

T1	Table 1	QB2 - What impact, if at all, is each of the following having on how much you spend at the moment? - Sumr	Base: All adults aged 18-75 in GB
T2	Table 2	QB2 1 - What impact, if at all, is each of the following having on how much you spend at the moment? - W	Base: All adults aged 18-75 in GB
T3	Table 3	QB2 2 - What impact, if at all, is each of the following having on how much you spend at the moment? - W	Base: All adults aged 18-75 in GB
T4	Table 4	QB2 3 - What impact, if at all, is each of the following having on how much you spend at the moment? - W	Base: All adults aged 18-75 in GB
T5	Table 5	QB2 4 - What impact, if at all, is each of the following having on how much you spend at the moment? - W	Base: All adults aged 18-75 in GB
T6	Table 6	QB2 5 - What impact, if at all, is each of the following having on how much you spend at the moment? - W	Base: All adults aged 18-75 in GB
T7	Table 7	QB2 6 - What impact, if at all, is each of the following having on how much you spend at the moment? - W	Base: All adults aged 18-75 in GB
T8	Table 8	QB2 7 - What impact, if at all, is each of the following having on how much you spend at the moment? - W	Base: All adults aged 18-75 in GB
T9	Table 9	QB2 8 - What impact, if at all, is each of the following having on how much you spend at the moment? - W	Base: All adults aged 18-75 in GB
T10	Table 10	QB2 9 - What impact, if at all, is each of the following having on how much you spend at the moment? - W	Base: All adults aged 18-75 in GB who are working
T11	Table 11	QB2 10 - What impact, if at all, is each of the following having on how much you spend at the moment? - V	Base: All adults aged 18-75 in GB
T12	Table 12	QB2 11 - What impact, if at all, is each of the following having on how much you spend at the moment? - V	Base: All adults aged 18-75 in GB
T13	Table 13	QB31 - For each of the below, what, if anything, do you expect the Chancellor to announce in the upcoming	Base: All adults aged 18-75 in GB
T14	Table 14	QB32 - For each of the below, what, if anything, do you expect the Chancellor to announce in the upcoming	Base: All adults aged 18-75 in GB
T15	Table 15	QB33 - For each of the below, what, if anything, do you expect the Chancellor to announce in the upcoming	Base: All adults aged 18-75 in GB
T16	Table 16	QB34 - For each of the below, what, if anything, do you expect the Chancellor to announce in the upcoming	Base: All adults aged 18-75 in GB
T17	Table 17	QB4 - Imagine the Chancellor had the choice between increasing borrowing to spend more on public servic	Base: All adults aged 18-75 in GB
T18	Table 18	QB5 - Imagine the Chancellor had the choice between cutting taxes for individuals, meaning you personall	Base: All adults aged 18-75 in GB
T19	Table 19	QB6 - Imagine the Chancellor had the choice between increasing borrowing to cut taxes on individuals, eve	Base: All adults aged 18-75 in GB
T20	Table 20	QB7 - On which of the following three areas, if any, do you think the UK government spent the most on in 2	Base: All adults aged 18-75 in GB
T21	Table 21	QB8 - Imagine that the total value of the UK economy in 2025 - its GDP - was £100. How much, in total, do y	Base: All adults aged 18-75 in GB
T22	Table 22	QB9 - Over the past 5 years, do you think the amount the government spends on debt interest has increase	Base: All adults aged 18-75 in GB
T23	Table 23	QB10 - Over the next five years, how likely or unlikely do you think it is that the UK government will have to	Base: All adults aged 18-75 in GB
T24	Table 24	QB11 - You said that you think it likely that the UK government will have to take significant steps to reduce	Base: All adults aged 18-75 in GB who said very/fairly likely for the UK government to take steps to reduce government debt
T25	Table 25	QB12 - Which two or three of the following actions, if any, do you think the UK Government would mostly r	Base: All adults aged 18-75 in GB
T26	Table 26	QB12 - Which two or three of the following actions, if any, do you think the UK Government would mostly r	Base: All adults aged 18-75 in GB
T27	Table 27	QB12 - Which two or three of the following actions, if any, do you think the UK Government would mostly r	Base: All adults aged 18-75 in GB
T28	Table 28	QB12 - Which two or three of the following actions, if any, do you think the UK Government would mostly r	Base: All adults aged 18-75 in GB
T29	Table 29	QB13 - Over the next five years, how likely or unlikely do you think it is that financial markets will severely l	Base: All adults aged 18-75 in GB
T30	Table 30	QB14 - In the last two years, have you ever done any of the following because you were worried about the	Base: All adults aged 18-75 in GB
T31	Table 31	QB14 1 - In the last two years, have you ever done any of the following because you were worried about th	Base: All adults aged 18-75 in GB
T32	Table 32	QB14 2 - In the last two years, have you ever done any of the following because you were worried about th	Base: All adults aged 18-75 in GB
T33	Table 33	QB14 3 - In the last two years, have you ever done any of the following because you were worried about th	Base: All adults aged 18-75 in GB
T34	Table 34	QB14 4 - In the last two years, have you ever done any of the following because you were worried about th	Base: All adults aged 18-75 in GB
T35	Table 35	QB14 5 - In the last two years, have you ever done any of the following because you were worried about th	Base: All adults aged 18-75 in GB

Table 1

QB2 - What impact, if at all, is each of the following having on how much you spend at the moment? - Summary table

Base: All adults aged 18-75 in GB

	What I think will happen with taxes	What I think will happen with interest rates	What I think will happen with inflation	What I think will happen with utility bills (gas, water, electricity etc)	What I think will happen with food prices	What I think will happen with fuel prices	What I think will happen with the cost of entertainment (eg going out, TV subscriptions, gym membership etc)	Whether I think myself or another family member may lose their job	What I think might happen to my pay/salary from work	What I think might happen to any benefits I receive such as Universal Credit or the State Pension	What I think will happen to my housing costs (mortgage or rent)
UNWEIGHTED BASE	1080	1080	1080	1080	1080	1080	1080	1080	726	1080	1080
WEIGHTED BASE	1080	1080	1080	1080	1080	1080	1080	1080	734	1080	1080
(2) This is encouraging me to spend much more than I would otherwise	16	11	23	23	28	30	21	8	12	7	25
	2%	1%	2%	2%	3%	3%	2%	1%	2%	1%	2%
(1) This is encouraging me to spend a little more than I would otherwise	48	45	48	60	62	58	45	35	34	42	38
	4%	4%	4%	6%	6%	5%	4%	3%	5%	4%	3%
(0) This is having no impact on my spending plans	339	385	280	251	278	260	386	324	273	229	251
	31%	36%	26%	23%	26%	24%	36%	30%	37%	21%	23%
(-1) This is encouraging me to spend a little less than I would otherwise	282	259	355	360	389	291	284	182	194	133	223
	26%	24%	33%	33%	36%	27%	26%	17%	26%	12%	21%
(-2) This is encouraging me to spend much less than I would otherwise	229	211	248	295	248	264	196	211	134	122	226
	21%	20%	23%	27%	23%	24%	18%	20%	18%	11%	21%
Mean	-0.72	-0.67	-0.79	-0.86	-0.76	-0.78	-0.63	-0.73	-0.63	-0.6	-0.77
Encouraging to spend much/ little more (NET)	64	56	71	83	90	87	66	43	46	49	63
	6%	5%	7%	8%	8%	8%	6%	4%	6%	5%	6%
Encouraging to spend much/ little less (NET)	511	470	603	656	637	556	480	394	328	255	449
	47%	43%	56%	61%	59%	51%	44%	36%	45%	24%	42%
Don't know	126	115	117	64	66	69	91	112	57	83	74
	12%	11%	11%	6%	6%	6%	8%	10%	8%	8%	7%
Does not apply to me	40	55	10	27	9	107	57	208	30	464	242
	4%	5%	1%	3%	1%	10%	5%	19%	4%	43%	22%



Table 2
Q82_3 - What impact, if at all, is each of the following having on how much you spend at the moment? - What I think will happen with taxes
Base: All adults aged 18-75 in GB

	GENDER		AGE			GENERATION					REGION								WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2024 VOTE	
	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	£10000 - £19999	£20000 - £24999	£25000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE				
Unweighted base	1000	512	152	303	305	220	220	273	240	204	225	245	180	88	88	720	310	231	310	810	464	114	103	240	375	187	894	335	113	86	123	116	445	288					
Weighted base	1000	530	155	303	304	225	217	271	241	203	223	245	182	91	91	724	341	400	473	806	464	118	114	254	370	183	913	335	113	86	123	116	445	288					
(2) This is encouraging me to spend much more than I would otherwise	16	12	4	8	1	7	8	1	3	4	3	6	2	4	-	2	11	5	7	30	6	10	3	1	6	6	6	11	-	7	4	3	3	3	3				
(3) This is encouraging me to spend a little more than I would otherwise	2%	2%	1%	3%	4	2%	4%	4	1%	2%	1%	2%	2%	2%	-	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	4%	1%	-	2%	1%	2%	2%	2%	2%				
(4) This is encouraging me to spend a little more than I would otherwise	48	30	12	51	6	11	20	15	2	10	14	22	6	4	-	1	36	12	27	21	24	24	10	6	10	15	25	23	34	7	14	4	10	1	13	15			
(5) This is having no impact on my expenditure	4%	7%	2%	9%	2%	2%	5%	4%	1%	4%	6%	8%	2%	2%	-	1%	5%	3%	4%	4%	6%	8%	3%	6%	3%	5%	5%	9%	4%	5%	5%	6%	7%	1%	2%	2%			
(6) This is having no impact on my expenditure	339	191	146	73	112	154	40	87	91	115	77	96	86	54	18	27	220	119	211	138	126	213	39	64	112	103	34	289	55	129	21	30	32	142	112				
(7) This is encouraging me to spend a little less than I would otherwise	31%	30%	27%	22%	29%	42%	21%	20%	34%	44%	30%	28%	35%	34%	35%	30%	30%	34%	35%	27%	33%	31%	26%	30%	37%	32%	24%	32%	30%	40%	31%	20%	30%	35%	34%				
(8) This is encouraging me to spend a little less than I would otherwise	282	138	152	86	116	107	58	92	75	57	72	75	58	45	11	11	222	92	60	170	112	108	174	24	54	73	108	38	237	40	112	28	37	35	113	86			
(9) This is encouraging me to spend a little less than I would otherwise	26%	24%	28%	27%	30%	22%	27%	27%	28%	22%	29%	27%	24%	29%	21%	23%	30%	17%	28%	24%	28%	25%	17%	22%	24%	32%	26%	26%	29%	22%	37%	22%	33%	29%	28%				
(10) This is encouraging me to spend a little less than I would otherwise	229	99	129	78	93	58	47	91	52	39	50	52	61	31	15	18	161	67	132	98	76	154	25	49	64	71	32	186	35	48	15	49	25	85	74				
Mean	21%	19%	24%	24%	24%	18%	22%	23%	20%	15%	20%	19%	23%	21%	30%	19%	22%	19%	22%	21%	20%	22%	17%	23%	21%	22%	23%	23%	21%	22%	17%	19%	18%	23%	21%	22%			
Median	-0.72	-0.57	-0.88	-0.71	-0.89	-0.55	-0.85	-0.9	-0.78	-0.51	-0.7	-0.83	-0.8	-0.71	-0.94	-0.75	-0.75	-0.65	-0.72	-0.73	-0.66	-0.76	-0.57	-0.82	-0.64	-0.74	-0.83	-0.74	-0.75	-0.55	-0.74	-0.93	-0.81	-0.74	-0.71				
Encouraging to spend much/ little more (NET)	64	48	16	39	7	18	28	16	5	15	17	28	8	8	-	3	47	17	34	30	34	34	13	8	21	20	19	45	7	21	5	13	4	16	21				
Encouraging to spend much/ little less (NET)	6%	9%	3%	12%	2%	5%	13%	5%	2%	6%	7%	10%	3%	5%	-	3%	6%	5%	6%	6%	8%	5%	9%	4%	7%	6%	13%	5%	5%	7%	6%	9%	4%	4%	6%				
Encouraging to spend much/ little less (NET)	511	236	281	165	209	188	105	183	127	96	122	127	119	78	26	39	384	127	302	210	183	328	49	103	137	180	70	433	80	110	43	87	61	200	180				
Don't know	47%	43%	52%	51%	53%	38%	40%	54%	48%	37%	48%	45%	50%	55%	42%	52%	37%	40%	40%	48%	47%	33%	48%	40%	55%	55%	51%	39%	56%	58%	56%	50%	48%						
Does not apply to me	13%	12%	14%	14%	14%	13%	11%	13%	12%	10%	9%	14%	13%	9%	14%	14%	10%	15%	8%	17%	10%	13%	10%	10%	10%	9%	5%	10%	6%	7%	5%	10%	6%	10%	8%				

Proportions/Means: Columns Totalled (5% risk level) - a/b = (U/a - U/b)/n - j(N)/m/c/o - p/q - (r) - (s) - v/w/x/y - A/B - C/D/E/F/G - H/I
Overlay formulae used: * small base
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 3
Q82_2 - What impact, if at all, is each of the following having on how much you spend at the moment? - What I think will happen with interest rates
Base: All adults aged 18-75 in GB

	GENDER		AGE			GENERATION					REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
TOTAL	1000	1000	112	381	305	220	330	273	240	204	225	245	160	84	88	720	314	710	370	610	464	114	103	246	375	157	187	184	110	86	123	115	441	246	246	
UNWEIGHTED BASE	1000	1000	112	381	305	220	330	273	240	204	225	245	160	84	88	720	314	710	370	610	464	114	103	246	375	157	187	184	110	86	123	115	441	246	246	
WEIGHTED BASE	1000	1000	112	381	305	220	330	273	240	204	225	245	160	84	88	720	314	710	370	610	464	114	103	246	375	157	187	184	110	86	123	115	441	246	246	
(1) This is encouraging me to spend much more than I would otherwise	11	6	4	6	-	5	6	-	1	4	2	5	2	2	-	1	8	4	4	7	4	8	3	1	2	5	2	9	-	4	-	3	2	4	4	
(2) This is encouraging me to spend a little more than I would otherwise	126	126	126	26	-	126	26	-	4	26	126	126	126	126	-	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	
(3) This is encouraging me to spend a little more than I would otherwise	45	29	36	59	19	7	21	17	12	5	7	16	11	8	-	3	40	4	27	16	22	23	3	6	17	14	10	35	2	18	2	10	4	18	11	
(4) This is encouraging me to spend a little more than I would otherwise	426	206	246	66	66	206	56	56	56	206	206	66	66	46	-	206	56	56	126	46	46	66	206	206	206	206	206	206	206	206	206	206	206	206	206	206
(5) This is having no impact on my expenditure	385	217	165	82	137	165	52	100	111	122	95	100	95	54	15	28	247	118	239	145	138	247	54	69	119	119	34	144	63	125	11	47	34	155	151	
(6) This is having no impact on my expenditure	365	416	306	236	256	456	246	306	416	476	386	356	386	356	296	216	146	406	396	326	386	386	176	336	396	376	246	386	416	446	416	316	316	396	396	
(7) This is encouraging me to spend a little less than I would otherwise	299	120	138	97	5	109	66	90	61	41	60	63	58	47	6	24	205	54	147	112	106	113	25	47	70	98	39	111	42	69	25	21	28	104	72	
(8) This is encouraging me to spend a little less than I would otherwise	246	236	256	306	266	176	316	276	236	166	246	226	246	306	136	266	286	166	246	246	276	226	176	226	236	306	286	226	276	256	146	146	266	226	226	
(9) This is encouraging me to spend a little less than I would otherwise	211	82	127	69	87	55	45	84	42	39	53	44	50	31	18	14	151	59	123	88	72	139	23	43	58	68	35	173	29	47	8	46	22	79	68	
(10) This is encouraging me to spend a little less than I would otherwise	206	166	236	216	226	156	216	206	166	156	216	166	206	206	306	166	216	176	206	196	196	156	206	196	216	216	216	196	196	196	196	196	206	206	206	
Mean	-0.67	-0.53	-0.82	-0.74	-0.74	-0.53	-0.74	-0.83	-0.58	-0.5	-0.71	-0.56	-0.67	-0.68	-1.07	-0.69	-0.69	-0.62	-0.86	-0.69	-0.65	-0.69	-0.58	-0.74	-0.62	-0.7	-0.79	-0.65	-0.72	-0.52	-0.59	-0.77	-0.71	-0.65	-0.65	
Encouraging to spend much/little more (NET)	56	35	20	25	19	12	17	17	13	9	9	20	13	10	-	4	48	8	31	25	25	31	6	7	20	19	12	44	2	22	2	13	6	22	16	
Encouraging to spend much/little less (NET)	56	76	46	86	56	36	86	56	56	36	46	76	56	66	-	46	76	26	56	56	76	46	46	36	66	66	86	56	26	86	36	86	66	56	56	
Encouraging to spend much/little less (NET)	470	202	266	166	186	117	111	175	103	80	113	108	108	78	24	39	156	114	270	199	178	292	48	90	128	166	75	184	71	116	13	67	50	183	139	
Don't know	115	50	65	39	37	39	29	34	22	11	20	39	24	10	6	16	62	53	45	69	30	85	24	33	24	14	14	96	10	8	6	18	10	27	26	
Does not apply to me	55	26	28	12	11	11	7	12	17	19	16	15	8	4	6	5	20	35	21	32	16	39	12	14	13	7	7	47	8	12	4	6	9	15	21	
	56	36	36	46	36	36	36	36	36	36	66	56	36	36	126	156	36	106	46	76	46	66	5	9	46	26	56	56	46	56	46	46	46	46	46	

