



T1	Table 1	Q1 - How would you describe the current state of...? - Summary table	Base: All adults aged 18-75 in GB
T2	Table 2	Q1 1 - How would you describe the current state of...? - The British economy	Base: All adults aged 18-75 in GB
T3	Table 3	Q1 2 - How would you describe the current state of...? - public services in your local area	Base: All adults aged 18-75 in GB
T4	Table 4	Q2A - Which of the following, if any, would you say have contributed MOST to the British economy currently being in a GOOD state?	Base: All adults aged 18-75 in GB who describe the British economy as very/fairly good
T5	Table 5	Q2B - Which of the following, if any, would you say have contributed MOST to the British economy currently being in a POOR state?	Base: All adults aged 18-75 in GB who describe the British economy as very/fairly poor
T6	Table 6	Q3 - When you hear about the state of the economy in the news, what specific types of information most influence your view of how the economy is doing?	Base: All adults aged 18-75 in GB
T7	Table 7	Q4 - To what extent, if at all, do you think John Healey has been doing a good job or a bad job, in his role as Chancellor of the Exchequer, or neither?	Base: All adults aged 18-75 in GB
T8	Table 8	Q6 - To what extent, would you say you are hopeful or fearful of how announcements in the upcoming Autumn Budget might impact... - Summary table	Base: All adults aged 18-75 in GB
T9	Table 9	Q6 1 - To what extent, would you say you are hopeful or fearful of how announcements in the upcoming Autumn Budget might impact... - your own financial situation?	Base: All adults aged 18-75 in GB
T10	Table 10	Q6 2 - To what extent, would you say you are hopeful or fearful of how announcements in the upcoming Autumn Budget might impact... - the quality of public services?	Base: All adults aged 18-75 in GB
T11	Table 11	Q6 3 - To what extent, would you say you are hopeful or fearful of how announcements in the upcoming Autumn Budget might impact... - the British economy	Base: All adults aged 18-75 in GB
T12	Table 12	Q6 4 - To what extent, would you say you are hopeful or fearful of how announcements in the upcoming Autumn Budget might impact... - British businesses	Base: All adults aged 18-75 in GB
T13	Table 13	Q7 - How confident, if at all are, you that... - The Labour party - Summary table	Base: All adults aged 18-75 in GB
T14	Table 14	Q7 1 1 - How confident, if at all are, you that... - the Labour party - have a good long-term economic plan for Britain	Base: All adults aged 18-75 in GB
T15	Table 15	Q7 1 2 - How confident, if at all are, you that... - the Labour party - have a good plan for changing Britain generally	Base: All adults aged 18-75 in GB
T16	Table 16	Q7 1 3 - How confident, if at all are, you that... - the Labour party - have a good long-term plan for Britain's public services	Base: All adults aged 18-75 in GB
T17	Table 17	Q7 1 4 - How confident, if at all are, you that... - the Labour party - will get the right balance between taxation, borrowing, and public spending	Base: All adults aged 18-75 in GB
T18	Table 18	Q7 1 5 - How confident, if at all are, you that... - the Labour party - will deliver improvements that will make a difference to my daily life	Base: All adults aged 18-75 in GB
T19	Table 19	Q7 - How confident, if at all are, you that... - The Conservative party - Summary table	Base: All adults aged 18-75 in GB
T20	Table 20	Q7 2 1 - How confident, if at all are, you that... - the Conservative party - have a good long-term economic plan for Britain	Base: All adults aged 18-75 in GB
T21	Table 21	Q7 2 2 - How confident, if at all are, you that... - the Conservative party - have a good plan for changing Britain generally	Base: All adults aged 18-75 in GB
T22	Table 22	Q7 2 3 - How confident, if at all are, you that... - the Conservative party - have a good long-term plan for Britain's public services	Base: All adults aged 18-75 in GB
T23	Table 23	Q7 2 4 - How confident, if at all are, you that... - the Conservative party - will get the right balance between taxation, borrowing, and public spending	Base: All adults aged 18-75 in GB
T24	Table 24	Q7 2 5 - How confident, if at all are, you that... - the Conservative party - will deliver improvements that will make a difference to my daily life	Base: All adults aged 18-75 in GB
T25	Table 25	Q7 - How confident, if at all are, you that... - Reform UK - Summary table	Base: All adults aged 18-75 in GB
T26	Table 26	Q7 3 1 - How confident, if at all are, you that... - Reform UK - have a good long-term economic plan for Britain	Base: All adults aged 18-75 in GB
T27	Table 27	Q7 3 2 - How confident, if at all are, you that... - Reform UK - have a good plan for changing Britain generally	Base: All adults aged 18-75 in GB
T28	Table 28	Q7 3 3 - How confident, if at all are, you that... - Reform UK - have a good long-term plan for Britain's public services	Base: All adults aged 18-75 in GB
T29	Table 29	Q7 3 4 - How confident, if at all are, you that... - Reform UK - will get the right balance between taxation, borrowing, and public spending	Base: All adults aged 18-75 in GB
T30	Table 30	Q7 3 5 - How confident, if at all are, you that... - Reform UK - will deliver improvements that will make a difference to my daily life	Base: All adults aged 18-75 in GB
T31	Table 31	Q7 - How confident, if at all are, you that... - The Liberal Democrats - Summary table	Base: All adults aged 18-75 in GB
T32	Table 32	Q7 4 1 - How confident, if at all are, you that... - the Liberal Democrats - have a good long-term economic plan for Britain	Base: All adults aged 18-75 in GB
T33	Table 33	Q7 4 2 - How confident, if at all are, you that... - the Liberal Democrats - have a good plan for changing Britain generally	Base: All adults aged 18-75 in GB
T34	Table 34	Q7 4 3 - How confident, if at all are, you that... - the Liberal Democrats - have a good long-term plan for Britain's public services	Base: All adults aged 18-75 in GB
T35	Table 35	Q7 4 4 - How confident, if at all are, you that... - the Liberal Democrats - will get the right balance between taxation, borrowing, and public spending	Base: All adults aged 18-75 in GB
T36	Table 36	Q7 4 5 - How confident, if at all are, you that... - the Liberal Democrats - will deliver improvements that will make a difference to my daily life	Base: All adults aged 18-75 in GB
T37	Table 37	Q7 - How confident, if at all are, you that... - The Green party - Summary table	Base: All adults aged 18-75 in GB
T38	Table 38	Q7 5 1 - How confident, if at all are, you that... - the Green party - have a good long-term economic plan for Britain	Base: All adults aged 18-75 in GB
T39	Table 39	Q7 5 2 - How confident, if at all are, you that... - the Green party - have a good plan for changing Britain generally	Base: All adults aged 18-75 in GB
T40	Table 40	Q7 5 3 - How confident, if at all are, you that... - the Green party - have a good long-term plan for Britain's public services	Base: All adults aged 18-75 in GB
T41	Table 41	Q7 5 4 - How confident, if at all are, you that... - the Green party - will get the right balance between taxation, borrowing, and public spending	Base: All adults aged 18-75 in GB
T42	Table 42	Q7 5 5 - How confident, if at all are, you that... - the Green party - will deliver improvements that will make a difference to my daily life	Base: All adults aged 18-75 in GB
T43	Table 43	QA11 - Which of the below do you think the government should prioritise?	Base: All adults aged 18-75 in GB
T44	Table 44	QA12 - Which of the below do you think the government should prioritise?	Base: All adults aged 18-75 in GB
T45	Table 45	QA13 - Which of the following statements do you most agree with?	Base: All adults aged 18-75 in GB
T46	Table 46	QA14 - Which of the following statements do you most agree with?	Base: All adults aged 18-75 in GB
T47	Table 47	QA15 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - Summary table	Base: All adults aged 18-75 in GB
T48	Table 48	QA15 1 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: Economic growth does more harm than good B: Economic growth does more good than harm	Base: All adults aged 18-75 in GB
T49	Table 49	QA15 2 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: More focus should be placed on protecting the environment, even if that harms economic growth B: More focus should be placed on economic growth, even if that comes at the expense of protecting the environment	Base: All adults aged 18-75 in GB
T50	Table 50	QA15 3 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: Globalisation does more harm than good B: Globalisation does more good than harm	Base: All adults aged 18-75 in GB
T51	Table 51	QA15 4 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: Britain should allow as much immigration as the economy needs to support growth B: There should be strict limits on immigration into Britain even if that harms growth	Base: All adults aged 18-75 in GB
T52	Table 52	QA15 5 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: Redistributing money between people is more important than growing the economy overall B: Growing the overall economy is more important than redistributing money between people	Base: All adults aged 18-75 in GB
T53	Table 53	QA15 6 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: More focus should be placed on improving the economy of specific regions and nations in the UK B: More focus should be placed on improving UK economy as a whole	Base: All adults aged 18-75 in GB
T54	Table 54	QA15 7 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: When planning for new housing, priority should be given to the views of local residents or protecting the countryside even if less housing is built B: When planning for new housing, priority should be given to building as many new homes as possible	Base: All adults aged 18-75 in GB
T55	Table 55	QA16 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - Summary table	Base: All adults aged 18-75 in GB
T56	Table 56	QA16 1 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: Government should set stricter rules for businesses on issues like workers' rights and environmental standards B: Red-tape on businesses should be cut to help them to grow and create more jobs	Base: All adults aged 18-75 in GB
T57	Table 57	QA16 2 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: Services such as water, rail and energy should be run by the public sector B: Services such as water, rail and energy should be run by the private sector	Base: All adults aged 18-75 in GB
T58	Table 58	QA16 3 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: There is too much regulation of British business B: There is too little regulation of British business	Base: All adults aged 18-75 in GB
T59	Table 59	QA16 4 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: Businesses should be taxed more to pay for the funding gap in public services B: Businesses should be taxed at a lower level to encourage them to invest in job creation and economic growth	Base: All adults aged 18-75 in GB
T60	Table 60	QA17 - Which of the following statements if either, comes closest to your view?	Base: All adults aged 18-75 in GB

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25-061766-41 - BUDGET - HEALEY
9TH - 13TH OCTOBER 2026
PUBLIC
IPSOS

20 Oct 2026

Table 1

Q1 - How would you describe the current state of...? - Summary table

Base: All adults aged 18-75 in GB

	The British economy	Public services in your local area
UNWEIGHTED BASE	1077	1077
WEIGHTED BASE	1077	1077
(4) Very good	15 1%	47 4%
(3) Fairly good	168 16%	353 33%
(2) Fairly poor	498 46%	430 40%
(1) Very poor	360 33%	186 17%
Mean	1.85	2.26
Very/ fairly good (NET)	183 17%	400 37%
Very/ fairly poor (NET)	858 80%	615 57%
Don't know	35 3%	62 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.



Table 2
Q2_3 - How would you describe the current state of...? - the British economy

Base: All adults aged 18-75 in GB

	GENDER						AGE						GENERATION						REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1C1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE									
UNWEIGHTED BASE	10777	5125	5651	1112	1888	1517	228	1216	201	212	242	285	253	117	58	58	724	313	716	361	615	462	111	203	205	365	150	903	146	118	61	111	111	449	216										
WEIGHTED BASE	10777	5125	5651	1112	1888	1517	228	1216	201	212	242	285	253	117	58	58	724	313	716	361	615	462	111	203	205	365	150	903	146	118	61	111	111	449	216										
181 Very good	15	15	4	13	1	1	7	6	2	-	3	2	6	3	-	-	14	1	11	4	7	8	4	2	4	5	3	8	2	8	-	3	-	5	4	8									
191 Fairly good	15%	2%	4	4%	4	4	3%	2%	3%	-	1%	1%	3%	2%	-	-	2%	4	2%	1%	2%	1%	8%	1%	2%	1%	5	1%	1%	3%	-	8%	-	1%	12%	12%									
201 Fairly good	168	75	93	55	105	51	42	97	35	38	35	51	33	30	9	9	125	43	111	57	60	103	12	38	33	56	21	138	19	67	8	8	18	74	26										
211 Fairly good	16%	22%	9%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
221 Fairly good	468	211	265	153	185	161	109	153	125	111	114	132	108	70	24	49	327	171	290	208	193	305	71	99	115	157	58	426	60	105	29	37	60	207	122										
231 Very good	360	156	200	83	136	142	40	116	101	93	89	90	86	47	16	32	280	130	176	184	138	252	55	80	67	124	40	311	62	157	15	75	35	108	135										
Mean	18%	10%	17%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
241 Fairly good	181	75	93	55	105	51	42	97	35	38	35	51	33	30	9	9	125	43	111	57	60	103	12	38	33	56	21	138	19	67	8	8	18	74	26										
251 Fairly good	16%	22%	9%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
261 Fairly good	468	211	265	153	185	161	109	153	125	111	114	132	108	70	24	49	327	171	290	208	193	305	71	99	115	157	58	426	60	105	29	37	60	207	122										
271 Very good	360	156	200	83	136	142	40	116	101	93	89	90	86	47	16	32	280	130	176	184	138	252	55	80	67	124	40	311	62	157	15	75	35	108	135										
281 Fairly good	18%	10%	17%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
291 Fairly good	16%	22%	9%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
301 Fairly good	468	211	265	153	185	161	109	153	125	111	114	132	108	70	24	49	327	171	290	208	193	305	71	99	115	157	58	426	60	105	29	37	60	207	122										
311 Very good	360	156	200	83	136	142	40	116	101	93	89	90	86	47	16	32	280	130	176	184	138	252	55	80	67	124	40	311	62	157	15	75	35	108	135										
321 Fairly good	18%	10%	17%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
331 Fairly good	16%	22%	9%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
341 Fairly good	468	211	265	153	185	161	109	153	125	111	114	132	108	70	24	49	327	171	290	208	193	305	71	99	115	157	58	426	60	105	29	37	60	207	122										
351 Very good	360	156	200	83	136	142	40	116	101	93	89	90	86	47	16	32	280	130	176	184	138	252	55	80	67	124	40	311	62	157	15	75	35	108	135										
361 Fairly good	18%	10%	17%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
371 Fairly good	16%	22%	9%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
381 Fairly good	468	211	265	153	185	161	109	153	125	111	114	132	108	70	24	49	327	171	290	208	193	305	71	99	115	157	58	426	60	105	29	37	60	207	122										
391 Very good	360	156	200	83	136	142	40	116	101	93	89	90	86	47	16	32	280	130	176	184	138	252	55	80	67	124	40	311	62	157	15	75	35	108	135										
401 Fairly good	18%	10%	17%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
411 Fairly good	16%	22%	9%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
421 Fairly good	468	211	265	153	185	161	109	153	125	111	114	132	108	70	24	49	327	171	290	208	193	305	71	99	115	157	58	426	60	105	29	37	60	207	122										
431 Very good	360	156	200	83	136	142	40	116	101	93	89	90	86	47	16	32	280	130	176	184	138	252	55	80	67	124	40	311	62	157	15	75	35	108	135										
441 Fairly good	18%	10%	17%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
451 Fairly good	16%	22%	9%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
461 Fairly good	468	211	265	153	185	161	109	153	125	111	114	132	108	70	24	49	327	171	290	208	193	305	71	99	115	157	58	426	60	105	29	37	60	207	122										
471 Very good	360	156	200	83	136	142	40	116	101	93	89	90	86	47	16	32	280	130	176	184	138	252	55	80	67	124	40	311	62	157	15	75	35	108	135										
481 Fairly good	18%	10%	17%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
491 Fairly good	16%	22%	9%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
501 Fairly good	468	211	265	153	185	161	109	153	125	111	114	132	108	70	24	49	327	171	290	208	193	305	71	99	115	157	58	426	60	105	29	37	60	207	122										
511 Very good	360	156	200	83	136	142	40	116	101	93	89	90	86	47	16	32	280	130	176	184	138	252	55	80	67	124	40	311	62	157	15	75	35	108	135										
521 Fairly good	18%	10%	17%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
531 Fairly good	16%	22%	9%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
541 Fairly good	468	211	265	153	185	161	109	153	125	111	114	132	108	70	24	49	327	171	290	208	193	305	71	99	115	157	58	426	60	105	29	37	60	207	122										
551 Very good	360	156	200	83	136	142	40	116	101	93	89	90	86	47	16	32	280	130	176	184	138	252	55	80	67	124	40	311	62	157	15	75	35	108	135										
561 Fairly good	18%	10%	17%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
571 Fairly good	16%	22%	9%	20%	13%	14%	22%	14%	13%	16%	14%	18%	13%	13%	20%	9%	17%	12%	18%	12%	17%	15%	8%	17%	22%	16%	22%	15%	13%	23%	15%	6%	15%	18%	9%										
581 Fairly good	468	211	265	153	185	161	109	153	125	111	114	132	108	70	24	49	327	171	290	208	193	305	71	99	115	157	58	426	60	105	29														



Table 3
Q1_2 - How would you describe the current state of...? - public services in your local area

Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION					REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1C1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	10777	5125	5651	1112	3081	3577	229	1216	2011	2122	2161	2085	2513	1157	54	38	724	313	716	361	615	462	111	203	205	365	150	903	146	61	114	111	449	216	107	218		
WEIGHTED BASE	10777	5125	5651	1112	3081	3577	229	1216	2011	2122	2161	2085	2513	1157	54	38	724	313	716	361	615	462	111	203	205	365	150	903	146	61	114	111	449	216	107	218		
181 Very good	47	13	14	27	7	14	18	15	4	11	14	4	13	10	3	4	15	12	32	16	16	11	5	16	11	15	16	30	5	15	2	5	5	12	15			
	4%	0%	0%	2%	0%	0%	8%	4%	1%	5%	6%	1%	5%	0%	1%	4%	5%	4%	1%	3%	4%	4%	4%	3%	7%	4%	4%	11%	3%	4%	7%	5%	4%	4%	3%	5%		
191 Fairly good	393	198	192	121	320	301	80	317	91	84	71	109	80	39	15	34	241	111	213	119	140	207	45	84	89	110	53	299	53	119	19	12	43	199	84			
	33%	36%	30%	17%	10%	18%	36%	10%	13%	10%	29%	17%	13%	10%	30%	10%	13%	12%	16%	16%	18%	20%	10%	10%	10%	14%	17%	12%	16%	40%	17%	18%	16%	17%	19%			
201 Fairly poor	430	180	245	107	360	362	75	126	114	114	96	111	83	70	21	49	289	140	224	206	148	282	65	83	99	115	38	381	53	116	23	47	46	175	109			
	40%	34%	45%	13%	41%	45%	14%	18%	41%	47%	18%	19%	14%	14%	45%	43%	40%	40%	37%	44%	38%	41%	44%	44%	17%	19%	27%	42%	16%	19%	43%	16%	19%	19%	44%	17%		
211 Very poor	186	95	90	46	78	71	31	61	55	38	52	49	48	18	6	16	122	64	97	89	62	123	21	47	18	68	27	151	28	13	5	41	22	47	71			
	17%	18%	17%	3%	14%	17%	14%	18%	10%	10%	20%	17%	15%	12%	12%	10%	17%	18%	18%	19%	18%	18%	21%	15%	19%	13%	17%	11%	11%	9%	18%	18%	12%	78%	12%	78%		
Mean	2.26	2.21	2.2	2.43	2.17	2.2	2.41	2.17	2.17	2.21	2.22	2.24	2.26	2.38	2.11	2.19	2.28	2.22	2.33	2.16	2.31	2.23	2.23	2.23	2.31	2.24	2.42	2.34	2.29	2.41	2.4	1.91	2.27	2.31	2.15			
Men/ Fairly good (NET)	400	211	177	148	137	115	67	132	90	75	89	110	93	63	18	38	276	124	215	145	162	218	49	80	100	116	67	323	50	116	23	17	48	140	99			
	37%	42%	33%	49%	35%	32%	44%	40%	14%	11%	31%	19%	18%	41%	35%	10%	18%	16%	42%	31%	42%	18%	14%	16%	16%	18%	48%	16%	40%	45%	42%	22%	41%	40%	14%			
Men/ Fairly poor (NET)	615	275	315	154	218	223	106	187	169	152	147	139	130	88	29	63	412	204	320	295	210	405	88	131	137	203	65	532	81	149	27	88	68	223	181			
	57%	54%	62%	47%	61%	62%	48%	56%	61%	62%	56%	57%	51%	51%	51%	68%	56%	59%	51%	61%	54%	59%	60%	59%	54%	58%	46%	59%	55%	50%	52%	71%	58%	55%	62%			
Don't know	62	31	29	15	16	11	18	14	13	17	18	13	13	21	3	5	42	20	37	25	14	48	10	13	16	14	8	54	7	13	3	9	2	17	11			
	6%	6%	5%	1%	4%	3%	8%	4%	3%	7%	7%	3%	5%	18%	1%	1%	6%	6%	6%	6%	4%	7%	7%	6%	6%	4%	6%	6%	1%	4%	6%	7%	2%	4%	4%			

Proportions/Means: Columns Total (25 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/F/G = H/I
Overlap formulae used. * small base
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 4
Q24 - Which of the following, if any, would you say have contributed MOST to the British economy currently being in a GOOD state?

Base: All adults aged 18-75 in GB who describe the British economy as very/fairly good

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1C1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£12000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE			
UNREGISTERED BASE	185	130	55	85	100	50	57	155	30	41	39	52	40	39	14	10	144	40	141	48	117	72	16	181	51	78	86	140	19	80	11	101	20	85	28			
REGISTERED BASE	153	110	43	67	92	15*	50	117	17*	34*	40**	53*	37*	12**	10**	4*	135	44*	133	117	7	112*	124*	60**	10*	61*	80*	114*	74*	84*	111*	18**	74*	30**				
Decisions made by the ex-Labour Prime Minister Tony Blair and ex-Chancellor Gordon Brown from July 2005 to June 2010	61	44	17	20	17	23	14	19	11	17	14	16	15	12	3	*	45	16	44	17	25	25	5	13	19	22	7	53	6	37	2	4	4	33	10			
	33%	34%	32%	26%	34%	44%	25%	38%	29%	44%	35%	31%	39%	30%	28%	5%	32%	30%	38%	38%	33%	32%	29%	33%	33%	30%	19%	38%	28%	50%	34%	33%	20%	43%	34%			
Decisions made by the Bank of England	54	38	16	18	16	20	20	12	16	16	9	11	10	14	6	4	37	17	42	12	22	32	8	15	9	22	10	40	3	25	2	4	5	28	10			
	29%	29%	31%	22%	31%	38%	17%	22%	43%	42%	22%	21%	26%	42%	62%	41%	26%	39%	43%	34%	20%	31%	28%	46%	36%	15%	36%	23%	31%	17%	33%	26%	32%	26%	36%	34%		
Decisions made by the Labour Prime Minister Alistair Darling and ex-Chancellor Gordon Brown	50	40	9	21	18	11	18	14	8	9	11	15	9	9	3	2	40	9	37	13	25	25	4	7	16	20	13	36	2	29	2	3	5	27	5			
	27%	31%	18%	26%	30%	21%	33%	27%	23%	23%	27%	38%	24%	28%	33%	18%	28%	23%	30%	30%	25%	22%	22%	18%	28%	35%	33%	28%	11%	38%	31%	38%	25%	34%	15%			
The productivity of British workers	48	35	13	19	15	10	17	12	14	5	7	12	8	12	3	6	36	11	32	16	17	30	4	11	11	17	10	37	4	30	2	1	6	21	9			
	26%	27%	23%	23%	26%	18%	30%	23%	37%	13%	14%	14%	20%	38%	25%	68%	26%	23%	26%	38%	24%	27%	26%	37%	19%	27%	26%	26%	26%	27%	23%	13%	31%	28%	23%			
The state of the global economy	38	29	8	15	13	10	13	10	8	7	12	8	5	10	1	3	27	11	25	13	15	23	1	8	13	13	9	29	3	19	*	1	5	20	3			
	21%	22%	16%	18%	26%	18%	23%	19%	22%	18%	30%	34%	13%	29%	6%	33%	19%	25%	30%	21%	21%	20%	9%	10%	22%	21%	23%	20%	14%	28%	6%	10%	28%	28%	8%			
Covid-19 pandemic having less of an impact than previously	31	21	9	17	8	6	14	6	7	3	4	7	7	7	2	2	27	3	20	11	8	23	1	4	13	12	5	25	6	10	2	1	3	16	2			
	17%	16%	18%	21%	15%	11%	25%	12%	19%	8%	11%	14%	19%	22%	18%	28%	20%	7%	16%	17%	11%	20%	8%	10%	18%	20%	13%	18%	27%	13%	24%	13%	17%	21%	6%			
The Conservative party's economic policies when they were in government from 2010 to 2024	25	21	4	18	4	3	13	9	-	3	3	10	8	3	-	2	21	4	15	11	9	16	3	9	5	7	8	18	8	7	-	5	2	6	6			
	14%	16%	8%	23%	8%	6%	24%	17%	-	8%	7%	18%	20%	8%	-	18%	15%	9%	12%	18%	13%	15%	17%	22%	8%	11%	20%	13%	37%	9%	-	42%	10%	7%	20%			
Decisions made by the US President Donald Trump	16	14	2	10	4	2	8	5	1	2	4	5	4	3	*	-	14	2	9	7	3	13	1	5	4	6	3	14	6	5	-	1	2	5	1			
	9%	11%	4%	13%	8%	4%	14%	10%	3%	3%	11%	9%	11%	8%	3%	-	10%	5%	8%	13%	4%	12%	6%	13%	7%	10%	7%	10%	28%	7%	-	5%	10%	7%	2%			
The Russian invasion of Ukraine having less of an impact than previously	16	14	2	10	3	3	9	2	3	3	4	8	2	2	-	-	13	3	7	9	4	11	1	6	5	4	2	14	3	6	1	*	-	5	2			
	9%	11%	4%	13%	8%	5%	16%	4%	7%	7%	11%	15%	5%	5%	-	-	9%	7%	6%	14%	8%	10%	6%	14%	9%	6%	6%	10%	14%	8%	9%	4%	-	6%	5%			
Decisions made by big businesses	11	9	2	7	2	3	3	4	1	3	1	3	2	4	-	1	9	2	7	4	7	4	1	3	1	5	3	8	3	4	-	-	3	7	1			
	6%	7%	4%	8%	4%	5%	5%	8%	3%	7%	3%	8%	5%	11%	-	15%	7%	4%	6%	7%	9%	4%	8%	8%	2%	9%	8%	12%	6%	-	-	-	13%	9%	2%			
Britain leaving the European Union	9	6	4	3	2	4	3	2	*	4	1	4	1	2	2	-	6	4	5	4	4	5	3	2	2	2	2	7	1	5	*	1	*	1	7			
	5%	4%	7%	4%	4%	8%	6%	3%	1%	10%	3%	7%	3%	5%	20%	-	4%	8%	4%	7%	6%	5%	20%	4%	4%	3%	5%	5%	6%	7%	3%	11%	3%	1%	22%			
Other	*	*	-	*	-	-	-	*	-	-	-	-	-	*	-	-	*	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	-			
	*	*	-	1%	-	-	-	1%	-	-	-	-	-	1%	-	-	*	-	*	-	1%	-	-	-	-	1%	-	*	-	-	-	-	-	-	-			
None of these	8	5	3	*	5	3	-	4	1	2	3	2	3	1	-	-	5	2	6	1	5	3	1	5	1	3	1	7	-	1	2	-	-	-	1	3		
	4%	2%	6%	1%	9%	4%	-	6%	4%	5%	8%	3%	2%	4%	-	-	4%	5%	5%	2%	6%	3%	3%	8%	1%	5%	2%	5%	-	1%	22%	-	-	1%	9%			
Don't know	27	16	11	13	4	9	8	7	4	8	8	10	4	2	2	1	18	9	17	10	8	18	3	4	12	6	8	16	4	5	1	1	4	8	3			
	14%	12%	21%	8	16%	18%	14%	14%	11%	20%	21%	18%	9%	7%	21%	8%	13%	20%	14%	16%	12%	16%	18%	9%	20%	10%	22%	12%	17%	7%	8%	5%	25%	10%	10%			

Projections/Notes: 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 - A/B - C/D/E/F/G - H/I
Overlap formulae used. * small base; ** very small base (under 20) (notable for rig testing)
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 5
Q28 - Which of the following, if any, would you say have contributed MOST to the British economy currently being in a POOR state?
Base: All adults aged 18-75 in GB who describe the British economy as very/fairly poor

