

# Public First Poll for the TPA

**Fieldwork:** 16th Sep - 22nd Sep 2021  
**Interview method:** Online Survey  
**Population represented:** UK Adults  
**Sample size:** 2036

## Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules.

**List of Tables**

|    |   |    |
|----|---|----|
| 1  | Which do you think are the most important issues facing the country at this time? Please tick up to three . . . . .   | 4  |
| 2  | Which do you think are the most important issues facing your family at this time?Please tick up to three . . . . .  | 7  |
| 3  | Thinking about the next 12 months, are you generally optimistic or pessimistic about the likely state of the economy? . . . . .   | 10 |
| 4  | Now thinking about your own personal finances in the next 12 months, are you generally optimistic about your own finances or pessimistic? . . . . .   | 13 |
| 5  | In an average month, after all of your expenditure, how much do you usually manage to save? . . . . .   | 16 |
| 6  | Thinking about your retirement, how confident are you that you will have enough money to enjoy a comfortable life? . . . . .  | 19 |
| 7  | Thinking about your long-term savings, including your pension, which of the following do you currently have in place?Select all that apply . . . . .  | 22 |
| 8  | Imagine you lost your job and needed to fall back on your savings to pay for everything from your rent or mortgage to your family’s clothes and food. How many months could you last without your salary? . . . . .   | 25 |
| 9  | Thinking about the previous 12 months, do you think the cost of living has risen, fallen, or stayed the same? . . . . .   | 28 |
| 10 | You said the cost of living had risen in the last 12 months. Which of the following things have you noticed have gone up most? Please select up to three .  | 31 |
| 11 | Have you had to cut back on your spending in the last 12 months? . . . . .  | 34 |
| 12 | Thinking about the next 12 months, do you expect the cost of living to rise, fall, or stay roughly the same? . . . . .  | 37 |
| 13 | Imagine that the cost of living did rise in the next 12 months. How much money per month would you have to lose to go into debt? . . . . .  | 40 |
| 14 | Are you currently planning to cut back on your spending so that you can deal with an increase in the cost of living? . . . . .  | 43 |
| 15 | Which of the following - which have been suggested as possibilities in the media or by politicians - would cause you the most financial problems in the coming year, if any?Select up to three. . . . .   | 46 |
| 16 | Thinking about the high street of your local town or city - or the one closest to you - has your local high street been affected positively or negatively by the Covid crisis and the series of lockdowns, or has it not been affected much at all? . . . . . | 49 |
| 17 | You said that your local high street had been affected negatively. In which ways has it been most affected?Select up to three. . . . .  | 52 |
| 18 | How long do you think it will take before your local high street returns to how it was before the pandemic?Select the option which comes closest to your view . . . . .   | 55 |
| 19 | The Government’s deficit (the difference between Government money spent, and money raised) rose as a result of spending during the Covid crisis.How much of a priority should it be for the Government to reduce this deficit, if at all? . . . . .           | 58 |
| 20 | You said that the Government should make deficit reduction a priority. Which of the following things do you think it should focus on?Select only one . .  | 61 |
| 21 | You said that the Government should not make debt repayment a priority. Which of the following reasons best explains why?Select only one. . . . .   | 64 |
| 22 | Do you think taxes on the public should go up to reduce the debt the Government has created during the Covid pandemic, or not? . . . . .  | 67 |
| 23 | Thinking about Government spending generally. How much of what the Government spends would you estimate is wasted or spent unnecessarily, if any? .   | 69 |
| 24 | If Government money is going to be limited for the next five years, which of the following Government Departments should be prioritised so they have money to spend?Select up to three. . . . .   | 72 |
| 25 | Do you agree or disagree with the following statements?: We should not put any more money into the NHS until the overall system is improved . . . . .   | 75 |
| 26 | Do you agree or disagree with the following statements?: We should not spend more money on social care until the overall system is improved . . . . .   | 78 |
| 27 | Do you agree or disagree with the following statements?: Much of the money put into the NHS is wasted . . . . .   | 81 |
| 28 | Do you agree or disagree with the following statements?: We should give the NHS whatever it needs during the Covid crisis, even if taxes rise . . . . .   | 84 |
| 29 | Thinking back to when the Conservatives came to power in 2010, has the proportion of your income that you pay in tax risen, fallen, or stayed about the same? . . . . .   | 87 |
| 30 | Do you trust Labour or the Conservatives more on the following policies?: Keeping taxes low for people like you . . . . .   | 90 |
| 31 | Do you trust Labour or the Conservatives more on the following policies?: Running public services well . . . . .  | 92 |

32 Do you trust Labour or the Conservatives more on the following policies?: Cutting Government waste . . . . . 94

33 Do you trust Labour or the Conservatives more on the following policies?: Maintaining a stable economy . . . . . 96

34 Do you trust Labour or the Conservatives more on the following policies?: Encouraging economic growth . . . . . 98

35 Do you trust Labour or the Conservatives more on the following policies?: Helping businesses to grow . . . . . 100

36 Do you trust Labour or the Conservatives more on the following policies?: Supporting small businesses . . . . . 102

37 Do you trust Labour or the Conservatives more on the following policies?: Tackling climate change . . . . . 104

38 Do you trust Labour or the Conservatives more on the following policies?: Supporting the NHS . . . . . 106

39 Which of the following characteristics or traits do you most associate with the Conservative Party? Select up to three. . . . . 108

40 Thinking very broadly about the country as a whole, do you think the levels of taxation in Britain are too high, too low, or about right? . . . . . 111

41 Now thinking about your own taxes, do you think the levels of taxation you pay are too high, too low, or about right? . . . . . 114

42 Without looking it up, what proportion of your income would you say you pay in total in taxation? . . . . . 117

43 How confident of your estimate are you? . . . . . 120

44 And what proportion do you think that it would be fair for someone on your income to pay? . . . . . 123

45 Now thinking of someone who earns the National Living Wage (£8.91 per hour), what proportion of their income do you think it would be fair for them to pay in taxation? . . . . . 126

46 If you were to receive a salary raise of 10%, what proportion of the raise do you think you would keep after taxation? So, for example, if your salary was to increase from £20,000 a year to £22,000 a year, what proportion of that £2,000 extra would you expect to keep . . . . . 129

47 And what proportion do you think would be fair for you to keep? . . . . . 132

48 From what you have seen and heard, which of the following taxes bring in the most revenue for central Government? Select up to three. . . . . 135

49 Which of the following taxes currently levied by the UK Government do you think are the fairest? Select up to three . . . . . 138

50 And which of the following taxes currently levied by the UK Government are the least fair? Select up to three . . . . . 141

51 Let us assume that the Government had to raise taxes to pay off debts accumulated during the Covid pandemic. Which of the following taxes should the Government raise? Please select up to three . . . . . 144

52 Let us assume that the Government had paid off sufficient levels of debt and was going to cut taxes in the UK. Which of the following taxes do you think the Government should cut first? Please select up to three . . . . . 147

53 Which of the following areas do you think improve most as more money is spent on them? Please select up to three . . . . . 150

54 Which of the following areas do you think improve least as more money is spent on them? Please select up to three . . . . . 153

55 From what you have seen and heard, and from your own experiences if relevant, which of the following Government Departments do you think wastes the most money, if any? Please select up to three . . . . . 156

56 Many different Government Departments, Agencies and external organisations spend money raised through taxation. Which of the following groups of people do you trust most to spend this money wisely? Select one. . . . . 159

57 Have you ever been self-employed? . . . . . 162

58 You said you had been self-employed but you aren't any longer. Which of the following reasons best explains why you are no longer self-employed? Please select up to three . . . . . 165

59 Would you ever consider setting up a business in Britain? . . . . . 168

60 You said that you wouldn't ever consider setting up a business in Britain. Which of the following reasons best explains why? Please select up to three . . 170

61 Which of the following political parties, if any, would you say prioritise lower taxes? Please select all that apply . . . . . 173

62 How likely or unlikely do you think it is that your personal taxes will be reduced in the next decade? . . . . . 176

63 The Government has recently announced a 2.5% increase in the National Insurance Contributions paid for each worker, to raise money for social care and the NHS. How likely or unlikely do you think it is that this will lead to significantly improved quality in the NHS or Social Care? . . . . . 179

64 Overall, do you believe that this raise in National Insurance Contributions is fair or unfair? . . . . . 182

65 You said that the National Insurance Contribution raise was unfair. Which of the following best explains why? Please select up to three . . . . . 185

66 In the UK, which of the following would you say is most negatively affected by the tax system, if any? Please select up to three . . . . . 188

67 For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Students . . . 191

68 For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Big businesses 194

69 For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Small and medium size businesses . . . . . 197

70 For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: People earning over £80,000 a year . . . . . 200

71 For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: People earning less than £20,000 a year . . . . . 203

72 For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Everyone who is employed / has an income . . . . . 206

73 For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Landlords . . . 209

74 For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Home owners . 212

75 For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: People who earn money from investments . . . . . 215

(1.A) Which do you think are the most important issues facing the country at this time? Please tick up to three