Proportions/Means: Columns Total (5% risk level) - a/b = (a/b)/c - (a/b)/d - (a/b)/e - (a/b)/f - (a/b)/g - (a/b)/h - (a/b)/i - (a/b)/j - (a/b)/k - (a/b)/l - (a/b)/m - (a/b)/n - (a/b)/o - (a/b)/p - (a/b)/q - (a/b)/r - (a/b)/s - (a/b)/t - (a/b)/u - (a/b)/v - (a/b)/w - (a/b)/x - (a/b)/y - (a/b)/z - (a/b)/AA - (a/b)/AB - (a/b)/AC - (a/b)/AD - (a/b)/AE - (a/b)/AF - (a/b)/AG - (a/b)/AH - (a/b)/AI - (a/b)/AJ - (a/b)/AK - (a/b)/AL - (a/b)/AM - (a/b)/AN - (a/b)/AO - (a/b)/AP - (a/b)/AQ - (a/b)/AR - (a/b)/AS - (a/b)/AT - (a/b)/AU - (a/b)/AV - (a/b)/AW - (a/b)/AX - (a/b)/AY - (a/b)/AZ - (a/b)/BA - (a/b)/BB - (a/b)/BC - (a/b)/BD - (a/b)/BE - (a/b)/BF - (a/b)/BG - (a/b)/BH - (a/b)/BI - (a/b)/BJ - (a/b)/BK - (a/b)/BL - (a/b)/BM - (a/b)/BN - (a/b)/BO - (a/b)/BP - (a/b)/BQ - (a/b)/BR - (a/b)/BS - (a/b)/BT - (a/b)/BU - (a/b)/BV - (a/b)/BW - (a/b)/BX - (a/b)/BY - (a/b)/BZ - (a/b)/CA - (a/b)/CB - (a/b)/CC - (a/b)/CD - (a/b)/CE - (a/b)/CF - (a/b)/CG - (a/b)/CH - (a/b)/CI - (a/b)/CJ - (a/b)/CK - (a/b)/CL - (a/b)/CM - (a/b)/CN - (a/b)/CO - (a/b)/CP - (a/b)/CQ - (a/b)/CR - (a/b)/CS - (a/b)/CT - (a/b)/CU - (a/b)/CV - (a/b)/CW - (a/b)/CX - (a/b)/CY - (a/b)/CZ - (a/b)/DA - (a/b)/DB - (a/b)/DC - (a/b)/DD - (a/b)/DE - (a/b)/DF - (a/b)/DG - (a/b)/DH - (a/b)/DI - (a/b)/DJ - (a/b)/DK - (a/b)/DL - (a/b)/DM - (a/b)/DN - (a/b)/DO - (a/b)/DP - (a/b)/DQ - (a/b)/DR - (a/b)/DS - (a/b)/DT - (a/b)/DU - (a/b)/DV - (a/b)/DW - (a/b)/DX - (a/b)/DY - (a/b)/DZ - (a/b)/EA - (a/b)/EB - (a/b)/EC - (a/b)/ED - (a/b)/EE - (a/b)/EF - (a/b)/EG - (a/b)/EH - (a/b)/EI - (a/b)/EJ - (a/b)/EK - (a/b)/EL - (a/b)/EM - (a/b)/EN - (a/b)/EO - (a/b)/EP - (a/b)/EQ - (a/b)/ER - (a/b)/ES - (a/b)/ET - (a/b)/EU - (a/b)/EV - (a/b)/EW - (a/b)/EX - (a/b)/EY - (a/b)/EZ - (a/b)/FA - (a/b)/FB - (a/b)/FC - (a/b)/FD - (a/b)/FE - (a/b)/FF - (a/b)/FG - (a/b)/FH - (a/b)/FI - (a/b)/FJ - (a/b)/FK - (a/b)/FL - (a/b)/FM - (a/b)/FN - (a/b)/FO - (a/b)/FP - (a/b)/FQ - (a/b)/FR - (a/b)/FS - (a/b)/FT - (a/b)/FU - (a/b)/FV - (a/b)/FW - (a/b)/FX - (a/b)/FY - (a/b)/FZ - (a/b)/GA - (a/b)/GB - (a/b)/GC - (a/b)/GD - (a/b)/GE - (a/b)/GF - (a/b)/GG - (a/b)/GH - (a/b)/GI - (a/b)/GJ - (a/b)/GK - (a/b)/GL - (a/b)/GM - (a/b)/GN - (a/b)/GO - (a/b)/GP - (a/b)/GQ - (a/b)/GR - (a/b)/GS - (a/b)/GT - (a/b)/GU - (a/b)/GV - (a/b)/GW - (a/b)/GX - (a/b)/GY - (a/b)/GZ - (a/b)/HA - (a/b)/HB - (a/b)/HC - (a/b)/HD - (a/b)/HE - (a/b)/HF - (a/b)/HG - (a/b)/HH - (a/b)/HI - (a/b)/HJ - (a/b)/HK - (a/b)/HL - (a/b)/HM - (a/b)/HN - (a/b)/HO - (a/b)/HP - (a/b)/HQ - (a/b)/HR - (a/b)/HS - (a/b)/HT - (a/b)/HU - (a/b)/HV - (a/b)/HW - (a/b)/HX - (a/b)/HY - (a/b)/HZ - (a/b)/IA - (a/b)/IB - (a/b)/IC - (a/b)/ID - (a/b)/IE - (a/b)/IF - (a/b)/IG - (a/b)/IH - (a/b)/II - (a/b)/IJ - (a/b)/IK - (a/b)/IL - (a/b)/IM - (a/b)/IN - (a/b)/IO - (a/b)/IP - (a/b)/IQ - (a/b)/IR - (a/b)/IS - (a/b)/IT - (a/b)/IU - (a/b)/IV - (a/b)/IW - (a/b)/IX - (a/b)/IY - (a/b)/IZ - (a/b)/JA - (a/b)/JB - (a/b)/JC - (a/b)/JD - (a/b)/JE - (a/b)/JF - (a/b)/JG - (a/b)/JH - (a/b)/JI - (a/b)/JJ - (a/b)/JK - (a/b)/JL - (a/b)/JM - (a/b)/JN - (a/b)/JO - (a/b)/JP - (a/b)/JQ - (a/b)/JR - (a/b)/JS - (a/b)/JT - (a/b)/JU - (a/b)/JV - (a/b)/JW - (a/b)/JX - (a/b)/JY - (a/b)/JZ - (a/b)/KA - (a/b)/KB - (a/b)/KC - (a/b)/KD - (a/b)/KE - (a/b)/KF - (a/b)/KG - (a/b)/KH - (a/b)/KI - (a/b)/KJ - (a/b)/KK - (a/b)/KL - (a/b)/KM - (a/b)/KN - (a/b)/KO - (a/b)/KP - (a/b)/KQ - (a/b)/KR - (a/b)/KS - (a/b)/KT - (a/b)/KU - (a/b)/KV - (a/b)/KW - (a/b)/KX - (a/b)/KY - (a/b)/KZ - (a/b)/LA - (a/b)/LB - (a/b)/LC - (a/b)/LD - (a/b)/LE - (a/b)/LF - (a/b)/LG - (a/b)/LH - (a/b)/LI - (a/b)/LJ - (a/b)/LK - (a/b)/LL - (a/b)/LM - (a/b)/LN - (a/b)/LO - (a/b)/LP - (a/b)/LQ - (a/b)/LR - (a/b)/LS - (a/b)/LT - (a/b)/LU - (a/b)/LV - (a/b)/LW - (a/b)/LX - (a/b)/LY - (a/b)/LZ - (a/b)/MA - (a/b)/MB - (a/b)/MC - (a/b)/MD - (a/b)/ME - (a/b)/MF - (a/b)/MG - (a/b)/MH - (a/b)/MI - (a/b)/MJ - (a/b)/MK - (a/b)/ML - (a/b)/MN - (a/b)/MO - (a/b)/MP - (a/b)/MQ - (a/b)/MR - (a/b)/MS - (a/b)/MT - (a/b)/MU - (a/b)/MV - (a/b)/MW - (a/b)/MX - (a/b)/MY - (a/b)/MZ - (a/b)/NA - (a/b)/NB - (a/b)/NC - (a/b)/ND - (a/b)/NE - (a/b)/NF - (a/b)/NG - (a/b)/NH - (a/b)/NI - (a/b)/NJ - (a/b)/NK - (a/b)/NL - (a/b)/NM - (a/b)/NO - (a/b)/NP - (a/b)/NQ - (a/b)/NR - (a/b)/NS - (a/b)/NT - (a/b)/NU - (a/b)/NV - (a/b)/NW - (a/b)/NX - (a/b)/NY - (a/b)/NZ - (a/b)/OA - (a/b)/OB - (a/b)/OC - (a/b)/OD - (a/b)/OE - (a/b)/OF - (a/b)/OG - (a-b)/OH - (a/b)/OI - (a/b)/OJ - (a/b)/OK - (a/b)/OL - (a/b)/OM - (a/b)/ON - (a/b)/OO - (a/b)/OP - (a/b)/OQ - (a/b)/OR - (a/b)/OS - (a/b)/OT - (a/b)/OU - (a/b)/OV - (a/b)/OW - (a/b)/OX - (a/b)/OY - (a/b)/OZ - (a/b)/PA - (a/b)/PB - (a/b)/PC - (a/b)/PD - (a/b)/PE - (a/b)/PF - (a/b)/PG - (a/b)/PH - (a/b)/PI - (a/b)/PJ - (a/b)/PK - (a/b)/PL - (a/b)/PM - (a/b)/PN - (a/b)/PO - (a/b)/PP - (a/b)/PQ - (a/b)/PR - (a/b)/PS - (a/b)/PT - (a/b)/PU - (a/b)/PV - (a/b)/PW - (a/b)/PX - (a/b)/PY - (a/b)/PZ - (a/b)/QA - (a/b)/QB - (a/b)/QC - (a/b)/QD - (a/b)/QE - (a/b)/QF - (a/b)/QG - (a/b)/QH - (a/b)/QI - (a/b)/QJ - (a/b)/QK - (a/b)/QL - (a/b)/QM - (a/b)/QN - (a/b)/QO - (a/b)/QP - (a/b)/QQ - (a/b)/QR - (a/b)/QS - (a/b)/QT - (a/b)/QU - (a/b)/QV - (a/b)/QW - (a/b)/QX - (a/b)/QY - (a/b)/QZ - (a/b)/RA - (a/b)/RB - (a/b)/RC - (a/b)/RD - (a/b)/RE - (a/b)/RF - (a/b)/RG - (a/b)/RH - (a/b)/RI - (a/b)/RJ - (a/b)/RK - (a/b)/RL - (a/b)/RM - (a/b)/RN - (a/b)/RO - (a/b)/RP - (a/b)/RQ - (a/b)/RR - (a/b)/RS - (a/b)/RT - (a/b)/RU - (a/b)/RV - (a/b)/RW - (a/b)/RX - (a/b)/RY - (a/b)/RZ - (a/b)/SA - (a/b)/SB - (a/b)/SC - (a/b)/SD - (a/b)/SE - (a/b)/SF - (a/b)/SG - (a/b)/SH - (a/b)/SI - (a/b)/SJ - (a/b)/SK - (a/b)/SL - (a/b)/SM - (a/b)/SN - (a/b)/SO - (a/b)/SP - (a/b)/SQ - (a/b)/SR - (a/b)/SS - (a/b)/ST - (a/b)/SU - (a/b)/SV - (a/b)/SW - (a/b)/SX - (a/b)/SY - (a/b)/SZ - (a/b)/TA - (a/b)/TB - (a/b)/TC - (a/b)/TD - (a/b)/TE - (a/b)/TF - (a/b)/TG - (a/b)/TH - (a/b)/TI - (a/b)/TJ - (a/b)/TK - (a/b)/TL - (a/b)/TM - (a/b)/TN - (a/b)/TO - (a/b)/TP - (a/b)/TQ - (a/b)/TR - (a/b)/TS - (a/b)/TT - (a/b)/TU - (a/b)/TV - (a/b)/TW - (a/b)/TX - (a/b)/TY - (a/b)/TZ - (a/b)/UA - (a/b)/UB - (a/b)/UC - (a/b)/UD - (a/b)/UE - (a/b)/UF - (a/b)/UG - (a/b)/UH - (a/b)/UI - (a/b)/UJ - (a/b)/UK - (a/b)/UL - (a/b)/UM - (a/b)/UN - (a/b)/UO - (a/b)/UP - (a/b)/UQ - (a/b)/UR - (a/b)/US - (a/b)/UT - (a/b)/UU - (a/b)/UV - (a/b)/UW - (a/b)/UX - (a/b)/UY - (a/b)/UZ - (a/b)/VA - (a/b)/VB - (a/b)/VC - (a/b)/VD - (a/b)/VE - (a/b)/VF - (a/b)/VG - (a/b)/VH - (a/b)/VI - (a/b)/VJ - (a/b)/VK - (a/b)/VL - (a/b)/VM - (a/b)/VN - (a/b)/VO - (a/b)/VP - (a/b)/VQ - (a/b)/VR - (a/b)/VS - (a/b)/VT - (a/b)/VU - (a/b)/VV - (a/b)/VW - (a/b)/VX - (a/b)/VY - (a/b)/VZ - (a/b)/WA - (a/b)/WB - (a/b)/WC - (a/b)/WD - (a/b)/WE - (a/b)/WF - (a/b)/WG - (a/b)/WH - (a/b)/WI - (a/b)/WJ - (a/b)/WK - (a/b)/WL - (a/b)/WM - (a/b)/WN - (a/b)/WO - (a/b)/WP - (a/b)/WQ - (a/b)/WR - (a/b)/WS - (a/b)/WT - (a/b)/WU - (a/b)/WV - (a/b)/WW - (a/b)/WX - (a/b)/WY - (a/b)/WZ - (a/b)/XA - (a/b)/XB - (a/b)/XC - (a/b)/XD - (a/b)/XE - (a/b)/XF - (a/b)/XG - (a/b)/XH - (a/b)/XI - (a/b)/XJ - (a/b)/XK - (a/b)/XL - (a/b)/XM - (a/b)/XN - (a/b)/XO - (a/b)/XP - (a/b)/XQ - (a/b)/XR - (a/b)/XS - (a/b)/XT - (a/b)/XU - (a/b)/XV - (a/b)/XW - (a/b)/XX - (a/b)/XY - (a/b)/XZ - (a/b)/YA - (a/b)/YB - (a/b)/YC - (a/b)/YD - (a/b)/YE - (a/b)/YF - (a/b)/YG - (a/b)/YH - (a/b)/YI - (a/b)/YJ - (a/b)/YK - (a/b)/YL - (a/b)/YM - (a/b)/YN - (a/b)/YO - (a/b)/YP - (a/b)/YQ - (a/b)/YR - (a/b)/YS - (a/b)/YT - (a/b)/YU - (a/b)/YV - (a/b)/YW - (a/b)/YX - (a/b)/YY - (a/b)/YZ - (a/b)/ZA - (a/b)/ZB - (a/b)/ZC - (a/b)/ZD - (a/b)/ZE - (a/b)/ZF - (a/b)/ZG - (a/b)/ZH - (a/b)/ZI - (a/b)/ZJ - (a/b)/ZK - (a/b)/ZL - (a/b)/ZM - (a/b)/ZN - (a/b)/ZO - (a/b)/ZP - (a/b)/ZQ - (a/b)/ZR - (a/b)/ZS - (a/b)/ZT - (a/b)/ZU - (a/b)/ZV - (a/b)/ZW - (a/b)/ZX - (a/b)/ZY - (a/b)/ZZ

