2	13	11			
5%	5%	5%	5%	5%	5%	5%	4%	5%	4%	10%	3%	4%	7%	5%	5%	3%	6%	8%	7%	3%	2%	4%	5%	2%	4%	3%	6%	2%	3%	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 - x/y/z/ABC - D/E
Overlap formulae used. * small base

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



Table 56
CD 14 - To what extent, if at all, do you support or oppose each? Given English regional mayors the power to charge tourists a tax for daytime overnight in their towns and cities

Base: All adults aged 18-75 in Great Britain

	Gender		Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave		
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	
UNWEIGHTED BASE	1043	1315	1508	1512	1607	444	256	268	253	120	47	99	704	319	730	313	570	873	117	218	261	164	928	90	144	154	94	133	94	483	315	
WEIGHTED BASE	1043	1315	1338	1341	1338	351	146	222	237	149*	60*	89*	708	381	580	463	372	873	118*	218	252	112	908	103*	127*	128	80*	137*	100*	416	280	
100%	49%	51%	51%	50%	54%	24%	24%	26%	23%	14%*	5%*	8%*	68%	32%	57%	43%	36%	64%	13%*	23%	24%	30%	87%	10%*	12%*	31%	8%*	13%*	10%*	39%	32%	
Strongly support	87	53	34	31	28	29	23	11	26	20	3	5	85	23	37	30	42	46	5	15	23	42	73	12	8	31	15	11	7	40	21	
	8%	10%	7%	10%	7%	8%	9%	4%	11%	13%	3%	6%	8%	7%	10%	7%	11%	7%	3%	4%	9%	13%	8%	12%	6%	10%	10%	7%	7%	30%	6%	
Tend to support	222	119	104	87	71	64	51	47	48	14	23	23	154	68	137	85	97	125	21	32	69	65	192	22	24	87	23	12	37	95	49	
	21%	23%	20%	28%	19%	18%	21%	17%	20%	28%	21%	8	22%	20%	23%	19%	26%	19%	13%	22%	28%	21%	21%	22%	19%	26%	24%	8%	37%	23%	15%	
Neither support nor oppose	319	129	190	84	124	111	88	97	46	38	16	34	221	98	173	146	101	218	56	82	59	93	284	28	38	107	22	41	27	136	94	
	31%	25%	36%	27%	33%	32%	36%	35%	20%	25%	33%	38%	31%	29%	29%	32%	27%	32%	36%	34%	24%	30%	31%	27%	30%	33%	28%	26%	26%	33%	28%	
Tend to oppose	182	90	92	50	64	67	40	55	51	16	10	10	118	63	114	68	68	114	27	42	42	44	59	151	22	29	48	14	31	15	72	71
	17%	17%	17%	10%	17%	19%	16%	20%	22%	10%	11%	11%	17%	19%	19%	15%	18%	17%	17%	18%	17%	19%	17%	22%	23%	15%	18%	20%	15%	28%	23%	
Strongly oppose	157	89	68	37	61	59	23	37	51	24	3	19	108	49	72	85	39	118	24	33	42	44	140	13	21	34	6	45	11	41	74	
	15%	17%	13%	12%	16%	17%	8%	14%	22%	16%	7%	21%	15%	15%	12%	19%	11%	18%	14%	14%	17%	14%	15%	17%	17%	30%	8%	20%	11%	30%	22%	
Support (NET)	310	172	138	118	99	99	74	57	74	16	24	24	219	91	194	143	140	170	26	67	99	106	265	33	32	118	35	34	44	135	30	
	30%	33%	26%	38%	26%	26%	30%	21%	31%	43%	33%	27%	31%	27%	33%	25%	38%	29%	16%	28%	37%	34%	29%	33%	25%	36%	43%	15%	44%	33%	21%	
Oppose (NET)	339	179	160	87	125	127	63	92	102	39	14	29	226	112	186	153	107	232	51	74	80	103	291	36	50	82	21	76	26	8	145	
	32%	35%	30%	28%	33%	36%	26%	34%	43%	26%	27%	32%	32%	34%	32%	34%	29%	35%	32%	31%	34%	33%	32%	35%	39%	25%	26%	48%	26%	27%	44%	
Don't know	75	35	40	24	31	20	21	26	14	8	3	2	41	34	37	39	24	51	25	15	14	9	64	6	7	21	2	16	4	27	22	
	7%	7%	8%	8%	8%	8%	9%	10%	6%	6%	7%	3%	6%	10%	6%	9%	7%	8%	10%	16%	4%	6%	7%	9%	5%	5%	6%	3%	10%	4%	7%	7%

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

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



PUBLIC
24-09-2025-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSON

Table 57
Q9 15 - To what extent, if at all, do you support or oppose each? Increase gambling taxes such as the tax on profits made by online casinos being raised from 21% to 40% and duty on online betting increase from 15% to 21% (except for horse racing)

