# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 1

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Summary**
**Base: All GB respondents**

| | Conservatives | Labour Party | Liberal Democrats | Green Party | Reform UK | Scottish National Party (SNP) | Plaid Cymru | Restore Britain | Another party |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 2009 | 2009 | 2009 | 2009 | 2009 | 2009 | 2009 | 2009 | 2009 |
| Weighted base | 2016 | 2016 | 2016 | 2016 | 2016 | 2016 | 2016 | 2016 | 2016 |
| SUM 9-10 Very likely | 7% | 10% | 3% | 5% | 10% | 1% | 1% | 3% | 1% |
| SUM 7-10 Likely | 20% | 23% | 13% | 13% | 19% | 2% | 1% | 9% | 3% |
| SUM 4-10 Consider | 39% | 43% | 37% | 33% | 33% | 4% | 2% | 22% | 16% |
| SUM 0-6+DK Not likely | 79% | 75% | 85% | 85% | 79% | 6% | 4% | 90% | 95% |
| SUM 0-3 Unlikely | 53% | 48% | 54% | 59% | 60% | 4% | 2% | 67% | 60% |
| 10 I will definitely vote for that party | 4% | 6% | 2% | 3% | 7% | 1% | * | 2% | 1% |
| 9 | 3% | 4% | 2% | 2% | 4% | * | * | 1% | * |
| 8 | 6% | 6% | 3% | 4% | 5% | 1% | * | 3% | 1% |
| 7 | 6% | 7% | 6% | 4% | 5% | 1% | * | 2% | 1% |
| 6 | 5% | 6% | 5% | 5% | 4% | * | * | 3% | 2% |
| 5 | 10% | 11% | 12% | 10% | 7% | 1% | * | 7% | 8% |
| 4 | 4% | 4% | 7% | 5% | 2% | * | * | 4% | 3% |
| 3 | 5% | 5% | 7% | 6% | 3% | * | * | 3% | 2% |
| 2 | 5% | 6% | 7% | 5% | 4% | * | * | 5% | 4% |
| 1 | 7% | 5% | 7% | 6% | 4% | * | * | 5% | 5% |
| 0 There is no chance I will vote for that party | 35% | 32% | 33% | 41% | 50% | 3% | 2% | 55% | 49% |
| Don't know | 7% | 7% | 7% | 6% | 6% | 1% | * | 9% | 22% |
| Prefer not to say | 2% | 2% | 2% | 2% | 2% | * | - | 2% | 2% |
| NA | - | - | - | - | - | 91% | 95% | - | - |

# Budget 2026 Poll

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Col percents

Table 2

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Conservatives**
**Base: All GB respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2009 | 1002 | 990 | 190 | 329 | 321 | 327 | 315 | 527 | 286 | 241 | 519 | 648 | 842 | 485 | 678 | 402 | 444 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2016 | 960 | 1039 | 216 | 348 | 332 | 335 | 315 | 470 | 251 | 219 | 564 | 667 | 784 | 501 | 611 | 425 | 479 | 1577 | 546 | 385 | 199 | 232 | 109 |
| SUM 9-10 Very likely | 7% | 8% | 6% | 5% | 6% | 4% | 5% | 8% | 13% | 9% | 17% | 6% | 4% | 11% | 8% | 8% | 8% | 4% | 9% | 1% | 32% | 3% | 3% | 1% |
| SUM 7-10 Likely | 20% | 21% | 18% | 14% | 16% | 13% | 15% | 22% | 31% | 20% | 43% | 15% | 14% | 27% | 22% | 22% | 20% | 14% | 23% | 6% | 68% | 11% | 18% | 4% |
| SUM 4-10 Consider | 39% | 42% | 37% | 31% | 36% | 34% | 32% | 39% | 53% | 44% | 65% | 34% | 33% | 48% | 43% | 39% | 41% | 33% | 43% | 20% | 92% | 31% | 48% | 17% |
| SUM 0-6+DK Not likely | 79% | 77% | 80% | 81% | 82% | 85% | 84% | 77% | 68% | 79% | 57% | 81% | 85% | 72% | 76% | 77% | 78% | 85% | 77% | 94% | 32% | 88% | 82% | 96% |
| SUM 0-3 Unlikely | 53% | 53% | 52% | 47% | 52% | 59% | 62% | 56% | 42% | 53% | 30% | 50% | 61% | 47% | 49% | 53% | 50% | 58% | 54% | 77% | 3% | 66% | 51% | 82% |
| 10 I will definitely vote for that party | 4% | 5% | 3% | 4% | 3% | 2% | 1% | 6% | 7% | 4% | 11% | 4% | 1% | 7% | 6% | 4% | 4% | 2% | 5% | 1% | 18% | 2% | 2% | 1% |
| 9 | 3% | 3% | 3% | 1% | 3% | 2% | 4% | 2% | 5% | 4% | 6% | 2% | 3% | 4% | 2% | 4% | 4% | 2% | 4% | * | 14% | 1% | 1% | - |
| 8 | 6% | 7% | 5% | 2% | 4% | 6% | 5% | 5% | 10% | 6% | 15% | 4% | 6% | 8% | 6% | 7% | 6% | 5% | 7% | 2% | 19% | 5% | 8% | 1% |
| 7 | 6% | 6% | 7% | 6% | 5% | 3% | 5% | 9% | 8% | 6% | 11% | 6% | 4% | 9% | 7% | 6% | 7% | 5% | 7% | 3% | 17% | 4% | 8% | 2% |
| 6 | 5% | 6% | 5% | 6% | 5% | 4% | 5% | 3% | 8% | 8% | 9% | 5% | 4% | 6% | 6% | 5% | 5% | 6% | 6% | 3% | 10% | 6% | 8% | 6% |
| 5 | 10% | 11% | 10% | 7% | 11% | 13% | 8% | 10% | 11% | 13% | 10% | 10% | 10% | 11% | 12% | 10% | 11% | 9% | 10% | 8% | 12% | 11% | 17% | 6% |
| 4 | 4% | 4% | 4% | 4% | 4% | 5% | 4% | 3% | 3% | 2% | 3% | 4% | 4% | 3% | 3% | 3% | 5% | 4% | 3% | 4% | 2% | 3% | 4% | 2% |
| 3 | 5% | 5% | 5% | 5% | 6% | 5% | 6% | 3% | 5% | 5% | 5% | 6% | 5% | 4% | 6% | 5% | 5% | 4% | 5% | 6% | * | 10% | 6% | 3% |
| 2 | 5% | 6% | 5% | 6% | 6% | 6% | 6% | 6% | 4% | 4% | 4% | 6% | 6% | 5% | 5% | 6% | 5% | 5% | 6% | 10% | 1% | 7% | 7% | 7% |
| 1 | 7% | 7% | 7% | 4% | 7% | 8% | 7% | 7% | 6% | 7% | 5% | 6% | 8% | 7% | 9% | 7% | 6% | 6% | 8% | 10% | 1% | 15% | 8% | 9% |
| 0 There is no chance I will vote for that party | 35% | 35% | 35% | 33% | 33% | 40% | 43% | 39% | 27% | 36% | 15% | 33% | 42% | 32% | 29% | 35% | 34% | 43% | 35% | 50% | 1% | 35% | 30% | 63% |
| Don't know | 7% | 4% | 9% | 16% | 10% | 5% | 5% | 5% | 4% | 3% | 5% | 12% | 5% | 4% | 6% | 7% | 7% | 7% | 3% | 3% | 5% | 3% | 2% | 1% |
| Prefer not to say | 2% | 1% | 2% | 6% | 2% | 2% | 1% | 1% | 1% | 1% | * | 4% | 1% | 1% | 2% | 2% | 1% | 2% | * | * | * | 1% | - | - |

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# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 3

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Conservatives**
**Base: All GB respondents**

| | | Region | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2009 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 1744 | 2009 | 1292 | 766 | 526 | 656 | 335 | 321 | 449 | 926 | 482 | 922 | 1043 |
| Weighted base | 2016 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 1745 | 2016 | 1271 | 661 | 610 | 683 | 352 | 331 | 447 | 909 | 508 | 926 | 1043 |
| SUM 9-10 Very likely | 7% | 6% | 6% | 8% | 7% | 7% | 5% | 12% | 10% | 6% | 8% | 6% | 7% | 7% | 10% | 11% | 8% | 3% | 3% | 3% | 6% | 7% | 8% | 6% | 8% |
| SUM 7-10 Likely | 20% | 12% | 23% | 16% | 16% | 20% | 21% | 23% | 23% | 17% | 23% | 23% | 20% | 20% | 25% | 28% | 20% | 11% | 10% | 13% | 15% | 21% | 22% | 20% | 19% |
| SUM 4-10 Consider | 39% | 29% | 39% | 36% | 40% | 37% | 42% | 36% | 40% | 39% | 45% | 44% | 40% | 39% | 45% | 50% | 41% | 29% | 27% | 32% | 34% | 42% | 39% | 38% | 39% |
| SUM 0-6+DK Not likely | 79% | 87% | 76% | 82% | 82% | 78% | 77% | 77% | 75% | 82% | 74% | 76% | 78% | 79% | 74% | 71% | 79% | 86% | 87% | 85% | 84% | 78% | 77% | 78% | 79% |
| SUM 0-3 Unlikely | 53% | 63% | 53% | 57% | 51% | 52% | 52% | 61% | 50% | 49% | 48% | 50% | 51% | 53% | 48% | 44% | 52% | 59% | 61% | 57% | 57% | 51% | 54% | 56% | 51% |
| 10 I will definitely vote for that party | 4% | 6% | 4% | 4% | 3% | 1% | 5% | 7% | 5% | 3% | 5% | 4% | 4% | 4% | 6% | 7% | 4% | 2% | 1% | 2% | 4% | 4% | 4% | 3% | 5% |
| 9 | 3% | - | 1% | 4% | 4% | 5% | 1% | 4% | 5% | 3% | 3% | 2% | 3% | 3% | 4% | 4% | 4% | 1% | 2% | 1% | 2% | 3% | 4% | 3% | 3% |
| 8 | 6% | 5% | 3% | 3% | 4% | 6% | 8% | 6% | 8% | 5% | 8% | 9% | 6% | 6% | 8% | 9% | 6% | 4% | 4% | 4% | 5% | 6% | 7% | 7% | 6% |
| 7 | 6% | 2% | 14% | 5% | 6% | 7% | 8% | 5% | 4% | 6% | 8% | 8% | 7% | 6% | 7% | 8% | 6% | 5% | 4% | 6% | 4% | 7% | 6% | 7% | 6% |
| 6 | 5% | 4% | 4% | 4% | 8% | 4% | 4% | 3% | 3% | 7% | 9% | 3% | 6% | 5% | 6% | 6% | 5% | 5% | 4% | 7% | 6% | 6% | 4% | 5% | 5% |
| 5 | 10% | 8% | 9% | 12% | 11% | 9% | 12% | 11% | 11% | 10% | 9% | 12% | 11% | 10% | 12% | 12% | 11% | 8% | 8% | 8% | 9% | 11% | 10% | 9% | 11% |
| 4 | 4% | 5% | 4% | 3% | 5% | 3% | 4% | - | 3% | 5% | 3% | 5% | 4% | 4% | 4% | 3% | 4% | 4% | 5% | 3% | 5% | 4% | 3% | 3% | 4% |
| 3 | 5% | 5% | 4% | 5% | 6% | 7% | 7% | 3% | 3% | 6% | 2% | 8% | 5% | 5% | 6% | 5% | 7% | 4% | 5% | 4% | 4% | 5% | 7% | 6% | 4% |
| 2 | 5% | 7% | 3% | 6% | 5% | 6% | 6% | 2% | 6% | 5% | 6% | 5% | 6% | 5% | 6% | 5% | 7% | 5% | 6% | 4% | 5% | 5% | 6% | 5% | 6% |
| 1 | 7% | 8% | 7% | 6% | 4% | 6% | 7% | 8% | 6% | 6% | 7% | 9% | 7% | 7% | 6% | 6% | 7% | 7% | 6% | 8% | 6% | 7% | 9% | 8% | 6% |
| 0 There is no chance I will vote for that party | 35% | 43% | 38% | 40% | 36% | 33% | 32% | 48% | 35% | 31% | 33% | 27% | 34% | 35% | 30% | 29% | 32% | 43% | 44% | 41% | 43% | 34% | 32% | 36% | 35% |
| Don't know | 7% | 7% | 7% | 5% | 8% | 9% | 5% | 3% | 8% | 10% | 4% | 6% | 7% | 7% | 6% | 5% | 6% | 9% | 10% | 9% | 7% | 6% | 5% | 4% | 9% |
| Prefer not to say | 2% | 1% | 1% | 2% | 1% | 2% | 2% | - | 2% | 2% | 3% | 1% | 2% | 2% | 1% | 1% | 1% | 3% | 3% | 3% | 1% | 1% | 2% | 2% | 1% |

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# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 4

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Labour Party**
**Base: All GB respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2009 | 1002 | 990 | 190 | 329 | 321 | 327 | 315 | 527 | 286 | 241 | 519 | 648 | 842 | 485 | 678 | 402 | 444 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2016 | 960 | 1039 | 216 | 348 | 332 | 335 | 315 | 470 | 251 | 219 | 564 | 667 | 784 | 501 | 611 | 425 | 479 | 1577 | 546 | 385 | 199 | 232 | 109 |
| SUM 9-10 Very likely | 10% | 11% | 9% | 10% | 7% | 8% | 13% | 13% | 8% | 8% | 8% | 8% | 11% | 10% | 9% | 10% | 11% | 9% | 12% | 32% | 2% | 3% | * | 4% |
| SUM 7-10 Likely | 23% | 25% | 22% | 25% | 24% | 24% | 26% | 22% | 19% | 19% | 19% | 25% | 25% | 20% | 25% | 24% | 20% | 23% | 26% | 60% | 7% | 19% | 2% | 13% |
| SUM 4-10 Consider | 43% | 45% | 42% | 50% | 55% | 49% | 44% | 38% | 30% | 33% | 27% | 53% | 46% | 34% | 52% | 41% | 38% | 41% | 46% | 81% | 18% | 54% | 11% | 48% |
| SUM 0-6+DK Not likely | 75% | 74% | 76% | 69% | 74% | 74% | 73% | 77% | 81% | 80% | 81% | 72% | 74% | 79% | 73% | 74% | 79% | 76% | 73% | 40% | 93% | 81% | 98% | 87% |
| SUM 0-3 Unlikely | 48% | 50% | 47% | 31% | 33% | 43% | 48% | 54% | 67% | 64% | 70% | 32% | 46% | 62% | 40% | 49% | 53% | 50% | 51% | 16% | 78% | 42% | 88% | 48% |
| 10 I will definitely vote for that party | 6% | 5% | 6% | 8% | 3% | 3% | 7% | 8% | 5% | 4% | 6% | 5% | 5% | 6% | 5% | 5% | 8% | 6% | 7% | 19% | 1% | 1% | * | 1% |
| 9 | 4% | 6% | 3% | 2% | 4% | 6% | 6% | 5% | 3% | 4% | 2% | 3% | 6% | 4% | 4% | 5% | 4% | 4% | 5% | 13% | 1% | 2% | - | 3% |
| 8 | 6% | 7% | 6% | 6% | 7% | 8% | 7% | 5% | 6% | 5% | 7% | 6% | 7% | 5% | 7% | 8% | 4% | 5% | 7% | 14% | 3% | 5% | 1% | 6% |
| 7 | 7% | 7% | 7% | 9% | 10% | 8% | 6% | 5% | 5% | 6% | 3% | 10% | 7% | 5% | 9% | 6% | 5% | 8% | 7% | 14% | 3% | 10% | 1% | 3% |
| 6 | 6% | 7% | 5% | 9% | 10% | 7% | 6% | 4% | 2% | 4% | 1% | 10% | 7% | 3% | 8% | 7% | 4% | 5% | 6% | 8% | 3% | 10% | 2% | 9% |
| 5 | 11% | 10% | 11% | 11% | 16% | 13% | 9% | 8% | 7% | 8% | 7% | 14% | 11% | 7% | 14% | 8% | 12% | 9% | 10% | 11% | 6% | 16% | 4% | 21% |
| 4 | 4% | 4% | 4% | 5% | 5% | 3% | 3% | 4% | 2% | 3% | 2% | 5% | 3% | 3% | 5% | 3% | 3% | 4% | 4% | 3% | 2% | 9% | 3% | 5% |
| 3 | 5% | 5% | 5% | 6% | 4% | 5% | 4% | 7% | 4% | 3% | 5% | 5% | 4% | 5% | 5% | 5% | 5% | 4% | 5% | 3% | 6% | 7% | 4% | 9% |
| 2 | 6% | 6% | 5% | 2% | 7% | 7% | 4% | 5% | 8% | 7% | 8% | 5% | 5% | 7% | 6% | 6% | 5% | 5% | 6% | 2% | 10% | 9% | 5% | 15% |
| 1 | 5% | 6% | 5% | 5% | 5% | 6% | 4% | 3% | 7% | 7% | 8% | 5% | 5% | 6% | 5% | 6% | 6% | 5% | 6% | 2% | 10% | 5% | 7% | 5% |
| 0 There is no chance I will vote for that party | 32% | 33% | 32% | 18% | 17% | 26% | 36% | 38% | 48% | 48% | 49% | 17% | 31% | 44% | 23% | 33% | 36% | 37% | 33% | 9% | 52% | 22% | 72% | 18% |
| Don't know | 7% | 4% | 9% | 13% | 10% | 6% | 7% | 7% | 3% | 3% | 2% | 11% | 7% | 4% | 6% | 8% | 7% | 7% | 3% | 3% | 4% | 3% | 1% | 4% |
| Prefer not to say | 2% | 1% | 2% | 6% | 2% | 2% | 1% | 1% | 1% | 1% | * | 4% | 1% | 1% | 2% | 2% | 1% | 2% | * | * | * | 1% | - | - |

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Table 5

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Labour Party**
**Base: All GB respondents**

| | | Region | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2009 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 1744 | 2009 | 1292 | 766 | 526 | 656 | 335 | 321 | 449 | 926 | 482 | 922 | 1043 |
| Weighted base | 2016 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 1745 | 2016 | 1271 | 661 | 610 | 683 | 352 | 331 | 447 | 909 | 508 | 926 | 1043 |
| SUM 9-10 Very likely | 10% | 6% | 16% | 15% | 14% | 8% | 8% | 13% | 9% | 6% | 9% | 9% | 10% | 10% | 10% | 8% | 11% | 11% | 11% | 11% | 11% | 9% | 12% | 11% | 9% |
| SUM 7-10 Likely | 23% | 18% | 26% | 31% | 27% | 22% | 19% | 24% | 17% | 21% | 24% | 25% | 23% | 23% | 23% | 18% | 27% | 25% | 21% | 28% | 23% | 22% | 28% | 28% | 19% |
| SUM 4-10 Consider | 43% | 45% | 48% | 46% | 42% | 39% | 41% | 42% | 36% | 49% | 43% | 45% | 43% | 43% | 41% | 33% | 50% | 48% | 43% | 53% | 41% | 42% | 52% | 51% | 36% |
| SUM 0-6+DK Not likely | 75% | 81% | 73% | 67% | 71% | 76% | 80% | 76% | 81% | 77% | 74% | 75% | 75% | 75% | 76% | 81% | 72% | 72% | 76% | 69% | 75% | 77% | 71% | 71% | 80% |
| SUM 0-3 Unlikely | 48% | 48% | 41% | 46% | 48% | 49% | 52% | 54% | 54% | 40% | 50% | 49% | 48% | 48% | 52% | 60% | 43% | 39% | 43% | 35% | 50% | 50% | 41% | 43% | 54% |
| 10 I will definitely vote for that party | 6% | 3% | 8% | 11% | 8% | 5% | 4% | 7% | 6% | 3% | 4% | 3% | 6% | 6% | 6% | 5% | 7% | 5% | 6% | 4% | 6% | 5% | 6% | 5% | 6% |
| 9 | 4% | 3% | 8% | 4% | 6% | 3% | 4% | 6% | 3% | 3% | 4% | 6% | 4% | 4% | 4% | 3% | 4% | 6% | 5% | 7% | 5% | 3% | 6% | 5% | 3% |
| 8 | 6% | 5% | 8% | 6% | 7% | 6% | 4% | 4% | 5% | 7% | 7% | 8% | 7% | 6% | 6% | 5% | 7% | 7% | 5% | 9% | 6% | 6% | 7% | 8% | 5% |
| 7 | 7% | 7% | 2% | 10% | 6% | 8% | 6% | 7% | 3% | 8% | 7% | 8% | 7% | 7% | 7% | 5% | 8% | 7% | 6% | 9% | 7% | 7% | 8% | 9% | 5% |
| 6 | 6% | 6% | 3% | 5% | 4% | 6% | 10% | 6% | 4% | 8% | 7% | 5% | 6% | 6% | 5% | 4% | 7% | 7% | 6% | 8% | 4% | 5% | 9% | 6% | 5% |
| 5 | 11% | 15% | 13% | 7% | 8% | 8% | 8% | 9% | 13% | 14% | 8% | 13% | 10% | 11% | 10% | 9% | 12% | 12% | 11% | 12% | 8% | 11% | 12% | 13% | 8% |
| 4 | 4% | 6% | 6% | 4% | 2% | 2% | 4% | 3% | 2% | 5% | 3% | 2% | 3% | 4% | 3% | 3% | 4% | 4% | 4% | 5% | 6% | 3% | 4% | 4% | 3% |
| 3 | 5% | 5% | 1% | 6% | 2% | 2% | 6% | 5% | 8% | 5% | 4% | 5% | 5% | 5% | 5% | 5% | 5% | 4% | 3% | 5% | 3% | 5% | 6% | 6% | 4% |
| 2 | 6% | 8% | 7% | 5% | 6% | 7% | 4% | 6% | 6% | 4% | 5% | 8% | 6% | 6% | 6% | 7% | 6% | 5% | 6% | 4% | 4% | 6% | 7% | 6% | 6% |
| 1 | 5% | 4% | 4% | 4% | 5% | 7% | 6% | 7% | 4% | 7% | 6% | 6% | 5% | 5% | 6% | 7% | 5% | 4% | 5% | 2% | 4% | 6% | 6% | 5% | 6% |
| 0 There is no chance I will vote for that party | 32% | 31% | 29% | 30% | 35% | 33% | 36% | 36% | 36% | 25% | 35% | 29% | 32% | 32% | 35% | 42% | 27% | 26% | 30% | 23% | 39% | 33% | 22% | 26% | 38% |
| Don't know | 7% | 6% | 9% | 6% | 9% | 10% | 5% | 4% | 8% | 9% | 4% | 6% | 7% | 7% | 5% | 5% | 6% | 10% | 11% | 9% | 7% | 7% | 5% | 5% | 9% |
| Prefer not to say | 2% | 1% | 1% | 2% | 1% | 2% | 2% | - | 2% | 2% | 3% | 1% | 2% | 2% | 1% | 1% | 1% | 3% | 3% | 3% | 1% | 1% | 1% | 2% | 1% |

**Prepared by Yonder**

.YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 6

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Liberal Democrats**
**Base: All GB respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2009 | 1002 | 990 | 190 | 329 | 321 | 327 | 315 | 527 | 286 | 241 | 519 | 648 | 842 | 485 | 678 | 402 | 444 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2016 | 960 | 1039 | 216 | 348 | 332 | 335 | 315 | 470 | 251 | 219 | 564 | 667 | 784 | 501 | 611 | 425 | 479 | 1577 | 546 | 385 | 199 | 232 | 109 |
| SUM 9-10 Very likely | 3% | 3% | 3% | 2% | 2% | 5% | 4% | 3% | 4% | 3% | 4% | 2% | 4% | 3% | 3% | 4% | 2% | 3% | 4% | 1% | 1% | 23% | - | 3% |
| SUM 7-10 Likely | 13% | 14% | 12% | 12% | 14% | 16% | 12% | 11% | 11% | 12% | 10% | 13% | 14% | 11% | 15% | 13% | 11% | 11% | 14% | 13% | 5% | 56% | 3% | 14% |
| SUM 4-10 Consider | 37% | 38% | 35% | 37% | 43% | 43% | 40% | 27% | 31% | 34% | 29% | 40% | 42% | 30% | 44% | 37% | 31% | 33% | 40% | 50% | 23% | 86% | 11% | 37% |
| SUM 0-6+DK Not likely | 85% | 85% | 86% | 82% | 83% | 83% | 87% | 88% | 88% | 87% | 89% | 82% | 85% | 88% | 82% | 85% | 87% | 88% | 85% | 87% | 95% | 43% | 97% | 86% |
| SUM 0-3 Unlikely | 54% | 56% | 53% | 40% | 45% | 48% | 53% | 65% | 66% | 63% | 69% | 43% | 51% | 66% | 46% | 54% | 62% | 57% | 57% | 46% | 72% | 11% | 89% | 58% |
| 10 I will definitely vote for that party | 2% | 1% | 2% | - | 1% | 3% | 2% | 1% | 2% | 1% | 2% | 1% | 3% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | - | 14% | - | - |
| 9 | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 9% | - | 3% |
| 8 | 3% | 3% | 3% | 5% | 4% | 4% | 3% | 3% | 2% | 2% | 2% | 4% | 3% | 2% | 4% | 3% | 3% | 3% | 4% | 3% | 1% | 17% | 1% | 2% |
| 7 | 6% | 7% | 5% | 6% | 8% | 7% | 5% | 5% | 6% | 7% | 4% | 7% | 6% | 6% | 8% | 6% | 6% | 5% | 7% | 8% | 3% | 16% | 2% | 9% |
| 6 | 5% | 6% | 5% | 3% | 8% | 6% | 6% | 2% | 5% | 6% | 3% | 6% | 6% | 4% | 6% | 4% | 5% | 5% | 6% | 7% | 5% | 7% | 1% | 6% |
| 5 | 12% | 12% | 12% | 12% | 14% | 13% | 13% | 8% | 10% | 9% | 11% | 13% | 13% | 9% | 15% | 11% | 10% | 11% | 12% | 19% | 8% | 15% | 5% | 9% |
| 4 | 7% | 7% | 7% | 9% | 7% | 8% | 9% | 7% | 5% | 6% | 4% | 8% | 9% | 6% | 8% | 9% | 5% | 6% | 8% | 11% | 5% | 7% | 3% | 7% |
| 3 | 7% | 7% | 8% | 5% | 9% | 8% | 7% | 9% | 6% | 6% | 5% | 8% | 7% | 7% | 8% | 7% | 7% | 7% | 8% | 9% | 7% | 3% | 5% | 12% |
| 2 | 7% | 8% | 7% | 4% | 9% | 7% | 7% | 8% | 8% | 6% | 10% | 7% | 7% | 8% | 9% | 7% | 8% | 7% | 8% | 8% | 10% | 4% | 6% | 12% |
| 1 | 7% | 8% | 6% | 4% | 6% | 6% | 6% | 10% | 9% | 9% | 9% | 5% | 6% | 9% | 6% | 7% | 8% | 7% | 7% | 7% | 9% | 1% | 10% | 8% |
| 0 There is no chance I will vote for that party | 33% | 34% | 32% | 26% | 21% | 26% | 34% | 39% | 43% | 42% | 45% | 23% | 30% | 42% | 24% | 32% | 38% | 37% | 34% | 21% | 46% | 3% | 68% | 25% |
| Don't know | 7% | 5% | 9% | 18% | 9% | 8% | 5% | 7% | 2% | 3% | 2% | 13% | 6% | 4% | 7% | 7% | 6% | 8% | 3% | 4% | 4% | 3% | * | 5% |
| Prefer not to say | 2% | 1% | 2% | 6% | 3% | 2% | 1% | 1% | 1% | 1% | * | 4% | 1% | 1% | 2% | 2% | 2% | 2% | * | * | * | 1% | - | - |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 7

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Liberal Democrats**
**Base: All GB respondents**

| | | Region | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2009 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 1744 | 2009 | 1292 | 766 | 526 | 656 | 335 | 321 | 449 | 926 | 482 | 922 | 1043 |
| Weighted base | 2016 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 1745 | 2016 | 1271 | 661 | 610 | 683 | 352 | 331 | 447 | 909 | 508 | 926 | 1043 |
| SUM 9-10 Very likely | 3% | 2% | - | 1% | 2% | 1% | 2% | 3% | 2% | 5% | 7% | 6% | 3% | 3% | 3% | 4% | 3% | 3% | 1% | 4% | 4% | 4% | 3% | 4% | 2% |
| SUM 7-10 Likely | 13% | 11% | 6% | 6% | 11% | 11% | 12% | 11% | 11% | 16% | 16% | 22% | 13% | 13% | 12% | 12% | 13% | 13% | 10% | 17% | 11% | 13% | 16% | 17% | 9% |
| SUM 4-10 Consider | 37% | 37% | 32% | 32% | 33% | 31% | 37% | 38% | 34% | 41% | 37% | 48% | 36% | 37% | 36% | 32% | 40% | 38% | 31% | 44% | 34% | 35% | 43% | 43% | 30% |
| SUM 0-6+DK Not likely | 85% | 87% | 93% | 92% | 87% | 87% | 86% | 89% | 87% | 82% | 82% | 77% | 85% | 85% | 86% | 87% | 86% | 84% | 87% | 80% | 87% | 86% | 83% | 81% | 90% |
| SUM 0-3 Unlikely | 54% | 52% | 61% | 61% | 57% | 58% | 56% | 55% | 56% | 47% | 56% | 45% | 55% | 54% | 57% | 62% | 52% | 49% | 54% | 43% | 57% | 57% | 50% | 49% | 61% |
| 10 I will definitely vote for that party | 2% | 1% | - | - | 1% | 1% | 2% | 1% | 1% | 2% | 3% | 3% | 2% | 2% | 2% | 1% | 2% | 1% | * | 3% | 1% | 2% | 2% | 2% | 1% |
| 9 | 2% | 2% | - | 1% | 1% | - | * | 2% | * | 2% | 4% | 3% | 2% | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% |
| 8 | 3% | 6% | - | 3% | 3% | 3% | 3% | 1% | 4% | 3% | 3% | 5% | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 4% | 3% | 4% | 3% | 4% | 2% |
| 7 | 6% | 4% | 6% | 3% | 6% | 7% | 7% | 6% | 6% | 8% | 5% | 11% | 6% | 6% | 6% | 5% | 7% | 7% | 6% | 9% | 5% | 5% | 9% | 8% | 4% |
| 6 | 5% | 6% | 3% | 4% | 3% | 5% | 5% | 5% | 3% | 6% | 6% | 8% | 5% | 5% | 5% | 4% | 6% | 5% | 2% | 9% | 5% | 4% | 6% | 6% | 4% |
| 5 | 12% | 11% | 14% | 11% | 12% | 8% | 16% | 15% | 13% | 12% | 10% | 9% | 11% | 12% | 11% | 11% | 12% | 12% | 12% | 13% | 11% | 11% | 13% | 13% | 11% |
| 4 | 7% | 9% | 8% | 10% | 7% | 8% | 4% | 7% | 7% | 7% | 5% | 8% | 7% | 7% | 7% | 6% | 9% | 7% | 8% | 6% | 6% | 7% | 8% | 8% | 7% |
| 3 | 7% | 7% | 6% | 7% | 4% | 7% | 6% | 6% | 10% | 5% | 10% | 8% | 7% | 7% | 8% | 7% | 9% | 7% | 7% | 6% | 5% | 8% | 9% | 8% | 7% |
| 2 | 7% | 9% | 8% | 9% | 9% | 7% | 7% | 9% | 6% | 6% | 6% | 7% | 7% | 7% | 8% | 8% | 8% | 6% | 5% | 8% | 6% | 8% | 8% | 8% | 7% |
| 1 | 7% | 6% | 6% | 9% | 5% | 5% | 5% | 8% | 9% | 9% | 8% | 5% | 7% | 7% | 7% | 6% | 7% | 7% | 9% | 6% | 9% | 7% | 6% | 6% | 8% |
| 0 There is no chance I will vote for that party | 33% | 30% | 41% | 36% | 39% | 38% | 39% | 31% | 31% | 27% | 32% | 25% | 33% | 33% | 35% | 41% | 28% | 29% | 33% | 24% | 37% | 34% | 26% | 26% | 39% |
| Don't know | 7% | 9% | 6% | 5% | 8% | 10% | 5% | 7% | 8% | 10% | 4% | 7% | 7% | 7% | 6% | 5% | 6% | 11% | 11% | 10% | 8% | 6% | 6% | 6% | 8% |
| Prefer not to say | 2% | 1% | 1% | 2% | 2% | 2% | 2% | - | 2% | 2% | 3% | 1% | 2% | 2% | 1% | 1% | 1% | 3% | 3% | 3% | 1% | 1% | 1% | 2% | 1% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 8