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                                      | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted  | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Britain leaving the EU                          | 22%   | 23%   | 20%   | 24%   | 22%   | 25%   | 21% | 21%    | 25%        | 17%        | 27%             | 16%           | 19%           | 21%                      | 21%        | 20%        | 30%      | 20%   | 35%              |
| Levels of crime                                 | 16%   | 15%   | 16%   | 16%   | 18%   | 14%   | 15% | 22%    | 13%        | 16%        | 18%             | 22%           | 18%           | 17%                      | 15%        | 13%        | 6%       | 10%   | 8%               |
| Quality of and access to schools / universities | 5%    | 8%    | 8%    | 6%    | 6%    | 1%    | 3%  | 8%     | 3%         | 6%         | 5%              | 6%            | 6%            | 3%                       | 6%         | 4%         | 6%       | 6%    | 8%               |
| Quality of the NHS                              | 46%   | 31%   | 38%   | 41%   | 49%   | 55%   | 58% | 35%    | 47%        | 50%        | 41%             | 48%           | 42%           | 43%                      | 43%        | 46%        | 53%      | 59%   | 68%              |
| Availability of housing                         | 14%   | 21%   | 16%   | 12%   | 15%   | 11%   | 10% | 22%    | 15%        | 17%        | 14%             | 7%            | 13%           | 10%                      | 19%        | 11%        | 10%      | 5%    | 19%              |
| Levels of immigration                           | 24%   | 14%   | 13%   | 21%   | 24%   | 35%   | 32% | 17%    | 28%        | 22%        | 28%             | 30%           | 26%           | 24%                      | 25%        | 23%        | 19%      | 22%   | 18%              |
| Access to good pensions                         | 6%    | 6%    | 9%    | 5%    | 4%    | 6%    | 7%  | 6%     | 3%         | 5%         | 5%              | 5%            | 5%            | 10%                      | 8%         | 8%         | 9%       | 7%    | 0%               |
| Level of taxation                               | 13%   | 23%   | 19%   | 14%   | 11%   | 9%    | 6%  | 15%    | 12%        | 15%        | 10%             | 9%            | 19%           | 11%                      | 11%        | 14%        | 13%      | 13%   | 12%              |
| State of the economy                            | 36%   | 23%   | 28%   | 34%   | 40%   | 37%   | 48% | 29%    | 40%        | 36%        | 31%             | 38%           | 28%           | 37%                      | 37%        | 38%        | 47%      | 34%   | 39%              |
| Threat of climate change                        | 32%   | 28%   | 27%   | 30%   | 32%   | 38%   | 38% | 29%    | 35%        | 37%        | 35%             | 33%           | 29%           | 29%                      | 35%        | 31%        | 30%      | 34%   | 33%              |
| Quality / cost of public transport              | 6%    | 12%   | 12%   | 7%    | 4%    | 3%    | 1%  | 11%    | 4%         | 7%         | 4%              | 4%            | 6%            | 9%                       | 1%         | 7%         | 3%       | 7%    | 10%              |
| Number of people on welfare                     | 10%   | 8%    | 7%    | 10%   | 11%   | 11%   | 11% | 8%     | 9%         | 11%        | 10%             | 8%            | 9%            | 13%                      | 13%        | 9%         | 13%      | 13%   | 3%               |
| Threat of terrorism                             | 12%   | 11%   | 11%   | 9%    | 13%   | 14%   | 13% | 12%    | 10%        | 11%        | 13%             | 16%           | 11%           | 18%                      | 10%        | 12%        | 10%      | 13%   | 3%               |
| State of Britain's Armed Forces                 | 3%    | 3%    | 3%    | 4%    | 3%    | 3%    | 4%  | 5%     | 1%         | 2%         | 3%              | 4%            | 3%            | 3%                       | 4%         | 4%         | 4%       | 6%    | 0%               |
| Cost of living                                  | 35%   | 41%   | 43%   | 40%   | 38%   | 28%   | 22% | 34%    | 35%        | 34%        | 35%             | 29%           | 34%           | 39%                      | 37%        | 36%        | 38%      | 34%   | 38%              |
| None of the above                               | 0%    | 1%    | 0%    | 1%    | 0%    | 0%    | 0%  | 1%     | 1%         | 0%         | 0%              | 0%            | 0%            | 0%                       | 0%         | 1%         | 0%       | 2%    | 0%               |
| Don't know                                      | 2%    | 4%    | 4%    | 4%    | 1%    | 0%    | 1%  | 2%     | 2%         | 1%         | 4%              | 6%            | 4%            | 2%                       | 1%         | 2%         | 0%       | 0%    | 0%               |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) Which do you think are the most important issues facing the country at this time? Please tick up to three

|   | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|   |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                                      | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted  | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Britain leaving the EU                          | 22%   | 23%    | 22%    | 22%               | 24%     | 20%        | 21%        | 25%     | 22%        | 21%            | 27%                           | 17%              | 19%                     | 24%                               | 18%              | 25%          | 13%   | 31%    | 21%            |
| Levels of crime                                 | 16%   | 16%    | 16%    | 18%               | 17%     | 16%        | 14%        | 10%     | 13%        | 16%            | 15%                           | 18%              | 18%                     | 17%                               | 14%              | 23%          | 19%   | 11%    | 19%            |
| Quality of and access to schools / universities | 5%    | 5%     | 6%     | 7%                | 5%      | 4%         | 5%         | 4%      | 7%         | 6%             | 6%                            | 5%               | 3%                      | 6%                                | 4%               | 6%           | 5%    | 6%     | 5%             |
| Quality of the NHS                              | 46%   | 42%    | 50%    | 40%               | 48%     | 42%        | 46%        | 54%     | 46%        | 50%            | 46%                           | 48%              | 45%                     | 37%                               | 44%              | 36%          | 48%   | 48%    | 36%            |
| Availability of housing                         | 14%   | 12%    | 15%    | 19%               | 13%     | 17%        | 13%        | 8%      | 7%         | 10%            | 9%                            | 14%              | 18%                     | 24%                               | 21%              | 24%          | 12%   | 15%    | 15%            |
| Levels of immigration                           | 24%   | 24%    | 23%    | 17%               | 26%     | 22%        | 23%        | 29%     | 29%        | 28%            | 17%                           | 12%              | 30%                     | 23%                               | 22%              | 7%           | 40%   | 11%    | 17%            |
| Access to good pensions                         | 6%    | 7%     | 6%     | 8%                | 6%      | 7%         | 6%         | 4%      | 5%         | 6%             | 6%                            | 13%              | 8%                      | 7%                                | 4%               | 5%           | 7%    | 6%     | 5%             |
| Level of taxation                               | 13%   | 15%    | 11%    | 16%               | 12%     | 15%        | 11%        | 12%     | 15%        | 10%            | 15%                           | 21%              | 10%                     | 18%                               | 16%              | 15%          | 12%   | 12%    | 16%            |
| State of the economy                            | 36%   | 37%    | 35%    | 28%               | 37%     | 34%        | 43%        | 41%     | 34%        | 42%            | 39%                           | 37%              | 31%                     | 20%                               | 31%              | 26%          | 35%   | 40%    | 31%            |
| Threat of climate change                        | 32%   | 33%    | 31%    | 28%               | 32%     | 31%        | 34%        | 33%     | 42%        | 35%            | 32%                           | 32%              | 24%                     | 26%                               | 30%              | 34%          | 27%   | 40%    | 27%            |
| Quality / cost of public transport              | 6%    | 8%     | 5%     | 11%               | 6%      | 6%         | 4%         | 3%      | 8%         | 6%             | 7%                            | 9%               | 7%                      | 4%                                | 7%               | 14%          | 4%    | 8%     | 6%             |
| Number of people on welfare                     | 10%   | 9%     | 11%    | 7%                | 10%     | 11%        | 11%        | 10%     | 14%        | 11%            | 10%                           | 10%              | 8%                      | 6%                                | 11%              | 4%           | 12%   | 9%     | 8%             |
| Threat of terrorism                             | 12%   | 10%    | 13%    | 11%               | 13%     | 13%        | 9%         | 10%     | 17%        | 13%            | 13%                           | 11%              | 14%                     | 11%                               | 7%               | 7%           | 15%   | 10%    | 8%             |
| State of Britain's Armed Forces                 | 3%    | 5%     | 2%     | 4%                | 3%      | 3%         | 3%         | 3%      | 7%         | 4%             | 4%                            | 0%               | 1%                      | 3%                                | 2%               | 0%           | 4%    | 3%     | 2%             |
| Cost of living                                  | 35%   | 32%    | 38%    | 35%               | 32%     | 38%        | 39%        | 35%     | 28%        | 27%            | 35%                           | 14%              | 39%                     | 42%                               | 49%              | 41%          | 32%   | 35%    | 41%            |
| None of the above                               | 0%    | 1%     | 0%     | 1%                | 0%      | 1%         | 1%         | 0%      | 0%         | 0%             | 0%                            | 0%               | 0%                      | 1%                                | 1%               | 5%           | 0%    | 0%     | 1%             |
| Don't know                                      | 2%    | 2%     | 2%     | 3%                | 2%      | 1%         | 3%         | 3%      | 1%         | 1%             | 3%                            | 0%               | 4%                      | 6%                                | 2%               | 2%           | 1%    | 1%     | 7%             |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.C) Which do you think are the most important issues facing the country at this time? Please tick up to three