Base: All adults aged 18-75 in GB

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

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



Table 5
Q82_4 - What impact, if at all, is each of the following having on how much you spend at the moment? - What I think will happen with utility bills (gas, water, electricity etc)
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 BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCL	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1000	512	512	110	385	305	220	330	273	240	208	225	245	160	44	88	720	314	710	370	610	464	114	111	246	375	187	894	115	110	86	121	115	445	286	86	
WEIGHTED BASE	1000	536	544	125	401	344	225	337	297	241	211	231	246	132	54	87	734	341	690	403	596	464	138	114	254	391	181	915	125	120	79	117	124	465	311	91	
(2) This is encouraging me to spend much more than I would otherwise	23	14	8	12	2	9	6	8	3	6	4	15	2	1	-	1	15	7	9	14	9	13	8	3	3	5	3	17	2	8	-	5	3	5	9	9	
(3) This is encouraging me to spend a little more than I would otherwise	2%	3%	2%	4%	1%	2%	3%	2%	1%	2%	2%	3%	1%	1%	-	1%	2%	2%	1%	3%	2%	2%	2%	3%	1%	1%	2%	2%	2%	1%	3%	-	3%	3%	1%	3%	
(4) This is encouraging me to spend a little less than I would otherwise	60	42	58	51	17	12	23	17	9	11	13	25	8	7	4	4	49	11	27	31	22	38	10	12	19	16	15	44	9	20	3	9	7	18	17	17	
(5) This is encouraging me to spend much less than I would otherwise	6%	8%	3%	9%	4%	3%	11%	5%	3%	4%	5%	9%	3%	4%	7%	4%	7%	3%	4%	7%	6%	5%	6%	6%	6%	5%	8	11%	5%	6%	7%	4%	6%	6%	4%	5%	
(6) This is having no impact on my expenditure	251	147	102	58	85	108	96	66	67	82	51	62	74	17	11	16	162	89	166	85	86	105	22	48	77	88	24	222	48	77	18	11	18	98	87	87	
(7) This is encouraging me to spend a little less than I would otherwise	23%	28%	19%	18%	22%	30%	17%	18%	25%	32%	30%	22%	30%	24%	22%	17%	22%	26%	27%	18%	22%	24%	15%	22%	25%	27%	17%	24%	31%	27%	23%	20%	16%	24%	26%	26%	
(8) This is encouraging me to spend a little less than I would otherwise	380	230	199	94	141	155	63	110	98	89	100	67	81	63	18	12	250	110	209	111	153	67	44	64	99	128	44	310	48	110	12	14	42	160	102	102	
(9) This is encouraging me to spend a little less than I would otherwise	33%	30%	37%	29%	36%	34%	29%	33%	37%	34%	40%	24%	33%	40%	35%	33%	34%	32%	34%	32%	40%	30%	30%	30%	33%	38%	31%	34%	31%	41%	42%	42%	23%	39%	40%	31%	
(10) This is encouraging me to spend a little less than I would otherwise	295	130	164	93	119	83	60	110	72	54	65	76	85	40	17	32	209	86	160	135	95	200	46	63	88	78	43	249	40	56	19	60	37	103	103	103	
(11) This is encouraging me to spend a little less than I would otherwise	27%	25%	30%	29%	30%	23%	28%	32%	27%	21%	26%	27%	27%	28%	33%	35%	28%	25%	26%	29%	23%	29%	31%	30%	29%	24%	30%	27%	26%	20%	25%	46%	34%	28%	31%		
Mean	-0.86	-0.71	-1	-0.79	-0.69	-0.77	-0.79	-0.95	-0.91	-0.72	-0.9	-0.87	-0.87	-0.91	-0.98	-1.08	-0.86	-0.84	-0.85	-0.86	-0.81	-0.87	-0.86	-0.91	-0.87	-0.81	-0.86	-0.86	-0.79	-0.69	-0.94	-0.97	-0.96	-0.88	-0.86		
Encouraging to spend much/little more (NET)	83	56	27	43	19	21	29	25	12	16	17	39	10	8	4	4	64	19	35	47	31	51	17	15	22	21	18	62	11	28	3	14	10	23	26	26	
Encouraging to spend much/little less (NET)	8%	11%	5%	13%	5%	6%	13%	8%	5%	6%	7%	14%	4%	5%	7%	5%	9%	5%	6%	10%	8%	7%	12%	7%	7%	7%	13%	7%	7%	10%	4%	9%	9%	6%	8%		
Encouraging to spend much/little less (NET)	656	289	364	188	260	208	122	220	171	142	165	143	146	103	35	64	439	196	370	286	248	407	90	127	187	201	83	558	88	171	51	94	79	263	205	205	
Don't know	61%	54%	67%	58%	66%	57%	57%	65%	64%	55%	65%	51%	59%	65%	69%	70%	63%	57%	61%	61%	64%	59%	61%	59%	62%	62%	57%	60%	67%	63%	63%	73%	65%	62%	62%		
Does not apply to me	64	28	36	19	29	23	11	17	15	19	11	24	14	5	2	8	36	28	24	40	16	48	12	17	15	7	8	12	6	5	4	8	-	15	12		
	6%	5%	7%	6%	6%	6%	6%	5%	6%	7%	5%	9%	6%	3%	3%	7%	5%	8%	4%	9%	4%	7%	8%	8%	5%	2%	6%	6%	4%	2%	5%	5%	-	4%	3%		
	27	10	16	18	6	3	14	10	2	2	8	13	1	4	-	1	12	15	14	13	5	22	7	7	1	6	5	21	2	3	4	3	1	3	2	2	
	3%	2%	3%	6%	2%	1%	6%	3%	1%	1%	1	1	1	1	1	1	2%	4%	2%	3%	1%	7%	1	4	8	2%	6%	2%	1%	1%	1	2%	1%	1%	1%		

Proportions/Means: Columns Totalled (5% risk level) - a/b = (U/a) - (U/b)/n - j/k/m/n/o = p/q - r/s - v/w/x/y - A/B - C/D/E/F/G - H/I
Overlay formulae used: * small base
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 6
Q82_3 - What impact, if at all, is each of the following having on how much you spend at the moment? - What I think will happen with food prices
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1000	512	512	112	383	305	220	330	273	240	204	275	245	183	84	88	728	314	710	310	810	464	114	111	246	375	187	394	115	113	86	121	115	441	288	84	
WEIGHTED BASE	1000	536	544	125	403	344	225	337	297	241	211	281	246	192	94	97	734	341	800	413	806	464	118	114	254	391	181	413	115	113	79	117	114	463	281	81	
(2) This is encouraging me to spend much more than I would otherwise	28	21	8	11	6	11	9	4	7	7	4	13	5	6	-	1	20	9	13	35	11	18	4	10	5	8	7	22	3	8	-	10	3	6	12		
(3) This is encouraging me to spend a little more than I would otherwise	36	46	15	36	26	36	45	16	36	36	16	36	26	46	-	16	36	26	26	36	36	36	36	46	16	16	36	16	26	26	36	-	66	36	16	46	
(4) This is encouraging me to spend a little more than I would otherwise	62	64	18	32	18	14	26	25	30	21	12	24	10	9	6	1	43	19	32	30	22	40	13	7	18	21	15	46	5	20	6	9	6	25	14		
(5) This is having no impact on my expenditure	6%	8%	3%	10%	4%	4%	12%	4%	4%	4%	5%	9%	4%	6%	12%	1%	6%	5%	5%	6%	6%	6%	9%	3%	6%	7%	11%	5%	3%	7%	8%	6%	5%	4%	4%		
(6) This is having no impact on my expenditure	278	164	112	64	94	116	39	99	77	83	67	68	75	30	15	22	184	94	178	100	101	177	35	48	92	86	26	247	51	95	15	29	21	109	100		
(7) This is encouraging me to spend a little less than I would otherwise	28%	31%	21%	21%	24%	12%	18%	23%	29%	32%	27%	24%	11%	19%	10%	24%	25%	27%	29%	21%	26%	25%	23%	23%	30%	27%	18%	27%	33%	34%	20%	20%	20%	27%	30%		
(8) This is encouraging me to spend a little less than I would otherwise	38%	34%	41%	12%	13%	11%	87	114	91	97	104	87	85	67	11	13	214	115	218	171	153	238	48	79	104	130	54	137	54	137	34	47	42	154	113		
(9) This is encouraging me to spend a little less than I would otherwise	248	102	146	74	110	64	42	104	61	42	52	59	61	34	15	27	171	77	141	107	85	163	35	52	68	69	33	211	37	53	16	43	35	99	75		
(10) This is encouraging me to spend a little less than I would otherwise	23%	19%	24%	23%	28%	18%	19%	31%	23%	16%	21%	21%	23%	22%	29%	29%	23%	23%	23%	28%	22%	24%	24%	24%	24%	22%	21%	23%	23%	28%	19%	21%	29%	12%	21%	23%	
Mean	-0.76	-0.57	-0.95	-0.7	-0.91	-0.66	-0.82	-0.84	-0.76	-0.65	-0.79	-0.81	-0.79	-0.75	-1.01	-0.77	-0.75	-0.76	-0.77	-0.75	-0.77	-0.75	-0.72	-0.8	-0.74	-0.74	-0.88	-0.77	-0.78	-0.62	-0.84	-0.77	-0.83	-0.85	-0.71		
Encouraging to spend much/little more (NET)	90	65	26	43	22	25	35	19	18	19	15	37	15	15	6	1	63	27	45	45	33	58	17	17	23	29	22	68	8	28	6	19	9	20	27		
Encouraging to spend much/little less (NET)	8%	12%	5%	13%	6%	7%	16%	6%	7%	7%	6%	13%	6%	6%	12%	2%	9%	8%	7%	10%	8%	8%	12%	8%	7%	9%	15%	7%	5%	10%	8%	12%	8%	5%	8%		
Encouraging to spend much/little less (NET)	637	265	369	195	267	195	128	218	152	139	156	146	146	101	38	60	445	192	359	278	238	400	83	131	171	199	87	539	89	154	50	91	77	251	190		
Don't know	50%	50%	68%	60%	63%	54%	60%	60%	57%	53%	61%	52%	56%	64%	55%	65%	61%	56%	55%	59%	62%	58%	56%	61%	61%	56%	61%	61%	57%	54%	66%	61%	71%	63%	55%		
Does not apply to me	66	33	31	17	27	21	11	20	20	17	17	14	26	8	8	2	39	27	25	41	13	53	11	16	17	8	7	54	6	6	4	9	1	17	13		
	6%	3%	6%	5%	7%	6%	5%	6%	7%	6%	5%	9%	3%	6%	4%	7%	5%	8%	4%	9%	3%	8%	7%	6%	6%	2%	5%	6%	4%	2%	6%	6%	1%	4%	4%		
	9	5	5	2	1	6	1	1	3	4	1	3	1	2	-	1	4	5	3	6	2	7	2	2	1	3	1	1	7	1	1	4	2	-	2	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%	1%	

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 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 7
Q2_2 - What impact, if at all, is each of the following having on how much you spend at the moment? - What I think will happen with fuel prices
Base: All adults aged 18-75 in GB

	GENDER		AGE			GENERATION					REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
Unweighted base	1000	512	152	383	365	220	330	273	240	204	225	235	245	160	88	720	314	710	310	610	464	114	111	111	111	111	111	111	111	111	111	111	111	111	111	111	
Weighted base	1000	512	152	383	365	220	330	273	240	204	225	235	245	160	88	720	314	710	310	610	464	114	111	111	111	111	111	111	111	111	111	111	111	111	111	111	
(2) This is encouraging me to spend much more than I would otherwise	30	15	15	11	8	11	7	9	7	7	10	15	15	15	15	17	13	10	20	7	23	5	10	4	7	3	24	4	6	4	5	4	7	13			
(3) This is encouraging me to spend a little more than I would otherwise	58	29	29	31	12	14	20	18	5	14	22	21	13	8	1	3	39	19	34	34	20	31	14	11	14	19	14	43	9	16	7	13	5	20	17		
(5) This is having no impact on my expenditure	5%	7%	3%	10%	3%	4%	9%	5%	2%	5%	5%	7%	5%	5%	2%	3%	5%	6%	6%	5%	7%	5%	9%	5%	5%	6%	32%	5%	6%	6%	9%	8%	3%	5%	5%		
(6) This is having no impact on my expenditure	280	140	116	54	90	116	40	63	75	83	65	59	60	44	11	21	173	87	169	92	95	166	11	43	78	86	28	126	47	89	16	28	24	100	92		
(7) This is encouraging me to spend a little less than I would otherwise	24%	27%	21%	17%	23%	12%	18%	18%	28%	12%	16%	21%	24%	28%	22%	23%	24%	25%	28%	18%	25%	25%	24%	21%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	
(8) This is encouraging me to spend a little less than I would otherwise	281	148	142	52	98	122	58	85	141	74	61	75	77	37	13	27	212	79	174	118	118	173	26	57	89	100	36	240	30	78	18	43	23	123	77		
(9) This is encouraging me to spend a little less than I would otherwise	27%	28%	26%	28%	25%	28%	27%	23%	28%	29%	24%	27%	31%	23%	28%	28%	28%	23%	28%	20%	31%	25%	18%	27%	29%	31%	28%	27%	25%	27%	24%	29%	21%	31%	23%		
(10) This is encouraging me to spend a little less than I would otherwise	264	115	148	82	119	64	53	107	60	45	64	60	65	35	20	31	188	66	150	114	96	189	28	57	75	83	39	221	34	57	23	47	36	95	85		
(11) This is encouraging me to spend a little less than I would otherwise	24%	22%	27%	21%	30%	18%	16%	16%	22%	17%	21%	21%	28%	22%	18%	23%	27%	19%	25%	24%	25%	25%	19%	27%	25%	28%	27%	24%	22%	20%	31%	31%	31%	24%	26%		
Mean	-0.78	-0.67	-0.89	-0.75	-0.94	-0.63	-0.72	-0.94	-0.79	-0.61	-0.74	-0.63	-0.9	-0.76	-1.14	-0.82	-0.84	-0.63	-0.78	-0.77	-0.79	-0.77	-0.55	-0.79	-0.84	-0.79	-0.76	-0.79	-0.67	-0.66	-0.87	-0.84	-0.91	-0.81	-0.72		
Encouraging to spend much/ little more (NET)	87	54	33	42	20	25	28	26	12	21	22	36	13	9	1	5	55	32	44	44	33	54	19	21	18	26	18	67	14	23	8	18	7	27	30		
Encouraging to spend much/ little less (NET)	8%	10%	6%	13%	5%	7%	13%	8%	5%	8%	9%	13%	5%	6%	2%	6%	8%	9%	7%	9%	9%	8%	13%	10%	6%	8%	12%	7%	9%	8%	10%	12%	7%	7%	9%		
Does not know	69	29	40	16	30	23	12	16	24	18	10	24	16	9	2	6	42	27	27	42	17	52	14	36	18	11	10	17	10	6	4	6	5	17	18		
Does not apply to me	107	41	64	39	35	33	24	40	22	20	29	27	17	23	2	9	53	14	47	60	27	40	28	30	27	20	11	83	13	30	7	8	13	37	29		
	10%	8%	12%	12%	9%	9%	11%	12%	8%	8%	11%	10%	7%	13%	3%	10%	7%	10%	8%	13%	7%	12%	10%	9%	9%	6%	8%	10%	7%	13%	9%	5%	12%	9%	9%		