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Green Party**
**Base: All GB respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2009 | 1002 | 990 | 190 | 329 | 321 | 327 | 315 | 527 | 286 | 241 | 519 | 648 | 842 | 485 | 678 | 402 | 444 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2016 | 960 | 1039 | 216 | 348 | 332 | 335 | 315 | 470 | 251 | 219 | 564 | 667 | 784 | 501 | 611 | 425 | 479 | 1577 | 546 | 385 | 199 | 232 | 109 |
| SUM 9-10 Very likely | 5% | 4% | 5% | 11% | 6% | 7% | 6% | 1% | 1% | 2% | 1% | 8% | 7% | 1% | 4% | 4% | 6% | 6% | 5% | 4% | * | 4% | * | 42% |
| SUM 7-10 Likely | 13% | 12% | 13% | 27% | 20% | 17% | 11% | 4% | 5% | 7% | 3% | 22% | 14% | 5% | 13% | 13% | 11% | 14% | 13% | 15% | 3% | 12% | 2% | 66% |
| SUM 4-10 Consider | 33% | 31% | 34% | 47% | 48% | 38% | 31% | 24% | 20% | 24% | 15% | 48% | 35% | 22% | 39% | 32% | 28% | 33% | 34% | 44% | 14% | 44% | 8% | 88% |
| SUM 0-6+DK Not likely | 85% | 87% | 85% | 67% | 78% | 81% | 88% | 95% | 94% | 92% | 96% | 74% | 85% | 95% | 84% | 85% | 88% | 84% | 86% | 85% | 96% | 87% | 98% | 34% |
| SUM 0-3 Unlikely | 59% | 64% | 55% | 31% | 40% | 52% | 64% | 70% | 78% | 73% | 83% | 37% | 58% | 75% | 52% | 60% | 64% | 59% | 63% | 53% | 83% | 53% | 92% | 9% |
| 10 I will definitely vote for that party | 3% | 2% | 3% | 5% | 3% | 4% | 4% | 1% | 1% | 1% | * | 4% | 4% | 1% | 1% | 3% | 4% | 2% | 3% | 2% | - | 1% | - | 27% |
| 9 | 2% | 2% | 2% | 5% | 4% | 3% | 3% | 1% | 1% | 1% | 1% | 4% | 3% | 1% | 3% | 1% | 2% | 4% | 2% | 2% | * | 3% | * | 15% |
| 8 | 4% | 3% | 3% | 8% | 7% | 5% | 2% | 1% | 1% | 1% | * | 7% | 4% | 1% | 4% | 4% | 2% | 4% | 4% | 4% | * | 5% | * | 16% |
| 7 | 4% | 4% | 5% | 8% | 7% | 6% | 3% | 2% | 3% | 3% | 2% | 7% | 4% | 3% | 6% | 5% | 3% | 4% | 5% | 7% | 3% | 4% | 2% | 8% |
| 6 | 5% | 5% | 5% | 3% | 9% | 5% | 6% | 3% | 3% | 3% | 4% | 7% | 6% | 3% | 8% | 4% | 4% | 4% | 5% | 7% | 2% | 6% | 1% | 11% |
| 5 | 10% | 10% | 11% | 11% | 13% | 11% | 10% | 11% | 6% | 8% | 4% | 12% | 11% | 8% | 13% | 10% | 9% | 8% | 10% | 14% | 5% | 18% | 1% | 7% |
| 4 | 5% | 5% | 5% | 5% | 7% | 5% | 3% | 6% | 5% | 6% | 3% | 6% | 4% | 5% | 5% | 5% | 5% | 6% | 5% | 7% | 3% | 8% | 3% | 4% |
| 3 | 6% | 5% | 6% | 3% | 7% | 7% | 6% | 7% | 4% | 4% | 4% | 5% | 7% | 5% | 6% | 6% | 6% | 5% | 6% | 8% | 6% | 8% | 3% | 1% |
| 2 | 5% | 5% | 6% | 4% | 5% | 7% | 4% | 3% | 7% | 6% | 8% | 5% | 6% | 6% | 5% | 7% | 7% | 3% | 6% | 6% | 4% | 9% | 6% | 4% |
| 1 | 6% | 7% | 6% | 3% | 7% | 4% | 11% | 7% | 6% | 5% | 6% | 5% | 8% | 6% | 9% | 5% | 5% | 7% | 7% | 7% | 8% | 9% | 7% | 2% |
| 0 There is no chance I will vote for that party | 41% | 46% | 37% | 21% | 22% | 34% | 43% | 53% | 61% | 58% | 65% | 21% | 38% | 58% | 33% | 42% | 46% | 45% | 44% | 33% | 64% | 27% | 76% | 3% |
| Don't know | 6% | 4% | 9% | 16% | 9% | 8% | 4% | 5% | 2% | 2% | 2% | 12% | 6% | 3% | 6% | 6% | 6% | 7% | 3% | 3% | 3% | 3% | * | 3% |
| Prefer not to say | 2% | 1% | 2% | 6% | 2% | 2% | 1% | 1% | 1% | 1% | * | 4% | 1% | 1% | 2% | 2% | 1% | 2% | * | * | * | 1% | - | - |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 9

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Green Party**
**Base: All GB respondents**

| | | Region | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2009 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 1744 | 2009 | 1292 | 766 | 526 | 656 | 335 | 321 | 449 | 926 | 482 | 922 | 1043 |
| Weighted base | 2016 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 1745 | 2016 | 1271 | 661 | 610 | 683 | 352 | 331 | 447 | 909 | 508 | 926 | 1043 |
| SUM 9-10 Very likely | 5% | 7% | 3% | 4% | 5% | 6% | 5% | 2% | 4% | 7% | 5% | 3% | 5% | 5% | 4% | 3% | 5% | 7% | 5% | 9% | 6% | 5% | 4% | 6% | 4% |
| SUM 7-10 Likely | 13% | 13% | 11% | 12% | 10% | 15% | 10% | 12% | 12% | 18% | 11% | 15% | 13% | 13% | 10% | 8% | 13% | 18% | 13% | 22% | 13% | 13% | 13% | 16% | 10% |
| SUM 4-10 Consider | 33% | 29% | 35% | 32% | 27% | 31% | 36% | 31% | 33% | 43% | 33% | 32% | 34% | 33% | 30% | 24% | 36% | 39% | 34% | 45% | 31% | 32% | 39% | 40% | 27% |
| SUM 0-6+DK Not likely | 85% | 85% | 89% | 86% | 88% | 84% | 88% | 88% | 86% | 80% | 86% | 85% | 85% | 85% | 89% | 92% | 86% | 79% | 84% | 74% | 86% | 86% | 86% | 82% | 89% |
| SUM 0-3 Unlikely | 59% | 63% | 61% | 61% | 64% | 57% | 56% | 64% | 57% | 48% | 60% | 62% | 58% | 59% | 64% | 71% | 56% | 49% | 54% | 44% | 60% | 61% | 54% | 54% | 65% |
| 10 I will definitely vote for that party | 3% | 3% | 3% | 2% | 2% | 3% | 1% | 2% | 2% | 4% | 3% | 1% | 2% | 3% | 2% | 2% | 2% | 3% | 2% | 5% | 3% | 3% | 2% | 3% | 2% |
| 9 | 2% | 4% | - | 2% | 3% | 2% | 4% | - | 2% | 3% | 2% | 3% | 2% | 2% | 2% | 1% | 3% | 3% | 2% | 4% | 3% | 2% | 2% | 3% | 2% |
| 8 | 4% | 4% | 4% | 3% | 2% | 4% | 3% | 7% | 5% | 4% | 2% | 4% | 3% | 4% | 3% | 2% | 4% | 5% | 4% | 6% | 4% | 3% | 3% | 5% | 2% |
| 7 | 4% | 2% | 3% | 5% | 3% | 5% | 2% | 3% | 3% | 8% | 4% | 7% | 5% | 4% | 4% | 3% | 4% | 6% | 5% | 8% | 3% | 4% | 6% | 5% | 4% |
| 6 | 5% | 6% | 3% | 4% | 4% | 5% | 6% | 5% | 7% | 6% | 4% | 6% | 5% | 5% | 4% | 3% | 5% | 6% | 4% | 9% | 5% | 4% | 7% | 6% | 4% |
| 5 | 10% | 6% | 14% | 10% | 7% | 9% | 15% | 11% | 10% | 12% | 12% | 7% | 10% | 10% | 10% | 9% | 11% | 11% | 11% | 10% | 10% | 9% | 13% | 12% | 9% |
| 4 | 5% | 4% | 7% | 6% | 6% | 3% | 4% | 3% | 4% | 7% | 6% | 5% | 5% | 5% | 6% | 4% | 7% | 5% | 5% | 4% | 4% | 6% | 5% | 6% | 5% |
| 3 | 6% | 7% | 5% | 7% | 5% | 5% | 4% | 3% | 5% | 5% | 5% | 11% | 6% | 6% | 6% | 5% | 6% | 6% | 5% | 7% | 3% | 7% | 6% | 7% | 5% |
| 2 | 5% | 5% | 5% | 7% | 4% | 2% | 3% | 10% | 4% | 5% | 7% | 6% | 5% | 5% | 6% | 5% | 7% | 4% | 4% | 3% | 5% | 5% | 6% | 6% | 5% |
| 1 | 6% | 8% | 4% | 4% | 10% | 5% | 5% | 9% | 10% | 5% | 6% | 5% | 6% | 6% | 7% | 6% | 8% | 6% | 7% | 5% | 6% | 6% | 8% | 7% | 6% |
| 0 There is no chance I will vote for that party | 41% | 43% | 48% | 42% | 45% | 45% | 44% | 42% | 38% | 33% | 42% | 40% | 41% | 41% | 46% | 55% | 36% | 33% | 37% | 29% | 47% | 42% | 34% | 34% | 49% |
| Don't know | 6% | 7% | 4% | 6% | 7% | 10% | 7% | 4% | 8% | 7% | 4% | 6% | 7% | 6% | 5% | 4% | 6% | 9% | 10% | 7% | 8% | 5% | 6% | 5% | 7% |
| Prefer not to say | 2% | 1% | - | 2% | 2% | 2% | 2% | - | 2% | 2% | 3% | 1% | 2% | 2% | 1% | 1% | 1% | 3% | 3% | 3% | 1% | 1% | 1% | 2% | 1% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 10

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Reform UK**
**Base: All GB respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2009 | 1002 | 990 | 190 | 329 | 321 | 327 | 315 | 527 | 286 | 241 | 519 | 648 | 842 | 485 | 678 | 402 | 444 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2016 | 960 | 1039 | 216 | 348 | 332 | 335 | 315 | 470 | 251 | 219 | 564 | 667 | 784 | 501 | 611 | 425 | 479 | 1577 | 546 | 385 | 199 | 232 | 109 |
| SUM 9-10 Very likely | 10% | 12% | 9% | 2% | 5% | 8% | 12% | 13% | 16% | 17% | 14% | 4% | 10% | 15% | 7% | 9% | 13% | 12% | 12% | 3% | 11% | * | 53% | 1% |
| SUM 7-10 Likely | 19% | 22% | 17% | 8% | 13% | 16% | 22% | 22% | 28% | 30% | 25% | 11% | 19% | 26% | 16% | 18% | 22% | 23% | 22% | 6% | 26% | 7% | 78% | 1% |
| SUM 4-10 Consider | 33% | 36% | 30% | 19% | 29% | 30% | 32% | 37% | 41% | 42% | 40% | 25% | 31% | 39% | 26% | 31% | 39% | 35% | 35% | 17% | 47% | 15% | 92% | 10% |
| SUM 0-6+DK Not likely | 79% | 77% | 81% | 85% | 84% | 82% | 77% | 77% | 72% | 69% | 75% | 85% | 80% | 74% | 82% | 80% | 77% | 76% | 78% | 94% | 74% | 93% | 22% | 99% |
| SUM 0-3 Unlikely | 60% | 60% | 60% | 64% | 60% | 63% | 64% | 57% | 56% | 55% | 57% | 62% | 63% | 57% | 67% | 62% | 54% | 57% | 63% | 81% | 50% | 82% | 7% | 90% |
| 10 I will definitely vote for that party | 7% | 8% | 6% | 2% | 3% | 6% | 8% | 7% | 11% | 11% | 10% | 2% | 7% | 9% | 4% | 5% | 9% | 9% | 8% | 2% | 6% | - | 36% | - |
| 9 | 4% | 4% | 3% | 1% | 2% | 3% | 3% | 6% | 5% | 6% | 4% | 2% | 3% | 6% | 3% | 4% | 4% | 3% | 4% | 1% | 4% | * | 17% | 1% |
| 8 | 5% | 5% | 4% | 2% | 4% | 4% | 5% | 5% | 5% | 5% | 5% | 3% | 5% | 5% | 4% | 5% | 4% | 5% | 5% | 1% | 7% | 4% | 15% | - |
| 7 | 5% | 5% | 5% | 4% | 4% | 3% | 6% | 4% | 7% | 8% | 6% | 4% | 4% | 6% | 5% | 5% | 5% | 5% | 5% | 3% | 8% | 3% | 9% | 1% |
| 6 | 4% | 3% | 4% | 1% | 4% | 4% | 3% | 5% | 3% | 2% | 3% | 3% | 4% | 4% | 3% | 4% | 5% | 3% | 4% | 3% | 5% | 2% | 5% | 4% |
| 5 | 7% | 7% | 8% | 7% | 9% | 8% | 5% | 7% | 8% | 7% | 9% | 8% | 7% | 7% | 7% | 7% | 9% | 8% | 7% | 6% | 12% | 5% | 6% | 4% |
| 4 | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 3% | 3% | 2% | 3% | 2% | 2% | 3% | 1% | 3% | 3% | 2% | 2% | 1% | 4% | 1% | 3% | 1% |
| 3 | 3% | 2% | 3% | 3% | 1% | 3% | 2% | 4% | 2% | 1% | 3% | 2% | 2% | 3% | 3% | 3% | 2% | 3% | 3% | 2% | 5% | 1% | 1% | 1% |
| 2 | 4% | 4% | 4% | 3% | 4% | 4% | 2% | 4% | 5% | 3% | 7% | 4% | 3% | 5% | 4% | 4% | 4% | 3% | 4% | 4% | 6% | 6% | 1% | 2% |
| 1 | 4% | 5% | 3% | 6% | 4% | 4% | 2% | 4% | 4% | 4% | 4% | 5% | 3% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 5% | 2% | 4% |
| 0 There is no chance I will vote for that party | 50% | 49% | 51% | 52% | 51% | 52% | 58% | 45% | 45% | 46% | 43% | 51% | 55% | 45% | 55% | 51% | 45% | 48% | 52% | 71% | 34% | 70% | 2% | 82% |
| Don't know | 6% | 3% | 8% | 11% | 9% | 6% | 3% | 5% | 2% | 2% | 3% | 10% | 4% | 4% | 5% | 6% | 5% | 7% | 2% | 2% | 4% | 2% | 1% | 1% |
| Prefer not to say | 2% | 1% | 2% | 6% | 2% | 1% | 1% | 1% | 1% | 1% | * | 4% | 1% | 1% | 2% | 2% | 1% | 2% | * | * | - | 1% | - | - |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 11

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Reform UK**
**Base: All GB respondents**

| | | Region | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2009 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 1744 | 2009 | 1292 | 766 | 526 | 656 | 335 | 321 | 449 | 926 | 482 | 922 | 1043 |
| Weighted base | 2016 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 1745 | 2016 | 1271 | 661 | 610 | 683 | 352 | 331 | 447 | 909 | 508 | 926 | 1043 |
| SUM 9-10 Very likely | 10% | 7% | 13% | 13% | 14% | 10% | 10% | 11% | 8% | 8% | 10% | 11% | 11% | 10% | 11% | 14% | 8% | 9% | 12% | 6% | 12% | 12% | 7% | 8% | 13% |
| SUM 7-10 Likely | 19% | 13% | 22% | 23% | 20% | 21% | 21% | 20% | 17% | 18% | 21% | 21% | 20% | 19% | 21% | 24% | 18% | 18% | 20% | 15% | 20% | 22% | 15% | 15% | 24% |
| SUM 4-10 Consider | 33% | 27% | 34% | 34% | 37% | 34% | 33% | 27% | 30% | 29% | 34% | 39% | 34% | 33% | 34% | 38% | 30% | 31% | 32% | 29% | 34% | 36% | 26% | 26% | 38% |
| SUM 0-6+DK Not likely | 79% | 85% | 77% | 75% | 78% | 78% | 77% | 80% | 81% | 81% | 77% | 79% | 78% | 79% | 78% | 76% | 81% | 80% | 78% | 82% | 78% | 77% | 83% | 83% | 75% |
| SUM 0-3 Unlikely | 60% | 66% | 60% | 59% | 54% | 56% | 61% | 71% | 61% | 65% | 59% | 55% | 59% | 60% | 60% | 57% | 64% | 59% | 56% | 62% | 58% | 58% | 68% | 68% | 54% |
| 10 I will definitely vote for that party | 7% | 5% | 9% | 7% | 9% | 6% | 8% | 10% | 3% | 6% | 7% | 5% | 6% | 7% | 7% | 9% | 5% | 6% | 8% | 4% | 7% | 8% | 4% | 4% | 9% |
| 9 | 4% | 2% | 3% | 6% | 5% | 4% | 2% | 2% | 5% | 3% | 4% | 6% | 4% | 4% | 4% | 5% | 3% | 3% | 5% | 2% | 4% | 4% | 3% | 3% | 4% |
| 8 | 5% | 5% | 4% | 4% | 3% | 6% | 6% | 3% | 5% | 4% | 4% | 5% | 5% | 5% | 5% | 6% | 4% | 4% | 3% | 6% | 4% | 5% | 4% | 4% | 5% |
| 7 | 5% | 2% | 5% | 6% | 4% | 5% | 5% | 5% | 3% | 6% | 6% | 5% | 5% | 5% | 5% | 5% | 5% | 4% | 5% | 3% | 5% | 5% | 5% | 4% | 6% |
| 6 | 4% | 3% | 2% | 2% | 4% | 3% | 5% | 2% | 4% | 3% | 5% | 5% | 4% | 4% | 3% | 3% | 4% | 4% | 3% | 5% | 3% | 4% | 4% | 3% | 4% |
| 5 | 7% | 7% | 7% | 8% | 10% | 9% | 6% | 5% | 7% | 7% | 6% | 10% | 8% | 7% | 7% | 8% | 7% | 8% | 8% | 8% | 9% | 8% | 5% | 7% | 8% |
| 4 | 2% | 3% | 4% | * | 3% | 1% | 1% | - | 2% | 2% | 2% | 4% | 2% | 2% | 3% | 3% | 2% | 1% | 2% | * | 2% | 2% | 2% | 1% | 2% |
| 3 | 3% | 1% | 7% | 2% | 1% | 1% | 7% | 3% | 3% | 3% | 2% | 2% | 3% | 3% | 2% | 2% | 3% | 3% | 4% | 2% | 2% | 3% | 2% | 2% | 3% |
| 2 | 4% | 2% | 2% | 4% | 2% | 5% | 4% | 2% | 4% | 6% | 3% | 6% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 5% | 4% | 4% |
| 1 | 4% | 5% | 1% | * | 2% | 7% | 6% | 8% | 2% | 5% | 3% | 5% | 3% | 4% | 4% | 3% | 5% | 3% | 3% | 4% | 3% | 4% | 5% | 4% | 3% |
| 0 There is no chance I will vote for that party | 50% | 57% | 50% | 53% | 49% | 43% | 45% | 57% | 52% | 51% | 50% | 42% | 49% | 50% | 50% | 48% | 52% | 49% | 46% | 52% | 50% | 47% | 56% | 57% | 44% |
| Don't know | 6% | 7% | 4% | 5% | 7% | 9% | 4% | 3% | 7% | 5% | 5% | 6% | 6% | 6% | 5% | 4% | 6% | 8% | 9% | 6% | 6% | 5% | 4% | 4% | 7% |
| Prefer not to say | 2% | 1% | 1% | 2% | 2% | 2% | 2% | - | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 3% | 3% | 3% | 1% | 1% | 1% | 2% | 1% |

**Prepared by Yonder**

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# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 12

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Scottish National Party (SNP)**
**Base: All GB respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2009 | 1002 | 990 | 190 | 329 | 321 | 327 | 315 | 527 | 286 | 241 | 519 | 648 | 842 | 485 | 678 | 402 | 444 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2016 | 960 | 1039 | 216 | 348 | 332 | 335 | 315 | 470 | 251 | 219 | 564 | 667 | 784 | 501 | 611 | 425 | 479 | 1577 | 546 | 385 | 199 | 232 | 109 |
| SUM 9-10 Very likely | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | - | - | - | - | 1% |
| SUM 7-10 Likely | 2% | 3% | 2% | 1% | 3% | 2% | 4% | 3% | 2% | 2% | 1% | 2% | 3% | 2% | 3% | 2% | 3% | 2% | 3% | 1% | - | * | - | 2% |
| SUM 4-10 Consider | 4% | 5% | 3% | 1% | 4% | 5% | 7% | 4% | 2% | 3% | 1% | 3% | 6% | 3% | 5% | 3% | 5% | 4% | 4% | 3% | - | 2% | 1% | 4% |
| SUM 0-6+DK Not likely | 6% | 7% | 5% | 4% | 6% | 5% | 10% | 7% | 5% | 5% | 5% | 5% | 7% | 6% | 7% | 6% | 6% | 6% | 6% | 7% | 5% | 6% | 6% | 3% |
| SUM 0-3 Unlikely | 4% | 5% | 3% | 1% | 3% | 2% | 6% | 5% | 4% | 4% | 5% | 2% | 4% | 5% | 4% | 4% | 4% | 4% | 4% | 5% | 5% | 4% | 5% | 1% |
| 10 I will definitely vote for that party | 1% | 1% | 1% | 1% | * | 1% | 1% | 2% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | 1% | 1% | - | - | - | - | - |
| 9 | * | * | * | - | * | 1% | 1% | - | * | * | - | * | 1% | * | * | * | * | 1% | * | - | - | - | - | 1% |
| 8 | 1% | 1% | * | - | 1% | 1% | 1% | * | * | 1% | - | 1% | 1% | * | * | 1% | 1% | * | 1% | * | - | - | - | 1% |
| 7 | 1% | * | 1% | - | 1% | * | 1% | - | 1% | * | 1% | 1% | 1% | * | 1% | * | * | * | 1% | 1% | - | * | - | 1% |
| 6 | * | * | * | - | * | * | 1% | - | - | - | - | * | 1% | - | * | * | - | * | * | * | - | - | - | 1% |
| 5 | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | * | * | - | 1% | 2% | * | 2% | 1% | 1% | 1% | 1% | 2% | - | 1% | * | 1% |
| 4 | * | * | * | - | * | * | 1% | 1% | * | * | - | * | * | * | - | * | * | * | * | * | - | - | * | 1% |
| 3 | * | * | * | - | - | * | 1% | - | 1% | 1% | 1% | - | * | 1% | * | 1% | * | - | * | * | - | 1% | * | 1% |
| 2 | * | * | * | - | 1% | * | 1% | * | - | - | - | * | * | * | * | - | * | 1% | * | - | * | - | * | - |
| 1 | * | 1% | * | - | * | 1% | * | 1% | 1% | * | 1% | * | * | 1% | 1% | * | * | * | 1% | 1% | * | 1% | - | 1% |
| 0 There is no chance I will vote for that party | 3% | 4% | 2% | 1% | 2% | 1% | 5% | 4% | 3% | 3% | 3% | 2% | 3% | 3% | 2% | 3% | 4% | 3% | 3% | 4% | 4% | 2% | 4% | - |
| Don't know | 1% | * | 1% | 2% | 1% | * | 1% | * | - | - | - | 1% | * | * | 1% | * | 1% | * | * | * | 1% | 1% | - | - |
| Prefer not to say | * | - | * | 1% | - | - | - | - | - | - | - | * | - | - | * | * | - | - | * | * | - | - | - | - |
| NA | 91% | 90% | 93% | 95% | 92% | 92% | 86% | 90% | 93% | 93% | 94% | 93% | 89% | 92% | 90% | 92% | 91% | 92% | 91% | 92% | 95% | 94% | 94% | 95% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 13

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Scottish National Party (SNP)**
**Base: All GB respondents**

| | | Region | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2009 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 1744 | 2009 | 1292 | 766 | 526 | 656 | 335 | 321 | 449 | 926 | 482 | 922 | 1043 |
| Weighted base | 2016 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 1745 | 2016 | 1271 | 661 | 610 | 683 | 352 | 331 | 447 | 909 | 508 | 926 | 1043 |
| SUM 9-10 Very likely | 1% | 14% | - | - | - | - | - | - | - | - | - | - | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| SUM 7-10 Likely | 2% | 28% | - | - | - | - | - | - | - | - | - | - | - | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 3% | 3% | 3% | 2% |
| SUM 4-10 Consider | 4% | 47% | - | - | - | - | - | - | - | - | - | - | - | 4% | 4% | 3% | 5% | 4% | 5% | 4% | 3% | 4% | 5% | 5% | 3% |
| SUM 0-6+DK Not likely | 6% | 71% | - | - | - | - | - | - | - | - | - | - | - | 6% | 7% | 7% | 7% | 5% | 5% | 6% | 7% | 6% | 5% | 6% | 6% |
| SUM 0-3 Unlikely | 4% | 45% | - | - | - | - | - | - | - | - | - | - | - | 4% | 4% | 5% | 4% | 3% | 2% | 4% | 5% | 4% | 2% | 4% | 4% |
| 10 I will definitely vote for that party | 1% | 10% | - | - | - | - | - | - | - | - | - | - | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% |
| 9 | * | 4% | - | - | - | - | - | - | - | - | - | - | - | * | * | * | * | * | 1% | - | * | * | * | * | * |
| 8 | 1% | 7% | - | - | - | - | - | - | - | - | - | - | - | 1% | 1% | * | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | * |
| 7 | 1% | 7% | - | - | - | - | - | - | - | - | - | - | - | 1% | 1% | 1% | 1% | 1% | * | 1% | * | 1% | 1% | 1% | 1% |
| 6 | * | 3% | - | - | - | - | - | - | - | - | - | - | - | * | * | * | * | * | * | - | - | * | * | * | * |
| 5 | 1% | 12% | - | - | - | - | - | - | - | - | - | - | - | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% |
| 4 | * | 4% | - | - | - | - | - | - | - | - | - | - | - | * | * | * | * | * | 1% | - | * | * | 1% | * | * |
| 3 | * | 4% | - | - | - | - | - | - | - | - | - | - | - | * | 1% | 1% | * | * | * | - | * | * | * | 1% | * |
| 2 | * | 4% | - | - | - | - | - | - | - | - | - | - | - | * | * | * | * | * | - | * | * | * | * | * | 1% |
| 1 | * | 5% | - | - | - | - | - | - | - | - | - | - | - | * | * | 1% | * | 1% | - | 1% | 1% | * | 1% | 1% | * |
| 0 There is no chance I will vote for that party | 3% | 32% | - | - | - | - | - | - | - | - | - | - | - | 3% | 3% | 3% | 3% | 2% | 2% | 3% | 3% | 3% | 1% | 2% | 3% |
| Don't know | 1% | 7% | - | - | - | - | - | - | - | - | - | - | - | 1% | 1% | 1% | 1% | * | * | * | * | * | 1% | * | 1% |
| Prefer not to say | * | 1% | - | - | - | - | - | - | - | - | - | - | - | * | * | - | * | * | - | * | * | * | - | - | - |
| NA | 91% | - | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 91% | 91% | 91% | 90% | 92% | 93% | 91% | 91% | 91% | 91% | 91% | 92% |

**Prepared by Yonder**

.YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 14

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Plaid Cymru**
**Base: All GB respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2009 | 1002 | 990 | 190 | 329 | 321 | 327 | 315 | 527 | 286 | 241 | 519 | 648 | 842 | 485 | 678 | 402 | 444 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2016 | 960 | 1039 | 216 | 348 | 332 | 335 | 315 | 470 | 251 | 219 | 564 | 667 | 784 | 501 | 611 | 425 | 479 | 1577 | 546 | 385 | 199 | 232 | 109 |
| SUM 9-10 Very likely | 1% | * | 1% | 1% | 1% | * | * | 1% | * | 1% | - | 1% | * | 1% | * | 1% | * | 1% | * | - | - | - | - | - |
| SUM 7-10 Likely | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | - | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | - | 1% | * | - |
| SUM 4-10 Consider | 2% | 2% | 2% | 2% | 4% | 1% | 2% | 2% | 2% | 2% | 1% | 3% | 2% | 2% | 2% | 2% | 1% | 3% | 2% | 2% | 1% | 3% | 1% | 1% |
| SUM 0-6+DK Not likely | 4% | 4% | 3% | 4% | 4% | 3% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 3% | 4% | 4% | 3% | 4% | 3% | 6% | 4% | 4% | 1% |
| SUM 0-3 Unlikely | 2% | 3% | 2% | 3% | 2% | 2% | 3% | 2% | 3% | 3% | 4% | 2% | 2% | 3% | 2% | 3% | 3% | 2% | 3% | 2% | 5% | 2% | 4% | 1% |
| 10 I will definitely vote for that party | * | * | * | * | * | * | * | - | - | - | - | * | * | - | * | * | * | * | * | - | - | - | - | - |
| 9 | * | * | * | * | * | - | - | 1% | * | 1% | - | * | - | 1% | * | * | * | 1% | * | - | - | - | - | - |
| 8 | * | * | * | 1% | 1% | 1% | - | - | * | 1% | - | 1% | * | * | 1% | * | * | * | * | * | - | 1% | - | - |
| 7 | * | * | * | - | 1% | - | * | * | - | - | - | * | * | * | - | * | * | * | * | 1% | - | - | * | - |
| 6 | * | * | * | 1% | * | 1% | - | * | * | - | 1% | * | * | * | * | * | * | - | * | * | * | - | - | - |
| 5 | * | 1% | * | - | 1% | - | 1% | 1% | * | * | - | * | 1% | * | 1% | * | - | 1% | 1% | 1% | - | 2% | - | - |
| 4 | * | - | * | - | * | - | * | - | * | * | - | * | * | * | * | * | - | - | * | - | * | - | * | 1% |
| 3 | * | * | * | - | - | - | 1% | - | 1% | - | 1% | - | * | * | * | * | * | - | * | - | - | 1% | 1% | - |
| 2 | * | 1% | * | - | * | * | - | * | * | 1% | - | * | * | * | - | * | * | 1% | * | * | 1% | 1% | - | - |
| 1 | * | * | - | - | - | - | * | 1% | - | - | - | - | * | * | - | - | * | * | * | - | * | - | - | 1% |
| 0 There is no chance I will vote for that party | 2% | 2% | 2% | 3% | 1% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 4% | 1% | 3% | - |
| Don't know | * | 1% | * | 1% | * | * | - | * | * | * | - | * | * | * | - | * | 1% | * | * | * | * | 1% | - | - |
| NA | 95% | 95% | 95% | 95% | 94% | 96% | 96% | 95% | 95% | 94% | 96% | 94% | 96% | 95% | 96% | 95% | 95% | 95% | 95% | 96% | 94% | 94% | 95% | 99% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 15

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Plaid Cymru**
**Base: All GB respondents**

| | | Region | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2009 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 1744 | 2009 | 1292 | 766 | 526 | 656 | 335 | 321 | 449 | 926 | 482 | 922 | 1043 |
| Weighted base | 2016 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 1745 | 2016 | 1271 | 661 | 610 | 683 | 352 | 331 | 447 | 909 | 508 | 926 | 1043 |
| SUM 9-10 Very likely | 1% | - | - | - | - | - | - | 11% | - | - | - | - | - | 1% | * | * | * | 1% | 1% | * | 1% | 1% | * | * | 1% |
| SUM 7-10 Likely | 1% | - | - | - | - | - | - | 23% | - | - | - | - | - | 1% | 1% | 1% | 1% | 2% | 2% | 2% | 1% | 1% | 2% | 1% | 1% |
| SUM 4-10 Consider | 2% | - | - | - | - | - | - | 42% | - | - | - | - | - | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 3% | 2% |
| SUM 0-6+DK Not likely | 4% | - | - | - | - | - | - | 77% | - | - | - | - | - | 4% | 4% | 4% | 4% | 3% | 2% | 3% | 4% | 4% | 3% | 4% | 3% |
| SUM 0-3 Unlikely | 2% | - | - | - | - | - | - | 51% | - | - | - | - | - | 2% | 3% | 4% | 3% | 1% | 1% | 1% | 2% | 2% | 2% | 2% | 3% |
| 10 I will definitely vote for that party | * | - | - | - | - | - | - | 3% | - | - | - | - | - | * | * | * | * | - | - | - | * | * | - | * | * |
| 9 | * | - | - | - | - | - | - | 7% | - | - | - | - | - | * | * | * | - | 1% | 1% | * | * | * | * | * | * |
| 8 | * | - | - | - | - | - | - | 8% | - | - | - | - | - | * | * | * | * | * | - | 1% | * | * | 1% | * | * |
| 7 | * | - | - | - | - | - | - | 5% | - | - | - | - | - | * | * | - | * | 1% | 1% | * | - | * | 1% | * | * |
| 6 | * | - | - | - | - | - | - | 6% | - | - | - | - | - | * | * | * | * | * | - | * | * | * | - | * | * |
| 5 | * | - | - | - | - | - | - | 10% | - | - | - | - | - | * | * | * | * | 1% | 1% | 1% | 1% | * | - | 1% | * |
| 4 | * | - | - | - | - | - | - | 3% | - | - | - | - | - | * | * | * | * | - | - | - | * | - | * | * | - |
| 3 | * | - | - | - | - | - | - | 5% | - | - | - | - | - | * | * | 1% | - | - | - | - | * | * | - | - | * |
| 2 | * | - | - | - | - | - | - | 6% | - | - | - | - | - | * | * | * | - | 1% | 1% | * | * | - | 1% | 1% | * |
| 1 | * | - | - | - | - | - | - | 3% | - | - | - | - | - | * | * | * | * | - | - | - | * | * | - | * | * |
| 0 There is no chance I will vote for that party | 2% | - | - | - | - | - | - | 37% | - | - | - | - | - | 2% | 2% | 3% | 2% | 1% | 1% | * | 2% | 2% | 2% | 2% | 2% |
| Don't know | * | - | - | - | - | - | - | 7% | - | - | - | - | - | * | * | - | * | 1% | * | 1% | * | * | * | * | * |
| NA | 95% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% | 100% | 100% | 100% | 100% | 95% | 95% | 95% | 95% | 96% | 96% | 96% | 95% | 95% | 95% | 95% | 95% |