|   | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                             | Voting Intention |        |                   | Education                                      |                       |  |                                |                      |
|---|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|----------------------|
|   |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHI) |
| Unweighted                                      | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259                         | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                   |
| Weighted  | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283                         | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                   |
| Britain leaving the EU                          | 22%   | 25%          | 23% | 21% | 20% | 15%          | 27%    | 36%              | 14%              | 22%                         | 16%              | 28%    | 32%               | 19%  | 25%                   | 25%                                      | 23%                            | 25%                  |
| Levels of crime                                 | 16%   | 14%          | 16% | 18% | 15% | 20%          | 12%    | 9%               | 33%              | 19%                         | 20%              | 12%    | 10%               | 20%  | 16%                   | 15%                                      | 14%                            | 10%                  |
| Quality of and access to schools / universities | 5%    | 6%           | 5%  | 7%  | 4%  | 4%           | 7%     | 9%               | 0%               | 3%                          | 5%               | 6%     | 9%                | 4%   | 5%                    | 6%                                       | 11%                            | 9%                   |
| Quality of the NHS                              | 46%   | 44%          | 50% | 43% | 47% | 46%          | 48%    | 47%              | 37%              | 37%                         | 44%              | 50%    | 40%               | 49%  | 43%                   | 48%                                      | 38%                            | 39%                  |
| Availability of housing                         | 14%   | 13%          | 14% | 13% | 15% | 10%          | 21%    | 13%              | 11%              | 16%                         | 9%               | 20%    | 18%               | 14%  | 15%                   | 13%                                      | 11%                            | 9%                   |
| Levels of immigration                           | 24%   | 18%          | 22% | 28% | 27% | 37%          | 10%    | 9%               | 50%              | 23%                         | 36%              | 10%    | 11%               | 32%  | 23%                   | 16%                                      | 10%                            | 25%                  |
| Access to good pensions                         | 6%    | 7%           | 5%  | 5%  | 7%  | 6%           | 7%     | 6%               | 14%              | 3%                          | 7%               | 7%     | 8%                | 7%   | 4%                    | 5%                                       | 8%                             | 10%                  |
| Level of taxation                               | 13%   | 12%          | 14% | 15% | 11% | 12%          | 14%    | 10%              | 22%              | 16%                         | 12%              | 15%    | 8%                | 12%  | 14%                   | 14%                                      | 14%                            | 22%                  |
| State of the economy                            | 36%   | 47%          | 34% | 33% | 29% | 39%          | 33%    | 42%              | 29%              | 32%                         | 38%              | 34%    | 36%               | 33%  | 32%                   | 37%                                      | 41%                            | 44%                  |
| Threat of climate change                        | 32%   | 38%          | 34% | 28% | 28% | 30%          | 34%    | 43%              | 31%              | 26%                         | 32%              | 31%    | 41%               | 27%  | 32%                   | 39%                                      | 33%                            | 33%                  |
| Quality / cost of public transport              | 6%    | 8%           | 6%  | 6%  | 5%  | 6%           | 7%     | 6%               | 3%               | 5%                          | 7%               | 7%     | 8%                | 5%   | 4%                    | 9%                                       | 13%                            | 11%                  |
| Number of people on welfare                     | 10%   | 10%          | 11% | 10% | 9%  | 13%          | 7%     | 8%               | 8%               | 6%                          | 13%              | 8%     | 6%                | 9%   | 10%                   | 10%                                      | 8%                             | 17%                  |
| Threat of terrorism                             | 12%   | 12%          | 11% | 11% | 13% | 15%          | 9%     | 9%               | 21%              | 8%                          | 16%              | 10%    | 10%               | 15%  | 13%                   | 9%                                       | 11%                            | 4%                   |
| State of Britain's Armed Forces                 | 3%    | 3%           | 3%  | 4%  | 4%  | 5%           | 2%     | 2%               | 3%               | 1%                          | 5%               | 3%     | 5%                | 3%   | 3%                    | 3%                                       | 5%                             | 0%                   |
| Cost of living                                  | 35%   | 29%          | 37% | 36% | 39% | 28%          | 44%    | 33%              | 22%              | 43%                         | 27%              | 43%    | 36%               | 37%  | 35%                   | 35%                                      | 30%                            | 27%                  |
| None of the above                               | 0%    | 0%           | 0%  | 1%  | 1%  | 0%           | 0%     | 1%               | 0%               | 1%                          | 0%               | 0%     | 1%                | 0%   | 1%                    | 1%                                       | 1%                             | 0%                   |
| Don't know                                      | 2%    | 1%           | 2%  | 4%  | 4%  | 1%           | 2%     | 1%               | 0%               | 8%                          | 0%               | 2%     | 2%                | 2%   | 3%                    | 2%                                       | 2%                             | 0%                   |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) Which do you think are the most important issues facing your family at this time? Please tick up to three

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                                      | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted  | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Britain leaving the EU                          | 16%   | 16%   | 16%   | 15%   | 16%   | 18%   | 14% | 18%    | 15%        | 13%        | 12%             | 13%           | 15%           | 10%                      | 14%        | 16%        | 25%      | 15%   | 23%              |
| Levels of crime                                 | 14%   | 16%   | 15%   | 15%   | 14%   | 12%   | 13% | 18%    | 14%        | 13%        | 10%             | 18%           | 17%           | 17%                      | 15%        | 14%        | 7%       | 12%   | 19%              |
| Quality of and access to schools / universities | 7%    | 11%   | 11%   | 11%   | 7%    | 3%    | 3%  | 13%    | 4%         | 5%         | 5%              | 9%            | 10%           | 11%                      | 4%         | 8%         | 2%       | 4%    | 11%              |
| Quality of the NHS                              | 40%   | 24%   | 31%   | 33%   | 39%   | 49%   | 56% | 27%    | 37%        | 46%        | 41%             | 42%           | 40%           | 37%                      | 42%        | 35%        | 46%      | 59%   | 51%              |
| Availability of housing                         | 11%   | 14%   | 16%   | 14%   | 12%   | 7%    | 6%  | 15%    | 12%        | 14%        | 14%             | 9%            | 6%            | 10%                      | 16%        | 9%         | 12%      | 4%    | 12%              |
| Levels of immigration                           | 12%   | 10%   | 8%    | 9%    | 11%   | 15%   | 16% | 9%     | 13%        | 11%        | 15%             | 19%           | 13%           | 15%                      | 20%        | 8%         | 6%       | 16%   | 3%               |
| Access to good pensions                         | 11%   | 8%    | 9%    | 10%   | 10%   | 16%   | 14% | 9%     | 11%        | 15%        | 10%             | 10%           | 12%           | 11%                      | 12%        | 14%        | 11%      | 9%    | 6%               |
| Level of taxation                               | 18%   | 21%   | 21%   | 22%   | 19%   | 16%   | 10% | 20%    | 17%        | 18%        | 16%             | 12%           | 21%           | 17%                      | 19%        | 18%        | 18%      | 20%   | 16%              |
| State of the economy                            | 29%   | 23%   | 23%   | 25%   | 32%   | 32%   | 37% | 26%    | 34%        | 28%        | 28%             | 28%           | 23%           | 33%                      | 33%        | 29%        | 38%      | 21%   | 30%              |
| Threat of climate change                        | 22%   | 18%   | 21%   | 20%   | 17%   | 23%   | 29% | 22%    | 21%        | 20%        | 22%             | 24%           | 25%           | 20%                      | 22%        | 20%        | 24%      | 19%   | 17%              |
| Quality / cost of public transport              | 7%    | 9%    | 11%   | 8%    | 5%    | 5%    | 4%  | 7%     | 7%         | 13%        | 10%             | 3%            | 6%            | 5%                       | 4%         | 8%         | 4%       | 7%    | 8%               |
| Number of people on welfare                     | 6%    | 8%    | 7%    | 6%    | 6%    | 4%    | 4%  | 8%     | 4%         | 3%         | 5%              | 5%            | 4%            | 7%                       | 5%         | 6%         | 7%       | 10%   | 7%               |
| Threat of terrorism                             | 7%    | 8%    | 8%    | 5%    | 5%    | 8%    | 8%  | 9%     | 8%         | 6%         | 5%              | 7%            | 5%            | 7%                       | 5%         | 5%         | 8%       | 10%   | 5%               |
| State of Britain's Armed Forces                 | 2%    | 4%    | 4%    | 2%    | 1%    | 2%    | 1%  | 5%     | 0%         | 1%         | 2%              | 3%            | 2%            | 2%                       | 0%         | 3%         | 2%       | 1%    | 0%               |
| Cost of living                                  | 50%   | 49%   | 49%   | 52%   | 60%   | 50%   | 42% | 40%    | 53%        | 52%        | 54%             | 50%           | 52%           | 47%                      | 56%        | 51%        | 51%      | 51%   | 58%              |
| None of the above                               | 3%    | 3%    | 0%    | 3%    | 2%    | 4%    | 4%  | 3%     | 3%         | 2%         | 3%              | 2%            | 2%            | 4%                       | 1%         | 3%         | 2%       | 5%    | 8%               |
| Don't know                                      | 4%    | 7%    | 4%    | 5%    | 5%    | 2%    | 2%  | 5%     | 3%         | 3%         | 5%              | 6%            | 5%            | 4%                       | 1%         | 5%         | 3%       | 1%    | 0%               |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(2.B) Which do you think are the most important issues facing your family at this time? Please tick up to three