Proportions/Means: Columns Totalled (2% risk level) - a/b = (d/a) - (d/b)/n - (d/c)/n - (d/d)/n - (d/e)/n - (d/f)/n - (d/g)/n - (d/h)/n - (d/i)/n - (d/j)/n - (d/k)/n - (d/l)/n - (d/m)/n - (d/n)/n - (d/o)/n - (d/p)/n - (d/q)/n - (d/r)/n - (d/s)/n - (d/t)/n - (d/u)/n - (d/v)/n - (d/w)/n - (d/x)/n - (d/y)/n - (d/z)/n - (d/aa)/n - (d/ab)/n - (d/ac)/n - (d/ad)/n - (d/ae)/n - (d/af)/n - (d/ag)/n - (d/ah)/n - (d/ai)/n - (d/aj)/n - (d/ak)/n - (d/al)/n - (d/am)/n - (d/an)/n - (d/ao)/n - (d/ap)/n - (d/aq)/n - (d/ar)/n - (d/as)/n - (d/at)/n - (d/au)/n - (d/av)/n - (d/aw)/n - (d/ax)/n - (d/ay)/n - (d/az)/n - (d/aaa)/n - (d/aab)/n - (d/aac)/n - (d/aad)/n - (d/aae)/n - (d/aaf)/n - (d/aag)/n - (d/aah)/n - (d/aai)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/ajk)/n - (d/ajl)/n - (d/ajm)/n - (d/ajn)/n - (d/ajo)/n - (d/ajp)/n - (d/ajq)/n - (d/ajr)/n - (d/ajs)/n - (d/ajt)/n - (d/aju)/n - (d/ajv)/n - (d/ajw)/n - (d/ajx)/n - (d/ajy)/n - (d/ajz)/n - (d/aja)/n - (d/ajb)/n - (d/ajc)/n - (d/ajd)/n - (d/aje)/n - (d/ajf)/n - (d/ajg)/n - (d/ajh)/n - (d/aji)/n - (d/ajj)/n - (d/aj

Proportions/Mean: Columns Tested [%N (n 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 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 9
Q82_9 - What impact, if at all, is each of the following having on how much you spend at the moment? - Whether I think myself or another family member may lose their job
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 BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCL	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £19999	£20000 - £24999	£25000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	1000	512	512	152	303	305	220	330	273	248	204	225	245	160	44	88	728	314	730	310	610	464	114	103	246	375	187	344	335	110	86	123	115	445	206				
WEIGHTED BASE	1000	536	544	155	303	304	225	337	277	251	213	233	246	162	51*	97*	734	341	800	323	286	314	118	114	254	370	183	353	335	110	86	127	116*	453	211				
(2) This is encouraging me to spend much more than I would otherwise	8	5	4	2	4	2	2	4	-	2	1	3	1	2	-	1	7	1	6	3	4	4	*	1	2	5	2	5	1	2	-	3	1	2	3				
(3) This is encouraging me to spend a little more than I would otherwise	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%			
(4) This is encouraging me to spend a little more than I would otherwise	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	1%	4%	4%	3%	4%	3%	4%	4%	2%	3%	4%	3%	3%	3%	3%	3%	4%	3%	2%	2%	3%			
(5) This is having no impact on my spending plans	324	178	145	86	110	128	80	96	80	99	77	83	80	44	15	24	241	83	191	132	112	211	45	51	101	108	29	201	98	107	16	39	25	123	113				
(6) This is encouraging me to spend a little less than I would otherwise	30%	34%	27%	27%	28%	30%	28%	24%	37%	32%	30%	29%	33%	28%	30%	27%	33%	24%	31%	28%	29%	30%	30%	24%	33%	33%	20%	34	105	170	53	18	13	28	82	41			
(7) This is encouraging me to spend a little less than I would otherwise	17%	17%	16%	22%	21%	8%	20%	22%	10%	6%	18%	17%	13%	22%	10%	18%	21%	9%	18%	13%	22%	14%	12%	13%	13%	13%	22%	28%	13%	13%	18%	24%	9%	26%	20%	12%			
(8) This is encouraging me to spend much less than I would otherwise	211	90	120	85	89	37	53	95	44	19	44	44	35	31	14	22	164	48	128	83	85	127	21	35	66	72	33	176	18	52	14	37	28	86	50				
Mean	20%	17%	22%	20%	23%	10%	21%	20%	17%	7%	17%	16%	22%	21%	20%	24%	22%	14%	21%	18%	22%	18%	22%	18%	14%	16%	22%	22%	19%	11%	18%	18%	21%	26%	21%	15%			
Standard deviation	0.73	0.62	0.84	0.6	0.6	0.49	0.7	0.62	0.7	0.38	0.69	0.61	0.77	0.69	0.61	0.59	0.74	0.68	0.75	0.7	0.77	0.7	0.77	0.7	0.59	0.76	0.74	0.72	0.79	0.72	0.54	0.64	0.85	0.78	0.96	0.8	0.83		
Encouraging to spend much/little more (NET)	43	27	16	25	14	4	21	16	2	4	11	16	6	6	3	2	34	9	23	20	18	25	6	6	11	17	13	28	3	11	3	8	3	10	7				
Discouraging to spend much/little less (NET)	4%	5%	3%	8%	4%	1%	10%	5%	1%	1%	4%	6%	2%	4%	7%	2%	5%	3%	4%	4%	5%	4%	4%	3%	4%	5%	9%	3%	2%	4%	4%	5%	3%	3%	3%	2%			
Encouraging to spend much/little less (NET)	364	182	210	150	170	67	93	168	96	34	90	91	87	68	19	38	315	79	240	154	168	226	39	67	111	142	73	312	41	103	32	50	56	168	91				
Discouraging to spend much/little more (NET)	36%	34%	39%	48%	44%	18%	44%	40%	30%	13%	35%	32%	35%	43%	38%	42%	42%	23%	39%	33%	44%	33%	26%	32%	37%	44%	55%	34%	27%	37%	42%	33%	51%	52%	42%	27%			
Don't know	112	50	61	23	41	48	14	33	28	37	25	40	21	11	3	12	67	45	44	64	28	84	22	29	31	39	13	95	6	5	15	6	36	24					
Does not apply to me	208	93	112	35	56	117	24	40	42	103	50	52	51	29	10	16	77	130	107	101	107	149	35	60	48	42	15	189	44	41	20	38	19	64	95				
	10%	10%	12%	11%	14%	12%	11%	12%	10%	10%	20%	18%	21%	19%	10%	17%	13%	30%	18%	21%	15%	15%	15%	14%	10%	14%	10%	11%	11%	11%	10%	14%	10%	17%	10%	20%			

Proportions/Means: Columns Totalled (5% risk level) - a/b = (U/a - U/b)/n - j/k/m/n/o - p/q - (r - s)/t - v/w/x/y - Z/2/3/7/9 - R/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 10
Q82_3 - What impact, if at all, is each of the following having on how much you spend at the moment? - What I think might happen to my pay/pulsary from work
Base: All adults aged 18-75 in GB who are working

	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 £19999	£20000 - £39999	£40000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
Unweighted base	726	368	357	254	325	146	154	296	207	71	161	160	155	115	31	53	736	11	519	207	475	251	47	110	210	313	115	160	304	237	54	74	71	327	375
Weighted base	724	366	358	254	323	152	157	295	209	847	161	162	155	115	34**	57*	734	11	498	205	475	251	54*	117	213	313	115	162	307*	238	54*	74	70*	327	376
(2) This is encouraging me to spend much more than I would otherwise	12	10	2	7	1	3	5	3	1	2	1	8	1	-	-	1	12	-	5	7	6	6	3	1	2	6	1	11	1	5	-	4	1	6	3
(3) This is encouraging me to spend a little more than I would otherwise	2%	2%	*	3%	*	2%	3%	1%	1%	3%	1%	6%	1%	-	-	1%	2%	-	1%	2%	2%	6%	1%	1%	1%	2%	1%	2%	1%	2%	-	4%	1%	2%	1%
(4) This is encouraging me to spend a little more than I would otherwise	54	22	11	24	10	1	36	25	3	-	10	11	7	5	*	1	34	-	20	34	20	14	5	6	8	14	13	20	4	16	5	1	1	25	4
(5) This is having no impact on my expenditure	5%	6%	3%	10%	3%	*	11%	5%	2%	-	6%	5%	4%	5%	1%	1%	5%	-	4%	5%	6%	3%	9%	5%	4%	5%	12%	3%	4%	7%	9%	1%	2%	5%	2%
(6) This is having no impact on my expenditure	273	154	116	94	99	68	95	98	92	18	62	65	69	47	18	12	273	-	172	101	113	160	21	42	89	108	34	235	90	93	13	27	17	104	95
(7) This is encouraging me to spend a little less than I would otherwise	37%	41%	33%	32%	38%	49%	31%	34%	44%	43%	38%	32%	42%	41%	53%	21%	37%	-	38%	35%	36%	38%	36%	35%	39%	40%	33%	38%	40%	44%	24%	27%	26%	35%	46%
(8) This is encouraging me to spend a little less than I would otherwise	184	93	90	64	93	36	45	80	46	22	46	50	40	32	6	22	184	-	125	59	98	96	8	26	60	86	29	161	28	53	21	22	29	92	45
(9) This is encouraging me to spend a little less than I would otherwise	26%	24%	28%	28%	28%	23%	31%	28%	22%	25%	27%	25%	25%	28%	18%	38%	26%	-	28%	24%	31%	23%	14%	21%	26%	32%	28%	28%	24%	25%	40%	22%	44%	31%	22%
(10) This is encouraging me to spend a little less than I would otherwise	134	57	77	47	65	21	26	67	32	9	29	32	32	21	5	15	134	-	85	49	56	78	12	28	42	42	19	115	16	30	9	28	13	54	33
Mean	18%	15%	22%	19%	20%	14%	18%	23%	15%	10%	18%	16%	20%	18%	14%	27%	18%	-	19%	17%	18%	19%	21%	23%	19%	15%	18%	19%	18%	14%	17%	24%	20%	18%	16%
Mean	-0.63	-0.49	-0.78	-0.55	-0.71	-0.56	-0.52	-0.73	-0.6	-0.49	-0.61	-0.52	-0.64	-0.65	-0.51	-1	-0.63	-	-0.66	-0.58	-0.61	-0.64	-0.42	-0.71	-0.66	-0.56	-0.54	-0.65	-0.53	-0.45	-0.72	-0.82	-0.85	-0.64	-0.56
Encouraging to spend much/little more (NET)	46	33	13	31	11	4	21	18	4	2	12	19	8	5	*	1	46	-	24	21	26	20	8	7	10	20	14	31	5	20	5	6	2	21	7
Encouraging to spend much/little less (NET)	6%	9%	4%	13%	3%	2%	14%	6%	2%	3%	7%	9%	5%	5%	1%	2%	6%	-	5%	7%	8%	5%	15%	6%	4%	7%	13%	5%	5%	10%	9%	6%	3%	7%	3%
Encouraging to spend much/little less (NET)	328	150	176	112	159	57	71	147	79	31	73	82	72	53	11	37	328	-	210	118	154	174	20	54	102	128	47	276	40	83	30	50	42	145	78
Does not know	45%	39%	51%	46%	48%	37%	40%	41%	38%	34%	45%	41%	44%	40%	32%	66%	45%	-	47%	41%	45%	42%	35%	44%	45%	47%	45%	45%	40%	39%	57%	50%	64%	50%	36%
Does not know	57	27	29	16	29	11	9	18	23	6	10	25	7	5	3	36%	57	-	30	27	16	41	5	16	13	13	6	44	6	7	3	7	3	14	15
Does not know to me	30	16	14	6	8	16	*	8	13	12	8	11	7	5	2	-	30	-	12	18	7	23	4	2	15	3	3	26	1	7	2	11	2	9	13
Does not know to me	4%	4%	4%	3%	2%	10%	*	3%	5%	13%	3%	6%	4%	4%	5%	-	4%	-	3%	6%	2%	6%	6%	2%	4%	1%	3%	4%	1%	3%	4%	11%	3%	3%	6%

Proportions/Means: Columns Totalled 100% (nk=none) * <1% ** <0.1% *** <0.01% **** <0.001% ***** <0.0001%
Overall formulae used: * small base, ** very small base (under 30) ineligible 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 11
Q82_10 - What impact, if at all, is each of the following having on how much you spend at the moment? - What I think might happen to any benefits I receive such as Universal Credit or the State Pension
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	
	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 - £14999	£15000 - £19999	£20000 - £24999	£25000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
Unweighted base	1000	1000	300	400	300	200	300	200	300	200	275	245	160	44	88	726	314	273	370	610	464	114	103	246	375	167	694	155	119	86	123	116	445	286		
Weighted base	1000	1000	310	410	310	210	310	210	310	210	285	255	165	45	90	741	320	280	375	620	470	118	114	254	370	163	693	155	119	86	123	116	445	286		
(2) This is encouraging me to spend much more than I would otherwise	7	5	2	5	1	1	3	3	1	-	1	5	-	1	-	5	2	4	4	4	4	1	2	1	3	3	4	2	1	-	1	-	-	1		
(3) This is encouraging me to spend a little more than I would otherwise	16	16	*	26	*	*	26	16	*	-	*	26	-	16	-	16	16	16	16	16	16	16	16	16	16	16	16	26	*	16	*	-	16	-	*	
(4) This is encouraging me to spend a little more than I would otherwise	42	27	15	32	8	2	22	36	2	2	13	35	6	7	-	38	4	17	24	17	25	11	5	13	11	13	28	2	18	5	5	4	18	7		
(5) This is having no impact on my expenditure	46	56	36	106	26	16	106	36	16	16	56	56	36	46	-	56	36	36	56	46	46	76	26	46	46	96	36	26	66	76	36	46	56	26		
(6) This is having no impact on my expenditure	229	111	97	71	70	89	49	65	50	66	53	44	67	31	15	18	148	81	140	89	86	143	31	35	77	72	30	182	41	64	20	24	21	85	74	
(7) This is encouraging me to spend a little less than I would otherwise	216	256	186	226	186	246	236	186	196	256	216	166	276	206	306	206	286	286	236	186	226	216	106	256	226	216	216	286	286	106	106	206	216	226		
(8) This is encouraging me to spend a little less than I would otherwise	133	66	66	50	46	37	41	38	23	31	32	38	24	21	6	11	82	51	65	38	43	89	24	32	31	36	28	183	15	32	11	17	25	52	33	
(9) This is encouraging me to spend a little less than I would otherwise	126	126	126	136	126	106	106	116	96	126	136	136	106	146	116	126	116	156	116	146	116	136	146	136	106	116	106	116	136	136	126	236	136	106		
(10) This is encouraging me to spend a little less than I would otherwise	122	51	70	39	47	36	21	46	32	22	29	39	36	13	6	10	79	43	59	63	46	75	27	35	27	27	13	106	11	27	3	36	17	41	40	
(11) This is encouraging me to spend a little less than I would otherwise	116	106	136	126	126	106	106	146	126	86	116	106	136	86	116	116	126	106	136	126	136	186	166	96	86	96	126	76	96	46	176	136	106	126		
Mean	-0.6	-0.47	-0.75	-0.48	-0.78	-0.63	-0.4	-0.85	-0.77	-0.61	-0.59	-0.54	-0.67	-0.52	-0.84	-0.74	-0.54	-0.72	-0.55	-0.66	-0.57	-0.62	-0.89	-0.86	-0.47	-0.49	-0.4	-0.64	-0.44	-0.46	-0.31	-0.81	-0.81	-0.59	-0.87	
Encouraging to spend much/little more (NET)	49	32	17	37	8	3	23	18	3	2	14	20	6	8	-	1	43	6	21	28	20	28	12	6	14	14	16	32	4	19	5	7	4	18	8	
Encouraging to spend much/little less (NET)	56	68	35	69	26	16	76	56	16	16	56	76	36	56	-	16	66	26	36	66	56	46	86	36	56	46	116	46	36	76	76	46	46	56	26	
Does not apply to me	464	208	254	107	189	168	59	148	141	116	109	122	95	78	18	42	335	135	285	171	170	284	38	88	134	156	46	409	73	136	31	65	32	189	135	
	436	198	247	107	188	167	58	147	140	115	108	121	94	77	17	41	336	136	286	171	170	284	38	88	134	156	46	409	73	136	31	65	32	189	135	