Base: All adults aged 18-75 in Great Britain

	TOTAL	Gender		Age					Region							Employment Status		Social Grade		Education		Income					Ethnicity		GE 2024 Vote							EU Ref Vote	
		Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic group	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	EU Ref Vote					
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)					
UNWEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99	704	339	730	313	570	473	117	218	261	164	628	414	54	133	144	54	133	144	54	133	144	54			
WEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99	704	339	730	313	570	473	117	218	261	164	628	414	54	133	144	54	133	144	54	133	144	54			
100%	100%	49%	51%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	68%	32%	57%	43%	36%	64%	35%*	23%	26%	30%	67%	33%*	12%*	31%	39%	15%*	11%*	10%*	31%	39%	15%*	11%*			
Strongly support	372	192	180	94	139	139	90	83	97	55	11	36	270	102	227	145	172	200	44	145	70	103	333	28	39	152	35	42	158	119	119	38%	36%				
36%	36%	37%	34%	30%	37%	40%	37%	30%	41%	37%	22%	41%	38%	30%	38%	32%	40%	30%	28%	20%	41%	40%	37%	27%	31%	39%	39%	22%	42%	39%	39%	36%	36%				
Tend to support	230	123	158	83	102	107	55	91	58	53	15	17	184	106	167	123	91	199	42	70	64	89	253	29	45	90	25	36	20	138	84	84	25%				
28%	28%	26%	30%	26%	27%	30%	22%	33%	25%	32%	19%	26%	26%	32%	28%	27%	24%	30%	27%	30%	25%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%				
Neither support nor oppose	210	94	116	77	71	61	50	54	45	23	15	22	143	67	107	102	61	148	36	55	49	58	179	28	25	53	14	32	24	66	63	63	25%				
20%	20%	18%	22%	25%	19%	17%	20%	20%	19%	15%	30%	25%	20%	20%	18%	23%	16%	22%	23%	23%	19%	19%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%				
Tend to oppose	62	40	23	25	18	14	30	10	10	9	7	7	47	15	32	31	54	47	6	32	14	10	51	10	2	19	1	19	11	18	26	26	26				
6%	6%	8%	4%	8%	5%	5%	8%	4%	4%	6%	13%	8%	7%	5%	5%	7%	4%	7%	4%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%				
Strongly oppose	99	26	13	8	20	12	10	12	13	2	-	3	25	14	24	15	8	31	6	16	9	7	34	3	11	5	1	16	4	10	19	19					
4%	4%	5%	2%	2%	5%	3%	4%	4%	5%	1%	-	3%	4%	4%	4%	3%	2%	5%	4%	7%	3%	2%	4%	3%	9%	1%	1%	1%	1%	1%	1%	1%					
Support (NET)	602	324	338	177	240	246	145	174	156	107	26	54	454	208	394	268	263	399	87	140	167	215	586	57	84	241	62	71	62	296	203	203					
63%	63%	63%	64%	56%	63%	70%	59%	64%	66%	72%	52%	60%	64%	62%	67%	59%	71%	59%	50%	59%	60%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%				
Oppose (NET)	102	66	36	33	38	31	29	22	21	11	7	10	71	29	56	46	24	78	12	31	23	26	85	13	13	24	2	31	11	27	45	45					
10%	10%	13%	7%	10%	10%	9%	12%	8%	10%	7%	13%	11%	10%	9%	9%	10%	6%	12%	8%	13%	9%	8%	9%	13%	11%	7%	2%	23%	11%	7%	14%	14%					
Don't know	70	31	38	27	29	14	21	22	12	8	2	4	38	33	33	37	24	46	23	12	13	13	55	5	4	10	2	19	3	20	20	20					
7%	7%	6%	7%	9%	8%	4%	9%	8%	5%	5%	5%	4%	5%	9%	6%	8%	6%	7%	14%	5%	5%	4%	6%	6%	3%	3%	3%	12%	3%	5%	6%	6%					

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 - x/y/z/BC - D/E
Overlap formulae used. * small base

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



Table 58
Q9 16 - To what extent... If at all, do you support or oppose each? Cutting £150 from the average household energy bill over the next year by ending the energy company obligation (which made energy companies save for measures like insulation and heating systems for low income households) and move some costs for renewable electricity production to general taxation