**Prepared by Yonder**

.YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 16

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Restore Britain**
**Base: All GB respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2009 | 1002 | 990 | 190 | 329 | 321 | 327 | 315 | 527 | 286 | 241 | 519 | 648 | 842 | 485 | 678 | 402 | 444 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2016 | 960 | 1039 | 216 | 348 | 332 | 335 | 315 | 470 | 251 | 219 | 564 | 667 | 784 | 501 | 611 | 425 | 479 | 1577 | 546 | 385 | 199 | 232 | 109 |
| SUM 9-10 Very likely | 3% | 4% | 3% | 1% | 4% | 4% | 3% | 4% | 3% | 4% | 3% | 3% | 4% | 3% | 2% | 3% | 4% | 4% | 4% | 1% | 3% | 1% | 13% | 1% |
| SUM 7-10 Likely | 9% | 10% | 7% | 5% | 9% | 9% | 11% | 9% | 8% | 8% | 8% | 8% | 10% | 8% | 7% | 7% | 9% | 11% | 9% | 5% | 9% | 5% | 26% | 2% |
| SUM 4-10 Consider | 22% | 24% | 20% | 16% | 26% | 23% | 19% | 24% | 21% | 23% | 19% | 22% | 21% | 22% | 18% | 20% | 24% | 26% | 22% | 15% | 26% | 12% | 50% | 10% |
| SUM 0-6+DK Not likely | 90% | 89% | 90% | 89% | 89% | 89% | 88% | 91% | 91% | 91% | 92% | 89% | 89% | 91% | 90% | 91% | 89% | 88% | 91% | 95% | 91% | 95% | 74% | 98% |
| SUM 0-3 Unlikely | 67% | 69% | 65% | 62% | 58% | 63% | 73% | 69% | 75% | 73% | 76% | 60% | 68% | 72% | 70% | 70% | 66% | 62% | 72% | 80% | 68% | 83% | 44% | 83% |
| 10 I will definitely vote for that party | 2% | 3% | 2% | 1% | 3% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 3% | 3% | 2% | 1% | 1% | 1% | 8% | 1% |
| 9 | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | * | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | 6% | - |
| 8 | 3% | 3% | 3% | * | 2% | 4% | 4% | 3% | 3% | 3% | 3% | 2% | 4% | 3% | 3% | 3% | 2% | 4% | 3% | 1% | 3% | 2% | 8% | 1% |
| 7 | 2% | 3% | 2% | 3% | 3% | 1% | 3% | 2% | 2% | 2% | 3% | 3% | 2% | 2% | 3% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 5% | - |
| 6 | 3% | 3% | 2% | 2% | 5% | 2% | 1% | 3% | 3% | 4% | 1% | 4% | 2% | 3% | 3% | 2% | 5% | 1% | 3% | 2% | 3% | 2% | 6% | 2% |
| 5 | 7% | 7% | 7% | 7% | 8% | 9% | 4% | 7% | 7% | 7% | 7% | 7% | 7% | 7% | 5% | 6% | 6% | 10% | 6% | 5% | 7% | 2% | 15% | 4% |
| 4 | 4% | 3% | 4% | 2% | 4% | 3% | 3% | 5% | 4% | 4% | 3% | 3% | 3% | 4% | 2% | 4% | 3% | 4% | 4% | 3% | 7% | 3% | 3% | 2% |
| 3 | 3% | 3% | 2% | 4% | 3% | 2% | 1% | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 4% | 3% | 2% | 2% | 3% | 2% | 3% | 2% | 3% | 2% |
| 2 | 5% | 5% | 5% | 4% | 4% | 3% | 4% | 6% | 7% | 8% | 6% | 4% | 4% | 7% | 4% | 4% | 7% | 5% | 5% | 4% | 9% | 5% | 6% | 3% |
| 1 | 5% | 5% | 5% | 3% | 3% | 6% | 5% | 7% | 6% | 6% | 7% | 3% | 5% | 7% | 5% | 5% | 7% | 4% | 6% | 7% | 7% | 4% | 5% | 3% |
| 0 There is no chance I will vote for that party | 55% | 56% | 52% | 51% | 48% | 52% | 63% | 53% | 58% | 57% | 60% | 49% | 57% | 56% | 58% | 58% | 50% | 52% | 59% | 67% | 48% | 71% | 30% | 75% |
| Don't know | 9% | 6% | 12% | 16% | 14% | 12% | 7% | 7% | 4% | 4% | 4% | 15% | 10% | 5% | 9% | 8% | 9% | 10% | 5% | 5% | 6% | 5% | 6% | 7% |
| Prefer not to say | 2% | 1% | 2% | 6% | 2% | 1% | 1% | 1% | 1% | 1% | * | 4% | 1% | 1% | 2% | 2% | 1% | 2% | * | * | * | 1% | - | - |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 17

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Restore Britain**
**Base: All GB respondents**

| | | Region | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2009 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 1744 | 2009 | 1292 | 766 | 526 | 656 | 335 | 321 | 449 | 926 | 482 | 922 | 1043 |
| Weighted base | 2016 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 1745 | 2016 | 1271 | 661 | 610 | 683 | 352 | 331 | 447 | 909 | 508 | 926 | 1043 |
| SUM 9-10 Very likely | 3% | 2% | 2% | 5% | 8% | 5% | 3% | 2% | 4% | 2% | 2% | 1% | 4% | 3% | 3% | 3% | 4% | 3% | 4% | 2% | 5% | 4% | 2% | 2% | 4% |
| SUM 7-10 Likely | 9% | 11% | 7% | 11% | 12% | 8% | 7% | 4% | 10% | 9% | 6% | 8% | 9% | 9% | 9% | 9% | 9% | 8% | 9% | 7% | 10% | 9% | 8% | 7% | 10% |
| SUM 4-10 Consider | 22% | 17% | 25% | 23% | 27% | 23% | 25% | 13% | 20% | 22% | 22% | 20% | 23% | 22% | 20% | 20% | 21% | 25% | 26% | 24% | 24% | 23% | 18% | 18% | 24% |
| SUM 0-6+DK Not likely | 90% | 88% | 92% | 87% | 86% | 90% | 91% | 96% | 88% | 90% | 91% | 92% | 89% | 90% | 90% | 91% | 90% | 89% | 88% | 90% | 89% | 90% | 90% | 92% | 88% |
| SUM 0-3 Unlikely | 67% | 71% | 68% | 68% | 60% | 64% | 64% | 76% | 67% | 69% | 67% | 70% | 67% | 67% | 71% | 73% | 68% | 60% | 60% | 61% | 64% | 66% | 74% | 72% | 64% |
| 10 I will definitely vote for that party | 2% | 2% | 2% | 3% | 5% | 2% | 2% | 2% | 2% | 1% | 1% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 1% | 3% | 3% | 1% | 1% | 3% |
| 9 | 1% | * | - | 2% | 3% | 2% | 1% | - | 2% | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% |
| 8 | 3% | 5% | 4% | * | 2% | 2% | 3% | 1% | 4% | 3% | 3% | 4% | 3% | 3% | 3% | 2% | 3% | 3% | 2% | 4% | 3% | 3% | 3% | 2% | 4% |
| 7 | 2% | 3% | 2% | 6% | 2% | 2% | 1% | 1% | 2% | 3% | 1% | 3% | 2% | 2% | 3% | 3% | 2% | 2% | 3% | 1% | 2% | 3% | 3% | 2% | 2% |
| 6 | 3% | * | 6% | 4% | 3% | 2% | 5% | 2% | 1% | 5% | 1% | 2% | 3% | 3% | 3% | 2% | 3% | 3% | 1% | 5% | 2% | 3% | 2% | 3% | 3% |
| 5 | 7% | 6% | 8% | 5% | 7% | 9% | 8% | 5% | 8% | 6% | 8% | 6% | 7% | 7% | 5% | 5% | 6% | 10% | 12% | 9% | 9% | 8% | 4% | 5% | 8% |
| 4 | 4% | - | 3% | 3% | 5% | 3% | 6% | 3% | 1% | 3% | 7% | 3% | 4% | 4% | 4% | 4% | 3% | 3% | 3% | 3% | 4% | 3% | 4% | 4% | 3% |
| 3 | 3% | 2% | 5% | 3% | 1% | 3% | 4% | 2% | 2% | 3% | 1% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% |
| 2 | 5% | 4% | 5% | 6% | 5% | 5% | 2% | 7% | 4% | 5% | 5% | 7% | 5% | 5% | 5% | 7% | 4% | 4% | 5% | 4% | 5% | 5% | 5% | 4% | 6% |
| 1 | 5% | 6% | 1% | 3% | 5% | 5% | 9% | 4% | 4% | 4% | 7% | 6% | 5% | 5% | 6% | 6% | 6% | 4% | 4% | 3% | 4% | 5% | 6% | 5% | 5% |
| 0 There is no chance I will vote for that party | 55% | 59% | 57% | 56% | 49% | 51% | 49% | 62% | 56% | 57% | 54% | 52% | 54% | 55% | 56% | 57% | 56% | 50% | 48% | 52% | 52% | 54% | 60% | 60% | 51% |
| Don't know | 9% | 11% | 6% | 7% | 12% | 11% | 9% | 11% | 10% | 7% | 9% | 10% | 9% | 9% | 8% | 7% | 10% | 12% | 12% | 12% | 10% | 9% | 6% | 8% | 10% |
| Prefer not to say | 2% | 1% | 1% | 2% | 2% | 2% | 2% | - | 2% | 1% | 3% | 1% | 2% | 2% | 1% | 1% | 1% | 3% | 3% | 3% | 1% | 1% | 1% | 2% | 1% |

**Prepared by Yonder**

YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 18

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Another party**
**Base: All GB respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2009 | 1002 | 990 | 190 | 329 | 321 | 327 | 315 | 527 | 286 | 241 | 519 | 648 | 842 | 485 | 678 | 402 | 444 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2016 | 960 | 1039 | 216 | 348 | 332 | 335 | 315 | 470 | 251 | 219 | 564 | 667 | 784 | 501 | 611 | 425 | 479 | 1577 | 546 | 385 | 199 | 232 | 109 |
| SUM 9-10 Very likely | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | * | 1% | * | 2% | 1% | 1% | - | - | * | 1% |
| SUM 7-10 Likely | 3% | 4% | 3% | 6% | 4% | 6% | 3% | 2% | 2% | 3% | * | 4% | 4% | 2% | 3% | 3% | 2% | 5% | 4% | 3% | 2% | 3% | 3% | 2% |
| SUM 4-10 Consider | 16% | 18% | 14% | 27% | 20% | 17% | 17% | 12% | 8% | 10% | 5% | 23% | 17% | 10% | 17% | 13% | 12% | 21% | 16% | 18% | 10% | 13% | 9% | 23% |
| SUM 0-6+DK Not likely | 95% | 95% | 95% | 88% | 94% | 93% | 96% | 98% | 98% | 96% | 99% | 92% | 94% | 98% | 94% | 96% | 96% | 93% | 96% | 96% | 98% | 96% | 97% | 98% |
| SUM 0-3 Unlikely | 60% | 63% | 57% | 38% | 50% | 53% | 61% | 68% | 76% | 75% | 78% | 46% | 57% | 73% | 57% | 63% | 65% | 55% | 65% | 65% | 75% | 64% | 73% | 48% |
| 10 I will definitely vote for that party | 1% | 1% | 1% | - | - | 1% | 1% | * | 1% | 1% | - | - | 1% | 1% | * | * | * | 1% | 1% | 1% | - | - | - | - |
| 9 | * | 1% | * | 1% | * | * | 1% | * | - | - | - | 1% | * | * | * | * | * | 1% | * | * | - | - | * | 1% |
| 8 | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | - | - | - | 1% | 1% | * | 1% | 1% | * | 1% | 1% | * | 2% | 1% | 1% | - |
| 7 | 1% | 2% | 1% | 3% | 2% | 2% | 1% | * | 1% | 2% | * | 3% | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 2% | * | 3% | 2% | 1% |
| 6 | 2% | 1% | 2% | 4% | 5% | * | 1% | - | 1% | 1% | * | 4% | 1% | * | 2% | 1% | 1% | 2% | 2% | 2% | 1% | 3% | * | 5% |
| 5 | 8% | 9% | 7% | 12% | 9% | 9% | 10% | 8% | 3% | 3% | 3% | 10% | 10% | 5% | 8% | 6% | 6% | 12% | 8% | 10% | 5% | 4% | 4% | 12% |
| 4 | 3% | 3% | 2% | 6% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 4% | 2% | 2% | 3% | 3% | 3% | 2% | 3% | 3% | 2% | 3% | 2% | 4% |
| 3 | 2% | 2% | 2% | 3% | 4% | 1% | 1% | 2% | 2% | 2% | 2% | 3% | 1% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 4% | 2% | - |
| 2 | 4% | 4% | 3% | 1% | 3% | 2% | 5% | 5% | 5% | 5% | 5% | 2% | 4% | 5% | 4% | 3% | 6% | 2% | 4% | 5% | 6% | 2% | 4% | 3% |
| 1 | 5% | 6% | 4% | 3% | 5% | 7% | 4% | 7% | 6% | 7% | 5% | 4% | 6% | 6% | 7% | 5% | 4% | 6% | 6% | 7% | 8% | 5% | 4% | 6% |
| 0 There is no chance I will vote for that party | 49% | 50% | 47% | 32% | 38% | 42% | 52% | 54% | 63% | 61% | 65% | 36% | 47% | 60% | 44% | 53% | 53% | 45% | 53% | 51% | 60% | 52% | 63% | 38% |
| Don't know | 22% | 18% | 26% | 28% | 27% | 28% | 21% | 19% | 15% | 14% | 17% | 27% | 25% | 17% | 23% | 22% | 21% | 22% | 19% | 18% | 15% | 22% | 18% | 29% |
| Prefer not to say | 2% | 1% | 2% | 7% | 2% | 2% | 1% | 1% | 1% | 1% | * | 4% | 1% | 1% | 2% | 2% | 1% | 2% | * | * | * | 1% | - | - |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 19

**Q1. As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**
**Another party**
**Base: All GB respondents**

| | | Region | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2009 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 1744 | 2009 | 1292 | 766 | 526 | 656 | 335 | 321 | 449 | 926 | 482 | 922 | 1043 |
| Weighted base | 2016 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 1745 | 2016 | 1271 | 661 | 610 | 683 | 352 | 331 | 447 | 909 | 508 | 926 | 1043 |
| SUM 9-10 Very likely | 1% | 2% | - | 2% | - | 3% | - | 1% | 1% | 1% | - | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% |
| SUM 7-10 Likely | 3% | 3% | 1% | 7% | 2% | 3% | 3% | 3% | 3% | 5% | 1% | 3% | 3% | 3% | 3% | 2% | 3% | 5% | 6% | 4% | 4% | 4% | 3% | 4% | 3% |
| SUM 4-10 Consider | 16% | 12% | 10% | 19% | 11% | 16% | 18% | 16% | 19% | 21% | 10% | 18% | 16% | 16% | 13% | 10% | 17% | 21% | 21% | 20% | 19% | 15% | 15% | 17% | 14% |
| SUM 0-6+DK Not likely | 95% | 96% | 98% | 91% | 96% | 95% | 96% | 97% | 94% | 93% | 96% | 96% | 95% | 95% | 96% | 97% | 96% | 92% | 91% | 93% | 94% | 95% | 96% | 95% | 95% |
| SUM 0-3 Unlikely | 60% | 61% | 73% | 59% | 62% | 61% | 58% | 58% | 56% | 53% | 67% | 59% | 60% | 60% | 65% | 71% | 60% | 50% | 51% | 48% | 59% | 61% | 64% | 59% | 62% |
| 10 I will definitely vote for that party | 1% | 1% | - | 1% | - | 2% | - | 1% | - | * | - | - | * | 1% | 1% | 1% | * | 1% | 1% | * | 1% | 1% | * | * | 1% |
| 9 | * | 1% | - | 1% | - | 1% | - | - | 1% | * | - | - | * | * | * | * | * | 1% | 1% | * | 1% | * | - | * | 1% |
| 8 | 1% | 1% | 1% | 1% | 1% | 1% | - | - | 2% | 2% | 1% | 3% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| 7 | 1% | * | - | 4% | 2% | - | 3% | 1% | 1% | 3% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 3% | 3% | 2% | 1% | 2% | 1% | 2% | 1% |
| 6 | 2% | 2% | - | - | 1% | 2% | 2% | 2% | 2% | 3% | 1% | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 3% | 2% | 2% | 1% | 2% | 1% |
| 5 | 8% | 8% | 8% | 9% | 4% | 8% | 8% | 8% | 10% | 8% | 6% | 12% | 8% | 8% | 6% | 5% | 8% | 10% | 10% | 11% | 10% | 7% | 8% | 8% | 7% |
| 4 | 3% | - | 1% | 3% | 3% | 2% | 5% | 4% | 3% | 4% | 2% | 1% | 3% | 3% | 3% | 2% | 3% | 3% | 4% | 2% | 3% | 2% | 3% | 3% | 3% |
| 3 | 2% | 3% | 4% | 2% | 1% | 1% | 1% | - | 2% | 3% | 3% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 1% |
| 2 | 4% | 5% | 3% | 3% | 5% | 4% | 4% | 5% | 2% | 2% | 5% | 4% | 4% | 4% | 5% | 5% | 5% | 2% | 1% | 2% | 3% | 4% | 5% | 4% | 4% |
| 1 | 5% | 4% | 7% | 3% | 4% | 5% | 5% | 1% | 4% | 6% | 6% | 12% | 6% | 5% | 6% | 6% | 6% | 4% | 5% | 3% | 6% | 4% | 8% | 6% | 5% |
| 0 There is no chance I will vote for that party | 49% | 50% | 60% | 51% | 52% | 50% | 47% | 51% | 47% | 42% | 53% | 41% | 49% | 49% | 52% | 58% | 46% | 42% | 42% | 42% | 48% | 50% | 49% | 46% | 52% |
| Don't know | 22% | 25% | 15% | 20% | 25% | 22% | 23% | 26% | 23% | 24% | 20% | 22% | 22% | 22% | 21% | 19% | 23% | 26% | 24% | 28% | 21% | 23% | 20% | 23% | 22% |
| Prefer not to say | 2% | 1% | 1% | 2% | 2% | 2% | 2% | - | 3% | 2% | 3% | 1% | 2% | 2% | 1% | 1% | 1% | 3% | 3% | 3% | 2% | 1% | 1% | 2% | 1% |

**Prepared by Yonder**

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# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 20

**Q2. How optimistic or pessimistic are you about the following over the next 12 months? Summary**

**Base: All respondents**

| | The likelihood that the UK will find a way to benefit fully from Brexit | The likelihood of the UK economy growing | The likelihood of the US economy growing | The likelihood of the global economy growing | The likelihood that economic growth with benefit me |
|---|---|---|---|---|---|
| Unweighted base | 2074 | 2074 | 2074 | 2074 | 2074 |
| Weighted base | 2074 | 2074 | 2074 | 2074 | 2074 |
| Very optimistic | 3% | 2% | 4% | 2% | 2% |
| Fairly optimistic | 10% | 16% | 15% | 14% | 12% |
| Neither optimistic nor pessimistic | 25% | 27% | 31% | 30% | 29% |
| Fairly pessimistic | 25% | 30% | 19% | 30% | 30% |
| Very pessimistic | 29% | 19% | 11% | 13% | 20% |
| Don't know | 9% | 6% | 21% | 11% | 7% |
| SUM: Optimistic | 13% | 18% | 18% | 16% | 14% |
| SUM: Pessimistic | 53% | 49% | 30% | 43% | 50% |
| NET: Optimistic - Pessimistic | -40% | -31% | -12% | -26% | -35% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 21

**Q2. How optimistic or pessimistic are you about the following over the next 12 months? Summary SUM: Optimistic**

**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| The likelihood that the UK will find a way to benefit fully from Brexit | 13% | 14% | 12% | 24% | 11% | 15% | 12% | 12% | 10% | 7% | 14% | 16% | 14% | 11% | 14% | 13% | 14% | 13% | 14% | 17% | 17% | 9% | 14% | 5% |
| The likelihood of the UK economy growing | 18% | 21% | 15% | 34% | 21% | 21% | 16% | 14% | 9% | 9% | 10% | 26% | 19% | 11% | 24% | 15% | 17% | 16% | 19% | 30% | 16% | 15% | 8% | 13% |
| The likelihood of the US economy growing | 18% | 24% | 14% | 31% | 21% | 20% | 17% | 15% | 12% | 12% | 12% | 25% | 19% | 13% | 23% | 16% | 14% | 20% | 19% | 20% | 20% | 14% | 25% | 7% |
| The likelihood of the global economy growing | 16% | 20% | 13% | 35% | 21% | 19% | 16% | 12% | 7% | 7% | 7% | 26% | 17% | 9% | 21% | 14% | 16% | 15% | 17% | 24% | 15% | 14% | 9% | 12% |
| The likelihood that economic growth with benefit me | 14% | 16% | 13% | 33% | 18% | 19% | 13% | 10% | 4% | 5% | 4% | 24% | 16% | 7% | 20% | 10% | 14% | 14% | 15% | 21% | 15% | 12% | 8% | 10% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 22

**Q2. How optimistic or pessimistic are you about the following over the next 12 months? Summary SUM: Optimistic**

**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| The likelihood that the UK will find a way to benefit fully from Brexit | 13% | 14% | 18% | 13% | 14% | 9% | 12% | 22% | 11% | 16% | 15% | 9% | 7% | 13% | 13% | 14% | 11% | 17% | 12% | 12% | 12% | 10% | 14% | 15% | 12% | 14% |
| The likelihood of the UK economy growing | 18% | 18% | 24% | 21% | 18% | 18% | 15% | 20% | 16% | 19% | 17% | 15% | 17% | 18% | 18% | 18% | 13% | 23% | 19% | 17% | 21% | 13% | 17% | 26% | 19% | 16% |
| The likelihood of the US economy growing | 18% | 20% | 28% | 21% | 18% | 24% | 11% | 22% | 15% | 19% | 14% | 17% | 17% | 18% | 18% | 18% | 13% | 24% | 19% | 19% | 19% | 15% | 18% | 24% | 19% | 16% |
| The likelihood of the global economy growing | 16% | 18% | 18% | 19% | 20% | 18% | 12% | 17% | 14% | 18% | 13% | 14% | 17% | 16% | 16% | 15% | 10% | 21% | 18% | 17% | 20% | 13% | 15% | 24% | 18% | 14% |
| The likelihood that economic growth with benefit me | 14% | 17% | 18% | 12% | 16% | 13% | 9% | 19% | 11% | 19% | 14% | 14% | 14% | 14% | 14% | 12% | 8% | 18% | 18% | 16% | 21% | 12% | 13% | 21% | 15% | 13% |

**Prepared by Yonder**

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# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 23

**Q2. How optimistic or pessimistic are you about the following over the next 12 months? Summary NET: Optimistic - Pessimistic**

**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| The likelihood that the UK will find a way to benefit fully from Brexit | -40% | -45% | -36% | -17% | -39% | -38% | -45% | -43% | -47% | -53% | -40% | -31% | -41% | -45% | -42% | -41% | -39% | -38% | -41% | -40% | -30% | -59% | -39% | -63% |
| The likelihood of the UK economy growing | -31% | -28% | -33% | 9% | -18% | -23% | -38% | -42% | -52% | -51% | -53% | -7% | -30% | -48% | -20% | -36% | -32% | -34% | -30% | -6% | -42% | -30% | -67% | -35% |
| The likelihood of the US economy growing | -12% | -7% | -16% | 9% | -5% | -8% | -16% | -17% | -22% | -23% | -20% | * | -12% | -20% | -9% | -15% | -16% | -6% | -13% | -13% | -8% | -16% | * | -36% |
| The likelihood of the global economy growing | -26% | -24% | -28% | 10% | -14% | -21% | -28% | -37% | -46% | -47% | -46% | -5% | -24% | -43% | -20% | -31% | -26% | -27% | -28% | -14% | -33% | -30% | -49% | -30% |
| The likelihood that economic growth with benefit me | -35% | -34% | -37% | 8% | -23% | -26% | -42% | -45% | -59% | -56% | -62% | -11% | -34% | -53% | -23% | -41% | -37% | -39% | -37% | -20% | -40% | -39% | -61% | -46% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 24

**Q2. How optimistic or pessimistic are you about the following over the next 12 months? Summary NET: Optimistic - Pessimistic**

**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| The likelihood that the UK will find a way to benefit fully from Brexit | -40% | -38% | -35% | -40% | -36% | -50% | -39% | -27% | -44% | -32% | -42% | -47% | -55% | -41% | -40% | -40% | -45% | -35% | -39% | -36% | -43% | -39% | -39% | -44% | -46% | -35% |
| The likelihood of the UK economy growing | -31% | -29% | -23% | -28% | -28% | -34% | -38% | -32% | -34% | -24% | -34% | -32% | -41% | -31% | -31% | -33% | -44% | -22% | -26% | -31% | -21% | -39% | -34% | -17% | -29% | -34% |
| The likelihood of the US economy growing | -12% | -12% | 4% | -13% | -7% | -3% | -23% | 2% | -17% | -9% | -19% | -11% | -21% | -12% | -11% | -13% | -21% | -4% | -9% | -7% | -11% | -17% | -11% | -6% | -13% | -12% |
| The likelihood of the global economy growing | -26% | -23% | -25% | -26% | -16% | -24% | -31% | -22% | -33% | -21% | -35% | -23% | -39% | -26% | -26% | -29% | -40% | -18% | -21% | -23% | -18% | -31% | -29% | -17% | -26% | -28% |
| The likelihood that economic growth with benefit me | -35% | -29% | -34% | -43% | -29% | -39% | -48% | -33% | -35% | -23% | -38% | -36% | -44% | -36% | -35% | -41% | -52% | -28% | -25% | -29% | -21% | -41% | -39% | -23% | -34% | -38% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 25

**Q2. How optimistic or pessimistic are you about the following over the next 12 months? The likelihood that the UK will find a way to benefit fully from Brexit**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Very optimistic | 3% | 4% | 3% | 9% | 5% | 1% | 4% | 1% | 2% | 1% | 3% | 6% | 3% | 2% | 5% | 2% | 5% | 3% | 4% | 5% | 6% | 1% | 3% | - |
| Fairly optimistic | 10% | 11% | 10% | 14% | 7% | 14% | 8% | 11% | 9% | 6% | 11% | 10% | 11% | 10% | 9% | 11% | 10% | 10% | 10% | 12% | 11% | 8% | 11% | 5% |
| Neither optimistic nor pessimistic | 25% | 22% | 28% | 27% | 29% | 22% | 22% | 25% | 25% | 25% | 25% | 28% | 22% | 25% | 24% | 25% | 25% | 25% | 24% | 21% | 30% | 18% | 23% | 21% |
| Fairly pessimistic | 25% | 25% | 25% | 19% | 23% | 26% | 24% | 27% | 27% | 24% | 29% | 22% | 25% | 27% | 27% | 23% | 27% | 23% | 25% | 23% | 29% | 28% | 26% | 25% |
| Very pessimistic | 29% | 34% | 23% | 21% | 27% | 27% | 33% | 28% | 31% | 36% | 25% | 25% | 30% | 30% | 29% | 31% | 27% | 27% | 30% | 34% | 19% | 39% | 28% | 43% |
| Don't know | 9% | 5% | 12% | 9% | 9% | 10% | 9% | 7% | 7% | 7% | 7% | 9% | 10% | 7% | 6% | 8% | 8% | 12% | 6% | 6% | 6% | 6% | 9% | 6% |
| SUM: Optimistic | 13% | 14% | 12% | 24% | 11% | 15% | 12% | 12% | 10% | 7% | 14% | 16% | 14% | 11% | 14% | 13% | 14% | 13% | 14% | 17% | 17% | 9% | 14% | 5% |
| SUM: Pessimistic | 53% | 59% | 48% | 41% | 51% | 53% | 57% | 56% | 57% | 60% | 54% | 47% | 55% | 57% | 56% | 54% | 53% | 50% | 56% | 57% | 47% | 67% | 53% | 68% |
| NET: Optimistic - Pessimistic | -40% | -45% | -36% | -17% | -39% | -38% | -45% | -43% | -47% | -53% | -40% | -31% | -41% | -45% | -42% | -41% | -39% | -38% | -41% | -40% | -30% | -59% | -39% | -63% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 26

**Q2. How optimistic or pessimistic are you about the following over the next 12 months? The likelihood that the UK will find a way to benefit fully from Brexit**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Very optimistic | 3% | 5% | 3% | 2% | 3% | 2% | 4% | 11% | 2% | 4% | 3% | 2% | - | 3% | 3% | 4% | 2% | 5% | 3% | 3% | 2% | 1% | 3% | 5% | 3% | 4% |
| Fairly optimistic | 10% | 8% | 14% | 11% | 11% | 7% | 8% | 11% | 10% | 12% | 13% | 7% | 7% | 10% | 10% | 11% | 9% | 12% | 9% | 10% | 9% | 9% | 11% | 10% | 10% | 10% |
| Neither optimistic nor pessimistic | 25% | 25% | 20% | 25% | 29% | 26% | 27% | 21% | 24% | 29% | 21% | 26% | 21% | 25% | 25% | 24% | 25% | 24% | 26% | 29% | 24% | 27% | 26% | 20% | 24% | 26% |
| Fairly pessimistic | 25% | 22% | 30% | 29% | 22% | 25% | 21% | 27% | 23% | 20% | 25% | 32% | 28% | 25% | 25% | 25% | 26% | 24% | 24% | 24% | 24% | 23% | 25% | 27% | 25% | 24% |
| Very pessimistic | 29% | 29% | 23% | 25% | 28% | 34% | 30% | 22% | 32% | 27% | 32% | 25% | 34% | 29% | 28% | 29% | 30% | 29% | 27% | 24% | 30% | 27% | 28% | 32% | 33% | 25% |
| Don't know | 9% | 10% | 10% | 8% | 7% | 7% | 11% | 9% | 10% | 8% | 7% | 8% | 10% | 8% | 8% | 7% | 8% | 6% | 10% | 11% | 10% | 13% | 7% | 5% | 6% | 11% |
| SUM: Optimistic | 13% | 14% | 18% | 13% | 14% | 9% | 12% | 22% | 11% | 16% | 15% | 9% | 7% | 13% | 13% | 14% | 11% | 17% | 12% | 12% | 12% | 10% | 14% | 15% | 12% | 14% |
| SUM: Pessimistic | 53% | 52% | 53% | 53% | 50% | 59% | 51% | 49% | 55% | 47% | 57% | 57% | 62% | 54% | 53% | 54% | 56% | 52% | 51% | 48% | 54% | 50% | 53% | 59% | 58% | 49% |
| NET: Optimistic - Pessimistic | -40% | -38% | -35% | -40% | -36% | -50% | -39% | -27% | -44% | -32% | -42% | -47% | -55% | -41% | -40% | -40% | -45% | -35% | -39% | -36% | -43% | -39% | -39% | -44% | -46% | -35% |

**Prepared by Yonder**

.YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 27

**Q2. How optimistic or pessimistic are you about the following over the next 12 months? The likelihood of the UK economy growing**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Very optimistic | 2% | 3% | 2% | 8% | 4% | * | 3% | 2% | * | * | * | 5% | 2% | 1% | 4% | 1% | 2% | 2% | 3% | 4% | 4% | * | 1% | 1% |
| Fairly optimistic | 16% | 17% | 14% | 26% | 18% | 21% | 14% | 12% | 9% | 8% | 10% | 21% | 17% | 10% | 19% | 14% | 15% | 14% | 17% | 26% | 12% | 15% | 7% | 12% |
| Neither optimistic nor pessimistic | 27% | 27% | 28% | 30% | 32% | 27% | 23% | 26% | 26% | 27% | 25% | 31% | 25% | 26% | 28% | 28% | 28% | 26% | 27% | 31% | 23% | 36% | 15% | 28% |
| Fairly pessimistic | 30% | 27% | 32% | 18% | 27% | 28% | 32% | 32% | 35% | 34% | 37% | 24% | 30% | 34% | 28% | 33% | 26% | 30% | 30% | 24% | 33% | 34% | 36% | 32% |
| Very pessimistic | 19% | 21% | 17% | 7% | 12% | 16% | 22% | 25% | 26% | 25% | 26% | 10% | 19% | 25% | 15% | 19% | 23% | 20% | 20% | 12% | 25% | 12% | 38% | 17% |
| Don't know | 6% | 4% | 8% | 11% | 8% | 8% | 7% | 3% | 4% | 5% | 2% | 9% | 7% | 3% | 5% | 6% | 5% | 9% | 4% | 4% | 3% | 3% | 3% | 10% |
| SUM: Optimistic | 18% | 21% | 15% | 34% | 21% | 21% | 16% | 14% | 9% | 9% | 10% | 26% | 19% | 11% | 24% | 15% | 17% | 16% | 19% | 30% | 16% | 15% | 8% | 13% |
| SUM: Pessimistic | 49% | 49% | 49% | 25% | 39% | 44% | 54% | 56% | 61% | 59% | 63% | 34% | 49% | 59% | 43% | 52% | 50% | 50% | 50% | 36% | 58% | 46% | 74% | 49% |
| NET: Optimistic - Pessimistic | -31% | -28% | -33% | 9% | -18% | -23% | -38% | -42% | -52% | -51% | -53% | -7% | -30% | -48% | -20% | -36% | -32% | -34% | -30% | -6% | -42% | -30% | -67% | -35% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 28

**Q2. How optimistic or pessimistic are you about the following over the next 12 months? The likelihood of the UK economy growing**

**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Very optimistic | 2% | 5% | 5% | 2% | 3% | 2% | 2% | 10% | 2% | 1% | 1% | 1% | - | 2% | 2% | 3% | 1% | 4% | 2% | 2% | 2% | 2% | 2% | 4% | 2% | 3% |
| Fairly optimistic | 16% | 13% | 19% | 19% | 16% | 16% | 13% | 10% | 14% | 17% | 16% | 14% | 17% | 16% | 15% | 15% | 12% | 19% | 17% | 15% | 19% | 12% | 15% | 21% | 17% | 13% |
| Neither optimistic nor pessimistic | 27% | 27% | 24% | 26% | 28% | 26% | 24% | 23% | 27% | 30% | 28% | 34% | 16% | 28% | 27% | 27% | 26% | 28% | 28% | 27% | 29% | 27% | 27% | 27% | 28% | 26% |
| Fairly pessimistic | 30% | 32% | 31% | 35% | 24% | 27% | 30% | 32% | 31% | 26% | 29% | 35% | 23% | 30% | 30% | 31% | 33% | 28% | 29% | 30% | 28% | 31% | 31% | 29% | 31% | 29% |
| Very pessimistic | 19% | 15% | 15% | 14% | 22% | 25% | 22% | 19% | 20% | 17% | 22% | 12% | 35% | 19% | 19% | 20% | 24% | 16% | 16% | 18% | 15% | 22% | 20% | 14% | 17% | 21% |
| Don't know | 6% | 8% | 6% | 5% | 7% | 4% | 9% | 6% | 7% | 8% | 5% | 5% | 9% | 6% | 6% | 5% | 5% | 5% | 8% | 9% | 8% | 7% | 6% | 4% | 5% | 8% |
| SUM: Optimistic | 18% | 18% | 24% | 21% | 18% | 18% | 15% | 20% | 16% | 19% | 17% | 15% | 17% | 18% | 18% | 18% | 13% | 23% | 19% | 17% | 21% | 13% | 17% | 26% | 19% | 16% |
| SUM: Pessimistic | 49% | 47% | 47% | 49% | 46% | 52% | 52% | 51% | 50% | 43% | 50% | 47% | 58% | 48% | 48% | 51% | 57% | 44% | 45% | 48% | 42% | 52% | 51% | 43% | 48% | 50% |
| NET: Optimistic - Pessimistic | -31% | -29% | -23% | -28% | -28% | -34% | -38% | -32% | -34% | -24% | -34% | -32% | -41% | -31% | -31% | -33% | -44% | -22% | -26% | -31% | -21% | -39% | -34% | -17% | -29% | -34% |

**Prepared by Yonder**

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# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 29

