

# WA UK Budget Temperature Check



Client: WA Communications

Fieldwork dates: 5pm 27/10/21 to 9am 28/10/21

Interview method: Online

Population effectively sampled: 2021 UK adults aged 18+

**Online sampling method:** A nationally representative sample was selected at random from the LUCID marketplace and the sample was selected in proportion to population distribution.

**Sample size:** 1,159

**Data weighting:** Data was weighted to the profile of all adults aged 18+. Data was weighted by sex, region, and age. Targets for the weighted data were derived from the Office for National Statistics.

**Presentation of questions:** The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, including all response codes and the bases for all demographics.

In all questions where the responses are a list of parties, names, or statements, these will typically have been displayed to respondents in a randomising order.

Questions where there is a 'natural order' to responses (e.g., numerical responses, ordinal scales such as 'strongly disagree' to 'strongly agree', or factual questions (e.g., demographics) will not have been randomised.

Some questions may not have been asked to all respondents, for example in cases where they were filtered based on answers to previous questions to ensure that respondents were only asked relevant questions. This will affect the base size of the question.

**Further enquiries:** [research@wacomms.co.uk](mailto:research@wacomms.co.uk)

**British Polling Council:** WA Communications is a member of the British Polling Council and abides by its rules <https://www.britishpollingcouncil.org/>

Q6: How well do you think today’s Budget has tackled the challenge of getting to net zero carbon emissions?

Column %	Age							Are you		Region										2019 vote					
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
Very well – the Budget has set a great example on getting to net zero	9%	17%	17%	10%	5%	4%	4%	11%	7%	11%	4%	21%	2%	9%	0%	7%	6%	3%	8%	12%	6%	12%	10%	1%	2%
Fairly well – the Budget has set a good example on getting to net zero, but there’s more it could have done	19%	35%	23%	22%	16%	13%	13%	21%	17%	18%	32%	26%	10%	18%	17%	13%	18%	15%	20%	20%	14%	25%	20%	8%	9%
Averagely – the Budget has some good things around net zero but a fair amount is missing too	26%	20%	24%	30%	25%	30%	26%	24%	28%	25%	24%	17%	44%	25%	34%	30%	28%	34%	20%	21%	31%	29%	25%	26%	21%
Fairly poorly – the Budget has done a bit on getting to net zero, but there’s a lot missing	15%	14%	10%	10%	16%	18%	19%	17%	13%	12%	13%	12%	19%	14%	14%	11%	16%	19%	14%	13%	20%	10%	19%	20%	11%
Very poorly – the Budget has done nothing to help getting to net zero	12%	3%	10%	11%	14%	12%	15%	14%	10%	10%	7%	9%	13%	12%	21%	19%	11%	15%	14%	11%	10%	6%	13%	22%	16%
Don’t know enough to be able to comment	20%	11%	16%	17%	23%	23%	24%	14%	25%	25%	20%	15%	13%	21%	14%	20%	22%	13%	24%	23%	19%	17%	14%	22%	42%
NET Well	28%	52%	40%	31%	21%	17%	17%	32%	24%	29%	36%	46%	13%	27%	17%	20%	23%	18%	29%	32%	20%	38%	30%	9%	11%
NET Poor	26%	17%	20%	22%	30%	30%	34%	30%	23%	22%	20%	21%	31%	26%	34%	30%	27%	34%	27%	25%	30%	16%	32%	42%	26%
Base n	1,159	94	220	210	214	189	234	544	615	101	84	145	48	131	29	94	176	93	59	106	94	460	390	169	140

Q7: How beneficial do you believe this budget will be for your local area?