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
Overlay 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
Q82_11 - What impact, if at all, is each of the following having on how much you spend at the moment? - What I think will happen to my housing costs (mortgage or rent)
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION				REGION							WORKING STATUS		SOCIAL GRADE		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2024 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	£10000 - £19999	£20000 - £24999	£25000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1000	512	512	152	303	303	220	330	273	248	208	275	245	160	84	84	726	314	273	370	610	464	114	103	246	375	167	694	335	110	86	123	114	445	288		
WEIGHTED BASE	1000	536	544	155	303	344	225	337	277	243	203	283	246	152	84	87	734	341	280	373	606	464	118	114	254	370	163	693	335	103	86	127	114	443	288		
(2) This is encouraging me to spend much more than I would otherwise	25	19	7	15	8	3	9	11	5	*	4	14	2	3	*	1	20	5	11	14	13	13	7	7	4	6	9	17	4	12	-	6	*	10	3		
(3) This is encouraging me to spend a little more than I would otherwise	26	46	15	36	26	15	45	36	26	*	26	36	26	26	15	15	36	15	26	36	36	26	5%	36	26	26	6%	36	36	4%	-	4%	*	26	15		
(4) This is encouraging me to spend a little more than I would otherwise	38	22	15	24	10	3	29	22	3	3	9	14	4	8	-	3	28	10	27	11	17	21	6	5	17	10	18	19	7	14	4	1	5	14	9		
(5) This is having no impact on my expenditure	35	45	35	7%	3%	1%	5%	4%	1%	1%	4%	5%	2%	5%	-	3%	4%	3%	4%	2%	4%	3%	4%	2%	6%	3%	11%	2%	5%	5%	5%	1%	5%	3%	3%		
(6) This is having no impact on my expenditure	251	136	113	76	90	85	55	74	67	59	64	62	67	27	15	16	170	82	152	99	92	109	26	51	66	93	27	219	34	87	13	28	23	97	75		
(7) This is encouraging me to spend a little less than I would otherwise	23%	26%	21%	23%	23%	24%	24%	22%	25%	22%	25%	22%	27%	17%	30%	18%	23%	24%	25%	21%	24%	23%	18%	24%	22%	29%	19%	24%	22%	15%	18%	19%	21%	24%	24%		
(8) This is encouraging me to spend a little less than I would otherwise	223	108	117	89	100	95	61	86	51	25	52	47	40	43	9	24	176	47	129	94	100	123	33	36	59	78	30	188	25	52	23	30	30	92	61		
(9) This is encouraging me to spend a little less than I would otherwise	21%	20%	22%	27%	25%	10%	28%	23%	19%	10%	20%	17%	20%	27%	17%	27%	24%	14%	21%	20%	26%	18%	22%	17%	19%	24%	21%	21%	18%	18%	30%	20%	28%	23%	18%		
(10) This is encouraging me to spend a little less than I would otherwise	228	102	123	78	79	109	39	48	108	30	49	51	35	48	13	18	171	55	130	96	81	145	26	43	66	76	34	189	22	52	11	42	32	85	63		
Mean	21%	19%	23%	24%	28%	13%	27%	31%	19%	9%	19%	18%	22%	25%	20%	19%	23%	16%	21%	20%	21%	21%	18%	20%	22%	23%	24%	21%	14%	18%	15%	24%	29%	21%	19%		
Standard deviation	0.77	0.65	0.89	0.68	0.92	0.63	0.83	0.91	0.78	0.61	0.74	0.57	0.85	0.89	0.91	0.87	0.79	0.69	0.76	0.79	0.72	0.8	0.87	0.72	0.78	0.79	0.52	0.81	0.58	0.55	0.8	0.94	0.97	0.77	0.8		
Encouraging to spend much/little more (NET)	63	41	22	39	18	6	28	23	8	3	13	28	6	11	*	4	48	15	38	25	30	33	13	12	21	16	27	36	11	25	4	7	6	23	13		
Encouraging to spend much/little less (NET)	6%	8%	4%	12%	5%	2%	13%	7%	3%	1%	5%	10%	3%	7%	1%	4%	7%	4%	6%	5%	8%	5%	9%	6%	7%	5%	18%	4%	7%	9%	5%	5%	5%	6%	4%		
Does not apply to me	449	208	240	166	209	74	109	191	101	48	101	98	108	81	22	42	347	103	259	180	181	289	59	79	125	154	64	176	47	108	34	72	62	177	134		
Don't know	42%	39%	44%	51%	53%	20%	51%	57%	38%	18%	40%	35%	42%	53%	44%	40%	47%	30%	43%	40%	47%	39%	40%	37%	41%	47%	45%	41%	30%	37%	40%	48%	57%	44%	37%		
Does not apply to me	74	36	38	22	29	22	31	23	15	15	8	30	15	8	2	11	46	28	26	47	16	58	15	16	16	11	6	61	9	7	3	8	-	13	15		
Does not apply to me	7%	7%	7%	7%	7%	6%	6%	7%	6%	6%	3%	11%	6%	5%	4%	12%	6%	8%	4%	10%	8%	5%	3%	5%	6%	3%	5%	7%	6%	2%	4%	5%	-	3%	4%		
Does not apply to me	242	109	131	22	45	17%	14	25	67	13%	67	64	54	28	11	19	123	120	133	109	87	175	35	56	76	50	18	223	34	60	21	35	18	93	106		
Does not apply to me	22%	21%	24%	7%	12%	48%	6%	8%	25%	52%	20%	21%	22%	18%	22%	21%	17%	30%	22%	21%	17%	29%	1	5	5	13%	13%	24%	44%	80%	21%	28%	23%	88%	23%	8	

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/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 13
QB31 - For each of the below, what, if anything, do you expect the Chancellor to announce in the upcoming Budget?
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 BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10K	£10K-£19K	£20K-£29K	£30K-£39K	£40K+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
Unweighted base	1000	512	512	152	305	305	220	330	273	240	204	225	245	160	84	84	726	314	726	314	616	464	114	103	246	375	167	894	335	119	86	121	116	445	286		
Weighted base	1000	512	512	152	305	305	220	330	273	240	204	225	245	160	84	84	726	314	726	314	616	464	114	103	246	375	167	894	335	119	86	121	116	445	286		
Teens will be increased	85%	83%	86%	51%	86%	71%	16%	63%	60%	71%	65%	63%	60%	59%	72%	64%	64%	60%	67%	62%	67%	64%	51%	10%	19%	19%	30%	67%	75%	61%	72%	68%	71%	69%	72%		
Teens will be reduced	10%	3%	21%	34%	14%	2%	30%	14%	4%	2%	11%	14%	12%	7%	3%	1%	20%	11%	24%	21%	21%	29%	17%	11%	18%	18%	21%	17%	8%	24%	3%	0%	4%	14%	13%		
Teens will stay the same	13%	17%	9%	15%	9%	14%	17%	10%	11%	14%	14%	11%	13%	4%	15%	8%	14%	10%	11%	11%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%		
Don't know	194	76	117	56	85	33	36	75	51	32	40	61	33	33	7	19	123	71	120	86	55	139	32	56	41	42	24	162	20	41	9	11	13	52	39		
	18%	14%	22%	17%	27%	11%	23%	20%	12%	13%	18%	23%	14%	21%	14%	21%	17%	21%	18%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%		

Proportions/Means: Columns Tested (5% risk level) a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w/x/y - z/A - 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 14
Q832 - For each of the below, what, if anything, do you expect the Chancellor to announce in the upcoming Budget?
Base: All adults aged 18-75 in GB

	GENDER		AGE			GENERATION					REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55-75	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 - £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
TOTAL	1000	1000	152	383	165	220	330	273	240	204	225	245	160	44	88	726	314	720	310	610	464	114	103	246	375	167	694	335	119	86	123	116	445	286		
Unaffected base	1000	1000	152	383	165	220	330	273	240	204	225	245	160	44	88	726	314	720	310	610	464	114	103	246	375	167	694	335	119	86	123	116	445	286		
Expected base	1000	1000	152	383	165	220	330	273	240	204	225	245	160	44	88	726	314	720	310	610	464	114	103	246	375	167	694	335	119	86	123	116	445	286		
Spending on public services will be increased	344	184	157	116	106	122	72	96	83	93	89	80	81	53	12	28	231	113	214	130	144	200	38	66	103	118	42	295	59	107	25	54	38	145	108	
	32%	35%	29%	36%	27%	34%	13%	28%	31%	36%	35%	29%	33%	34%	24%	31%	31%	32%	35%	28%	37%	29%	26%	31%	34%	36%	30%	32%	38%	38%	33%	36%	35%	36%	32%	
Spending on public services will be reduced	259	118	137	66	110	83	47	89	65	57	56	68	61	40	9	25	189	70	145	114	97	161	37	45	65	91	38	218	53	55	23	41	28	90	94	
	24%	22%	25%	20%	28%	23%	22%	26%	24%	22%	22%	24%	25%	25%	17%	27%	26%	26%	24%	24%	25%	23%	25%	21%	21%	28%	27%	24%	34%	20%	29%	27%	26%	23%	28%	
Spending on public services will stay the same	227	130	97	73	72	83	52	62	50	63	52	63	53	29	17	13	157	70	121	107	73	154	31	45	68	55	29	194	27	81	14	30	17	91	73	
	21%	25%	18%	22%	18%	23%	24%	18%	19%	24%	21%	23%	22%	18%	14%	14%	21%	20%	20%	23%	19%	23%	21%	21%	21%	22%	20%	21%	17%	29%	19%	20%	20%	15%	23%	22%
Don't know	210	97	112	71	104	75	41	90	69	48	56	69	50	36	9	26	156	94	130	121	72	178	42	57	68	56	33	209	16	40	15	25	26	75	57	
	23%	18%	28%	22%	27%	21%	20%	27%	26%	18%	22%	25%	20%	23%	24%	29%	21%	27%	21%	26%	19%	28%	28%	27%	27%	22%	23%	23%	10%	14%	19%	17%	24%	19%	17%	

Proportions/Means: Columns Tested (5% risk level): a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w/x/y - 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 15
Q833 - For each of the below, what, if anything, do you expect the Chancellor to announce in the upcoming Budget?
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 BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1C1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNEMPLOYED BASE	1000	512	512	112	381	305	220	330	273	240	204	275	245	180	84	88	726	314	231	310	810	464	114	103	246	375	187	894	335	119	86	123	116	445	288			
EXPECTED BASE	1000	536	544	125	403	344	233	337	297	263	223	283	256	192	94	97	734	341	800	473	806	464	138	114	254	370	193	913	375	120	94	137	124	463	313			
Spending on benefits will be increased	320	160	158	94	99	127	59	80	73	98	75	78	86	47	13	22	208	112	203	117	112	208	31	61	100	109	34	282	76	59	24	69	30	102	142			
	30%	30%	29%	29%	25%	35%	28%	27%	27%	37%	30%	28%	35%	30%	25%	24%	28%	32%	13%	37%	29%	29%	30%	21%	28%	33%	34%	24%	31%	40%	21%	31%	48%	28%	25%	42%		
Spending on benefits will be reduced	364	164	118	91	124	89	66	100	76	63	73	69	73	45	15	29	222	82	156	148	116	188	57	54	93	81	52	247	35	98	23	39	38	131	80			
	28%	31%	25%	28%	32%	25%	31%	30%	29%	24%	29%	24%	30%	29%	29%	32%	30%	24%	28%	31%	30%	27%	38%	25%	31%	25%	38%	27%	22%	34%	30%	20%	35%	32%	24%			
Spending on benefits will stay the same	226	109	116	70	73	83	49	63	58	57	53	58	47	36	11	19	133	75	125	101	85	142	24	43	54	76	27	194	26	85	17	25	17	103	58			
	21%	21%	21%	22%	19%	23%	23%	19%	22%	22%	21%	21%	19%	24%	22%	21%	21%	21%	20%	22%	22%	20%	16%	20%	20%	18%	24%	21%	17%	30%	22%	17%	16%	26%	17%			
Don't know	220	97	112	70	96	64	41	65	59	44	52	76	40	27	12	22	131	79	125	105	73	157	36	56	56	58	30	182	18	42	13	17	23	67	53			
	21%	18%	24%	22%	24%	18%	19%	25%	22%	17%	21%	27%	16%	17%	23%	24%	21%	23%	21%	22%	19%	23%	24%	20%	19%	18%	21%	21%	12%	15%	17%	11%	21%	17%	18%			

Proportions/Means: Columns Tested (5% risk level): χ^2 - $\chi^2/d.f.$ - $\chi^2/g.d.f.$ - $\chi^2/h.d.f.$ - $\chi^2/i.d.f.$ - $\chi^2/j.d.f.$ - $\chi^2/k.d.f.$ - $\chi^2/l.d.f.$ - $\chi^2/m.d.f.$ - $\chi^2/n.d.f.$ - $\chi^2/o.d.f.$ - $\chi^2/p.d.f.$ - $\chi^2/q.d.f.$ - $\chi^2/r.d.f.$ - $\chi^2/s.d.f.$ - $\chi^2/t.d.f.$ - $\chi^2/u.d.f.$ - $\chi^2/v.d.f.$ - $\chi^2/w.d.f.$ - $\chi^2/x.d.f.$ - $\chi^2/y.d.f.$ - $\chi^2/z.d.f.$ - $\chi^2/aa.d.f.$ - $\chi^2/ab.d.f.$ - $\chi^2/ac.d.f.$ - $\chi^2/ad.d.f.$ - $\chi^2/ae.d.f.$ - $\chi^2/af.d.f.$ - $\chi^2/ag.d.f.$ - $\chi^2/ah.d.f.$ - $\chi^2/ai.d.f.$ - $\chi^2/aj.d.f.$ - $\chi^2/ak.d.f.$ - $\chi^2/al.d.f.$ - $\chi^2/am.d.f.$ - $\chi^2/an.d.f.$ - $\chi^2/ao.d.f.$ - $\chi^2/ap.d.f.$ - $\chi^2/aq.d.f.$ - $\chi^2/ar.d.f.$ - $\chi^2/as.d.f.$ - $\chi^2/at.d.f.$ - $\chi^2/au.d.f.$ - $\chi^2/av.d.f.$ - $\chi^2/aw.d.f.$ - $\chi^2/ax.d.f.$ - $\chi^2/ay.d.f.$ - $\chi^2/az.d.f.$ - $\chi^2/ba.d.f.$ - $\chi^2/bb.d.f.$ - $\chi^2/bc.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/be.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - 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$\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - $\chi^2/bo.d.f.$ - $\chi^2/bp.d.f.$ - $\chi^2/bq.d.f.$ - $\chi^2/bd.d.f.$ - $\chi^2/bf.d.f.$ - $\chi^2/bg.d.f.$ - $\chi^2/bh.d.f.$ - $\chi^2/bi.d.f.$ - $\chi^2/bj.d.f.$ - $\chi^2/bk.d.f.$ - $\chi^2/bl.d.f.$ - $\chi^2/bm.d.f.$ - $\chi^2/bn.d.f.$ - χ^2