	GENDER			AGE				GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-44	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	WYLOSON	WALES	SCOTLAND	WORKING	NOT WORKING	ABSL	CODE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAINS	LEAVE				
UNIVERSITY/POST GRAD	805	384	420	236	211	207	101	210	242	188	105	229	201	186	41	81	555	249	517	331	100	162	200	303	130	229	130	217	50	101	101	101	101	101	101	101	101	101	101
British leaving the European Union	397	173	219	125	150	114	81	141	101	74	77	96	91	67	19	48	209	128	249	148	175	222	49	84	95	142	50	137	31	135	33	9	60	224	43				
Decisions made by the US President Donald Trump	46%	45%	47%	53%	50%	38%	11%	12%	40%	30%	38%	43%	43%	47%	15%	47%	10%	48%	44%	15%	38%	58%	40%	39%	47%	53%	50%	51%	40%	25%	64%	77%	8%	63%	72%	17%			
Decisions made by the US President Donald Trump	379	167	209	87	133	159	52	111	103	112	85	169	90	50	17	37	286	123	227	151	183	216	51	76	79	138	33	137	56	123	34	29	47	134	110				
Decisions made by the US President Donald Trump	44%	43%	46%	37%	42%	53%	32%	41%	40%	50%	42%	44%	46%	43%	42%	40%	43%	43%	40%	39%	54%	39%	41%	42%	43%	49%	33%	46%	40%	53%	58%	78%	20%	50%	10%	40%			
The impact of the Russian invasion of Ukraine	372	162	207	71	136	105	40	108	115	109	83	100	87	46	18	37	247	125	222	150	146	226	45	80	85	124	27	134	61	122	26	30	38	161	118				
The impact of the Russian invasion of Ukraine	43%	42%	45%	30%	43%	54%	25%	40%	51%	52%	41%	45%	45%	39%	40%	40%	44%	43%	40%	38%	48%	45%	30%	45%	47%	46%	28%	45%	49%	58%	61%	27%	40%	5%	40%				
The impact of the Covid-19 pandemic	303	137	214	90	130	127	50	125	141	96	77	96	78	55	11	35	234	118	205	148	138	211	49	68	73	127	40	104	56	96	127	42	38	137	102				
The impact of the Covid-19 pandemic	41%	35%	46%	38%	42%	42%	35%	47%	41%	39%	38%	43%	40%	47%	32%	43%	41%	41%	43%	40%	39%	39%	38%	38%	40%	45%	41%	41%	46%	46%	40%	38%	40%	44%	40%				
The state of the global economy	361	148	183	88	140	115	58	104	108	76	76	96	70	56	18	36	227	116	109	144	141	202	47	70	71	124	39	207	49	101	24	19	41	150	84				
The state of the global economy	40%	38%	41%	37%	40%	30%	17%	30%	40%	17%	37%	43%	40%	30%	40%	33%	40%	40%	40%	37%	47%	30%	44%	30%	40%	40%	40%	40%	40%	40%	35%	20%	44%	10%	32%				
The Conservative party's economic policies when they were in government from 2010 to 2024	342	163	175	86	127	118	51	110	93	87	92	76	65	54	16	39	229	113	202	140	142	200	50	75	72	111	30	305	17	128	26	41	46	130	104				
The Conservative party's economic policies when they were in government from 2010 to 2024	40%	42%	38%	37%	40%	42%	32%	41%	41%	43%	45%	34%	33%	40%	40%	40%	40%	39%	40%	40%	30%	40%	42%	40%	40%	39%	31%	42%	14%	60%	59%	37%	4%	49%	43%	40%			
Decisions made by the ex-Labour Prime Minister Andy Burnham and ex-Chancellor Rachel Reeves from July 2024 to June 2025	336	157	175	74	113	149	45	91	86	114	96	87	80	32	15	27	219	117	182	154	99	237	53	72	66	108	28	301	76	60	11	71	31	101	146				
Decisions made by the ex-Labour Prime Minister Andy Burnham and ex-Chancellor Rachel Reeves from July 2024 to June 2025	39%	41%	38%	21%	20%	40%	20%	14%	38%	50%	47%	30%	41%	27%	30%	30%	39%	40%	30%	30%	30%	43%	43%	40%	40%	30%	20%	41%	62%	20%	20%	64%	23%	32%	17%				
Decisions made by the Labour Prime Minister Andy Burnham and Chancellor John Healey	177	88	90	33	55	90	23	38	51	64	54	45	39	10	8	15	112	65	79	99	43	134	34	54	30	41	17	150	47	25	2	53	11	32	95				
Decisions made by the Labour Prime Minister Andy Burnham and Chancellor John Healey	21%	23%	19%	14%	17%	30%	15%	14%	23%	19%	26%	20%	20%	10%	14%	10%	20%	23%	17%	25%	14%	24%	27%	30%	17%	10%	38%	12%	5%	47%	11%	10%	37%						
Decisions made by big business	117	59	54	46	41	39	30	42	29	14	86	31	36	23	19	9	8	78	39	67	49	51	66	19	23	34	32	11	103	16	38	5	9	18	48	29			
Decisions made by big business	14%	15%	12%	20%	13%	9%	10%	15%	13%	8%	15%	15%	12%	12%	17%	22%	10%	14%	10%	17%	13%	12%	10%	13%	10%	10%	11%	13%	14%	13%	10%	13%	9%	10%	11%				
The productivity of British workers	81	40	41	24	22	35	21	25	21	26	10	10	10	20	8	3	11	13	28	45	36	31	48	6	16	21	32	12	48	16	20	4	9	11	42	17			
The productivity of British workers	9%	10%	9%	10%	7%	12%	9%	9%	7%	12%	5%	13%	10%	7%	8%	13%	9%	9%	10%	9%	12%	9%	4%	9%	12%	11%	12%	9%	12%	10%	10%	8%	11%	12%	7%				
Decisions made by the Bank of England	76	33	43	19	28	29	10	24	26	16	19	25	16	9	2	6	53	23	39	17	25	51	7	18	20	20	10	63	16	16	4	15	7	22	27				
Decisions made by the Bank of England	39	18	9%	9%	10%	6%	9%	10%	6%	9%	9%	11%	8%	7%	6%	7%	9%	8%	8%	9%	8%	9%	5%	10%	11%	7%	10%	9%	13%	8%	1%	14%	7%	7%	11%				
Other	26	11	12	2	13	8	2	7	12	2	6	6	2	1	2	16	8	16	7	8	15	3	4	5	9	1	22	7	2	1	5	2	4	13	5				
Other	7%	7%	7%	1%	4%	7%	1%	3%	7%	1%	1%	3%	2%	1%	2%	1%	1%	4%	2%	4%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%			
Decisions made by Labour governments since 2024 (NET)	368	171	193	88	121	129	56	97	95	118	103	90	69	37	16	29	218	110	200	168	108	200	58	87	68	117	36	126	80	66	12	77	33	124	104				
Decisions made by Labour governments since 2024 (NET)	40%	40%	42%	27%	30%	15%	27%	20%	42%	55%	51%	42%	45%	32%	40%	30%	42%	43%	40%	40%	30%	47%	40%	40%	40%	30%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%			
None of these	12%	6%	8%	4%	4%	10%	4%	7%	10%	6%	4%	11%	8%	4%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%			
None of these	2%	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%			
Don't know	50	16	34	20	20	11	38	19	8	6	10	38	16	6	1	2	34	16	16	16	34	8	43	80	3	10	7	9	1	5	3	9	8	3	3%				
Don't know	6%	4%	7%	8%	6%	4%	10%	7%	3%	4%	5%	7%	16	5%	2%	2%	6%	5%	4%	5%	3%	8%	8%	3%	6%	3%	7%	5%	1%	4%	2%	5%	4%	3%	3%				

Proportions/Means: Column Total (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 - A/B - C/D/E/F/G/H - I/J
Charing font 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 GB

		GENDER		AGE				GENERATION					REGION								WORKING STATUS		SOCIAL GRADE				INCOME				ETHNICITY		GENERAL ELECTION 2016 VOTE								RETIRED 2016 VOTE		
		TOTAL	MAN	WOMAN	18-34	35-54	55-74	75-79	GEN Z	MILLENNIALS	GEN X	BOOMERS	BARBY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10999 - £14999	£15000 - £19999	£20000+	ETHNIC MAJORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE					
Unweighted base	1077	515	563	112	368	167	218	218	128	261	212	242	269	243	117	58	98	74	74	241	83	710	361	615	461	113	260	468	510	102	818	148	148	148	148	148	148	148	148	148	148		
Level of inflation/whether prices are rising or falling	658	298	344	156	254	125	100	204	173	159	149	149	161	168	99	26	59	410	226	381	245	213	382	92	118	138	235	67	559	90	188	40	72	67	280	385							
	50%	27%	62%	48%	65%	63%	40%	61%	62%	60%	59%	59%	50%	56%	64%	50%	64%	56%	60%	64%	53%	68%	50%	62%	53%	55%	66%	48%	61%	61%	64%	75%	75%	58%	57%	60%	63%						
General rates	449	207	238	108	174	108	70	130	114	108	114	120	122	87	62	17	41	315	134	278	172	101	258	58	84	103	172	51	580	64	125	11	58	57	187	137							
	42%	20%	40%	33%	46%	47%	32%	43%	41%	47%	47%	47%	47%	43%	35%	40%	33%	43%	43%	37%	50%	37%	50%	37%	40%	38%	43%	40%	47%	42%	48%	42%	48%	47%	48%	47%	48%	47%					
Unemployment levels	400	185	220	118	160	111	85	112	108	84	94	105	101	64	17	38	28	258	112	247	162	100	240	58	77	92	150	49	438	63	129	19	43	50	188	109							
	38%	20%	42%	31%	42%	41%	30%	38%	40%	41%	37%	37%	42%	42%	30%	30%	30%	42%	37%	42%	37%	42%	37%	42%	37%	42%	37%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%				
House prices	100	133	170	120	126	57	91	114	70	34	74	75	80	62	48	15	30	228	8	184	216	136	192	34	64	83	100	54	252	36	90	10	34	40	118	75							
	29%	25%	32%	30%	32%	16%	34%	34%	23%	14%	30%	30%	28%	23%	11%	28%	13%	31%	23%	30%	27%	31%	28%	23%	20%	13%	31%	30%	28%	24%	32%	10%	27%	34%	29%	26%							
Whether government debt is rising or falling	262	159	111	60	98	134	42	70	83	98	83	80	60	33	10	134	27	186	106	182	110	117	175	37	62	65	99	26	262	64	74	18	52	27	112	106							
	27%	30%	24%	18%	25%	37%	10%	21%	30%	40%	36%	36%	28%	25%	21%	30%	24%	30%	24%	30%	24%	30%	24%	30%	24%	30%	24%	30%	24%	30%	24%	30%	24%	30%	24%	30%	24%	30%	24%				
National income/GDP	283	161	120	79	110	94	55	87	71	71	74	72	51	30	15	21	108	86	168	116	125	189	34	59	58	104	54	220	49	80	14	31	119	79									
	26%	10%	22%	24%	28%	28%	23%	28%	25%	29%	29%	29%	25%	23%	18%	28%	23%	27%	25%	27%	25%	30%	24%	23%	20%	13%	31%	30%	28%	24%	30%	24%	30%	24%	30%	24%	30%	24%	30%	24%			
Average salaries	280	131	150	88	116	67	62	88	81	89	71	74	74	45	12	15	23	213	67	185	94	138	112	32	55	61	108	48	222	24	10	15	25	40	130	54							
	27%	14%	28%	30%	34%	24%	28%	28%	28%	28%	28%	28%	28%	28%	18%	18%	18%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%				
Strength of the pound	277	138	137	90	9	6	1	1	1	1	1	1	1	1	1	1	1	88	92	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13				
	28%	26%	28%	28%	24%	25%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%			
Whether shops in the high street are doing well	258	115	139	48	105	105	30	72	89	66	57	71	59	33	11	28	168	90	156	102	94	164	32	59	57	85	30	224	49	67	11	36	12	103	87								
	24%	22%	26%	15%	27%	29%	14%	22%	12%	12%	23%	23%	24%	21%	22%	20%	24%	23%	20%	26%	22%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%			
Don't pay much attention to news on the economy/govt on my own experience	72	28	43	17	34	31	13	20	12	27	15	21	21	7	5	3	49	23	31	41	21	31	41	21	31	12	20	17	10	9	61	15	2	5	8	17	17						
	7%	5%	8%	5%	6%	9%	6%	6%	6%	6%	11%	6%	7%	9%	4%	9%	4%	7%	7%	5%	9%	5%	7%	6%	9%	7%	3%	6%	7%	-	5%	3%	4%	4%	4%	4%	4%	4%	4%				
Other	7	2	6	2	2	3	-	2	4	1	3	3	-	1	-	1	3	4	2	5	3	5	3	5	2	4	1	1	2	6	1	2	1	3	1	2	3	1	2	3			
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%			
Don't know	100	50	43	38	36	26	30	33	24	34	22	28	31	11	4	4	66	34	40	56	58	82	15	15	15	21	27	17	7%	14%	5%	4%	8%	8	8	8	8	8	8	8			
	9%	10%	8%	12%	10%	9%	7%	13%	10%	9%	6%	9%	10%	13%	7%	8%	4%	9%	10%	7%	12%	15%	12%	13%	7%	8%	8%	12%	8%	10%	5%	4%	7%	7%	5%	7%	5%	7%	5%	7%	5%		

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/F/G - H/I
Overlap formula used. * email 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 7
Q4 - To what extent, if at all, do you think John Healey has been doing a good job or a bad job, in his role as Chancellor of the Exchequer, or neither?

Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1C1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £20999	£21000 - £30999	£31000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNREGISTERED BASE	1077	525	551	112	308	357	229	316	201	232	242	285	253	117	54	58	724	353	716	361	615	462	131	203	205	365	150	903	148	318	61	114	111	449	210	
REGISTERED BASE	1077	525	551	112	308	357	229	316	201	232	242	285	253	117	54	58	724	353	716	361	615	462	131	203	205	365	150	903	148	318	61	114	111	449	210	
121 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
122 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
123 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
124 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
125 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
126 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
127 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
128 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
129 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
130 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
131 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
132 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
133 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
134 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
135 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
136 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
137 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
138 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
139 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
140 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
141 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
142 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
143 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
144 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
145 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
146 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
147 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
148 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
149 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
150 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
151 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
152 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
153 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
154 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
155 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
156 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
157 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
158 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
159 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
160 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
161 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
162 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
163 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
164 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
165 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
166 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
167 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
168 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
169 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1	1	1	8	4	8	1	4	1	1	1	5	2	
170 Very good job	13	9	3	10	1	1	7	4	-	1	2	5	3	1	4	-	9	3	9	3	8	4	1													



25-061766-41 - BUDGET - HEALEY
9TH - 13TH OCTOBER 2026
PUBLIC
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20 Oct 2026

Table 8

Q6 - To what extent, would you say you are hopeful or fearful of how announcements in the upcoming Autumn Budget might impact... - Summary table

Base: All adults aged 18-75 in GB

	Your own financial situation	The quality of public services	The British economy	British businesses
UNWEIGHTED BASE	1077	1077	1077	1077
WEIGHTED BASE	1077	1077	1077	1077
(2) Much more fearful	211 20%	161 15%	213 20%	168 16%
(1) Slightly more fearful	259 24%	250 23%	276 26%	251 23%
(0) Equally fearful and hopeful	245 23%	256 24%	229 21%	251 23%
(-1) Slightly more hopeful	141 13%	174 16%	161 15%	153 14%
(-2) Much more hopeful	23 2%	37 3%	30 3%	26 2%
Mean	0.56	0.37	0.53	0.45
Much/ slightly more fearful (NET)	469 44%	411 38%	490 45%	418 39%
Much/ slightly more hopeful (NET)	165 15%	211 20%	192 18%	179 17%
It won't have any impact	52 5%	35 3%	19 2%	30 3%
Don't know	146 14%	164 15%	148 14%	199 18%

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



Table 9
Q8_1 - To what extent, would you say you are hopeful or fearful of how announcements in the upcoming Autumn Budget might impact... your own financial situation?
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/B/C1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £20999	£21000 - £30999	£31000+	ETHNIC MINORITY	WHITE ETHNIC	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAINS	LEAVE			
UNWEIGHTED BASE	1077	525	551	112	308	357	229	516	201	212	242	280	253	117	54	98	724	353	716	361	615	462	111	203	205	365	150	925	148	603	114	101	111	449	238			
WEIGHTED BASE	1077	517	561	110	303	373	223	514	203	244	253	282	254	117	54	97	722	348	613	365	606	451	107	212	213	361	150	905	148	591	114	101	114	449	238			
(1) Much more fearful	213	85	125	41	83	86	27	82	71	51	50	58	50	31	9	17	180	71	97	113	84	147	38	41	46	63	20	184	44	29	15	49	18	41	59	87		
	40%	16%	23%	13%	21%	24%	12%	23%	20%	21%	20%	23%	20%	17%	3%	18%	30%	20%	16%	24%	17%	21%	7%	14%	14%	18%	14%	20%	80%	10%	20%	40%	55%	15%	30%			
(3) Slightly more fearful	229	129	125	71	80	77	40	81	68	68	56	87	52	30	14	21	187	93	116	102	97	162	33	35	67	88	32	130	42	52	24	42	28	92	83			
	24%	25%	23%	22%	22%	20%	21%	24%	23%	28%	22%	31%	21%	10%	26%	23%	23%	26%	26%	22%	23%	23%	23%	23%	25%	26%	25%	23%	24%	28%	10%	27%	34%	24%	24%	22%	20%	
(5) Equally fearful and hopeful	245	128	115	75	94	76	56	64	68	57	59	51	57	44	11	21	165	80	146	99	97	148	29	46	64	79	30	200	31	84	9	20	35	101	61			
	23%	24%	21%	23%	26%	21%	23%	19%	25%	23%	23%	28%	23%	11%	21%	23%	23%	24%	21%	23%	23%	21%	20%	20%	20%	22%	22%	23%	21%	28%	17%	16%	30%	25%	21%	21%		
(6-7) Slightly more hopeful	181	86	95	52	56	33	37	50	29	25	28	46	25	18	10	15	113	28	79	62	51	91	11	43	24	56	24	118	16	69	3	4	21	74	26			
	17%	16%	18%	16%	14%	9%	17%	20%	11%	10%	11%	36%	10%	12%	10%	10%	16%	8%	13%	13%	13%	8%	10%	8%	10%	17%	13%	11%	23%	5%	3%	17%	10%	9%				
(8-10) Much more hopeful	23	13	3	8	3	2	7	15	1	1	6	6	6	4	1	-	9	4	17	6	15	8	4	2	1	14	10	13	1	9	1	4	2	10	5			
	2%	4%	1%	6%	1%	1%	1%	4%	1%	1%	2%	4%	2%	3%	3%	2%	3%	4%	1%	3%	1%	4%	1%	3%	1%	3%	4%	7%	1%	2%	3%	1%	3%	2%	3%	2%		
Mean	0.56	0.59	0.74	0.25	0.59	0.8	0.29	0.46	0.75	0.71	0.57	0.57	0.6	0.52	0.44	0.53	0.49	0.72	0.48	0.46	0.44	0.63	0.78	0.48	0.65	0.42	0.23	0.6	0.78	0.1	0.98	1.08	0.38	0.34	0.83			
Much/ slightly more fearful (NET)	469	214	251	112	168	180	79	183	134	119	105	141	101	60	23	39	307	163	254	216	161	309	71	96	113	151	51	404	85	81	30	91	46	151	172			
	44%	41%	46%	34%	43%	53%	33%	43%	48%	49%	42%	50%	41%	39%	43%	42%	42%	47%	41%	46%	42%	43%	40%	43%	43%	43%	37%	44%	58%	28%	56%	73%	39%	38%	50%			
Much/ slightly more hopeful (NET)	105	105	58	71	80	34	44	65	31	35	35	51	31	22	11	15	133	47	96	88	86	98	15	45	25	72	34	131	30	78	3	8	22	84	39			
	10%	20%	11%	22%	13%	10%	20%	19%	11%	10%	14%	18%	13%	14%	21%	18%	18%	9%	16%	15%	17%	14%	10%	20%	10%	20%	24%	14%	13%	26%	6%	6%	39%	21%	11%			
If won't have any impact	52	15	20	17	31	20	9	17	9	17	10	9	13	6	3	4	30	25	31	21	25	16	12	8	16	11	5	43	8	14	4	1	6	19	11			
	5%	5%	5%	5%	4%	6%	4%	5%	3%	7%	6%	3%	5%	4%	7%	4%	4%	7%	5%	4%	7%	4%	8%	4%	8%	3%	4%	5%	5%	5%	8%	1%	5%	5%	4%			
Don't know	146	55	90	51	56	39	39	95	35	27	38	29	42	22	4	11	99	47	85	61	37	109	19	28	34	39	19	122	4	38	7	5	9	46	15			
	14%	10%	17%	16%	14%	11%	17%	14%	13%	11%	15%	10%	17%	14%	8%	12%	14%	14%	14%	11%	10%	14%	11%	12%	14%	11%	14%	13%	3%	13%	13%	4%	7%	11%	9%			

Proportions/Means: Columns Total (2% risk level) - a/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r - s/t - u/v/w/x/y - A/B - C/D/E/F/G - H/I
Overlap formulae used. * email base
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 10
Q8_2 - To what extent, would you say you are hopeful or fearful of how announcements in the upcoming Autumn Budget might impact... - the quality of public services?
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION					REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/BC1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £20999	£21000 - £30999	£31000+	ETHNIC MINORITY	WHITE ETHNIC	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAINS	LEAVE				
UNWEIGHTED BASE	1077	525	551	112	308	357	128	316	291	212	241	289	253	157	54	98	724	353	716	361	615	462	111	203	205	365	150	925	146	603	118	61	101	111	449	238			
WEIGHTED BASE	1077	517	561	110	303	373	123	314	277	244	251	283	255	154	57	117	722	348	611	365	606	451	107	212	213	361	150	909	148	591	117	114	114	452	237				
1) Much more fearful	181	74	84	30	87	64	17	47	56	41	37	37	43	23	8	13	112	49	81	80	48	113	27	51	38	11	20	138	40	19	6	42	13	45	86				
1) Stability more fearful	176	146	125	6	176	139	86	148	205	176	145	131	185	170	105	145	176	146	115	176	125	165	105	145	155	145	145	135	275	8	125	145	115	115	125				
2) Equally fearful and hopeful	256	148	107	89	93	73	66	70	69	50	55	66	57	46	17	15	175	81	149	106	93	162	35	48	67	82	35	210	36	84	12	24	30	105	62				
3) Stability more hopeful	174	99	75	60	62	53	37	60	59	37	45	44	27	28	7	23	122	52	113	62	83	91	14	36	42	67	24	147	13	59	8	6	24	57	25				
4) Much more hopeful	35	15	24	6	25	35	76	25	25	25	25	45	65	45	35	-	45	25	45	35	45	25	15	45	45	45	15	45	45	15	25	45	35	35	35				
Mean	0.37	0.33	0.52	0.09	0.47	0.51	0.04	0.39	0.52	0.47	0.37	0.38	0.42	0.27	0.39	0.38	0.36	0.39	0.28	0.5	0.22	0.46	0.63	0.37	0.32	0.1	0.54	0.4	0.7	0.07	0.52	0.93	0.32	0.15	0.7				
Much/ slightly more fearful (NET)	411	180	228	96	159	157	58	137	116	101	88	119	92	54	19	40	284	127	218	193	140	272	63	87	90	159	45	399	72	18	75	52	111	150					
Much/ slightly more hopeful (NET)	211	125	86	80	88	62	53	69	66	44	49	55	41	34	8	23	100	61	136	75	98	113	16	44	51	81	36	172	19	94	10	10	27	110	89				
It won't have any impact	35	16	19	6	8	11	17	4	8	8	14	7	8	2	4	2	15	10	10	17	11	14	7	11	10	5	4	28	7	5	2	6	2	7	15				
Don't know	164	58	104	15	60	50	41	50	38	34	40	36	47	18	7	11	105	59	90	74	44	120	26	34	35	44	20	140	8	40	11	8	7	47	31				
	156	116	134	17	176	149	109	155	146	149	189	151	196	126	136	126	146	176	156	166	116	176	186	156	146	126	146	156	156	146	126	156	126	156	156				

Proportions/Means: Columns Total (2% risk level) - a/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/E/F/G - H/I
Overlap formulae used. * email base
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 11
Q8_3 - To what extent, would you say you are hopeful or fearful of how announcements in the upcoming Autumn Budget might impact... the British economy
Base: All adults aged 18-75 in GB

	GENDER		AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A&B1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY	WHITE ETHNIC	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1077	525	551	112	308	357	229	516	291	212	261	285	253	117	54	98	724	353	716	361	615	462	111	203	205	365	150	903	146	318	61	104	131	449	216		
WEIGHTED BASE	1077	517	561	110	303	353	223	514	277	244	253	282	255	114	54	97	722	348	611	365	606	451	107	212	203	361	150	903	146	318	61	104	131	449	216		
(1) Much more fearful	213	94	118	17	77	77	99	22	53	76	62	52	58	44	30	10	142	53	72	113	101	84	149	35	50	48	61	27	181	46	12	3	57	17	61	89	
	40%	18%	22%	11%	26%	23%	10%	16%	28%	20%	20%	21%	18%	13%	10%	21%	18%	21%	17%	17%	21%	17%	24%	21%	19%	17%	10%	20%	11%	11%	6%	44%	14%	13%	12%		
(2) Slightly more fearful	276	127	147	14	107	99	48	104	60	64	59	79	60	35	15	14	187	89	119	117	97	179	40	44	71	102	26	148	50	69	19	19	36	105	62		
	26%	24%	27%	23%	27%	26%	22%	21%	22%	26%	23%	28%	28%	20%	20%	27%	26%	26%	26%	25%	23%	26%	28%	20%	28%	29%	19%	24%	14%	21%	30%	24%	31%	23%	32%		
(5) Equally fearful and hopeful	229	112	115	81	84	63	61	67	60	41	43	59	49	49	8	30	159	70	110	99	91	119	30	48	47	78	35	185	28	72	14	21	27	85	56		
	21%	21%	21%	25%	21%	17%	27%	20%	22%	17%	17%	21%	20%	16%	16%	22%	22%	20%	21%	23%	20%	20%	21%	19%	22%	23%	23%	19%	24%	26%	17%	17%	23%	21%	19%		
(1-3) Slightly more hopeful	101	112	49	58	57	46	38	89	38	36	17	47	28	14	11	113	48	100	61	72	89	15	35	35	40	42	24	158	14	85	5	4	22	51	28		
	15%	22%	9%	28%	15%	13%	17%	15%	14%	15%	15%	13%	17%	12%	27%	13%	18%	16%	14%	16%	13%	10%	16%	16%	17%	17%	15%	10%	29%	10%	3%	19%	19%	23%	10%		
(1-2) Much more hopeful	30	20	10	17	6	7	12	10	3	5	6	7	10	4	1	2	23	7	18	13	11	17	5	6	7	11	9	18	1	6	1	5	6	11	5		
	3%	4%	2%	5%	2%	2%	5%	3%	1%	2%	3%	2%	4%	2%	2%	3%	3%	2%	3%	3%	3%	2%	3%	3%	3%	3%	3%	1%	2%	1%	4%	5%	3%	2%			
Mean	0.51	0.51	0.71	0.21	0.58	0.71	0.17	0.49	0.71	0.68	0.57	0.54	0.54	0.41	0.39	0.41	0.5	0.59	0.48	0.59	0.38	0.62	0.68	0.53	0.54	0.45	0.52	0.57	0.89	0.11	0.46	1.12	0.34	0.31	0.86		
Much/ slightly more fearful (NET)	480	221	265	111	184	194	70	156	136	126	110	137	113	60	25	44	329	160	272	218	162	328	75	94	119	163	96	95	22	86	53	162	181	16	16		
	45%	42%	46%	34%	47%	54%	32%	47%	49%	52%	44%	49%	46%	39%	48%	48%	45%	46%	44%	47%	42%	47%	51%	42%	47%	46%	38%	47%	65%	12%	42%	70%	45%	40%	62%		
Much/ slightly more hopeful (NET)	102	111	59	75	81	53	50	99	42	41	41	54	59	27	15	14	136	55	118	74	85	108	30	41	46	73	33	152	16	9	6	19	28	100	39		
	18%	20%	11%	23%	16%	15%	22%	18%	13%	17%	17%	19%	16%	16%	19%	15%	19%	16%	19%	16%	22%	15%	14%	18%	18%	21%	23%	17%	11%	10%	11%	7%	24%	26%	11%		
It won't have any impact	19	7	11	9	6	10	1	7	3	8	10	4	1	1	1	1	9	9	7	11	7	11	3	6	5	1	2	15	3	9	-	-	2	4	6		
	2%	1%	2%	1%	2%	3%	1	2%	1%	3%	4%	2%	1	1%	1%	1%	1%	3%	1%	2%	2%	2%	2%	3%	2%	1	2%	2%	2%	1%	-	-	1%	1%	2%		
Don't know	168	56	90	54	54	40	40	44	36	27	46	27	42	17	4	12	96	52	85	63	41	107	19	34	34	38	17	128	4	36	11	8	8	48	17		
	14%	11%	17%	17%	14%	11%	18%	11%	13%	11%	18%	16%	17%	11%	11%	11%	11%	11%	14%	11%	11%	10%	13%	11%	11%	14%	12%	14%	3%	12%	21%	6%	6%	12%	9%		

Proportions/Means: Columns Total (2% risk level) - a/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r - s/t - u/v - x/y/z - A/B - C/D/E/F/G - H/I
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 12
Q6_4 - To what extent, would you say you are hopeful or fearful of how announcements in the upcoming Autumn Budget might impact... - British businesses

Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION					REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALLES	SCOTLAND	WORKING	NOT WORKING	A&C	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £20999	£21000 - £30999	£31000+	ETHNIC MINORITY	WHITE ETHNIC	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1077	515	561	112	308	357	228	316	201	222	261	285	253	117	54	88	724	353	716	361	615	462	111	203	205	365	150	903	148	61	101	111	449	238			
WEIGHTED BASE	1077	517	561	110	303	352	223	314	202	224	263	287	255	117	54	87	722	348	612	365	608	461	107	212	202	361	150	903	148	761	51	114	449	238			
1) Much more fearful	188	74	93	30	83	74	19	42	80	46	32	42	45	22	10	16	116	52	94	74	57	42	25	37	33	57	23	138	47	21	6	46	13	43	80		
2) Slightly more fearful	889	440	449	82	225	283	209	272	121	176	129	143	108	95	44	72	606	301	518	287	548	420	106	188	168	308	137	865	101	45	105	106	436	258			
3) Equally fearful and hopeful	251	118	131	68	90	65	50	63	43	50	43	57	73	57	34	12	18	166	85	142	108	79	172	38	67	54	88	31	218	40	16	055	38	28	74	80	
4) Neither fearful nor hopeful	23	12	11	2	6	5	2	4	3	2	2	3	2	1	0	1	12	6	21	16	13	20	3	7	10	10	5	23	3	5	3	25	84	30			
5) Don't know	10	5	5	1	3	2	1	2	1	1	1	1	1	1	0	0	5	3	9	7	6	10	2	3	4	5	2	10	2	3	3	10	10	10			
Mean	0.45	0.3	0.62	0.22	0.47	0.62	0.24	0.36	0.63	0.54	0.37	0.46	0.57	0.34	0.57	0.42	0.44	0.47	0.4	0.52	0.3	0.53	0.52	0.52	0.38	0.35	0.47	0.51	0.58	0.57	1.07	0.25	0.35	0.82			
Mostly/ slightly more fearful (NET)	418	192	224	98	151	169	62	132	135	109	89	135	102	56	22	34	282	136	236	182	135	283	63	83	91	145	54	356	93	61	21	85	41	117	109		
Mostly/ slightly more hopeful (NET)	179	114	62	61	83	54	36	60	36	41	44	47	32	28	10	17	122	67	117	61	85	94	25	39	41	74	30	140	13	88	9	7	27	97	97		
It won't have any impact	80	32	48	17	35	35	10	22	15	15	13	13	9	4	2	4	17	13	33	13	34	16	3	9	10	5	6	21	3	9	1	2	5	7	6		
Don't know	199	73	123	74	71	54	50	58	55	35	59	61	53	19	11	34	137	62	105	94	62	137	27	46	46	46	19	176	5	58	15	9	13	68	34		
	18%	14%	21%	23%	18%	15%	23%	17%	20%	14%	16%	15%	12%	22%	16%	16%	19%	14%	17%	20%	16%	20%	16%	21%	18%	13%	13%	19%	4%	18%	20%	8%	11%	16%	12%		

Proportions/Means: Columns Total (2% risk level) - a/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r/s - t/u/v - w/x/y - A/B - C/D/E/F/G - H/I
Overlap formulae used. * email 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.