Base: All adults aged 16-75 in Great Britain

	Gender			Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)
UNWEIGHTED BASE	1043	515	528	154	374	315	241	272	236	107	50	80	708	315	100	413	372	671	134	218	212	112	905	103	127	318	80	157	157	100	410	310
WEIGHTED BASE	1043	515	528	154	374	315	241	272	236	107	50	80	708	315	100	413	372	671	134	218	212	112	905	103	127	318	80	157	157	100	410	310
Strongly support	354	179	174	80	132	141	80	93	85	52	12	32	248	106	180	164	123	230	62	72	85	109	322	21	40	131	25	59	150	130	370	39%
	34%	35%	33%	26%	33%	40%	34%	32%	34%	35%	24%	36%	35%	32%	32%	30%	33%	34%	39%	30%	36%	36%	36%	21%	32%	40%	32%	38%	30%	37%	39%	
Tend to support	377	187	180	115	145	157	99	89	85	51	19	33	262	114	221	156	130	247	39	91	90	122	336	30	43	122	34	56	36	154	121	37%
	36%	36%	36%	37%	38%	33%	40%	33%	36%	34%	38%	37%	37%	34%	37%	34%	35%	37%	25%	38%	36%	32%	37%	30%	34%	34%	43%	35%	36%	38%	38%	
Neither support nor oppose	186	79	108	60	62	64	41	53	39	27	9	18	120	66	109	78	70	116	29	40	46	40	143	36	33	42	16	19	19	67	53	53%
	18%	15%	20%	19%	16%	18%	17%	19%	16%	18%	18%	20%	17%	20%	18%	17%	19%	17%	18%	21%	18%	16%	16%	16%	13%	20%	12%	19%	16%	16%		
Tend to oppose	45	24	21	24	11	10	5	12	12	6	7	3	30	16	33	13	22	23	8	5	10	17	37	7	4	13	4	4	12	12	8	4%
	4%	5%	4%	8%	3%	3%	2%	5%	5%	4%	14%	2%	4%	5%	6%	3%	6%	3%	5%	2%	4%	5%	4%	7%	3%	4%	5%	3%	12%	3%	2%	
Strongly oppose	50	22	8	12	12	7	13	5	4	5	1	1	38	12	11	19	8	22	12	7	2	8	25	3	1	13	-	1	1	10	8	1%
	5%	4%	2%	4%	3%	2%	5%	2%	2%	4%	2%	1%	3%	3%	2%	4%	2%	3%	8%	3%	1%	2%	3%	3%	1%	4%	-	7%	1%	2%	2%	
Support (NET)	730	367	364	196	377	298	139	182	170	103	31	65	530	230	430	321	253	478	101	163	181	231	657	51	84	244	59	115	67	304	251	70%
	70%	71%	69%	62%	73%	74%	73%	67%	72%	69%	62%	73%	72%	66%	69%	71%	68%	71%	64%	68%	72%	74%	73%	50%	66%	74%	75%	73%	66%	74%	76%	
Oppose (NET)	75	46	29	36	23	17	18	17	17	12	8	3	48	27	44	31	30	45	21	13	13	24	40	10	5	26	4	15	13	22	16	1%
	7%	9%	6%	11%	6%	5%	7%	6%	7%	8%	16%	4%	7%	8%	7%	7%	8%	7%	13%	5%	5%	8%	7%	10%	4%	8%	5%	9%	13%	5%	5%	
Don't know	51	24	27	22	17	12	7	21	11	8	2	2	30	21	27	24	18	33	7	14	12	7	44	5	5	16	1	8	2	17	10	5%
	5%	5%	5%	7%	4%	3%	3%	8%	5%	5%	4%	3%	4%	6%	5%	5%	5%	5%	5%	6%	5%	2%	3%	5%	4%	5%	1%	5%	2%	4%	3%	

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 - x/y/z/A/B/C - D/E
Overlap formulae used. * small base

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



PUBLIC
24-08-2025-08 - POST BUDGET
26TH - 27TH NOVEMBER 2025
IPSON

Table 59
Q9 17 - To what extent, if at all, do you support or oppose each? Freezing the NHS prescription charge in England for those who save it at £5.90 for the next year