**Q2. How optimistic or pessimistic are you about the following over the next 12 months? The likelihood of the US economy growing**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Very optimistic | 4% | 6% | 2% | 12% | 5% | 3% | 4% | 2% | 1% | 3% | - | 7% | 4% | 2% | 5% | 2% | 5% | 4% | 4% | 5% | 7% | 1% | 5% | 2% |
| Fairly optimistic | 15% | 18% | 12% | 19% | 17% | 17% | 13% | 14% | 10% | 9% | 12% | 18% | 15% | 12% | 18% | 14% | 10% | 16% | 15% | 16% | 13% | 13% | 20% | 5% |
| Neither optimistic nor pessimistic | 31% | 30% | 31% | 29% | 35% | 31% | 31% | 28% | 29% | 27% | 32% | 33% | 31% | 29% | 28% | 32% | 35% | 28% | 30% | 30% | 33% | 31% | 30% | 26% |
| Fairly pessimistic | 19% | 19% | 19% | 14% | 16% | 17% | 19% | 20% | 23% | 24% | 22% | 15% | 18% | 22% | 22% | 20% | 18% | 15% | 20% | 21% | 20% | 21% | 15% | 25% |
| Very pessimistic | 11% | 12% | 10% | 9% | 10% | 11% | 14% | 12% | 11% | 11% | 10% | 10% | 12% | 11% | 10% | 11% | 12% | 12% | 11% | 12% | 8% | 10% | 10% | 18% |
| Don't know | 21% | 15% | 26% | 16% | 17% | 21% | 18% | 25% | 26% | 26% | 24% | 17% | 19% | 25% | 17% | 21% | 21% | 25% | 20% | 17% | 18% | 24% | 20% | 24% |
| SUM: Optimistic | 18% | 24% | 14% | 31% | 21% | 20% | 17% | 15% | 12% | 12% | 12% | 25% | 19% | 13% | 23% | 16% | 14% | 20% | 19% | 20% | 20% | 14% | 25% | 7% |
| SUM: Pessimistic | 30% | 31% | 29% | 23% | 26% | 28% | 33% | 32% | 34% | 35% | 32% | 25% | 31% | 33% | 32% | 31% | 30% | 27% | 31% | 33% | 29% | 31% | 25% | 43% |
| NET: Optimistic - Pessimistic | -12% | -7% | -16% | 9% | -5% | -8% | -16% | -17% | -22% | -23% | -20% | * | -12% | -20% | -9% | -15% | -16% | -6% | -13% | -13% | -8% | -16% | * | -36% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 30

**Q2. How optimistic or pessimistic are you about the following over the next 12 months? The likelihood of the US economy growing**

**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Very optimistic | 4% | 6% | 7% | 2% | 4% | 4% | - | 12% | 3% | 4% | 3% | 4% | 1% | 3% | 4% | 4% | 2% | 6% | 3% | 3% | 4% | 1% | 4% | 7% | 4% | 4% |
| Fairly optimistic | 15% | 14% | 21% | 19% | 13% | 20% | 11% | 10% | 12% | 15% | 12% | 13% | 16% | 15% | 15% | 14% | 11% | 18% | 16% | 16% | 15% | 14% | 14% | 17% | 16% | 13% |
| Neither optimistic nor pessimistic | 31% | 27% | 23% | 28% | 36% | 29% | 31% | 34% | 36% | 30% | 29% | 37% | 23% | 31% | 31% | 31% | 31% | 31% | 30% | 32% | 28% | 29% | 32% | 31% | 30% | 31% |
| Fairly pessimistic | 19% | 19% | 14% | 22% | 15% | 16% | 20% | 13% | 21% | 16% | 23% | 19% | 20% | 19% | 19% | 20% | 23% | 18% | 16% | 14% | 17% | 19% | 18% | 22% | 21% | 17% |
| Very pessimistic | 11% | 13% | 9% | 12% | 10% | 12% | 14% | 7% | 11% | 12% | 11% | 8% | 18% | 11% | 11% | 11% | 11% | 10% | 13% | 12% | 14% | 13% | 11% | 9% | 11% | 11% |
| Don't know | 21% | 21% | 26% | 17% | 22% | 19% | 24% | 24% | 18% | 22% | 23% | 19% | 22% | 21% | 21% | 20% | 22% | 17% | 22% | 23% | 22% | 24% | 21% | 14% | 18% | 24% |
| SUM: Optimistic | 18% | 20% | 28% | 21% | 18% | 24% | 11% | 22% | 15% | 19% | 14% | 17% | 17% | 18% | 18% | 18% | 13% | 24% | 19% | 19% | 19% | 15% | 18% | 24% | 19% | 16% |
| SUM: Pessimistic | 30% | 32% | 23% | 34% | 24% | 27% | 34% | 20% | 32% | 29% | 34% | 27% | 38% | 30% | 30% | 31% | 34% | 28% | 28% | 26% | 31% | 32% | 29% | 30% | 33% | 28% |
| NET: Optimistic - Pessimistic | -12% | -12% | 4% | -13% | -7% | -3% | -23% | 2% | -17% | -9% | -19% | -11% | -21% | -12% | -11% | -13% | -21% | -4% | -9% | -7% | -11% | -17% | -11% | -6% | -13% | -12% |

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# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 31

**Q2. How optimistic or pessimistic are you about the following over the next 12 months? The likelihood of the global economy growing**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Very optimistic | 2% | 3% | 2% | 9% | 3% | 1% | 3% | 1% | 1% | * | 1% | 5% | 2% | 1% | 4% | 1% | 3% | 2% | 3% | 4% | 4% | - | 1% | - |
| Fairly optimistic | 14% | 17% | 11% | 26% | 17% | 18% | 13% | 11% | 6% | 6% | 6% | 21% | 15% | 8% | 16% | 12% | 13% | 13% | 14% | 20% | 11% | 14% | 7% | 12% |
| Neither optimistic nor pessimistic | 30% | 29% | 31% | 26% | 35% | 30% | 30% | 28% | 29% | 28% | 31% | 32% | 30% | 29% | 29% | 31% | 33% | 28% | 30% | 31% | 30% | 32% | 25% | 28% |
| Fairly pessimistic | 30% | 30% | 30% | 19% | 25% | 29% | 28% | 34% | 38% | 38% | 37% | 23% | 28% | 36% | 31% | 33% | 28% | 27% | 32% | 27% | 38% | 35% | 33% | 31% |
| Very pessimistic | 13% | 14% | 11% | 6% | 9% | 11% | 16% | 15% | 16% | 15% | 16% | 8% | 13% | 15% | 10% | 12% | 14% | 15% | 13% | 11% | 11% | 8% | 25% | 12% |
| Don't know | 11% | 7% | 15% | 15% | 10% | 12% | 11% | 11% | 11% | 11% | 10% | 12% | 11% | 11% | 10% | 11% | 10% | 15% | 9% | 8% | 7% | 10% | 8% | 18% |
| SUM: Optimistic | 16% | 20% | 13% | 35% | 21% | 19% | 16% | 12% | 7% | 7% | 7% | 26% | 17% | 9% | 21% | 14% | 16% | 15% | 17% | 24% | 15% | 14% | 9% | 12% |
| SUM: Pessimistic | 43% | 44% | 41% | 25% | 34% | 39% | 44% | 49% | 53% | 54% | 53% | 31% | 42% | 52% | 41% | 45% | 42% | 42% | 45% | 38% | 48% | 44% | 58% | 42% |
| NET: Optimistic - Pessimistic | -26% | -24% | -28% | 10% | -14% | -21% | -28% | -37% | -46% | -47% | -46% | -5% | -24% | -43% | -20% | -31% | -26% | -27% | -28% | -14% | -33% | -30% | -49% | -30% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 32

**Q2. How optimistic or pessimistic are you about the following over the next 12 months? The likelihood of the global economy growing**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Very optimistic | 2% | 6% | 3% | 1% | 4% | 2% | - | 10% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 3% | 1% | 5% | 2% | 2% | 2% | 1% | 2% | 4% | 2% | 3% |
| Fairly optimistic | 14% | 12% | 15% | 18% | 16% | 16% | 12% | 7% | 12% | 16% | 12% | 13% | 15% | 14% | 14% | 13% | 9% | 17% | 16% | 15% | 18% | 12% | 12% | 20% | 16% | 11% |
| Neither optimistic nor pessimistic | 30% | 28% | 33% | 26% | 31% | 30% | 31% | 32% | 31% | 30% | 27% | 38% | 18% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 30% | 28% | 31% | 28% | 29% | 31% |
| Fairly pessimistic | 30% | 29% | 33% | 32% | 22% | 25% | 30% | 22% | 33% | 28% | 37% | 32% | 34% | 30% | 30% | 31% | 34% | 28% | 28% | 28% | 28% | 28% | 30% | 32% | 32% | 29% |
| Very pessimistic | 13% | 12% | 10% | 13% | 14% | 17% | 14% | 17% | 14% | 11% | 12% | 6% | 21% | 12% | 12% | 13% | 16% | 11% | 11% | 12% | 11% | 16% | 14% | 8% | 12% | 14% |
| Don't know | 11% | 13% | 7% | 10% | 13% | 10% | 13% | 12% | 8% | 13% | 12% | 10% | 10% | 11% | 11% | 10% | 11% | 9% | 13% | 14% | 12% | 15% | 11% | 8% | 9% | 13% |
| SUM: Optimistic | 16% | 18% | 18% | 19% | 20% | 18% | 12% | 17% | 14% | 18% | 13% | 14% | 17% | 16% | 16% | 15% | 10% | 21% | 18% | 17% | 20% | 13% | 15% | 24% | 18% | 14% |
| SUM: Pessimistic | 43% | 41% | 42% | 45% | 36% | 42% | 43% | 39% | 47% | 39% | 48% | 38% | 55% | 43% | 42% | 45% | 50% | 39% | 39% | 40% | 39% | 44% | 44% | 41% | 44% | 42% |
| NET: Optimistic - Pessimistic | -26% | -23% | -25% | -26% | -16% | -24% | -31% | -22% | -33% | -21% | -35% | -23% | -39% | -26% | -26% | -29% | -40% | -18% | -21% | -23% | -18% | -31% | -29% | -17% | -26% | -28% |

**Prepared by Yonder**

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# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 33

**Q2. How optimistic or pessimistic are you about the following over the next 12 months? The likelihood that economic growth with benefit me**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Very optimistic | 2% | 3% | 2% | 10% | 5% | 1% | 2% | 1% | * | 1% | - | 7% | 2% | * | 5% | * | 3% | 2% | 3% | 5% | 3% | 1% | * | 1% |
| Fairly optimistic | 12% | 13% | 11% | 24% | 13% | 18% | 11% | 9% | 4% | 5% | 4% | 17% | 14% | 6% | 15% | 10% | 11% | 12% | 12% | 16% | 11% | 10% | 7% | 9% |
| Neither optimistic nor pessimistic | 29% | 29% | 29% | 30% | 34% | 29% | 26% | 29% | 27% | 26% | 28% | 32% | 28% | 28% | 32% | 31% | 29% | 24% | 28% | 34% | 26% | 30% | 19% | 25% |
| Fairly pessimistic | 30% | 29% | 31% | 17% | 28% | 25% | 34% | 32% | 37% | 35% | 39% | 24% | 30% | 35% | 29% | 31% | 28% | 31% | 32% | 28% | 33% | 33% | 35% | 31% |
| Very pessimistic | 20% | 22% | 18% | 8% | 13% | 19% | 21% | 24% | 26% | 26% | 27% | 11% | 20% | 25% | 14% | 20% | 23% | 22% | 20% | 13% | 22% | 18% | 34% | 25% |
| Don't know | 7% | 5% | 9% | 12% | 8% | 7% | 6% | 6% | 5% | 7% | 3% | 9% | 7% | 5% | 5% | 7% | 6% | 9% | 5% | 4% | 4% | 7% | 4% | 8% |
| SUM: Optimistic | 14% | 16% | 13% | 33% | 18% | 19% | 13% | 10% | 4% | 5% | 4% | 24% | 16% | 7% | 20% | 10% | 14% | 14% | 15% | 21% | 15% | 12% | 8% | 10% |
| SUM: Pessimistic | 50% | 50% | 49% | 25% | 41% | 45% | 55% | 55% | 63% | 62% | 65% | 35% | 50% | 60% | 43% | 52% | 51% | 53% | 52% | 41% | 55% | 51% | 69% | 56% |
| NET: Optimistic - Pessimistic | -35% | -34% | -37% | 8% | -23% | -26% | -42% | -45% | -59% | -56% | -62% | -11% | -34% | -53% | -23% | -41% | -37% | -39% | -37% | -20% | -40% | -39% | -61% | -46% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 34

**Q2. How optimistic or pessimistic are you about the following over the next 12 months? The likelihood that economic growth with benefit me**

**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Very optimistic | 2% | 6% | 8% | 1% | 3% | 2% | 1% | 10% | 1% | 2% | 1% | 1% | 1% | 2% | 3% | 2% | 1% | 4% | 3% | 2% | 4% | 1% | 2% | 5% | 2% | 3% |
| Fairly optimistic | 12% | 11% | 10% | 11% | 13% | 11% | 9% | 10% | 10% | 17% | 12% | 13% | 13% | 12% | 12% | 10% | 7% | 13% | 16% | 14% | 17% | 11% | 10% | 17% | 13% | 10% |
| Neither optimistic nor pessimistic | 29% | 29% | 28% | 28% | 31% | 31% | 25% | 21% | 37% | 31% | 27% | 30% | 17% | 30% | 29% | 30% | 27% | 33% | 28% | 29% | 27% | 26% | 30% | 30% | 30% | 28% |
| Fairly pessimistic | 30% | 31% | 39% | 32% | 25% | 31% | 33% | 29% | 24% | 24% | 32% | 34% | 32% | 30% | 30% | 32% | 35% | 29% | 27% | 25% | 29% | 29% | 31% | 32% | 31% | 30% |
| Very pessimistic | 20% | 14% | 13% | 22% | 19% | 21% | 24% | 23% | 22% | 18% | 20% | 16% | 26% | 20% | 20% | 21% | 25% | 16% | 17% | 20% | 14% | 24% | 21% | 13% | 19% | 21% |
| Don't know | 7% | 9% | 2% | 6% | 8% | 4% | 8% | 7% | 5% | 9% | 7% | 6% | 11% | 7% | 7% | 5% | 5% | 5% | 10% | 10% | 10% | 9% | 6% | 5% | 5% | 8% |
| SUM: Optimistic | 14% | 17% | 18% | 12% | 16% | 13% | 9% | 19% | 11% | 19% | 14% | 14% | 14% | 14% | 14% | 12% | 8% | 18% | 18% | 16% | 21% | 12% | 13% | 21% | 15% | 13% |
| SUM: Pessimistic | 50% | 46% | 52% | 55% | 45% | 52% | 57% | 52% | 46% | 42% | 51% | 50% | 58% | 50% | 49% | 53% | 60% | 45% | 44% | 45% | 42% | 53% | 52% | 45% | 50% | 51% |
| NET: Optimistic - Pessimistic | -35% | -29% | -34% | -43% | -29% | -39% | -48% | -33% | -35% | -23% | -38% | -36% | -44% | -36% | -35% | -41% | -52% | -28% | -25% | -29% | -21% | -41% | -39% | -23% | -34% | -38% |

**Prepared by Yonder**

.YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 35

**Q4. On Wednesday afternoon, the Chancellor of the Exchequer delivered the 2026 Budget Statement. If anything, what have you heard about most from that Budget Statement?**
**Base: All respondents (1k sample)**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 1087 | 569 | 505 | 115 | 169 | 166 | 172 | 183 | 282 | 153 | 129 | 284 | 338 | 465 | 237 | 356 | 228 | 266 | 806 | 320 | 149 | 80 | 153 | 67 |
| Weighted base | 1075 | 542 | 520 | 130 | 178 | 172 | 172 | 181 | 242 | 128 | 114 | 307 | 344 | 423 | 237 | 319 | 238 | 280 | 801 | 308 | 179 | 87 | 129 | 53 |
| £100 Household Energy Payment | 30% | 28% | 32% | 18% | 26% | 33% | 38% | 41% | 24% | 27% | 19% | 23% | 36% | 31% | 30% | 30% | 33% | 28% | 34% | 41% | 28% | 36% | 29% | 32% |
| Underwhelming / "tinkering" / lack of substance / boring | 6% | 8% | 5% | 1% | 2% | 4% | 7% | 8% | 11% | 9% | 13% | 2% | 5% | 10% | 7% | 7% | 5% | 5% | 7% | 4% | 8% | 11% | 9% | 4% |
| Welfare debate (e.g. increased support, lack of reform) | 5% | 5% | 5% | - | 3% | 1% | 3% | 6% | 12% | 10% | 14% | 1% | 2% | 9% | 3% | 6% | 4% | 5% | 5% | 1% | 11% | 6% | 9% | 4% |
| Removing standing charges from gas bills | 5% | 5% | 5% | 1% | 3% | 7% | 5% | 9% | 3% | 6% | 1% | 2% | 6% | 6% | 4% | 6% | 4% | 5% | 6% | 5% | 4% | 3% | 7% | 5% |
| Negative impression / criticism (generic) | 4% | 4% | 3% | 4% | 2% | 2% | 3% | 4% | 6% | 3% | 9% | 3% | 3% | 5% | 4% | 3% | 3% | 5% | 4% | 2% | 7% | 3% | 5% | 2% |
| Cash ISA £20,000 limit | 4% | 4% | 4% | 4% | 4% | 5% | 4% | 4% | 2% | 1% | 3% | 4% | 5% | 3% | 5% | 5% | 1% | 3% | 4% | 5% | 4% | 3% | 2% | 3% |
| National Minimum Wage / National Living Wage increase | 4% | 3% | 4% | 6% | 4% | 4% | 6% | 1% | 2% | 4% | 1% | 5% | 5% | 2% | 4% | 2% | 3% | 5% | 3% | 4% | 1% | 1% | 1% | 7% |
| Pension increase / Pension Tax Allowance | 2% | 2% | 3% | 4% | 2% | 1% | 1% | 1% | 6% | 8% | 4% | 3% | 1% | 4% | 2% | 3% | 1% | 3% | 3% | 4% | 2% | 1% | 1% | 3% |
| Suspending tariffs on food and drink products | 2% | 3% | 1% | 1% | - | 2% | 2% | 3% | 3% | 5% | 2% | 1% | 2% | 3% | 2% | 3% | 2% | 1% | 2% | * | 3% | 1% | 5% | 1% |
| Defence spending debate (lack of funding / 2030 target) | 2% | 2% | 2% | - | * | - | 2% | 2% | 5% | 6% | 5% | * | 1% | 4% | 2% | 3% | 2% | 1% | 2% | 1% | 4% | 3% | 3% | 3% |
| Frozen Personal Tax Allowances / fiscal drag | 2% | 3% | 1% | 3% | 1% | 2% | 2% | 1% | 2% | 3% | 2% | 2% | 2% | 2% | 3% | 3% | 1% | 1% | 2% | 2% | 2% | 2% | 2% | - |
| Fuel Duty cut extension | 2% | 1% | 2% | 1% | - | 2% | 2% | 2% | 2% | 2% | 2% | * | 2% | 2% | 2% | 1% | 3% | 1% | 2% | 3% | 1% | 1% | 2% | 1% |
| Higher taxes (generic) | 1% | 1% | 1% | - | 1% | 2% | 1% | 2% | 1% | - | 1% | * | 2% | 1% | - | 2% | 2% | 1% | 2% | * | 4% | - | 4% | - |
| Bad news / gloomy | 1% | 1% | 1% | 2% | 1% | - | - | 1% | 3% | 2% | 4% | 1% | - | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 3% |
| Your First Home / first-time buyer scheme | 1% | 1% | 1% | 3% | 2% | 1% | 1% | - | * | 1% | - | 3% | 1% | * | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% |
| Positive impression / praise (generic) | 1% | 1% | 1% | 1% | * | 1% | 1% | - | 3% | 2% | 4% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 3% | - | 1% | - | 1% |
| Removing VAT from energy bills | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | - | 1% | 1% | 1% | 1% | 1% | * | * | 1% | 1% | - | 1% | 1% | 1% |
| Ukraine commitments / aid / support | 1% | 1% | 1% | 1% | - | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | 1% | * | * | 1% | 1% | 1% | * | - | - | 3% | - |
| Increased taxation on landlords | 1% | 1% | - | 2% | 1% | 1% | - | - | 1% | 1% | - | 1% | * | * | 1% | * | * | 1% | 1% | 1% | 1% | 2% | - | - |
| Increased taxation on savings interest & Capital Gains | 1% | 1% | * | 1% | - | 1% | 1% | - | * | - | 1% | * | 1% | * | * | 1% | * | * | 1% | 1% | 1% | - | - | - |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 35

**Q4. On Wednesday afternoon, the Chancellor of the Exchequer delivered the 2026 Budget Statement. If anything, what have you heard about most from that Budget Statement?**
**Base: All respondents (1k sample)**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Weighted base | 1075 | 542 | 520 | 130 | 178 | 172 | 172 | 181 | 242 | 128 | 114 | 307 | 344 | 423 | 237 | 319 | 238 | 280 | 801 | 308 | 179 | 87 | 129 | 53 |
| Small Business Rate Relief and small business support | * | * | * | - | - | 1% | 1% | 1% | - | - | - | - | 1% | * | * | 1% | 1% | - | 1% | 1% | - | - | - | - |
| Increased taxation / levies on banks and financial institutions | * | 1% | - | - | * | - | 1% | 1% | - | - | - | * | * | * | - | 1% | - | 1% | * | 1% | - | - | - | - |
| Advice to stockpile food and supplies | * | * | - | 1% | - | - | - | - | - | - | - | * | - | - | * | - | - | - | - | - | - | - | - | - |
| Alcohol duty (pint of beer / pub prices) | * | - | * | - | - | - | - | - | * | 1% | - | - | - | * | - | * | - | - | - | - | - | - | - | - |
| Other | 11% | 13% | 10% | 10% | 9% | 9% | 11% | 13% | 14% | 9% | 19% | 10% | 10% | 13% | 13% | 12% | 9% | 11% | 13% | 12% | 13% | 20% | 10% | 16% |
| None | 28% | 25% | 31% | 44% | 44% | 30% | 23% | 17% | 18% | 19% | 15% | 44% | 27% | 17% | 25% | 24% | 32% | 33% | 22% | 23% | 18% | 18% | 22% | 28% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 36

**Q4. On Wednesday afternoon, the Chancellor of the Exchequer delivered the 2026 Budget Statement. If anything, what have you heard about most from that Budget Statement?**
**Base: All respondents (1k sample)**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 1087 | 94 | 42 | 103 | 91 | 85 | 74 | 48 | 99 | 145 | 154 | 87 | 65 | 880 | 1022 | 698 | 436 | 262 | 358 | 182 | 176 | 259 | 501 | 234 | 487 | 569 |
| Weighted base | 1075 | 92 | 40 | 116 | 84 | 96 | 72 | 57 | 103 | 129 | 142 | 87 | 58 | 868 | 1017 | 672 | 369 | 302 | 372 | 196 | 177 | 256 | 484 | 243 | 477 | 565 |
| £100 Household Energy Payment | 30% | 26% | 28% | 28% | 36% | 34% | 34% | 23% | 34% | 23% | 36% | 34% | 22% | 32% | 31% | 33% | 30% | 35% | 26% | 21% | 31% | 25% | 34% | 32% | 33% | 29% |
| Underwhelming / "tinkering" / lack of substance / boring | 6% | 6% | 2% | 4% | 6% | 3% | 8% | 6% | 8% | 7% | 7% | 6% | 9% | 6% | 6% | 8% | 9% | 6% | 4% | 6% | 2% | 6% | 7% | 6% | 7% | 5% |
| Welfare debate (e.g. increased support, lack of reform) | 5% | 5% | 12% | 4% | 1% | 6% | 3% | 3% | 3% | 5% | 5% | 6% | 11% | 4% | 4% | 5% | 8% | 2% | 3% | 6% | 1% | 7% | 4% | 3% | 5% | 5% |
| Removing standing charges from gas bills | 5% | 5% | 8% | 2% | 1% | 4% | 3% | 4% | 8% | 6% | 5% | 7% | 2% | 5% | 5% | 5% | 5% | 5% | 4% | 4% | 5% | 6% | 4% | 4% | 4% | 6% |
| Negative impression / criticism (generic) | 4% | 3% | 3% | 5% | 5% | 2% | 3% | 2% | 4% | 2% | 6% | 3% | 6% | 4% | 4% | 4% | 5% | 3% | 3% | 4% | 2% | 3% | 3% | 4% | 3% | 4% |
| Cash ISA £20,000 limit | 4% | 3% | 6% | 1% | 2% | 9% | 4% | 2% | 4% | 4% | 4% | - | 5% | 4% | 4% | 4% | 4% | 5% | 3% | 2% | 4% | 2% | 3% | 5% | 5% | 3% |
| National Minimum Wage / National Living Wage increase | 4% | 3% | - | 4% | 3% | 3% | 9% | - | 4% | 2% | 2% | 7% | 6% | 4% | 3% | 3% | 2% | 5% | 4% | 6% | 3% | 5% | 4% | 3% | 4% | 4% |
| Pension increase / Pension Tax Allowance | 2% | 1% | 5% | 3% | 4% | 2% | 1% | 2% | 3% | 1% | 2% | 3% | 3% | 3% | 2% | 2% | 3% | 1% | 3% | 3% | 3% | 3% | 2% | 1% | 3% | 2% |
| Suspending tariffs on food and drink products | 2% | 3% | 2% | 2% | 1% | 2% | 2% | - | 1% | 2% | 3% | 3% | 1% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 3% | 1% | 3% | 1% | 1% | 3% |
| Defence spending debate (lack of funding / 2030 target) | 2% | - | - | 3% | 1% | 4% | 2% | 3% | - | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 1% | 2% | * | 3% | 1% | 2% | 3% | 1% |
| Frozen Personal Tax Allowances / fiscal drag | 2% | 4% | - | 2% | 2% | 1% | 1% | 3% | - | - | 2% | 4% | 4% | 1% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 1% | 2% | 4% | 2% | 1% |
| Fuel Duty cut extension | 2% | - | 3% | 1% | 2% | - | 5% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 1% |
| Higher taxes (generic) | 1% | 2% | - | 4% | - | 3% | - | - | 1% | - | 2% | - | - | 1% | 1% | 2% | 1% | 3% | 1% | 1% | 1% | 1% | 1% | 3% | 1% | 1% |
| Bad news / gloomy | 1% | 1% | - | 1% | 1% | 2% | - | - | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 1% |
| Your First Home / first-time buyer scheme | 1% | - | - | 2% | - | 1% | 1% | 2% | 1% | 3% | - | 3% | - | 1% | 1% | 1% | * | 1% | 2% | 2% | 2% | 2% | 1% | 1% | 1% | 1% |
| Positive impression / praise (generic) | 1% | 1% | 8% | - | 1% | 1% | 3% | - | - | - | 2% | - | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | * | 1% | 1% |
| Removing VAT from energy bills | 1% | 2% | - | 1% | - | - | - | - | - | 2% | 1% | - | 2% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | * |
| Ukraine commitments / aid / support | 1% | 1% | - | 2% | 1% | - | 1% | - | - | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | * | * | 1% |
| Increased taxation on landlords | 1% | 1% | - | - | - | 1% | - | - | - | 1% | 1% | 2% | - | 1% | 1% | 1% | * | 1% | 1% | - | 1% | 1% | * | 2% | 1% | * |

**Prepared by Yonder**

.YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 36

**Q4. On Wednesday afternoon, the Chancellor of the Exchequer delivered the 2026 Budget Statement. If anything, what have you heard about most from that Budget Statement?**
**Base: All respondents (1k sample)**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Weighted base | 1075 | 92 | 40 | 116 | 84 | 96 | 72 | 57 | 103 | 129 | 142 | 87 | 58 | 868 | 1017 | 672 | 369 | 302 | 372 | 196 | 177 | 256 | 484 | 243 | 477 | 565 |
| Increased taxation on savings interest & Capital Gains | 1% | - | - | - | 1% | - | - | - | 1% | 1% | 1% | 2% | - | 1% | 1% | 1% | * | 1% | - | - | - | - | * | 2% | * | 1% |
| Small Business Rate Relief and small business support | * | - | - | - | 1% | 3% | 1% | - | - | 1% | - | - | - | 1% | * | * | * | 1% | * | * | 1% | * | * | 1% | * | 1% |
| Increased taxation / levies on banks and financial institutions | * | - | - | - | - | - | - | - | 1% | 1% | - | - | 3% | * | * | * | * | 1% | * | * | - | 1% | - | * | * | * |
| Advice to stockpile food and supplies | * | 1% | - | - | - | - | - | - | - | - | - | - | - | - | * | - | - | - | * | 1% | - | * | - | - | * | - |
| Alcohol duty (pint of beer / pub prices) | * | - | - | - | 1% | - | - | - | - | - | - | - | - | * | * | * | * | - | - | - | - | * | - | - | - | * |
| Other | 11% | 13% | 9% | 8% | 8% | 11% | 5% | 8% | 16% | 15% | 15% | 9% | 11% | 11% | 11% | 11% | 12% | 8% | 12% | 12% | 13% | 13% | 12% | 9% | 13% | 10% |
| None | 28% | 31% | 32% | 33% | 30% | 26% | 27% | 43% | 25% | 31% | 17% | 28% | 25% | 27% | 28% | 24% | 22% | 26% | 35% | 38% | 32% | 32% | 25% | 27% | 25% | 30% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 37

**Q5. The last general election was held in July 2024 but many people did not vote. If you voted at all, which political party did you vote for at the 2024 General Election?**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2009 | 1002 | 990 | 190 | 329 | 321 | 327 | 315 | 527 | 286 | 241 | 519 | 648 | 842 | 485 | 678 | 402 | 444 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2016 | 960 | 1039 | 216 | 348 | 332 | 335 | 315 | 470 | 251 | 219 | 564 | 667 | 784 | 501 | 611 | 425 | 479 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Did not vote | 16% | 14% | 17% | 36% | 20% | 20% | 15% | 11% | 6% | 8% | 5% | 26% | 17% | 8% | 14% | 17% | 15% | 19% | - | - | - | - | - | - |
| Labour Party | 27% | 30% | 24% | 22% | 31% | 30% | 33% | 28% | 19% | 22% | 17% | 27% | 32% | 23% | 30% | 27% | 25% | 27% | 35% | 100% | - | - | - | - |
| Conservatives | 19% | 19% | 19% | 8% | 12% | 13% | 13% | 25% | 34% | 26% | 44% | 10% | 13% | 31% | 19% | 21% | 20% | 15% | 24% | - | 100% | - | - | - |
| Liberal Democrats | 10% | 10% | 10% | 6% | 10% | 9% | 9% | 10% | 12% | 13% | 12% | 9% | 9% | 11% | 12% | 10% | 8% | 9% | 13% | - | - | 100% | - | - |
| Green Party | 5% | 5% | 6% | 7% | 8% | 7% | 6% | 3% | 3% | 4% | 2% | 8% | 6% | 3% | 6% | 6% | 4% | 6% | 7% | - | - | - | - | 100% |
| Reform UK | 12% | 13% | 10% | 1% | 8% | 10% | 12% | 16% | 16% | 16% | 16% | 6% | 11% | 16% | 8% | 10% | 18% | 12% | 15% | - | - | - | 100% | - |
| Scottish National Party (SNP) | 2% | 2% | 2% | 1% | 2% | 2% | 3% | 3% | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | - | - | - | - | - |
| Plaid Cymru | 1% | * | 1% | 1% | 1% | * | * | * | 1% | 1% | - | 1% | * | 1% | * | * | 1% | 1% | 1% | - | - | - | - | - |
| An independent candidate | 2% | 2% | 1% | 4% | - | 3% | 2% | 2% | 1% | 1% | - | 1% | 2% | 1% | 2% | 1% | 1% | 3% | 2% | - | - | - | - | - |
| Another party | 1% | 1% | 2% | 1% | - | - | 3% | - | 2% | 2% | 2% | 1% | 2% | 1% | * | 1% | 1% | 2% | 1% | - | - | - | - | - |
| Can't remember | 3% | 2% | 4% | 7% | 3% | 3% | 3% | 1% | 1% | 1% | 1% | 5% | 3% | 1% | 3% | 2% | 3% | 3% | - | - | - | - | - | - |
| Prefer not to say | 3% | 2% | 4% | 7% | 5% | 4% | 2% | 1% | 2% | 2% | 1% | 6% | 3% | 1% | 2% | 4% | 3% | 2% | - | - | - | - | - | - |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 38

**Q5. The last general election was held in July 2024 but many people did not vote. If you voted at all, which political party did you vote for at the 2024 General Election?**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2009 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 1744 | 2009 | 1292 | 766 | 526 | 656 | 335 | 321 | 449 | 926 | 482 | 922 | 1043 |
| Weighted base | 2016 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 1745 | 2016 | 1271 | 661 | 610 | 683 | 352 | 331 | 447 | 909 | 508 | 926 | 1043 |
| Did not vote | 16% | 15% | 11% | 16% | 20% | 16% | 23% | 13% | 16% | 22% | 10% | 13% | 16% | 16% | 12% | 10% | 14% | 23% | 22% | 24% | 20% | 15% | 13% | 12% | 19% |
| Labour Party | 27% | 26% | 38% | 36% | 31% | 26% | 24% | 23% | 26% | 25% | 22% | 25% | 27% | 27% | 26% | 21% | 32% | 30% | 31% | 29% | 24% | 26% | 34% | 30% | 24% |
| Conservatives | 19% | 11% | 24% | 14% | 16% | 22% | 16% | 23% | 23% | 17% | 25% | 21% | 20% | 19% | 25% | 31% | 19% | 9% | 8% | 10% | 15% | 21% | 20% | 18% | 20% |
| Liberal Democrats | 10% | 7% | 1% | 7% | 6% | 8% | 7% | 12% | 8% | 10% | 17% | 17% | 10% | 10% | 11% | 12% | 10% | 8% | 7% | 9% | 11% | 9% | 10% | 13% | 7% |
| Green Party | 5% | 3% | 5% | 3% | 6% | 6% | 6% | 2% | 6% | 7% | 7% | 6% | 6% | 5% | 4% | 4% | 5% | 6% | 4% | 9% | 6% | 5% | 6% | 7% | 4% |
| Reform UK | 12% | 8% | 14% | 14% | 13% | 14% | 13% | 11% | 10% | 9% | 12% | 10% | 12% | 12% | 12% | 14% | 10% | 11% | 13% | 8% | 13% | 14% | 8% | 8% | 15% |
| Scottish National Party (SNP) | 2% | 24% | - | - | - | - | - | - | - | - | - | - | - | 2% | 2% | 1% | 3% | 2% | 2% | 1% | 1% | 2% | 3% | 2% | 2% |
| Plaid Cymru | 1% | - | - | - | - | - | - | 11% | - | - | - | - | - | 1% | 1% | 1% | * | * | 1% | * | 1% | 1% | * | 1% | 1% |
| An independent candidate | 2% | - | - | 3% | - | 3% | 2% | 2% | 3% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 1% | 2% |
| Another party | 1% | - | - | 1% | 2% | - | 4% | - | - | 3% | - | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 3% | 1% | - | 1% | 1% |
| Can't remember | 3% | 4% | 4% | 3% | 2% | * | 4% | - | 4% | 3% | 3% | 2% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 2% | 3% |
| Prefer not to say | 3% | 2% | 4% | 2% | 4% | 5% | 2% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 2% | 2% | 5% | 5% | 4% | 3% | 2% | 2% | 3% | 2% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 39