Table 16
Q834 - For each of the below, what, if anything, do you expect the Chancellor to announce in the upcoming Budget?
Base: All adults aged 18-75 in GB

	GENDER		AGE			GENERATION					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2024 VOTE		
	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £30999	£31000 - £40999	£41000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
TOTAL	1000	1000	332	385	385	220	330	273	240	204	225	245	160	44	88	728	314	231	335	616	464	114	103	246	375	187	894	335	86	123	116	445	286	86		
UNDISCOUNTED BASE	1000	1000	332	385	385	220	330	273	240	204	225	245	160	44	88	728	314	231	335	616	464	114	103	246	375	187	894	335	86	123	116	445	286	86		
DISCOUNTED BASE	548	537	269	319	209	88	159	143	158	124	135	131	82	31	45	385	183	313	235	182	356	64	99	169	175	58	479	109	129	39	103	63	204	217	81	
Government borrowing will be increased	51%	52%	49%	41%	53%	57%	41%	47%	54%	60%	49%	48%	53%	52%	61%	48%	50%	53%	51%	50%	50%	51%	43%	40%	56%	54%	41%	52%	70%	46%	51%	68%	59%	51%	65%	81
Government borrowing will be reduced	89	58	31	60	15	14	44	26	8	11	25	30	21	9	2	11	70	18	48	41	40	48	18	11	28	29	30	59	7	29	8	10	13	39	14	8
Government borrowing will stay the same	177	94	81	53	64	60	86	35	57	44	41	51	37	40	13	4	137	40	97	80	79	96	22	29	54	56	24	151	26	71	11	17	14	80	46	8
Don't know	268	101	163	79	104	84	47	96	72	52	54	89	54	32	14	24	8	181	105	151	115	75	101	44	75	64	31	226	13	54	18	20	17	80	56	8
	25%	19%	30%	24%	27%	23%	22%	28%	27%	20%	21%	32%	22%	21%	27%	26%	22%	30%	21%	24%	19%	28%	30%	35%	18%	20%	22%	25%	8%	18%	24%	13%	16%	20%	17%	8

Proportions/Means: Columns Tested (5% risk level) - n/h - 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 17
Q84 - Imagine the Chancellor had the choice between increasing borrowing to spend more on public services, even if it means the national debt gets higher, or reducing borrowing to cut the national debt, even if it means less spending on public services. Which of the following would you prefer?
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION					REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCL	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £19999	£20000 - £24999	£25000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE			
Unweighted Base	1000	512	512	152	352	305	220	330	273	240	208	275	240	160	84	88	720	314	710	310	610	464	114	111	246	375	187	894	315	119	86	121	115	441	290			
Weighted Base	1000	536	544	155	351	304	225	337	297	241	211	231	251	162	87	91	734	341	690	473	596	464	118	114	254	370	181	913	115	101	79	110	104	451	291			
Increase borrowing to spend more on public services, even if it means the national debt getting higher	801	355	345	115	309	76	78	97	72	54	74	85	72	48	21	22	208	95	174	126	128	172	40	40	88	109	43	248	27	111	34	27	48	148	85			
Reduce borrowing to cut the national debt, even if that it means less spending on public services	288	29%	27%	35%	28%	21%	36%	29%	27%	21%	29%	23%	29%	31%	42%	24%	28%	27%	29%	27%	33%	25%	27%	19%	29%	33%	30%	27%	17%	39%	44%	18%	45%	37%	19%			
Neither	374	216	156	104	126	148	70	111	85	107	80	95	95	57	12	35	230	104	217	157	132	242	50	72	107	123	50	329	90	85	75	76	22	110	168			
Don't know	35%	42%	29%	32%	32%	40%	33%	33%	32%	41%	32%	34%	29%	36%	24%	38%	37%	30%	36%	33%	34%	35%	34%	34%	35%	38%	31%	32%	58%	30%	33%	51%	20%	27%	50%			
Unweighted Base	200	89	104	54	71	71	35	63	52	49	52	50	40	32	8	17	111	67	112	88	59	141	25	46	55	40	22	177	26	52	8	14	21	76	36			
Weighted Base	18%	18%	19%	17%	19%	20%	18%	19%	20%	19%	21%	18%	20%	16%	10%	19%	18%	19%	18%	19%	19%	20%	17%	22%	18%	18%	15%	19%	17%	18%	10%	16%	19%	19%	18%			
Neither	208	66	119	52	83	71	31	66	57	51	47	72	39	21	10	18	125	81	106	99	67	139	33	55	54	34	28	171	12	35	10	23	17	67	42			
Don't know	19%	13%	20%	16%	21%	19%	19%	20%	21%	19%	19%	21%	16%	13%	19%	20%	17%	19%	17%	15%	17%	20%	12%	19%	18%	19%	20%	19%	8%	12%	13%	53%	16%	17%	13%			
	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4			

Proportions/Means: Columns Totalled (5% risk level) - A/N - U/N - V/g/h - i/h/n/m/s/o - p/h - r/s - s/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 18
Q85 - Imagine the Chancellor had the choice between cutting taxes for individuals, meaning you personally pay less tax even if it means spending less on public services, or spending more money on public services, even if it means you personally paying more in taxes. Which of the following would you prefer?
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	
	MAN	WOMAN	TOTAL	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	£10000 - £30999	£31000 - £40999	£41000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
Unweighted base	512	512	1024	152	305	305	220	330	273	240	204	275	245	160	44	88	720	314	370	610	464	114	111	246	378	187	894	115	86	121	115	445	286				
Weighted base	536	544	1077	155	311	344	225	337	297	241	211	281	246	132	54	87	734	341	400	673	496	164	168	214	314	181	915	115	78	117	104	461	281				
Cut the taxes I pay personally, even if it means spending less on public services	373	212	159	112	142	119	73	125	86	89	83	88	91	57	19	35	279	94	220	153	131	242	44	70	102	133	47	317	79	80	19	83	32	117	159		
Increase spending on public services, even if means I personally pay more in taxes	32%	40%	39%	34%	30%	33%	34%	37%	32%	34%	33%	31%	37%	37%	30%	38%	30%	37%	30%	32%	34%	33%	32%	33%	34%	41%	33%	33%	32%	39%	35%	33%	39%	39%	40%		
Neither	200	101	97	61	70	68	35	64	52	49	46	51	45	27	14	17	133	67	104	96	67	133	27	34	64	42	29	170	28	42	14	12	23	65	67		
Don't know	189	67	120	51	81	57	20	69	53	38	43	65	42	21	6	12	115	74	89	100	53	188	32	51	40	37	23	158	14	34	12	12	9	50	38		
	17%	13%	22%	16%	23%	16%	14%	20%	20%	14%	17%	23%	17%	13%	11%	13%	16%	21%	15%	15%	14%	20%	11%	14%	13%	13%	10%	17%	9%	13%	15%	8%	8%	12%	11%		

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



Table 19
Q85 - Imagine the Chancellor had the choice between increasing borrowing to cut taxes on individuals, even if it means the national debt gets higher, or reducing borrowing to cut the national debt, even if it means you personally paying more in taxes. Which of the following would you prefer?
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 BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £19999	£20000 - £24999	£25000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
Unweighted base	1000	512	512	152	305	305	220	180	273	240	204	225	245	180	44	88	726	314	370	616	464	114	103	246	375	187	894	335	119	86	123	115	445	286	86		
Weighted base	1000	536	544	155	311	344	225	187	297	241	211	251	246	132	54	97	734	341	400	673	496	464	108	114	214	370	183	915	175	261	79	107	104	463	283	83	
Cut the taxes I pay personally, even if it means the national debt increases further	289	153	145	107	115	76	63	111	72	53	74	68	69	52	15	20	226	73	184	115	103	196	39	49	83	104	46	241	59	65	17	57	33	103	114	114	
	28%	29%	27%	31%	29%	21%	20%	31%	27%	20%	30%	24%	28%	33%	32%	31%	31%	21%	30%	24%	27%	28%	16%	23%	27%	33%	32%	28%	38%	23%	23%	38%	30%	36%	34%	81	
Reduces borrowing to cut the national debt, even if means I personally pay more in taxes	334	179	253	105	101	128	80	84	73	97	84	77	74	50	18	31	224	109	198	136	147	187	47	57	102	112	46	287	52	120	31	42	35	159	96	96	
	31%	34%	28%	32%	26%	35%	37%	22%	27%	37%	33%	27%	30%	32%	35%	34%	31%	32%	32%	29%	38%	27%	32%	27%	34%	34%	33%	31%	34%	43%	40%	28%	32%	40%	29%	29%	
Neither	241	128	110	55	94	92	86	95	79	61	67	66	69	62	21	9	163	78	137	104	76	165	11	48	70	71	21	215	33	63	14	13	24	81	79	79	
	22%	24%	20%	17%	24%	25%	16%	23%	23%	26%	20%	24%	25%	18%	18%	16%	22%	22%	22%	22%	20%	24%	21%	23%	23%	22%	15%	24%	22%	22%	19%	22%	23%	21%	23%	24%	
Don't know	207	70	135	59	81	67	37	65	61	44	44	68	40	30	8	16	120	87	91	115	61	148	32	60	49	39	29	172	10	35	14	18	16	57	44	44	
	19%	13%	26%	18%	23%	18%	17%	18%	23%	17%	18%	24%	16%	19%	17%	17%	16%	29%	15%	26%	16%	17%	13%	13%	18%	12%	20%	18%	7%	12%	18%	13%	15%	14%	15%	15%	

Proportions/Means: Columns Totalled (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
Overlay formulae used: * small base
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 20
Q87 - On which of the following three areas, if any, do you think the UK government spent the most on in 2025?

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 BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £30999	£31000 - £40999	£41000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE			
Unrepresented base	1000	512	512	152	305	305	220	180	273	240	204	275	245	165	84	88	720	314	710	310	610	464	114	103	246	375	187	384	315	119	86	123	115	445	286			
Represented base	1000	536	544	155	303	344	225	187	297	243	203	283	246	132	54	67	734	341	690	473	696	464	188	214	254	370	183	393	175	283	94	107	104	463	313			
Paying interest on the national debt	508	276	229	123	176	209	70	152	185	152	106	115	134	77	25	51	348	160	289	219	187	322	75	87	154	149	48	446	100	185	37	75	30	205	182			
	47%	52%	42%	38%	45%	58%	32%	49%	51%	58%	42%	41%	55%	49%	49%	55%	47%	46%	47%	58%	48%	48%	51%	41%	51%	46%	34%	44%	65%	48%	48%	50%	46%	51%	58%			
Defence and the Armed Forces	188	108	79	69	68	52	50	60	41	37	43	50	41	27	9	19	135	53	118	70	82	106	19	35	58	69	34	154	26	53	10	28	25	74	50			
	17%	20%	15%	21%	17%	14%	20%	18%	15%	14%	17%	18%	17%	17%	10%	26%	18%	15%	19%	15%	21%	15%	13%	18%	19%	21%	24%	17%	17%	19%	15%	18%	23%	18%	15%			
The Police and the criminal justice system (such as courts, prisons and probation)	152	76	75	65	56	31	47	58	27	21	44	40	30	21	9	9	110	42	83	69	53	99	17	29	37	57	29	121	18	43	15	20	19	59	39			
	14%	14%	14%	20%	14%	9%	22%	17%	10%	8%	17%	14%	12%	13%	18%	9%	15%	12%	14%	15%	14%	14%	11%	14%	12%	18%	20%	13%	11%	10%	10%	13%	18%	15%	12%			
Don't know	222	72	160	8	8	51	49	70	63	50	60	77	41	31	8	14	142	90	119	113	65	167	37	63	55	50	8	198	11	52	15	28	15	64	52			
	21%	14%	29%	21%	24%	20%	23%	21%	24%	19%	24%	27%	17%	21%	18%	15%	19%	26%	20%	24%	17%	24%	21%	29%	18%	15%	22%	21%	7%	18%	20%	18%	13%	16%	16%			

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

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Table 22
Q89 - Over the past 5 years, do you think the amount the government spends on debt interest has increased, decreased or stayed about the same?
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	90s	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABEL	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
UNWEIGHTED BASE	1000	512	512	152	303	305	220	330	273	240	240	204	225	245	160	84	88	726	314	730	370	610	464	114	103	246	375	157	354	335	310	86	121	115	445	240	
WEIGHTED BASE	1000	516	544	155	303	344	223	337	257	233	233	213	233	256	132	57	57	734	341	800	473	606	464	116	114	246	375	161	353	335	310	86	121	115	445	240	
Q89 Increased a lot	458	243	213	80	168	200	40	137	124	148	458	100	121	99	68	23	48	330	148	272	186	164	204	52	87	138	140	33	429	99	104	24	88	40	159	202	
Q89 Increased a little	426	400	395	285	426	530	220	400	400	576	400	436	400	430	420	536	426	430	400	400	426	426	426	426	426	426	426	426	426	426	426	426	426	426	426	426	426
Q89 Stayed about the same	123	70	52	60	41	22	41	47	21	14	34	33	25	20	3	9	96	27	63	60	39	84	18	20	37	31	19	100	10	33	6	10	18	42	24		
Q89 Decreased a little	30	17	12	18	7	5	10	8	1	4	7	2	8	6	3	4	23	7	17	13	10	20	5	4	10	10	5	25	-	12	2	5	9	10	10		
Q89 Decreased a lot	10	5	5	4	4	2	3	3	2	2	2	3	4	1	-	-	8	2	5	6	3	7	1	1	2	6	2	8	2	2	2	2	2	2	2		
Mean	1.27	1.26	1.28	0.94	1.31	1.52	0.82	1.23	1.41	1.53	1.21	1.33	1.22	1.24	1.94	1.38	1.22	1.37	1.31	1.21	1.27	1.26	1.18	1.26	1.28	1.25	0.99	1.31	1.57	1.16	1.12	1.37	1.02	1.26	1.46		
Increased a lot / a little (NET)	760	387	369	200	278	285	125	227	202	206	173	188	175	117	34	71	518	242	436	324	295	465	60	147	222	243	96	640	137	205	55	116	68	304	267		
Decreased a lot / a little (NET)	40	23	17	22	17	7	13	10	4	7	9	5	12	7	3	4	31	9	21	18	13	27	6	8	12	10	7	33	2	15	4	7	10	11	16		
Don't know	137	51	100	66	61	53	29	53	40	35	36	51	36	14	12	8	88	69	89	68	39	118	34	33	33	35	21	130	7	31	11	8	13	45	26		