Column %	Age							Are you		Region											2019 vote				
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
Very	6%	13%	10%	7%	5%	1%	2%	7%	4%	5%	6%	13%	2%	5%	0%	6%	4%	3%	5%	8%	3%	7%	7%	0%	4%
Fairly	15%	29%	26%	14%	12%	7%	9%	16%	14%	15%	19%	26%	8%	18%	7%	7%	13%	13%	19%	15%	9%	18%	17%	7%	9%
Somewhat	24%	33%	20%	30%	26%	17%	21%	24%	24%	29%	19%	20%	31%	27%	17%	20%	24%	23%	20%	26%	28%	29%	21%	22%	18%
Not very	30%	12%	18%	28%	29%	50%	37%	31%	29%	26%	26%	24%	38%	30%	45%	31%	32%	42%	27%	26%	34%	27%	33%	36%	26%
Not at all	11%	4%	10%	11%	15%	10%	11%	11%	11%	10%	10%	7%	15%	8%	17%	22%	11%	5%	8%	11%	12%	5%	12%	21%	13%
Don't know enough to be able to comment	14%	9%	16%	10%	14%	14%	20%	11%	17%	16%	20%	11%	6%	12%	14%	13%	16%	14%	20%	12%	15%	12%	10%	15%	31%
NET Beneficial	21%	42%	36%	21%	17%	8%	11%	23%	19%	20%	25%	38%	10%	23%	7%	14%	16%	16%	24%	24%	12%	26%	24%	7%	12%
NET Not beneficial	41%	16%	28%	40%	43%	60%	48%	42%	40%	36%	36%	31%	52%	38%	62%	53%	43%	47%	36%	38%	46%	33%	45%	57%	39%
Base n	1,159	93	220	210	214	189	234	543	615	101	84	144	48	131	29	94	176	93	59	106	94	460	390	169	139

Q8: What impact do you expect this budget to have on your own household finances?

Column %	Age							Are you		Region											2019 vote				
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
Make things much more comfortable	5%	19%	9%	3%	6%	1%	1%	6%	4%	4%	4%	14%	4%	2%	0%	7%	3%	2%	2%	8%	4%	6%	7%	0%	4%
Make things a bit more comfortable	13%	28%	25%	20%	8%	5%	3%	14%	13%	16%	11%	23%	6%	13%	14%	3%	12%	11%	20%	15%	12%	17%	15%	5%	7%
Make no noticeable difference	43%	26%	28%	39%	45%	55%	56%	42%	44%	49%	43%	37%	56%	48%	31%	46%	44%	39%	39%	38%	44%	46%	42%	41%	37%
Make things a bit tighter	20%	11%	20%	21%	20%	21%	20%	20%	19%	12%	21%	14%	19%	18%	31%	23%	20%	29%	17%	17%	23%	18%	18%	29%	17%
Make things a lot tighter	11%	6%	8%	13%	14%	11%	12%	11%	11%	13%	12%	7%	13%	12%	14%	13%	9%	12%	8%	13%	12%	6%	13%	18%	14%
Don't know enough to be able to comment	8%	11%	10%	5%	7%	7%	8%	6%	9%	7%	10%	4%	2%	8%	10%	7%	11%	8%	14%	8%	5%	7%	5%	7%	21%
Comfortable	19%	47%	34%	23%	14%	6%	4%	21%	17%	20%	14%	38%	10%	15%	14%	11%	15%	13%	22%	24%	16%	23%	22%	5%	11%
Tighter	31%	17%	28%	34%	33%	32%	32%	31%	30%	25%	33%	21%	31%	30%	45%	36%	30%	41%	25%	30%	35%	24%	30%	47%	31%
Base n	1,159	94	220	210	214	189	234	544	615	101	84	145	48	131	29	94	176	93	59	106	94	460	390	169	140

Q9: How do you feel the Budget has dealt with each of the following sectors?

Transport

Column %	Age							Gender			Region												2019 vote			
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
They've had too much support from the Budget	8%	16%	14%	7%	6%	4%	4%	10%	6%	0%	3%	10%	13%	6%	8%	7%	11%	3%	5%	8%	12%	6%	10%	7%	7%	6%
They've had the right amount of support from the Budget	42%	39%	40%	41%	42%	42%	45%	45%	39%	50%	41%	42%	49%	46%	46%	52%	28%	43%	33%	39%	44%	39%	53%	39%	30%	27%
They've had too little support from the Budget	26%	30%	25%	26%	23%	29%	27%	29%	24%	0%	27%	21%	23%	19%	26%	28%	33%	25%	33%	25%	24%	31%	18%	33%	38%	22%
Don't know enough to answer	24%	15%	21%	26%	29%	25%	24%	16%	31%	50%	30%	27%	14%	29%	20%	14%	28%	28%	28%	27%	20%	23%	20%	21%	25%	45%
Base n	1,160	94	220	210	214	189	233	543	615	2	101	84	145	48	131	29	93	176	93	59	106	94	459	390	169	140

Q9: How do you feel the Budget has dealt with each of the following sectors?