25-061766-41 - BUDGET - HEALEY
9TH - 13TH OCTOBER 2026
PUBLIC
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20 Oct 2026

Table 13

Q7 - How confident, if at all are, you that... - the Labour party - Summary table

Base: All adults aged 18-75 in GB

	have a good long-term economic plan for Britain	have a good plan for changing Britain generally	have a good long-term plan for Britain's public services	will get the right balance between taxation, borrowing, and public spending	will deliver improvements that will make a difference to my daily life
UNWEIGHTED BASE	1077	1077	1077	1077	1077
WEIGHTED BASE	1077	1077	1077	1077	1077
(4) Very confident	83 8%	82 8%	71 7%	70 6%	67 6%
(3) Fairly confident	282 26%	308 29%	316 29%	274 25%	295 27%
(2) Not very confident	271 25%	275 26%	264 24%	268 25%	288 27%
(1) Not at all confident	299 28%	284 26%	284 26%	310 29%	300 28%
Mean	2.16	2.2	2.19	2.11	2.14
Very/ fairly confident (NET)	364 34%	391 36%	387 36%	343 32%	362 34%
Not very/ at all confident (NET)	569 53%	558 52%	547 51%	578 54%	588 55%
Don't know	143 13%	128 12%	142 13%	155 14%	127 12%

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



Table 14
Q2_1 - How confident, if at all are, you that... the Labour party - have a good long-term economic plan for Britain
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	X	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £20999	£21000 - £30999	£31000+	ETHNIC MINORITY	WHITE ETHNIC	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	525	551	110	308	357	228	316	201	232	242	280	253	117	54	88	724	353	716	361	615	462	111	203	205	365	150	903	148	318	61	114	114	449	238		
WEIGHTED BASE	1077	512	565	110	303	372	223	315	222	244	253	283	255	124	54	87	722	345	613	365	606	457	107	212	212	351	150	907	148	281	51	114	114	452	237		
90% Very confident	85	54	29	44	21	17	33	22	15	12	11	22	14	24	8	3	65	17	57	26	35	48	6	21	15	37	25	56	5	40	5	5	10	25	16		
80%	120	75	45	14	7	5	12	7	6	5	5	8	6	17	3	1	85	7	95	45	85	75	6	19	6	10	10	10	4	19	4	4	8	9	5		
70%	150	95	55	18	9	7	15	10	9	7	7	10	9	22	4	2	110	10	120	60	110	100	8	25	10	13	13	13	6	25	6	6	12	12	12		
60%	180	120	60	22	11	8	18	12	11	8	8	12	10	27	5	3	140	12	150	75	140	130	10	30	12	16	16	16	8	30	8	8	15	15	15		
50%	210	135	75	26	13	9	21	14	13	9	9	14	12	32	6	4	170	14	180	90	170	160	12	35	14	19	19	19	10	35	10	10	18	18	18		
40%	240	150	90	30	15	10	24	16	15	10	10	16	14	37	7	5	200	16	210	105	200	190	14	40	16	22	22	22	12	40	12	12	21	21	21		
30%	270	165	105	34	17	11	27	18	17	11	11	18	16	42	8	6	230	18	240	120	230	220	16	45	18	25	25	25	14	45	14	14	24	24	24		
20%	300	180	120	38	19	12	30	20	19	12	12	20	18	47	9	7	260	20	270	135	260	250	18	50	20	28	28	28	16	50	16	16	27	27	27		
10%	330	195	135	42	21	13	33	22	21	13	13	22	20	52	10	8	290	22	300	150	290	280	20	55	22	30	30	30	18	55	18	18	30	30	30		
0% Not at all confident	360	210	150	46	23	14	36	24	23	14	14	24	22	57	11	9	320	24	330	165	320	310	22	60	24	32	32	32	20	60	20	20	33	33	33		
90% Very confident	85	54	29	44	21	17	33	22	15	12	11	22	14	24	8	3	65	17	57	26	35	48	6	21	15	37	25	56	5	40	5	5	10	25	16		
80%	120	75	45	14	7	5	12	7	6	5	5	8	6	17	3	1	85	7	95	45	85	75	6	19	6	10	10	10	4	19	4	4	8	9	5		
70%	150	95	55	18	9																																



Table 15
Q2_2 - How confident, if at all are, you that... - the Labour party - have a good plan for changing Britain generally
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	Y	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	515	561	110	308	357	119	316	201	212	212	161	160	151	117	54	10	724	313	716	361	615	462	111	203	205	365	150	923	146	318	61	114	111	449	216	
WEIGHTED BASE	1077	517	561	110	308	357	119	316	201	212	212	161	160	151	117	54	10	724	313	716	361	615	462	111	203	205	365	150	923	146	318	61	114	111	449	216	
90% Very confident	82	35	27	19	24	20	25	28	15	14	20	21	17	17	3	4	59	23	60	22	43	19	9	12	23	15	25	55	5	46	4	2	7	42	14		
80% Fairly confident	88	40	38	12	32	35	12	35	15	15	8	7	7	11	5	1	65	28	65	25	45	20	10	15	15	18	35	45	15	15	15	15	15	15	15	15	
70% Fairly confident	108	50	58	14	35	38	15	40	18	18	10	9	9	12	6	2	75	32	75	28	50	25	12	18	18	22	40	50	18	18	18	18	18	18	18	18	
60% Fairly confident	128	60	68	16	38	40	16	42	20	20	12	11	11	14	7	3	85	36	85	30	55	28	14	20	20	25	45	55	20	20	20	20	20	20	20	20	
50% Fairly confident	148	70	78	18	40	42	18	44	22	22	14	13	13	16	8	4	95	40	95	32	60	30	16	22	22	28	50	60	22	22	22	22	22	22	22	22	
40% Fairly confident	168	80	88	20	42	44	20	46	24	24	16	15	15	18	9	5	105	44	105	36	65	32	18	24	24	30	55	65	24	24	24	24	24	24	24	24	
30% Fairly confident	188	90	98	22	44	46	22	48	26	26	18	17	17	20	10	6	115	48	115	40	70	34	20	26	26	32	60	70	26	26	26	26	26	26	26	26	
20% Fairly confident	208	100	108	24	46	48	24	50	28	28	20	19	19	22	11	7	125	52	125	44	75	36	22	28	28	34	65	75	28	28	28	28	28	28	28	28	
10% Fairly confident	228	110	118	26	48	50	26	52	30	30	22	21	21	24	12	8	135	56	135	48	80	38	24	30	30	36	70	80	30	30	30	30	30	30	30	30	
0% Fairly confident	248	120	128	28	50	52	28	54	32	32	24	23	23	26	13	9	145	60	145	52	85	40	26	32	32	38	75	85	32	32	32	32	32	32	32	32	
Not very confident	275	134	149	80	94	100	41	82	62	69	49	72	56	57	10	12	166	88	173	101	106	109	39	45	76	87	39	230	43	61	21	20	40	105	69		
Not at all confident	284	133	148	86	112	118	42	84	64	71	49	72	56	57	10	12	166	88	173	101	106	109	39	45	76	87	39	230	43	61	21	20	40	105	69		
Don't know	128	59	69	48	88	94	36	88	38	41	17	25	43	13	5	5	82	46	63	43	37	19	10	15	15	18	4	29	4	2	4	2	4	11	11		
Mean	2.2	2.31	2.08	2.52	2.13	2.1	2.57	2.2	2.1	2.1	2.11	2.11	2.1	2.45	2.29	2.14	2.24	2.12	2.35	2.1	2.41	2.08	2.23	2.05	2.29	2.33	2.51	2.15	1.79	2.79	2.33	1.45	2.28	2.47	1.74		
90% Very confident	82	35	27	19	24	20	25	28	15	14	20	21	17	17	3	4	59	23	60	22	43	19	9	12	23	15	25	55	5	46	4	2	7	42	14		
80% Fairly confident	88	40	38	12	32	35	12	35	15	15	8	7	7	11	5	1	65	28	65	25	45	20	10	15	15	18	35	45	15	15	15	15	15	15	15		
70% Fairly confident	108	50	58	14	35	38	15	40	18	18	10	9	9	12	6	2	75	32	75	28	50	25	12	18	18	22	40	50	18	18	18	18	18	18	18		
60% Fairly confident	128	60	68	16	38	40	16	42	20	20	12	11	11	14	7	3	85	36	85	30	55	28	14	20	20	25	45	55	20	20	20	20	20	20	20		
50% Fairly confident	148	70	78	18	40	42	18	44	22	22	14	13	13	16	8	4	95	40	95	32	60	30	16	22	22	28	50	60	22	22	22	22	22	22	22		
40% Fairly confident	168	80	88	20	42	44	20	46	24	24	16	15	15	18	9	5	105	44	105	36	65	32	18	24	24	30	55	65	24	24	24	24	24	24	24		
30% Fairly confident	188	90	98	22	44	46	22	48	26	26	18	17	17	20	10	6	115	48	115	40	70	34	20	26	26	32	60	70	26	26	26	26	26	26	26		
20% Fairly confident	208	100	108	24	46	48	24	50	28	28	20	19	19	22	11	7	125	52	125	44	75	36	22	28	28	34	65	75	28	28	28	28	28	28	28		
10% Fairly confident	228	110	118	26	48	50	26	52	30	30	22	21	21	24	12	8	135	56	135	48	80	38	24	30	30	36	70	80	30	30	30	30	30	30	30		
0% Fairly confident	248	120	128	28	50	52	28	54	32	32	24	23	23	26	13	9	145	60	145	52	85	40	26	32	32	38	75	85	32	32	32	32	32	32	32		
Not very confident	275	134	149	80	94	100	41	82	62	69	49	72	56	57	10	12	166	88	173	101	106	109	39	45	76	87	39	230	43	61	21	20	40	105	69		
Not at all confident	284	133	148	86	112	118	42	84	64	71	49	72	56	57	10	12	166	88	173	101	106	109	39	45	76	87	39	230	43	61	21	20	40	105	69		
Don't know	128	59	69	48	88	94	36	88	38	41	17	25	43	13	5	5	82	46	63	43	37	19	10	15	15	18	4	29	4	2	4	2	4	11	11		



Table 16
Q2_3 - How confident, if at all are, you that... the Labour party - have a good long-term plan for Britain's public services
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	CODE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	525	551	110	308	357	128	339	231	212	241	285	253	117	54	88	724	353	716	361	615	462	111	203	205	365	150	903	148	761	517	1147	1114	449	238	
WEIGHTED BASE	1077	512	565	110	303	372	123	314	277	244	233	283	254	117	54	88	722	345	611	365	606	451	107	214	212	351	150	903	148	761	517	1147	1114	449	238	
90% Very confident	71	41	29	26	24	21	15	24	17	15	17	17	17	13	4	5	51	21	55	16	37	14	6	16	16	27	21	50	6	40	4	1	7	19	13	
	7%	8%	5%	6%	6%	6%	7%	7%	6%	6%	7%	6%	7%	6%	7%	5%	7%	6%	9%	16	10%	5%	6%	7%	6%	8%	10%	6%	4%	13%	6%	1%	6%	10%	6%	
10% Fairly confident	126	106	127	133	120	88	87	91	81	58	69	86	59	40	15	33	231	86	112	124	180	181	37	49	79	150	43	362	22	216	23	13	37	248	42	
	29%	37%	22%	38%	27%	24%	39%	27%	29%	24%	27%	30%	24%	42%	29%	26%	32%	25%	31%	27%	33%	30%	25%	22%	31%	37%	32%	20%	14%	53%	29%	11%	31%	41%	14%	
12% Not very confident	264	111	152	75	94	96	52	85	66	61	56	70	56	44	10	29	177	87	167	97	103	163	40	51	64	92	26	230	39	49	20	24	46	95	70	
	24%	21%	28%	23%	24%	27%	24%	25%	24%	25%	22%	25%	23%	28%	19%	31%	24%	25%	27%	21%	26%	24%	27%	23%	23%	26%	19%	25%	20%	17%	38%	19%	19%	25%	24%	
13% Not at all confident	284	133	147	49	124	120	27	89	84	83	77	79	70	56	11	29	183	100	123	140	74	209	50	77	53	77	26	251	77	23	7	78	25	63	143	
	26%	28%	22%	27%	25%	23%	12%	27%	30%	34%	30%	28%	25%	11%	24%	31%	25%	29%	20%	34%	13%	30%	34%	34%	23%	22%	13%	28%	12%	8%	13%	63%	22%	10%	40%	
Mean	2.19	2.1	2.06	2.46	2.11	2.03	2.49	2.17	2.11	2.03	2.11	2.14	2.11	2.53	2.24	2.05	2.23	2.09	2.33	1.99	2.39	2.07	1.99	2.03	2.27	2.33	2.51	2.14	1.7	2.79	2.38	1.46	2.23	2.49	1.71	
90% Very confident (NET)	387	217	169	140	130	108	100	115	98	71	85	102	76	77	19	38	381	106	147	140	173	215	43	66	96	96	313	37	185	20	14	64	205	55		
	36%	45%	27%	46%	33%	30%	40%	34%	30%	30%	34%	38%	31%	50%	30%	31%	39%	31%	40%	30%	40%	31%	29%	20%	38%	44%	47%	34%	19%	65%	38%	12%	38%	51%	19%	
10% Fairly confident (NET)	567	244	299	123	208	216	80	174	150	144	133	149	126	60	22	57	360	187	290	257	175	372	60	128	117	309	52	481	116	72	77	103	71	162	213	
	51%	40%	55%	38%	53%	60%	36%	52%	54%	59%	52%	53%	51%	39%	43%	63%	49%	54%	47%	55%	40%	54%	61%	57%	46%	48%	37%	53%	79%	24%	51%	83%	61%	40%	73%	
Don't know	142	46	95	54	54	53	35	40	45	78	38	34	80	43	17	11	88	54	75	68	1	8	9	8	40	27	22	138	4	4	7	2	35	34		
	13%	9%	18%	16%	14%	10%	18%	14%	10%	11%	14%	11%	18%	13%	21%	7%	12%	16%	17%	13%	10%	13%	10%	13%	16%	8%	16%	13%	3%	13%	12%	6%	2%	9%	8%	

Proportions/Means: Column Totals (5% risk level) - u/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/E/F/G - H/I
Overlap formulae used. * small base
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 17
Q2_1_4 - How confident, if at all are, you that... - the Labour party - will get the right balance between taxation, borrowing, and public spending
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£12000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
UNWEIGHTED BASE	1077	525	551	112	308	357	228	316	201	232	241	280	253	117	54	98	724	353	716	361	615	462	111	203	205	365	150	903	148	318	61	114	114	449	216
WEIGHTED BASE	1077	517	561	110	301	376	223	315	222	244	253	282	255	124	54	101	722	345	611	365	606	451	107	212	212	361	150	903	148	291	51	114	114	452	215
90% Very confident	70	47	22	43	16	10	32	22	9	7	20	21	7	18	2	2	57	13	44	25	29	40	10	18	19	20	21	47	6	17	3	3	4	18	9
80% Fairly confident	274	137	137	55	148	190	98	140	98	109	95	111	98	48	24	40	193	79	379	90	620	340	29	47	67	113	43	519	17	128	13	12	42	147	43
70% Not very confident	268	118	148	80	89	98	57	81	67	63	46	66	68	49	11	26	176	92	167	101	103	165	38	51	66	90	35	227	36	70	18	19	39	108	63
60% Not at all confident	100	49	51	17	24	25	20	26	19	19	87	87	73	23	12	27	202	109	140	170	79	231	48	82	61	51	25	279	74	24	10	87	28	69	160
Mean	2.11	2.22	2	2.52	2.42	2.48	2.58	2.11	2	2.48	2.43	2.33	2.56	2.42	2.22	2.08	2.17	1.99	2.24	2.16	2.22	1.99	2	2.21	2.21	2.19	2.47	2.06	2.43	2.42	2.2	2.39	2.44		
90% Very confident (NET)	343	209	137	143	125	85	100	103	80	56	74	97	58	67	20	32	291	123	321	180	39	65	86	33	67	176	13	585	16	46	117	52			
80% Fairly confident (NET)	326	160	206	64	206	245	426	316	316	235	226	346	245	405	395	335	345	276	365	280	425	285	205	305	345	385	445	305	155	555	315	125	395	445	185
70% Not very confident (NET)	578	287	306	127	213	218	83	174	160	161	134	153	142	72	21	54	378	200	307	271	182	396	86	133	127	181	61	508	121	81	77	106	67	177	223
60% Not at all confident (NET)	155	76	78	27	48	48	39	57	32	37	46	52	44	20	7	6	100	55	82	71	45	110	22	25	39	39	18	337	4	4	19	6	8	4	17
Don't know	145	71	74	28	38	40	18	176	126	115	185	115	135	135	165	75	145	165	135	165	125	165	155	115	165	115	135	145	35	135	175	25	45	125	85

Proportions/Means: Column Totals (5% risk level) - u/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/F/G - H
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 18
CP_1_5 - How confident, if at all are, you that... - the Labour party - will deliver improvements that will make a difference to my daily life
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	X	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£12000 - £19999	£20000 - £29999	£30000+	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1077	525	551	112	308	357	229	516	291	212	212	242	289	253	117	54	88	724	353	716	361	615	462	111	203	205	365	150	903	148	328	61	114	114	449	216	
WEIGHTED BASE	1077	512	565	110	303	372	223	515	277	244	244	253	282	255	124	54	87	722	345	611	365	606	451	107	212	212	351	150	903	148	281	51	114	114	452	215	
90% Very confident	67	40	26	11	27	9	21	24	16	6	6	8	25	13	14	4	2	52	24	41	26	29	18	10	15	12	22	21	45	2	18	2	4	4	26	13	
80% Somewhat confident	495	276	219	124	324	376	246	546	306	226	226	256	286	256	126	56	86	726	346	616	366	606	456	106	216	216	356	156	906	148	286	51	116	116	456	216	
70% Fairly confident	295	176	119	117	306	326	186	486	286	216	216	206	236	206	106	57	87	326	176	306	166	286	186	33	51	56	106	41	246	22	246	17	11	35	146	46	
60% Fairly confident	276	136	140	106	286	276	176	466	276	216	216	206	236	206	106	57	87	316	176	306	166	286	186	33	51	56	106	41	246	22	246	17	11	35	146	46	
50% Fairly confident	288	136	150	84	301	304	64	85	67	71	59	73	62	84	51	12	176	112	169	119	102	187	41	60	68	92	33	243	39	64	19	25	48	117	68		
40% Fairly confident	276	106	170	206	286	286	206	406	246	296	296	236	306	256	136	236	316	246	126	286	206	206	206	276	286	276	276	246	246	276	276	226	206	416	296	236	
30% Fairly confident	300	132	168	50	113	117	21	88	94	94	94	82	85	73	21	11	27	393	106	141	159	81	219	40	72	64	90	28	288	80	28	8	83	25	73	150	
20% Fairly confident	286	126	160	306	306	306	116	206	146	186	186	116	106	106	146	226	146	206	116	226	146	226	146	126	146	126	146	226	226	146	146	146	146	146	146	146	
10% Fairly confident	214	226	201	246	246	246	211	146	146	146	146	212	214	212	212	243	212	221	146	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	
Mean	214	226	201	246	246	246	211	146	146	146	146	212	214	212	212	243	212	221	146	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	212	
90% Very confident (NET)	362	215	144	148	125	89	109	114	88	56	78	97	70	68	12	28	273	87	136	136	183	108	42	66	88	142	65	292	24	176	13	15	176	58			
80% Somewhat confident (NET)	346	416	276	406	326	256	406	346	326	236	316	346	286	426	326	326	386	256	396	276	426	296	296	306	356	406	486	326	186	596	306	126	316	446	206		
70% Fairly confident (NET)	588	287	314	133	214	240	88	173	161	165	141	159	136	72	23	57	369	219	310	277	181	405	61	132	132	182	62	508	120	62	77	107	73	190	218		
60% Fairly confident (NET)	556	516	586	416	556	676	406	526	586	686	556	586	556	476	406	636	516	636	556	606	476	596	626	596	526	516	446	586	816	516	516	876	626	476	756		
50% Fairly confident	127	44	83	45	12	30	32	48	27	23	35	26	39	15	7	11	86	42	65	47	41	87	14	26	33	29	14	188	4	29	7	2	5	36	18		
Don't know	127	176	85	176	146	136	146	146	106	96	146	96	106	136	136	36	126	126	116	136	116	136	96	126	136	86	106	126	36	106	136	26	46	96	56		

Proportions/Means: Columns Totals (2% risk level) - u/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/E/F/G - H
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.



25-061766-41 - BUDGET - HEALEY
9TH - 13TH OCTOBER 2026
PUBLIC
IPSOS

20 Oct 2026

Table 19

Q7 - How confident, if at all are, you that... - the Conservative party - Summary table

Base: All adults aged 18-75 in GB

	have a good long-term economic plan for Britain	have a good plan for changing Britain generally	have a good long-term plan for Britain's public services	will get the right balance between taxation, borrowing, and public spending	will deliver improvements that will make a difference to my daily life
UNWEIGHTED BASE	1077	1077	1077	1077	1077
WEIGHTED BASE	1077	1077	1077	1077	1077
(4) Very confident	52 5%	59 5%	61 6%	66 6%	58 5%
(3) Fairly confident	222 21%	237 22%	201 19%	226 21%	203 19%
(2) Not very confident	341 32%	331 31%	331 31%	332 31%	321 30%
(1) Not at all confident	326 30%	307 29%	334 31%	314 29%	349 32%
Mean	2	2.05	1.99	2.05	1.97
Very/ fairly confident (NET)	274 25%	296 27%	262 24%	292 27%	261 24%
Not very/ at all confident (NET)	666 62%	638 59%	665 62%	647 60%	670 62%
Don't know	137 13%	143 13%	150 14%	139 13%	146 14%

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



25-06-16-41 - BUDGET - REALITY
97% - 10TH-OCTOBER-2024
PUBLIC
IP005

20 Oct 2024

Table 20
Q2_1 - How confident, if at all are, you that... - the Conservative party - have a good long-term economic plan for Britain
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £20999	£21000 - £30999	£31000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAINS	LEAVE	
UNWEIGHTED BASE	1077	525	551	110	308	357	228	336	201	212	241	280	253	117	54	38	724	353	716	361	615	462	111	203	205	365	150	925	148	63	110	111	111	449	238	
WEIGHTED BASE	1077	525	551	110	308	357	228	336	201	212	241	280	253	117	54	38	724	353	716	361	615	462	111	203	205	365	150	925	148	63	110	111	111	449	238	
90% Very confident	52	32	20	17	36	19	10	19	8	16	10	21	8	6	4	3	16	16	31	21	18	14	8	14	15	13	8	42	28	10	2	3	2	17	20	
90% Very confident	1%	0%	4%	1%	4%	1%	4%	0%	3%	0%	4%	0%	3%	4%	0%	0%	1%	1%	1%	1%	1%	0%	0%	0%	0%	4%	0%	1%	10%	3%	1%	1%	1%	4%	7%	
10 Fairly confident	222	113	107	71	86	63	52	72	56	41	40	79	52	33	5	16	120	63	319	62	77	140	25	32	48	98	27	190	71	42	5	30	18	81	77	
10 Fairly confident	21%	11%	20%	22%	22%	18%	24%	22%	20%	17%	14%	27%	21%	22%	9%	18%	22%	10%	26%	13%	20%	21%	17%	14%	19%	28%	19%	21%	48%	14%	10%	23%	13%	20%	26%	
121 Not very confident	361	166	173	105	111	125	70	96	95	80	84	96	74	45	11	11	243	97	181	150	132	209	47	75	67	126	43	294	29	89	21	53	43	134	92	
121 Not very confident	32%	12%	32%	32%	28%	35%	31%	29%	34%	33%	33%	34%	30%	29%	22%	32%	31%	28%	30%	34%	34%	30%	32%	34%	27%	30%	31%	32%	20%	10%	40%	43%	1%	33%	31%	
121 Not at all confident	326	166	155	85	125	115	54	99	92	81	80	86	67	54	21	27	199	127	175	150	124	202	52	73	84	86	43	272	13	129	23	28	50	142	80	
121 Not at all confident	30%	13%	29%	26%	32%	32%	24%	30%	33%	33%	32%	31%	27%	30%	40%	41%	27%	30%	29%	32%	32%	29%	32%	33%	23%	33%	31%	31%	0%	43%	46%	23%	42%	30%	27%	
Mean	2	2.02	1.98	2.07	1.98	1.96	2.1	2.04	1.92	1.96	1.9	2.2	2.01	1.98	1.81	1.82	2.05	1.9	2.08	1.89	1.97	2.02	1.93	1.93	1.97	2.12	1.99	2	2.8	1.7%	1.77	2.01	1.79	1.92	2.14	
90% Very confident (NET)	274	140	137	88	102	84	62	91	68	56	50	90	60	40	9	19	194	80	310	64	96	178	38	46	63	111	34	232	52	7	33	30	97	97		
90% Very confident (NET)	25%	14%	23%	27%	26%	23%	28%	27%	23%	23%	20%	34%	25%	26%	17%	21%	27%	23%	31%	18%	23%	26%	23%	20%	23%	31%	23%	26%	67%	17%	13%	27%	17%	24%	33%	
Net very/at all confident (NET)	668	332	328	190	236	240	123	195	187	161	165	182	142	100	32	67	442	224	357	310	258	411	69	149	151	213	87	585	42	218	44	81	93	276	171	
Net very/at all confident (NET)	62%	63%	61%	58%	60%	67%	56%	58%	67%	66%	65%	57%	58%	65%	62%	73%	61%	64%	58%	67%	66%	59%	67%	67%	60%	60%	62%	62%	23%	74%	84%	68%	79%	69%	59%	
Don't know	137	50	86	48	54	33	36	47	27	27	39	24	43	15	11	11	8	93	44	65	72	39	102	14	39	38	30	19	111	6	38	2	9	4	39	34
Don't know	13%	9%	16%	15%	14%	10%	16%	14%	10%	11%	15%	8%	17%	10%	23%	8%	13%	13%	11%	13%	9%	13%	10%	13%	13%	8%	14%	12%	4%	9%	3%	7%	4%	7%	8%	