**Q5. The last general election was held in July 2024 but many people did not vote. If you voted at all, which political party did you vote for at the 2024 General Election?**
**Base: All who voted**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 1570 | 818 | 739 | 89 | 239 | 233 | 260 | 273 | 476 | 252 | 224 | 328 | 493 | 749 | 388 | 527 | 319 | 336 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 1577 | 785 | 780 | 107 | 253 | 245 | 269 | 274 | 428 | 222 | 206 | 361 | 514 | 702 | 403 | 473 | 338 | 364 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Labour Party | 35% | 37% | 32% | 43% | 43% | 40% | 41% | 33% | 21% | 25% | 18% | 43% | 41% | 26% | 38% | 34% | 31% | 35% | 35% | 100% | - | - | - | - |
| Conservatives | 24% | 24% | 26% | 15% | 17% | 17% | 16% | 29% | 38% | 30% | 47% | 16% | 16% | 34% | 24% | 27% | 25% | 20% | 24% | - | 100% | - | - | - |
| Liberal Democrats | 13% | 12% | 13% | 12% | 14% | 13% | 11% | 11% | 14% | 14% | 13% | 13% | 12% | 13% | 15% | 13% | 10% | 11% | 13% | - | - | 100% | - | - |
| Green Party | 7% | 6% | 7% | 14% | 11% | 9% | 7% | 4% | 3% | 4% | 2% | 12% | 8% | 3% | 7% | 7% | 5% | 8% | 7% | - | - | - | - | 100% |
| Reform UK | 15% | 16% | 14% | 3% | 12% | 14% | 15% | 18% | 18% | 19% | 17% | 9% | 14% | 18% | 10% | 12% | 22% | 16% | 15% | - | - | - | 100% | - |
| Scottish National Party (SNP) | 3% | 2% | 3% | 1% | 3% | 3% | 3% | 3% | 2% | 3% | 1% | 2% | 3% | 3% | 3% | 2% | 3% | 2% | 3% | - | - | - | - | - |
| Plaid Cymru | 1% | * | 1% | 2% | 1% | * | * | * | 1% | 1% | - | 1% | * | 1% | 1% | * | 1% | 1% | 1% | - | - | - | - | - |
| An independent candidate | 2% | 3% | 1% | 7% | - | 4% | 2% | 2% | 1% | 1% | - | 2% | 3% | 1% | 2% | 1% | 2% | 3% | 2% | - | - | - | - | - |
| Another party | 1% | 1% | 2% | 3% | - | - | 4% | - | 2% | 3% | 2% | 1% | 2% | 2% | 1% | 2% | 1% | 3% | 1% | - | - | - | - | - |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 40

**Q5. The last general election was held in July 2024 but many people did not vote. If you voted at all, which political party did you vote for at the 2024 General Election?**
**Base: All who voted**

| | | Region | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 1570 | 144 | 68 | 159 | 130 | 129 | 106 | 73 | 141 | 212 | 258 | 150 | 1353 | 1570 | 1074 | 655 | 419 | 456 | 235 | 221 | 338 | 743 | 392 | 761 | 790 |
| Weighted base | 1577 | 139 | 68 | 181 | 125 | 143 | 109 | 82 | 148 | 195 | 241 | 148 | 1356 | 1577 | 1060 | 571 | 489 | 476 | 247 | 229 | 337 | 727 | 417 | 762 | 794 |
| Labour Party | 35% | 32% | 46% | 46% | 43% | 33% | 34% | 27% | 34% | 35% | 26% | 31% | 35% | 35% | 31% | 24% | 40% | 43% | 44% | 42% | 32% | 32% | 41% | 37% | 32% |
| Conservatives | 24% | 14% | 30% | 18% | 21% | 28% | 22% | 28% | 30% | 24% | 29% | 26% | 25% | 24% | 30% | 36% | 23% | 14% | 12% | 15% | 20% | 26% | 24% | 22% | 27% |
| Liberal Democrats | 13% | 9% | 2% | 9% | 8% | 10% | 10% | 14% | 10% | 14% | 20% | 21% | 13% | 13% | 13% | 13% | 12% | 11% | 10% | 12% | 15% | 12% | 13% | 16% | 9% |
| Green Party | 7% | 4% | 6% | 4% | 8% | 8% | 8% | 2% | 9% | 9% | 8% | 8% | 7% | 7% | 5% | 5% | 6% | 9% | 6% | 13% | 8% | 6% | 7% | 9% | 5% |
| Reform UK | 15% | 10% | 17% | 18% | 18% | 17% | 18% | 13% | 13% | 12% | 15% | 12% | 15% | 15% | 14% | 17% | 12% | 16% | 19% | 12% | 17% | 18% | 9% | 10% | 19% |
| Scottish National Party (SNP) | 3% | 30% | - | - | - | - | - | - | - | - | - | - | - | 3% | 3% | 2% | 4% | 3% | 3% | 2% | 1% | 3% | 3% | 3% | 3% |
| Plaid Cymru | 1% | - | - | - | - | - | - | 13% | - | - | - | - | - | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | * | 1% | 1% |
| An independent candidate | 2% | - | - | 4% | - | 4% | 2% | 2% | 3% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 3% | 3% | 2% | 2% | 3% | 1% | 1% | 3% |
| Another party | 1% | - | - | 2% | 2% | - | 6% | - | - | 5% | - | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 4% | 1% | - | 1% | 2% |

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# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 41
**What is your sex?**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Male | 48% | 100% | - | 42% | 45% | 49% | 54% | 49% | 48% | 47% | 50% | 44% | 52% | 48% | 49% | 48% | 51% | 46% | 50% | 53% | 48% | 47% | 53% | 43% |
| Female | 52% | * | 100% | 58% | 54% | 51% | 46% | 51% | 52% | 53% | 50% | 55% | 48% | 52% | 51% | 52% | 49% | 54% | 50% | 47% | 52% | 53% | 47% | 55% |
| Prefer not to say | * | * | - | 1% | 1% | - | * | - | - | - | - | 1% | * | - | * | * | * | * | * | * | - | 1% | - | 2% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 42
**What is your sex?**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Male | 48% | 56% | 43% | 49% | 44% | 49% | 47% | 50% | 48% | 45% | 48% | 45% | 64% | 47% | 48% | 50% | 50% | 50% | 46% | 46% | 47% | 45% | 49% | 52% | 51% | 46% |
| Female | 52% | 44% | 57% | 50% | 56% | 51% | 53% | 49% | 52% | 54% | 52% | 54% | 36% | 53% | 52% | 50% | 50% | 50% | 53% | 54% | 53% | 55% | 51% | 48% | 48% | 54% |
| Prefer not to say | * | 1% | - | 1% | - | - | - | 1% | - | * | * | * | - | * | * | * | - | * | * | - | * | * | * | - | * | * |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 43
**What is your gender identity, if different from sex?**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Male | 48% | 100% | - | 41% | 46% | 48% | 54% | 49% | 48% | 47% | 50% | 44% | 51% | 48% | 48% | 48% | 50% | 46% | 50% | 53% | 48% | 47% | 53% | 43% |
| Female | 51% | - | 100% | 56% | 53% | 51% | 46% | 51% | 52% | 53% | 49% | 54% | 48% | 52% | 51% | 51% | 49% | 53% | 49% | 46% | 52% | 53% | 47% | 53% |
| Non-binary | * | - | - | 1% | * | 1% | * | - | - | - | - | 1% | 1% | - | * | * | - | 1% | * | * | - | 1% | - | 2% |
| Prefer to self-describe (please specify): | * | - | - | 1% | - | - | * | - | - | - | - | 1% | * | - | * | * | * | * | * | * | - | - | * | 1% |
| Other | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Prefer not to say | * | - | - | 1% | * | - | - | - | * | - | 1% | 1% | - | * | * | * | - | * | * | * | * | - | * | 1% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 44

**What is your gender identity, if different from sex?**

**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Male | 48% | 55% | 43% | 50% | 44% | 48% | 47% | 50% | 47% | 46% | 48% | 46% | 64% | 47% | 48% | 50% | 50% | 50% | 46% | 46% | 47% | 45% | 49% | 52% | 51% | 46% |
| Female | 51% | 44% | 57% | 50% | 56% | 51% | 53% | 49% | 51% | 54% | 52% | 53% | 36% | 52% | 52% | 50% | 50% | 50% | 53% | 54% | 52% | 54% | 50% | 48% | 48% | 54% |
| Non-binary | * | 1% | - | 1% | - | 1% | - | 1% | 1% | * | * | * | - | * | * | * | - | * | 1% | 1% | 1% | * | 1% | - | 1% | * |
| Prefer to self-describe (please specify): | * | - | - | - | - | * | - | - | 1% | - | - | 1% | - | * | * | * | * | - | * | * | * | * | * | - | * | - |
| Other | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Prefer not to say | * | 1% | - | - | - | - | - | - | * | - | 1% | 1% | - | * | * | * | * | * | * | - | * | - | * | - | * | * |

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# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 45
**Age**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| 18-24 | 11% | 9% | 12% | 100% | - | - | - | - | - | - | - | 38% | - | - | 17% | 9% | 7% | 9% | 7% | 9% | 4% | 6% | 1% | 14% |
| 25-34 | 17% | 16% | 18% | - | 100% | - | - | - | - | - | - | 62% | - | - | 24% | 16% | 13% | 14% | 16% | 20% | 11% | 18% | 13% | 26% |
| 35-44 | 16% | 16% | 16% | - | - | 100% | - | - | - | - | - | - | 49% | - | 17% | 15% | 17% | 16% | 16% | 18% | 11% | 16% | 15% | 21% |
| 45-54 | 17% | 19% | 15% | - | - | - | 100% | - | - | - | - | - | 51% | - | 15% | 17% | 17% | 18% | 17% | 20% | 11% | 15% | 17% | 17% |
| 55-64 | 16% | 16% | 16% | - | - | - | - | 100% | - | - | - | - | - | 41% | 13% | 16% | 18% | 18% | 17% | 16% | 21% | 15% | 21% | 9% |
| 65+ | 23% | 23% | 24% | - | - | - | - | - | 100% | 100% | 100% | - | - | 59% | 14% | 27% | 28% | 24% | 27% | 17% | 42% | 29% | 33% | 13% |
| 65-74 | 13% | 12% | 13% | - | - | - | - | - | 54% | 100% | - | - | - | 32% | 7% | 12% | 17% | 15% | 14% | 10% | 17% | 16% | 18% | 9% |
| 75+ | 11% | 11% | 11% | - | - | - | - | - | 46% | - | 100% | - | - | 28% | 7% | 15% | 12% | 9% | 13% | 7% | 25% | 13% | 15% | 4% |
| NET: 18-34 | 27% | 25% | 29% | 100% | 100% | - | - | - | - | - | - | 100% | - | - | 40% | 25% | 20% | 24% | 23% | 28% | 15% | 24% | 14% | 40% |
| NET: 35-54 | 33% | 35% | 31% | - | - | 100% | 100% | - | - | - | - | - | 100% | - | 32% | 33% | 34% | 34% | 33% | 39% | 22% | 31% | 32% | 38% |
| NET: 55+ | 39% | 40% | 40% | - | - | - | - | 100% | 100% | 100% | 100% | - | - | 100% | 27% | 43% | 46% | 43% | 45% | 33% | 63% | 45% | 54% | 22% |
| Average age | 49.13 | 49.76 | 48.77 | 21.54 | 30.14 | 39.82 | 49.77 | 59.52 | 74.11 | 69.46 | 79.52 | 26.85 | 44.86 | 68.19 | 43.50 | 50.97 | 51.95 | 50.33 | 51.54 | 47.16 | 58.20 | 51.63 | 55.83 | 42.28 |

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# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 46
**Age**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| 18-24 | 11% | 7% | 6% | 12% | 14% | 13% | 10% | 12% | 6% | 18% | 8% | 8% | 3% | 11% | 11% | 7% | 4% | 11% | 14% | 14% | 15% | 10% | 8% | 12% | 9% | 10% |
| 25-34 | 17% | 16% | 14% | 19% | 18% | 20% | 17% | 20% | 19% | 17% | 13% | 17% | 5% | 17% | 17% | 14% | 5% | 24% | 22% | 15% | 29% | 9% | 16% | 26% | 23% | 11% |
| 35-44 | 16% | 14% | 17% | 17% | 14% | 20% | 18% | 14% | 18% | 12% | 20% | 16% | 10% | 17% | 16% | 15% | 5% | 26% | 19% | 17% | 22% | 11% | 15% | 24% | 18% | 15% |
| 45-54 | 17% | 26% | 13% | 12% | 16% | 15% | 20% | 15% | 20% | 18% | 12% | 17% | 21% | 16% | 17% | 18% | 13% | 23% | 15% | 18% | 13% | 15% | 16% | 19% | 18% | 16% |
| 55-64 | 16% | 18% | 17% | 14% | 13% | 14% | 14% | 15% | 14% | 14% | 22% | 16% | 30% | 15% | 16% | 17% | 23% | 12% | 14% | 18% | 11% | 19% | 17% | 13% | 15% | 18% |
| 65+ | 23% | 18% | 32% | 26% | 25% | 18% | 21% | 24% | 24% | 20% | 25% | 27% | 29% | 24% | 23% | 28% | 50% | 5% | 15% | 20% | 11% | 36% | 27% | 6% | 17% | 30% |
| 65-74 | 13% | 10% | 18% | 14% | 12% | 10% | 11% | 14% | 13% | 11% | 13% | 13% | 19% | 13% | 12% | 15% | 25% | 3% | 10% | 11% | 8% | 20% | 14% | 4% | 10% | 15% |
| 75+ | 11% | 8% | 15% | 12% | 13% | 8% | 10% | 9% | 11% | 9% | 12% | 14% | 10% | 11% | 11% | 14% | 25% | 2% | 6% | 9% | 3% | 16% | 14% | 3% | 7% | 15% |
| NET: 18-34 | 27% | 23% | 20% | 31% | 32% | 33% | 28% | 32% | 25% | 36% | 21% | 24% | 9% | 28% | 28% | 21% | 10% | 34% | 36% | 28% | 44% | 19% | 25% | 38% | 32% | 21% |
| NET: 35-54 | 33% | 41% | 30% | 29% | 30% | 35% | 38% | 29% | 37% | 30% | 32% | 33% | 32% | 33% | 33% | 33% | 18% | 49% | 35% | 34% | 35% | 26% | 31% | 43% | 36% | 31% |
| NET: 55+ | 39% | 36% | 50% | 40% | 38% | 32% | 35% | 39% | 38% | 34% | 47% | 42% | 60% | 39% | 39% | 46% | 73% | 16% | 30% | 37% | 22% | 55% | 44% | 20% | 32% | 48% |
| Average age | 49.13 | 49.23 | 53.23 | 48.69 | 48.35 | 45.71 | 48.47 | 47.89 | 49.57 | 46.26 | 51.45 | 50.90 | 56.49 | 48.95 | 48.92 | 52.17 | 61.78 | 41.69 | 44.50 | 47.74 | 41.12 | 54.97 | 50.95 | 41.63 | 46.41 | 52.46 |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 47
**Gender within Age**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Male 18-24 | 4% | 9% | - | 41% | - | - | - | - | - | - | - | 16% | - | - | 8% | 3% | 3% | 3% | 3% | 4% | 2% | 1% | 1% | 3% |
| Male 18-34 | 12% | 25% | - | 41% | 46% | - | - | - | - | - | - | 44% | - | - | 19% | 10% | 10% | 10% | 11% | 15% | 7% | 11% | 8% | 11% |
| Male 35-54 | 17% | 35% | - | - | - | 48% | 54% | - | - | - | - | - | 51% | - | 17% | 18% | 17% | 16% | 17% | 22% | 11% | 13% | 18% | 23% |
| Male 55+ | 19% | 40% | - | - | - | - | - | 49% | 48% | 47% | 50% | - | - | 48% | 13% | 21% | 24% | 20% | 21% | 16% | 30% | 22% | 27% | 10% |
| Female 18-24 | 6% | - | 12% | 56% | - | - | - | - | - | - | - | 21% | - | - | 9% | 5% | 4% | 6% | 4% | 4% | 2% | 5% | 1% | 10% |
| Female 18-34 | 15% | - | 29% | 56% | 53% | - | - | - | - | - | - | 54% | - | - | 21% | 14% | 10% | 13% | 12% | 13% | 8% | 13% | 6% | 26% |
| Female 35-54 | 16% | - | 31% | - | - | 51% | 46% | - | - | - | - | - | 48% | - | 15% | 15% | 17% | 17% | 15% | 16% | 11% | 17% | 13% | 15% |
| Female 55+ | 20% | - | 40% | - | - | - | - | 51% | 52% | 53% | 49% | - | - | 52% | 15% | 22% | 23% | 23% | 23% | 17% | 33% | 22% | 28% | 12% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 48
**Gender within Age**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Male 18-24 | 4% | 2% | 3% | 8% | 2% | 5% | 5% | 7% | 1% | 6% | 4% | 3% | 1% | 4% | 4% | 4% | 2% | 6% | 5% | 5% | 5% | 3% | 4% | 6% | 4% | 4% |
| Male 18-34 | 12% | 12% | 10% | 17% | 13% | 15% | 15% | 14% | 8% | 14% | 8% | 12% | 5% | 12% | 12% | 11% | 5% | 17% | 14% | 13% | 15% | 8% | 11% | 17% | 14% | 9% |
| Male 35-54 | 17% | 23% | 14% | 16% | 13% | 19% | 17% | 16% | 22% | 16% | 16% | 14% | 15% | 16% | 17% | 17% | 10% | 25% | 18% | 15% | 20% | 15% | 14% | 25% | 20% | 15% |
| Male 55+ | 19% | 21% | 19% | 17% | 18% | 15% | 15% | 20% | 18% | 16% | 23% | 19% | 44% | 18% | 18% | 22% | 34% | 8% | 15% | 18% | 12% | 22% | 23% | 10% | 16% | 22% |
| Female 18-24 | 6% | 4% | 3% | 4% | 12% | 8% | 5% | 3% | 4% | 12% | 4% | 3% | 2% | 6% | 6% | 4% | 2% | 5% | 9% | 9% | 9% | 6% | 5% | 6% | 4% | 6% |
| Female 18-34 | 15% | 11% | 10% | 14% | 19% | 19% | 13% | 17% | 16% | 21% | 12% | 11% | 4% | 15% | 15% | 11% | 4% | 17% | 21% | 15% | 28% | 11% | 13% | 20% | 17% | 12% |
| Female 35-54 | 16% | 17% | 16% | 13% | 17% | 15% | 21% | 13% | 15% | 14% | 16% | 19% | 17% | 16% | 16% | 16% | 7% | 25% | 17% | 19% | 14% | 11% | 17% | 18% | 16% | 16% |
| Female 55+ | 20% | 15% | 31% | 22% | 20% | 17% | 19% | 19% | 20% | 19% | 23% | 23% | 15% | 21% | 21% | 24% | 38% | 8% | 15% | 20% | 10% | 33% | 21% | 10% | 15% | 26% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 49
**Social Grade**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| A | 6% | 6% | 5% | 9% | 8% | 6% | 5% | 4% | 3% | 4% | 2% | 8% | 6% | 4% | 22% | - | - | - | 5% | 7% | 5% | 6% | 3% | 4% |
| B | 20% | 20% | 20% | 31% | 28% | 21% | 17% | 16% | 12% | 10% | 15% | 29% | 19% | 14% | 78% | - | - | - | 20% | 21% | 20% | 25% | 14% | 24% |
| C1 | 30% | 30% | 30% | 25% | 29% | 28% | 31% | 30% | 35% | 30% | 41% | 27% | 30% | 33% | - | 100% | - | - | 30% | 30% | 33% | 31% | 25% | 31% |
| C2 | 21% | 22% | 20% | 14% | 16% | 21% | 21% | 23% | 25% | 27% | 22% | 15% | 21% | 24% | - | - | 100% | - | 21% | 19% | 22% | 17% | 33% | 16% |
| D | 12% | 13% | 11% | 10% | 11% | 16% | 12% | 13% | 11% | 15% | 6% | 11% | 14% | 12% | - | - | - | 51% | 12% | 13% | 11% | 10% | 11% | 12% |
| E | 12% | 10% | 13% | 11% | 9% | 8% | 13% | 14% | 14% | 14% | 14% | 9% | 10% | 14% | - | - | - | 49% | 11% | 11% | 8% | 10% | 14% | 14% |
| NET: AB | 25% | 26% | 25% | 40% | 36% | 27% | 22% | 21% | 15% | 14% | 17% | 37% | 25% | 18% | 100% | - | - | - | 26% | 28% | 25% | 31% | 17% | 27% |
| NET: ABC1 | 56% | 56% | 56% | 65% | 64% | 55% | 54% | 50% | 50% | 44% | 57% | 64% | 55% | 50% | 100% | 100% | - | - | 56% | 57% | 59% | 62% | 42% | 58% |
| NET: C2DE | 44% | 44% | 44% | 35% | 36% | 45% | 46% | 50% | 50% | 56% | 43% | 36% | 45% | 50% | - | - | 100% | 100% | 44% | 43% | 41% | 38% | 58% | 42% |
| NET: DE | 24% | 22% | 24% | 21% | 20% | 23% | 25% | 27% | 25% | 28% | 20% | 20% | 24% | 26% | - | - | - | 100% | 23% | 23% | 19% | 21% | 25% | 26% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 50
**Social Grade**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| A | 6% | 6% | 3% | 3% | 5% | 5% | 6% | 6% | 3% | 7% | 7% | 6% | 13% | 5% | 5% | 6% | 4% | 7% | 5% | 4% | 5% | 1% | 4% | 12% | 9% | 3% |
| B | 20% | 23% | 16% | 19% | 19% | 24% | 18% | 15% | 20% | 15% | 22% | 19% | 28% | 19% | 20% | 23% | 19% | 28% | 13% | 8% | 19% | 7% | 19% | 33% | 28% | 12% |
| C1 | 30% | 28% | 29% | 32% | 30% | 26% | 27% | 34% | 30% | 38% | 26% | 32% | 30% | 30% | 30% | 32% | 33% | 32% | 26% | 22% | 31% | 27% | 32% | 30% | 34% | 27% |
| C2 | 21% | 23% | 27% | 22% | 22% | 23% | 17% | 23% | 22% | 19% | 19% | 20% | 7% | 21% | 21% | 23% | 23% | 22% | 17% | 19% | 15% | 13% | 24% | 20% | 14% | 27% |
| D | 12% | 9% | 16% | 12% | 14% | 12% | 18% | 9% | 11% | 9% | 12% | 16% | 11% | 13% | 12% | 9% | 11% | 7% | 17% | 18% | 16% | 15% | 15% | 4% | 8% | 16% |
| E | 12% | 12% | 10% | 11% | 11% | 10% | 13% | 13% | 13% | 11% | 14% | 7% | 12% | 11% | 12% | 7% | 9% | 4% | 21% | 28% | 13% | 36% | 6% | * | 7% | 16% |
| NET: AB | 25% | 28% | 19% | 23% | 24% | 29% | 24% | 21% | 23% | 23% | 29% | 25% | 41% | 25% | 25% | 29% | 23% | 35% | 18% | 12% | 24% | 8% | 23% | 46% | 37% | 15% |
| NET: ABC1 | 56% | 56% | 48% | 54% | 54% | 55% | 51% | 54% | 54% | 61% | 55% | 57% | 70% | 55% | 55% | 61% | 56% | 66% | 44% | 34% | 55% | 35% | 55% | 75% | 71% | 42% |
| NET: C2DE | 44% | 44% | 52% | 46% | 46% | 45% | 49% | 46% | 46% | 39% | 45% | 43% | 30% | 45% | 45% | 39% | 44% | 34% | 56% | 66% | 45% | 65% | 45% | 25% | 29% | 58% |
| NET: DE | 24% | 21% | 25% | 24% | 25% | 22% | 32% | 22% | 24% | 19% | 25% | 24% | 23% | 24% | 24% | 16% | 20% | 11% | 38% | 47% | 30% | 51% | 21% | 5% | 16% | 31% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 51
**GO Region**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| NET: England | 84% | 82% | 86% | 88% | 85% | 87% | 79% | 81% | 85% | 84% | 87% | 87% | 83% | 84% | 82% | 84% | 84% | 85% | 86% | 88% | 89% | 88% | 89% | 93% |
| NET: Great Britain (ex NI) | 97% | 96% | 98% | 99% | 99% | 98% | 96% | 95% | 97% | 96% | 97% | 99% | 97% | 96% | 96% | 97% | 99% | 97% | 100% | 100% | 100% | 100% | 100% | 100% |
| Scotland | 8% | 10% | 7% | 5% | 8% | 7% | 13% | 9% | 6% | 7% | 6% | 7% | 10% | 8% | 9% | 8% | 9% | 7% | 9% | 8% | 5% | 6% | 6% | 5% |
| North East | 4% | 4% | 4% | 2% | 3% | 4% | 3% | 4% | 6% | 6% | 5% | 3% | 4% | 5% | 3% | 4% | 5% | 4% | 4% | 6% | 5% | 1% | 5% | 4% |
| North West | 11% | 11% | 11% | 13% | 12% | 12% | 8% | 9% | 12% | 13% | 12% | 12% | 10% | 11% | 10% | 12% | 12% | 11% | 11% | 15% | 8% | 8% | 14% | 6% |
| Yorkshire & Humberside | 8% | 7% | 9% | 11% | 9% | 7% | 8% | 7% | 9% | 8% | 10% | 10% | 7% | 8% | 8% | 8% | 9% | 8% | 8% | 10% | 7% | 5% | 10% | 9% |
| West Midlands | 9% | 9% | 9% | 11% | 10% | 11% | 8% | 8% | 7% | 7% | 7% | 11% | 9% | 7% | 10% | 8% | 10% | 8% | 9% | 9% | 10% | 7% | 11% | 11% |
| East Midlands | 7% | 7% | 8% | 7% | 7% | 8% | 9% | 6% | 7% | 7% | 7% | 7% | 8% | 6% | 7% | 6% | 6% | 10% | 7% | 7% | 6% | 5% | 8% | 8% |
| Wales | 5% | 5% | 4% | 5% | 6% | 4% | 4% | 4% | 5% | 5% | 4% | 6% | 4% | 5% | 4% | 5% | 5% | 4% | 5% | 4% | 6% | 6% | 5% | 1% |
| Eastern | 9% | 9% | 9% | 6% | 10% | 10% | 11% | 8% | 9% | 10% | 9% | 9% | 11% | 9% | 9% | 9% | 10% | 10% | 9% | 9% | 12% | 8% | 9% | 12% |
| London | 13% | 12% | 14% | 23% | 13% | 10% | 14% | 11% | 11% | 12% | 11% | 17% | 12% | 11% | 12% | 16% | 12% | 11% | 12% | 12% | 12% | 14% | 10% | 16% |
| South East | 14% | 14% | 14% | 10% | 11% | 17% | 10% | 19% | 15% | 14% | 15% | 10% | 13% | 16% | 16% | 12% | 13% | 15% | 15% | 12% | 18% | 24% | 15% | 17% |
| South West | 9% | 8% | 9% | 6% | 9% | 9% | 9% | 8% | 10% | 9% | 11% | 8% | 9% | 9% | 9% | 9% | 8% | 9% | 9% | 8% | 10% | 16% | 8% | 11% |
| Northern Ireland | 3% | 4% | 2% | 1% | 1% | 2% | 4% | 5% | 3% | 4% | 3% | 1% | 3% | 4% | 4% | 3% | 1% | 3% | - | - | - | - | - | - |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 52
**GO Region**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| NET: England | 84% | - | 100% | 100% | 100% | 100% | 100% | - | 100% | 100% | 100% | 100% | - | 100% | 87% | 82% | 83% | 82% | 87% | 89% | 85% | 85% | 85% | 82% | 83% | 85% |
| NET: Great Britain (ex NI) | 97% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% | 100% | 96% | 96% | 97% | 99% | 99% | 98% | 99% | 98% | 94% | 96% | 98% |
| Scotland | 8% | 100% | - | - | - | - | - | - | - | - | - | - | - | - | 9% | 9% | 8% | 10% | 8% | 7% | 8% | 9% | 9% | 8% | 9% | 8% |
| North East | 4% | - | 100% | - | - | - | - | - | - | - | - | - | - | 5% | 4% | 4% | 4% | 3% | 5% | 5% | 4% | 5% | 4% | 3% | 3% | 5% |
| North West | 11% | - | - | 100% | - | - | - | - | - | - | - | - | - | 13% | 11% | 11% | 11% | 11% | 11% | 9% | 13% | 11% | 11% | 11% | 10% | 12% |
| Yorkshire & Humberside | 8% | - | - | - | 100% | - | - | - | - | - | - | - | - | 10% | 8% | 8% | 9% | 7% | 9% | 10% | 8% | 10% | 8% | 7% | 8% | 9% |
| West Midlands | 9% | - | - | - | - | 100% | - | - | - | - | - | - | - | 10% | 9% | 10% | 9% | 11% | 7% | 7% | 8% | 9% | 9% | 9% | 9% | 9% |
| East Midlands | 7% | - | - | - | - | - | 100% | - | - | - | - | - | - | 9% | 8% | 8% | 8% | 7% | 6% | 5% | 7% | 9% | 8% | 5% | 8% | 7% |
| Wales | 5% | - | - | - | - | - | - | 100% | - | - | - | - | - | - | 5% | 5% | 5% | 5% | 4% | 4% | 4% | 4% | 5% | 5% | 5% | 5% |
| Eastern | 9% | - | - | - | - | - | - | - | 100% | - | - | - | - | 11% | 10% | 10% | 10% | 10% | 8% | 10% | 6% | 10% | 10% | 10% | 9% | 10% |
| London | 13% | - | - | - | - | - | - | - | - | 100% | - | - | - | 15% | 13% | 10% | 10% | 10% | 18% | 20% | 16% | 12% | 12% | 15% | 14% | 11% |
| South East | 14% | - | - | - | - | - | - | - | - | - | 100% | - | - | 16% | 14% | 14% | 14% | 13% | 14% | 15% | 13% | 11% | 15% | 13% | 14% | 14% |
| South West | 9% | - | - | - | - | - | - | - | - | - | - | 100% | - | 10% | 9% | 9% | 9% | 8% | 9% | 7% | 10% | 9% | 9% | 8% | 9% | 8% |
| Northern Ireland | 3% | - | - | - | - | - | - | - | - | - | - | - | 100% | - | - | 4% | 4% | 3% | 1% | 1% | 2% | 1% | 2% | 6% | 4% | 2% |

**Prepared by Yonder**

YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 53

**Have you taken a foreign holiday in the last 3 years?**

**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Yes | 60% | 60% | 59% | 75% | 73% | 67% | 58% | 52% | 45% | 48% | 41% | 74% | 62% | 48% | 77% | 64% | 61% | 35% | 60% | 64% | 60% | 58% | 51% | 58% |
| No | 40% | 40% | 41% | 25% | 27% | 33% | 42% | 48% | 55% | 52% | 59% | 26% | 38% | 52% | 23% | 36% | 39% | 65% | 40% | 36% | 40% | 42% | 49% | 42% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 54

**Have you taken a foreign holiday in the last 3 years?**

**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Yes | 60% | 59% | 63% | 62% | 63% | 62% | 50% | 59% | 54% | 69% | 56% | 52% | 70% | 59% | 59% | 65% | 54% | 76% | 50% | 37% | 64% | 33% | 59% | 85% | 69% | 51% |
| No | 40% | 41% | 37% | 38% | 37% | 38% | 50% | 41% | 46% | 31% | 44% | 48% | 30% | 41% | 41% | 35% | 46% | 24% | 50% | 63% | 36% | 67% | 41% | 15% | 31% | 49% |

**Prepared by Yonder**

.YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 55
**Opinion Influencer**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Yes | 7% | 9% | 5% | 9% | 9% | 11% | 7% | 5% | 3% | 4% | 2% | 9% | 9% | 4% | 9% | 7% | 6% | 6% | 8% | 7% | 10% | 9% | 6% | 9% |
| No | 93% | 91% | 95% | 91% | 91% | 89% | 93% | 95% | 97% | 96% | 98% | 91% | 91% | 96% | 91% | 93% | 94% | 94% | 92% | 93% | 90% | 91% | 94% | 91% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 56
**Opinion Influencer**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Yes | 7% | 6% | 10% | 4% | 5% | 6% | 5% | 5% | 4% | 13% | 8% | 6% | 12% | 7% | 7% | 7% | 5% | 10% | 7% | 5% | 9% | 5% | 8% | 9% | 11% | 3% |
| No | 93% | 94% | 90% | 96% | 95% | 94% | 95% | 95% | 96% | 87% | 92% | 94% | 88% | 93% | 93% | 93% | 95% | 90% | 93% | 95% | 91% | 95% | 92% | 91% | 89% | 97% |