Science and technology

Column %	Age							Gender			Region												2019 vote			
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
They've had too much support from the Budget	7%	13%	11%	11%	7%	2%	2%	7%	7%	0%	5%	12%	12%	2%	8%	0%	9%	6%	4%	3%	10%	5%	8%	9%	3%	4%
They've had the right amount of support from the Budget	39%	43%	41%	38%	35%	34%	42%	42%	36%	50%	47%	35%	40%	38%	36%	34%	43%	37%	35%	39%	42%	34%	47%	35%	33%	27%
They've had too little support from the Budget	25%	27%	25%	24%	22%	30%	24%	28%	23%	0%	18%	19%	27%	23%	31%	31%	23%	24%	28%	31%	23%	27%	18%	32%	33%	20%
Don't know enough to answer	29%	18%	23%	27%	36%	34%	32%	24%	34%	50%	31%	35%	21%	38%	26%	34%	26%	34%	32%	27%	25%	34%	27%	25%	32%	49%
Base n	1,161	94	220	210	214	189	234	544	615	2	101	84	145	48	131	29	94	176	93	59	106	94	460	390	169	140

Q9: How do you feel the Budget has dealt with each of the following sectors?

Education

Column %	Age							Gender			Region												2019 vote			
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
They've had too much support from the Budget	6%	10%	9%	6%	5%	9%	3%	9%	4%	50%	7%	4%	11%	2%	3%	7%	10%	6%	0%	8%	8%	6%	7%	7%	4%	6%
They've had the right amount of support from the Budget	41%	41%	35%	40%	40%	43%	44%	40%	41%	0%	40%	38%	46%	48%	37%	41%	39%	42%	39%	44%	37%	39%	55%	31%	33%	30%
They've had too little support from the Budget	34%	38%	36%	36%	31%	28%	34%	36%	32%	0%	31%	31%	30%	29%	41%	34%	34%	32%	43%	27%	37%	30%	22%	47%	40%	29%
Don't know enough to answer	20%	11%	20%	18%	24%	21%	19%	15%	24%	50%	23%	27%	13%	21%	19%	17%	17%	20%	18%	20%	18%	24%	16%	16%	24%	36%
Base n	1,161	94	220	210	214	189	234	544	615	2	101	84	145	48	131	29	94	176	93	59	106	94	460	390	169	140

Q9: How do you feel the Budget has dealt with each of the following sectors?

Education

Column %	Age							Gender			Region													2019 vote			
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote	
They've had too much support from the Budget	8%	20%	11%	6%	7%	6%	4%	7%	8%	0%	11%	5%	14%	6%	6%	3%	5%	7%	4%	7%	10%	7%	11%	7%	2%	7%	
They've had the right amount of support from the Budget	35%	34%	35%	38%	32%	32%	36%	43%	28%	0%	36%	30%	40%	40%	37%	31%	26%	37%	30%	37%	35%	33%	48%	26%	28%	21%	
They've had too little support from the Budget	42%	34%	36%	43%	43%	46%	44%	38%	45%	0%	30%	43%	37%	42%	44%	52%	53%	41%	46%	36%	40%	45%	28%	54%	51%	41%	
Don't know enough to answer	16%	12%	17%	13%	19%	17%	15%	12%	19%	100%	24%	23%	10%	13%	13%	14%	16%	15%	19%	20%	15%	15%	13%	13%	18%	30%	
Base n	1,161	94	220	210	214	189	234	544	615	2	101	84	145	48	131	29	94	176	93	59	106	94	460	390	169	140	

Q9: How do you feel the Budget has dealt with each of the following sectors?  
Banks and financial services

Column %	Age							Gender			Region										2019 vote					
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
They've had too much support from the Budget	24%	26%	25%	25%	24%	24%	24%	27%	22%	0%	24%	25%	24%	19%	26%	24%	27%	27%	22%	25%	19%	29%	23%	26%	29%	19%
They've had the right amount of support from the Budget	37%	37%	36%	36%	37%	36%	39%	39%	36%	50%	41%	33%	39%	44%	33%	34%	34%	32%	38%	37%	47%	36%	45%	34%	30%	27%
They've had too little support from the Budget	11%	18%	14%	12%	8%	9%	8%	12%	10%	0%	7%	8%	15%	6%	14%	14%	11%	10%	13%	14%	10%	9%	8%	15%	11%	9%
Don't know enough to answer	27%	19%	25%	27%	30%	31%	29%	22%	32%	50%	29%	33%	21%	31%	27%	28%	29%	31%	28%	24%	24%	27%	23%	25%	30%	45%
Base n	1,161	94	220	210	214	189	234	544	615	2	101	84	145	48	131	29	94	176	93	59	106	94	460	390	169	140