Proportions/Means: Column Totals (5% risk level) - a/b - c/d/e - f/g/h - i/j/k/m/n/o/p - q/r - s/t - u/v/w/x/y - A/B - C/D/E/F/G - H
Overlap formulae used. * small base
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 21
Q2_2 - How confident, if at all are, you that... - the Conservative party - have a good plan for changing Britain generally
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE			
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	Y	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALLES	SCOTLAND	WORKING	NOT WORKING	A/B/C1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£12000 - £19999	£20000 - £29999	£30000+	WHITE ETHNIC GROUPS	OTHER ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1077	525	551	112	308	357	228	516	201	212	212	242	280	253	117	54	88	724	353	716	361	615	462	131	203	205	365	150	923	146	603	138	471	103	114	114	449	238
WEIGHTED BASE	1077	517	561	110	303	373	223	515	203	214	214	253	282	255	114	54	87	722	345	611	365	606	451	127	212	212	351	150	903	148	593	137	471	114	114	452	237	
90% Very confident	58	39	78	12	33	14	23	18	6	11	10	26	12	5	3	2	44	15	38	20	23	16	7	15	13	22	13	45	30	10	-	6	3	24	18			
10% Not confident	9%	7%	4%	10%	8%	3%	4%	11%	1%	2%	4%	4%	9%	1%	3%	7%	2%	4%	4%	4%	4%	1%	5%	7%	3%	6%	9%	1%	21%	4%	-	1%	1%	3%	6%			
101 Mostly confident	227	128	197	34	84	84	34	88	62	33	50	80	67	29	9	18	189	89	345	92	74	163	27	53	58	81	24	208	75	47	6	18	24	80	89			
22% Not confident	22%	24%	20%	23%	20%	23%	24%	21%	22%	22%	20%	30%	19%	19%	16%	20%	23%	20%	24%	20%	19%	24%	19%	24%	22%	23%	17%	22%	51%	10%	10%	30%	21%	20%	31%			
121 Not very confident	311	153	177	80	119	113	50	97	94	91	83	83	80	48	9	18	227	105	187	145	128	203	50	53	73	125	39	286	26	87	24	44	18	111	95			
31% Not confident	31%	29%	33%	25%	30%	27%	22%	29%	34%	37%	33%	30%	33%	12%	18%	31%	31%	30%	31%	31%	33%	29%	34%	23%	29%	30%	28%	31%	18%	30%	46%	34%	12%	32%	33%			
131 Not at all confident	307	155	147	84	129	94	55	98	90	63	74	57	62	53	23	28	193	114	175	112	126	181	48	78	69	91	41	257	11	125	20	49	117	89				
29% Not confident	29%	29%	27%	26%	33%	28%	23%	30%	33%	28%	23%	26%	23%	14%	42%	41%	26%	33%	29%	33%	33%	29%	33%	30%	27%	29%	29%	28%	7%	42%	17%	22%	42%	34%	28%			
Mean	2.05	2.11	2	2.2	1.93	2.05	2.25	2.02	1.94	2.05	1.98	2.32	2.04	1.55	1.83	1.81	2.1	1.95	2.09	2	1.98	2.09	1.95	2.02	2.06	2.11	2.07	2.05	2.88	1.79	1.71	2.19	1.84	1.97	2.11			
100% Very confident (NET)	296	167	127	100	98	97	77	87	68	64	60	111	58	35	12	30	112	84	184	112	97	199	35	68	69	104	17	353	10	43	27	103	108					
27% Not confident	27%	32%	23%	32%	24%	27%	33%	28%	20%	26%	40	38%	24%	22%	22%	22%	29%	24%	30%	24%	23%	29%	24%	30%	27%	29%	28%	28%	71%	20%	10%	38%	23%	26%	37%			
Net very/at all confident (NET)	638	309	324	165	247	226	105	196	184	153	157	140	142	101	33	66	419	219	362	277	254	384	68	131	141	215	80	542	37	213	44	72	87	287	184			
59% Not confident	59%	59%	60%	50%	63%	63%	47%	59%	66%	63%	62%	50%	58%	65%	72%	72%	58%	63%	55%	60%	66%	58%	66%	58%	56%	61%	57%	60%	25%	72%	83%	58%	74%	67%	56%			
Don't know	143	51	90	56	51	38	40	51	24	27	16	31	44	19	7	8	98	45	66	76	39	108	15	26	42	34	23	113	6	28	8	9	3	31	30			
13% Not confident	13%	10%	17%	17%	13%	10%	18%	15%	9%	11%	14%	11%	18%	12%	14%	8%	13%	13%	11%	16%	9%	16%	10%	11%	17%	10%	16%	12%	4%	9%	6%	7%	3%	8%	7%			

Proportions/Means: Column Totals (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/F/G - H
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
Q2_3 - How confident, if at all are, you that... - the Conservative party - have a good long-term plan for Britain's public services
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME			ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE					
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	Y	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/BC1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £20999	£21000 - £30999	£31000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAINS	LEAVE	
UNWEIGHTED BASE	1077	525	551	110	308	357	228	336	201	212	212	241	285	253	157	54	88	724	353	716	361	615	462	111	203	205	365	150	903	148	50	110	114	449	238		
WEIGHTED BASE	1077	517	561	110	303	373	223	316	277	244	244	253	283	255	154	54	87	722	345	611	405	606	451	107	212	212	351	150	903	148	781	53	114	114	452	237	
95% Very confident	61	34	27	25	37	19	17	20	8	16	16	14	22	11	10	3	2	39	23	29	32	36	46	11	23	15	13	12	47	27	14	2	5	4	23	23	
90% Confident	49	26	23	18	40	26	18	25	10	17	17	10	18	10	6	2	2	32	18	23	26	40	75	7	16	8	6	10	36	20	10	1	4	4	16	16	
85% Confident	39	20	18	13	30	19	13	18	7	12	12	8	12	7	4	1	1	23	13	17	20	30	56	5	12	6	4	8	26	15	7	1	3	3	12	12	
80% Confident	31	16	15	10	23	15	10	14	5	9	9	6	9	5	3	1	1	18	10	13	16	23	45	4	9	5	3	6	19	11	5	1	2	2	9	9	
75% Confident	24	12	12	8	18	12	8	11	4	7	7	5	7	4	2	1	1	14	8	10	12	18	35	3	7	4	3	4	14	8	4	1	1	1	7	7	
70% Confident	18	9	9	6	13	9	6	8	3	5	5	4	5	3	1	1	1	10	6	8	9	14	26	2	5	3	2	3	10	6	3	1	1	1	5	5	
65% Confident	14	7	7	5	10	7	5	6	2	4	4	3	4	2	1	1	1	8	5	6	7	11	20	2	4	2	2	2	8	5	2	1	1	1	4	4	
60% Confident	10	5	5	4	7	5	4	5	1	3	3	2	3	2	1	1	1	6	4	5	5	8	15	1	3	2	1	2	6	4	2	1	1	1	3	3	
55% Confident	7	4	3	3	5	4	3	4	1	2	2	2	2	1	1	1	1	4	3	4	4	6	11	1	2	1	1	1	4	3	2	1	1	1	2	2	
50% Confident	5	3	2	2	4	3	2	3	1	1	1	1	1	1	1	1	1	3	2	3	3	5	9	1	1	1	1	1	3	2	1	1	1	1	1	1	
45% Confident	4	2	2	2	3	2	2	2	1	1	1	1	1	1	1	1	1	2	2	2	2	4	7	1	1	1	1	1	2	1	1	1	1	1	1	1	
40% Confident	3	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
35% Confident	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
30% Confident	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
25% Confident	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
20% Confident	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
15% Confident	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
10% Confident	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
5% Confident	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Don't know	100	54	95	91	51	55	84	38	48	31	31	37	30	30	46	39	3	100	50	31	75	74	35	114	16	31	46	29	22	121	9	27	4	11	3	32	38
Mean	1.99	2.03	1.96	2.09	1.93	1.96	2.17	2	1.84	2	1.91	2.2	2.01	1.85	1.84	1.78	2.03	1.9	2.03	1.93	1.91	2.03	1.85	2.01	2.01	2.05	2.01	1.99	2.86	1.77	1.66	2.15	1.77	1.89	2.17		
95% Very confident	362	143	117	32	91	79	67	96	50	54	53	60	57	30	12	16	16	191	71	172	90	36	176	29	56	58	101	35	222	30	46	5	40	22	82	39	
90% Confident	245	127	118	28	73	64	50	86	40	44	43	50	45	17	8	11	11	128	50	128	65	103	165	20	40	40	68	28	155	20	32	4	27	2	55	30	
85% Confident	187	95	92	21	54	46	37	64	29	31	31	32	38	32	12	5	6	94	36	94	50	73	121	14	28	28	50	20	112	15	21	3	17	1	40	22	
80% Confident	141	73	68	16	41	34	28	50	21	23	23	24	28	23	8	3	4	71	26	71	40	56	94	10	19	19	37	15	84	11	15	2	12	1	30	16	
75% Confident	109	56	53	12	31	26	21	41	15	17	17	18	21	17	5	2	3	54	20	54	32	46	70	7	14	14	25	11	63	8	11	1	9	1	22	12	
70% Confident	84	43	41	9	23	19	16	31	11	13	13	14	17	14	4	1	2	41	15	41	24	34	53	5	11	11	18	8	48	6	8	1	7	1	16	9	
65% Confident	65	33	32	7	18	14	11	24	7	9	9	10	12	10	3	1	1	31	11	31	18	25	40	4	8	8	13	6	36	5	6	1	5	1	12	7	
60% Confident	50	26	24	5	14	11	9	18	6	7	7	8	10	8	2	1	1	23	8	23	13	19	30	3	6	6	10	5	27	4	5	1	4	1	9	5	
55% Confident	38	19	18	5	10	8	7	13	3	4	4	5	6	5	1	1	1	17	6	17	9	13	21	2	4	4	7	4	20	3	4	1	3	1	7	4	
50% Confident	28	14	13	3	8	6	5	10	3	4	4	5	6	5	1	1	1	12	4	12	7	10	16	1	3	3	5	3	15	2	3	1	2	1	5	3	
45% Confident	20	10	9	2	6	5	4	8	2	3	3	4	5	4	1	1	1	9	3	9	5	8	12	1	2	2	4	2	11	1	2	1	2	1	4	2	
40% Confident	15	8	7	2	5	4	3	6	1	2	2	3	4	3	1	1	1	7	2	7	4	6	9	1	1	1	3	1	8	1	1	1	1	1	3	2	
35% Confident	11	6	5	1	4	3	2	4	1	1	1	2	3	2	1	1	1	5	1	5	3	5	7	1	1	1	2	1	6	1	1	1	1	1	2	1	
30% Confident	8	4	4	1	3	2	2	3	1	1	1	1	1	1	1	1	1	4	1	4	2	4	6	1	1	1	1	1	4	1	1	1	1	1	1	1	
25% Confident	6	3	3	1	2	2	1	2	1	1	1	1	1	1	1	1	1	3	1	3	2	3	4	1	1	1	1	1	3	1	1	1	1	1	1	1	
20% Confident	4	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	2	1	2	3	1	1	1	1	1	2	1	1	1	1	1	1	1	
15% Confident	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
10% Confident	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
5% Confident	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Don't know	100	54	95	91	51	55	84	38	48	31	31	37	30	30	46	39	3	100	50	31	75	74	35	114	16	31	46	29	22	121	9	27	4	11	3	32	38
Mean	1.99	2.03	1.96	2.09	1.93	1.96	2.17	2	1.84	2	1.91	2.2	2.01	1.85	1.84	1.78	2.03	1.9	2.03	1.93	1.91	2.03	1.85	2.01	2.01	2.05	2.01	1.99	2.86	1.77	1.66	2.15	1.77	1.89	2.17		

Proportions/Means: Column Totalled (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/F/G/H - I/J
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
Q2_2_4 - How confident, if at all are, you that... - the Conservative party - will get the right balance between taxation, borrowing, and public spending
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1	C2	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	525	551	110	308	357	228	316	201	232	242	280	253	117	54	10	724	353	716	361	615	462	111	203	205	365	150	903	148	118	111	111	449	238		
WEIGHTED BASE	1077	517	561	110	303	351	223	314	202	244	251	282	254	117	54	10	722	348	611	365	606	451	107	212	212	361	150	903	148	118	111	111	452	237		
90% Very confident	66	39	27	11	18	16	21	24	8	13	11	23	9	8	5	8	49	17	37	29	21	45	12	14	18	21	11	54	33	13	1	3	7	18	21	
80%	776	376	400	100	285	335	199	292	193	231	240	257	245	109	49	9	673	336	604	336	585	436	95	188	187	340	139	853	115	107	100	100	435	216		
70% Fairly confident	226	124	102	33	78	83	40	71	37	52	45	79	67	33	9	13	128	68	144	90	82	140	23	39	52	93	30	102	67	39	6	48	18	75	85	
60%	225	124	101	33	78	83	40	71	37	52	45	79	67	33	9	13	128	68	144	90	82	140	23	39	52	93	30	102	67	39	6	48	18	75	85	
50% Not very confident	332	164	168	103	114	116	68	95	85	84	70	86	80	45	16	16	229	103	182	150	127	205	46	72	67	118	40	285	31	95	19	46	40	120	100	
40%	316	155	161	97	107	109	63	90	82	81	69	84	78	42	15	15	219	103	182	150	127	205	46	72	67	118	40	285	31	95	19	46	40	120	100	
30% Not at all confident	164	83	81	47	50	52	32	44	47	47	39	46	42	22	8	8	105	55	105	90	75	125	25	40	35	60	20	100	16	49	9	22	20	148	86	
20%	108	55	53	30	32	34	18	22	23	23	19	22	20	13	5	5	70	38	70	60	50	80	15	25	20	35	10	50	8	25	5	10	10	100	100	
Mean	2.05	2.1	1.99	2.17	1.96	2.03	2.21	2.07	1.9	2.08	1.96	2.23	1.99	2.03	2.02	1.9	2.09	1.99	2.08	2	2	2.08	1.96	1.98	2.06	2.14	2.11	2.04	2.89	1.77	1.7	2.36	1.84	1.99	2.12	
90% Very confident (NET)	262	143	119	36	96	99	47	66	60	64	58	70	62	33	10	11	206	85	183	109	102	186	35	53	70	114	41	246	16	52	7	50	24	100	100	
80% Fairly confident (NET)	276	143	133	36	100	100	47	66	60	64	58	70	62	33	10	11	206	85	183	109	102	186	35	53	70	114	41	246	16	52	7	50	24	100	100	
70% Not very confident (NET)	667	317	324	182	242	223	118	194	182	153	155	152	147	94	11	16	427	220	358	288	251	396	67	143	142	207	78	552	48	222	43	68	80	288	166	
60%	606	306	300	160	220	220	118	194	182	153	155	152	147	94	11	16	427	220	358	288	251	396	67	143	142	207	78	552	48	222	43	68	80	288	166	
50% Not at all confident (NET)	139	67	62	48	52	52	32	44	47	47	39	46	42	22	8	8	105	55	105	90	75	125	25	40	35	60	20	100	16	49	9	22	20	148	86	
40%	139	67	62	48	52	52	32	44	47	47	39	46	42	22	8	8	105	55	105	90	75	125	25	40	35	60	20	100	16	49	9	22	20	148	86	
30%	139	67	62	48	52	52	32	44	47	47	39	46	42	22	8	8	105	55	105	90	75	125	25	40	35	60	20	100	16	49	9	22	20	148	86	
20%	139	67	62	48	52	52	32	44	47	47	39	46	42	22	8	8	105	55	105	90	75	125	25	40	35	60	20	100	16	49	9	22	20	148	86	

Proportions/Means: Column Total (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 - A/B - C/D/E/F/G/H - I/J
Overlap formulae used. * small base
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 24
Q2_3 - How confident, if at all are, you that... the Conservative party - will deliver improvements that will make a difference to my daily life
Base: All adults aged 18-75 in GB

		GENDER				AGE				GENERATION				REGION								WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2016 VOTE	
		TOTAL	MAN	WOMAN		18-34	35-54	55-75	75+	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND		WORKING	NOT WORKING	A B C 1	C 2 D 3	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE		1077	525	551	112	308	357	228	128	189	201	212	241	280	253	117	54	88		724	353			615	462	131	203	205	365	150	903	148	118	63	101	114	114	449	238				
WEIGHTED BASE		1077	517	561	110	303	371	223	114	177	244	241	253	282	254	117	54	88		722	348			611	461	137	212	213	361	150	903	148	118	63	101	114	114	452	237				
90% Very confident		58	36	23	25	39	14	19	19	9	11	9	24	36	8	12	5	1		45	13			37	22	21	37	8	16	16	17	12	45	32	12	-	4	1	23	17			
90%		7%	7%	4%	8%	5%	4%	9%	6%	3%	4%	4%	6%	9%	3%	8%	9%	1%		6%	4%			6%	5%	5%	7%	6%	5%	5%	9%	10%	21%	4%	-	8%	1%	6%	6%				
10% Fairly confident		203	104	97	69	68	65	52	62	50	38	38	43	34	30	27	7	13		148	55			117	76	60	134	19	33	51	89	30	170	61	38	5	34	19	69	73			
10%		19%	20%	18%	21%	18%	18%	24%	19%	18%	16%	16%	17%	16%	16%	18%	13%	14%		20%	16%			21%	16%	18%	19%	13%	20%	24%	23%	19%	41%	17%	9%	28%	16%	17%	25%				
12% Not very confident		321	170	151	88	108	125	57	90	84	89	89	77	83	84	39	9	29		218	103			193	128	120	201	37	64	69	121	32	284	35	87	21	43	43	124	93			
12%		30%	32%	28%	27%	28%	35%	26%	27%	30%	27%	27%	31%	29%	34%	25%	18%	31%		30%	30%			32%	27%	31%	25%	25%	27%	34%	22%	31%	24%	29%	42%	35%	17%	31%	32%				
13% Not at all confident		369	184	185	94	140	115	57	108	108	76	76	85	70	68	59	24	42		223	126			181	168	137	212	68	80	78	101	45	292	11	110	24	30	50	152	83			
13%		32%	33%	33%	30%	32%	28%	30%	32%	30%	31%	31%	34%	32%	32%	30%	42%	40%		31%	30%			30%	30%	30%	33%	45%	80%	80%	29%	33%	32%	7%	42%	40%	24%	41%	38%				
Mean		1.97	2.02	1.92	2.09	1.9	1.93	2.19	1.97	1.84	1.92	1.89	1.89	2.21	1.93	1.59	1.82	1.68		2.03	1.85	2.04	1.88	1.93	1.99	1.79	1.92	2.03	2.05	2.08	1.96	2.82	1.79	1.82	2.11	1.73	1.9	2.09					
90% Very confident (NET)		261	139	120	84	88	79	72	82	58	49	52	52	50	47	39	11	34		193	68	164	98	90	171	27	49	67	102	42	210	51	5	30	30	92	80						
90%		24%	26%	22%	29%	23%	22%	32%	24%	21%	20%	20%	20%	30%	19%	25%	22%	13%		26%	20%	27%	21%	23%	25%	18%	22%	26%	29%	30%	24%	63%	17%	9%	31%	17%	23%	31%					
10% Fairly confident (NET)		670	334	331	182	248	240	124	199	193	165	163	163	153	153	98	33	71		441	229	375	295	257	414	103	144	145	221	76	577	48	222	46	73	94	277	176					
10%		62%	63%	61%	56%	63%	67%	51%	59%	70%	68%	64%	64%	54%	62%	64%	63%	78%		60%	66%	61%	63%	65%	60%	63%	60%	70%	64%	58%	63%	54%	63%	31%	75%	86%	59%	80%	69%	60%			
Don't know		148	74	80	51	55	40	36	54	25	30	30	39	31	45	17	8	8		95	50	79	72	39	107	17	31	40	30	22	118	9	24	2	13	4	33	36					
14%		14%	10%	17%	16%	14%	11%	16%	16%	9%	12%	12%	15%	11%	18%	11%	15%	7%		13%	14%	12%	16%	10%	15%	12%	14%	16%	8%	15%	13%	6%	8%	5%	10%	3%	8%	9%					

Proportions/Means: Column Totalled (5% risk level) - a/b - c/d/e - f/g/h - i/j/k/m/n/o/p - q/r - s/t - u/v/w/x/y - A/B - C/D/E/F/G - H)
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.



25-061766-41 - BUDGET - HEALEY
9TH - 13TH OCTOBER 2026
PUBLIC
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20 Oct 2026

Table 25

Q7 - How confident, if at all are, you that... - Reform UK - Summary table

Base: All adults aged 18-75 in GB

	have a good long-term economic plan for Britain	have a good plan for changing Britain generally	have a good long-term plan for Britain's public services	will get the right balance between taxation, borrowing, and public spending	will deliver improvements that will make a difference to my daily life
UNWEIGHTED BASE	1077	1077	1077	1077	1077
WEIGHTED BASE	1077	1077	1077	1077	1077
(4) Very confident	83 8%	109 10%	80 7%	90 8%	91 8%
(3) Fairly confident	206 19%	225 21%	218 20%	206 19%	197 18%
(2) Not very confident	162 15%	145 14%	160 15%	163 15%	165 15%
(1) Not at all confident	499 46%	483 45%	494 46%	479 45%	486 45%
Mean	1.87	1.96	1.88	1.9	1.89
Very/ fairly confident (NET)	289 27%	334 31%	298 28%	297 28%	289 27%
Not very/ at all confident (NET)	661 61%	629 58%	654 61%	642 60%	651 60%
Don't know	126 12%	114 11%	126 12%	138 13%	137 13%

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



Table 26
CP_1 - How confident, if at all are, you that... - Reform UK - have a good long-term economic plan for Britain
Base: All adults aged 18-75 in GB

		GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNIC MINORITY GROUPS		WHITE ETHNIC GROUP		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/B/C1	C2/D3	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAINS	LEAVE			
UNWEIGHTED BASE		1077	525	551	110	308	357	228	316	201	232	242	280	253	117	54	38	724	353	716	361	615	462	111	203	205	365	150	905	148	328	61	114	111	449	238			
WEIGHTED BASE		1077	517	561	110	301	370	223	314	227	244	251	281	255	114	54	37	722	345	611	365	606	451	107	212	212	361	150	905	148	328	61	114	111	449	238			
90% Very confident		85	50	35	29	26	28	15	29	21	17	27	15	18	9	5	9	60	23	42	41	14	49	12	16	29	22	12	71	9	14	1	39	6	22	41			
80%		196	106	90	36	79	86	76	106	86	76	114	106	79	66	105	66	86	76	76	66	49	109	86	76	126	66	86	66	76	26	146	16	146	16				
10% Fairly confident		206	110	96	34	62	79	40	99	54	34	47	62	53	25	6	12	146	69	91	112	40	128	35	50	42	61	21	188	67	29	1	46	20	48	38			
10%		106	56	50	16	20	22	22	10	20	22	19	22	10	12	14	20	17	15	24	13	23	24	22	17	17	11	22	32	10	2	10	17	16					
12% Not very confident		162	87	75	34	51	51	40	45	44	31	49	41	36	13	8	14	117	45	100	62	51	111	20	36	31	59	25	136	31	41	6	7	13	40	53			
10%		75	10	17	10	10	14	18	10	10	10	10	10	8	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10					
11% Not at all confident		469	239	230	254	243	189	86	267	125	118	99	211	100	50	27	51	319	180	317	182	242	257	70	101	109	184	69	413	51	188	43	4	77	202	38			
40%		406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406	406				
Mean		1.87	1.98	1.75	1.93	1.78	1.9	1.95	1.8	1.89	1.89	2.01	1.84	1.95	1.88	1.78	1.74	1.92	1.79	1.75	2.03	1.9	2.08	1.91	1.9	1.96	1.79	1.75	1.9	2.1	1.52	1.23	1.2	1.43	1.54	2.18			
90% Very confident (NET)		289	163	127	94	88	107	64	78	76	71	75	77	71	34	12	11	205	94	155	164	63	238	46	66	71	83	27	238	16	43	2	105	161	70				
27%		27%	24%	20%	29%	23%	30%	29%	24%	27%	29%	29%	27%	29%	22%	23%	23%	28%	24%	22%	13%	18%	33%	32%	29%	28%	24%	19%	238	16%	43%	1%	105	161	70				
Net very/at all confident (NET)		661	307	348	195	250	217	130	212	169	151	148	173	136	103	35	67	436	225	418	244	293	369	80	137	142	242	94	549	82	211	49	11	80	306	132			
61%		61%	58%	64%	60%	64%	60%	58%	63%	61%	62%	58%	61%	55%	67%	68%	73%	60%	65%	66%	52%	70%	13%	61%	61%	56%	69%	67%	60%	56%	78%	93%	9%	77%	76%	45%			
Don't know		126	59	66	38	51	36	36	28	44	32	31	32	38	17	5	3	88	39	39	68	30	96	10	22	38	37	19	101	10	22	7	7	1	38	30			
12%		12%	7%	16%	12%	14%	10%	13%	13%	12%	9%	12%	12%	18%	11%	10%	3%	12%	11%	10%	15%	8%	14%	7%	10%	10%	8%	14%	11%	7%	7%	3%	6%	1%	6%	7%			

Proportions/Means: Column Totals (5% risk level) - a/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/E/F/G - H/I
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
Q2_2 - How confident, if at all are, you that... - Reform UK - have a good plan for changing Britain generally
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION					REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1C1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+ £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	525	551	110	308	357	228	316	201	232	242	285	253	157	54	38	724	353	716	361	615	462	131	221	205	365	150	903	146	603	138	461	114	114	449	258	
WEIGHTED BASE	1077	517	561	110	301	370	223	314	222	244	251	282	255	154	54	37	722	345	611	405	606	451	137	212	212	351	150	903	146	761	51	114	449	258			
90% Very confident	109	64	46	11	38	19	40	38	30	26	27	27	30	9	7	75	34	56	53	28	41	12	22	31	37	30	100	18	13	+	46	11	23	62	82		
80%	126	72	55	13	45	23	45	30	25	25	116	30	30	12	6	9	86	40	64	58	33	48	14	25	33	43	35	115	22	16	54	17	26	70	123		
70% Fairly confident	225	119	106	25	68	32	40	59	38	43	148	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
60%	225	119	106	25	68	32	40	59	38	43	148	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
50%	225	119	106	25	68	32	40	59	38	43	148	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
40%	225	119	106	25	68	32	40	59	38	43	148	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
30%	225	119	106	25	68	32	40	59	38	43	148	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
20%	225	119	106	25	68	32	40	59	38	43	148	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
10%	225	119	106	25	68	32	40	59	38	43	148	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
0%	225	119	106	25	68	32	40	59	38	43	148	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
21) Not very confident	145	65	80	16	46	24	44	41	34	27	145	32	32	40	20	2	104	41	90	55	39	107	20	30	31	52	25	136	25	39	6	6	14	40	40		
10%	145	65	80	16	46	24	44	41	34	27	145	32	32	40	20	2	104	41	90	55	39	107	20	30	31	52	25	136	25	39	6	6	14	40	40		
0%	145	65	80	16	46	24	44	41	34	27	145	32	32	40	20	2	104	41	90	55	39	107	20	30	31	52	25	136	25	39	6	6	14	40	40		
22) Not at all confident	483	230	247	142	184	138	85	161	123	110	99	180	95	84	25	51	306	177	308	175	245	238	68	100	107	174	67	480	46	187	43	8	73	262	30		
40%	483	230	247	142	184	138	85	161	123	110	99	180	95	84	25	51	306	177	308	175	245	238	68	100	107	174	67	480	46	187	43	8	73	262	30		
30%	483	230	247	142	184	138	85	161	123	110	99	180	95	84	25	51	306	177	308	175	245	238	68	100	107	174	67	480	46	187	43	8	73	262	30		
20%	483	230	247	142	184	138	85	161	123	110	99	180	95	84	25	51	306	177	308	175	245	238	68	100	107	174	67	480	46	187	43	8	73	262	30		
10%	483	230	247	142	184	138	85	161	123	110	99	180	95	84	25	51	306	177	308	175	245	238	68	100	107	174	67	480	46	187	43	8	73	262	30		
0%	483	230	247	142	184	138	85	161	123	110	99	180	95	84	25	51	306	177	308	175	245	238	68	100	107	174	67	480	46	187	43	8	73	262	30		
Mean	1.96	2.05	1.87	1.95	1.9	2.03	1.97	1.85	2.02	2.02	2.06	1.94	2.06	1.7	2.09	1.84	2.01	1.88	1.83	2.13	1.82	2.18	1.97	1.98	2.02	1.89	1.76	2.01	2.27	1.96	1.23	3.21	1.72	1.96	2.57		
90% Very confident (NET)	334	192	141	36	108	53	64	89	58	49	185	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
80%	334	193	141	36	108	53	64	89	58	49	185	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
70%	334	193	141	36	108	53	64	89	58	49	185	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
60%	334	193	141	36	108	53	64	89	58	49	185	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
50%	334	193	141	36	108	53	64	89	58	49	185	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
40%	334	193	141	36	108	53	64	89	58	49	185	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
30%	334	193	141	36	108	53	64	89	58	49	185	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
20%	334	193	141	36	108	53	64	89	58	49	185	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
10%	334	193	141	36	108	53	64	89	58	49	185	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
0%	334	193	141	36	108	53	64	89	58	49	185	41	47	34	14	30	160	64	104	111	52	173	39	52	48	64	39	206	47	39	2	62	19	56	203		
Don't know	114	59	73	13	33	18	25	43	27	19	27	31	34	18	3	3	83	31	34	60	23	91	11	19	34	38	19	87	10	19	2	2	1	1	14		
10%	114	59	73	13	33	18	25	43	27	19	27	31	34	18	3	3	83	31	34	60	23	91	11	19	34	38	19	87	10	19	2	2	1	1	14		
0%	114	59	73	13	33	18	25	43	27	19	27	31	34	18	3	3	83	31	34	60	23	91	11	19	34	38	19	87	10	19	2	2	1	1	14		

Proportions/Means: Column Total (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/F/G/H - I/J
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.