|   | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|   |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                                      | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted  | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Britain leaving the EU                          | 16%   | 16%    | 15%    | 18%               | 16%     | 14%        | 16%        | 13%     | 11%        | 17%            | 19%                           | 12%              | 12%                     | 11%                               | 14%              | 7%           | 8%    | 25%    | 15%            |
| Levels of crime                                 | 14%   | 15%    | 13%    | 14%               | 17%     | 16%        | 13%        | 7%      | 16%        | 14%            | 14%                           | 25%              | 18%                     | 12%                               | 12%              | 22%          | 17%   | 12%    | 14%            |
| Quality of and access to schools / universities | 7%    | 7%     | 8%     | 12%               | 6%      | 9%         | 4%         | 7%      | 6%         | 6%             | 11%                           | 5%               | 3%                      | 8%                                | 8%               | 6%           | 6%    | 8%     | 6%             |
| Quality of the NHS                              | 40%   | 36%    | 43%    | 32%               | 43%     | 37%        | 41%        | 46%     | 39%        | 45%            | 39%                           | 25%              | 35%                     | 34%                               | 33%              | 45%          | 41%   | 42%    | 31%            |
| Availability of housing                         | 11%   | 8%     | 14%    | 16%               | 8%      | 12%        | 10%        | 11%     | 12%        | 7%             | 7%                            | 11%              | 18%                     | 16%                               | 25%              | 10%          | 10%   | 12%    | 13%            |
| Levels of immigration                           | 12%   | 13%    | 10%    | 9%                | 13%     | 12%        | 12%        | 12%     | 17%        | 14%            | 9%                            | 14%              | 13%                     | 12%                               | 10%              | 8%           | 20%   | 6%     | 8%             |
| Access to good pensions                         | 11%   | 12%    | 11%    | 11%               | 9%      | 12%        | 13%        | 12%     | 14%        | 13%            | 11%                           | 20%              | 10%                     | 8%                                | 9%               | 5%           | 12%   | 12%    | 6%             |
| Level of taxation                               | 18%   | 20%    | 16%    | 16%               | 18%     | 19%        | 18%        | 17%     | 22%        | 14%            | 23%                           | 23%              | 10%                     | 18%                               | 21%              | 29%          | 17%   | 17%    | 23%            |
| State of the economy                            | 29%   | 32%    | 26%    | 23%               | 30%     | 32%        | 31%        | 31%     | 30%        | 32%            | 30%                           | 43%              | 26%                     | 26%                               | 24%              | 23%          | 29%   | 32%    | 20%            |
| Threat of climate change                        | 22%   | 22%    | 21%    | 22%               | 21%     | 19%        | 21%        | 23%     | 30%        | 26%            | 20%                           | 15%              | 15%                     | 18%                               | 20%              | 20%          | 19%   | 27%    | 15%            |
| Quality / cost of public transport              | 7%    | 7%     | 7%     | 8%                | 7%      | 8%         | 7%         | 6%      | 4%         | 6%             | 8%                            | 5%               | 8%                      | 7%                                | 8%               | 3%           | 7%    | 7%     | 5%             |
| Number of people on welfare                     | 6%    | 5%     | 7%     | 7%                | 7%      | 4%         | 6%         | 2%      | 3%         | 6%             | 6%                            | 5%               | 4%                      | 4%                                | 5%               | 8%           | 6%    | 5%     | 6%             |
| Threat of terrorism                             | 7%    | 8%     | 6%     | 10%               | 7%      | 4%         | 6%         | 5%      | 10%        | 9%             | 7%                            | 0%               | 7%                      | 6%                                | 4%               | 2%           | 9%    | 6%     | 5%             |
| State of Britain's Armed Forces                 | 2%    | 3%     | 1%     | 4%                | 1%      | 2%         | 1%         | 2%      | 4%         | 3%             | 2%                            | 0%               | 2%                      | 1%                                | 3%               | 0%           | 2%    | 2%     | 4%             |
| Cost of living                                  | 50%   | 44%    | 56%    | 41%               | 50%     | 54%        | 55%        | 55%     | 50%        | 40%            | 52%                           | 50%              | 61%                     | 59%                               | 63%              | 55%          | 52%   | 47%    | 54%            |
| None of the above                               | 3%    | 3%     | 3%     | 3%                | 3%      | 3%         | 3%         | 2%      | 2%         | 4%             | 2%                            | 0%               | 2%                      | 3%                                | 3%               | 2%           | 3%    | 2%     | 4%             |
| Don't know                                      | 4%    | 4%     | 4%     | 6%                | 3%      | 2%         | 5%         | 5%      | 1%         | 2%             | 4%                            | 0%               | 6%                      | 8%                                | 3%               | 6%           | 3%    | 3%     | 8%             |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.C) Which do you think are the most important issues facing your family at this time? Please tick up to three

|   | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                             | Voting Intention |        |                   | Education                                      |                       |  |                                |                      |
|---|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|----------------------|
|   |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHI) |
| Unweighted                                      | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259                         | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                   |
| Weighted  | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283                         | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                   |
| Britain leaving the EU                          | 16%   | 18%          | 13% | 19% | 13% | 10%          | 19%    | 27%              | 6%               | 11%                         | 12%              | 18%    | 26%               | 13%  | 17%                   | 17%                                      | 19%                            | 23%                  |
| Levels of crime                                 | 14%   | 13%          | 13% | 15% | 16% | 16%          | 15%    | 10%              | 22%              | 13%                         | 17%              | 15%    | 10%               | 17%  | 17%                   | 10%                                      | 14%                            | 13%                  |
| Quality of and access to schools / universities | 7%    | 8%           | 6%  | 11% | 5%  | 6%           | 9%     | 11%              | 8%               | 5%                          | 6%               | 10%    | 11%               | 3%   | 8%                    | 8%                                       | 15%                            | 5%                   |
| Quality of the NHS                              | 40%   | 40%          | 45% | 34% | 38% | 41%          | 41%    | 41%              | 41%              | 34%                         | 38%              | 40%    | 36%               | 42%  | 38%                   | 40%                                      | 31%                            | 37%                  |
| Availability of housing                         | 11%   | 10%          | 12% | 11% | 12% | 8%           | 16%    | 14%              | 9%               | 12%                         | 7%               | 15%    | 17%               | 12%  | 10%                   | 13%                                      | 11%                            | 5%                   |
| Levels of immigration                           | 12%   | 10%          | 11% | 14% | 12% | 18%          | 7%     | 5%               | 48%              | 9%                          | 17%              | 7%     | 4%                | 15%  | 10%                   | 10%                                      | 9%                             | 12%                  |
| Access to good pensions                         | 11%   | 11%          | 12% | 14% | 8%  | 11%          | 12%    | 13%              | 28%              | 5%                          | 12%              | 11%    | 13%               | 14%  | 10%                   | 12%                                      | 9%                             | 12%                  |
| Level of taxation                               | 18%   | 18%          | 19% | 20% | 15% | 18%          | 16%    | 18%              | 20%              | 21%                         | 17%              | 17%    | 16%               | 15%  | 19%                   | 18%                                      | 19%                            | 17%                  |
| State of the economy                            | 29%   | 36%          | 32% | 26% | 23% | 34%          | 25%    | 30%              | 18%              | 24%                         | 33%              | 26%    | 25%               | 26%  | 30%                   | 31%                                      | 30%                            | 37%                  |
| Threat of climate change                        | 22%   | 25%          | 21% | 18% | 22% | 21%          | 25%    | 27%              | 15%              | 15%                         | 22%              | 24%    | 29%               | 16%  | 20%                   | 29%                                      | 23%                            | 32%                  |
| Quality / cost of public transport              | 7%    | 7%           | 9%  | 6%  | 6%  | 7%           | 8%     | 7%               | 8%               | 6%                          | 7%               | 8%     | 7%                | 5%   | 8%                    | 9%                                       | 9%                             | 6%                   |
| Number of people on welfare                     | 6%    | 5%           | 5%  | 5%  | 7%  | 7%           | 5%     | 4%               | 5%               | 6%                          | 6%               | 6%     | 6%                | 5%   | 4%                    | 5%                                       | 7%                             | 17%                  |
| Threat of terrorism                             | 7%    | 8%           | 6%  | 7%  | 6%  | 10%          | 5%     | 6%               | 9%               | 5%                          | 11%              | 5%     | 5%                | 7%   | 7%                    | 6%                                       | 8%                             | 16%                  |
| State of Britain's Armed Forces                 | 2%    | 3%           | 2%  | 1%  | 2%  | 3%           | 2%     | 3%               | 3%               | 2%                          | 3%               | 2%     | 4%                | 2%   | 1%                    | 3%                                       | 4%                             | 3%                   |
| Cost of living                                  | 50%   | 41%          | 54% | 51% | 56% | 47%          | 53%    | 46%              | 44%              | 61%                         | 45%              | 55%    | 45%               | 53%  | 50%                   | 48%                                      | 38%                            | 37%                  |
| None of the above                               | 3%    | 4%           | 2%  | 3%  | 2%  | 4%           | 1%     | 2%               | 0%               | 3%                          | 4%               | 1%     | 2%                | 2%   | 4%                    | 3%                                       | 4%                             | 0%                   |
| Don't know                                      | 4%    | 1%           | 3%  | 5%  | 7%  | 2%           | 4%     | 1%               | 3%               | 9%                          | 2%               | 4%     | 2%                | 6%   | 6%                    | 2%                                       | 1%                             | 0%                   |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.A) Thinking about the next 12 months, are you generally optimistic or pessimistic about the likely state of the economy?