Q9: How do you feel the Budget has dealt with each of the following sectors?  
Hospitality (pubs / restaurants)

Column %	Age							Gender			Region											2019 vote				
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
They've had too much support from the Budget	11%	17%	12%	13%	10%	9%	9%	12%	11%	0%	11%	10%	12%	8%	8%	7%	16%	10%	9%	15%	16%	11%	14%	9%	11%	9%
They've had the right amount of support from the Budget	45%	41%	41%	40%	46%	45%	54%	50%	41%	0%	52%	49%	55%	33%	44%	45%	44%	38%	37%	44%	48%	46%	56%	41%	40%	29%
They've had too little support from the Budget	26%	27%	26%	27%	26%	32%	20%	26%	26%	50%	21%	21%	20%	40%	31%	34%	26%	28%	35%	19%	23%	24%	19%	33%	28%	28%
Don't know enough to answer	18%	15%	21%	19%	19%	14%	16%	11%	23%	50%	16%	20%	12%	19%	18%	14%	15%	23%	19%	22%	13%	19%	11%	17%	21%	35%
Base n	1,161	94	220	210	214	189	234	544	615	2	101	84	145	48	131	29	94	176	93	59	106	94	460	390	169	140

Q9: How do you feel the Budget has dealt with each of the following sectors?  
Retail (shops / the high street)

Column %	Age							Gender			Region												2019 vote				
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote	
They've had too much support from the Budget	8%	13%	12%	7%	8%	6%	4%	10%	6%	50%	3%	6%	12%	10%	6%	3%	10%	7%	5%	5%	15%	7%	11%	7%	5%	4%	
They've had the right amount of support from the Budget	42%	43%	37%	40%	39%	47%	49%	47%	39%	0%	48%	43%	47%	46%	40%	45%	45%	36%	40%	51%	40%	38%	53%	35%	38%	34%	
They've had too little support from the Budget	29%	31%	28%	33%	29%	29%	26%	31%	28%	0%	22%	26%	28%	27%	31%	41%	26%	35%	32%	25%	28%	30%	20%	39%	34%	25%	
Don't know enough to answer	21%	14%	23%	20%	23%	19%	21%	13%	27%	50%	28%	25%	14%	17%	23%	10%	20%	22%	23%	19%	17%	24%	16%	20%	22%	38%	
Base n	1,161	94	220	210	214	189	234	544	615	2	101	84	145	48	131	29	94	176	93	59	106	94	460	390	169	140	

Q9: How do you feel the Budget has dealt with each of the following sectors?  
Construction and housing

Column %	Age							Gender			Region											2019 vote				
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
They've had too much support from the Budget	10%	14%	16%	11%	7%	11%	7%	12%	9%	0%	10%	10%	13%	10%	8%	10%	9%	11%	10%	8%	18%	5%	12%	12%	7%	4%
They've had the right amount of support from the Budget	39%	40%	38%	36%	38%	39%	42%	43%	35%	0%	39%	40%	48%	35%	41%	31%	41%	35%	35%	41%	34%	36%	50%	33%	31%	26%
They've had too little support from the Budget	26%	30%	26%	28%	25%	23%	24%	26%	25%	50%	23%	23%	21%	19%	32%	38%	23%	25%	31%	22%	25%	31%	17%	34%	33%	21%
Don't know enough to answer	25%	16%	20%	26%	30%	28%	26%	19%	31%	50%	29%	27%	19%	35%	18%	21%	27%	29%	24%	29%	24%	28%	20%	21%	29%	49%
Base n	1,161	94	220	210	214	189	234	544	615	2	101	84	145	48	131	29	94	176	93	59	106	94	460	390	169	140

Q10: Overall, do you think this budget has focused on the right things, or not?