Proportions/Means: Columns Tested (5% risk level): χ^2 - χ^2/n - χ^2/n^2 - χ^2/n^3 - χ^2/n^4 - χ^2/n^5 - χ^2/n^6 - χ^2/n^7 - χ^2/n^8 - χ^2/n^9 - χ^2/n^{10} - χ^2/n^{11} - χ^2/n^{12} - χ^2/n^{13} - χ^2/n^{14} - χ^2/n^{15} - χ^2/n^{16} - χ^2/n^{17} - χ^2/n^{18} - χ^2/n^{19} - χ^2/n^{20} - χ^2/n^{21} - χ^2/n^{22} - χ^2/n^{23} - χ^2/n^{24} - χ^2/n^{25} - χ^2/n^{26} - χ^2/n^{27} - χ^2/n^{28} - χ^2/n^{29} - χ^2/n^{30} - χ^2/n^{31} - χ^2/n^{32} - χ^2/n^{33} - χ^2/n^{34} - χ^2/n^{35} - χ^2/n^{36} - χ^2/n^{37} - χ^2/n^{38} - χ^2/n^{39} - χ^2/n^{40} - χ^2/n^{41} - χ^2/n^{42} - χ^2/n^{43} - χ^2/n^{44} - χ^2/n^{45} - χ^2/n^{46} - χ^2/n^{47} - χ^2/n^{48} - χ^2/n^{49} - χ^2/n^{50} - χ^2/n^{51} - χ^2/n^{52} - χ^2/n^{53} - χ^2/n^{54} - χ^2/n^{55} - χ^2/n^{56} - χ^2/n^{57} - χ^2/n^{58} - χ^2/n^{59} - χ^2/n^{60} - χ^2/n^{61} - χ^2/n^{62} - χ^2/n^{63} - χ^2/n^{64} - χ^2/n^{65} - χ^2/n^{66} - χ^2/n^{67} - χ^2/n^{68} - χ^2/n^{69} - χ^2/n^{70} - χ^2/n^{71} - χ^2/n^{72} - χ^2/n^{73} - χ^2/n^{74} - χ^2/n^{75} - χ^2/n^{76} - χ^2/n^{77} - χ^2/n^{78} - χ^2/n^{79} - χ^2/n^{80} - χ^2/n^{81} - χ^2/n^{82} - χ^2/n^{83} - χ^2/n^{84} - χ^2/n^{85} - χ^2/n^{86} - χ^2/n^{87} - χ^2/n^{88} - χ^2/n^{89} - χ^2/n^{90} - χ^2/n^{91} - χ^2/n^{92} - χ^2/n^{93} - χ^2/n^{94} - χ^2/n^{95} - χ^2/n^{96} - χ^2/n^{97} - χ^2/n^{98} - χ^2/n^{99} - χ^2/n^{100} - χ^2/n^{101} - χ^2/n^{102} - χ^2/n^{103} - χ^2/n^{104} - χ^2/n^{105} - χ^2/n^{106} - χ^2/n^{107} - χ^2/n^{108} - χ^2/n^{109} - χ^2/n^{110} - χ^2/n^{111} - χ^2/n^{112} - χ^2/n^{113} - χ^2/n^{114} - χ^2/n^{115} - χ^2/n^{116} - χ^2/n^{117} - χ^2/n^{118} - χ^2/n^{119} - χ^2/n^{120} - χ^2/n^{121} - χ^2/n^{122} - χ^2/n^{123} - χ^2/n^{124} - χ^2/n^{125} - χ^2/n^{126} - χ^2/n^{127} - χ^2/n^{128} - χ^2/n^{129} - χ^2/n^{130} - χ^2/n^{131} - χ^2/n^{132} - χ^2/n^{133} - χ^2/n^{134} - χ^2/n^{135} - χ^2/n^{136} - χ^2/n^{137} - χ^2/n^{138} - χ^2/n^{139} - χ^2/n^{140} - χ^2/n^{141} - χ^2/n^{142} - χ^2/n^{143} - χ^2/n^{144} - χ^2/n^{145} - χ^2/n^{146} - χ^2/n^{147} - χ^2/n^{148} - χ^2/n^{149} - χ^2/n^{150} - χ^2/n^{151} - χ^2/n^{152} - χ^2/n^{153} - χ^2/n^{154} - χ^2/n^{155} - χ^2/n^{156} - χ^2/n^{157} - χ^2/n^{158} - χ^2/n^{159} - χ^2/n^{160} - χ^2/n^{161} - χ^2/n^{162} - χ^2/n^{163} - χ^2/n^{164} - χ^2/n^{165} - χ^2/n^{166} - χ^2/n^{167} - χ^2/n^{168} - χ^2/n^{169} - χ^2/n^{170} - χ^2/n^{171} - χ^2/n^{172} - χ^2/n^{173} - χ^2/n^{174} - χ^2/n^{175} - χ^2/n^{176} - χ^2/n^{177} - χ^2/n^{178} - χ^2/n^{179} - χ^2/n^{180} - χ^2/n^{181} - χ^2/n^{182} - χ^2/n^{183} - χ^2/n^{184} - χ^2/n^{185} - χ^2/n^{186} - χ^2/n^{187} - χ^2/n^{188} - χ^2/n^{189} - χ^2/n^{190} - χ^2/n^{191} - χ^2/n^{192} - χ^2/n^{193} - χ^2/n^{194} - χ^2/n^{195} - χ^2/n^{196} - χ^2/n^{197} - χ^2/n^{198} - χ^2/n^{199} - χ^2/n^{200} - χ^2/n^{201} - χ^2/n^{202} - χ^2/n^{203} - χ^2/n^{204} - χ^2/n^{205} - χ^2/n^{206} - χ^2/n^{207} - χ^2/n^{208} - χ^2/n^{209} - χ^2/n^{210} - χ^2/n^{211} - χ^2/n^{212} - χ^2/n^{213} - χ^2/n^{214} - χ^2/n^{215} - χ^2/n^{216} - χ^2/n^{217} - χ^2/n^{218} - χ^2/n^{219} - χ^2/n^{220} - χ^2/n^{221} - χ^2/n^{222} - χ^2/n^{223} - χ^2/n^{224} - χ^2/n^{225} - χ^2/n^{226} - χ^2/n^{227} - χ^2/n^{228} - χ^2/n^{229} - χ^2/n^{230} - χ^2/n^{231} - χ^2/n^{232} - χ^2/n^{233} - χ^2/n^{234} - χ^2/n^{235} - χ^2/n^{236} - χ^2/n^{237} - χ^2/n^{238} - χ^2/n^{239} - χ^2/n^{240} - χ^2/n^{241} - χ^2/n^{242} - χ^2/n^{243} - χ^2/n^{244} - χ^2/n^{245} - χ^2/n^{246} - χ^2/n^{247} - χ^2/n^{248} - χ^2/n^{249} - χ^2/n^{250} - χ^2/n^{251} - χ^2/n^{252} - χ^2/n^{253} - χ^2/n^{254} - χ^2/n^{255} - χ^2/n^{256} - χ^2/n^{257} - χ^2/n^{258} - χ^2/n^{259} - χ^2/n^{260} - χ^2/n^{261} - χ^2/n^{262} - χ^2/n^{263} - χ^2/n^{264} - χ^2/n^{265} - χ^2/n^{266} - χ^2/n^{267} - χ^2/n^{268} - χ^2/n^{269} - χ^2/n^{270} - χ^2/n^{271} - χ^2/n^{272} - χ^2/n^{273} - χ^2/n^{274} - χ^2/n^{275} - χ^2/n^{276} - χ^2/n^{277} - χ^2/n^{278} - χ^2/n^{279} - χ^2/n^{280} - χ^2/n^{281} - χ^2/n^{282} - χ^2/n^{283} - χ^2/n^{284} - χ^2/n^{285} - χ^2/n^{286} - χ^2/n^{287} - χ^2/n^{288} - χ^2/n^{289} - χ^2/n^{290} - χ^2/n^{291} - χ^2/n^{292} - χ^2/n^{293} - 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χ^2/n^{510} - χ^2/n^{511} - χ^2/n^{512} - χ^2/n^{513} - χ^2/n^{514} - χ^2/n^{515} - χ^2/n^{516} - χ^2/n^{517} - χ^2/n^{518} - χ^2/n^{519} - χ^2/n^{520} - χ^2/n^{521} - χ^2/n^{522} - χ^2/n^{523} - χ^2/n^{524} - χ^2/n^{525} - χ^2/n^{526} - χ^2/n^{527} - χ^2/n^{528} - χ^2/n^{529} - χ^2/n^{530} - χ^2/n^{531} - χ^2/n^{532} - χ^2/n^{533} - χ^2/n^{534} - χ^2/n^{535} - χ^2/n^{536} - χ^2/n^{537} - χ^2/n^{538} - χ^2/n^{539} - χ^2/n^{540} - χ^2/n^{541} - χ^2/n^{542} - χ^2/n^{543} - χ^2/n^{544} - χ^2/n^{545} - χ^2/n^{546} - χ^2/n^{547} - χ^2/n^{548} - χ^2/n^{549} - χ^2/n^{550} - χ^2/n^{551} - χ^2/n^{552} - χ^2/n^{553} - χ^2/n^{554} - χ^2/n^{555} - χ^2/n^{556} - χ^2/n^{557} - χ^2/n^{558} - <

Q530 - Over the next five years, how likely or unlikely do you think it is that the UK government will have to take significant steps to reduce the level of government debt beyond what is already planned, by significantly increasing taxes or cutting public spending beyond what is already planned?

[illegible]

Proportions/Mean: Columns Tested [5% risk level] - a/b - c/d/d - 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

Q812 - You said that you think it likely that the UK government will have to take significant steps to reduce the level of government debt beyond what is already planned in the next 5 years. When do you think this most likely to happen?

Base: All adults aged 18-75 in GB who said very/fairly likely for the UK government to take steps to reduce government debt

	GENDER			AGE			GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME			ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2024 VOTE			
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	ENGLAND	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £19999	£20000 - £49999	£50000+	ETHNIC MAJORITY GROUPS	WHITE ETHNIC MINORITY GROUPS	CONSERVATIVE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
Conservative share	661	345	311	211	218	232	139	130	174	152	163	158	130	110	20	51	480	201	454	207	408	213	65	115	169	233	115	518	108	221	55	68	65	239	104	
Labour share	315	175	140	72	73	70	115	116	154	154	115	112	130	174	17	17	174	114	177	114	177	114	177	114	177	114	177	114	177	114	177	114	177	114	177	114
As the upcoming Budget in October	117	56	60	50	41	26	29	51	20	17	32	35	10	18	6	8	83	34	68	49	50	67	22	15	25	50	21	95	18	29	4	19	16	41	39	
	19%	17%	20%	25%	19%	12%	22%	27%	13%	11%	20%	24%	12%	18%	2%	3%	19%	18%	18%	13%	20%	18%	29%	12%	15%	23%	23%	18%	17%	13%	8%	24%	26%	18%	19%	
Over the course of this current Parliament (up until the next general election) which has to take place by August 2029 at the latest	185	94	88	58	57	70	44	40	58	57	47	42	40	30	3	13	134	50	108	79	80	104	20	39	51	63	31	150	28	57	25	24	15	80	53	
	29%	28%	30%	29%	27%	32%	32%	25%	24%	33%	29%	28%	30%	29%	13%	26%	31%	26%	28%	21%	32%	28%	27%	32%	31%	28%	34%	28%	27%	29%	40%	29%	26%	31%	26%	
After the next general election	251	132	98	64	82	105	40	64	77	70	65	52	54	44	13	25	167	84	161	90	99	132	24	51	70	89	30	218	49	91	17	28	23	109	87	
	40%	40%	34%	32%	39%	48%	30%	38%	40%	46%	40%	35%	39%	42%	50%	47%	38%	44%	43%	35%	39%	40%	32%	42%	42%	40%	32%	41%	40%	47%	30%	35%	39%	43%	43%	
Don't know	78	31	46	29	31	1	21	26	10	19	20	18	12	3	5	53	24	40	37	24	18	18	9	18	21	19	10	68	7	19	4	9	5	25	24	
	12%	9%	14%	14%	13%	8%	16%	14%	13%	6%	12%	14%	13%	12%	13%	10%	12%	13%	11%	13%	10%	14%	12%	13%	13%	8%	11%	12%	7%	10%	8%	11%	9%	10%	12%	

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

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

[illegible]

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 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.

Q812 - Which two or three of the following actions, if any, do you think the UK Government would mostly rely on in order to reduce the level of government debt? - Rank 2nd

[illegible]

	GENDER		AGE				GENERATION				REGION						WORKING STATUS		SOCIAL GRADE		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2024 VOTE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
	TOTAL	MAN	WOMAN	18-34		35-54		GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH EAST	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES		NON GRADUATES		UP TO £10K	£10K - £15K		£15K - £20K		ETHNIC MAJORITY GROUP	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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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/t/z/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.

Proportions/Mean: Columns Tested [5% risk level] - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w/x/y/z - A/B - C/D/t/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 28
QB22 - Which two or three of the following actions, if any, do you think the UK Government would mostly rely on in order to reduce the level of government debt? - Rank top 3
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION					REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £39999	£40000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE			
UNDISCOUNTED BASE	1000	512	512	152	305	305	220	180	273	240	204	225	245	180	84	88	726	314	710	370	616	464	114	103	246	375	157	344	335	113	86	123	116	445	286			
DISCOUNTED BASE	1000	536	544	155	303	304	223	187	271	241	213	233	255	182	87	91	734	341	800	403	606	461	118	114	254	370	161	353	333	114	87	117	104	463	283			
Mother taxes on high earners	172	279	289	163	283	287	185	174	145	149	145	143	132	73	22	80	388	184	355	218	223	350	65	120	166	188	86	487	86	177	223	73	87	253	182			
Higher business taxes	612	297	310	141	148	123	92	116	188	87	80	110	92	63	14	17	281	131	230	161	164	258	57	76	110	118	46	396	60	108	30	10	40	360	118			
Clamping down on waste in the public sector	409	223	185	124	111	105	88	116	91	114	114	95	83	60	16	41	266	144	241	169	173	237	49	82	121	134	58	349	71	124	27	55	47	172	123			
Lower spending on benefits and pensions	380	188	192	109	130	141	68	122	85	108	87	91	86	64	17	35	265	116	222	158	150	210	60	64	113	120	51	323	68	112	27	55	41	160	130			
Higher taxes on people like me	315	156	156	94	114	108	63	95	78	79	74	73	74	53	15	26	222	93	199	116	123	193	24	54	99	113	38	270	50	78	11	48	26	119	113			
Lower spending on public services	295	194	209	29%	29%	30%	30%	28%	29%	30%	29%	28%	34%	29%	30%	29%	27%	33%	25%	32%	28%	16%	25%	33%	33%	26%	30%	32%	28%	41%	33%	24%	30%	34%				
	314	174	139	98	105	111	64	100	84	82	77	78	73	47	13	25	218	96	172	142	168	208	53	97	103	85	46	263	85	82	26	52	23	118	111			
	29%	33%	26%	30%	27%	31%	32%	30%	24%	32%	31%	28%	30%	30%	26%	27%	30%	28%	30%	28%	30%	27%	34%	26%	32%	29%	34%	34%	21%	29%	30%	30%	30%					
Something else	72	37	35	14	18	21	9	27	24	12	18	16	22	5	9	9	52	20	35	38	32	40	14	13	24	15	7	85	14	17	4	8	12	27	25			
	7%	7%	4%	4%	10%	10%	4%	10%	8%	6%	7%	6%	8%	1%	1%	1%	23	8%	15%	10%	15%	15%	8%	8%	15%	15%	15%	11%	7%	7%	7%	7%	7%					
I don't think it would do anything	90	50	40	11	18	21	9	21	19	13	21	13	20	23	13	12	6	68	23	40	50	23	67	14	17	24	26	13	73	8	21	5	16	15	28	25		
	9%	9%	7%	9%	10%	8%	9%	10%	8%	6%	7%	10%	8%	23%	8%	9%	7%	7%	11%	6%	10%	10%	9%	8%	8%	9%	8%	5%	7%	6%	10%	14%	7%	7%				
Don't know	165	82	103	47	64	54	31	11	47	35	33	50	34	23	6	9	102	63	76	87	43	122	26	42	83	36	26	134	8	29	9	17	8	39	36			
	15%	12%	10%	14%	16%	15%	14%	15%	18%	13%	13%	21%	14%	15%	12%	10%	14%	18%	13%	18%	11%	18%	18%	20%	11%	11%	18%	15%	5%	10%	12%	11%	7%	10%	11%			

Proportions/Means: Columns Tested (5% risk level) - χ^2 - $\chi^2(n) - \chi^2(n)/n - p/q - \chi^2 - \chi^2(n) - \chi^2(n)/n - A/B - C/D/E/F/G - H/I$
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.