|                                    | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|------------------------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                                    |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                         | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                           | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Very optimistic                    | 7%    | 13%   | 13%   | 11%   | 3%    | 1%    | 1%  | 18%    | 3%         | 5%         | 4%              | 6%            | 6%            | 3%                       | 8%         | 7%         | 7%       | 4%    | 6%               |
| Quite optimistic                   | 25%   | 27%   | 28%   | 23%   | 21%   | 24%   | 29% | 29%    | 23%        | 22%        | 26%             | 35%           | 29%           | 25%                      | 23%        | 24%        | 19%      | 23%   | 27%              |
| Neither optimistic nor pessimistic | 28%   | 17%   | 27%   | 30%   | 30%   | 30%   | 31% | 22%    | 27%        | 30%        | 30%             | 23%           | 33%           | 33%                      | 31%        | 26%        | 25%      | 33%   | 33%              |
| Quite pessimistic                  | 25%   | 21%   | 18%   | 20%   | 29%   | 30%   | 30% | 20%    | 31%        | 24%        | 22%             | 24%           | 16%           | 24%                      | 21%        | 27%        | 37%      | 27%   | 22%              |
| Very pessimistic                   | 12%   | 14%   | 9%    | 11%   | 15%   | 14%   | 9%  | 9%     | 13%        | 17%        | 13%             | 7%            | 11%           | 10%                      | 15%        | 13%        | 11%      | 13%   | 6%               |
| Don't know                         | 3%    | 8%    | 4%    | 5%    | 2%    | 1%    | 1%  | 3%     | 3%         | 2%         | 5%              | 5%            | 5%            | 5%                       | 3%         | 3%         | 2%       | 0%    | 5%               |
| Total Optimistic:                  | 32%   | 40%   | 42%   | 34%   | 25%   | 25%   | 30% | 47%    | 26%        | 26%        | 30%             | 41%           | 35%           | 29%                      | 31%        | 31%        | 26%      | 27%   | 34%              |
| Total Pessimistic:                 | 36%   | 36%   | 28%   | 31%   | 43%   | 44%   | 38% | 28%    | 44%        | 42%        | 35%             | 31%           | 27%           | 34%                      | 36%        | 40%        | 47%      | 41%   | 28%              |
| Net:                               | -4%   | 4%    | 14%   | 3%    | -18%  | -19%  | -8% | 19%    | -18%       | -15%       | -5%             | 10%           | 8%            | -5%                      | -5%        | -8%        | -21%     | -14%  | 5%               |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) Thinking about the next 12 months, are you generally optimistic or pessimistic about the likely state of the economy?

|                                    | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|------------------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                                    |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                         | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                           | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Very optimistic                    | 7%    | 10%    | 4%     | 19%               | 5%      | 4%         | 3%         | 2%      | 4%         | 9%             | 6%                            | 9%               | 4%                      | 6%                                | 6%               | 3%           | 5%    | 11%    | 5%             |
| Quite optimistic                   | 25%   | 27%    | 24%    | 26%               | 27%     | 28%        | 24%        | 23%     | 22%        | 30%            | 25%                           | 27%              | 18%                     | 19%                               | 22%              | 33%          | 32%   | 22%    | 18%            |
| Neither optimistic nor pessimistic | 28%   | 25%    | 31%    | 23%               | 30%     | 24%        | 30%        | 30%     | 33%        | 25%            | 30%                           | 25%              | 34%                     | 34%                               | 24%              | 26%          | 30%   | 23%    | 37%            |
| Quite pessimistic                  | 25%   | 24%    | 26%    | 18%               | 25%     | 28%        | 28%        | 28%     | 28%        | 26%            | 24%                           | 26%              | 26%                     | 26%                               | 26%              | 11%          | 21%   | 29%    | 25%            |
| Very pessimistic                   | 12%   | 12%    | 11%    | 11%               | 11%     | 11%        | 11%        | 15%     | 12%        | 9%             | 12%                           | 4%               | 14%                     | 12%                               | 17%              | 18%          | 11%   | 12%    | 9%             |
| Don't know                         | 3%    | 2%     | 4%     | 3%                | 3%      | 4%         | 4%         | 3%      | 1%         | 1%             | 3%                            | 9%               | 5%                      | 3%                                | 5%               | 9%           | 2%    | 2%     | 7%             |
| Total Optimistic:                  | 32%   | 37%    | 28%    | 44%               | 32%     | 33%        | 26%        | 24%     | 26%        | 39%            | 31%                           | 36%              | 22%                     | 25%                               | 28%              | 36%          | 37%   | 33%    | 22%            |
| Total Pessimistic:                 | 36%   | 36%    | 37%    | 29%               | 36%     | 39%        | 40%        | 43%     | 40%        | 35%            | 36%                           | 30%              | 39%                     | 38%                               | 43%              | 29%          | 32%   | 42%    | 34%            |
| Net:                               | -4%   | 0%     | -8%    | 15%               | -4%     | -6%        | -13%       | -18%    | -14%       | 4%             | -5%                           | 6%               | -18%                    | -13%                              | -15%             | 7%           | 5%    | -9%    | -11%           |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.C) Thinking about the next 12 months, are you generally optimistic or pessimistic about the likely state of the economy?

|                                    | Total | Social Grade |     |     |      | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                |                                |                       |     |     |
|------------------------------------|-------|--------------|-----|-----|------|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|                                    |       | AB           | C1  | C2  | DE   | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted                         | 2036  | 622          | 555 | 373 | 472  | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted                           | 2036  | 546          | 526 | 445 | 505  | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Very optimistic                    | 7%    | 11%          | 6%  | 5%  | 5%   | 8%                  | 7%               | 12%              | 12%             | 3%                  | 10%               | 7%   | 15%                   | 3%                                       | 5%                             | 8%                    | 23% | 16% |
| Quite optimistic                   | 25%   | 28%          | 26% | 26% | 20%  | 36%                 | 22%              | 19%              | 24%             | 16%                 | 43%               | 20%  | 19%                   | 26%                                      | 27%                            | 23%                   | 26% | 27% |
| Neither optimistic nor pessimistic | 28%   | 24%          | 28% | 26% | 34%  | 29%                 | 23%              | 20%              | 32%             | 36%                 | 29%               | 25%  | 20%                   | 32%                                      | 26%                            | 26%                   | 17% | 27% |
| Quite pessimistic                  | 25%   | 24%          | 25% | 29% | 21%  | 18%                 | 29%              | 38%              | 12%             | 24%                 | 13%               | 28%  | 30%                   | 23%                                      | 25%                            | 28%                   | 24% | 21% |
| Very pessimistic                   | 12%   | 11%          | 12% | 11% | 14%  | 8%                  | 16%              | 11%              | 17%             | 12%                 | 4%                | 17%  | 14%                   | 12%                                      | 13%                            | 12%                   | 9%  | 6%  |
| Don't know                         | 3%    | 1%           | 3%  | 3%  | 6%   | 1%                  | 3%               | 1%               | 3%              | 9%                  | 1%                | 2%   | 1%                    | 4%                                       | 3%                             | 2%                    | 1%  | 3%  |
| Total Optimistic:                  | 32%   | 40%          | 33% | 31% | 25%  | 44%                 | 29%              | 30%              | 36%             | 19%                 | 53%               | 28%  | 35%                   | 28%                                      | 32%                            | 31%                   | 50% | 43% |
| Total Pessimistic:                 | 36%   | 35%          | 37% | 40% | 35%  | 25%                 | 45%              | 49%              | 29%             | 36%                 | 17%               | 45%  | 44%                   | 35%                                      | 39%                            | 40%                   | 32% | 27% |
| Net:                               | -4%   | 5%           | -4% | -9% | -10% | 19%                 | -16%             | -19%             | 6%              | -17%                | 35%               | -17%   | -9%                   | -6%                                      | -7%                            | -9%                   | 18% | 15% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) Now thinking about your own personal finances in the next 12 months, are you generally optimistic about your own finances or pessimistic?