Column %	Age							Gender			Region												2019 vote			
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
Completely the right focus	8%	17%	10%	5%	6%	5%	8%	10%	6%	0%	5%	10%	16%	0%	5%	0%	9%	8%	3%	8%	8%	6%	11%	7%	4%	2%
Mostly the right focus, but missing in a few areas	26%	35%	26%	31%	21%	25%	24%	29%	23%	50%	33%	21%	32%	21%	31%	14%	18%	26%	19%	37%	27%	20%	37%	21%	13%	21%
Average – as many hits as misses	44%	34%	41%	44%	47%	48%	47%	40%	48%	50%	46%	45%	31%	54%	43%	62%	49%	46%	48%	39%	40%	52%	42%	42%	51%	52%
Mostly the wrong focus, with a few good things	14%	10%	17%	10%	17%	14%	14%	13%	15%	0%	11%	14%	13%	21%	16%	10%	17%	12%	17%	10%	16%	12%	7%	19%	20%	14%
Completely the wrong focus	8%	4%	6%	10%	9%	8%	8%	8%	8%	0%	6%	10%	8%	4%	5%	14%	7%	8%	12%	5%	8%	10%	3%	11%	12%	10%
NET Focused	34%	52%	36%	36%	27%	30%	31%	39%	29%	50%	38%	31%	48%	21%	36%	14%	27%	34%	23%	46%	36%	27%	47%	28%	17%	24%
NET Non-focused	22%	14%	23%	20%	26%	22%	22%	21%	23%	0%	17%	24%	21%	25%	21%	24%	24%	20%	29%	15%	25%	21%	11%	30%	32%	24%
Base n	1,161	94	220	210	214	189	234	544	615	2	101	84	145	48	131	29	94	176	93	59	106	94	460	390	169	140

Q12: Overall, how does this budget make you feel about the future?

Column %	Age							Gender			Region							2019 vote									
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote	
Very hopeful	7%	18%	11%	10%	6%	3%	2%	9%	6%	0%	6%	6%	18%	2%	5%	0%	7%	5%	3%	8%	11%	6%	10%	8%	0%	4%	
Fairly hopeful	25%	38%	31%	24%	19%	16%	30%	28%	23%	0%	33%	26%	34%	17%	24%	24%	15%	26%	18%	27%	31%	19%	36%	23%	14%	12%	
Neutral	41%	29%	34%	44%	42%	52%	41%	37%	45%	50%	43%	49%	29%	42%	44%	45%	52%	41%	49%	41%	29%	43%	39%	35%	49%	56%	
Fairly unhopeful	17%	13%	15%	12%	22%	19%	20%	16%	18%	50%	12%	10%	11%	27%	19%	21%	18%	18%	25%	15%	18%	23%	11%	23%	26%	14%	
Very unhopeful	8%	2%	8%	10%	10%	10%	7%	9%	8%	0%	7%	10%	8%	13%	8%	10%	7%	10%	4%	8%	10%	9%	3%	12%	11%	13%	
NET Hopeful	33%	56%	42%	33%	25%	20%	32%	38%	29%	0%	39%	32%	52%	19%	29%	24%	22%	31%	22%	36%	42%	26%	47%	31%	14%	16%	
NET Not hopeful	26%	15%	24%	23%	33%	29%	26%	25%	26%	50%	19%	19%	19%	40%	27%	31%	26%	27%	29%	24%	28%	32%	14%	34%	37%	27%	
Base n	1,161	94	220	210	214	189	234	544	615	2	101	84	145	48	131	29	94	176	93	59	106	94	460	390	169	140	

Q13: There are many different parts to managing a country’s finances and many different ways of approaching this task. If you were the Chancellor in our current situation – where would you place yourself on the following scales?

Column %	Age							Gender			Region											2019 vote				
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
1 - Heavily reduce personal tax rates	12%	12%	16%	11%	13%	11%	8%	12%	11%	0%	7%	17%	17%	2%	14%	24%	6%	10%	14%	7%	10%	13%	10%	12%	12%	17%
2	30%	37%	36%	33%	33%	25%	22%	29%	31%	100%	30%	27%	34%	35%	30%	21%	29%	36%	29%	25%	25%	30%	29%	32%	29%	33%
3	36%	24%	29%	34%	35%	43%	47%	37%	36%	0%	40%	39%	31%	38%	39%	41%	36%	39%	35%	39%	32%	33%	38%	31%	42%	38%
4	18%	23%	15%	20%	15%	19%	18%	19%	17%	0%	19%	14%	17%	17%	14%	14%	24%	12%	18%	24%	26%	17%	20%	20%	15%	7%
2 - Heavily increase personal tax rates	4%	3%	4%	3%	4%	3%	6%	3%	5%	0%	4%	2%	2%	8%	3%	0%	4%	2%	3%	5%	7%	7%	3%	5%	2%	5%
Base n	1,159	94	218	210	214	189	234	543	615	1	100	84	145	48	130	29	94	176	93	59	106	94	460	390	168	139

Q13: There are many different parts to managing a country’s finances and many different ways of approaching this task. If you were the Chancellor in our current situation – where would you place yourself on the following scales?