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Table 28
CP_3 - How confident, if at all are, you that... Reform UK - have a good long-term plan for Britain's public services
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/B/C1	C2/D	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAINS	LEAVE	
UNWEIGHTED BASE	1077	525	551	110	308	357	228	389	201	212	241	260	253	117	54	88	724	353	716	361	615	462	111	203	205	365	150	925	148	318	61	114	111	449	238	
WEIGHTED BASE	1077	517	561	110	301	376	223	384	201	244	233	261	255	114	54	87	722	345	611	365	606	451	107	214	215	361	150	909	148	291	51	114	114	452	237	
95% Very confident	80	45	34	20	26	35	8	29	21	21	22	35	21	8	9	6	54	25	43	37	38	62	18	15	25	22	7	73	12	12	2	34	4	18	44	
90% Confident	7%	5%	8%	4%	7%	12%	6%	1%	8%	7%	9%	5%	9%	3%	10%	7%	7%	7%	8%	1%	1%	1%	9%	7%	10%	6%	5%	8%	6%	1%	2%	2%	4%	5%	12%	
85% Fairly confident	21%	12%	10%	7%	17%	20%	15%	17%	20%	20%	18%	22%	22%	10%	11%	11%	22%	17%	17%	22%	18%	25%	24%	21%	17%	20%	20%	22%	20%	12%	1%	1%	1%	1%	1%	
80% Not very confident	16%	9%	11%	10%	15%	13%	10%	13%	17%	11%	16%	17%	14%	8%	10%	10%	16%	12%	16%	14%	13%	18%	13%	15%	15%	14%	14%	15%	22%	10%	14%	7%	13%	11%		
75% Not at all confident	46%	24%	24%	24%	18%	15%	8%	16%	23%	21%	10%	12%	11%	9%	24%	28%	31%	17%	17%	17%	17%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	
Mean	1.88	1.96	1.8	1.91	1.8	1.93	1.91	1.84	1.9	1.87	2.01	1.88	1.98	1.88	1.98	1.8	1.93	1.77	1.77	2.03	1.9	2.07	1.95	1.9	1.93	1.8	1.91	1.91	1.91	1.91	1.91	1.91	1.91	1.91		
95% Very confident (NET)	28%	17%	21%	9%	26%	30%	10%	29%	21%	21%	22%	26%	26%	10%	11%	11%	24%	15%	24%	24%	17%	25%	24%	21%	17%	20%	20%	22%	20%	12%	1%	1%	1%	1%	1%	
90% Confident (NET)	28%	17%	21%	9%	26%	30%	10%	29%	21%	21%	22%	26%	26%	10%	11%	11%	24%	15%	24%	24%	17%	25%	24%	21%	17%	20%	20%	22%	20%	12%	1%	1%	1%	1%	1%	
85% Fairly confident (NET)	65%	33%	33%	19%	26%	21%	13%	20%	17%	16%	14%	17%	14%	10%	12%	12%	42%	22%	41%	24%	28%	35%	37%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%		
80% Not very confident (NET)	31%	19%	21%	20%	15%	13%	10%	13%	17%	11%	16%	17%	14%	8%	10%	10%	16%	12%	16%	14%	13%	18%	13%	15%	15%	14%	14%	15%	22%	10%	14%	7%	13%	11%		
Don't know	13%	4%	8%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
100% Very confident	13%	8%	16%	11%	13%	11%	12%	12%	11%	12%	12%	12%	13%	10%	12%	10%	11%	12%	9%	13%	10%	13%	9%	10%	10%	7%	13%	11%	8%	8%	6%	6%	6%	6%		

Proportions/Means: Column Totals (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/F/G - H/I
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
Q2_4 - How confident, if at all are, you that... - Reform UK - will get the right balance between taxation, borrowing, and public spending

Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALLES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	525	551	112	308	357	228	316	201	232	242	280	253	117	54	88	724	353	716	361	615	462	111	203	205	365	150	925	148	328	51	114	111	449	238	
WEIGHTED BASE	1077	512	565	110	301	376	223	315	222	244	253	282	253	124	54	88	722	345	611	365	606	451	107	212	212	361	150	919	148	328	51	114	111	449	238	
90 Very confident	90	52	38	16	24	30	21	32	19	19	26	19	24	11	6	5	62	28	43	48	18	72	12	18	28	29	12	77	12	19	-	18	4	24	41	
80	80	100	75	11%	4%	8%	10%	10%	7%	8%	10%	7%	10%	7%	11%	5%	8%	8%	7%	10%	10%	8%	8%	11%	8%	9%	8%	8%	7%	-	11%	3%	6%	14%		
70 Fairly confident	206	124	82	32	71	74	46	51	68	48	58	51	64	24	11	19	124	52	97	109	40	237	37	41	47	69	19	187	42	39	2	45	18	44	30	
10%	10%	24%	15%	19%	18%	21%	20%	15%	23%	20%	23%	18%	18%	10%	20%	20%	21%	15%	16%	22%	13%	23%	25%	18%	19%	18%	14%	22%	28%	11%	1%	52%	13%	17%	33%	
60 Not very confident	163	74	89	56	52	55	44	46	34	39	42	52	35	14	8	11	107	56	97	66	47	116	19	47	28	52	25	135	35	37	5	7	18	41	53	
12%	15%	14%	16%	17%	13%	15%	20%	14%	12%	10%	17%	18%	14%	9%	15%	14%	15%	10%	16%	14%	12%	17%	13%	21%	11%	15%	18%	15%	23%	12%	9%	6%	13%	11%	18%	
50 Not at all confident	479	225	249	135	186	158	84	180	125	110	94	125	102	62	22	52	310	169	309	170	242	239	66	94	111	172	60	483	47	182	44	7	78	262	76	
45%	43%	43%	46%	41%	41%	47%	44%	44%	38%	40%	37%	44%	42%	14%	37%	43%	41%	40%	32%	37%	42%	33%	45%	42%	44%	40%	41%	44%	32%	42%	33%	35%	40%	40%	23%	
Mean	1.9	2.01	1.8	1.99	1.8	1.92	2.01	1.84	1.89	1.89	2.07	1.85	1.95	1.72	1.99	1.71	1.95	1.8	1.77	2.09	1.7	2.11	1.96	1.91	1.96	1.84	1.85	1.92	2.14	1.99	1.77	1.15	1.55	1.94	2.18	
90% Very confident (NET)	287	176	110	37	96	104	65	83	81	67	81	70	67	35	16	14	216	80	140	157	68	229	49	58	75	94	31	264	15	52	2	103	127	68	138	
28%	31%	22%	30%	24%	29%	29%	29%	25%	28%	27%	31%	25%	28%	11%	24%	20%	30%	23%	24%	18%	33%	33%	30%	30%	30%	27%	22%	29%	38%	18%	1%	83%	18%	47%		
Not very/at all confident (NET)	642	299	346	191	218	213	128	206	140	149	117	177	137	96	30	65	417	225	407	236	288	354	86	140	139	226	86	518	82	220	49	14	95	306	111	
60%	57%	62%	59%	61%	59%	58%	58%	62%	58%	61%	54%	63%	56%	62%	58%	71%	57%	65%	66%	51%	73%	51%	58%	63%	55%	64%	61%	59%	55%	74%	92%	11%	81%	76%	45%	
Don't know	138	52	84	38	58	42	29	45	36	28	32	34	40	23	5	9	96	42	85	73	30	108	12	25	39	33	23	107	13	24	7	7	7	27	23	
13%	10%	16%	11%	10%	12%	13%	13%	13%	13%	12%	13%	12%	16%	15%	10%	3%	13%	12%	11%	16%	8%	16%	8%	11%	10%	9%	17%	12%	9%	8%	4%	6%	7%	8%		

Proportions/Means: Column Totals (5% risk level) - a/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/E/F/G - H)
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.



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Table 30
OP 3 5 - How confident, if at all are you that... Reform UK - will deliver improvements that will make a difference to my daily life
Base: All adults aged 18-75 in GB

	GENDER			AGE					GENERATION					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME			ETHNICITY		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE			
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £20999	£21000 - £30999	£31000 - £40999	£41000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAINS	LEAVE			
UNWEIGHTED BASE	1077	525	551	112	308	357	228	316	201	212	241	285	253	157	54	58	724	353	716	361	615	462	111	203	205	365	150	923	148	905	118	781	517	1147	1117	463	255		
WEIGHTED BASE	1077	525	551	112	308	357	228	316	201	212	241	285	253	157	54	58	724	353	716	361	615	462	111	203	205	365	150	923	148	905	118	781	517	1147	1117	463	255		
95% Very confident	95	53	33	35	24	33	22	24	23	22	28	37	26	9	6	5	64	27	49	42	21	70	13	16	22	33	15	77	11	12	1	44	4	19	49				
90% Fairly confident	86	43	31	31	16	35	19	20	19	18	31	40	29	8	5	4	56	24	43	36	22	14	13	15	20	30	14	65	9	37	2	39	3	17	46				
85% Not very confident	76	37	25	25	12	23	16	16	16	15	19	23	16	7	4	3	48	20	37	30	19	11	11	13	17	23	12	56	7	30	1	32	2	14	41				
80% Not at all confident	66	31	20	20	10	14	13	13	13	12	15	19	13	6	3	2	40	16	31	24	16	9	9	11	14	17	10	45	6	25	1	26	1	12	35				
75% Don't know	56	27	17	17	9	11	11	11	11	10	13	16	11	5	2	1	32	13	25	19	12	7	7	9	11	13	9	37	4	21	1	18	1	10	25				
Mean	1.89	1.99	1.79	1.97	1.79	1.91	2	1.8	1.91	1.88	2.01	1.86	1.98	1.71	1.94	1.71	1.95	1.79	1.79	2.02	1.57	2.08	1.92	1.87	1.91	1.85	1.89	1.91	2.17	1.49	1.2	3.15	1.58	1.52	2.41				
95% Very confident (NET)	289	178	112	33	94	102	64	77	79	68	73	76	66	36	15	11	212	77	146	143	88	211	43	59	70	91	33	258	150	141	1	90	141	67	134				
90% Fairly confident	275	130	112	28	24	28	20	23	23	20	23	27	27	24	10	10	20	22	34	24	18	12	13	15	17	20	12	56	9	37	2	39	3	17	46				
85% Not very confident	251	101	104	24	21	26	19	20	20	19	18	23	28	20	9	5	47	22	40	33	20	11	11	13	15	17	10	45	6	25	1	26	1	12	35				
80% Not at all confident	201	95	87	19	16	21	15	15	15	15	15	14	18	22	6	3	32	14	25	19	12	7	7	9	11	13	9	37	4	21	1	18	1	10	25				
75% Don't know	137	68	67	13	11	15	11	11	11	11	11	10	13	16	11	5	22	10	25	19	12	7	7	9	11	13	9	37	4	21	1	18	1	10	25				
Mean	1.89	1.99	1.79	1.97	1.79	1.91	2	1.8	1.91	1.88	2.01	1.86	1.98	1.71	1.94	1.71	1.95	1.79	1.79	2.02	1.57	2.08	1.92	1.87	1.91	1.85	1.89	1.91	2.17	1.49	1.2	3.15	1.58	1.52	2.41				

Proportions/Means: Column Totalled (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/F/G - H
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.



25-061766-41 - BUDGET - HEALEY
9TH - 13TH OCTOBER 2026
PUBLIC
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20 Oct 2026

Table 31

Q7 - How confident, if at all are, you that... - the Liberal Democrats - Summary table

Base: All adults aged 18-75 in GB

	have a good long-term economic plan for Britain	have a good plan for changing Britain generally	have a good long-term plan for Britain's public services	will get the right balance between taxation, borrowing, and public spending	will deliver improvements that will make a difference to my daily life
UNWEIGHTED BASE	1077	1077	1077	1077	1077
WEIGHTED BASE	1077	1077	1077	1077	1077
(4) Very confident	25 2%	27 3%	35 3%	33 3%	23 2%
(3) Fairly confident	157 15%	194 18%	162 15%	166 15%	177 16%
(2) Not very confident	303 28%	296 27%	308 29%	299 28%	292 27%
(1) Not at all confident	362 34%	346 32%	341 32%	335 31%	361 33%
Mean	1.82	1.89	1.87	1.88	1.84
Very/ fairly confident (NET)	182 17%	221 20%	197 18%	199 18%	200 19%
Not very/ at all confident (NET)	665 62%	641 60%	649 60%	633 59%	653 61%
Don't know	230 21%	215 20%	231 21%	245 23%	224 21%

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
CP_A_1 - How confident, if at all are, you that... the Liberal Democrats - have a good long-term economic plan for Britain
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/B/C1	C2/D3	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	525	551	112	308	357	128	228	216	212	241	285	253	117	54	38	724	353	716	361	615	462	111	203	205	365	150	925	148	318	61	101	111	449	258	
WEIGHTED BASE	1077	512	565	110	303	374	123	214	277	244	253	283	254	117	54	38	724	348	716	361	615	462	111	203	205	365	150	925	148	318	61	101	111	449	258	
90% Very confident	25	9	16	17	5	3	15	5	5	-	3	3	5	8	2	4	22	3	18	7	12	13	2	9	4	8	3	18	3	7	3	1	5	8	3	
80% Fairly confident	29	7	25	7	15	13	7	15	25	2	15	15	25	7	5	4	35	15	25	25	35	25	25	45	25	25	5	25	25	25	25	5	4	25	25	
70% Fairly confident	127	104	129	32	80	97	35	65	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21	
60% Fairly confident	125	102	128	30	78	95	33	63	56	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20	
50% Fairly confident	127	104	129	32	80	97	35	65	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21	
40% Fairly confident	125	102	128	30	78	95	33	63	56	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20	
30% Fairly confident	127	104	129	32	80	97	35	65	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21	
20% Fairly confident	125	102	128	30	78	95	33	63	56	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20	
10% Fairly confident	127	104	129	32	80	97	35	65	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21	
0% Fairly confident	125	102	128	30	78	95	33	63	56	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20	
Don't know	230	88	142	78	20	102	52	100	81	70	82	72	63	44	11	29	200	103	200	103	137	165	38	66	69	107	38	258	34	108	16	22	49	134	79	
Mean	1.82	1.85	1.78	2.19	1.7	1.63	2.27	1.81	1.71	1.57	1.74	1.81	1.83	1.56	1.88	1.76	1.87	1.7	1.91	1.68	1.72	1.71	1.79	1.64	1.64	2.01	1.8	1.63	1.59	2.44	1.41	1.58	1.98	1.11		
90% Very confident	182	113	168	48	137	162	43	83	70	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21
80% Fairly confident	175	110	160	45	134	160	40	80	67	55	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20
70% Fairly confident	127	104	129	32	80	97	35	65	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21	
60% Fairly confident	125	102	128	30	78	95	33	63	56	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20	
50% Fairly confident	127	104	129	32	80	97	35	65	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21	
40% Fairly confident	125	102	128	30	78	95	33	63	56	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20	
30% Fairly confident	127	104	129	32	80	97	35	65	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21	
20% Fairly confident	125	102	128	30	78	95	33	63	56	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20	
10% Fairly confident	127	104	129	32	80	97	35	65	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21	
0% Fairly confident	125	102	128	30	78	95	33	63	56	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20	
Don't know	230	88	142	78	20	102	52	100	81	70	82	72	63	44	11	29	200	103	200	103	137	165	38	66	69	107	38	258	34	108	16	22	49	134	79	
Mean	1.82	1.85	1.78	2.19	1.7	1.63	2.27	1.81	1.71	1.57	1.74	1.81	1.83	1.56	1.88	1.76	1.87	1.7	1.91	1.68	1.72	1.71	1.79	1.64	1.64	2.01	1.8	1.63	1.59	2.44	1.41	1.58	1.98	1.11		
90% Very confident	182	113	168	48	137	162	43	83	70	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21
80% Fairly confident	175	110	160	45	134	160	40	80	67	55	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20
70% Fairly confident	127	104	129	32	80	97	35	65	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21	
60% Fairly confident	125	102	128	30	78	95	33	63	56	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20	
50% Fairly confident	127	104	129	32	80	97	35	65	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21	
40% Fairly confident	125	102	128	30	78	95	33	63	56	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20	
30% Fairly confident	127	104	129	32	80	97	35	65	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21	
20% Fairly confident	125	102	128	30	78	95	33	63	56	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20	
10% Fairly confident	127	104	129	32	80	97	35	65	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21	
0% Fairly confident	125	102	128	30	78	95	33	63	56	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20	
Don't know	230	88	142	78	20	102	52	100	81	70	82	72	63	44	11	29	200	103	200	103	137	165	38	66	69	107	38	258	34	108	16	22	49	134	79	
Mean	1.82	1.85	1.78	2.19	1.7	1.63	2.27	1.81	1.71	1.57	1.74	1.81	1.83	1.56	1.88	1.76	1.87	1.7	1.91	1.68	1.72	1.71	1.79	1.64	1.64	2.01	1.8	1.63	1.59	2.44	1.41	1.58	1.98	1.11		
90% Very confident	182	113	168	48	137	162	43	83	70	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21
80% Fairly confident	175	110	160	45	134	160	40	80	67	55	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20
70% Fairly confident	127	104	129	32	80	97	35	65	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21	
60% Fairly confident	125	102	128	30	78	95	33	63	56	32	30	44	34	26	7	29	122	41	95	59	65	88	20	32	29	54	27	127	19	38	19	12	18	80	20	
50% Fairly confident	127	104	129	32	80	97	35	65	58	34	31	46	36	28	7	30	124	43	97	61	67	90	21	34	31	56	28	129	20	39	20	13	19	82	21	
40% Fairly confident	125	102	128	30	78	95	33	63	56	32																										



Table 33
CP_A_2 - How confident, if at all are, you that... - the Liberal Democrats - have a good plan for changing Britain generally
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	Y	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£12000 - £19999	£20000 - £29999	£30000 - £39999	£40000+	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	525	551	112	308	357	228	316	201	212	212	242	285	253	117	54	98	724	353	716	361	615	462	111	223	205	365	150	925	148	328	61	114	114	449	258	
WEIGHTED BASE	1077	517	561	110	303	374	223	314	212	244	244	253	282	254	117	54	97	722	345	611	365	606	457	107	212	212	361	150	919	148	318	59	114	114	452	257	
90% Very confident	27	18	9	19	8	2	18	5	4	1	1	15	26	28	46	15	46	38	26	85	28	45	26	25	18	18	46	26	18	13	26	7	18	46	26	25	
80% Fairly confident	38	26	25	46	18	13	86	15	18	1	1	15	26	28	46	15	46	38	26	85	28	45	26	25	18	18	46	26	18	13	26	7	18	46	26	25	
70% Fairly confident	194	118	77	18	54	33	62	10	48	31	31	35	31	46	34	8	30	141	59	119	74	83	111	24	37	58	69	141	100	22	75	23	11	30	99	27	
60% Fairly confident	188	126	145	27	146	155	276	186	108	136	136	146	188	186	156	156	216	188	156	206	166	216	166	176	166	236	196	206	186	136	256	436	94	236	96		
50% Fairly confident	268	141	152	87	108	100	54	96	76	70	70	77	75	62	49	11	30	186	99	187	109	131	164	40	56	69	108	46	240	31	106	15	27	41	112	77	
40% Fairly confident	276	176	286	276	286	286	246	296	276	296	296	306	276	256	126	256	226	276	296	11	1	6	6	246	276	276	316	336	206	216	106	286	226	256	336	286	
30% Fairly confident	366	214	359	61	129	156	54	99	104	104	108	91	84	75	42	19	36	219	127	177	168	98	253	55	85	68	107	31	303	79	62	6	24	28	103	145	
20% Fairly confident	426	236	416	116	206	216	116	206	186	186	186	186	206	116	276	176	206	286	176	296	166	246	176	176	186	276	206	236	116	146	236	116	106	246	206		
Mean	1.89	1.95	1.82	2.26	1.78	1.68	2.37	1.88	1.76	1.64	1.64	1.77	1.82	1.6	2.03	1.75	1.89	1.84	1.79	1.96	1.78	2.06	1.79	1.79	1.82	1.98	1.95	2.12	1.86	1.59	2.09	2.51	1.51	2.1	2.04	1.17	
90% Very confident (NET)	221	134	86	117	58	34	78	64	47	32	32	39	50	51	40	8	33	162	59	118	83	97	124	27	44	61	79	38	188	13	79	26	14	34	108	32	
80% Fairly confident (NET)	205	126	165	138	156	156	156	196	176	136	136	156	216	216	166	166	206	226	176	236	186	236	186	186	206	246	226	276	206	186	276	506	116	286	276	116	
70% Fairly confident (NET)	641	315	321	148	237	256	88	195	180	178	178	168	139	137	98	12	56	415	226	364	277	234	417	85	140	137	216	79	543	110	168	21	100	70	235	223	
60% Fairly confident	606	406	596	456	616	716	406	586	606	736	666	566	566	586	626	616	576	656	606	606	586	606	656	636	546	616	566	606	756	576	396	816	596	586	766		
50% Fairly confident	215	79	118	71	95	89	10	75	11	34	34	47	63	57	24	12	12	133	62	109	106	85	100	25	40	54	59	21	188	14	48	6	10	14	87		
Don't know	205	156	256	276	246	146	276	226	186	146	146	196	226	226	186	226	146	216	186	186	236	176	226	176	186	226	176	176	206	106	186	116	86	126	156	156	

Proportions/Means: Columns Totalled (5% risk level) - u/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/E/F/G - H)
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 34
CP_A_3 - How confident, if at all are, you that... in the Liberal Democrats - have a good long-term plan for Britain's public services
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A&C	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	525	551	112	308	357	228	316	201	212	241	280	253	117	54	98	724	353	716	361	615	462	131	203	205	365	150	903	148	318	61	104	111	449	216	
WEIGHTED BASE	1077	512	565	110	303	370	223	314	202	244	253	282	254	117	54	97	722	348	611	365	606	451	127	212	212	361	150	903	148	318	61	104	111	449	216	
90% Very confident	85	21	14	25	5	5	18	8	3	5	7	11	5	8	4	6	28	6	24	11	36	19	4	4	9	15	11	22	2	10	4	2	5	15	5	
	3%	4%	3%	4%	1%	1%	9%	2%	1%	2%	3%	4%	2%	3%	1%	4%	4%	2%	4%	2%	4%	3%	2%	2%	4%	4%	8%	2%	1%	3%	8%	2%	4%	4%	2%	
10% Fairly confident	162	89	63	21	46	47	33	49	38	36	39	41	42	32	7	30	110	53	97	85	77	89	24	39	46	57	23	134	22	56	23	10	19	78	22	
	15%	16%	12%	22%	15%	13%	24%	13%	14%	11%	12%	13%	12%	17%	14%	11%	15%	15%	16%	14%	16%	17%	17%	17%	18%	16%	20%	15%	14%	19%	16%	8%	16%	19%	7%	
121 Not very confident	308	140	164	96	112	99	64	98	79	66	82	73	58	50	15	30	203	105	201	107	130	178	35	64	74	107	39	280	36	114	11	16	50	145	74	
	28%	27%	30%	29%	29%	26%	29%	29%	29%	27%	32%	30%	24%	13%	28%	33%	28%	30%	33%	23%	34%	26%	24%	24%	29%	30%	28%	29%	24%	38%	22%	13%	42%	35%	25%	
121 Not at all confident	341	178	160	59	124	138	29	102	99	111	87	87	81	38	14	35	237	124	171	170	180	241	59	79	66	110	36	296	75	58	7	64	30	97	149	
	32%	34%	30%	28%	38%	35%	13%	31%	30%	40%	34%	31%	33%	24%	20%	30%	30%	30%	28%	37%	28%	37%	40%	40%	30%	28%	37%	28%	31%	11%	20%	18%	48%	26%	32%	
Mean	1.87	1.91	1.83	2.25	1.75	1.68	2.38	1.83	1.75	1.64	1.78	1.89	1.84	2.08	1.83	1.78	1.91	1.79	1.95	1.77	2.03	1.77	1.78	1.77	1.99	1.92	2.13	1.83	1.62	2.07	2.52	1.99	1.98	2.03	1.53	
				4%			4%	1						10													6				1		100%			
Overall fairly confident (NET)	187	120	77	36	48	52	73	93	42	31	35	52	47	42	7	34	138	59	121	76	93	104	28	34	50	72	39	156	12	56	25	13	14	92	27	
	18%	23%	14%	29%	12%	15%	32%	18%	10%	13%	14%	18%	18%	20%	14%	13%	18%	17%	20%	16%	24%	15%	18%	15%	22%	20%	28%	17%	16%	22%	48%	10%	10%	20%	23%	9%
Not very/at all confident (NET)	649	319	323	155	236	258	89	200	178	177	169	139	139	88	28	65	420	229	372	277	230	419	65	143	140	217	75	556	111	172	18	100	80	243	224	
	60%	60%	60%	47%	60%	72%	42%	60%	64%	73%	67%	57%	57%	57%	55%	71%	58%	66%	63%	60%	60%	61%	64%	64%	55%	62%	54%	61%	75%	18%	35%	81%	68%	60%	77%	
Don't know	231	89	140	76	6	6	17	1	1	6	8	70	59	26	16	10	171	60	119	112	63	168	24	47	58	64	26	187	14	38	9	11	14	47	41	
	21%	17%	26%	23%	14%	1%	20%	24%	21%	15%	15%	21%	24%	17%	31%	18%	23%	17%	15%	24%	18%	24%	10%	21%	23%	18%	18%	22%	9%	19%	18%	9%	12%	17%	14%	

Proportions/Means: Column Totalled (5% risk level) - u/b - c/d/e - f/g/h - i/j/k/m/n/o/p - q/r - s/t - v/w/x/y - A/B - C/D/E/F/G - H)
Overlap formulae used. * small base
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 35
Q2_A.4 - How confident, if at all are, you that... - the Liberal Democrats - will get the right balance between taxation, borrowing, and public spending
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION					REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£12000 - £14999	£15000 - £19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1077	525	551	112	308	357	228	526	291	232	241	285	253	117	54	98	724	353	716	361	615	462	111	203	205	365	150	903	148	328	61	114	111	449	216		
WEIGHTED BASE	1077	512	565	110	303	372	223	515	277	244	233	282	253	114	54	97	722	345	611	365	606	451	107	212	212	351	150	903	148	328	59	114	111	449	216		
90% Very confident	33	21	47	23	9	*	17	33	3	-	6	5	8	10	*	6	25	13	8	24	9	12	21	7	6	7	11	13	20	2	7	3	5	3	13	3	
90% Very confident	3%	4%	7%	7%	2%	*	8%	6%	1%	-	2%	2%	3%	7%	1%	6%	3%	2%	4%	2%	3%	3%	7%	9%	1%	3%	9%	2%	1%	2%	5%	4%	3%	3%	1%	1%	
90% Fairly confident	166	102	62	30	42	43	62	96	34	24	31	30	36	25	6	16	124	43	99	96	36	87	18	40	48	59	23	140	19	69	20	10	27	82	27		
90% Fairly confident	15%	10%	12%	14%	11%	12%	28%	14%	12%	10%	13%	18%	15%	10%	11%	17%	17%	12%	16%	14%	20%	13%	12%	18%	19%	10%	15%	10%	13%	21%	38%	8%	23%	20%	9%		
90% Not very confident	209	149	146	86	109	104	54	92	79	71	75	72	62	46	17	16	105	103	194	104	133	166	37	57	71	110	45	245	34	103	15	24	42	134	71		
90% Not very confident	28%	28%	27%	28%	28%	29%	24%	28%	29%	30%	30%	30%	26%	30%	33%	29%	27%	30%	32%	32%	34%	24%	25%	25%	28%	31%	32%	27%	23%	35%	28%	19%	36%	33%	24%		
90% Not at all confident	335	168	165	54	125	135	27	99	102	107	87	88	74	45	14	32	230	124	369	166	91	243	56	76	65	106	31	293	75	64	8	78	27	102	147		
90% Not at all confident	31%	12%	12%	10%	17%	13%	43%	12%	30%	17%	14%	20%	15%	10%	17%	30%	29%	30%	28%	30%	24%	31%	38%	18%	14%	20%	22%	32%	11%	22%	15%	30%	23%	30%	30%		
Mean	1.88	1.94	1.8	2.3	1.78	1.63	2.43	1.49	1.71	1.59	1.79	1.89	1.88	2.01	1.8	1.89	1.93	1.79	1.95	1.77	2.04	1.79	1.79	1.86	1.98	1.9	2.14	1.81	1.59	2.08	2.19	1.52	2.05	2.02	1.55		
90% Fairly confident (NET)	109	112	75	113	162	43	79	101	37	14	19	10	45	35	6	18	149	50	123	76	91	108	25	46	55	67	34	165	12	78	23	15	30	94	11		
90% Fairly confident (NET)	18%	18%	14%	12%	18%	12%	30%	18%	12%	10%	15%	20%	18%	12%	12%	21%	20%	14%	20%	18%	23%	16%	17%	20%	22%	10%	24%	18%	14%	24%	43%	12%	26%	23%	11%		
90% Not very confident (NET)	633	317	311	140	234	260	81	191	182	180	162	155	137	90	31	58	406	227	363	270	234	409	63	133	136	216	76	538	109	187	23	96	70	234	218		
90% Not very confident (NET)	59%	60%	58%	43%	60%	72%	36%	57%	66%	74%	64%	55%	56%	59%	64%	56%	65%	59%	58%	58%	59%	64%	59%	54%	61%	54%	59%	74%	56%	43%	78%	59%	58%	75%			
Don't know	245	115	130	83	103	94	62	84	98	40	53	72	63	28	15	14	175	70	126	119	71	174	38	45	62	70	30	208	18	18	13	18	45	74	40		
90% Don't know	23%	17%	23%	8%	16%	12%	28%	21%	21%	17%	21%	21%	28%	18%	29%	15%	24%	20%	21%	26%	18%	25%	19%	20%	23%	20%	22%	23%	12%	20%	14%	10%	15%	18%	15%		

Proportions/Means: Column Total (5% risk level) - u/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/E/F/G - H)
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 36
CP_A_3 - How confident, if at all are, you that... - the Liberal Democrats - will deliver improvements that will make a difference to my daily life
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£12000 - £14999	£15000 - £19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	515	561	110	308	317	119	116	201	212	161	160	215	117	54	58	724	313	716	361	615	462	111	203	205	365	150	903	148	110	61	111	111	449	216	
WEIGHTED BASE	1077	517	561	110	308	317	119	116	201	212	161	160	215	117	54	58	724	313	716	361	615	462	111	203	205	365	150	903	148	110	61	111	111	449	216	
90% Very confident	23	12	12	17	4	1	12	5	5	1	6	2	3	8	2	3	18	5	17	6	14	9	1	5	4	10	9	15	3	7	3	1	2	8	4	
90% Very confident	2%	2%	2%	3%	1%	1%	6%	1%	2%	1%	2%	1%	1%	7%	1%	1%	3%	2%	3%	1%	4%	1%	1%	2%	2%	1%	6%	2%	2%	3%	6%	1%	1%	1%	2%	1%
90% Fairly confident	177	109	78	78	91	46	62	50	42	36	31	32	39	25	7	36	123	51	116	61	72	104	28	38	50	63	23	146	21	57	21	7	26	89	21	
90% Fairly confident	16%	10%	14%	24%	13%	13%	27%	15%	10%	10%	13%	13%	16%	10%	13%	18%	17%	15%	19%	13%	19%	15%	19%	12%	20%	18%	23%	10%	14%	19%	40%	6%	23%	21%	7%	
90% Not very confident	292	146	145	90	101	102	55	97	69	72	71	72	65	47	10	36	103	100	189	103	133	159	37	58	73	104	38	245	32	106	12	24	44	140	68	
90% Not very confident	27%	28%	27%	27%	26%	28%	23%	29%	25%	29%	28%	25%	27%	30%	20%	29%	26%	29%	31%	22%	34%	23%	25%	30%	29%	30%	27%	27%	22%	38%	23%	19%	38%	35%	23%	
90% Not at all confident	361	184	173	66	135	139	39	102	110	110	92	96	79	46	20	31	235	126	174	187	97	264	55	89	72	112	39	313	77	64	10	82	31	103	157	
90% Not at all confident	33%	33%	32%	20%	20%	20%	18%	31%	40%	40%	27%	31%	22%	28%	38%	34%	32%	30%	28%	40%	27%	18%	38%	40%	37%	37%	28%	34%	32%	22%	18%	48%	26%	20%	34%	
Mean	1.84	1.86	1.82	2.18	1.74	1.68	2.27	1.81	1.75	1.61	1.76	1.83	1.82	2.02	1.75	1.88	1.87	1.77	1.95	1.68	2.01	1.79	1.79	1.71	1.93	1.9	1.63	2.03	1.81	1.63	2.03	1.81	1.99	1.99	1.81	
90% Not at all confident (NET)	200	112	87	36	56	49	15	64	67	27	18	14	62	37	8	19	144	56	113	67	6	114	29	33	54	73	38	161	25	64	24	8	38	93	25	
90% Not at all confident (NET)	18%	21%	16%	29%	14%	14%	32%	18%	17%	11%	15%	18%	17%	25%	16%	21%	20%	16%	22%	14%	22%	16%	20%	15%	21%	21%	27%	18%	17%	22%	40%	7%	24%	23%	9%	
90% Not very confident (NET)	653	330	318	156	236	260	94	199	179	182	164	166	145	91	30	58	427	226	363	290	230	423	63	147	144	216	77	558	109	170	22	106	75	243	225	
90% Not very confident (NET)	61%	63%	59%	48%	60%	72%	42%	60%	64%	74%	65%	59%	59%	58%	63%	63%	59%	65%	59%	62%	60%	61%	63%	60%	57%	61%	55%	61%	74%	57%	41%	83%	64%	60%	77%	
Don't know	224	85	116	75	100	10	56	81	51	36	52	62	57	25	13	15	159	66	116	108	70	154	25	44	54	63	25	180	14	62	7	10	15	66	41	
Don't know	21%	16%	25%	23%	24%	3%	24%	24%	18%	15%	20%	22%	23%	18%	25%	18%	22%	19%	19%	23%	18%	22%	17%	20%	21%	18%	18%	21%	9%	21%	13%	8%	13%	18%	14%	

Proportions/Means: Column Totalled (5% risk level) - u/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/E/F/G - H
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.