|                                    | Age   |       |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|------------------------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                                    | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                         | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                           | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Very optimistic                    | 8%    | 12%   | 15%   | 11%   | 4%    | 4%    | 4%  | 20%    | 4%         | 7%         | 5%              | 5%            | 5%            | 7%                       | 9%         | 11%        | 6%       | 8%    | 6%               |
| Quite optimistic                   | 32%   | 33%   | 32%   | 30%   | 29%   | 29%   | 38% | 33%    | 33%        | 30%        | 29%             | 37%           | 36%           | 35%                      | 22%        | 34%        | 29%      | 26%   | 30%              |
| Neither optimistic nor pessimistic | 35%   | 27%   | 29%   | 32%   | 37%   | 41%   | 41% | 27%    | 39%        | 33%        | 39%             | 36%           | 38%           | 35%                      | 39%        | 32%        | 36%      | 33%   | 38%              |
| Quite pessimistic                  | 14%   | 12%   | 13%   | 16%   | 17%   | 17%   | 11% | 10%    | 15%        | 19%        | 15%             | 12%           | 10%           | 15%                      | 14%        | 13%        | 21%      | 14%   | 14%              |
| Very pessimistic                   | 8%    | 8%    | 8%    | 8%    | 11%   | 8%    | 4%  | 7%     | 7%         | 10%        | 7%              | 6%            | 6%            | 4%                       | 12%        | 7%         | 6%       | 19%   | 9%               |
| Don't know                         | 3%    | 7%    | 3%    | 4%    | 2%    | 1%    | 2%  | 3%     | 2%         | 1%         | 5%              | 5%            | 5%            | 4%                       | 4%         | 3%         | 1%       | 0%    | 3%               |
| Total Optimistic:                  | 40%   | 46%   | 47%   | 41%   | 33%   | 33%   | 42% | 53%    | 37%        | 37%        | 34%             | 42%           | 41%           | 42%                      | 31%        | 45%        | 35%      | 34%   | 36%              |
| Total Pessimistic:                 | 22%   | 20%   | 21%   | 24%   | 28%   | 25%   | 15% | 17%    | 22%        | 30%        | 22%             | 18%           | 17%           | 19%                      | 26%        | 20%        | 28%      | 33%   | 24%              |
| Net:                               | 18%   | 26%   | 26%   | 18%   | 5%    | 8%    | 27% | 36%    | 16%        | 7%         | 11%             | 24%           | 25%           | 22%                      | 5%         | 25%        | 8%       | 1%    | 12%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.B) Now thinking about your own personal finances in the next 12 months, are you generally optimistic about your own finances or pessimistic?

|                                    | Gender |      |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|------------------------------------|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                                    | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                         | 2036   | 1007 | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                           | 2036   | 1003 | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Very optimistic                    | 8%     | 10%  | 7%     | 18%               | 8%      | 5%         | 4%         | 2%      | 8%         | 11%            | 7%                            | 5%               | 8%                      | 5%                                | 6%               | 3%           | 7%    | 11%    | 5%             |
| Quite optimistic                   | 32%    | 34%  | 30%    | 32%               | 32%     | 34%        | 33%        | 33%     | 26%        | 38%            | 35%                           | 34%              | 20%                     | 17%                               | 26%              | 36%          | 37%   | 31%    | 22%            |
| Neither optimistic nor pessimistic | 35%    | 33%  | 36%    | 29%               | 37%     | 37%        | 35%        | 35%     | 37%        | 34%            | 33%                           | 37%              | 37%                     | 41%                               | 36%              | 29%          | 35%   | 34%    | 41%            |
| Quite pessimistic                  | 14%    | 14%  | 15%    | 11%               | 14%     | 12%        | 17%        | 16%     | 18%        | 10%            | 15%                           | 15%              | 19%                     | 20%                               | 16%              | 14%          | 13%   | 15%    | 18%            |
| Very pessimistic                   | 8%     | 6%   | 9%     | 7%                | 7%      | 10%        | 7%         | 10%     | 10%        | 5%             | 7%                            | 9%               | 12%                     | 12%                               | 12%              | 10%          | 8%    | 7%     | 7%             |
| Don't know                         | 3%     | 2%   | 3%     | 3%                | 3%      | 3%         | 3%         | 4%      | 1%         | 1%             | 3%                            | 0%               | 5%                      | 4%                                | 3%               | 9%           | 1%    | 2%     | 6%             |
| Total Optimistic:                  | 40%    | 45%  | 36%    | 50%               | 39%     | 39%        | 37%        | 35%     | 33%        | 50%            | 41%                           | 39%              | 28%                     | 23%                               | 32%              | 39%          | 44%   | 42%    | 27%            |
| Total Pessimistic:                 | 22%    | 20%  | 24%    | 18%               | 21%     | 21%        | 25%        | 26%     | 28%        | 15%            | 22%                           | 24%              | 31%                     | 32%                               | 28%              | 24%          | 20%   | 22%    | 26%            |
| Net:                               | 18%    | 25%  | 13%    | 33%               | 18%     | 17%        | 13%        | 9%      | 5%         | 34%            | 19%                           | 15%              | -3%                     | -10%                              | 4%               | 15%          | 23%   | 20%    | 2%             |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.C) Now thinking about your own personal finances in the next 12 months, are you generally optimistic about your own finances or pessimistic?

|                                    | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                |                                |                       |     |     |
|------------------------------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|                                    |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted                         | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted                           | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Very optimistic                    | 8%    | 13%          | 8%  | 8%  | 4%  | 10%                 | 9%               | 13%              | 10%             | 4%                  | 12%               | 10%  | 14%                   | 5%                                       | 5%                             | 10%                   | 24% | 17% |
| Quite optimistic                   | 32%   | 37%          | 33% | 33% | 25% | 41%                 | 29%              | 30%              | 30%             | 25%                 | 46%               | 27%  | 35%                   | 28%                                      | 35%                            | 33%                   | 30% | 31% |
| Neither optimistic nor pessimistic | 35%   | 33%          | 35% | 33% | 38% | 33%                 | 32%              | 35%              | 32%             | 41%                 | 30%               | 33%  | 30%                   | 39%                                      | 37%                            | 31%                   | 29% | 40% |
| Quite pessimistic                  | 14%   | 12%          | 14% | 15% | 16% | 10%                 | 17%              | 15%              | 9%              | 16%                 | 9%                | 18%  | 13%                   | 14%                                      | 12%                            | 18%                   | 11% | 9%  |
| Very pessimistic                   | 8%    | 4%           | 7%  | 8%  | 12% | 5%                  | 11%              | 7%               | 15%             | 8%                  | 3%                | 11%  | 7%                    | 11%                                      | 7%                             | 7%                    | 5%  | 0%  |
| Don't know                         | 3%    | 1%           | 3%  | 3%  | 5%  | 1%                  | 3%               | 1%               | 3%              | 7%                  | 1%                | 3%   | 1%                    | 4%                                       | 3%                             | 2%                    | 1%  | 3%  |
| Total Optimistic:                  | 40%   | 50%          | 41% | 41% | 29% | 50%                 | 38%              | 42%              | 40%             | 28%                 | 57%               | 36%  | 48%                   | 33%                                      | 40%                            | 43%                   | 54% | 48% |
| Total Pessimistic:                 | 22%   | 16%          | 22% | 23% | 28% | 16%                 | 27%              | 22%              | 24%             | 24%                 | 12%               | 28%  | 20%                   | 24%                                      | 20%                            | 25%                   | 16% | 9%  |
| Net:                               | 18%   | 34%          | 19% | 18% | 1%  | 35%                 | 10%              | 21%              | 16%             | 5%                  | 45%               | 8%   | 28%                   | 8%                                       | 21%                            | 18%                   | 37% | 39% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(5.A) In an average month, after all of your expenditure, how much do you usually manage to save?