Column %	Age							Gender			Region												2019 vote			
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
1 - Spend more to make more...	11%	11%	10%	6%	11%	10%	17%	13%	8%	0%	9%	12%	11%	8%	15%	10%	11%	11%	13%	10%	6%	12%	9%	14%	13%	6%
2	33%	30%	31%	30%	36%	34%	38%	35%	32%	0%	31%	32%	28%	40%	27%	41%	39%	33%	44%	36%	35%	30%	30%	35%	40%	32%
3	19%	15%	20%	24%	21%	22%	13%	19%	20%	0%	21%	19%	17%	21%	18%	14%	17%	21%	28%	20%	18%	18%	19%	19%	18%	23%
4	27%	35%	32%	31%	22%	25%	23%	22%	31%	100%	27%	21%	33%	29%	30%	31%	24%	30%	11%	24%	29%	32%	31%	23%	23%	30%
5 - Be prudent - strongly reduce gov spending...	9%	10%	8%	9%	10%	9%	9%	10%	9%	0%	12%	15%	11%	2%	11%	3%	9%	6%	4%	10%	12%	9%	11%	8%	7%	9%
Base n	1,159	94	218	210	214	189	234	543	615	1	100	84	145	48	130	29	94	176	93	59	106	94	460	390	168	139

Q13: There are many different parts to managing a country’s finances and many different ways of approaching this task. If you were the Chancellor in our current situation – where would you place yourself on the following scales?

Column %	Age							Gender			Region												2019 vote				
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote	
1 - Heavily increase business tax	10%	10%	11%	7%	12%	10%	10%	10%	10%	100%	10%	11%	11%	8%	12%	10%	10%	10%	12%	10%	8%	5%	6%	15%	12%	8%	
	26%	32%	28%	26%	27%	27%	21%	24%	27%	0%	35%	27%	16%	21%	22%	31%	33%	27%	28%	27%	24%	28%	25%	25%	28%	27%	
	34%	20%	27%	38%	36%	35%	40%	33%	34%	0%	33%	36%	35%	44%	33%	21%	28%	34%	38%	34%	27%	41%	37%	30%	34%	35%	
	24%	33%	27%	20%	21%	21%	24%	26%	22%	0%	19%	17%	28%	23%	27%	34%	23%	22%	15%	27%	32%	21%	25%	23%	21%	24%	
2 - Heavily reduce business tax	7%	5%	8%	9%	5%	7%	6%	7%	7%	0%	3%	10%	10%	4%	6%	3%	6%	8%	8%	2%	8%	4%	7%	7%	5%	6%	
Base n	1,159	94	218	210	214	189	234	543	615	1	100	84	145	48	130	29	94	176	93	59	106	94	460	390	168	139	

Q13: There are many different parts to managing a country’s finances and many different ways of approaching this task. If you were the Chancellor in our current situation – where would you place yourself on the following scales?

Column %	Age							Gender			Region												2019 vote			
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
1 - Strongly prioritise paying back national debt	8%	5%	7%	6%	8%	10%	11%	10%	7%	0%	9%	10%	8%	0%	6%	3%	13%	9%	12%	7%	8%	6%	10%	6%	8%	7%
2	27%	37%	25%	23%	22%	28%	30%	27%	27%	100%	32%	25%	30%	29%	25%	34%	20%	29%	34%	20%	19%	26%	34%	20%	22%	26%
3	35%	27%	33%	37%	36%	35%	38%	35%	35%	0%	39%	36%	30%	38%	35%	21%	38%	35%	31%	39%	36%	38%	31%	37%	38%	37%
4	24%	22%	30%	29%	28%	20%	14%	22%	25%	0%	15%	19%	27%	29%	25%	31%	24%	20%	22%	25%	30%	22%	20%	28%	25%	21%
5 - Strongly deprioritise paying back national debt	6%	9%	6%	5%	6%	7%	7%	6%	6%	0%	5%	11%	6%	4%	8%	10%	4%	7%	1%	8%	7%	7%	3%	8%	7%	9%
Base n	1,159	94	218	210	214	189	234	543	615	1	100	84	145	48	130	29	94	176	93	59	106	94	460	390	168	139

Q14: Which of the following best describes your point of view on how the Chancellor plans to pay for the promises made in the Budget?