25-061766-41 - BUDGET - HEALEY
9TH - 13TH OCTOBER 2026
PUBLIC
IPSOS

20 Oct 2026

Table 37

Q7 - How confident, if at all are, you that... - the Green party - Summary table

Base: All adults aged 18-75 in GB

	have a good long-term economic plan for Britain	have a good plan for changing Britain generally	have a good long-term plan for Britain's public services	will get the right balance between taxation, borrowing, and public spending	will deliver improvements that will make a difference to my daily life
UNWEIGHTED BASE	1077	1077	1077	1077	1077
WEIGHTED BASE	1077	1077	1077	1077	1077
(4) Very confident	41 4%	47 4%	44 4%	42 4%	47 4%
(3) Fairly confident	142 13%	191 18%	171 16%	130 12%	166 15%
(2) Not very confident	243 23%	210 20%	209 19%	234 22%	203 19%
(1) Not at all confident	464 43%	459 43%	464 43%	482 45%	480 45%
Mean	1.73	1.81	1.77	1.7	1.75
Very/ fairly confident (NET)	183 17%	238 22%	215 20%	172 16%	212 20%
Not very/ at all confident (NET)	708 66%	669 62%	673 63%	716 66%	683 63%
Don't know	187 17%	170 16%	188 17%	189 18%	181 17%

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



Table 38
CP_3.1 - How confident, if at all are, you that... the Green party - have a good long-term economic plan for Britain
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	Y	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £20999	£21000 - £30999	£31000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	525	551	112	308	357	229	316	201	222	242	285	253	157	54	88	724	353	716	361	615	462	131	203	205	365	150	903	146	326	61	114	111	449	216		
WEIGHTED BASE	1077	512	565	110	303	370	223	314	202	244	233	282	255	154	54	87	722	345	611	365	606	451	127	212	212	351	140	905	146	316	51	114	111	452	215		
95% Very confident	41	25	15	34	5	3	28	8	3	1	12	11	4	8	4	2	31	10	28	13	19	22	7	10	10	14	9	33	4	18	1	3	11	21	8		
90% Confident	4%	5%	3%	10%	1%	1%	12%	2%	1%	1%	5%	4%	2%	1%	9%	2%	4%	3%	5%	3%	5%	3%	9%	3%	4%	4%	6%	4%	3%	6%	2%	2%	9%	1%	2%		
85% Fairly confident	142	83	59	112	32	27	39	52	24	31	30	38	29	30	5	31	111	31	81	61	64	78	17	27	40	53	28	113	10	36	4	10	36	70	13		
80% Fairly confident	12%	10%	10%	23%	9%	7%	24%	16%	9%	5%	12%	10%	12%	10%	23%	11%	15%	13%	11%	13%	17%	11%	12%	12%	16%	10%	19%	12%	7%	17%	7%	8%	30%	17%	5%		
75% Fairly confident	243	138	105	79	101	64	54	80	66	43	49	66	45	54	8	31	170	71	151	92	99	144	29	56	65	71	39	200	19	81	16	15	35	103	50		
70% Fairly confident	21%	20%	25%	24%	26%	18%	24%	24%	24%	18%	19%	22%	18%	23%	10%	22%	21%	21%	25%	20%	20%	21%	20%	25%	20%	20%	28%	22%	13%	28%	30%	12%	30%	20%	17%		
65% Fairly confident	464	248	214	66	267	231	36	126	139	163	115	127	115	45	23	40	393	178	262	203	335	213	67	94	92	167	41	492	103	103	24	90	28	150	197		
60% Fairly confident	43%	47%	40%	20%	47%	44%	18%	38%	10%	67%	45%	45%	47%	29%	45%	43%	40%	30%	43%	44%	39%	45%	46%	42%	38%	47%	23%	45%	70%	37%	45%	23%	23%	39%	62%		
55% Fairly confident	564	304	260	104	364	316	54	184	196	224	144	154	144	54	34	64	494	224	594	444	694	444	104	144	134	244	54	694	144	144	34	104	34	244	344		
50% Fairly confident	574	314	260	104	364	316	54	184	196	224	144	154	144	54	34	64	494	224	594	444	694	444	104	144	134	244	54	694	144	144	34	104	34	244	344		
45% Fairly confident	584	314	270	104	364	316	54	184	196	224	144	154	144	54	34	64	494	224	594	444	694	444	104	144	134	244	54	694	144	144	34	104	34	244	344		
40% Fairly confident	594	314	280	104	364	316	54	184	196	224	144	154	144	54	34	64	494	224	594	444	694	444	104	144	134	244	54	694	144	144	34	104	34	244	344		
35% Fairly confident	604	314	290	104	364	316	54	184	196	224	144	154	144	54	34	64	494	224	594	444	694	444	104	144	134	244	54	694	144	144	34	104	34	244	344		
30% Fairly confident	614	314	300	104	364	316	54	184	196	224	144	154	144	54	34	64	494	224	594	444	694	444	104	144	134	244	54	694	144	144	34	104	34	244	344		
25% Fairly confident	624	314	310	104	364	316	54	184	196	224	144	154	144	54	34	64	494	224	594	444	694	444	104	144	134	244	54	694	144	144	34	104	34	244	344		
20% Fairly confident	634	314	320	104	364	316	54	184	196	224	144	154	144	54	34	64	494	224	594	444	694	444	104	144	134	244	54	694	144	144	34	104	34	244	344		
15% Fairly confident	644	314	330	104	364	316	54	184	196	224	144	154	144	54	34	64	494	224	594	444	694	444	104	144	134	244	54	694	144	144	34	104	34	244	344		
10% Fairly confident	654	314	340	104	364	316	54	184	196	224	144	154	144	54	34	64	494	224	594	444	694	444	104	144	134	244	54	694	144	144	34	104	34	244	344		
5% Fairly confident	664	314	350	104	364	316	54	184	196	224	144	154	144	54	34	64	494	224	594	444	694	444	104	144	134	244	54	694	144	144	34	104	34	244	344		
Don't know	187	63	121	66	83	35	49	67	46	25	48	50	67	46	25	48	126	61	170	61	170	133	36	36	36	48	48	25	133	11	42	8	8	8	53	36	
	17%	12%	22%	2%	20%	10%	2%	20%	10%	10%	18%	18%	22%	11%	21%	9%	17%	17%	15%	21%	14%	19%	18%	18%	18%	14%	18%	17%	8%	14%	15%	5%	7%	13%	9%		

Proportions/Means: Column Totals (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/F/G/H - I/J
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.



25-06-16-61 - BUDGET - REALITY
9th - 10th OCTOBER 2024
PUBLIC
IPDS

20 Oct 2025

Table 39
CP_2_2 - How confident, if at all are, you that... - the Green party - have a good plan for changing Britain generally

Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/B/C1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAINS	LEAVE	
UNWEIGHTED BASE	1077	525	551	110	308	357	229	326	201	221	241	280	253	157	54	58	724	353	716	361	615	462	111	203	205	365	150	925	148	328	61	114	114	449	250	
WEIGHTED BASE	1077	527	551	110	303	353	223	316	201	214	233	282	253	157	54	57	722	345	613	365	615	462	107	212	203	361	150	909	148	318	59	114	114	449	250	
90% Very confident	47	34	31	30	34	2	25	34	6	2	7	17	7	11	1	4	35	14	38	9	27	20	7	12	20	9	38	3	14	2	3	14	18	7		
90% Not very confident	4%	6%	2%	9%	4%	1%	11%	4%	2%	1%	3%	6%	3%	7%	2%	1%	5%	4%	2%	7%	7%	3%	9%	3%	5%	6%	6%	4%	2%	3%	1%	3%	1%	12%	1%	
101% Fully confident	191	93	98	23	70	34	70	89	34	35	44	46	37	32	9	34	141	51	10	93	80	112	25	30	51	57	30	140	10	79	8	10	43	180	58	
101% Not very confident	18%	20%	16%	32%	14%	9%	33%	21%	12%	6%	17%	16%	15%	21%	18%	26%	19%	15%	16%	20%	21%	16%	17%	22%	20%	16%	22%	18%	10%	25%	15%	8%	36%	25%	5%	
121% Fully confident	210	97	114	24	77	59	46	66	57	41	43	63	36	40	10	18	151	59	119	71	82	128	20	44	53	75	34	172	21	72	16	7	29	90	47	
121% Not very confident	26%	18%	21%	23%	20%	16%	21%	20%	21%	17%	17%	22%	15%	1	20%	20%	15%	17%	21%	15%	21%	19%	14%	20%	21%	21%	23%	19%	14%	24%	30%	6%	24%	22%	16%	
151% Fully confident	469	240	227	60	166	233	52	226	138	162	113	248	139	50	22	28	285	174	250	209	148	311	74	92	98	154	37	407	99	95	24	100	27	148	198	
151% Not very confident	47%	46%	46%	38%	42%	43%	33%	38%	30%	40%	42%	42%	40%	33%	42%	41%	39%	30%	42%	40%	38%	42%	38%	41%	40%	38%	40%	38%	41%	27%	45%	15%	15%	23%	37%	68%
Mean	1.81	1.85	1.74	2.39	1.74	1.43	2.52	1.49	1.43	1.30	1.24	1.84	1.60	1.60	1.75	1.94	1.88	1.47	1.86	1.74	1.66	1.72	1.73	1.85	1.9	1.83	2.1	1.78	1.43	2.03	1.74	1.3	2.38	1.97	1.17	
90% Fully confident (NET)	238	137	98	33	60	36	90	63	40	17	51	62	64	42	10	38	173	63	117	101	100	132	33	57	63	77	30	187	18	98	9	13	56	118	23	
90% Not very confident (NET)	22%	20%	18%	41%	18%	10%	44%	25%	14%	7%	20%	22%	18%	28%	19%	31%	24%	18%	21%	22%	28%	19%	22%	25%	25%	22%	28%	22%	12%	30%	18%	10%	48%	30%	8%	
Net very/at all confident (NET)	669	337	331	134	263	292	78	392	196	203	156	311	155	90	32	55	437	232	389	280	230	439	94	136	149	229	71	579	120	187	40	107	56	238	244	
62%	62%	64%	61%	41%	62%	61%	35%	58%	71%	63%	62%	64%	61%	58%	62%	61%	60%	67%	64%	60%	60%	64%	64%	61%	59%	65%	55%	64%	82%	56%	75%	88%	48%	59%	84%	
Don't know	170	53	114	59	78	78	37	40	59	41	34	46	38	46	22	10	8	117	52	85	84	50	120	21	31	40	47	30	132	10	4	4	6	41	25	
16%	10%	11%	18%	10%	18%	9%	20%	18%	13%	10%	18%	14%	13%	14%	19%	9%	16%	15%	14%	18%	13%	17%	14%	14%	16%	13%	22%	15%	7%	19%	7%	3%	5%	11%	8%	

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/E/F/G - H/I
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
CP_3_3 - How confident, if at all are, you that... the Green party - have a good long-term plan for Britain's public services
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1C1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	525	551	110	308	357	228	326	201	222	241	280	253	157	54	88	724	353	716	361	615	462	111	203	205	365	150	925	146	326	61	114	111	449	256	
WEIGHTED BASE	1077	512	565	110	301	376	223	316	277	244	253	282	254	157	54	88	722	345	611	365	606	451	107	212	212	361	150	925	146	326	61	114	111	452	255	
90% Very confident	46	27	15	35	7	3	28	10	5	2	10	13	7	11	1	4	30	14	32	12	25	20	7	12	9	14	10	34	3	11	2	4	20	20	5	
40%	5%	3%	7%	11%	2%	1%	14%	3%	2%	1%	6%	6%	3%	7%	1%	6%	4%	6%	9%	3%	6%	3%	5%	3%	4%	6%	7%	6%	2%	6%	3%	1%	17%	1%	2%	
10% Fairly confident	171	82	90	17	57	62	80	57	31	34	35	43	31	29	9	13	121	40	103	67	94	96	19	37	40	62	27	130	14	66	5	11	107	81	18	
16%	16%	17%	14%	30%	11%	9%	31%	17%	11%	6%	14%	15%	13%	10%	17%	10%	18%	11%	17%	14%	18%	14%	13%	17%	18%	18%	19%	15%	10%	22%	10%	9%	28%	10%	6%	
12% Not very confident	209	96	112	59	86	64	37	67	61	44	47	57	37	41	9	19	137	72	121	88	83	126	32	47	56	60	28	176	18	75	18	8	29	97	48	
19%	19%	18%	21%	18%	22%	18%	17%	20%	22%	18%	18%	20%	15%	17%	1%	20%	19%	21%	20%	19%	21%	18%	22%	21%	22%	17%	20%	20%	12%	25%	10%	6%	24%	14%	16%	
11% Not at all confident	464	242	221	65	175	224	91	180	142	158	114	136	116	47	21	38	299	165	258	206	147	218	67	90	93	165	43	408	99	98	21	92	31	152	183	
43%	43%	40%	42%	20%	40%	42%	18%	30%	15%	16%	42%	40%	40%	33%	40%	41%	41%	47%	42%	44%	38%	40%	40%	40%	37%	47%	38%	40%	17%	33%	40%	27%	27%	18%	80%	
Mean	1.77	1.79	1.73	2.39	1.43	1.43	2.53	1.8	1.58	1.35	1.72	1.7%	1.43	2.02	1.67	1.9	1.82	1.67	1.82	1.7	1.93	1.67	1.73	1.85	1.86	1.75	1.42	1.74	1.59	1.7	1.5%	2.36	1.91	1.17		
90% Fairly confident (NET)	225	120	105	131	50	34	97	67	36	15	45	56	38	40	9	16	161	54	116	80	90	116	26	40	55	77	38	170	18	77	15	15	157	100	22	
20%	20%	21%	17%	40%	13%	9%	44%	20%	13%	6%	16%	20%	15%	20%	29%	22%	22%	16%	22%	17%	26%	17%	18%	22%	22%	22%	27%	19%	12%	20%	13%	12%	45%	25%	8%	
10% Not very confident (NET)	673	338	333	124	260	289	72	187	203	202	160	183	154	89	32	56	437	237	379	294	239	444	89	137	149	226	70	586	117	174	40	100	60	250	242	
63%	63%	64%	62%	38%	67%	80%	32%	59%	73%	83%	63%	65%	63%	57%	62%	62%	60%	68%	62%	63%	59%	64%	67%	61%	59%	64%	50%	64%	79%	59%	77%	81%	51%	62%	83%	
Don't know	188	70	117	71	81	87	53	70	38	27	46	43	53	26	11	9	132	57	97	91	57	111	22	37	48	50	32	180	18	46	5	8	5	51	38	
17%	17%	13%	22%	22%	21%	10%	24%	21%	14%	11%	18%	15%	22%	17%	20%	10%	18%	16%	16%	20%	13%	19%	15%	17%	18%	14%	23%	16%	9%	15%	10%	7%	4%	13%	10%	

Proportions/Means: Column Totals (5% risk level) - a/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/E/F/G - H
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 01
CP_3_4 - How confident, if at all are, you that... the Green party - will get the right balance between taxation, borrowing, and public spending
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE			
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/BC1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	525	551	112	108	157	228	316	201	212	242	280	253	157	54	88	724	353	716	361	615	462	111	203	205	365	150	903	146	326	63	114	114	463	216	216
WEIGHTED BASE	1077	512	565	110	103	170	223	314	202	244	253	282	254	154	54	87	722	345	613	365	606	462	107	212	212	351	140	903	146	326	63	114	114	463	216	216
90% Very confident	42	25	19	28	12	2	21	17	4	1	10	12	5	11	2	2	32	11	33	10	21	22	4	6	12	20	8	35	3	15	-	6	12	24	2	
80% Fairly confident	120	75	52	73	32	25	52	40	26	12	31	31	24	18	7	16	92	38	71	38	58	72	28	27	35	39	19	104	12	47	3	4	CE	1	13	
70% Not very confident	126	74	52	73	32	25	52	40	26	12	31	31	24	18	7	16	92	38	71	38	58	72	28	27	35	39	19	104	12	47	3	4	CE	1	13	
60% Not very confident	234	115	117	86	83	65	109	69	65	41	48	73	41	42	5	24	166	68	147	87	99	135	25	52	60	77	40	191	18	84	18	9	36	109	46	
50% Not at all confident	482	249	233	68	180	233	40	335	143	164	114	222	124	54	28	40	311	171	261	221	132	330	72	100	96	170	42	427	104	104	24	96	32	157	202	
Mean	1.7	1.73	1.64	2.24	1.59	1.37	2.22	1.76	1.53	1.31	1.7	1.71	1.54	1.61	1.5	1.75	1.74	1.63	1.76	1.62	1.64	1.62	1.69	1.67	1.81	1.69	1.63	1.67	1.6	1.69	1.54	1.51	2.19	1.86	1.3	
90% Fairly confident (NET)	172	100	67	102	48	27	75	57	30	13	41	43	29	16	9	18	124	48	104	68	70	93	33	67	55	27	130	17	62	3	10	CE17	1	15		
80% Not very confident (NET)	165	106	116	31	116	79	33	176	116	55	176	135	116	205	176	205	176	145	176	135	205	145	205	155	185	105	176	135	116	215	65	85	85	215	55	
Net very confident (NET)	716	364	349	155	263	218	88	204	208	205	162	139	166	95	33	65	477	239	408	308	252	464	68	151	157	247	82	618	122	188	42	106	68	206	249	
Don't know	189	63	125	70	70	84	35	10	73	40	38	48	44	10	10	9	129	60	100	90	56	113	20	40	49	51	31	152	8	8	7	8	9	52	38	
	189	126	215	215	215	105	35	115	115	115	115	115	115	205	105	105	185	175	165	195	145	195	135	185	195	145	225	175	65	105	115	65	75	115	105	

Proportions/Means: Column Totals (5% risk level) - a/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/E/F/G - H
Overlap formulae used. * small base
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 42
CP_3_3 - How confident, if at all are, you that... the Green party - will deliver improvements that will make a difference to my daily life
Base: All adults aged 18-75 in GB

	GENDER				AGE				GENERATION				REGION				WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE							
	TOTAL	MAN	WOMAN		18-34	35-54	55-75	75+	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND		WORKING	NOT WORKING	ABCS	CODE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	525	551		112	308	357	224	228	316	201	212	241	285	253	157	54	58		724	353	716	361	615	462	111	203	245	365	150	903	148	851	118	741	517	1147	1114	462	251
WEIGHTED BASE	1077	525	551		112	308	357	224	228	316	201	212	241	285	253	157	54	58		724	353	716	361	615	462	111	203	245	365	150	903	148	851	118	741	517	1147	1114	462	251
90% Very confident	47	30	14	33	20	3	12	4	24	15	8	2	11	30	8	13	2	3		33	14	37	10	30	17	6	11	14	14	11	36	3	15	2	3	16	19	7		
80% Fairly confident	168	83	85		28	68	29	62	59	88	33	32	36	44	27	32	6	30		123	41	36	67	80	86	18	34	60	66	32	128	13	69	3	10	34	86	13		
70% Not very confident	203	91	112		67	77	59	45	61	56	41	49	55	55	37	35	5	31		137	66	122	81	77	127	31	46	53	60	24	177	18	75	15	10	27	91	45		
60% Not at all confident	465	255	223		69	178	233	186	232	144	105	111	111	180	120	52	27	40		310	170	263	217	148	312	72	96	100	166	47	420	104	95	25	96	34	152	203		
Mean	1.75	1.78	1.71		2.33	1.43	1.39	2.42	1.44	1.59	1.32	1.75	1.73	1.4	1.58	1.33	1.83	1.8		1.42	1.45	1.62	1.45	1.48	1.42	1.48	1.79	1.84	1.77	2.05	1.71	1.58	2.02	1.42	1.31	2.29	1.91	1.56		
90% Very confident (NET)	112	72	40	122	58	32	85	74	40	14	47	54	54	35	40	8	33		155	77	120	54	103	25	45	54	80	42	168	16	84	6	13	30	106	22				
80% Fairly confident (NET)	205	103	102	205	58	138	58	138	102	148	65	105	105	105	148	105	20	105		225	105	225	175	205	155	35	205	215	235	305	185	115	115	45	105	75	105	75		
70% Not very confident (NET)	683	346	336	136	252	292	84	384	200	205	159	185	157	88	33	61	467		236	386	297	234	459	103	142	152	226	72	587	122	170	40	106	61	244	248				
60% Not at all confident (NET)	381	209	172	68	223	273	246	232	136	105	111	111	180	120	52	27	40		310	170	263	217	148	312	72	96	100	166	47	420	104	95	25	96	34	152	203			
Don't know	181	99	120	68	79	35	13	68	37	25	47	43	53	21	11	7	124		57	174	107	91	90	132	139	39	36	46	47	26	148	10	42	7	9	3	16	21		
	17%	11%	12%	21%	21%	20%	10%	14%	20%	13%	10%	13%	15%	13%	14%	10%	8%		17%	10%	10%	10%	13%	19%	13%	16%	18%	18%	13%	18%	15%	8%	7%	14%	13%	4%	5%	13%	7%	

Proportions/Means: Column Totalled (5% risk level) - a/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/E/F/G - H/I
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 43
Q411 - Which of the below do you think the government should prioritise?
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/BC1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £14999	£15000 - £19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAINS	LEAVE			
UNREGISTERED BASE	1077	525	551	112	308	357	228	326	201	212	242	285	255	157	54	58	724	353	716	361	615	462	131	203	205	365	150	905	146	328	61	104	133	449	258			
REGISTERED BASE	1077	527	551	115	301	376	223	316	277	244	253	282	255	154	54	57	729	348	615	465	606	455	137	214	212	363	150	905	146	328	61	104	134	449	258			
Making it more difficult to claim health-related benefits so encourage people into work, even if it means some people might not receive benefits they personally need	329	164	164	70	115	144	47	94	83	105	86	84	77	42	15	25	241	88	198	132	109	220	29	64	72	156	35	288	74	57	21	87	29	105	135			
	31%	31%	30%	21%	30%	40%	21%	28%	30%	43%	34%	30%	32%	27%	30%	28%	33%	25%	32%	28%	28%	32%	20%	20%	29%	38%	23%	32%	50%	19%	40%	54%	25%	28%	46%			
Making sure everyone who needs health-related benefits gets them, even if it means some people who could work do not	318	178	135	132	114	72	97	105	75	42	82	77	51	61	16	32	244	154	184	134	138	180	45	79	80	97	45	272	28	134	13	19	52	161	50			
	30%	34%	25%	40%	28%	20%	43%	31%	27%	17%	32%	27%	21%	39%	30%	33%	28%	33%	30%	29%	30%	26%	31%	35%	32%	27%	32%	30%	19%	45%	24%	18%	44%	40%	17%			
Neither	78	30	43	26	32	16	49	1	1	1	17	24	15	7	4	6	48	26	37	37	30	43	15	12	19	23	10	58	9	22	3	3	5	25	14			
	7%	6%	8%	8%	8%	4%	7%	0%	0%	0%	7%	8%	5%	5%	7%	7%	7%	7%	8%	8%	8%	6%	10%	16%	17%	6%	7%	6%	6%	9%	6%	2%	4%	1%	5%			
Both are equally important	268	122	145	57	96	104	45	87	60	75	53	52	71	38	13	24	175	83	145	123	86	181	46	58	61	84	33	238	25	42	14	25	28	86	36			
	25%	23%	27%	21%	25%	29%	18%	26%	24%	31%	21%	26%	29%	23%	28%	26%	24%	27%	24%	26%	23%	26%	31%	22%	24%	24%	24%	23%	23%	17%	23%	26%	20%	24%	23%	26%		
Don't know	88	34	53	32	33	24	23	27	25	13	15	24	31	11	3	5	61	27	48	40	23	66	12	19	20	14	17	63	11	21	2	9	3	25	17			
	8%	6%	10%	10%	8%	7%	10%	8%	9%	5%	6%	9%	13%	7%	5%	5%	8%	8%	8%	9%	6%	10%	8%	9%	8%	4%	13%	7%	7%	7%	4%	7%	3%	6%	8%			

Proportions/Means: Column Totals (5% risk level): a/b - c/d/e - f/g/h - i/A/J/m/n/o - p/e - v/x - y/z - A/B - C/D/E/F/G - H)
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 04
Q4.2 - Which of the below do you think the government should prioritise?
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £20999	£21000 - £30999	£31000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAINS	LEAVE
Unaffected base	1077	525	551	112	308	357	228	316	201	232	242	285	253	117	54	98	724	353	716	361	615	462	111	203	205	365	150	925	148	328	61	114	131	449	238
Unaffected base	1077	525	551	112	308	357	228	316	201	232	242	285	253	117	54	98	724	353	716	361	615	462	111	203	205	365	150	925	148	328	61	114	131	449	238
Making it more difficult to claim health-related benefits to reduce the amount spent on benefits, even if it means some people might not receive benefits they genuinely need	288	164	123	71	97	131	53	77	75	94	82	70	69	37	10	30	215	84	171	127	95	203	32	59	61	121	26	267	67	51	16	72	35	96	135
	28%	31%	25%	22%	25%	30%	24%	23%	27%	30%	32%	25%	28%	24%	20%	33%	29%	24%	28%	27%	23%	23%	22%	30%	24%	34%	19%	29%	40%	17%	30%	18%	30%	24%	40%
Making sure everyone who needs health-related benefits gets them, even if it means spending on health benefits remains high	381	197	178	143	147	91	100	129	95	57	91	93	61	72	22	42	243	138	225	156	189	212	45	91	99	120	55	321	30	154	14	21	55	185	57
	32%	37%	33%	44%	38%	25%	42%	39%	34%	24%	34%	33%	23%	47%	42%	48%	33%	40%	37%	34%	44%	31%	31%	41%	39%	34%	39%	35%	20%	52%	29%	17%	47%	40%	20%
Neither	63	26	36	21	34	16	14	19	18	12	5	30	18	5	3	4	42	21	28	15	10	44	13	13	17	14	9	48	9	19	3	2	3	20	15
	6%	5%	7%	7%	6%	5%	6%	6%	6%	5%	2%	11%	7%	2%	6%	5%	6%	6%	5%	8%	5%	6%	9%	6%	7%	4%	6%	5%	6%	6%	6%	2%	2%	5%	5%
Both are equally important	246	102	143	62	88	96	39	74	67	67	56	75	64	27	14	9	163	81	117	109	82	164	47	45	51	76	35	208	38	56	12	20	21	75	68
	21%	19%	26%	19%	22%	27%	17%	22%	24%	27%	22%	27%	26%	18%	27%	10%	22%	24%	22%	23%	21%	24%	32%	20%	20%	22%	23%	23%	21%	19%	23%	18%	18%	19%	23%
Don't know	89	38	51	4	4	4	29	35	25	17	18	15	12	15	9	6	67	22	51	38	28	69	9	16	24	22	18	86	11	17	6	8	4	28	18
	8%	7%	9%	9%	8%	7%	7%	11%	8%	6%	7%	10%	13%	10%	1%	6%	9%	6%	8%	6%	5%	10%	6%	7%	8%	6%	11%	7%	8%	6%	11%	7%	4%	6%	6%

Proportions/Means: Columns Total (25 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/F/G/H/I
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.