**Prepared by Yonder**

.YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 57
**Tenure**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| NET: Homeowners | 64% | 66% | 62% | 44% | 53% | 59% | 67% | 69% | 77% | 73% | 81% | 50% | 63% | 74% | 73% | 68% | 70% | 43% | 67% | 61% | 82% | 69% | 66% | 50% |
| Owned outright - without mortgage | 33% | 34% | 32% | 14% | 10% | 10% | 26% | 47% | 71% | 66% | 76% | 12% | 18% | 61% | 31% | 36% | 38% | 28% | 36% | 25% | 53% | 38% | 41% | 24% |
| Owned with a mortgage or loan | 30% | 31% | 30% | 31% | 42% | 49% | 42% | 22% | 6% | 7% | 5% | 38% | 45% | 13% | 42% | 32% | 32% | 15% | 31% | 36% | 29% | 30% | 25% | 26% |
| NET: Renters | 33% | 32% | 34% | 45% | 43% | 40% | 30% | 30% | 22% | 25% | 18% | 44% | 35% | 25% | 23% | 29% | 28% | 54% | 30% | 38% | 17% | 27% | 32% | 40% |
| NET: Rent from Council/ Housing Association | 17% | 16% | 18% | 22% | 15% | 18% | 18% | 19% | 14% | 15% | 13% | 18% | 18% | 16% | 8% | 12% | 16% | 34% | 16% | 20% | 8% | 13% | 20% | 13% |
| Rented from the council | 7% | 6% | 7% | 9% | 5% | 8% | 7% | 7% | 5% | 6% | 5% | 7% | 7% | 6% | 3% | 3% | 7% | 16% | 6% | 8% | 3% | 4% | 8% | 6% |
| Rented from a housing association | 10% | 10% | 10% | 13% | 10% | 10% | 11% | 12% | 9% | 9% | 9% | 11% | 10% | 10% | 5% | 10% | 9% | 18% | 10% | 12% | 5% | 9% | 13% | 7% |
| Rented from someone else | 16% | 16% | 17% | 23% | 28% | 22% | 12% | 11% | 8% | 10% | 4% | 26% | 17% | 9% | 15% | 17% | 12% | 20% | 15% | 18% | 9% | 14% | 12% | 27% |
| Rent free | 3% | 2% | 3% | 11% | 4% | 1% | 2% | 1% | 1% | 1% | 1% | 7% | 2% | 1% | 4% | 3% | 2% | 3% | 3% | 2% | 1% | 4% | 2% | 10% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 58
**Tenure**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| NET: Homeowners | 64% | 68% | 58% | 63% | 62% | 72% | 67% | 67% | 68% | 49% | 63% | 64% | 83% | 62% | 63% | 100% | 100% | 100% | - | - | - | 46% | 64% | 79% | 68% | 61% |
| Owned outright - without mortgage | 33% | 33% | 32% | 33% | 35% | 34% | 36% | 36% | 34% | 25% | 33% | 36% | 46% | 33% | 33% | 52% | 100% | - | - | - | - | 37% | 38% | 21% | 30% | 37% |
| Owned with a mortgage or loan | 30% | 35% | 26% | 31% | 27% | 37% | 31% | 30% | 34% | 24% | 30% | 28% | 37% | 30% | 30% | 48% | - | 100% | - | - | - | 9% | 26% | 58% | 38% | 24% |
| NET: Renters | 33% | 30% | 41% | 34% | 36% | 27% | 28% | 29% | 29% | 46% | 33% | 34% | 17% | 35% | 34% | - | - | - | 100% | 100% | 100% | 52% | 33% | 19% | 29% | 36% |
| NET: Rent from Council/ Housing Association | 17% | 14% | 23% | 15% | 20% | 13% | 12% | 15% | 18% | 27% | 18% | 15% | 4% | 18% | 17% | - | - | - | 51% | 100% | - | 33% | 16% | 6% | 11% | 22% |
| Rented from the council | 7% | 6% | 9% | 3% | 8% | 6% | 5% | 5% | 7% | 12% | 7% | 5% | 4% | 7% | 7% | - | - | - | 20% | 39% | - | 12% | 7% | 2% | 4% | 9% |
| Rented from a housing association | 10% | 8% | 14% | 11% | 12% | 7% | 7% | 10% | 10% | 15% | 11% | 10% | - | 11% | 11% | - | - | - | 31% | 61% | - | 21% | 9% | 4% | 7% | 13% |
| Rented from someone else | 16% | 16% | 18% | 20% | 16% | 14% | 16% | 14% | 11% | 20% | 15% | 20% | 14% | 17% | 16% | - | - | - | 49% | - | 100% | 19% | 17% | 13% | 17% | 15% |
| Rent free | 3% | 2% | 1% | 2% | 2% | 2% | 5% | 5% | 3% | 4% | 4% | 2% | - | 3% | 3% | - | - | - | - | - | - | 2% | 3% | 2% | 3% | 3% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 59
**Education**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| NET: University degree or equivalent (higher degree, uni degree) | 46% | 49% | 43% | 38% | 64% | 52% | 50% | 42% | 34% | 37% | 29% | 54% | 51% | 37% | 68% | 51% | 31% | 30% | 48% | 52% | 44% | 61% | 34% | 62% |
| NET: No university degree (no formal education, primary, secondary) | 51% | 49% | 54% | 50% | 33% | 47% | 49% | 58% | 66% | 62% | 71% | 39% | 48% | 62% | 30% | 46% | 67% | 68% | 50% | 46% | 56% | 37% | 66% | 38% |
| No formal education | 1% | 1% | 1% | 1% | * | 1% | 1% | * | 1% | 1% | * | 1% | 1% | 1% | - | * | 1% | 2% | 1% | 1% | * | - | 2% | - |
| Primary | * | 1% | * | - | 1% | 1% | - | - | 1% | * | 1% | * | 1% | * | - | 1% | 1% | 1% | * | * | * | - | 1% | - |
| Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc. | 50% | 48% | 53% | 48% | 32% | 45% | 49% | 57% | 64% | 60% | 69% | 38% | 47% | 61% | 30% | 45% | 66% | 65% | 49% | 45% | 55% | 37% | 63% | 38% |
| University degree or equivalent professional qualification, NVQ level 4, etc. | 34% | 35% | 32% | 32% | 42% | 35% | 37% | 32% | 27% | 30% | 24% | 38% | 36% | 29% | 45% | 39% | 25% | 24% | 36% | 38% | 33% | 43% | 27% | 42% |
| Higher university degree, doctorate, MBA, NVQ level 5, etc. | 12% | 14% | 11% | 5% | 22% | 18% | 13% | 10% | 6% | 7% | 5% | 16% | 15% | 8% | 23% | 13% | 5% | 7% | 12% | 14% | 11% | 18% | 7% | 21% |
| Still in full time education | 2% | 1% | 2% | 12% | 3% | * | * | - | - | - | - | 7% | * | - | 2% | 2% | 2% | 1% | 1% | 3% | 1% | 1% | - | - |
| Don't know | * | * | * | - | * | * | - | - | - | - | - | * | * | - | * | - | - | * | - | - | - | - | - | - |
| Prefer not to answer | * | * | 1% | 1% | - | - | 1% | - | 1% | 1% | - | * | * | * | - | * | 1% | * | * | - | * | - | * | - |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 60
**Education**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| NET: University degree or equivalent (higher degree, uni degree) | 46% | 48% | 40% | 41% | 44% | 46% | 48% | 49% | 42% | 50% | 46% | 48% | 59% | 46% | 46% | 50% | 42% | 58% | 40% | 30% | 49% | 32% | 43% | 65% | 100% | - |
| NET: No university degree (no formal education, primary, secondary) | 51% | 50% | 60% | 55% | 55% | 51% | 52% | 50% | 55% | 45% | 53% | 50% | 41% | 52% | 52% | 49% | 57% | 41% | 56% | 66% | 46% | 65% | 56% | 34% | - | 100% |
| No formal education | 1% | 1% | 1% | - | 1% | 1% | 1% | 2% | 2% | * | 1% | - | - | 1% | 1% | * | 1% | * | 1% | 2% | 1% | 2% | * | * | - | 1% |
| Primary | * | - | - | - | 2% | 1% | 1% | - | * | - | 1% | 1% | - | 1% | * | * | 1% | - | 1% | 1% | 1% | 1% | * | - | - | 1% |
| Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc. | 50% | 49% | 58% | 55% | 53% | 49% | 50% | 47% | 52% | 45% | 51% | 49% | 41% | 51% | 50% | 49% | 56% | 41% | 54% | 63% | 44% | 62% | 55% | 34% | - | 98% |
| University degree or equivalent professional qualification, NVQ level 4, etc. | 34% | 32% | 25% | 33% | 35% | 38% | 30% | 33% | 36% | 36% | 36% | 30% | 40% | 34% | 34% | 38% | 32% | 44% | 27% | 22% | 32% | 24% | 32% | 44% | 73% | - |
| Higher university degree, doctorate, MBA, NVQ level 5, etc. | 12% | 16% | 15% | 8% | 9% | 8% | 18% | 16% | 6% | 14% | 10% | 18% | 19% | 12% | 12% | 12% | 10% | 15% | 13% | 9% | 18% | 7% | 11% | 20% | 27% | - |
| Still in full time education | 2% | 2% | - | 3% | 1% | 2% | - | 1% | 1% | 4% | 1% | 3% | - | 2% | 2% | 1% | 1% | 1% | 4% | 3% | 4% | 3% | 1% | 1% | - | - |
| Don't know | * | - | - | - | - | - | - | - | 1% | * | - | - | - | * | * | - | - | - | * | * | * | * | * | - | - | - |
| Prefer not to answer | * | - | - | 1% | - | 1% | - | - | 1% | * | * | - | - | * | * | * | * | - | * | * | 1% | - | * | - | - | - |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 61

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Yes - responsible for half or more of the items bought | 93% | 90% | 96% | 71% | 93% | 97% | 98% | 97% | 94% | 93% | 94% | 85% | 98% | 95% | 92% | 92% | 95% | 93% | 95% | 96% | 94% | 93% | 96% | 90% |
| No - not responsible for most of the items bought | 7% | 10% | 4% | 29% | 7% | 3% | 2% | 3% | 6% | 7% | 6% | 15% | 2% | 5% | 8% | 8% | 5% | 7% | 5% | 4% | 6% | 7% | 4% | 10% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 62

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Yes - responsible for half or more of the items bought | 93% | 97% | 96% | 92% | 90% | 91% | 95% | 90% | 94% | 92% | 93% | 94% | 97% | 93% | 93% | 94% | 92% | 95% | 93% | 93% | 94% | 95% | 93% | 94% | 94% | 93% |
| No - not responsible for most of the items bought | 7% | 3% | 4% | 8% | 10% | 9% | 5% | 10% | 6% | 8% | 7% | 6% | 3% | 7% | 7% | 6% | 8% | 5% | 7% | 7% | 6% | 5% | 7% | 6% | 6% | 7% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 63

**How many cars are there in your household?**

**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| No cars in the household | 20% | 19% | 22% | 19% | 26% | 22% | 21% | 16% | 19% | 20% | 18% | 23% | 21% | 18% | 14% | 22% | 13% | 32% | 19% | 22% | 11% | 22% | 17% | 29% |
| NET: Any | 80% | 81% | 78% | 81% | 74% | 78% | 79% | 84% | 81% | 80% | 82% | 77% | 79% | 82% | 86% | 78% | 87% | 68% | 81% | 78% | 89% | 78% | 83% | 71% |
| 1 | 51% | 53% | 50% | 38% | 41% | 47% | 52% | 55% | 64% | 60% | 69% | 40% | 50% | 60% | 47% | 53% | 52% | 52% | 54% | 52% | 58% | 48% | 59% | 45% |
| 2 | 23% | 23% | 22% | 30% | 27% | 28% | 21% | 23% | 13% | 16% | 10% | 28% | 24% | 17% | 30% | 20% | 27% | 14% | 22% | 21% | 26% | 22% | 17% | 23% |
| 3+ | 6% | 6% | 6% | 14% | 6% | 3% | 6% | 7% | 3% | 4% | 3% | 9% | 5% | 5% | 9% | 5% | 8% | 2% | 5% | 5% | 6% | 8% | 6% | 3% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 64

**How many cars are there in your household?**

**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| No cars in the household | 20% | 25% | 20% | 20% | 24% | 18% | 15% | 16% | 13% | 36% | 15% | 17% | 10% | 20% | 21% | 11% | 12% | 9% | 39% | 40% | 38% | 38% | 18% | 9% | 18% | 21% |
| NET: Any | 80% | 75% | 80% | 80% | 76% | 82% | 85% | 84% | 87% | 64% | 85% | 83% | 90% | 80% | 79% | 89% | 88% | 91% | 61% | 60% | 62% | 62% | 82% | 91% | 82% | 79% |
| 1 | 51% | 56% | 52% | 45% | 51% | 45% | 55% | 58% | 49% | 50% | 56% | 53% | 45% | 51% | 51% | 54% | 60% | 46% | 47% | 50% | 45% | 53% | 57% | 41% | 49% | 55% |
| 2 | 23% | 15% | 26% | 28% | 17% | 28% | 25% | 20% | 30% | 11% | 24% | 24% | 30% | 23% | 22% | 28% | 21% | 36% | 11% | 9% | 12% | 8% | 20% | 39% | 28% | 18% |
| 3+ | 6% | 4% | 3% | 7% | 8% | 9% | 6% | 6% | 8% | 3% | 4% | 6% | 15% | 6% | 6% | 7% | 7% | 8% | 3% | 1% | 4% | 1% | 5% | 11% | 6% | 6% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 65

**To which of the following ethnic groups do you consider you belong?**

**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| NET: White | 84% | 84% | 85% | 50% | 76% | 83% | 88% | 92% | 98% | 99% | 98% | 66% | 85% | 96% | 79% | 85% | 89% | 86% | 88% | 85% | 92% | 88% | 97% | 79% |
| English | 55% | 54% | 57% | 36% | 51% | 51% | 53% | 59% | 69% | 64% | 74% | 45% | 52% | 65% | 50% | 52% | 61% | 59% | 59% | 57% | 70% | 50% | 76% | 49% |
| Welsh | 3% | 2% | 4% | 1% | 3% | 1% | 3% | 2% | 5% | 6% | 5% | 2% | 2% | 4% | 2% | 4% | 2% | 3% | 3% | 2% | 4% | 4% | 2% | 2% |
| Scottish | 5% | 6% | 5% | 2% | 3% | 4% | 9% | 6% | 6% | 6% | 6% | 3% | 7% | 6% | 4% | 5% | 6% | 5% | 6% | 5% | 3% | 4% | 5% | 1% |
| Northern Irish | 2% | 2% | 2% | 2% | 1% | 1% | 3% | 3% | 2% | 3% | 2% | 1% | 2% | 3% | 3% | 3% | 1% | 2% | * | * | - | - | * | 1% |
| British | 14% | 16% | 12% | 7% | 13% | 16% | 15% | 19% | 14% | 16% | 11% | 11% | 15% | 16% | 13% | 16% | 13% | 13% | 16% | 17% | 14% | 23% | 12% | 21% |
| Irish | 1% | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | * | 2% | - | 2% |
| Irish Traveller or Gypsy | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Roma | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Polish | 1% | 1% | 1% | * | 1% | 2% | 1% | - | - | - | - | 1% | 1% | - | 1% | 1% | 1% | - | * | * | - | * | * | 1% |
| Romanian | * | - | 1% | - | 1% | 1% | * | - | - | - | - | * | 1% | - | * | * | - | 1% | * | * | - | - | - | - |
| Any other White background, please specify | 3% | 2% | 3% | 1% | 4% | 4% | 3% | 2% | 2% | 3% | * | 3% | 4% | 2% | 4% | 2% | 3% | 2% | 2% | 2% | 2% | 5% | 1% | 3% |
| NET: Asian or Asian British | 7% | 7% | 6% | 21% | 8% | 8% | 7% | 3% | 1% | 1% | 1% | 13% | 8% | 2% | 7% | 6% | 6% | 7% | 6% | 7% | 5% | 3% | 1% | 12% |
| Bangladeshi | 1% | 1% | 1% | 3% | 1% | 2% | 2% | - | - | - | - | 2% | 2% | - | 1% | 1% | * | 2% | 1% | 1% | 1% | 1% | - | 2% |
| Indian | 2% | 3% | 2% | 7% | 2% | 2% | 2% | 2% | * | - | * | 4% | 2% | 1% | 3% | 2% | 4% | 1% | 2% | 2% | 3% | 1% | * | 5% |
| Pakistani | 2% | 2% | 2% | 7% | 3% | 3% | 2% | * | * | - | 1% | 5% | 2% | * | 3% | 2% | 2% | 2% | 2% | 2% | - | 1% | * | 4% |
| Sri Lankan | * | * | * | 1% | - | - | * | - | * | - | 1% | * | * | * | * | * | - | * | * | 1% | * | - | - | - |
| Any other Asian background, please specify | 1% | 1% | 1% | 4% | 1% | 1% | * | 1% | * | 1% | - | 2% | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | * | 2% |
| NET: Black, Black British, Caribbean or African | 2% | 3% | 2% | 6% | 4% | 3% | 2% | 3% | * | - | * | 5% | 2% | 1% | 4% | 2% | 1% | 3% | 2% | 2% | 2% | 5% | * | 3% |
| African | 1% | 1% | 2% | 5% | 2% | 2% | 2% | 1% | - | - | - | 3% | 2% | * | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 4% | - | 2% |
| Caribbean | 1% | 1% | 1% | - | 2% | 1% | - | 1% | * | - | * | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | * | 1% | * | 1% |
| Any other Black, Black British, Caribbean or African background, please specify | * | * | * | 1% | - | - | - | 1% | - | - | - | * | - | * | * | * | - | - | * | - | * | * | - | 1% |
| NET: Mixed or multiple ethnic groups | 2% | 2% | 2% | 5% | 3% | 2% | 3% | 1% | * | 1% | - | 4% | 2% | 1% | 3% | 2% | 1% | 2% | 2% | 3% | * | 1% | 1% | 3% |
| Asian and White | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | - | - | - | 1% | 1% | * | 1% | 1% | - | 1% | 1% | 1% | * | 1% | 1% | - |
| Black African and Asian | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

**Prepared by Yonder**

.YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 65

**To which of the following ethnic groups do you consider you belong?**

**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Black African and White | 1% | 1% | * | * | 1% | 1% | 1% | * | - | - | - | 1% | 1% | * | * | * | * | 1% | * | 1% | - | - | - | - |
| Black Caribbean and Asian | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Black Caribbean and White | 1% | * | 1% | 2% | 1% | * | 1% | 1% | * | 1% | - | 1% | * | * | 1% | * | 1% | * | 1% | 1% | - | 1% | * | 2% |
| Any other mixed or multiple backgrounds, please specify | * | * | * | * | 1% | - | * | - | - | - | - | 1% | * | - | 1% | * | - | - | * | * | - | - | - | 1% |
| NET: Another ethnic group | 3% | 4% | 3% | 17% | 7% | 2% | 1% | * | - | - | - | 11% | 1% | * | 6% | 4% | 2% | 1% | 2% | 3% | 1% | 1% | - | 2% |
| Chinese | 3% | 3% | 3% | 16% | 7% | 2% | 1% | * | - | - | - | 10% | 1% | * | 6% | 4% | 2% | 1% | 1% | 2% | 1% | 1% | - | 2% |
| Arab | * | * | - | - | * | - | - | - | - | - | - | * | - | - | - | - | - | * | * | * | - | - | - | - |
| Any other ethnic group, please specify | * | * | * | 1% | * | 1% | - | - | - | - | - | * | * | - | * | * | * | * | * | * | - | - | - | - |
| Prefer not to say | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | - | - | - | 2% | 1% | * | 1% | 1% | 1% | 1% | * | * | - | * | * | 2% |

**Prepared by Yonder**

.YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 66

**To which of the following ethnic groups do you consider you belong?**

**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| NET: White | 84% | 89% | 95% | 83% | 83% | 80% | 89% | 90% | 90% | 62% | 89% | 89% | 97% | 83% | 84% | 89% | 92% | 85% | 76% | 77% | 74% | 85% | 85% | 84% | 80% | 90% |
| English | 55% | 11% | 68% | 66% | 69% | 59% | 73% | 25% | 74% | 39% | 70% | 60% | 3% | 63% | 57% | 57% | 62% | 51% | 52% | 57% | 47% | 56% | 57% | 52% | 45% | 65% |
| Welsh | 3% | - | 2% | - | - | - | - | 45% | - | 1% | 2% | 3% | 1% | 1% | 3% | 3% | 4% | 2% | 2% | 2% | 3% | 3% | 3% | 1% | 3% | 3% |
| Scottish | 5% | 55% | 1% | 2% | 2% | - | - | - | 1% | 1% | 2% | - | - | 1% | 6% | 6% | 5% | 7% | 4% | 5% | 3% | 6% | 5% | 5% | 5% | 6% |
| Northern Irish | 2% | * | - | - | 1% | - | * | - | - | 1% | * | - | 65% | * | * | 3% | 3% | 3% | 1% | 1% | 2% | 2% | 1% | 4% | 3% | 2% |
| British | 14% | 17% | 14% | 11% | 9% | 17% | 13% | 17% | 14% | 11% | 12% | 23% | 20% | 14% | 14% | 16% | 16% | 17% | 10% | 10% | 11% | 15% | 14% | 15% | 18% | 11% |
| Irish | 1% | - | 1% | 1% | - | 1% | - | - | 1% | 1% | 1% | 1% | 7% | 1% | 1% | 1% | 1% | 1% | 1% | * | 2% | 1% | 1% | 1% | 1% | * |
| Irish Traveller or Gypsy | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Roma | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Polish | 1% | 2% | 1% | 1% | * | 1% | 1% | - | - | 1% | * | 1% | - | 1% | 1% | * | * | 1% | 1% | * | 2% | * | * | 2% | 1% | * |
| Romanian | * | - | - | - | 1% | 1% | 1% | - | - | * | * | * | - | * | * | * | * | * | * | - | 1% | - | * | * | * | * |
| Any other White background, please specify | 3% | 3% | 7% | 2% | 2% | 2% | 1% | 4% | 1% | 6% | 2% | 2% | - | 3% | 3% | 2% | 2% | 3% | 3% | 2% | 3% | 2% | 2% | 4% | 4% | 2% |
| NET: Asian or Asian British | 7% | 1% | 3% | 8% | 6% | 14% | 3% | 6% | 5% | 16% | 4% | 3% | 2% | 8% | 7% | 6% | 5% | 7% | 9% | 9% | 9% | 6% | 6% | 7% | 8% | 5% |
| Bangladeshi | 1% | - | - | 1% | 1% | 4% | - | 3% | 2% | 3% | - | - | - | 1% | 1% | * | * | 1% | 2% | 3% | 2% | 2% | 1% | * | 1% | 1% |
| Indian | 2% | - | 1% | 2% | 3% | 3% | 1% | - | 2% | 5% | 3% | 1% | - | 3% | 2% | 3% | 3% | 2% | 2% | 1% | 2% | 1% | 3% | 3% | 3% | 1% |
| Pakistani | 2% | 1% | 1% | 4% | 3% | 6% | - | 3% | 1% | 3% | 1% | * | 2% | 2% | 2% | 2% | 1% | 4% | 2% | 2% | 3% | 1% | 2% | 3% | 2% | 2% |
| Sri Lankan | * | - | - | - | - | - | - | - | - | 2% | - | - | - | * | * | * | * | - | * | * | 1% | * | * | - | * | * |
| Any other Asian background, please specify | 1% | - | - | 1% | - | 1% | 3% | - | 1% | 3% | 1% | 1% | - | 1% | 1% | * | * | * | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 1% |
| NET: Black, Black British, Caribbean or African | 2% | 3% | - | 2% | 2% | 1% | 5% | 1% | 1% | 6% | 2% | 1% | - | 3% | 3% | 2% | 1% | 3% | 4% | 3% | 4% | 2% | 2% | 3% | 3% | 2% |
| African | 1% | 3% | - | 1% | 2% | * | 2% | 1% | 1% | 4% | 1% | 1% | - | 1% | 2% | 1% | * | 1% | 3% | 2% | 3% | 1% | 1% | 2% | 2% | 1% |
| Caribbean | 1% | - | - | 1% | - | 1% | 3% | - | * | 2% | 1% | - | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% |
| Any other Black, Black British, Caribbean or African background, please specify | * | - | - | - | - | - | 1% | - | - | 1% | - | 1% | - | * | * | * | * | 1% | - | - | - | - | * | * | * | * |
| NET: Mixed or multiple ethnic groups | 2% | 3% | 1% | 3% | 1% | 2% | 1% | - | 3% | 5% | 1% | 2% | - | 2% | 2% | 2% | 1% | 3% | 3% | 4% | 3% | 2% | 2% | 2% | 2% | 2% |
| Asian and White | 1% | 2% | 1% | 1% | 1% | - | - | - | 1% | * | 1% | 1% | - | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 66

**To which of the following ethnic groups do you consider you belong?**

**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Black African and Asian | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Black African and White | 1% | 1% | - | 1% | - | - | - | - | 1% | 2% | - | 1% | - | 1% | 1% | * | * | * | 1% | 2% | * | 1% | 1% | * | 1% | * |
| Black Caribbean and Asian | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Black Caribbean and White | 1% | - | - | 1% | - | 2% | 1% | - | - | 2% | 1% | - | - | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | * | * | 1% | 1% | 1% |
| Any other mixed or multiple backgrounds, please specify | * | - | - | 1% | - | - | - | - | 1% | 1% | - | - | - | * | * | * | - | * | * | - | * | - | * | * | * | * |
| NET: Another ethnic group | 3% | 3% | 1% | 4% | 7% | 1% | - | 3% | - | 9% | 2% | 5% | 1% | 4% | 4% | 2% | 1% | 2% | 6% | 5% | 8% | 4% | 4% | 3% | 5% | 1% |
| Chinese | 3% | 3% | 1% | 4% | 6% | 1% | - | 3% | - | 9% | 2% | 4% | 1% | 3% | 3% | 2% | 1% | 2% | 6% | 4% | 8% | 3% | 3% | 3% | 5% | 1% |
| Arab | * | - | - | - | - | - | - | - | - | * | - | - | - | * | * | - | - | - | - | - | - | - | - | * | * | - |
| Any other ethnic group, please specify | * | - | - | - | 1% | - | - | - | - | * | * | 1% | - | * | * | * | - | * | * | 1% | * | * | * | * | * | * |
| Prefer not to say | 1% | 1% | - | 1% | * | 2% | 2% | - | 1% | 1% | 1% | 1% | - | 1% | 1% | * | 1% | * | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 1% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 67

**To which of the following religious groups do you consider yourself to be a member of?**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Christian | 43% | 42% | 44% | 22% | 27% | 36% | 43% | 50% | 64% | 59% | 70% | 25% | 39% | 58% | 38% | 46% | 44% | 42% | 46% | 38% | 63% | 42% | 54% | 17% |
| NET: Other | 9% | 9% | 9% | 27% | 10% | 9% | 10% | 4% | 3% | 3% | 3% | 16% | 10% | 4% | 10% | 8% | 9% | 10% | 8% | 8% | 5% | 4% | 4% | 18% |
| Muslim | 4% | 5% | 4% | 15% | 5% | 6% | 5% | 1% | * | * | 1% | 9% | 6% | 1% | 5% | 3% | 5% | 5% | 4% | 4% | 1% | 1% | * | 7% |
| Hindu | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | - | - | - | 1% | 1% | * | 1% | 1% | 1% | - | 1% | 1% | 2% | 1% | * | 2% |
| Jewish | 1% | 1% | 1% | 1% | 1% | - | * | - | 2% | 1% | 2% | 1% | * | 1% | 1% | 1% | * | * | 1% | * | 1% | 1% | * | - |
| Sikh | 1% | 1% | * | 2% | * | - | 1% | 1% | - | - | - | 1% | * | * | * | * | * | 1% | 1% | 1% | * | - | - | 3% |
| Buddhist | 1% | 1% | 1% | 5% | 1% | 1% | * | 1% | * | * | * | 2% | * | 1% | 1% | 1% | 1% | 2% | * | 1% | - | - | * | 2% |
| Other | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 3% | 5% |
| None | 46% | 47% | 46% | 48% | 60% | 53% | 47% | 44% | 32% | 37% | 27% | 56% | 50% | 37% | 50% | 44% | 45% | 46% | 45% | 53% | 31% | 52% | 41% | 63% |
| Prefer not to say | 2% | 2% | 2% | 3% | 3% | 2% | * | 2% | * | 1% | - | 3% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | * | 1% | * | 1% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 68

**To which of the following religious groups do you consider yourself to be a member of?**

**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Christian | 43% | 45% | 45% | 46% | 46% | 39% | 40% | 38% | 35% | 41% | 42% | 48% | 60% | 42% | 42% | 48% | 56% | 39% | 35% | 36% | 33% | 44% | 45% | 41% | 40% | 46% |
| NET: Other | 9% | 3% | 4% | 10% | 9% | 15% | 5% | 10% | 5% | 18% | 7% | 8% | 4% | 10% | 9% | 7% | 6% | 8% | 12% | 14% | 9% | 8% | 9% | 8% | 10% | 8% |
| Muslim | 4% | 2% | - | 8% | 5% | 10% | 1% | 6% | 2% | 10% | 1% | 1% | 2% | 5% | 5% | 4% | 3% | 5% | 6% | 8% | 4% | 4% | 5% | 4% | 4% | 4% |
| Hindu | 1% | - | - | - | 1% | - | 1% | - | 1% | 2% | 1% | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | * | 2% | * | 1% | 2% | 2% | * |
| Jewish | 1% | 1% | - | 1% | * | - | - | 1% | - | 3% | - | - | - | 1% | 1% | 1% | 1% | * | * | * | * | * | 1% | * | * | 1% |
| Sikh | 1% | - | - | - | 1% | 2% | - | - | - | 1% | 1% | - | - | 1% | 1% | * | 1% | * | * | 1% | * | * | 1% | * | * | * |
| Buddhist | 1% | 1% | 3% | 1% | 2% | - | - | - | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | * | 1% | 2% | 3% | 1% | 2% | 1% | 1% | 1% | 1% |
| Other | 2% | - | 1% | 1% | - | 2% | 3% | 4% | 1% | 1% | 3% | 3% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 3% | 1% | 2% | 2% | 1% | 2% | 1% |
| None | 46% | 48% | 50% | 42% | 44% | 45% | 53% | 51% | 59% | 39% | 49% | 42% | 35% | 46% | 47% | 44% | 37% | 51% | 51% | 48% | 55% | 47% | 45% | 50% | 49% | 45% |
| Prefer not to say | 2% | 4% | 1% | 1% | * | 2% | 3% | 1% | 1% | 2% | 1% | 2% | - | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 3% | 1% | 1% | 1% | 2% | 1% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 69

**Which of the following best describes where you live?**

**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| NET: Urban | 82% | 84% | 81% | 92% | 85% | 86% | 82% | 80% | 74% | 74% | 74% | 88% | 84% | 77% | 85% | 83% | 80% | 81% | 81% | 84% | 78% | 75% | 81% | 89% |
| Urban - Population over 10,000 | 46% | 50% | 42% | 68% | 52% | 49% | 47% | 38% | 32% | 35% | 29% | 58% | 48% | 35% | 52% | 46% | 39% | 44% | 44% | 50% | 38% | 41% | 37% | 51% |
| Town and Fringe | 37% | 34% | 39% | 24% | 33% | 37% | 35% | 42% | 42% | 40% | 45% | 30% | 36% | 42% | 32% | 37% | 41% | 38% | 37% | 35% | 40% | 34% | 44% | 38% |
| NET: Rural | 18% | 16% | 19% | 8% | 15% | 14% | 18% | 20% | 26% | 26% | 26% | 12% | 16% | 23% | 15% | 17% | 20% | 19% | 19% | 16% | 22% | 25% | 19% | 11% |
| Village | 15% | 14% | 16% | 6% | 13% | 12% | 17% | 17% | 21% | 21% | 22% | 10% | 14% | 20% | 13% | 14% | 18% | 17% | 16% | 14% | 19% | 20% | 17% | 8% |
| Hamlet & Isolated Dwelling | 3% | 3% | 3% | 2% | 2% | 2% | 2% | 3% | 5% | 5% | 4% | 2% | 2% | 4% | 3% | 3% | 2% | 2% | 3% | 2% | 3% | 6% | 2% | 3% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 70