Base: All adults aged 18-75 in Great Britain

	TOTAL	Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		EU Ref Vote							
		Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)
UNWEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99	704	339	730	313	570	473	117	218	261	164	928	120	344	354	94	133	94	483	515	
WEIGHTED BASE	1043	515	528	152	407	484	256	268	253	120	47	99	704	339	730	313	570	473	117	218	261	164	928	120	344	354	94	133	94	483	515	
100%	49%	51%	50%	30%	30%	34%	24%	26%	23%	14%*	5%*	8%*	68%	32%	57%	43%	36%	64%	13%*	21%	24%	30%	87%	10%*	12%*	31%	8%*	11%*	10%*	31%	32%	
Strongly support	377	166	211	100	146	131	89	105	96	131	18	35	233	123	201	176	118	250	75	83	87	101	342	83	29	149	23	56	21	133	131	
38%	32%	40%	32%	32%	39%	37%	38%	39%	40%	36%	33%	18%	38%	37%	34%	39%	32%	39%	48%	30%	34%	32%	38%	38%	28%	72%	45%	29%	35%	21%	32%	40%
Tend to support	365	173	192	99	122	144	82	90	86	56	17	33	243	122	216	149	134	231	36	95	88	113	322	40	47	110	47	55	28	161	113	
39%	34%	36%	32%	32%	42%	41%	38%	33%	36%	38%	33%	26%	34%	36%	37%	33%	36%	36%	23%	40%	35%	36%	36%	37%	34%	47	110	59%	35%	28%	39%	34%
Neither support nor oppose	216	127	89	84	73	59	40	60	32	22	13	39	151	64	125	91	88	128	31	46	56	70	177	21	35	54	6	35	43	87	64	
21%	25%	17%	27%	19%	17%	20%	20%	22%	14%	14%	26%	44%	21%	19%	21%	20%	24%	19%	20%	19%	22%	22%	20%	21%	27%	16%	7%	23%	42%	21%	19%	
Tend to oppose	27	18	9	8	13	6	12	5	7	2	-	*	23	4	16	11	11	36	2	6	10	8	21	4	4	5	*	6	2	8	11	
2%	3%	2%	3%	2%	2%	2%	3%	2%	3%	1%	-	2%	3%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	4%	2%	*	4%	2%	2%	3%	2%	
Strongly oppose	17	9	8	5	9	4	1	4	6	3	1	2	13	4	10	7	5	12	2	3	6	5	14	2	5	3	-	2	3	6	4	
2%	2%	2%	2%	2%	1%	1%	*	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	1%	3%	2%	2%	2%	4%	1%	-	2%	3%	1%	1%	
Support (NET)	742	338	403	199	268	275	181	194	182	111	35	39	496	246	416	326	251	491	111	179	175	214	664	69	78	259	70	111	49	293	244	
71%	68%	70%	63%	71%	78%	78%	74%	71%	77%	74%	70%	44%	70%	73%	71%	72%	68%	73%	70%	75%	69%	69%	73%	67%	79%	88%	70%	70%	69%	72%	74%	
Oppose (NET)	44	27	17	13	21	10	13	9	11	5	1	3	56	7	26	18	16	28	4	9	16	11	35	6	10	8	*	8	5	14	15	
4%	5%	3%	4%	4%	3%	3%	5%	3%	6%	3%	2%	3%	3%	2%	4%	4%	4%	4%	2%	4%	6%	4%	4%	6%	8%	2%	*	5%	3%	3%	5%	
Don't know	42	23	19	19	16	7	3	8	9	12	1	8	23	18	22	19	17	34	12	4	5	15	30	6	4	7	3	3	3	17	7	
4%	4%	4%	6%	4%	2%	1%	1%	3%	4%	8%	2%	9%	3%	5%	4%	4%	5%	4%	7%	2%	2%	5%	3%	6%	3%	2%	4%	2%	3%	4%	2%	

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 - x/y/z/aa/bc - d/e
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20152 and with the Ipsos Terms and Conditions.



Table 02
Q12 - 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			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL	Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic group	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	
	UNWEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	519	524	730	313	570	473	117	218	261	164	928	117	94	144	164	133	94	483	565
WEIGHTED BASE	1043	515	528	152	407	444	256	268	253	120	47	99	519	524	730	313	570	473	117	218	261	164	928	117	94	144	164	133	94	483	565	
100%	100%	49%	51%	30%	30%	34%	24%	26%	23%	14%	1%	8%	68%	32%	57%	43%	36%	64%	13%	23%	24%	30%	87%	10%	12%	11%	8%	11%	10%	31%	32%	
True	538	280	258	172	483	483	117	142	136	79	32	53	531	187	193	202	336	78	111	133	161	161	463	61	73	175	175	38	85	66	227	174
52%	52%	54%	49%	55%	48%	52%	48%	52%	49%	53%	44%	60%	50%	56%	48%	44%	50%	50%	50%	53%	53%	53%	51%	60%	58%	53%	47%	54%	65%	55%	53%	
False	237	140	97	55	85	97	53	54	70	39	8	13	147	70	147	91	96	141	26	46	65	80	217	13	30	86	27	34	16	94	79	
23%	23%	27%	18%	18%	21%	22%	23%	20%	30%	26%	16%	15%	24%	23%	23%	23%	23%	23%	27%	19%	26%	36%	24%	12%	24%	26%	24%	22%	16%	23%	24%	
Don't know	268	95	173	86	111	76	75	76	51	51	51	23	189	79	124	144	74	203	53	61	54	71	225	20	22	67	15	58	19	80	76	
26%	26%	18%	33%	27%	28%	20%	31%	28%	23%	21%	20%	23%	27%	23%	23%	32%	20%	29%	34%	26%	22%	23%	25%	18%	20%	10%	24%	19%	22%	23%		

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d - e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/N/C - D/E
Overlap formulae used. * small base

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