QA13 - Which of the following statements do you most agree with?

	GENDER		AGE		GENERATION				REGION										WORKING STATUS		SOCIAL GRADE		INCOME										ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE	
									REGION														INCOME												GENERAL ELECTION 2024 VOTE											
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1C1	A2	C1C2	C3	GRADUATES	NON GRADUATES	UP TO £3099	£3000 - £4999	£5000 - £5999	£6000+	ETHNIC GROUP	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE									
UNREGISTERED VOTERS	1077	525	543	132	308	237	228	328	291	232	242	209	243	158	98	724	313	103	363	363	635	662	131	203	290	380	130	913	913	146	126	63	104	121	840	218										
REGISTERED VOTERS	1077	525	543	132	308	237	228	328	291	232	242	209	243	158	98	724	313	103	363	363	635	662	131	203	290	380	130	913	913	146	126	63	104	121	840	218										
It is beneficial for Britain to have a closer relationship with the EU, even if this means the Government does not have total control over the number of people who come into Britain	427	232	189	169	150	108	119	132	103	73	88	108	80	82	20	49	293	134	280	138	209	218	43	81	108	167	68	352	27	167	35	7	84	238	41											
	40%	44%	35%	52%	38%	30%	54%	40%	37%	20%	33%	38%	32%	18%	38%	40%	39%	47%	30%	54%	52%	29%	36%	42%	47%	48%	39%	12%	58%	58%	CF	6%	71%	39%	33%											
The Government should have total control over who comes into Britain, even if this means a more limited relationship with the EU	507	251	254	100	149	218	67	149	142	150	132	140	119	58	23	35	338	160	255	253	142	166	76	118	106	156	46	453	27	97	16	107	31	130	236											
	47%	48%	47%	31%	48%	62%	30%	45%	52%	62%	52%	56%	49%	38%	40%	38%	46%	33%	49%	4%	54%	4%	37%	52%	52%	44%	33%	50%	72%	53%	30%	88%	26%	52%	78%											
Don't know	143	64	88	57	52	34	35	53	38	32	33	34	35	14	9	7	98	45	68	22	79	36	187	28	27	38	29	26	188	34	2	107	3	34	23											
	13%	8%	18%	18%	17%	9%	18%	18%	12%	9%	13%	12%	10%	9%	17%	8%	13%	13%	11%	18%	9%	15%	18%	15%	12%	13%	9%	11%	5%	4%	8%	3%	8%	8%												

Proportions/Mean: Columns Tested [5% risk level] - $a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/t/t/G - H/I$
 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
Q434 - Which of the following statements do you most agree with?
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1C1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
UNREGISTERED BASE	1077	525	551	112	308	357	228	516	201	212	242	280	253	157	54	98	724	353	716	361	615	462	131	203	205	365	150	903	146	318	61	114	131	449	256
REGISTERED BASE	1077	517	561	110	301	376	223	514	217	244	253	282	255	154	54	97	722	348	613	465	606	455	137	212	213	363	150	905	148	298	53	114	134	452	255
Britain should allow EU citizens to come and live and work in Britain in return for improved access to the EU single market	371	209	265	106	199	176	135	186	128	123	122	156	111	95	30	57	374	197	369	202	258	313	68	121	138	211	78	486	61	203	42	24	86	289	97
	53%	57%	49%	60%	51%	49%	61%	54%	46%	50%	48%	55%	40%	62%	58%	61%	51%	57%	60%	43%	67%	40%	40%	54%	55%	60%	50%	53%	62%	48%	60%	30%	77%	77%	33%
Britain should stop EU citizens coming to live and work in Britain with its own immigration rules, even if that means Britain's access to the EU single market	316	163	152	73	118	125	49	88	98	81	85	80	77	36	14	25	225	91	147	169	78	238	51	73	68	95	34	279	59	52	3	91	25	67	255
	29%	31%	28%	22%	30%	35%	22%	26%	33%	37%	34%	28%	31%	23%	26%	27%	31%	26%	24%	36%	20%	34%	35%	33%	27%	27%	24%	31%	60%	18%	7%	78%	21%	17%	52%
Don't know	190	84	104	57	78	58	39	60	51	41	46	46	57	23	9	9	130	59	96	94	50	140	30	30	46	47	28	143	27	41	7	9	7	46	40
	18%	17%	19%	18%	19%	16%	17%	18%	18%	17%	18%	17%	23%	13%	17%	10%	18%	17%	16%	20%	13%	20%	30%	13%	18%	13%	30%	16%	10%	14%	14%	7%	6%	13%	14%

Proportions/Means: Columns Totalled (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/F/G - H/I
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.



25-061766-41 - BUDGET - HEALEY
9TH - 13TH OCTOBER 2026
PUBLIC
IPSOS

20 Oct 2026

Table 47

QA15 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - Summary table

Base: All adults aged 18-75 in GB

	A: Economic growth does more harm than good	A: More focus should be placed on protecting the environment, even if that harms economic growth	A: Globalisation does more harm than good	A: Britain should allow as much immigration as the economy needs to support growth	A: Redistributing money between people is more important than growing the economy overall	A: More focus should be placed on improving the economy of specific regions and nations in the UK	A: When planning for new housing, priority should be given to the views of local residents or protecting the countryside even if less housing is built
UNWEIGHTED BASE	1077	1077	1077	1077	1077	1077	1077
WEIGHTED BASE	1077	1077	1077	1077	1077	1077	1077
Strongly agree with statement A	32	138	118	108	120	79	273
	3%	13%	11%	10%	11%	7%	25%
Tend to agree with statement A	73	235	152	195	216	177	332
	7%	22%	14%	18%	20%	16%	31%
Agree with neither A nor B more	229	264	280	192	204	152	150
	21%	25%	26%	18%	19%	14%	14%
Tend to agree with statement B	336	185	179	191	253	306	134
	31%	17%	17%	18%	23%	28%	12%
Strongly agree with statement B	232	124	85	305	150	270	101
	22%	11%	8%	28%	14%	25%	9%
Agree more with A (NET)	105	374	270	303	336	256	605
	10%	35%	25%	28%	31%	24%	56%
Agree more with B (NET)	568	309	264	496	403	576	235
	53%	29%	25%	46%	37%	53%	22%
Don't know	176	130	263	86	133	93	87
	16%	12%	24%	8%	12%	9%	8%



Table 08
QAS3_3 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: Economic growth does more harm than good B: Economic growth does more good than harm
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1077	525	551	112	308	357	228	330	201	212	242	285	215	117	58	58	724	313	127	715	615	662	131	203	205	365	150	905	148	761	61	114	111	449	216		
WEIGHTED BASE	1077	517	561	110	301	359	223	314	222	244	251	282	215	124	58	61	727	314	127	717	615	662	137	214	213	361	150	905	148	761	51	114	114	452	215		
Strongly agree with statement A	32	21	10	17	7	8	13	10	6	3	7	7	6	8	1	4	18	14	17	15	14	18	9	7	6	10	5	26	2	10	2	5	5	15	6		
	3%	4%	2%	5%	2%	2%	6%	3%	2%	1%	3%	3%	2%	5%	1%	4%	3%	3%	4%	3%	4%	3%	6%	3%	3%	3%	4%	3%	2%	3%	3%	3%	4%	4%	2%		
Tend to agree with statement A	73	40	32	27	28	18	21	27	12	13	19	18	15	9	5	6	52	21	40	31	30	43	4	18	20	28	12	59	11	18	6	11	4	19	23		
	7%	8%	6%	8%	7%	5%	10%	8%	4%	5%	7%	6%	6%	6%	10%	7%	7%	6%	7%	7%	8%	6%	3%	8%	8%	8%	9%	7%	7%	6%	12%	9%	4%	5%	8%		
Agree with neither A nor B more	229	96	122	90	73	66	6	62	58	44	65	52	54	23	6	29	161	68	114	115	67	162	32	60	63	59	31	193	17	67	6	22	31	85	46		
	21%	18%	24%	28%	19%	18%	29%	19%	21%	18%	26%	18%	22%	15%	12%	32%	22%	19%	19%	25%	17%	23%	22%	60	63	59	31	193	17	67	6	22	31	85	46		
Tend to agree with statement B	316	164	168	77	134	125	6	307	92	91	71	94	77	53	21	20	235	101	216	120	148	132	42	7	7	71	71	133	40	290	51	108	21	34	3	157	89
	31%	31%	31%	24%	34%	35%	20%	32%	33%	37%	28%	33%	31%	34%	42%	22%	32%	29%	30%	26%	27%	28%	29%	32%	28%	30%	29%	32%	51%	34%	36%	40%	28%	36%	39%	31%	
Strongly agree with statement B	231	156	75	59	81	92	40	67	60	65	48	68	46	37	14	30	148	84	119	51	94	118	38	40	39	94	36	180	43	64	9	14	24	78	84		
	22%	30%	14%	18%	21%	26%	18%	20%	22%	27%	19%	24%	19%	24%	27%	22%	26%	24%	23%	26%	26%	26%	38	40	39	94	36	180	43	64	9	14	24	78	84		
Disagree more with A (NET)	105	61	42	34	34	26	36	38	18	16	28	26	21	17	8	18	71	14	57	48	44	61	13	23	27	37	17	86	13	27	8	14	8	34	29		
	10%	12%	8%	14%	14%	7%	13%	11%	7%	6%	10%	9%	8%	11%	11%	11%	20%	10%	9%	10%	11%	9%	9%	11%	11%	11%	13%	8%	9%	10%	10%	10%	8%	10%	10%		
Disagree more with B (NET)	568	319	243	8	116	215	86	174	152	156	119	162	123	89	35	40	383	185	355	213	237	330	80	111	110	216	76	478	93	170	30	69	66	235	174		
	53%	61%	45%	42%	35%	60%	38%	32%	15%	64%	47%	38%	30%	58%	68%	43%	32%	35%	36%	46%	61%	48%	55%	50%	44%	61%	54%	51%	63%	57%	56%	55%	56%	59%	59%		
Don't know	176	52	123	56	89	51	37	61	49	28	44	43	47	25	5	13	115	61	86	89	38	138	21	29	53	39	15	153	25	32	3	17	11	48	41		
	16%	10%	23%	17%	18%	14%	17%	18%	18%	13%	17%	15%	19%	10%	14%	16%	16%	17%	14%	19%	10%	20%	10%	13%	13%	13%	13%	13%	17%	13%	9%	14%	9%	13%	10%		
		d																																			

Proportions/Means: Columns Total (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/F/G - H/I
Overlap formula used. * email 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 49
QAS1_2 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: More focus should be placed on protecting the environment, even if that harms economic growth B: More focus should be placed on economic growth, even if that comes at the expense of protecting the environment
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/BC1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	525	551	110	308	357	228	316	201	232	241	260	253	117	54	98	724	353	716	361	615	462	131	203	205	365	130	945	146	63	101	111	449	256		
WEIGHTED BASE	1077	527	551	110	309	358	229	318	202	234	243	262	255	118	55	99	725	355	718	363	616	463	132	204	206	366	131	946	147	64	102	112	450	257		
Strongly agree with statement A	138	72	62	43	55	41	26	57	23	32	34	38	25	29	4	9	91	47	86	53	80	79	23	26	43	43	14	122	14	51	9	9	23	68	28	
	13%	14%	12%	13%	14%	11%	12%	17%	8%	13%	13%	14%	10%	19%	8%	10%	13%	14%	14%	11%	13%	11%	16%	12%	17%	12%	10%	13%	10%	17%	17%	7%	19%	17%	10%	
Tend to agree with statement A	225	104	130	76	86	74	51	73	60	51	52	64	59	26	13	21	167	68	141	94	103	132	22	60	42	88	25	204	25	70	10	22	39	90	53	
	22%	20%	24%	23%	22%	20%	23%	22%	22%	21%	21%	23%	24%	17%	25%	23%	23%	20%	23%	20%	27%	19%	15%	27%	17%	25%	18%	22%	17%	24%	19%	18%	33%	22%	18%	
Agree with neither A nor B more	264	134	130	81	97	86	64	73	63	64	64	70	61	30	10	25	180	84	132	132	83	181	41	65	68	71	35	220	31	70	12	34	22	94	69	
	25%	25%	24%	25%	25%	24%	29%	22%	23%	26%	27%	25%	25%	19%	20%	27%	25%	24%	22%	28%	22%	28%	28%	20%	27%	20%	25%	24%	21%	24%	23%	27%	19%	23%	24%	
Tend to agree with statement B	185	96	87	60	60	65	38	58	46	43	40	56	33	26	11	16	125	60	107	78	64	121	27	31	37	75	32	140	34	51	9	23	16	49	56	
	17%	18%	16%	18%	15%	18%	17%	18%	16%	18%	16%	20%	13%	18%	22%	18%	17%	17%	17%	17%	17%	17%	18%	15%	15%	21%	23%	16%	23%	17%	16%	18%	14%	14%	17%	19%
Strongly agree with statement B	124	74	49	26	39	59	16	30	42	35	24	19	25	21	10	13	80	43	77	46	46	78	17	12	28	46	15	107	29	26	6	16	13	46	48	
	11%	14%	9%	8%	10%	17%	7%	9%	13%	14%	9%	10%	10%	11%	10%	14%	11%	12%	11%	10%	12%	11%	12%	10%	11%	13%	11%	12%	20%	9%	11%	21%	11%	11%	17%	
Answer more with A (NET)	324	176	193	119	141	114	77	130	83	83	86	105	84	55	17	36	258	115	227	147	142	213	44	87	85	131	39	346	39	121	19	31	138	82		
	30%	33%	36%	36%	36%	32%	33%	38%	38%	34%	34%	38%	34%	33%	13%	38%	35%	33%	37%	31%	42%	31%	30%	39%	34%	37%	33%	33%	27%	41%	36%	23%	33%	30%	38%	
Answer more with B (NET)	309	170	117	86	98	125	54	69	88	78	64	86	58	52	21	30	206	103	184	124	130	168	44	55	65	121	48	237	63	78	14	49	80	133	105	
	28%	32%	25%	26%	25%	35%	24%	27%	32%	32%	25%	30%	24%	33%	46%	32%	28%	30%	30%	27%	28%	29%	30%	24%	26%	34%	34%	28%	43%	20%	27%	40%	25%	29%	36%	
Don't know	130	48	82	40	56	34	27	42	43	19	36	23	42	18	4	7	86	45	68	63	30	100	18	18	34	30	18	106	14	28	7	10	4	34	37	
	12%	9%	15%	12%	14%	10%	12%	12%	15%	8%	14%	8%	17%	13%	8%	8%	12%	13%	11%	13%	8%	12%	13%	8%	13%	8%	13%	13%	10%	9%	14%	8%	3%	8%	12%	

Proportions/Means: Columns Totalled (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/F/G - H/I
Overlap formula used. * email base
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 50
Q43_3 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: Globalisation does more harm than good B: Globalisation does more good than harm
Base: All adults aged 18-75 in GB

	GENDER						REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/BC1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £20999	£21000 - £30999	£31000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	1077	525	551	112	188	357	228	316	201	212	242	265	253	117	54	58	724	353	716	361	615	462	111	203	205	365	150	903	148	100	61	109	131	680	238						
WEIGHTED BASE	1077	517	561	110	191	376	223	314	277	244	253	282	255	124	54	61	722	348	611	405	606	451	107	212	212	361	150	914	147	114	114	114	449	258							
Strongly agree with statement A	118	60	58	24	55	39	15	49	21	33	28	26	28	24	3	9	78	40	63	55	39	79	19	22	30	40	13	104	15	23	1	40	14	37	45						
	11%	11%	11%	7%	14%	11%	7%	15%	7%	14%	11%	9%	11%	10%	6%	10%	11%	15%	10%	14%	12%	10%	11%	13%	10%	12%	11%	9%	11%	10%	8%	1%	82%	12%	9%	15%					
Tend to agree with statement A	152	75	75	37	53	61	27	38	44	42	43	41	25	15	9	18	101	50	89	63	67	85	24	31	37	50	16	132	18	48	9	34	19	54	67						
	14%	14%	14%	11%	14%	17%	12%	11%	16%	17%	17%	15%	10%	10%	18%	18%	14%	15%	14%	17%	12%	17%	17%	14%	15%	14%	12%	14%	12%	10%	17%	11%	16%	12%	18%						
Agree with neither A nor B more	280	147	132	77	111	92	54	87	76	63	63	67	71	37	17	25	197	84	144	136	81	199	46	62	55	93	38	230	38	75	21	32	36	114	77						
	26%	28%	24%	24%	24%	26%	24%	26%	24%	26%	25%	24%	29%	24%	33%	27%	27%	24%	23%	29%	23%	29%	32%	28%	22%	26%	27%	25%	25%	25%	30%	23%	31%	28%	26%						
Tend to agree with statement B	179	103	72	75	64	40	56	58	41	24	39	56	43	22	10	9	131	49	115	65	86	93	18	36	41	69	29	147	23	52	0	15	20	74	32						
	17%	20%	13%	22%	16%	11%	23%	17%	13%	10%	15%	20%	18%	14%	19%	10%	18%	14%	19%	14%	22%	14%	12%	16%	16%	10%	22%	14%	16%	16%	18%	12%	17%	18%	11%	11%					
Strongly agree with statement B	85	58	26	27	31	35	34	15	21	31	18	12	13	21	3	7	61	24	57	28	42	43	6	19	18	35	17	67	16	34	3	9	13	17	23						
	8%	11%	5%	8%	8%	10%	7%	8%	8%	9%	7%	8%	9%	14%	5%	8%	8%	7%	9%	6%	11%	6%	4%	9%	7%	10%	12%	7%	11%	11%	6%	4%	11%	9%	8%						
Answer more with A (NET)	270	135	133	61	109	100	62	88	68	76	71	88	63	39	12	27	180	90	152	118	105	168	44	53	67	90	30	235	41	10	54	32	86	92							
	25%	26%	25%	18%	28%	28%	19%	28%	23%	31%	28%	24%	23%	28%	23%	29%	25%	20%	25%	27%	24%	30%	24%	27%	27%	20%	21%	23%	24%	10%	44%	27%	27%	15%	92						
Answer more with B (NET)	264	161	98	102	87	79	72	83	62	47	56	78	56	44	13	17	101	73	171	93	128	137	24	55	58	104	46	214	39	86	9	49	24	111	35						
	25%	31%	18%	31%	22%	21%	33%	25%	22%	19%	22%	28%	23%	29%	25%	18%	26%	21%	28%	20%	33%	20%	17%	25%	23%	29%	33%	24%	27%	29%	18%	18%	28%	28%	19%						
Don't know	263	84	177	64	85	92	54	75	74	59	63	69	64	34	10	23	162	101	145	118	75	182	32	54	72	66	26	229	37	64	13	18	15	86	68						
	24%	16%	32%	16%	22%	24%	19%	23%	27%	24%	23%	24%	26%	23%	19%	26%	12%	29%	24%	15%	18%	24%	13%	14%	18%	19%	19%	19%	19%	12%	34%	13%	13%	13%	19%						

Proportions/Means: Columns Total (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/F/G - H/I
Overlap formula used. * email base
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 11
Q433_A - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: Britain should allow as much immigration as the economy needs to support growth B: There should be strict limits on immigration into Britain even if that harms growth
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNREGISTERED BASE	1077	525	543	110	110	107	119	116	101	111	141	140	101	141	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
REGISTERED BASE	1077	525	543	110	110	107	119	116	101	111	141	140	101	141	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
Strongly agree with statement A	108	50	55	41	42	25	30	39	23	16	24	24	18	21	6	14	74	34	77	30	89	18	10	14	26	52	20	86	6	43	6	2	23	68	3	
	10%	10%	10%	12%	11%	7%	13%	12%	8%	7%	10%	9%	7%	14%	11%	15%	10%	12%	13%	7%	18%	9%	7%	6%	10%	15%	14%	10%	4%	14%	12%	2%	19%	17%	2%	
Tend to agree with statement A	195	111	81	72	63	60	46	61	42	48	46	46	38	35	7	23	136	60	128	67	90	105	24	39	46	75	31	163	14	80	14	13	13	107	32	
	18%	21%	15%	22%	16%	17%	21%	18%	15%	19%	18%	18%	16%	23%	14%	23%	19%	17%	21%	14%	23%	15%	16%	17%	18%	21%	22%	18%	10%	27%	26%	11%	28%	27%	11%	
Agree with neither A nor B more	102	102	89	80	67	45	58	60	48	26	44	54	53	19	6	15	137	56	8	89	61	151	27	39	42	63	40	141	24	57	10	13	21	71	42	
	18%	19%	16%	25%	17%	12%	26%	20%	18%	17%	11%	17%	19%	22%	12%	11%	17%	18%	17%	19%	16%	18%	17%	16%	18%	18%	17%	16%	10%	20%	11%	18%	18%	14%		
Tend to agree with statement B	101	67	122	58	82	53	37	71	56	32	37	51	45	30	14	10	144	48	117	74	73	119	21	42	53	55	8	173	41	40	10	13	11	64	56	
	18%	13%	22%	17%	21%	15%	14%	21%	20%	13%	14%	18%	18%	20%	10%	11%	20%	14%	19%	16%	18%	17%	14%	18%	21%	16%	11%	18%	28%	13%	18%	11%	10%	16%	19%	
Strongly agree with statement B	305	159	145	43	107	155	18	79	88	110	83	80	85	35	13	11	183	116	143	162	89	236	54	79	62	87	22	151	56	10	10	80	26	64	149	
	28%	30%	27%	13%	27%	43%	11%	24%	32%	40%	33%	32%	27%	23%	23%	23%	26%	11%	23%	18%	34%	17%	38%	25%	29%	16%	11%	11%	28%	19%	19%	64%	23%	10%	11%	
Answer more with A (NET)	303	161	136	111	105	85	76	100	65	82	71	70	66	56	13	17	210	93	205	107	140	143	34	53	72	128	51	140	20	128	20	15	176	37		
	28%	31%	25%	31%	27%	24%	34%	30%	23%	25%	28%	28%	23%	17%	6%	40%	28%	27%	34%	21%	41%	21%	23%	24%	29%	36%	11%	11%	42%	38%	17%	47%	44%	13%		
Answer more with B (NET)	466	227	267	89	189	208	60	100	144	142	119	140	110	80	30	11	333	163	260	236	142	354	74	121	115	142	38	454	97	96	20	93	37	138	205	
	46%	43%	49%	38%	48%	58%	27%	40%	58%	58%	47%	50%	45%	40%	16%	6%	46%	47%	45%	51%	37%	51%	51%	54%	46%	142	27%	50%	86%	32%	37%	73%	32%	70%		
Don't know	86	37	49	34	30	22	27	24	20	14	19	17	25	13	3	9	51	35	43	43	23	63	12	11	23	20	11	64	7	21	3	2	4	27	8	
	8%	7%	9%	10%	8%	6%	12%	7%	7%	6%	8%	6%	10%	9%	3%	6%	7%	10%	7%	6%	6%	9%	8%	1%	9%	6%	8%	7%	5%	7%	3%	1%	3%	7%	8%	

Proportions/Means: Columns Total (1% 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/F/G - H/I
Overlap formula used. * email 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 12
QAS_3 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: Redistributing money between people is more important than growing the economy overall B: Growing the overall economy is more important than redistributing money between people
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
UNWEIGHTED BASE	1077	525	551	110	308	357	228	336	316	212	241	285	253	117	54	98	724	353	716	361	615	462	131	203	205	365	150	923	110	803	148	651	111	131	449	258
WEIGHTED BASE	1077	527	551	110	303	353	223	334	277	244	253	282	255	124	54	97	729	348	613	365	606	453	137	214	212	363	150	909	148	781	53	114	114	452	253	
Strongly agree with statement A	120	62	54	51	45	24	38	46	20	17	30	27	21	21	2	19	88	32	71	49	54	67	15	28	36	37	19	100	14	36	4	14	25	61	19	
	11%	12%	10%	16%	11%	7%	16%	14%	7%	7%	12%	10%	8%	14%	4%	20%	12%	9%	12%	10%	14%	10%	10%	12%	14%	10%	14%	11%	9%	12%	8%	11%	23%	15%	8%	
Tend to agree with statement A	216	107	108	91	74	51	57	73	47	39	48	57	36	34	13	38	146	71	125	91	84	132	26	42	61	70	31	177	6	93	8	10	29	103	34	
	20%	20%	20%	28%	19%	14%	28%	22%	17%	16%	19%	20%	15%	22%	25%	31%	20%	20%	20%	20%	22%	19%	18%	19%	24%	20%	22%	20%	4%	31%	15%	8%	25%	28%	12%	
Agree with neither A nor B more	204	105	98	62	83	60	86	70	45	41	54	57	61	10	8	10	144	60	94	106	67	138	28	55	35	70	21	178	20	58	13	25	20	57	56	
	19%	20%	18%	19%	21%	17%	22%	21%	16%	17%	23%	20%	25%	7%	15%	11%	20%	17%	16%	23%	17%	20%	19%	25%	14%	20%	15%	20%	14%	20%	25%	20%	17%	14%	19%	
Tend to agree with statement B	253	124	127	56	88	108	30	65	78	75	20	30	43	40	20	27	168	85	140	113	85	168	43	60	52	84	29	218	44	57	12	34	26	98	79	
	23%	24%	23%	17%	23%	30%	16%	20%	28%	30%	16%	20%	21%	28%	30%	19%	23%	24%	23%	24%	22%	24%	29%	27%	21%	24%	22%	24%	30%	19%	24%	27%	22%	25%	27%	
Strongly agree with statement B	100	84	66	27	41	62	18	33	47	53	35	30	36	27	6	12	98	52	97	53	65	85	17	23	30	63	21	127	64	24	8	14	12	40	66	
	14%	16%	12%	8%	10%	23%	8%	10%	17%	27%	14%	11%	15%	18%	11%	13%	13%	11%	11%	11%	17%	17%	12%	10%	12%	18%	11%	14%	28%	8%	15%	17%	20%	12%	23%	
Answer more with A (NET)	336	189	167	144	119	75	96	119	68	56	78	84	57	36	13	47	234	102	194	140	137	198	41	70	86	107	50	218	20	128	12	24	54	168	53	
	31%	32%	30%	44%	38%	21%	42%	36%	24%	27%	31%	32%	23%	28%	11%	13%	32%	29%	32%	30%	38%	29%	28%	31%	38%	30%	31%	14%	43%	23%	18%	46%	43%	18%		
Answer more with B (NET)	403	208	193	81	110	130	12	68	125	118	86	106	87	79	26	29	268	137	237	166	130	253	60	83	81	147	51	345	88	81	21	68	88	147	146	
	37%	39%	36%	26%	33%	33%	24%	29%	45%	34%	34%	38%	36%	45%	50%	32%	36%	40%	39%	36%	33%	37%	41%	37%	32%	42%	36%	38%	80%	27%	39%	55%	32%	37%	50%	
Don't know	133	45	87	39	60	34	27	47	39	19	31	35	39	18	3	6	80	48	80	53	32	102	17	15	39	30	18	108	19	28	7	7	6	33	37	
	12%	9%	16%	12%	17%	10%	12%	14%	14%	8%	12%	11%	16%	13%	8%	6%	12%	14%	13%	11%	8%	12%	12%	7%	15%	15%	13%	13%	9%	10%	6%	5%	9%	8%	11%	