**Which of the following best describes where you live?**

**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| NET: Urban | 82% | 79% | 79% | 85% | 78% | 84% | 77% | 79% | 77% | 99% | 81% | 75% | 76% | 83% | 82% | 80% | 76% | 85% | 86% | 85% | 86% | 82% | 82% | 84% | 83% | 81% |
| Urban - Population over 10,000 | 46% | 53% | 33% | 41% | 37% | 44% | 34% | 37% | 38% | 87% | 38% | 36% | 34% | 46% | 46% | 41% | 36% | 46% | 55% | 50% | 60% | 45% | 43% | 51% | 50% | 41% |
| Town and Fringe | 37% | 26% | 46% | 44% | 41% | 40% | 42% | 42% | 40% | 12% | 44% | 39% | 41% | 37% | 36% | 40% | 40% | 39% | 31% | 36% | 26% | 37% | 39% | 33% | 32% | 41% |
| NET: Rural | 18% | 21% | 21% | 15% | 22% | 16% | 23% | 21% | 23% | 1% | 19% | 25% | 24% | 17% | 18% | 20% | 24% | 15% | 14% | 15% | 14% | 18% | 18% | 16% | 17% | 19% |
| Village | 15% | 13% | 19% | 12% | 20% | 13% | 22% | 18% | 20% | * | 18% | 22% | 18% | 15% | 15% | 17% | 20% | 13% | 12% | 14% | 11% | 16% | 15% | 14% | 14% | 17% |
| Hamlet & Isolated Dwelling | 3% | 7% | 2% | 4% | 2% | 3% | 1% | 3% | 3% | * | 1% | 3% | 6% | 2% | 3% | 3% | 4% | 2% | 2% | 1% | 2% | 2% | 3% | 2% | 3% | 2% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 71
**Working Status**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| NET: Working (employed, self employed) | 58% | 64% | 54% | 44% | 81% | 85% | 79% | 60% | 14% | 22% | 4% | 67% | 82% | 33% | 70% | 63% | 63% | 37% | 58% | 64% | 53% | 55% | 55% | 67% |
| NET: Employed | 52% | 56% | 49% | 43% | 76% | 78% | 70% | 52% | 9% | 16% | 2% | 63% | 74% | 27% | 66% | 56% | 54% | 32% | 52% | 59% | 46% | 48% | 50% | 56% |
| Working full time - working 30 hours per week or more | 41% | 51% | 33% | 30% | 66% | 66% | 56% | 38% | 4% | 7% | * | 52% | 61% | 18% | 55% | 45% | 43% | 20% | 42% | 49% | 37% | 36% | 39% | 39% |
| Working part-time - working between 8 and 29 hours per week | 11% | 6% | 16% | 13% | 10% | 12% | 14% | 15% | 5% | 9% | 1% | 11% | 13% | 9% | 10% | 10% | 11% | 12% | 10% | 9% | 9% | 12% | 11% | 17% |
| NET: Self-employed | 6% | 7% | 5% | 2% | 5% | 7% | 9% | 8% | 5% | 7% | 3% | 4% | 8% | 6% | 4% | 7% | 9% | 5% | 6% | 5% | 7% | 7% | 6% | 11% |
| Self-employed - working 30 hours per week or more | 3% | 5% | 2% | 1% | 3% | 4% | 6% | 5% | 2% | 3% | * | 2% | 5% | 3% | 3% | 4% | 5% | 2% | 4% | 3% | 3% | 5% | 4% | 5% |
| Self-employed - working between 8 and 29 hours per week | 3% | 3% | 3% | * | 2% | 3% | 3% | 3% | 3% | 4% | 2% | 2% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 2% | 4% | 2% | 2% | 5% |
| NET: Working full time | 45% | 55% | 35% | 31% | 68% | 70% | 62% | 42% | 6% | 10% | 1% | 54% | 66% | 21% | 58% | 49% | 48% | 22% | 45% | 53% | 41% | 41% | 42% | 44% |
| NET: Working part-time | 14% | 8% | 18% | 13% | 12% | 15% | 18% | 18% | 8% | 12% | 3% | 13% | 16% | 12% | 12% | 14% | 15% | 15% | 13% | 12% | 13% | 14% | 13% | 22% |
| NET: Not working | 42% | 36% | 46% | 56% | 19% | 15% | 21% | 40% | 86% | 78% | 96% | 33% | 18% | 67% | 30% | 37% | 37% | 63% | 42% | 36% | 47% | 45% | 45% | 33% |
| Not working but seeking work or temporarily unemployed or sick | 5% | 5% | 4% | 11% | 6% | 6% | 7% | 3% | * | 1% | - | 8% | 6% | 2% | 3% | 2% | 2% | 14% | 4% | 4% | 2% | 7% | 2% | 8% |
| Not working and not seeking work | 5% | 4% | 5% | 3% | 4% | 4% | 7% | 12% | 1% | 1% | - | 4% | 6% | 5% | 1% | * | 2% | 17% | 4% | 7% | 1% | 3% | 4% | 7% |
| Student | 5% | 4% | 7% | 41% | 6% | * | * | * | - | - | - | 19% | * | * | 8% | 7% | 3% | 3% | 3% | 5% | 1% | 3% | 1% | 3% |
| Retired on a state pension only | 6% | 3% | 8% | - | * | - | - | * | 23% | 22% | 25% | * | - | 14% | 1% | 2% | 5% | 15% | 6% | 3% | 9% | 5% | 10% | 4% |
| Retired with a private pension | 17% | 19% | 15% | - | - | - | 1% | 17% | 61% | 53% | 71% | - | * | 43% | 14% | 25% | 19% | 8% | 20% | 12% | 31% | 26% | 22% | 8% |
| House person, housewife, househusband, etc. | 4% | 1% | 7% | - | 4% | 6% | 6% | 7% | 1% | 2% | 1% | 2% | 6% | 4% | 3% | 2% | 6% | 6% | 4% | 4% | 3% | 2% | 5% | 4% |
| NET: Not working and not seeking work (House person, not seeking work, student) | 14% | 9% | 19% | 45% | 13% | 9% | 13% | 19% | 2% | 3% | 1% | 25% | 11% | 9% | 12% | 9% | 11% | 26% | 11% | 16% | 5% | 8% | 9% | 14% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 72
**Working Status**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| NET: Working (employed, self employed) | 58% | 61% | 53% | 58% | 51% | 60% | 57% | 59% | 58% | 64% | 56% | 59% | 61% | 58% | 58% | 61% | 38% | 85% | 55% | 44% | 67% | 30% | 58% | 86% | 71% | 49% |
| NET: Employed | 52% | 54% | 46% | 51% | 46% | 57% | 53% | 52% | 52% | 57% | 50% | 51% | 60% | 52% | 52% | 55% | 32% | 80% | 48% | 39% | 58% | 21% | 52% | 82% | 64% | 43% |
| Working full time - working 30 hours per week or more | 41% | 46% | 36% | 41% | 36% | 46% | 39% | 44% | 40% | 44% | 38% | 40% | 57% | 40% | 41% | 45% | 22% | 69% | 38% | 28% | 48% | 11% | 41% | 73% | 53% | 33% |
| Working part-time - working between 8 and 29 hours per week | 11% | 9% | 10% | 10% | 11% | 11% | 14% | 8% | 12% | 13% | 13% | 11% | 2% | 12% | 11% | 11% | 10% | 11% | 11% | 12% | 10% | 10% | 11% | 10% | 11% | 11% |
| NET: Self-employed | 6% | 7% | 7% | 8% | 5% | 3% | 4% | 6% | 6% | 7% | 6% | 8% | 1% | 6% | 6% | 6% | 6% | 5% | 7% | 4% | 9% | 9% | 6% | 3% | 7% | 5% |
| Self-employed - working 30 hours per week or more | 3% | 5% | 2% | 5% | 3% | 1% | 2% | 2% | 4% | 3% | 3% | 4% | - | 3% | 3% | 3% | 3% | 3% | 4% | 3% | 5% | 5% | 3% | 3% | 4% | 2% |
| Self-employed - working between 8 and 29 hours per week | 3% | 2% | 5% | 3% | 2% | 2% | 2% | 4% | 2% | 4% | 3% | 4% | 1% | 3% | 3% | 3% | 4% | 1% | 3% | 2% | 4% | 4% | 3% | 1% | 3% | 3% |
| NET: Working full time | 45% | 51% | 39% | 46% | 38% | 47% | 41% | 46% | 44% | 48% | 41% | 45% | 57% | 44% | 44% | 48% | 24% | 73% | 41% | 30% | 53% | 16% | 44% | 75% | 57% | 35% |
| NET: Working part-time | 14% | 11% | 15% | 13% | 13% | 12% | 16% | 12% | 15% | 17% | 15% | 14% | 4% | 14% | 14% | 13% | 14% | 12% | 14% | 13% | 14% | 15% | 14% | 11% | 14% | 14% |
| NET: Not working | 42% | 39% | 47% | 42% | 49% | 40% | 43% | 41% | 42% | 36% | 44% | 41% | 39% | 42% | 42% | 39% | 62% | 15% | 45% | 56% | 33% | 70% | 42% | 14% | 29% | 51% |
| Not working but seeking work or temporarily unemployed or sick | 5% | 7% | 3% | 4% | 3% | 6% | 7% | 6% | 7% | 5% | 5% | 2% | 1% | 5% | 5% | 2% | 3% | 2% | 8% | 10% | 6% | 11% | 3% | 2% | 4% | 6% |
| Not working and not seeking work | 5% | 4% | 5% | 5% | 7% | 5% | 8% | 4% | 5% | 4% | 5% | 3% | 6% | 5% | 5% | 2% | 3% | 2% | 10% | 13% | 5% | 12% | 3% | 1% | 3% | 6% |
| Student | 5% | 3% | 2% | 6% | 9% | 10% | 2% | 4% | 3% | 10% | 3% | 5% | - | 6% | 6% | 3% | 2% | 4% | 9% | 8% | 11% | 7% | 5% | 3% | 3% | 5% |
| Retired on a state pension only | 6% | 4% | 11% | 8% | 5% | 6% | 5% | 2% | 5% | 4% | 5% | 6% | 4% | 6% | 6% | 5% | 9% | 1% | 6% | 8% | 5% | 13% | 5% | * | 2% | 9% |
| Retired with a private pension | 17% | 16% | 21% | 17% | 21% | 11% | 16% | 21% | 19% | 12% | 19% | 19% | 22% | 17% | 17% | 23% | 41% | 3% | 7% | 10% | 4% | 23% | 21% | 6% | 14% | 20% |
| House person, housewife, househusband, etc. | 4% | 4% | 4% | 2% | 5% | 4% | 5% | 5% | 3% | 1% | 6% | 4% | 5% | 4% | 4% | 4% | 4% | 4% | 4% | 6% | 2% | 5% | 5% | 1% | 3% | 5% |
| NET: Not working and not seeking work (House person, not seeking work, student) | 14% | 12% | 11% | 13% | 21% | 18% | 15% | 13% | 11% | 15% | 14% | 13% | 11% | 15% | 14% | 9% | 9% | 9% | 23% | 28% | 18% | 23% | 13% | 5% | 9% | 16% |

**Prepared by Yonder**

.YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 73

**Do you work in any of the following occupations?**

**Base: All respondents who work**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 1184 | 640 | 535 | 85 | 265 | 278 | 274 | 201 | 81 | 68 | 13 | 350 | 552 | 282 | 346 | 421 | 248 | 169 | 892 | 353 | 158 | 95 | 149 | 91 |
| Weighted base | 1211 | 634 | 568 | 96 | 283 | 288 | 276 | 200 | 68 | 59 | 9 | 379 | 564 | 268 | 366 | 394 | 269 | 182 | 921 | 350 | 205 | 109 | 128 | 73 |
| NET: Public Sector | 31% | 26% | 37% | 42% | 34% | 28% | 32% | 30% | 21% | 23% | 7% | 36% | 30% | 27% | 37% | 37% | 23% | 19% | 33% | 40% | 30% | 21% | 26% | 28% |
| A nationalised industry/state corporation | 3% | 4% | 2% | 7% | 3% | 2% | 2% | 2% | - | - | - | 4% | 2% | 1% | 4% | 2% | 4% | 1% | 3% | 4% | 1% | 1% | 3% | 4% |
| Central government or civil service (including Courts service and Bank of England) | 4% | 3% | 4% | 9% | 3% | 3% | 5% | 4% | - | - | - | 4% | 4% | 3% | 6% | 4% | 3% | 1% | 4% | 4% | 7% | 2% | 3% | 3% |
| Local government or council (including fire services, police and local authority controlled schools/colleges) | 12% | 9% | 16% | 7% | 11% | 10% | 17% | 13% | 8% | 10% | - | 10% | 13% | 12% | 13% | 16% | 7% | 9% | 13% | 16% | 14% | 9% | 10% | 12% |
| A university, or other grant funded establishment (include opted-out schools) | 3% | 3% | 3% | 2% | 5% | 4% | 2% | 2% | 3% | 4% | - | 4% | 3% | 2% | 5% | 3% | 2% | * | 3% | 5% | 2% | 2% | 4% | 5% |
| A health authority or NHS Trust | 6% | 5% | 8% | 8% | 9% | 7% | 5% | 3% | 3% | 3% | - | 9% | 6% | 3% | 6% | 9% | 3% | 4% | 6% | 9% | 3% | 4% | 3% | 4% |
| The armed forces | * | * | - | - | * | - | - | * | - | - | - | * | - | * | - | * | - | 1% | * | - | * | - | - | - |
| Other public sector occupation (Please specify as much detail as possible) | 3% | 2% | 4% | 8% | 3% | 2% | 2% | 5% | 7% | 7% | 7% | 4% | 2% | 5% | 3% | 3% | 4% | 3% | 3% | 3% | 4% | 3% | 2% | - |
| NET: Private Sector | 69% | 74% | 63% | 58% | 66% | 72% | 68% | 70% | 79% | 77% | 93% | 64% | 70% | 73% | 63% | 63% | 77% | 81% | 67% | 60% | 70% | 79% | 74% | 72% |
| A charity, voluntary organisation or trust | 4% | 3% | 6% | 2% | 3% | 4% | 6% | 5% | 4% | 4% | - | 3% | 5% | 5% | 4% | 6% | 3% | 3% | 4% | 4% | 3% | 9% | 3% | 8% |
| Self-employed (Private sector) | 12% | 13% | 11% | 4% | 7% | 11% | 12% | 17% | 38% | 35% | 56% | 6% | 11% | 22% | 8% | 13% | 15% | 15% | 13% | 9% | 16% | 14% | 13% | 19% |
| None of the above/ I work in the Private sector | 52% | 58% | 46% | 52% | 56% | 58% | 50% | 48% | 38% | 38% | 38% | 55% | 54% | 46% | 52% | 43% | 59% | 63% | 50% | 46% | 51% | 56% | 58% | 44% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 74

**Do you work in any of the following occupations?**

**Base: All respondents who work**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 1184 | 104 | 44 | 117 | 89 | 97 | 84 | 48 | 107 | 185 | 166 | 106 | 37 | 995 | 1147 | 778 | 311 | 467 | 377 | 153 | 224 | 143 | 534 | 432 | 662 | 511 |
| Weighted base | 1211 | 107 | 44 | 133 | 87 | 109 | 86 | 57 | 113 | 173 | 161 | 107 | 35 | 1012 | 1176 | 802 | 265 | 537 | 382 | 155 | 227 | 136 | 541 | 462 | 681 | 519 |
| NET: Public Sector | 31% | 36% | 39% | 29% | 28% | 37% | 29% | 43% | 34% | 31% | 24% | 30% | 18% | 30% | 32% | 34% | 31% | 35% | 26% | 25% | 26% | 21% | 29% | 36% | 34% | 27% |
| A nationalised industry/state corporation | 3% | 1% | - | 1% | 2% | 6% | 2% | 8% | 4% | 3% | 2% | 1% | 3% | 3% | 3% | 3% | 2% | 3% | 2% | 2% | 2% | 1% | 2% | 4% | 2% | 3% |
| Central government or civil service (including Courts service and Bank of England) | 4% | 8% | 8% | 7% | 1% | 3% | 2% | 7% | 3% | 1% | 2% | 4% | 2% | 3% | 4% | 4% | 4% | 4% | 3% | 2% | 4% | - | 4% | 5% | 4% | 4% |
| Local government or council (including fire services, police and local authority controlled schools/colleges) | 12% | 10% | 15% | 14% | 13% | 15% | 8% | 10% | 13% | 15% | 11% | 9% | 5% | 13% | 12% | 14% | 11% | 16% | 8% | 9% | 8% | 9% | 11% | 13% | 15% | 9% |
| A university, or other grant funded establishment (include opted-out schools) | 3% | 7% | 3% | 1% | 4% | 2% | 1% | 2% | 3% | 6% | 2% | 3% | 3% | 3% | 3% | 3% | 2% | 4% | 2% | * | 4% | 1% | 3% | 4% | 4% | 2% |
| A health authority or NHS Trust | 6% | 9% | 9% | 4% | 7% | 8% | 10% | 14% | 3% | 3% | 4% | 8% | 5% | 6% | 6% | 6% | 6% | 7% | 6% | 7% | 5% | 6% | 6% | 7% | 6% | 6% |
| The armed forces | * | - | - | - | - | - | - | - | - | * | - | 1% | - | * | * | * | * | - | * | - | 1% | - | * | * | * | - |
| Other public sector occupation (Please specify as much detail as possible) | 3% | 1% | 5% | 2% | 2% | 4% | 6% | 2% | 7% | 3% | 2% | 4% | - | 4% | 3% | 3% | 5% | 2% | 4% | 4% | 4% | 4% | 3% | 2% | 3% | 4% |
| NET: Private Sector | 69% | 64% | 61% | 71% | 72% | 63% | 71% | 57% | 66% | 69% | 76% | 70% | 82% | 70% | 68% | 66% | 69% | 65% | 74% | 75% | 74% | 79% | 71% | 64% | 66% | 73% |
| A charity, voluntary organisation or trust | 4% | 6% | 2% | 3% | 4% | 3% | 4% | - | 4% | 6% | 6% | 5% | 7% | 4% | 4% | 3% | 3% | 4% | 6% | 8% | 5% | 6% | 6% | 2% | 5% | 4% |
| Self-employed (Private sector) | 12% | 12% | 13% | 12% | 13% | 7% | 8% | 13% | 12% | 14% | 13% | 17% | 5% | 12% | 12% | 11% | 19% | 7% | 14% | 12% | 15% | 32% | 11% | 7% | 12% | 12% |
| None of the above/ I work in the Private sector | 52% | 46% | 46% | 56% | 55% | 52% | 59% | 44% | 50% | 49% | 57% | 49% | 70% | 53% | 52% | 52% | 47% | 54% | 54% | 55% | 54% | 41% | 55% | 55% | 49% | 57% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 75
**Children Under 19**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| No children aged 18 or under | 75% | 74% | 75% | 85% | 68% | 42% | 61% | 87% | 98% | 97% | 99% | 74% | 52% | 94% | 69% | 79% | 71% | 79% | 75% | 71% | 78% | 82% | 75% | 78% |
| NET: Yes | 25% | 26% | 25% | 13% | 32% | 58% | 39% | 13% | 2% | 3% | 1% | 25% | 48% | 6% | 31% | 21% | 29% | 21% | 25% | 29% | 22% | 18% | 25% | 22% |
| NET: Any 0-18 | 25% | 26% | 25% | 13% | 32% | 58% | 39% | 13% | 2% | 3% | 1% | 25% | 48% | 6% | 31% | 21% | 29% | 21% | 25% | 29% | 22% | 18% | 25% | 22% |
| NET: Any 0-10 | 16% | 16% | 16% | 12% | 29% | 42% | 16% | 2% | * | * | - | 22% | 29% | 1% | 22% | 13% | 17% | 14% | 15% | 16% | 17% | 10% | 13% | 17% |
| Yes - children aged under 5 years old | 8% | 9% | 8% | 11% | 22% | 17% | 4% | * | * | * | - | 18% | 10% | * | 14% | 7% | 6% | 7% | 8% | 8% | 11% | 4% | 6% | 11% |
| Yes - children aged 5 to 10 years old | 10% | 10% | 11% | 3% | 14% | 32% | 14% | 2% | * | * | - | 9% | 23% | 1% | 11% | 9% | 12% | 10% | 10% | 10% | 8% | 8% | 10% | 12% |
| Yes - children aged 11 to 15 years old | 9% | 9% | 10% | 1% | 3% | 26% | 21% | 5% | 1% | 1% | 1% | 2% | 24% | 2% | 10% | 8% | 13% | 8% | 9% | 12% | 5% | 7% | 11% | 7% |
| Yes - children aged 16 to 18 years old | 6% | 6% | 7% | 1% | 2% | 11% | 16% | 8% | 1% | 2% | - | 2% | 13% | 4% | 7% | 5% | 9% | 6% | 6% | 8% | 4% | 6% | 8% | 4% |
| Refused | * | * | * | 2% | * | * | - | - | - | - | - | 1% | * | - | * | * | * | 1% | * | * | - | - | * | - |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 76
**Children Under 19**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| No children aged 18 or under | 75% | 71% | 82% | 73% | 84% | 72% | 78% | 72% | 66% | 74% | 78% | 78% | 58% | 75% | 75% | 73% | 92% | 52% | 76% | 76% | 77% | 88% | 77% | 56% | 71% | 77% |
| NET: Yes | 25% | 28% | 18% | 27% | 16% | 28% | 22% | 28% | 33% | 25% | 22% | 22% | 42% | 24% | 25% | 27% | 8% | 48% | 23% | 24% | 23% | 11% | 22% | 44% | 29% | 22% |
| NET: Any 0-18 | 25% | 28% | 18% | 27% | 16% | 28% | 22% | 28% | 33% | 25% | 22% | 22% | 42% | 24% | 25% | 27% | 8% | 48% | 23% | 24% | 23% | 11% | 22% | 44% | 29% | 22% |
| NET: Any 0-10 | 16% | 16% | 9% | 18% | 9% | 19% | 13% | 19% | 23% | 17% | 15% | 14% | 18% | 16% | 16% | 18% | 4% | 33% | 14% | 12% | 16% | 7% | 14% | 30% | 20% | 13% |
| Yes - children aged under 5 years old | 8% | 7% | 2% | 8% | 6% | 11% | 7% | 15% | 10% | 9% | 8% | 5% | 11% | 8% | 8% | 9% | 2% | 17% | 8% | 7% | 9% | 3% | 7% | 16% | 11% | 6% |
| Yes - children aged 5 to 10 years old | 10% | 10% | 7% | 11% | 4% | 15% | 8% | 5% | 17% | 11% | 10% | 11% | 13% | 11% | 10% | 12% | 3% | 21% | 9% | 8% | 10% | 5% | 9% | 18% | 12% | 9% |
| Yes - children aged 11 to 15 years old | 9% | 7% | 6% | 13% | 7% | 9% | 7% | 5% | 14% | 12% | 9% | 6% | 11% | 10% | 9% | 10% | 2% | 18% | 10% | 12% | 8% | 4% | 9% | 16% | 9% | 10% |
| Yes - children aged 16 to 18 years old | 6% | 8% | 6% | 6% | 5% | 7% | 8% | 5% | 8% | 3% | 4% | 7% | 17% | 6% | 6% | 6% | 3% | 10% | 7% | 7% | 6% | 3% | 6% | 11% | 6% | 7% |
| Refused | * | 1% | - | - | - | 1% | - | - | 1% | 1% | - | * | - | * | * | * | * | * | 1% | 1% | * | 1% | * | * | * | * |

**Prepared by Yonder**

.YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 77

**Which of the following ITV regions do you live in?**

**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Anglia | 10% | 10% | 10% | 5% | 12% | 13% | 10% | 9% | 10% | 9% | 10% | 9% | 12% | 9% | 8% | 9% | 11% | 12% | 10% | 10% | 13% | 6% | 10% | 12% |
| Border | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | 3% | 5% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 1% |
| Central | 13% | 13% | 13% | 11% | 13% | 16% | 14% | 12% | 11% | 11% | 10% | 12% | 15% | 11% | 13% | 11% | 13% | 14% | 13% | 12% | 14% | 12% | 14% | 15% |
| Granada | 10% | 9% | 10% | 11% | 10% | 10% | 7% | 9% | 11% | 10% | 12% | 10% | 9% | 10% | 8% | 10% | 10% | 10% | 10% | 14% | 7% | 6% | 13% | 7% |
| London | 19% | 18% | 19% | 29% | 18% | 15% | 20% | 16% | 18% | 18% | 18% | 22% | 17% | 17% | 20% | 22% | 17% | 15% | 18% | 17% | 20% | 23% | 16% | 22% |
| Meridian | 10% | 10% | 10% | 8% | 10% | 12% | 8% | 14% | 10% | 9% | 11% | 9% | 10% | 12% | 12% | 10% | 9% | 11% | 11% | 11% | 11% | 19% | 10% | 15% |
| STV | 8% | 9% | 7% | 5% | 7% | 7% | 13% | 9% | 6% | 6% | 6% | 6% | 10% | 7% | 9% | 8% | 9% | 7% | 8% | 8% | 5% | 6% | 5% | 5% |
| Tyne Tees | 4% | 4% | 4% | 2% | 3% | 4% | 3% | 4% | 6% | 5% | 6% | 3% | 4% | 5% | 3% | 4% | 5% | 5% | 4% | 6% | 5% | 1% | 4% | 4% |
| Wales | 5% | 5% | 4% | 5% | 6% | 4% | 4% | 4% | 5% | 5% | 4% | 6% | 4% | 5% | 4% | 5% | 5% | 4% | 5% | 4% | 6% | 6% | 5% | 1% |
| West | 4% | 4% | 4% | 7% | 5% | 3% | 3% | 3% | 3% | 2% | 4% | 6% | 3% | 3% | 5% | 4% | 3% | 4% | 3% | 3% | 5% | 2% | 1% | 4% |
| Westcountry | 5% | 4% | 5% | 5% | 4% | 5% | 5% | 4% | 5% | 6% | 5% | 4% | 5% | 5% | 4% | 4% | 5% | 5% | 5% | 4% | 3% | 12% | 7% | 5% |
| Yorkshire | 10% | 9% | 10% | 11% | 11% | 8% | 9% | 9% | 10% | 9% | 12% | 11% | 8% | 10% | 9% | 10% | 11% | 10% | 9% | 11% | 9% | 5% | 13% | 10% |
| UTV | 3% | 4% | 2% | 1% | 1% | 2% | 4% | 5% | 3% | 4% | 3% | 1% | 3% | 4% | 4% | 3% | 1% | 3% | - | - | - | - | - | - |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 78
**Which of the following ITV regions do you live in?**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Anglia | 10% | - | - | 1% | 2% | 1% | 12% | - | 85% | * | 5% | * | - | 12% | 10% | 10% | 9% | 12% | 9% | 11% | 7% | 11% | 10% | 10% | 9% | 11% |
| Border | 1% | 6% | 1% | 8% | - | - | - | - | - | - | - | - | - | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% |
| Central | 13% | 1% | - | 1% | * | 85% | 64% | - | - | - | 1% | 2% | - | 15% | 13% | 14% | 14% | 13% | 11% | 9% | 12% | 14% | 13% | 12% | 13% | 12% |
| Granada | 10% | - | 2% | 84% | - | 2% | 1% | 1% | - | - | - | 1% | - | 11% | 10% | 9% | 9% | 9% | 10% | 9% | 11% | 10% | 9% | 9% | 9% | 10% |
| London | 19% | - | - | 1% | - | 3% | 2% | - | 14% | 100% | 25% | 3% | - | 22% | 19% | 16% | 16% | 16% | 23% | 26% | 19% | 17% | 17% | 22% | 20% | 16% |
| Meridian | 10% | - | - | 1% | - | 1% | - | - | 1% | - | 68% | 9% | - | 12% | 11% | 10% | 10% | 10% | 11% | 11% | 11% | 8% | 12% | 10% | 10% | 11% |
| STV | 8% | 92% | - | 1% | - | - | - | - | - | - | * | 1% | - | * | 8% | 9% | 8% | 10% | 6% | 6% | 7% | 8% | 8% | 7% | 9% | 7% |
| Tyne Tees | 4% | - | 93% | - | 3% | - | - | - | - | - | - | - | - | 5% | 4% | 3% | 4% | 3% | 5% | 6% | 5% | 5% | 4% | 3% | 3% | 5% |
| Wales | 5% | - | - | - | - | - | - | 99% | - | - | - | - | - | - | 5% | 5% | 5% | 5% | 4% | 4% | 4% | 4% | 5% | 5% | 5% | 4% |
| West | 4% | 1% | - | 3% | - | 6% | - | - | - | - | - | 33% | - | 4% | 4% | 4% | 3% | 4% | 4% | 3% | 6% | 4% | 4% | 4% | 3% | 4% |
| Westcountry | 5% | - | - | - | - | 2% | - | - | - | - | - | 51% | - | 5% | 5% | 5% | 5% | 4% | 5% | 4% | 6% | 4% | 5% | 3% | 5% | 5% |
| Yorkshire | 10% | 1% | 4% | 1% | 95% | - | 22% | - | - | - | - | - | - | 11% | 10% | 10% | 11% | 9% | 9% | 10% | 8% | 12% | 10% | 7% | 9% | 10% |
| UTV | 3% | - | - | - | - | - | - | - | - | - | - | - | 100% | - | - | 4% | 4% | 3% | 1% | 1% | 2% | 1% | 2% | 6% | 4% | 2% |

**Prepared by Yonder**

.YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 79
**Marital Status**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Single | 36% | 39% | 32% | 82% | 52% | 32% | 39% | 22% | 13% | 19% | 5% | 63% | 35% | 16% | 36% | 37% | 24% | 43% | 31% | 37% | 17% | 39% | 28% | 43% |
| NET: Married/ Civil partnership/ co habiting | 51% | 51% | 51% | 16% | 46% | 65% | 51% | 58% | 55% | 55% | 56% | 35% | 58% | 56% | 56% | 45% | 66% | 40% | 54% | 51% | 65% | 47% | 55% | 44% |
| Married | 39% | 41% | 37% | 11% | 26% | 44% | 39% | 48% | 50% | 49% | 52% | 20% | 42% | 49% | 41% | 35% | 52% | 30% | 42% | 39% | 54% | 36% | 41% | 28% |
| Civil Partnership | 1% | 1% | 1% | 1% | 2% | 2% | * | 1% | * | * | - | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% |
| Co Habiting | 11% | 8% | 14% | 4% | 18% | 18% | 12% | 9% | 5% | 6% | 3% | 13% | 15% | 6% | 12% | 10% | 13% | 9% | 11% | 11% | 10% | 9% | 13% | 15% |
| NET: Widowed/ separated/ divorced | 13% | 10% | 16% | 1% | 1% | 3% | 10% | 20% | 32% | 26% | 39% | 1% | 7% | 27% | 8% | 17% | 8% | 17% | 14% | 11% | 18% | 14% | 16% | 12% |
| Widowed | 4% | 3% | 6% | - | * | * | 1% | 4% | 15% | 9% | 21% | * | 1% | 10% | 2% | 6% | 3% | 6% | 5% | 4% | 6% | 6% | 4% | 5% |
| Separated | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Divorced | 8% | 6% | 9% | - | * | 2% | 8% | 15% | 16% | 16% | 17% | * | 5% | 16% | 5% | 10% | 5% | 10% | 9% | 7% | 11% | 7% | 11% | 6% |
| Prefer not to answer | 1% | 1% | 1% | 2% | 1% | - | 1% | 1% | - | - | - | 1% | * | * | - | 1% | 1% | 1% | * | * | * | - | 1% | 1% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 80
**Marital Status**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Single | 36% | 42% | 23% | 38% | 42% | 33% | 42% | 36% | 27% | 45% | 30% | 33% | 20% | 35% | 36% | 25% | 27% | 24% | 51% | 47% | 55% | 48% | 35% | 22% | 36% | 33% |
| NET: Married/ Civil partnership/ co habiting | 51% | 45% | 55% | 51% | 47% | 55% | 43% | 51% | 61% | 44% | 53% | 53% | 67% | 51% | 50% | 61% | 54% | 68% | 36% | 37% | 35% | 23% | 53% | 73% | 53% | 51% |
| Married | 39% | 33% | 47% | 40% | 30% | 45% | 35% | 43% | 48% | 32% | 38% | 39% | 56% | 39% | 38% | 50% | 48% | 52% | 21% | 23% | 20% | 16% | 42% | 53% | 39% | 40% |
| Civil Partnership | 1% | 2% | - | * | 2% | 1% | - | - | 1% | 2% | 2% | 1% | - | 1% | 1% | 1% | * | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% |
| Co Habiting | 11% | 9% | 8% | 11% | 14% | 8% | 9% | 8% | 11% | 10% | 14% | 13% | 11% | 11% | 11% | 10% | 6% | 14% | 13% | 11% | 15% | 7% | 10% | 17% | 12% | 11% |
| NET: Widowed/ separated/ divorced | 13% | 12% | 21% | 11% | 11% | 11% | 15% | 13% | 12% | 10% | 17% | 15% | 13% | 13% | 13% | 13% | 19% | 7% | 12% | 15% | 9% | 28% | 11% | 5% | 12% | 15% |
| Widowed | 4% | 4% | 11% | 3% | 6% | 3% | 7% | 6% | 2% | 4% | 6% | 2% | 4% | 4% | 4% | 5% | 9% | 1% | 3% | 4% | 2% | 11% | 3% | 1% | 4% | 4% |
| Separated | 1% | - | - | 1% | * | 1% | 1% | 2% | * | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | - | 2% | 1% | 1% | 1% | 1% |
| Divorced | 8% | 8% | 10% | 7% | 5% | 8% | 6% | 5% | 9% | 5% | 11% | 12% | 8% | 8% | 8% | 8% | 9% | 6% | 8% | 10% | 7% | 16% | 8% | 3% | 6% | 10% |
| Prefer not to answer | 1% | 2% | 1% | - | - | 2% | - | - | 1% | 1% | - | - | - | * | 1% | * | * | * | 1% | 1% | 1% | 1% | * | - | * | 1% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 81

**Which of the following cities do you live in, or nearest to?**

**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Glasgow | 4% | 5% | 3% | 2% | 6% | 3% | 7% | 4% | 3% | 3% | 3% | 4% | 5% | 3% | 5% | 3% | 4% | 4% | 4% | 4% | 2% | 3% | 4% | 2% |
| Edinburgh | 4% | 4% | 3% | 4% | 3% | 3% | 6% | 5% | 2% | 2% | 1% | 3% | 4% | 3% | 4% | 4% | 4% | 3% | 4% | 4% | 3% | 2% | 2% | 2% |
| Newcastle | 4% | 4% | 5% | 2% | 4% | 4% | 3% | 4% | 7% | 8% | 6% | 3% | 4% | 6% | 3% | 4% | 6% | 5% | 5% | 6% | 6% | 1% | 5% | 4% |
| Leeds | 4% | 4% | 5% | 6% | 4% | 4% | 4% | 4% | 5% | 3% | 6% | 5% | 4% | 5% | 5% | 4% | 4% | 4% | 4% | 5% | 2% | 4% | 6% | 4% |
| Hull | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 2% | 3% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 3% | 2% | 2% | 3% | - | 1% | 3% |
| Sheffield | 3% | 3% | 3% | 5% | 6% | 2% | 3% | 2% | 2% | 1% | 2% | 5% | 2% | 2% | 3% | 4% | 3% | 2% | 2% | 3% | 3% | 1% | 2% | 3% |
| Manchester | 8% | 8% | 7% | 10% | 9% | 9% | 7% | 5% | 8% | 7% | 8% | 9% | 8% | 7% | 8% | 9% | 8% | 7% | 8% | 10% | 6% | 6% | 12% | 6% |
| Liverpool | 3% | 4% | 3% | 3% | 3% | 3% | 2% | 4% | 4% | 3% | 6% | 3% | 3% | 4% | 3% | 3% | 4% | 4% | 4% | 5% | 2% | 2% | 4% | 2% |
| Nottingham | 4% | 4% | 5% | 4% | 3% | 4% | 7% | 4% | 5% | 5% | 4% | 4% | 5% | 4% | 4% | 5% | 4% | 5% | 4% | 4% | 4% | 3% | 4% | 5% |
| Birmingham | 8% | 7% | 8% | 11% | 10% | 9% | 6% | 7% | 5% | 5% | 6% | 10% | 8% | 6% | 9% | 6% | 8% | 8% | 8% | 7% | 9% | 8% | 8% | 9% |
| Norwich | 4% | 3% | 5% | 3% | 4% | 4% | 4% | 4% | 4% | 5% | 4% | 4% | 4% | 4% | 2% | 4% | 4% | 6% | 4% | 5% | 5% | 2% | 3% | 6% |
| Milton Keynes | 3% | 3% | 3% | * | 4% | 5% | 3% | 2% | 3% | 1% | 5% | 3% | 4% | 2% | 3% | 2% | 4% | 3% | 3% | 1% | 6% | 3% | 4% | 3% |
| Brighton | 3% | 3% | 2% | 2% | 2% | 3% | 2% | 5% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 3% | 4% | 3% | 2% | 2% | 4% | 4% | 8% |
| Oxford | 2% | 2% | 1% | 3% | 1% | 2% | 2% | 2% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 2% | 3% | 1% | 1% |
| London | 22% | 21% | 23% | 30% | 23% | 20% | 23% | 20% | 21% | 22% | 19% | 25% | 21% | 20% | 23% | 25% | 20% | 19% | 22% | 21% | 23% | 27% | 20% | 26% |
| Southampton | 4% | 4% | 4% | 2% | 3% | 4% | 2% | 5% | 5% | 5% | 5% | 3% | 3% | 5% | 4% | 4% | 4% | 3% | 4% | 4% | 5% | 8% | 4% | 2% |
| Bristol | 4% | 4% | 4% | 6% | 5% | 4% | 4% | 2% | 3% | 1% | 6% | 5% | 4% | 3% | 5% | 4% | 3% | 4% | 4% | 4% | 4% | 4% | 3% | 5% |
| Plymouth | 3% | 3% | 3% | 1% | 1% | 3% | 3% | 4% | 4% | 5% | 2% | 1% | 3% | 4% | 2% | 3% | 3% | 3% | 3% | 2% | 3% | 8% | 4% | 3% |
| Cardiff | 4% | 4% | 4% | 5% | 5% | 4% | 3% | 4% | 3% | 4% | 2% | 5% | 3% | 3% | 3% | 4% | 5% | 3% | 4% | 3% | 5% | 5% | 4% | 1% |
| Belfast | 3% | 4% | 2% | 1% | 1% | 2% | 4% | 5% | 3% | 4% | 3% | 1% | 3% | 4% | 4% | 3% | 1% | 3% | - | - | - | - | - | - |
| None of these | 5% | 5% | 6% | 2% | 3% | 6% | 5% | 6% | 7% | 8% | 7% | 2% | 6% | 7% | 4% | 5% | 6% | 7% | 5% | 6% | 5% | 5% | 4% | 6% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 82