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted  | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted  | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| I tend to spend more than I save / I lose savings in an average month | 4%    | 7%    | 5%    | 3%    | 5%    | 5%    | 2%  | 3%     | 4%         | 4%         | 3%              | 3%            | 5%            | 3%                       | 8%         | 5%         | 7%       | 8%    | 0%               |
| I do not manage to save anything                                      | 18%   | 15%   | 15%   | 20%   | 28%   | 22%   | 11% | 10%    | 21%        | 17%        | 21%             | 26%           | 20%           | 14%                      | 21%        | 22%        | 11%      | 27%   | 26%              |
| Less than £25   | 6%    | 6%    | 7%    | 4%    | 6%    | 9%    | 5%  | 5%     | 5%         | 9%         | 7%              | 5%            | 8%            | 8%                       | 4%         | 5%         | 4%       | 4%    | 10%              |
| £25 - £49   | 6%    | 10%   | 9%    | 7%    | 5%    | 3%    | 4%  | 8%     | 7%         | 8%         | 8%              | 6%            | 8%            | 5%                       | 2%         | 5%         | 3%       | 10%   | 3%               |
| £50 - £74   | 6%    | 7%    | 6%    | 7%    | 3%    | 4%    | 7%  | 5%     | 4%         | 5%         | 4%              | 8%            | 9%            | 5%                       | 8%         | 6%         | 7%       | 4%    | 5%               |
| £75 - £99   | 6%    | 8%    | 5%    | 7%    | 4%    | 5%    | 6%  | 5%     | 5%         | 7%         | 5%              | 5%            | 4%            | 7%                       | 6%         | 7%         | 7%       | 7%    | 6%               |
| £100 - £149   | 8%    | 10%   | 8%    | 9%    | 9%    | 8%    | 8%  | 7%     | 7%         | 8%         | 10%             | 4%            | 13%           | 11%                      | 3%         | 8%         | 14%      | 8%    | 3%               |
| £150 - £199   | 5%    | 6%    | 5%    | 4%    | 5%    | 5%    | 5%  | 5%     | 3%         | 5%         | 6%              | 3%            | 6%            | 7%                       | 6%         | 2%         | 6%       | 4%    | 12%              |
| £200 - £299   | 8%    | 3%    | 6%    | 8%    | 7%    | 10%   | 12% | 6%     | 7%         | 11%        | 7%              | 6%            | 3%            | 8%                       | 10%        | 9%         | 11%      | 6%    | 18%              |
| £300 - £399   | 4%    | 1%    | 3%    | 5%    | 4%    | 3%    | 5%  | 4%     | 5%         | 2%         | 3%              | 3%            | 3%            | 5%                       | 5%         | 4%         | 3%       | 4%    | 6%               |
| £400 - £499   | 4%    | 3%    | 4%    | 3%    | 4%    | 4%    | 4%  | 6%     | 5%         | 3%         | 2%              | 4%            | 3%            | 6%                       | 3%         | 4%         | 6%       | 2%    | 0%               |
| £500 - £599   | 4%    | 1%    | 6%    | 5%    | 3%    | 4%    | 6%  | 6%     | 5%         | 6%         | 3%              | 4%            | 3%            | 5%                       | 4%         | 5%         | 5%       | 2%    | 0%               |
| £600 - £699   | 2%    | 3%    | 2%    | 1%    | 1%    | 1%    | 3%  | 2%     | 1%         | 1%         | 2%              | 2%            | 1%            | 1%                       | 1%         | 3%         | 2%       | 3%    | 3%               |
| £700 - £799   | 2%    | 2%    | 2%    | 1%    | 2%    | 1%    | 2%  | 3%     | 2%         | 2%         | 1%              | 1%            | 2%            | 2%                       | 3%         | 3%         | 0%       | 0%    | 0%               |
| £800 - £899   | 1%    | 0%    | 2%    | 1%    | 2%    | 1%    | 0%  | 2%     | 1%         | 0%         | 3%              | 1%            | 0%            | 2%                       | 0%         | 1%         | 1%       | 1%    | 0%               |
| £900 - £999   | 1%    | 1%    | 3%    | 1%    | 1%    | 0%    | 1%  | 3%     | 1%         | 0%         | 1%              | 0%            | 2%            | 1%                       | 4%         | 0%         | 1%       | 0%    | 0%               |
| £1000 or more   | 5%    | 4%    | 6%    | 5%    | 4%    | 5%    | 6%  | 10%    | 6%         | 5%         | 3%              | 6%            | 3%            | 3%                       | 3%         | 4%         | 4%       | 5%    | 5%               |
| Don't know  | 5%    | 9%    | 2%    | 5%    | 3%    | 6%    | 5%  | 6%     | 5%         | 4%         | 4%              | 8%            | 5%            | 6%                       | 3%         | 4%         | 4%       | 1%    | 3%               |
| Prefer not to say   | 5%    | 3%    | 5%    | 3%    | 5%    | 5%    | 6%  | 5%     | 8%         | 4%         | 6%              | 6%            | 3%            | 4%                       | 6%         | 5%         | 4%       | 3%    | 0%               |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.B) In an average month, after all of your expenditure, how much do you usually manage to save?

|   | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|   |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted  | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted  | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| I tend to spend more than I save / I lose savings in an average month | 4%    | 3%     | 5%     | 4%                | 4%      | 4%         | 5%         | 4%      | 4%         | 2%             | 4%                            | 0%               | 7%                      | 4%                                | 8%               | 3%           | 4%    | 3%     | 5%             |
| I do not manage to save anything                                      | 18%   | 14%    | 23%    | 14%               | 17%     | 20%        | 25%        | 17%     | 21%        | 10%            | 16%                           | 16%              | 33%                     | 32%                               | 26%              | 30%          | 20%   | 15%    | 28%            |
| Less than £25   | 6%    | 5%     | 7%     | 5%                | 5%      | 8%         | 7%         | 5%      | 6%         | 4%             | 4%                            | 22%              | 8%                      | 13%                               | 7%               | 8%           | 6%    | 5%     | 7%             |
| £25 - £49   | 6%    | 6%     | 7%     | 8%                | 7%      | 6%         | 4%         | 6%      | 8%         | 4%             | 7%                            | 17%              | 12%                     | 8%                                | 7%               | 11%          | 7%    | 6%     | 7%             |
| £50 - £74   | 6%    | 4%     | 7%     | 4%                | 7%      | 7%         | 4%         | 7%      | 5%         | 5%             | 7%                            | 0%               | 7%                      | 5%                                | 7%               | 6%           | 6%    | 7%     | 3%             |
| £75 - £99   | 6%    | 5%     | 6%     | 6%                | 6%      | 6%         | 5%         | 6%      | 3%         | 5%             | 5%                            | 29%              | 7%                      | 5%                                | 6%               | 4%           | 5%    | 6%     | 6%             |
| £100 - £149   | 8%    | 9%     | 8%     | 6%                | 10%     | 10%        | 7%         | 8%      | 11%        | 9%             | 10%                           | 0%               | 9%                      | 8%                                | 9%               | 3%           | 8%    | 8%     | 7%             |
| £150 - £199   | 5%    | 5%     | 5%     | 5%                | 6%      | 7%         | 4%         | 3%      | 6%         | 6%             | 5%                            | 7%               | 2%                      | 4%                                | 3%               | 6%           | 5%    | 5%     | 4%             |
| £200 - £299   | 8%    | 8%     | 8%     | 7%                | 7%      | 8%         | 9%         | 10%     | 7%         | 10%            | 10%                           | 0%               | 3%                      | 3%                                | 4%               | 6%           | 10%   | 8%     | 3%             |
| £300 - £399   | 4%    | 4%     | 3%     | 4%                | 4%      | 6%         | 3%         | 3%      | 3%         | 5%             | 4%                            | 0%               | 0%                      | 2%                                | 3%               | 2%           | 4%    | 4%     | 3%             |
| £400 - £499   | 4%    | 5%     | 3%     | 5%                | 4%      | 1%         | 5%         | 5%      | 6%         | 5%             | 5%                            | 0%               | 2%                      | 1%                                | 4%               | 1%           | 4%    | 5%     | 2%             |
| £500 - £599   | 4%    | 6%     | 3%     | 5%                | 5%      | 4%         | 5%         | 2%      | 2%         | 7%             | 5%                            | 0%               | 3%                      | 2%                                | 2%               | 0%           | 3%    | 6%     | 3%             |
| £600 - £699   | 2%    | 2%     | 2%     | 2%                | 2%      | 1%         | 2%         | 3%      | 2%         | 2%             | 2%                            | 0%               | 1%                      | 0%                                | 1%               | 3%           | 1%    | 2%     | 0%             |
| £700 - £799   | 2%    | 2%     | 1%     | 2%                | 3%      | 2%         | 0%         | 2%      | 2%         | 3%             | 2%                            | 0%               | 1%                      | 0%                                | 1%               | 0%           | 2%    | 2%     | 0%             |
| £800 - £899   | 1%    | 1%     | 1%     | 2%                | 0%      | 0%         | 1%         | 2%      | 0%         | 1%             | 2%                            | 0%               | 0%                      | 1%                                | 1%               | 0%           | 1%    | 1%     | 1%             |
| £900 - £999   | 1%    | 2%     | 1%     | 3%                | 1%      | 1%         | 0%         | 1%      | 0%         | 2%             | 1%                            | 0%               | 0%                      | 0%                                | 1%               | 1%           | 1%    | 2%     | 1%             |
| £1000 or more   | 5%    | 8%     | 2%     | 6%                | 5%      | 3%         | 4%         | 6%      | 7%         | 9%             | 3%                            | 9%               | 0%                      | 0%                                | 2%               | 1%           | 4%    | 7%     | 4%             |
| Don't know  | 5%    | 5%     | 5%     | 5%                | 4%      | 5%         | 4%         | 7%      | 4%         | 4%             | 5%                            | 0%               | 4%                      | 7%                                | 4%               | 4%           | 3%    | 5%     | 10%            |
| Prefer not to say   | 5%    | 5%     | 5%     | 6%                | 5%      | 3%         | 4%         | 4%      | 5%         | 6%             | 4%                            | 0%               | 3%                      | 4%                                | 4%               | 9%           | 5%    | 3%     | 6%             |