Column %	Age							Gender			Region											2019 vote				
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
Very comfortable, he's got it all under control	6%	16%	10%	6%	5%	4%	3%	7%	6%	0%	4%	4%	13%	4%	8%	0%	5%	5%	1%	14%	9%	3%	9%	7%	1%	3%
Fairly comfortable, it seems mostly under control	31%	35%	31%	35%	27%	28%	33%	36%	27%	0%	43%	36%	36%	23%	29%	34%	26%	31%	26%	31%	30%	28%	45%	24%	23%	14%
Not that comfortable, I can't really see how he'll balance the books	35%	31%	31%	34%	36%	42%	36%	33%	37%	50%	26%	38%	34%	48%	35%	38%	36%	35%	39%	31%	31%	43%	30%	40%	41%	36%
Not at all comfortable, I don't know where the money will come from to balance the books	15%	10%	14%	15%	17%	15%	18%	16%	15%	50%	14%	12%	8%	15%	18%	21%	22%	14%	18%	14%	19%	16%	8%	19%	24%	18%
Don't know enough to be able to comment	12%	9%	13%	10%	14%	11%	10%	8%	15%	0%	14%	11%	8%	10%	9%	7%	11%	15%	16%	12%	10%	11%	8%	10%	11%	29%
NET Comfortable	38%	51%	41%	41%	32%	32%	36%	43%	33%	0%	47%	39%	49%	27%	38%	34%	31%	36%	27%	44%	40%	31%	55%	31%	24%	17%
NET Not comfortable	51%	40%	45%	49%	54%	57%	54%	49%	52%	100%	40%	50%	43%	63%	53%	59%	59%	49%	57%	44%	50%	59%	38%	59%	65%	54%
Base n	1,160	94	220	209	214	189	234	543	615	2	101	84	145	48	130	29	94	176	93	59	106	94	460	389	169	140

Q15: Who has a harder job, the Chancellor or the Prime Minister?

Column %	Age							Gender			Region												2019 vote			
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
The Chancellor, by far	19%	17%	11%	12%	20%	25%	29%	23%	15%	100%	17%	14%	17%	21%	20%	34%	34%	18%	11%	19%	21%	17%	18%	20%	24%	13%
The Chancellor, by a bit	18%	26%	21%	19%	16%	13%	18%	16%	20%	0%	20%	20%	22%	23%	19%	21%	21%	13%	13%	19%	17%	15%	16%	20%	21%	14%
They're equally hard	48%	36%	56%	50%	48%	48%	41%	42%	52%	0%	50%	51%	48%	46%	44%	38%	40%	52%	53%	46%	44%	50%	47%	46%	46%	57%
The Prime Minister, by a bit	9%	17%	7%	13%	10%	5%	5%	11%	7%	0%	7%	6%	7%	10%	9%	0%	1%	9%	16%	10%	14%	12%	10%	9%	5%	11%
The Prime Minister, by far	6%	4%	4%	6%	6%	9%	8%	8%	6%	0%	7%	8%	6%	0%	8%	7%	3%	9%	8%	7%	4%	6%	9%	5%	4%	5%
Base n	1,161	94	220	210	214	189	234	544	615	2	101	84	145	48	131	29	94	176	93	59	106	94	460	390	169	140

Q16: If an election was called tomorrow, who would you be most likely to vote for?

Column %	Age							Gender			Region												2019 vote			
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Other	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	Conservative	Labour	Other	Did not vote
Conservative	34%	28%	17%	30%	35%	44%	46%	38%	30%	0%	46%	33%	32%	23%	35%	3%	27%	40%	42%	31%	31%	29%	76%	4%	5%	13%
Labour	35%	39%	52%	36%	31%	29%	24%	33%	36%	0%	28%	31%	40%	42%	41%	10%	21%	33%	35%	39%	38%	44%	8%	81%	15%	17%
Other	22%	19%	18%	21%	23%	21%	25%	21%	22%	100%	17%	24%	19%	17%	13%	62%	44%	19%	16%	22%	24%	16%	12%	12%	77%	14%
Would not vote	10%	14%	13%	13%	10%	7%	5%	8%	12%	0%	10%	12%	8%	19%	11%	24%	9%	9%	6%	8%	8%	11%	4%	3%	4%	56%
Base n	1,160	94	220	210	214	189	233	544	614	2	101	84	145	48	131	29	94	176	93	59	106	93	460	390	168	140