**Which of the following cities do you live in, or nearest to?**

**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Glasgow | 4% | 49% | - | - | - | - | - | - | - | - | - | - | - | - | 4% | 4% | 4% | 4% | 4% | 3% | 4% | 4% | 4% | 4% | 5% | 4% |
| Edinburgh | 4% | 41% | - | - | - | - | - | 2% | - | - | - | - | - | - | 4% | 4% | 3% | 5% | 3% | 3% | 3% | 3% | 3% | 4% | 3% | 4% |
| Newcastle | 4% | - | 96% | 3% | 2% | - | - | - | - | - | - | - | - | 5% | 4% | 4% | 4% | 4% | 5% | 6% | 4% | 5% | 5% | 3% | 4% | 5% |
| Leeds | 4% | - | - | - | 53% | - | - | - | - | - | - | - | - | 5% | 4% | 4% | 4% | 4% | 5% | 6% | 4% | 6% | 3% | 4% | 4% | 4% |
| Hull | 2% | - | 3% | - | 17% | - | * | - | - | - | - | - | - | 2% | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 2% |
| Sheffield | 3% | - | - | * | 23% | - | 12% | - | - | 1% | - | - | - | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 2% | 3% | 3% |
| Manchester | 8% | - | - | 62% | 2% | 9% | 1% | 1% | - | - | - | - | - | 9% | 8% | 8% | 8% | 8% | 7% | 6% | 9% | 7% | 9% | 7% | 7% | 8% |
| Liverpool | 3% | - | - | 26% | - | - | - | 7% | - | - | - | - | - | 3% | 3% | 3% | 3% | 3% | 4% | 4% | 4% | 3% | 3% | 3% | 2% | 4% |
| Nottingham | 4% | - | - | - | 1% | 1% | 56% | - | 3% | - | - | - | - | 5% | 5% | 5% | 4% | 5% | 3% | 2% | 5% | 5% | 5% | 4% | 4% | 5% |
| Birmingham | 8% | - | - | - | - | 83% | 7% | - | - | - | - | - | - | 9% | 8% | 9% | 8% | 9% | 7% | 6% | 7% | 8% | 7% | 9% | 8% | 8% |
| Norwich | 4% | - | - | - | - | - | - | - | 42% | 1% | * | - | - | 5% | 4% | 4% | 4% | 5% | 4% | 5% | 3% | 5% | 4% | 4% | 3% | 5% |
| Milton Keynes | 3% | - | - | - | - | - | 10% | - | 16% | - | 5% | - | - | 4% | 3% | 3% | 3% | 4% | 2% | 2% | 2% | 2% | 3% | 3% | 3% | 3% |
| Brighton | 3% | - | - | - | - | - | - | - | - | - | 18% | 2% | - | 3% | 3% | 2% | 2% | 2% | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 3% |
| Oxford | 2% | - | - | - | - | - | 1% | - | - | - | 10% | 3% | - | 2% | 2% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 2% | 2% | 2% | 1% |
| London | 22% | - | 1% | 1% | - | 1% | 1% | - | 32% | 99% | 42% | 3% | - | 26% | 23% | 19% | 18% | 20% | 27% | 30% | 24% | 19% | 21% | 24% | 23% | 21% |
| Southampton | 4% | - | - | - | - | - | - | - | - | - | 21% | 10% | - | 4% | 4% | 4% | 4% | 3% | 4% | 4% | 4% | 4% | 4% | 3% | 4% | 4% |
| Bristol | 4% | - | - | 1% | - | 1% | - | 2% | - | - | - | 43% | - | 5% | 4% | 4% | 3% | 5% | 5% | 5% | 4% | 4% | 4% | 5% | 4% | 3% |
| Plymouth | 3% | - | - | - | - | - | - | - | - | - | - | 32% | - | 3% | 3% | 3% | 4% | 2% | 3% | 2% | 4% | 3% | 3% | 1% | 3% | 3% |
| Cardiff | 4% | - | - | - | - | - | - | 81% | - | - | - | - | - | - | 4% | 4% | 4% | 4% | 3% | 3% | 4% | 4% | 3% | 4% | 4% | 3% |
| Belfast | 3% | - | - | - | - | - | - | - | - | - | - | - | 100% | - | - | 4% | 4% | 3% | 1% | 1% | 2% | 1% | 2% | 6% | 4% | 2% |
| None of these | 5% | 9% | - | 6% | 2% | 6% | 11% | 7% | 7% | - | 4% | 7% | - | 5% | 5% | 5% | 8% | 2% | 5% | 6% | 5% | 8% | 5% | 3% | 5% | 6% |

**Prepared by Yonder**

.YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 83
**Household Income**
**Base: All respondents**

| | | Total | Gender: Male | Gender: Female | Age: 18-24 | Age: 25-34 | Age: 35-44 | Age: 45-54 | Age: 55-64 | Age: 65+ | Age: 65-74 | Age: 75+ | Age: 18-34 | Age: 35-54 | Age: 55+ | Social Grade: AB | Social Grade: C1 | Social Grade: C2 | Social Grade: DE | Q7 Past Vote: 2024 Voter | Q7 Past Vote: 2024 Lab | Q7 Past Vote: 2024 Con | Q7 Past Vote: 2024 LD | Q7 Past Vote: 2024 RUK | Q7 Past Vote: 2024 Grn |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| NET: Up to £21k | | 22% | 20% | 23% | 20% | 12% | 15% | 20% | 27% | 33% | 34% | 32% | 15% | 17% | 30% | 7% | 20% | 14% | 47% | 21% | 20% | 17% | 25% | 24% | 25% |
| NET: £21k to £48k | | 45% | 45% | 44% | 36% | 43% | 41% | 44% | 46% | 52% | 49% | 55% | 40% | 42% | 50% | 40% | 47% | 52% | 39% | 46% | 43% | 48% | 43% | 55% | 41% |
| NET: £48k+ | | 26% | 28% | 25% | 29% | 40% | 38% | 29% | 21% | 7% | 7% | 7% | 36% | 34% | 13% | 47% | 26% | 25% | 5% | 26% | 32% | 27% | 27% | 17% | 27% |
| Up to £7,000 | (3.5) | 3% | 3% | 3% | 5% | 3% | 3% | 4% | 2% | 1% | 2% | - | 4% | 4% | 2% | 1% | 2% | 2% | 7% | 2% | 2% | 1% | 2% | 4% | 5% |
| £7,001 to £14,000 | (10.5) | 9% | 8% | 9% | 7% | 4% | 5% | 9% | 11% | 13% | 13% | 13% | 5% | 7% | 12% | 2% | 7% | 5% | 21% | 9% | 9% | 8% | 11% | 7% | 10% |
| £14,001 to £21,000 | (17.5) | 10% | 10% | 11% | 8% | 4% | 6% | 7% | 13% | 20% | 20% | 19% | 6% | 7% | 17% | 4% | 11% | 7% | 19% | 11% | 9% | 8% | 12% | 14% | 9% |
| £21,001 to £28,000 | (24.5) | 15% | 14% | 17% | 11% | 13% | 12% | 17% | 18% | 19% | 19% | 20% | 12% | 14% | 19% | 8% | 16% | 17% | 20% | 16% | 16% | 15% | 10% | 19% | 16% |
| £28,001 to £34,000 | (31) | 13% | 14% | 12% | 11% | 12% | 10% | 13% | 14% | 17% | 15% | 18% | 12% | 11% | 15% | 12% | 13% | 15% | 12% | 14% | 13% | 13% | 13% | 16% | 14% |
| £34,001 to £41,000 | (37.5) | 9% | 10% | 9% | 7% | 9% | 10% | 10% | 9% | 11% | 11% | 11% | 8% | 10% | 10% | 10% | 10% | 12% | 5% | 10% | 7% | 13% | 11% | 12% | 7% |
| £41,001 to £48,000 | (44.5) | 7% | 7% | 7% | 8% | 9% | 9% | 4% | 6% | 5% | 4% | 6% | 9% | 7% | 5% | 10% | 8% | 7% | 1% | 7% | 7% | 8% | 9% | 7% | 4% |
| £48,001 to £55,000 | (51.5) | 6% | 7% | 6% | 10% | 8% | 9% | 6% | 5% | 3% | 3% | 2% | 9% | 7% | 4% | 10% | 6% | 7% | 2% | 6% | 6% | 10% | 3% | 6% | 3% |
| £55,001 to £62,000 | (58.5) | 4% | 4% | 3% | 2% | 5% | 6% | 4% | 4% | 1% | 1% | 1% | 4% | 5% | 2% | 5% | 4% | 5% | 1% | 4% | 5% | 4% | 1% | 2% | 5% |
| £62,001 to £69,000 | (65.5) | 3% | 4% | 3% | 5% | 7% | 2% | 4% | 3% | 1% | * | 1% | 6% | 3% | 1% | 5% | 3% | 5% | 1% | 3% | 4% | 2% | 5% | 2% | 4% |
| £69,001 to £76,000 | (72.5) | 3% | 3% | 3% | 2% | 4% | 4% | 3% | 4% | * | * | 1% | 3% | 3% | 2% | 5% | 3% | 2% | 1% | 3% | 4% | 3% | 3% | 1% | 2% |
| £76,001 to £83,000 | (79.5) | 3% | 3% | 4% | 3% | 5% | 8% | 4% | 1% | 1% | 1% | 1% | 4% | 6% | 1% | 6% | 4% | 3% | * | 3% | 5% | 3% | 5% | 1% | 1% |
| £83,001 or more | (86) | 7% | 8% | 6% | 7% | 10% | 10% | 9% | 5% | 1% | 1% | 1% | 9% | 10% | 3% | 17% | 5% | 3% | * | 7% | 8% | 5% | 9% | 4% | 11% |
| Prefer not to answer | | 8% | 7% | 8% | 15% | 6% | 6% | 7% | 6% | 8% | 10% | 6% | 9% | 7% | 7% | 6% | 8% | 9% | 8% | 6% | 5% | 8% | 6% | 4% | 8% |
| Average income (£000's) | | 37.94 | 39.18 | 36.95 | 39.33 | 45.77 | 44.93 | 39.66 | 34.54 | 27.79 | 27.39 | 28.23 | 43.45 | 42.28 | 30.56 | 51.44 | 38.44 | 38.29 | 22.15 | 38.24 | 40.85 | 38.46 | 39.86 | 33.08 | 37.72 |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 84
**Household Income**
**Base: All respondents**

| | | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| NET: Up to £21k | | 22% | 22% | 27% | 22% | 25% | 23% | 27% | 21% | 22% | 20% | 18% | 22% | 12% | 22% | 22% | 16% | 25% | 6% | 34% | 42% | 25% | 100% | - | - | 15% | 28% |
| NET: £21k to £48k | | 45% | 45% | 48% | 44% | 43% | 45% | 47% | 44% | 45% | 42% | 48% | 46% | 27% | 45% | 45% | 45% | 51% | 38% | 44% | 41% | 47% | - | 100% | - | 41% | 48% |
| NET: £48k+ | | 26% | 25% | 20% | 25% | 22% | 27% | 20% | 25% | 27% | 30% | 25% | 25% | 53% | 25% | 25% | 32% | 16% | 50% | 15% | 8% | 21% | - | - | 100% | 36% | 17% |
| Up to £7,000 | (3.5) | 3% | 2% | 2% | 3% | 3% | 4% | 4% | 4% | 3% | 4% | 2% | 1% | - | 3% | 3% | 1% | 2% | 1% | 6% | 8% | 4% | 13% | - | - | 2% | 3% |
| £7,001 to £14,000 | (10.5) | 9% | 10% | 13% | 7% | 9% | 8% | 10% | 10% | 8% | 7% | 7% | 11% | 6% | 8% | 9% | 6% | 9% | 2% | 14% | 17% | 11% | 39% | - | - | 6% | 11% |
| £14,001 to £21,000 | (17.5) | 10% | 10% | 12% | 12% | 13% | 11% | 13% | 7% | 11% | 9% | 9% | 11% | 5% | 11% | 11% | 9% | 13% | 4% | 14% | 17% | 10% | 48% | - | - | 7% | 13% |
| £21,001 to £28,000 | (24.5) | 15% | 19% | 21% | 15% | 16% | 11% | 17% | 12% | 14% | 13% | 18% | 16% | 12% | 15% | 15% | 14% | 19% | 9% | 18% | 16% | 21% | - | 35% | - | 13% | 17% |
| £28,001 to £34,000 | (31) | 13% | 14% | 9% | 15% | 15% | 11% | 14% | 18% | 14% | 12% | 11% | 14% | 3% | 13% | 13% | 13% | 15% | 11% | 13% | 13% | 12% | - | 29% | - | 11% | 15% |
| £34,001 to £41,000 | (37.5) | 9% | 6% | 8% | 9% | 8% | 15% | 6% | 6% | 12% | 8% | 10% | 12% | 5% | 10% | 9% | 10% | 11% | 8% | 9% | 8% | 10% | - | 21% | - | 9% | 10% |
| £41,001 to £48,000 | (44.5) | 7% | 6% | 10% | 5% | 4% | 7% | 9% | 8% | 4% | 8% | 10% | 4% | 7% | 7% | 7% | 8% | 6% | 11% | 4% | 4% | 4% | - | 15% | - | 7% | 6% |
| £48,001 to £55,000 | (51.5) | 6% | 3% | 7% | 7% | 5% | 11% | 4% | 9% | 4% | 7% | 5% | 5% | 14% | 6% | 6% | 7% | 4% | 11% | 4% | 3% | 5% | - | - | 24% | 7% | 6% |
| £55,001 to £62,000 | (58.5) | 4% | 4% | 3% | 3% | 4% | 4% | 2% | 4% | 3% | 6% | 4% | 3% | 5% | 4% | 4% | 4% | 2% | 7% | 2% | 2% | 3% | - | - | 14% | 5% | 2% |
| £62,001 to £69,000 | (65.5) | 3% | 6% | - | 3% | 4% | 1% | 4% | - | 5% | 3% | 3% | 4% | 4% | 3% | 3% | 4% | 2% | 6% | 2% | 2% | 2% | - | - | 13% | 4% | 2% |
| £69,001 to £76,000 | (72.5) | 3% | 4% | 3% | 3% | 1% | 5% | 2% | 1% | 3% | 2% | 2% | 3% | 5% | 3% | 3% | 4% | 1% | 6% | 1% | 1% | 2% | - | - | 11% | 4% | 1% |
| £76,001 to £83,000 | (79.5) | 3% | 2% | 4% | 3% | 2% | 3% | 4% | 6% | 5% | 4% | 3% | 2% | 8% | 3% | 3% | 5% | 2% | 7% | 1% | - | 3% | - | - | 13% | 5% | 2% |
| £83,001 or more | (86) | 7% | 5% | 3% | 6% | 7% | 3% | 3% | 4% | 8% | 8% | 8% | 8% | 17% | 7% | 6% | 8% | 4% | 13% | 3% | 1% | 5% | - | - | 25% | 11% | 3% |
| Prefer not to answer | | 8% | 8% | 4% | 9% | 10% | 5% | 6% | 9% | 5% | 9% | 9% | 7% | 8% | 7% | 8% | 7% | 8% | 6% | 7% | 8% | 6% | - | - | - | 8% | 7% |
| Average income (£000's) | | 37.94 | 36.67 | 33.82 | 37.34 | 35.41 | 37.17 | 34.06 | 37.38 | 39.13 | 40.03 | 39.08 | 38.00 | 51.87 | 37.64 | 37.55 | 42.13 | 33.36 | 51.50 | 29.79 | 25.35 | 34.33 | 12.90 | 32.18 | 68.91 | 44.34 | 32.48 |

**Prepared by Yonder**

YONDER

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 85

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| NET: Yes | 25% | 22% | 26% | 20% | 22% | 18% | 23% | 32% | 30% | 26% | 34% | 21% | 20% | 31% | 16% | 23% | 22% | 38% | 25% | 27% | 17% | 27% | 26% | 32% |
| Yes - physical condition | 14% | 13% | 16% | 2% | 8% | 9% | 12% | 24% | 24% | 20% | 28% | 5% | 11% | 24% | 6% | 12% | 15% | 25% | 15% | 16% | 10% | 15% | 19% | 14% |
| Yes - mental condition | 12% | 10% | 14% | 16% | 17% | 12% | 14% | 16% | 4% | 7% | 1% | 17% | 13% | 9% | 10% | 10% | 10% | 19% | 12% | 16% | 5% | 13% | 11% | 19% |
| Yes - disability | 7% | 5% | 7% | 3% | 5% | 5% | 7% | 12% | 7% | 6% | 8% | 5% | 6% | 9% | 3% | 7% | 5% | 12% | 7% | 7% | 5% | 7% | 9% | 8% |
| Yes - other | 1% | 1% | 1% | - | * | 1% | 1% | 1% | 2% | 1% | 3% | * | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 2% |
| No | 74% | 77% | 72% | 78% | 76% | 80% | 76% | 67% | 70% | 74% | 66% | 77% | 78% | 69% | 83% | 76% | 77% | 60% | 75% | 72% | 83% | 72% | 73% | 66% |
| Prefer not to say | 1% | 1% | 1% | 2% | 2% | 3% | 1% | 1% | - | - | - | 2% | 2% | * | 1% | 2% | 1% | 2% | 1% | 1% | - | 1% | * | 2% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 86

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| NET: Yes | 25% | 23% | 27% | 26% | 30% | 23% | 27% | 31% | 25% | 18% | 27% | 21% | 24% | 24% | 25% | 20% | 25% | 15% | 33% | 39% | 27% | 39% | 25% | 11% | 21% | 29% |
| Yes - physical condition | 14% | 15% | 16% | 17% | 18% | 14% | 13% | 13% | 16% | 8% | 17% | 10% | 19% | 14% | 14% | 12% | 18% | 6% | 19% | 25% | 13% | 26% | 14% | 4% | 11% | 18% |
| Yes - mental condition | 12% | 12% | 13% | 14% | 17% | 13% | 15% | 18% | 13% | 9% | 11% | 9% | 10% | 12% | 13% | 8% | 7% | 9% | 20% | 26% | 15% | 20% | 13% | 6% | 10% | 15% |
| Yes - disability | 7% | 5% | 7% | 8% | 7% | 5% | 9% | 8% | 7% | 6% | 6% | 7% | 10% | 7% | 7% | 5% | 6% | 5% | 10% | 13% | 6% | 10% | 8% | 3% | 6% | 8% |
| Yes - other | 1% | 1% | 1% | 2% | 1% | 1% | - | - | 2% | 1% | 2% | - | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | * | 1% | 1% |
| No | 74% | 75% | 73% | 72% | 70% | 76% | 71% | 68% | 75% | 81% | 72% | 78% | 74% | 74% | 74% | 79% | 75% | 84% | 65% | 59% | 72% | 60% | 75% | 88% | 77% | 71% |
| Prefer not to say | 1% | 3% | - | 2% | 1% | 2% | 3% | 2% | * | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 1% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 87

**Which of the following options best describes how you think of yourself?**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| Heterosexual/ straight | 89% | 90% | 89% | 77% | 81% | 90% | 89% | 94% | 96% | 94% | 98% | 80% | 89% | 95% | 87% | 91% | 93% | 86% | 90% | 87% | 95% | 88% | 96% | 71% |
| Lesbian/ gay woman | 2% | - | 3% | 5% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 3% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | * | 2% | 1% | 6% |
| Gay man | 3% | 6% | - | 3% | 4% | 4% | 5% | * | 2% | 3% | * | 4% | 4% | 1% | 4% | 3% | 2% | 3% | 3% | 5% | 2% | 3% | 2% | 4% |
| Bisexual | 4% | 3% | 5% | 10% | 9% | 3% | 4% | 2% | 1% | 2% | * | 9% | 3% | 2% | 6% | 3% | 3% | 5% | 4% | 5% | 2% | 5% | 1% | 17% |
| Prefer to self-describe | 1% | * | 1% | 1% | 1% | 1% | 1% | - | - | - | - | 1% | 1% | - | - | 1% | * | 1% | 1% | 1% | - | 1% | - | 3% |
| Prefer not to say | 2% | 1% | 2% | 4% | 3% | 2% | 1% | 1% | 1% | 1% | 1% | 3% | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | - |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 88

**Which of the following options best describes how you think of yourself?**

**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| Heterosexual/ straight | 89% | 86% | 87% | 90% | 88% | 90% | 89% | 88% | 90% | 87% | 89% | 89% | 99% | 89% | 89% | 93% | 94% | 93% | 82% | 84% | 80% | 88% | 89% | 91% | 87% | 91% |
| Lesbian/ gay woman | 2% | 2% | 2% | 1% | 1% | 1% | - | 3% | 3% | 2% | 2% | 2% | - | 1% | 2% | 1% | 1% | 1% | 3% | 3% | 3% | 1% | 2% | 1% | 2% | 1% |
| Gay man | 3% | 4% | 4% | 5% | 3% | 4% | 4% | 1% | 1% | 3% | 2% | 1% | 1% | 3% | 3% | 3% | 3% | 3% | 4% | 3% | 4% | 3% | 3% | 2% | 3% | 3% |
| Bisexual | 4% | 4% | 6% | 4% | 5% | 3% | 5% | 5% | 3% | 6% | 4% | 5% | - | 4% | 4% | 2% | 2% | 3% | 8% | 7% | 8% | 5% | 4% | 3% | 5% | 3% |
| Prefer to self-describe | 1% | 1% | - | 1% | 1% | 1% | - | 2% | 1% | * | - | 1% | - | * | 1% | * | - | * | 1% | 1% | 1% | 1% | 1% | * | 1% | * |
| Prefer not to say | 2% | 4% | 1% | * | 2% | 2% | 2% | - | 2% | 1% | 2% | 2% | - | 2% | 2% | 1% | 1% | 1% | 3% | 2% | 4% | 2% | 1% | 1% | 2% | 1% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 89

**On a typical day, from which of the following sources, if any, do you get information about news and current affairs?**
**Base: All respondents**

| | | Gender | | Age | | | | | | | | | | | Social Grade | | | | Q7 Past Vote | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 65-74 | 75+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | 2024 Voter | 2024 Lab | 2024 Con | 2024 LD | 2024 RUK | 2024 Grn |
| Unweighted base | 2074 | 1045 | 1012 | 192 | 332 | 327 | 339 | 334 | 550 | 301 | 249 | 524 | 666 | 884 | 512 | 699 | 406 | 457 | 1570 | 566 | 320 | 180 | 281 | 137 |
| Weighted base | 2074 | 998 | 1060 | 218 | 351 | 339 | 347 | 332 | 487 | 261 | 225 | 569 | 686 | 819 | 525 | 628 | 429 | 492 | 1577 | 546 | 385 | 199 | 232 | 109 |
| News or current affairs programmes on TV | 51% | 54% | 49% | 22% | 29% | 36% | 57% | 67% | 77% | 71% | 84% | 26% | 47% | 73% | 44% | 54% | 58% | 50% | 56% | 55% | 67% | 53% | 56% | 44% |
| News or current affairs programmes on the radio | 35% | 40% | 32% | 12% | 20% | 31% | 45% | 46% | 45% | 49% | 41% | 17% | 38% | 45% | 33% | 40% | 37% | 30% | 38% | 37% | 45% | 38% | 36% | 29% |
| Physical/paper copies of broadsheet newspapers or magazines (e.g. Times, Guardian, Telegraph) | 10% | 12% | 7% | 6% | 10% | 10% | 13% | 8% | 10% | 9% | 11% | 8% | 12% | 9% | 10% | 10% | 12% | 8% | 11% | 11% | 12% | 10% | 11% | 6% |
| Physical/paper copies of other newspapers or magazines (e.g. Metro, Daily Mail, Stylist, Good Housekeeping) | 13% | 15% | 11% | 4% | 12% | 11% | 15% | 11% | 20% | 16% | 25% | 9% | 13% | 17% | 12% | 15% | 16% | 10% | 14% | 13% | 23% | 7% | 16% | 6% |
| Mainstream online news websites/apps (e.g. BBC, Sky News, national newspapers) | 57% | 65% | 51% | 51% | 51% | 54% | 61% | 63% | 60% | 61% | 59% | 51% | 57% | 61% | 66% | 61% | 54% | 46% | 62% | 69% | 61% | 62% | 52% | 63% |
| Alternative/sector focused online news websites/apps (e.g. technology, politics, fashion) | 12% | 17% | 8% | 15% | 13% | 15% | 13% | 10% | 9% | 11% | 7% | 14% | 14% | 10% | 13% | 13% | 11% | 12% | 12% | 12% | 11% | 15% | 11% | 15% |
| Social media - Facebook | 32% | 27% | 36% | 20% | 34% | 44% | 37% | 32% | 22% | 22% | 22% | 29% | 41% | 26% | 33% | 29% | 32% | 33% | 31% | 34% | 31% | 21% | 35% | 28% |
| Social media - Twitter/ X | 15% | 20% | 10% | 30% | 21% | 13% | 20% | 10% | 6% | 7% | 3% | 25% | 17% | 8% | 19% | 14% | 13% | 15% | 15% | 16% | 10% | 14% | 21% | 15% |
| Social media - YouTube | 21% | 26% | 16% | 40% | 29% | 24% | 21% | 16% | 9% | 11% | 6% | 33% | 22% | 11% | 24% | 20% | 18% | 22% | 19% | 20% | 11% | 17% | 26% | 21% |
| Social media - Instagram | 21% | 18% | 25% | 49% | 38% | 27% | 18% | 10% | 3% | 3% | 2% | 42% | 23% | 6% | 30% | 20% | 17% | 18% | 19% | 22% | 15% | 15% | 13% | 29% |
| Social media - TikTok | 13% | 11% | 15% | 42% | 22% | 16% | 9% | 5% | 1% | 1% | * | 30% | 13% | 3% | 16% | 12% | 12% | 14% | 10% | 13% | 6% | 9% | 9% | 18% |
| Social media - Reddit | 9% | 12% | 6% | 19% | 19% | 15% | 6% | 2% | * | * | * | 19% | 10% | 1% | 13% | 7% | 7% | 9% | 8% | 11% | 3% | 14% | 4% | 15% |
| Social media - other platform | 4% | 4% | 4% | 11% | 4% | 4% | 4% | 4% | 1% | 1% | 2% | 7% | 4% | 2% | 5% | 4% | 2% | 5% | 4% | 3% | 3% | 5% | 3% | 5% |
| Live streaming platforms (e.g. Twitch, Kick, YouTube Live) | 6% | 8% | 4% | 13% | 6% | 9% | 7% | 4% | 2% | 2% | 2% | 8% | 8% | 3% | 8% | 6% | 5% | 5% | 6% | 7% | 5% | 5% | 5% | 7% |
| Podcasts | 12% | 15% | 9% | 15% | 17% | 18% | 13% | 7% | 6% | 7% | 4% | 16% | 15% | 6% | 15% | 13% | 12% | 9% | 13% | 17% | 8% | 12% | 9% | 19% |
| Conversation with friends, family, colleagues, teachers | 49% | 45% | 52% | 53% | 47% | 45% | 52% | 51% | 47% | 46% | 47% | 49% | 49% | 49% | 51% | 50% | 45% | 47% | 49% | 49% | 45% | 46% | 51% | 55% |
| Other sources (specify) | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 3% | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 3% | 3% |
| None of the above | 2% | 2% | 3% | 3% | 4% | 3% | 1% | 1% | 1% | 2% | - | 4% | 2% | 1% | 1% | 2% | 2% | 4% | 2% | * | 2% | 3% | 2% | 2% |

# Budget 2026 Poll

## ONLINE Fieldwork: 30th October to 1st November 2026

Col percents

Table 90

**On a typical day, from which of the following sources, if any, do you get information about news and current affairs?**
**Base: All respondents**

| | | Region | | | | | | | | | | | | | | Housing Tenure | | | | | | Household income | | | Education | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West | North-ern Ire-land | NET: England | NET: Great Britain (ex NI) | NET: Homeowners | Owned outright - without mortgage | Owned with a mortgage or loan | NET: Renters | NET: Rent from Council/ HA | Rent from someone else | Up to 21k | 21k-48k | 48k+ | NET: Uni degree/ equiv. | NET: No uni degree |
| Unweighted base | 2074 | 178 | 84 | 201 | 177 | 165 | 149 | 87 | 186 | 293 | 307 | 182 | 65 | 1744 | 2009 | 1347 | 801 | 546 | 666 | 337 | 329 | 457 | 944 | 516 | 962 | 1068 |
| Weighted base | 2074 | 174 | 83 | 228 | 170 | 182 | 151 | 97 | 195 | 269 | 286 | 180 | 58 | 1745 | 2016 | 1319 | 688 | 631 | 693 | 355 | 339 | 453 | 925 | 539 | 960 | 1066 |
| News or current affairs programmes on TV | 51% | 51% | 52% | 51% | 52% | 51% | 44% | 48% | 49% | 47% | 54% | 58% | 69% | 51% | 51% | 58% | 69% | 45% | 41% | 43% | 39% | 50% | 55% | 47% | 51% | 52% |
| News or current affairs programmes on the radio | 35% | 35% | 38% | 31% | 34% | 35% | 26% | 32% | 35% | 36% | 37% | 41% | 54% | 35% | 35% | 42% | 45% | 38% | 25% | 26% | 24% | 29% | 36% | 42% | 39% | 32% |
| Physical/paper copies of broadsheet newspapers or magazines (e.g. Times, Guardian, Telegraph) | 10% | 9% | 14% | 7% | 8% | 8% | 9% | 7% | 10% | 17% | 9% | 5% | 14% | 10% | 10% | 10% | 10% | 10% | 9% | 8% | 9% | 7% | 10% | 13% | 12% | 7% |
| Physical/paper copies of other newspapers or magazines (e.g. Metro, Daily Mail, Stylist, Good Housekeeping) | 13% | 9% | 15% | 15% | 11% | 12% | 9% | 11% | 14% | 22% | 12% | 10% | 17% | 14% | 13% | 14% | 17% | 11% | 12% | 13% | 11% | 11% | 14% | 14% | 13% | 13% |
| Mainstream online news websites/apps (e.g. BBC, Sky News, national newspapers) | 57% | 57% | 55% | 52% | 54% | 56% | 59% | 64% | 59% | 58% | 59% | 57% | 61% | 57% | 57% | 62% | 61% | 63% | 49% | 47% | 50% | 51% | 57% | 66% | 64% | 52% |
| Alternative/sector focused online news websites/apps (e.g. technology, politics, fashion) | 12% | 13% | 10% | 10% | 13% | 10% | 14% | 9% | 15% | 15% | 11% | 11% | 17% | 12% | 12% | 12% | 9% | 15% | 12% | 12% | 13% | 11% | 11% | 15% | 15% | 10% |
| Social media - Facebook | 32% | 34% | 41% | 31% | 34% | 34% | 32% | 33% | 32% | 22% | 32% | 31% | 38% | 31% | 31% | 30% | 25% | 36% | 35% | 33% | 37% | 27% | 32% | 35% | 32% | 32% |
| Social media - Twitter/ X | 15% | 19% | 14% | 19% | 12% | 20% | 11% | 9% | 13% | 19% | 13% | 12% | 18% | 15% | 15% | 14% | 10% | 19% | 17% | 17% | 17% | 11% | 14% | 20% | 19% | 11% |
| Social media - YouTube | 21% | 24% | 19% | 22% | 21% | 23% | 19% | 15% | 19% | 30% | 16% | 18% | 23% | 21% | 21% | 18% | 13% | 22% | 27% | 27% | 27% | 20% | 22% | 20% | 24% | 18% |
| Social media - Instagram | 21% | 16% | 18% | 21% | 26% | 19% | 24% | 9% | 22% | 28% | 20% | 23% | 17% | 23% | 21% | 18% | 11% | 26% | 27% | 22% | 32% | 12% | 20% | 30% | 27% | 16% |
| Social media - TikTok | 13% | 11% | 13% | 16% | 18% | 12% | 16% | 9% | 13% | 19% | 10% | 7% | 13% | 14% | 13% | 10% | 6% | 15% | 18% | 17% | 20% | 10% | 14% | 16% | 15% | 11% |
| Social media - Reddit | 9% | 9% | 10% | 9% | 8% | 11% | 7% | 7% | 7% | 14% | 7% | 6% | 15% | 9% | 9% | 7% | 3% | 11% | 12% | 8% | 15% | 5% | 9% | 12% | 13% | 5% |
| Social media - other platform | 4% | 6% | 2% | 3% | 5% | 3% | 6% | - | 5% | 6% | 2% | 3% | 9% | 4% | 4% | 4% | 3% | 5% | 5% | 3% | 7% | 4% | 4% | 5% | 5% | 3% |
| Live streaming platforms (e.g. Twitch, Kick, YouTube Live) | 6% | 7% | 6% | 7% | 6% | 6% | 6% | 3% | 6% | 9% | 4% | 3% | 11% | 6% | 6% | 6% | 4% | 8% | 7% | 6% | 8% | 6% | 5% | 8% | 8% | 4% |
| Podcasts | 12% | 17% | 14% | 13% | 8% | 10% | 17% | 10% | 13% | 13% | 9% | 12% | 9% | 12% | 12% | 12% | 8% | 16% | 13% | 10% | 16% | 10% | 11% | 17% | 15% | 9% |
| Conversation with friends, family, colleagues, teachers | 49% | 48% | 54% | 51% | 49% | 47% | 45% | 40% | 48% | 49% | 46% | 54% | 60% | 49% | 48% | 49% | 47% | 50% | 49% | 47% | 51% | 47% | 48% | 50% | 52% | 46% |
| Other sources (specify) | 1% | 1% | - | 1% | 1% | 2% | * | 2% | * | 2% | 3% | 2% | 3% | 1% | 1% | 1% | 1% | * | 2% | 2% | 2% | 3% | 1% | 1% | 1% | 2% |
| None of the above | 2% | 1% | 2% | 2% | 1% | 3% | 5% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 1% | 4% | 4% | 4% | 3% | 2% | 2% | 2% | 2% |

**Prepared by Yonder**

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