20 Oct 2024

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/f/t/t/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.



25-061766-41 - BUDGET - NIESR
9TH - 13TH OCTOBER 2026
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Table 30

QB14 - In the last two years, have you ever done any of the following because you were worried about the government raising taxes? - Summary table

Base: All adults aged 18-75 in GB

	Increased savings	Put off a major purchase (such as a car, white goods, holiday etc)	Sold shares or taken out a major loan earlier than I would otherwise have done	Made a gift to my family	Reduced my working hours to keep my earnings below a tax threshold
UNWEIGHTED BASE	1080	1080	1080	1080	1080
WEIGHTED BASE	1080	1080	1080	1080	1080
Yes, I have done this in the last two years because of worries about government raising taxes	297	292	83	145	76
	28%	27%	8%	13%	7%
I have not done this in the last two years, but I have considered it	249	201	143	166	158
	23%	19%	13%	15%	15%
I have not considered this in the last two years	452	511	757	686	745
	42%	47%	70%	64%	69%
Don't know	81	76	97	83	100
	8%	7%	9%	8%	9%

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



Table 31
Q814_1 - In the last two years, have you ever done any of the following because you were worried about the government raising taxes? - increased savings
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 BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £30999	£31000 - £40999	£41000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
Unweighted base	1000	512	512	152	303	305	220	330	273	240	204	225	245	180	88	100	680	314	730	270	610	464	114	103	246	375	187	894	335	119	86	123	116	445	286
Weighted base	1000	536	544	155	303	304	225	337	297	243	203	233	246	182	94	107	734	341	800	473	596	464	108	114	254	370	183	913	335	120	89	117	124	463	283
Yes, I have done this in the last two years because of worries about government raising taxes	287	152	144	117	96	85	74	109	52	63	62	74	72	49	38	25	227	71	180	117	139	158	28	40	87	120	67	234	49	86	26	34	38	118	88
I have not done this in the last two years, but I have considered it	28%	29%	27%	38%	24%	23%	34%	32%	20%	24%	24%	26%	28%	31%	31%	27%	31%	20%	30%	20%	38%	23%	19%	19%	29%	37%	47%	24%	32%	30%	34%	22%	35%	29%	26%
I have not done this in the last two years, but I have considered it	249	124	123	89	88	82	55	78	60	56	61	67	48	39	12	23	133	76	142	107	82	107	31	52	77	78	33	312	36	66	16	42	30	93	78
I have not done this in the last two years, but I have considered it	23%	23%	22%	24%	23%	22%	25%	22%	23%	21%	24%	24%	19%	25%	23%	25%	24%	22%	23%	23%	21%	24%	21%	24%	25%	24%	22%	22%	23%	22%	20%	28%	28%	23%	22%
I have not done this in the last two years, but I have considered it	402	214	235	98	177	177	68	121	134	130	118	110	107	62	16	39	288	164	246	207	142	110	75	99	123	109	34	413	65	207	30	68	36	169	157
I have not done this in the last two years, but I have considered it	42%	40%	43%	30%	45%	49%	32%	30%	50%	50%	47%	39%	44%	40%	32%	42%	39%	47%	40%	44%	37%	45%	51%	40%	41%	33%	24%	45%	42%	43%	40%	45%	33%	42%	47%
I have not done this in the last two years, but I have considered it	81	40	41	31	31	19	18	30	20	13	12	30	19	7	7	5	46	36	41	40	22	19	13	23	16	18	9	66	4	10	5	6	5	22	10
I have not done this in the last two years, but I have considered it	8%	8%	8%	10%	8%	7%	8%	1%	8%	7%	1%	11%	8%	4%	14%	6%	6%	10%	7%	8%	6%	9%	1%	11%	5%	6%	6%	7%	3%	3%	6%	4%	4%	7%	3%

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



Table 32
Q814_2 - In the last two years, have you ever done any of the following because you were worried about the government raising taxes? - Put off a major purchase (such as a car, white goods, holiday etc)
Base: All adults aged 18-75 in GB

	GENDER			AGE			GENERATION					REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2024 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	£10000 - £19999	£20000 - £24999	£25000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE			
Unweighted base	1000	512	512	152	305	305	220	230	273	240	204	204	275	245	103	88	726	314	710	370	616	464	114	103	246	375	187	894	335	119	86	123	116	445	286			
Weighted base	1000	536	544	155	311	344	225	237	297	241	211	211	281	246	112	97	734	341	690	473	606	464	118	114	254	370	183	913	335	119	86	123	116	445	286			
Yes, I have done this in the last two years because of worries about government raising taxes	282	145	147	104	110	78	66	110	60	56	74	71	61	42	12	31	220	71	170	122	115	176	35	54	94	85	40	244	37	75	19	56	41	113	88			
I have not done this in the last two years, but I have considered it	27%	27%	27%	32%	28%	21%	31%	33%	23%	21%	29%	25%	25%	27%	23%	34%	30%	21%	28%	20%	30%	25%	24%	25%	31%	28%	28%	27%	24%	20%	25%	37%	38%	28%	27%			
I have not considered this in the last two years	19%	19%	19%	22%	19%	16%	20%	21%	14%	17%	22%	16%	16%	25%	19%	15%	19%	18%	18%	19%	21%	17%	16%	16%	19%	23%	30%	17%	19%	17%	16%	19%	20%	18%	17%			
Don't know	7%	7%	7%	10%	7%	7%	8%	9%	5%	5%	7%	10%	8%	7%	4%	5%	4%	9%	7%	3%	5%	8%	9%	13%	13%	4%	10%	6%	7%	5%	6%	6%	5%	5%	3%			

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



Table 33
Q814_3 - In the last two years, have you ever done any of the following because you were worried about the government raising taxes? - Sold shares or taken out a major loan earlier than I would otherwise have done
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 BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
Unweighted base	1000	512	512	152	385	165	220	330	273	240	204	204	275	245	165	84	726	314	710	310	616	464	114	103	246	375	167	694	335	119	86	123	116	445	286		
Weighted base	1000	536	544	155	393	164	225	337	297	243	203	203	275	246	167	87	734	341	690	473	606	464	118	114	254	375	163	693	335	119	86	123	116	445	286		
Yes, I have done this in the last two years because of worries about government raising taxes	83	54	30	52	24	7	31	36	11	6	24	24	30	17	2	7	72	12	48	35	33	51	16	11	23	30	22	61	11	20	1	19	30	30	25		
I have not done this in the last two years, but I have considered it	143	73	70	64	48	31	50	50	24	19	27	30	28	23	14	12	104	40	80	63	54	89	16	20	47	46	35	105	23	35	10	18	16	48	32		
I have not considered this in the last two years	757	361	390	171	289	297	111	218	210	216	184	186	185	106	32	64	505	252	442	314	275	482	102	143	212	233	67	675	119	314	210	63	102	68	290	262	
Don't know	97	42	54	18	30	29	22	33	23	20	18	32	23	11	3	9	53	63	39	57	25	72	14	31	22	16	19	74	1	18	3	11	13	34	13		
	9%	8%	10%	12%	8%	8%	10%	10%	8%	8%	7%	11%	9%	7%	7%	10%	7%	13%	8%	12%	6%	10%	10%	10%	15%	7%	10%	8%	1%	6%	4%	6%	12%	8%	1%	4%	

Proportions/Means: Columns Totals (5% risk level) - A/B - C/D/E - V/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 34
Q83A_4 - In the last two years, have you ever done any of the following because you were worried about the government raising taxes? - Made a gift to my family
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	
	MAN	WOMAN	TOTAL	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCS	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
TOTAL	500	500	1000	132	381	385	220	330	273	240	204	275	245	180	84	88	726	314	210	310	816	464	114	111	246	375	187	894	315	119	86	121	116	441	286	
Unweighted base	1000	1000	2000	512	1515	1512	912	1365	1119	984	816	1095	981	726	363	378	2538	1044	693	1026	2862	1536	342	333	738	1113	543	2742	945	357	238	162	116	441	286	
Weighted base	1000	1000	2000	512	1515	1512	912	1365	1119	984	816	1095	981	726	363	378	2538	1044	693	1026	2862	1536	342	333	738	1113	543	2742	945	357	238	162	116	441	286	
Yes, I have done this in the last two years because of worries about government raising taxes	145	72	217	68	37	41	40	53	11	36	31	39	34	21	9	12	99	46	74	71	56	89	22	22	41	51	39	104	19	40	8	22	15	45	43	
I have not done this in the last two years, but I have considered it	136	83	219	14	13%	13%	22%	33%	18%	4%	14%	12%	14%	14%	18%	13%	14%	13%	12%	15%	15%	13%	15%	10%	13%	16%	27%	11%	12%	12%	14%	10%	14%	14%	11%	13%
I have not considered this in the last two years	686	332	1018	8%	8%	8%	5%	16%	16%	1%	12%	10%	10%	12%	16%	13%	14%	17%	18%	15%	15%	13%	15%	16%	37%	56%	32%	130	24	45	10	29	16	66	46	
Don't know	15	10%	25	1%	1%	1%	20%	12%	14%	16%	25%	16%	11%	20%	18%	15%	15%	16%	15%	16%	15%	13%	17%	17%	12%	17%	23%	8%	14%	10%	18%	14%	19%	15%	18%	14%
Unweighted base	1000	1000	2000	512	1515	1512	912	1365	1119	984	816	1095	981	726	363	378	2538	1044	693	1026	2862	1536	342	333	738	1113	543	2742	945	357	238	162	116	441	286	
Weighted base	686	332	1018	63%	64%	64%	52%	69%	68%	40%	104%	104%	73%	68%	64%	63%	65%	60%	68%	68%	65%	63%	58%	60%	67%	63%	65%	62%	68%	71%	60%	74%	62%	60%	65%	60%
Yes, I have done this in the last two years because of worries about government raising taxes	145	72	217	23%	24%	27%	23%	29%	23%	10%	18%	21%	12%	11%	2%	8%	48%	35%	35%	49%	20%	68%	15%	26%	23%	12%	17%	61%	1%	15%	5%	8%	12%	28%	13%	
I have not done this in the last two years, but I have considered it	136	83	219	14%	13%	13%	22%	33%	18%	4%	14%	12%	14%	14%	18%	13%	14%	13%	12%	15%	15%	13%	15%	16%	37%	56%	32%	130	24	45	10	29	16	66	46	
I have not considered this in the last two years	686	332	1018	63%	64%	64%	52%	69%	68%	40%	104%	104%	73%	68%	64%	63%	65%	60%	68%	68%	65%	63%	58%	60%	67%	63%	65%	62%	68%	71%	60%	74%	62%	60%	65%	60%
Don't know	15	10%	25	1%	1%	1%	20%	12%	14%	16%	25%	16%	11%	20%	18%	15%	15%	16%	15%	16%	15%	13%	17%	17%	12%	17%	23%	8%	14%	10%	18%	14%	19%	15%	18%	14%
Unweighted base	1000	1000	2000	512	1515	1512	912	1365	1119	984	816	1095	981	726	363	378	2538	1044	693	1026	2862	1536	342	333	738	1113	543	2742	945	357	238	162	116	441	286	
Weighted base	686	332	1018	63%	64%	64%	52%	69%	68%	40%	104%	104%	73%	68%	64%	63%	65%	60%	68%	68%	65%	63%	58%	60%	67%	63%	65%	62%	68%	71%	60%	74%	62%	60%	65%	60%
Yes, I have done this in the last two years because of worries about government raising taxes	145	72	217	23%	24%	27%	23%	29%	23%	10%	18%	21%	12%	11%	2%	8%	48%	35%	35%	49%	20%	68%	15%	26%	23%	12%	17%	61%	1%	15%	5%	8%	12%	28%	13%	
I have not done this in the last two years, but I have considered it	136	83	219	14%	13%	13%	22%	33%	18%	4%	14%	12%	14%	14%	18%	13%	14%	13%	12%	15%	15%	13%	15%	16%	37%	56%	32%	130	24	45	10	29	16	66	46	
I have not considered this in the last two years	686	332	1018	63%	64%	64%	52%	69%	68%	40%	104%	104%	73%	68%	64%	63%	65%	60%	68%	68%	65%	63%	58%	60%	67%	63%	65%	62%	68%	71%	60%	74%	62%	60%	65%	60%
Don't know	15	10%	25	1%	1%	1%	20%	12%	14%	16%	25%	16%	11%	20%	18%	15%	15%	16%	15%	16%	15%	13%	17%	17%	12%	17%	23%	8%	14%	10%	18%	14%	19%	15%	18%	14%

Proportions/Means: Columns Totalled (5% risk level) - A/B - C/D/E - V/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 35
Q834_3 - In the last two years, have you ever done any of the following because you were worried about the government raising taxes? - Reduced my working hours to keep my earnings below a tax threshold
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 BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCL	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000 - £19999	£20000 - £24999	£25000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
Unweighted base	1000	512	512	152	385	155	220	330	273	240	208	275	245	160	84	88	728	314	710	370	616	464	114	111	246	375	187	694	335	119	86	121	116	445	286			
Weighted base	1000	536	544	155	393	164	225	337	297	241	211	211	246	132	54	67	734	341	690	473	696	464	118	114	254	379	181	693	335	115	86	117	116	463	281			
Yes, I have done this in the last two years because of worries about government raising taxes	76	39	36	42	19	15	26	28	30	11	18	16	21	12	2	7	65	12	41	36	31	46	19	11	21	23	17	55	5	12	5	17	7	20	21			
I have not done this in the last two years, but I have considered it	7%	7%	7%	12%	5%	4%	12%	8%	4%	4%	7%	6%	9%	8%	4%	8%	9%	3%	7%	8%	8%	7%	13%	5%	7%	7%	12%	6%	3%	4%	7%	11%	6%	5%	6%			
I have not done this in the last two years, but I have considered it	158	70	88	76	46	14	63	53	17	26	36	36	36	24	13	14	131	37	80	78	62	97	17	32	54	45	40	116	24	42	10	12	19	56	34			
I have not done this in the last two years, but I have considered it	25%	13%	16%	24%	12%	9%	26%	18%	6%	10%	14%	13%	15%	15%	26%	15%	17%	11%	13%	17%	16%	14%	11%	15%	18%	14%	28%	13%	15%	15%	13%	15%	18%	14%	10%			
I have not done this in the last two years, but I have considered it	745	372	369	177	268	270	111	226	221	187	179	194	170	109	33	60	507	239	450	296	275	470	95	141	208	240	70	663	118	212	53	98	71	291	254			
Don't know	69%	70%	68%	14%	76%	74%	52%	67%	83%	71%	71%	69%	69%	69%	65%	65%	69%	69%	74%	63%	71%	68%	64%	66%	69%	74%	49%	72%	76%	75%	69%	65%	66%	73%	76%			
Don't know	100	49	51	28	28	44	14	30	18	37	20	35	19	12	3	11	41	19	39	61	18	62	17	30	20	17	15	80	8	16	8	13	11	14	24			
Don't know	9%	9%	9%	6%	7%	12%	7%	9%	7%	14%	8%	12%	8%	8%	6%	12%	6%	17%	6%	13%	15%	12%	12%	14%	7%	5%	11%	9%	5%	6%	10%	9%	10%	8%	7%			

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 - Z/A - B/C/D/E/F/G - H/I
Overlap formula used. * small base
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