Proportions/Means: Columns Totals (1% risk level) - a/b - c/d/e - f/g/h - i/j/k/m/n/o - p/q - r/s - t/u/v/w/x/y - A/B - C/D/E/F/G - H/I
Overlap formula used. * email 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 13
QMS_5 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: More focus should be placed on improving the economy of specific regions and nations in the UK B: More focus should be placed on improving UK economy as a whole
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/BC1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1077	525	551	112	188	357	228	316	201	212	241	285	215	117	54	58	724	353	716	361	615	462	111	203	205	365	150	925	148	627	318	101	111	449	216	
WEIGHTED BASE	1077	527	551	115	201	376	222	315	277	244	253	282	215	124	54	61	729	348	611	465	606	451	107	212	213	361	150	925	148	781	318	114	114	452	215	
Strongly agree with statement A	79	44	34	25	35	19	17	23	31	7	24	22	7	13	6	6	57	21	46	33	37	41	12	21	11	31	11	86	5	35	2	12	6	21	33	23
	7%	8%	6%	8%	9%	5%	8%	7%	11%	3%	10%	8%	3%	8%	12%	6%	8%	6%	7%	7%	10%	8%	9%	4%	9%	8%	7%	3%	12%	4%	10%	5%	8%	8%	8%	
Tend to agree with statement A	177	95	82	71	59	48	46	69	21	41	46	52	34	28	5	15	121	56	103	74	74	103	21	37	44	59	19	152	19	63	8	23	20	71	40	
	16%	18%	15%	22%	15%	13%	21%	21%	8%	17%	18%	18%	14%	17%	9%	10%	17%	16%	17%	16%	18%	15%	14%	16%	18%	17%	14%	17%	13%	21%	16%	18%	18%	17%	18%	14%
Agree with neither A nor B more	152	85	64	62	53	37	46	49	39	24	42	34	38	16	7	13	123	29	74	74	41	111	22	30	47	44	27	121	13	44	7	16	20	55	35	
	14%	16%	12%	19%	14%	10%	18%	15%	14%	10%	16%	12%	15%	12%	14%	14%	17%	8%	13%	16%	11%	16%	15%	13%	19%	12%	19%	13%	8%	10%	12%	13%	17%	13%	12%	
Tend to agree with statement B	306	122	182	62	124	120	47	96	87	81	63	80	69	39	16	28	284	102	191	115	114	152	49	61	67	105	37	285	43	79	19	25	32	127	81	
	28%	23%	34%	19%	32%	31%	19%	29%	31%	31%	23%	32%	28%	25%	30%	31%	28%	29%	31%	25%	30%	28%	34%	27%	26%	30%	26%	29%	29%	27%	36%	20%	28%	32%	28%	
Strongly agree with statement B	270	146	121	67	88	111	49	69	72	81	54	61	68	46	16	14	160	110	146	124	92	178	32	63	55	91	13	132	59	55	15	40	34	87	97	
	25%	28%	22%	21%	22%	27%	22%	21%	26%	29%	21%	22%	28%	20%	31%	27%	22%	27%	24%	27%	24%	26%	22%	38%	22%	27%	24%	14%	23%	46%	18%	30%	32%	29%	11%	
Answer more with A (NET)	256	139	116	95	94	68	63	88	52	48	79	94	41	39	11	29	179	77	149	107	111	145	33	57	55	91	30	218	23	68	10	31	108	63		
	24%	26%	22%	29%	24%	18%	28%	28%	19%	20%	29%	26%	17%	27%	21%	22%	24%	22%	24%	21%	28%	21%	23%	36%	22%	28%	18%	22%	48%	19%	29%	21%	28%	21%		
Answer more with B (NET)	176	268	303	119	212	235	91	165	159	162	117	152	138	85	32	53	364	211	336	239	208	369	82	124	122	200	70	487	101	133	35	65	67	214	178	
	16%	11%	16%	17%	14%	16%	12%	16%	17%	16%	16%	14%	16%	16%	12%	16%	30%	61%	55%	51%	54%	53%	56%	56%	48%	57%	50%	51%	68%	13%	66%	52%	57%	53%	61%	
Don't know	93	34	57	40	32	21	28	27	27	11	24	22	28	12	2	5	63	30	48	45	28	66	10	12	29	19	11	73	10	21	1	9	5	28	15	
	9%	6%	11%	12%	8%	6%	13%	8%	10%	4%	10%	8%	11%	8%	4%	6%	9%	9%	8%	10%	7%	10%	7%	15%	11%	9%	9%	8%	7%	7%	2%	7%	4%	7%	10%	

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - v/w/x/y - A/B - C/D/E/F/G - H/I
Overlap formula used. * = null 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
QMS_7 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: When planning for new housing, priority should be given to the views of local residents or protecting the countryside even if less housing is built B: When planning for new housing, priority should be given to building as many new homes as possible
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1C1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1077	525	551	110	308	357	228	316	201	212	241	201	265	117	54	98	224	315	211	161	615	462	111	203	205	365	150	923	148	63	111	111	111	449	216		
WEIGHTED BASE	1077	527	551	110	308	357	228	316	201	212	241	201	265	117	54	98	224	315	211	161	615	462	111	203	205	365	150	923	148	63	111	111	111	449	216		
Strongly agree with statement A	273	127	143	47	122	105	32	88	81	72	75	74	85	29	9	22	176	97	295	255	285	245	265	235	265	275	135	285	345	205	215	405	305	255	185		
	25%	24%	26%	14%	31%	29%	14%	28%	29%	30%	29%	28%	27%	19%	17%	24%	24%	28%	25%	28%	24%	26%	23%	26%	24%	27%	13%	28%	34%	20%	21%	40%	30%	25%	18%		
Tend to agree with statement A	312	137	152	110	122	99	70	107	92	63	74	87	68	47	26	30	234	98	201	131	127	205	36	70	79	117	38	284	64	89	14	40	37	118	103		
	31%	26%	36%	34%	31%	28%	31%	32%	33%	26%	29%	31%	28%	30%	51%	32%	32%	28%	33%	28%	33%	30%	24%	31%	31%	33%	27%	31%	30%	30%	26%	32%	31%	29%	25%		
Agree with neither A nor B more	150	82	68	50	51	49	39	44	31	36	36	39	47	13	7	13	103	48	80	71	53	97	22	42	36	43	25	118	18	43	13	11	16	62	22		
	14%	15%	12%	15%	13%	14%	17%	13%	11%	15%	14%	14%	13%	9%	5%	14%	14%	13%	13%	15%	14%	14%	15%	10%	14%	14%	12%	14%	12%	14%	25%	9%	14%	10%	8%		
Tend to agree with statement B	134	79	54	60	38	37	40	46	24	25	26	38	23	32	6	20	96	38	82	52	57	77	20	21	37	44	25	107	11	40	14	6	16	40	23		
	12%	15%	10%	18%	10%	10%	18%	14%	9%	10%	10%	14%	9%	9%	21%	12%	11%	13%	11%	13%	11%	14%	10%	10%	10%	13%	18%	12%	8%	17%	21%	5%	13%	15%	8%		
Strongly agree with statement B	101	67	34	29	28	44	23	26	21	31	22	28	13	8	6	11	66	35	53	48	35	66	20	19	17	37	20	61	12	36	1	13	10	37	28		
	9%	13%	6%	9%	7%	12%	10%	8%	8%	13%	9%	10%	9%	14%	11%	12%	9%	10%	9%	10%	9%	9%	14%	9%	7%	11%	14%	9%	8%	13%	-	10%	9%	9%	10%		
Answer more with A (NET)	405	204	315	117	244	204	102	195	173	135	167	141	133	76	35	32	410	195	351	254	218	387	70	118	130	211	58	546	95	148	23	48	72	218	200		
	38%	30%	42%	48%	42%	37%	45%	38%	42%	35%	39%	37%	34%	49%	68%	57%	48%	34%	57%	51%	58%	50%	48%	37%	55%	60%	40%	60%	33%	43%	17%	73%	61%	54%	68%		
Answer more with B (NET)	235	146	89	89	63	61	61	72	45	57	48	67	34	53	89	21	102	73	135	103	93	142	40	41	54	81	45	188	23	86	11	08	19	26	98		
	22%	28%	16%	27%	17%	22%	27%	21%	18%	23%	19%	24%	14%	36	12	23%	22%	21%	22%	22%	24%	21%	27%	18%	21%	23%	32%	21%	18%	29%	21%	13%	22%	24%	17%		
Don't know	87	35	50	30	30	26	20	23	28	16	21	15	31	11	3	5	55	32	47	40	22	64	14	14	24	18	5	66	12	19	4	5	4	24	18		
	8%	7%	9%	9%	8%	7%	9%	7%	10%	7%	8%	16%	13%	7%	1%	6%	7%	9%	8%	9%	14%	10%	6%	10%	5%	14	7%	8%	6%	7%	4%	3%	6%	6%			

Proportions/Means: Columns Total (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/F/G - H/I
Overlap formula used. * email 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.



25-061766-41 - BUDGET - HEALEY
9TH - 13TH OCTOBER 2026
PUBLIC
IPSOS

20 Oct 2026

Table 55

QA16 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - Summary table

Base: All adults aged 18-75 in GB

	A: Government should set stricter rules for businesses on issues like workers' rights and environmental standards	A: Services such as water, rail and energy should be run by the public sector	A: There is too much regulation of British business	A: Businesses should be taxed more to pay for the funding gap in public services
UNWEIGHTED BASE	1077	1077	1077	1077
WEIGHTED BASE	1077	1077	1077	1077
I agree much more with statement A	170	387	135	103
	16%	36%	13%	10%
I tend to agree more with statement A	226	237	157	158
	21%	22%	15%	15%
Agree with both equally	171	141	279	214
	16%	13%	26%	20%
I tend to agree more with statement B	177	69	144	227
	16%	6%	13%	21%
I agree much more with statement B	158	52	65	171
	15%	5%	6%	16%
Agree more with A (NET)	395	624	292	262
	37%	58%	27%	24%
Agree more with B (NET)	335	122	209	399
	31%	11%	19%	37%
I disagree with both statements	35	17	37	32
	3%	2%	3%	3%
Don't know	141	173	260	170
	13%	16%	24%	16%

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



Table 56
QAS3_3 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: Government should set stricter rules for businesses on issues like workers' rights and environmental standards B: Red tape on businesses should be cut to help them to grow and create more jobs
Base: All adults aged 18-75 in GB

	GENDER		AGE				GENERATION					REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £20999	£21000 - £30999	£31000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1077	525	551	110	308	357	228	326	201	222	261	285	253	117	54	98	724	353	716	361	615	462	131	203	205	365	150	903	148	673	120	551	114	449	256		
WEIGHTED BASE	1077	527	551	110	301	356	227	316	201	224	253	282	255	114	54	97	725	345	615	465	606	455	137	212	213	363	150	905	148	765	53	114	114	452	255		
I agree much more with statement A	170	81	85	61	64	44	43	48	47	32	38	43	27	41	8	13	117	53	100	70	77	92	27	30	42	53	35	131	10	66	4	15	21	85	28		
I tend to agree more with statement A	185	155	165	109	105	126	109	149	176	139	155	155	115	206	165	149	165	155	165	155	206	159	109	139	176	155	295	149	75	226	75	125	185	216	105		
I agree much more with statement B	226	103	123	64	95	67	47	78	52	49	43	62	47	37	13	23	150	76	130	96	86	140	18	45	68	73	23	188	27	78	17	18	35	106	48		
I tend to agree more with statement B	215	106	235	109	246	196	215	236	106	205	176	226	106	246	206	205	205	226	215	215	226	205	126	205	276	215	185	205	185	205	326	155	305	276	185		
Answer with both equally	171	92	78	62	55	54	39	59	37	35	51	41	41	25	6	16	128	43	92	79	57	114	31	43	31	49	21	144	17	41	12	13	19	35	39		
I don't know	165	176	146	106	146	155	186	186	136	146	206	146	176	105	126	186	185	126	155	176	155	165	226	105	136	146	155	165	115	146	226	106	176	155	135		
I agree much more with statement A	177	90	86	44	61	72	32	49	46	48	30	54	50	15	14	14	110	58	102	75	64	113	21	35	34	74	21	153	30	39	12	28	10	59	62		
I tend to agree more with statement B	165	176	165	146	165	205	146	155	176	205	125	195	205	105	275	155	165	155	176	176	165	176	146	165	146	215	215	135	176	205	135	225	165	155	215		
I agree much more with statement B	158	96	61	34	48	77	20	40	50	47	43	42	29	26	5	13	100	58	92	66	62	96	22	36	30	60	14	140	45	36	2	30	12	53	72		
I don't know	155	186	115	105	125	215	95	125	185	195	175	155	125	175	105	135	145	175	115	145	185	145	155	165	125	175	105	135	115	125	35	205	105	135	205		
Answer more with A (NET)	395	184	208	125	159	111	90	125	99	81	81	105	74	77	22	36	266	129	229	166	164	232	45	75	110	126	58	129	36	144	21	13	56	191	78		
I agree more with B (NET)	376	195	385	186	416	315	415	376	365	335	325	376	305	36	46	46	376	376	376	365	426	345	335	345	436	365	426	365	36	496	405	405	276	476	486	285	
Answer more with B (NET)	335	186	147	78	109	148	52	89	88	96	73	96	78	43	19	27	219	116	195	140	136	208	48	71	64	134	35	293	75	14	18	38	111	134			
I disagree with both statements	35	18	16	6	15	14	3	10	13	9	12	8	9	2	1	3	27	8	13	20	5	30	7	7	6	11	3	31	4	2	13	4	8	19			
I don't know	141	47	92	15	54	32	37	11	31	23	37	32	41	18	3	9	80	52	82	60	34	107	18	27	40	33	24	112	15	32	5	7	8	10	23		
	125	95	176	176	146	95	176	155	115	95	155	115	176	125	76	105	125	155	115	115	95	165	115	125	165	95	176	125	105	115	95	65	75	85	85		

Proportions/Percentages: Columns Tested [25 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/F/G - H/I
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.



Table S7
QAS3_2 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: Services such as water, rail and energy should be run by the public sector B: Services such as water, rail and energy should be run by the private sector
Base: All adults aged 18-75 in GB

	GENDER		AGE			GENERATION					REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/BC1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1077	525	551	112	308	357	228	516	201	212	242	285	253	157	54	98	724	353	716	361	615	462	131	203	205	365	180	180	148	135	131	114	111	449	238			
WEIGHTED BASE	1077	517	561	115	301	376	223	514	222	244	253	282	255	154	52	97	722	345	611	405	606	451	137	212	213	361	180	180	148	135	131	114	111	452	235			
I agree much more with statement A	387	205	175	82	180	135	59	124	107	95	80	94	88	62	20	43	265	122	231	156	163	224	47	81	87	127	43	135	36	133	24	41	52	174	105			
I agree much more with statement B	365	395	376	286	416	376	276	376	396	396	326	336	366	406	396	476	366	356	386	346	426	326	326	366	356	366	316	376	256	406	496	386	456	436	366			
I tend to agree more with statement A	227	113	125	57	85	95	37	71	67	62	51	75	47	34	12	39	148	89	138	100	94	143	34	53	61	78	14	217	31	75	15	24	11	98	68			
I tend to agree more with statement B	226	216	226	176	226	266	176	216	246	256	206	276	196	226	246	206	206	266	226	216	246	276	236	246	246	226	106	246	216	256	296	196	196	276	246	236		
Answer with both equally	141	82	69	66	42	31	49	41	24	26	37	40	36	13	3	12	102	39	79	62	47	94	18	25	18	48	31	105	28	35	6	21	11	45	34			
I tend to agree more with statement A	126	156	116	66	116	95	226	126	96	116	156	146	156	95	65	126	146	126	136	126	146	126	146	126	116	156	146	226	126	136	126	116	176	96	116	126		
I agree much more with statement B	69	35	33	27	21	22	17	23	13	16	20	14	17	9	6	5	52	17	46	23	20	49	4	17	13	34	13	56	14	12	3	17	8	29	22			
I agree much more with statement A	65	75	65	85	55	65	85	75	55	75	85	55	75	65	125	55	75	55	85	55	55	75	35	85	55	105	5	105	65	45	65	135	75	75	85			
I agree much more with statement B	52	29	23	18	13	22	14	13	14	12	19	11	7	12	2	2	35	17	34	18	16	37	11	10	10	18	14	38	11	6	2	7	6	13	13			
I agree much more with statement A	55	65	45	55	35	65	65	45	55	55	75	45	35	85	45	25	55	55	65	45	45	55	85	45	45	55	105	45	75	25	45	55	55	35	55			
Answer more with A (NET)	624	317	300	149	245	230	96	195	175	158	131	189	135	95	12	62	413	211	348	256	257	367	81	134	149	205	57	152	67	207	39	85	84	272	173			
Answer more with B (NET)	585	605	555	465	625	645	435	585	635	605	525	605	555	625	635	675	575	615	605	555	675	575	555	605	605	595	585	435	615	465	705	245	535	725	685	595		
Answer more with B (NET)	122	64	57	44	34	44	33	35	27	28	39	34	24	20	8	6	87	34	85	41	36	88	15	26	23	52	27	94	25	17	5	23	14	42	35			
Disagree with both statements	116	126	106	146	86	126	146	116	106	116	156	86	106	126	76	126	126	106	116	86	126	106	126	116	86	106	106	206	106	176	66	106	126	106	126			
Disagree with both statements	17	9	8	4	4	10	2	4	4	7	5	4	4	3	1	*	14	3	8	9	7	11	6	4	2	5	4	13	2	3	-	3	2	3	5			
Don't know	25	25	25	15	15	35	15	15	15	35	25	15	25	25	25	*	25	15	15	25	25	25	25	25	25	25	25	25	25	25	-	25	15	15	25			
Don't know	113	55	117	63	67	43	43	58	47	25	41	46	46	22	7	12	113	69	76	97	40	113	27	31	41	43	20	145	25	34	2	11	7	40	44			
Don't know	165	106	226	186	176	126	196	176	176	106	166	166	186	146	146	136	156	176	126	216	106	196	186	166	166	126	146	166	176	116	46	66	66	106	156			

Proportions/Percentages: Columns Tested [25-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/F/G - H/I
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.



Table 58
QAS3_3 - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: There is too much regulation of British business B: There is too little regulation of British business
Base: All adults aged 18-75 in GB

	GENDER		AGE			GENERATION					REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1C1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £20999	£21000 - £30999	£31000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE			
UNREGISTERED BASE	1077	525	551	110	100	157	119	100	107	111	161	160	117	161	100	100	724	353	716	361	615	462	111	203	205	365	150	903	146	110	111	111	449	250	250			
REGISTERED BASE	1077	517	561	110	101	170	123	115	177	244	253	252	215	254	157	157	729	345	615	405	606	451	117	212	213	361	150	905	146	110	111	111	449	250	250			
I agree much more with statement A	135	89	45	28	51	56	21	38	34	43	37	35	34	17	3	30	94	41	83	52	45	90	15	33	34	49	13	121	30	33	2	37	6	38	63			
I don't agree much more with statement A	13%	17%	8%	9%	13%	16%	10%	11%	12%	17%	14%	12%	14%	11%	5%	11%	13%	12%	14%	11%	12%	13%	10%	15%	14%	14%	10%	13%	20%	11%	3%	80%	5%	9%	12%			
I tend to agree more with statement A	157	90	65	39	49	69	27	34	55	42	33	44	42	19	5	13	110	47	86	71	61	96	20	26	31	66	19	133	30	31	8	34	12	55	55			
I don't tend to agree more with statement A	12%	17%	12%	12%	13%	19%	12%	10%	20%	17%	13%	16%	17%	12%	10%	14%	15%	14%	14%	15%	18%	14%	14%	11%	12%	19%	14%	13%	20%	11%	16%	27%	30%	14%	19%			
Agree with both equally	279	147	131	87	100	146	64	78	75	82	64	71	48	47	14	30	197	82	252	127	95	184	31	66	64	87	32	235	31	92	14	19	47	110	82			
I don't agree much more with statement B	26%	28%	24%	27%	26%	25%	29%	23%	27%	27%	27%	26%	20%	27%	1	1	27%	24%	25%	27%	23%	27%	22%	30%	25%	25%	23%	24%	21%	21%	27%	15%	27%	28%				
I tend to agree more with statement B	144	66	76	49	56	37	34	56	28	26	35	33	26	21	15	14	99	45	88	56	56	88	14	34	36	55	24	118	18	36	13	13	26	65	19			
I don't agree much more with statement B	13%	12%	14%	15%	15%	10%	15%	17%	10%	11%	14%	12%	11%	11%	14%	19%	14%	13%	14%	12%	14%	13%	10%	15%	14%	16%	17%	13%	12%	12%	24%	10%	23%	16%	7%			
I agree much more with statement B	65	42	21	24	24	17	12	24	15	13	16	21	13	6	2	6	45	20	33	32	27	37	20	14	19	11	6	59	12	24	1	7	11	37	12			
I don't agree much more with statement B	6%	8%	4%	7%	6%	5%	5%	7%	5%	5%	6%	7%	5%	4%	5%	7%	6%	6%	5%	7%	7%	5%	14%	6%	8%	3%	4%	6%	8%	8%	1%	6%	9%	4%				
Agree more with A (NET)	292	179	110	66	100	125	48	71	89	84	70	79	76	36	8	21	203	89	169	123	106	188	35	58	65	115	33	213	60	64	10	71	18	93	118			
I don't agree more with A (NET)	27%	14%	20%	20%	26%	19%	22%	21%	12%	14%	28%	28%	31%	14%	15%	25%	28%	25%	28%	26%	27%	27%	24%	26%	26%	33%	23%	28%	41%	22%	19%	13%	18%	23%	41%			
Agree more with B (NET)	208	108	98	73	82	54	45	60	43	46	51	54	39	27	18	20	184	65	121	88	83	125	34	47	55	68	29	177	30	69	11	20	37	102	51			
I disagree with both statements	37	18	19	14	11	12	6	18	5	10	6	9	10	7	1	1	4	26	11	22	15	21	16	9	6	10	13	8	38	2	12	3	2	4	17	5		
I agree with both statements	3%	3%	4%	4%	3%	3%	3%	5%	2%	4%	2%	3%	3%	4%	5%	4%	3%	5%	4%	3%	5%	2%	0%	3%	10	4%	6%	1%	3%	1%	4%	6%	1%	3%	4%	2%		
Don't know	260	75	184	86	99	76	58	68	65	48	59	67	71	36	12	15	160	105	149	112	81	179	36	46	57	72	38	216	26	68	12	12	12	79	56			
	24%	14%	14%	24%	20%	21%	20%	26%	24%	20%	23%	24%	23%	23%	17%		22%	20%	24%	24%	21%	26%	25%	21%	23%	20%	27%	24%	17%	23%	23%	10%	30%	20%	19%			

Proportions/Percentages: 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 - A/B - C/D/E/F/G/H - I/J
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.



Table 59
QAS3_A - Below are some pairs of statements. For each pair of statements, please indicate whether you agree more with statement A or statement B, if either. - A: Businesses should be taxed more to pay for the funding gap in public services B: Businesses should be taxed at a lower level to encourage them to invest in job creation and economic growth
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/B/C1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £20999	£21000 - £30999	£31000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
UNWEIGHTED BASE	1077	525	551	112	308	357	228	339	201	212	242	285	253	117	54	98	724	353	716	361	462	612	111	203	205	365	150	925	148	328	63	114	111	449	258
WEIGHTED BASE	1077	512	565	110	301	376	223	316	277	244	253	282	255	174	52*	91*	729	348	615	465	496	655	107	214	219	361	150	925	148	298	51*	114*	114*	462	255
I agree much more with statement A	103	51	49	38	41	24	24	39	26	14	19	32	21	19	2	11	75	29	61	43	48	55	23	23	26	28	18	84	17	32	6	7	15	51	23
I tend to agree more with statement A	106	106	96	12*	11*	7*	11%	12%	9%	6%	7%	11%	9%	12%	4%	12%	10%	8%	10%	9%	13%	8%	15%	10%	10%	8%	18%	9%	11%	11%	12%	5%	13%	18%	8%
I agree much more with statement B	158	96	61	68	53	38	53	52	26	28	37	46	27	26	7	55	117	41	92	66	66	83	14	27	55	55	26	129	13	56	12	10	29	80	26
I tend to agree more with statement B	126	180	116	21%	13%	10%	24%	15%	9%	11%	15%	18%	11%	17%	14%	18%	16%	12%	15%	14%	17%	13%	9%	12%	22%	16%	19%	14%	9%	19%	23%	8%	25%	20%	9%
Answer with both equally	214	120	94	36	96	85	45	89	64	50	50	51	48	28	19	19	143	72	126	89	85	149	28	61	99	65	21	184	23	69	6	15	28	75	51
I tend to agree more with statement B	206	230	176	17%	17%	22%	18%	18%	23%	21%	20%	18%	20%	18%	30%	21%	61%	20%	21%	19%	17%	22%	19%	27%	16%	18%	15%	20%	16%	23%	12%	12%	24%	20%	17%
I agree much more with statement B	227	68	127	60	79	88	39	67	66	56	51	62	51	32	12	18	158	69	122	106	80	148	32	38	54	85	24	198	28	54	16	36	19	76	67
I agree much more with statement B	21%	19%	23%	19%	20%	25%	18%	20%	24%	23%	20%	22%	21%	21%	23%	20%	22%	20%	20%	23%	21%	21%	22%	17%	23%	24%	17%	22%	19%	18%	30%	29%	16%	19%	23%
I agree much more with statement B	171	88	82	36	51	84	20	46	45	61	44	44	36	25	6	16	114	58	106	65	73	99	19	36	32	75	24	146	43	38	5	40	16	56	75
I agree much more with statement B	16%	17%	15%	11%	13%	23%	9%	14%	16%	25%	17%	18%	15%	16%	11%	18%	16%	17%	14%	19%	14%	19%	14%	13%	16%	21%	17%	18%	29%	13%	9%	32%	13%	14%	26%
Answer more with A (NET)	262	147	110	106	94	62	77	91	52	42	58	76	49	45	9	36	192	70	313	189	114	147	37	50	81	81	44	213	29	88	18	16	44	131	49
Answer more with A (NET)	24%	28%	20%	33%	24%	17%	33%	27%	19%	17%	22%	28%	20%	14%	18%	28%	26%	20%	25%	23%	30%	21%	25%	22%	32%	23%	33%	23%	20%	30%	25%	13%	38%	18%	17%
Answer more with B (NET)	399	187	209	84	96	173	60	112	111	116	95	106	89	57	18	35	272	137	228	171	132	248	55	74	90	160	48	344	71	62	21	76	35	132	141
Disagree with both statements	37%	15%	39%	30%	30%	48%	17%	34%	40%	48%	17%	38%	35%	17%	34%	38%	37%	37%	37%	37%	40%	38%	35%	33%	45%	34%	38%	48%	31%	39%	61%	32%	30%	31%	48%
Disagree with both statements	32	19	12	7	16	9	5	9	10	8	9	7	8	6	4	2	21	11	18	16	14	18	5	10	5	7	5	36	8	6	1	5	2	11	10
Don't know	120	55	114	61	67	42	39	62	41	39	44	41	51	19	6	10	102	68	89	61	40	130	26	30	37	39	22	141	18	41	6	11	8	48	40
Don't know	16%	10%	21%	18%	17%	12%	18%	18%	15%	12%	17%	14%	21%	12%	11%	11%	14%	20%	15%	17%	10%	19%	18%	13%	15%	11%	16%	18%	12%	14%	12%	9%	6%	12%	14%

Proportions/Percentages: Columns Tested [2% risk level] - a/b - c/d/e - i/j/k/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/E/F/G - H/I
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.



Table 00
Q437 - Which of the following statements if either, comes closest to your view?

Base: All adults aged 18-75 in GB

	GENDER		AGE			GENERATION					REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION					INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-74	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/BC1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000 - £30999	£31000 - £40999	£41000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAINS	LEAVE				
UNREGISTERED BASE	1077	525	551	112	308	357	228	326	201	222	242	265	253	117	54	98	724	353	716	361	615	462	131	203	205	365	150	903	146	326	63	114	131	449	256				
REGISTERED BASE	1077	527	551	115	301	353	225	318	203	244	253	262	255	124	54	97	729	348	615	465	606	455	137	212	213	363	150	905	148	296	53	114	134	452	255				
Governments should focus on taking decisions that have long term benefits, even if that makes people's lives more difficult today	419	244	173	133	135	151	99	120	96	105	98	109	81	66	20	46	284	135	276	143	186	233	48	70	99	172	58	335	60	141	27	33	55	199	94				
	39%	46%	32%	41%	34%	42%	44%	38%	34%	42%	39%	39%	33%	42%	38%	50%	39%	39%	45%	31%	48%	34%	30%	31%	39%	49%	42%	39%	41%	47%	51%	27%	47%	49%	32%				
		a														i			r		u				wee				f										
Governments should focus on taking decisions that have benefits for people's lives today, even if that makes things more difficult in the long term	260	131	128	88	86	86	59	76	69	57	71	86	50	40	16	17	183	77	117	123	78	183	35	69	71	74	36	221	36	74	7	47	29	82	78				
	24%	25%	24%	27%	22%	24%	26%	23%	23%	23%	28%	23%	20%	28%	31%	19%	25%	22%	22%	26%	20%	28%	24%	31%	28%	21%	20%	24%	24%	25%	13%	38%	25%	23%	27%				
Neither	207	92	112	45	102	60	30	68	64	45	43	61	54	21	9	39	135	72	111	96	71	136	40	68	41	58	26	176	28	44	10	28	21	56	68				
	19%	17%	21%	14%	30%	17%	14%	20%	17%	18%	17%	21%	17%	14%	17%	20%	19%	21%	18%	21%	18%	20%	18%	31%	16%	17%	18%	19%	19%	10%	18%	13%	13%	14%	12%				
																							re																
Don't know	180	41	127	59	86	43	35	70	46	38	41	46	60	26	7	30	127	63	87	103	51	139	27	37	41	48	20	158	23	38	9	16	11	55	34				
	18%	11%	24%	18%	17%	17%	18%	21%	17%	15%	16%	18%	24%	17%	14%	10%	17%	18%	14%	22%	13%	20%	18%	16%	16%	14%	14%	17%	18%	13%	17%	13%	11%	14%	19%				

Proportions/Ratios: 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 - A/B - C/D/E/F/G - H/I
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.