Notes:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.C) In an average month, after all of your expenditure, how much do you usually manage to save?

|   | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                             | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|---|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|   |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted  | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259                         | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                    |
| Weighted  | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283                         | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                    |
| I tend to spend more than I save / I lose savings in an average month | 4%    | 4%           | 5%  | 3%  | 5%  | 3%           | 5%     | 4%               | 6%               | 5%                          | 3%               | 5%     | 5%                | 5%   | 5%                    | 4%                                       | 3%                             | 3%                    |
| I do not manage to save anything                                      | 18%   | 10%          | 15% | 19% | 31% | 17%          | 20%    | 9%               | 20%              | 30%                         | 15%              | 20%    | 14%               | 24%  | 17%                   | 15%                                      | 8%                             | 9%                    |
| Less than £25   | 6%    | 3%           | 6%  | 7%  | 9%  | 5%           | 6%     | 4%               | 11%              | 8%                          | 5%               | 6%     | 3%                | 7%   | 7%                    | 4%                                       | 3%                             | 4%                    |
| £25 - £49   | 6%    | 3%           | 7%  | 8%  | 8%  | 6%           | 8%     | 5%               | 5%               | 4%                          | 6%               | 7%     | 5%                | 7%   | 7%                    | 5%                                       | 5%                             | 11%                   |
| £50 - £74   | 6%    | 3%           | 6%  | 6%  | 7%  | 5%           | 10%    | 5%               | 0%               | 3%                          | 6%               | 8%     | 4%                | 6%   | 8%                    | 4%                                       | 5%                             | 9%                    |
| £75 - £99   | 6%    | 5%           | 6%  | 8%  | 5%  | 6%           | 6%     | 7%               | 0%               | 6%                          | 6%               | 6%     | 6%                | 6%   | 6%                    | 7%                                       | 7%                             | 0%                    |
| £100 - £149   | 8%    | 8%           | 10% | 7%  | 8%  | 8%           | 10%    | 7%               | 10%              | 8%                          | 8%               | 11%    | 4%                | 10%  | 9%                    | 9%                                       | 5%                             | 0%                    |
| £150 - £199   | 5%    | 5%           | 5%  | 8%  | 3%  | 5%           | 5%     | 6%               | 6%               | 5%                          | 6%               | 5%     | 9%                | 4%   | 5%                    | 6%                                       | 4%                             | 3%                    |
| £200 - £299   | 8%    | 8%           | 11% | 6%  | 5%  | 11%          | 6%     | 10%              | 3%               | 3%                          | 10%              | 6%     | 9%                | 7%   | 7%                    | 9%                                       | 8%                             | 8%                    |
| £300 - £399   | 4%    | 5%           | 3%  | 5%  | 2%  | 4%           | 3%     | 5%               | 3%               | 2%                          | 4%               | 4%     | 5%                | 2%   | 4%                    | 4%                                       | 6%                             | 5%                    |
| £400 - £499   | 4%    | 7%           | 4%  | 4%  | 1%  | 5%           | 3%     | 5%               | 6%               | 2%                          | 5%               | 3%     | 2%                | 3%   | 3%                    | 5%                                       | 5%                             | 7%                    |
| £500 - £599   | 4%    | 7%           | 6%  | 3%  | 1%  | 5%           | 3%     | 7%               | 0%               | 4%                          | 6%               | 3%     | 9%                | 3%   | 3%                    | 6%                                       | 11%                            | 7%                    |
| £600 - £699   | 2%    | 3%           | 2%  | 2%  | 1%  | 2%           | 2%     | 3%               | 0%               | 1%                          | 2%               | 2%     | 3%                | 1%   | 1%                    | 2%                                       | 3%                             | 0%                    |
| £700 - £799   | 2%    | 3%           | 2%  | 2%  | 0%  | 3%           | 1%     | 3%               | 0%               | 1%                          | 3%               | 1%     | 4%                | 1%   | 1%                    | 3%                                       | 3%                             | 0%                    |
| £800 - £899   | 1%    | 3%           | 1%  | 1%  | 0%  | 1%           | 0%     | 2%               | 5%               | 1%                          | 1%               | 1%     | 3%                | 0%   | 1%                    | 1%                                       | 4%                             | 3%                    |
| £900 - £999   | 1%    | 3%           | 1%  | 1%  | 0%  | 1%           | 1%     | 2%               | 2%               | 1%                          | 1%               | 1%     | 2%                | 0%   | 0%                    | 2%                                       | 3%                             | 6%                    |
| £1000 or more   | 5%    | 12%          | 3%  | 3%  | 1%  | 6%           | 4%     | 10%              | 7%               | 2%                          | 7%               | 4%     | 7%                | 2%   | 5%                    | 6%                                       | 12%                            | 20%                   |
| Don't know  | 5%    | 4%           | 4%  | 5%  | 6%  | 4%           | 5%     | 3%               | 9%               | 8%                          | 3%               | 5%     | 2%                | 7%   | 7%                    | 4%                                       | 1%                             | 0%                    |
| Prefer not to say   | 5%    | 4%           | 4%  | 4%  | 6%  | 4%           | 3%     | 3%               | 5%               | 7%                          | 3%               | 3%     | 4%                | 5%   | 4%                    | 5%                                       | 4%                             | 3%                    |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) Thinking about your retirement, how confident are you that you will have enough money to enjoy a comfortable life?

|                                   | Total | Age   |       |       |       |       |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|-----------------------------------|-------|-------|-------|-------|-------|-------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                                   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                        | 2036  | 188   | 332   | 366   | 375   | 314   | 461  | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                          | 2036  | 282   | 347   | 347   | 347   | 286   | 427  | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Very confident                    | 13%   | 14%   | 14%   | 13%   | 5%    | 12%   | 20%  | 23%    | 14%        | 12%        | 12%             | 12%           | 8%            | 11%                      | 10%        | 9%         | 11%      | 15%   | 17%              |
| Quite confident                   | 30%   | 33%   | 27%   | 22%   | 24%   | 30%   | 42%  | 30%    | 27%        | 31%        | 28%             | 30%           | 28%           | 39%                      | 36%        | 31%        | 32%      | 22%   | 26%              |
| Neither confident nor unconfident | 25%   | 20%   | 23%   | 28%   | 30%   | 28%   | 22%  | 21%    | 24%        | 24%        | 28%             | 29%           | 31%           | 20%                      | 23%        | 28%        | 27%      | 18%   | 23%              |
| Not very confident                | 14%   | 15%   | 13%   | 17%   | 16%   | 16%   | 8%   | 12%    | 15%        | 14%        | 10%             | 13%           | 17%           | 16%                      | 10%        | 14%        | 18%      | 19%   | 5%               |
| Not confident at all              | 13%   | 10%   | 15%   | 15%   | 21%   | 13%   | 6%   | 10%    | 16%        | 16%        | 15%             | 12%           | 11%           | 7%                       | 12%        | 13%        | 10%      | 23%   | 28%              |
| Don't know                        | 4%    | 8%    | 8%    | 3%    | 4%    | 2%    | 3%   | 5%     | 4%         | 3%         | 6%              | 5%            | 4%            | 7%                       | 8%         | 5%         | 2%       | 3%    | 0%               |
| Total Confident:                  | 43%   | 47%   | 41%   | 36%   | 28%   | 42%   | 62%  | 53%    | 41%        | 42%        | 41%             | 42%           | 37%           | 50%                      | 46%        | 40%        | 43%      | 37%   | 43%              |
| Net:                              | -39%  | -39%  | -33%  | -32%  | -24%  | -40%  | -60% | -48%   | -37%       | -39%       | -34%            | -37%          | -33%          | -43%                     | -38%       | -35%       | -41%     | -34%  | -43%             |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.B) Thinking about your retirement, how confident are you that you will have enough money to enjoy a comfortable life?

|                                   | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|-----------------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                                   |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                        | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                          | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Very confident                    | 13%   | 18%    | 8%     | 21%               | 12%     | 10%        | 11%        | 10%     | 10%        | 23%            | 7%                            | 9%               | 6%                      | 6%                                | 5%               | 7%           | 12%   | 17%    | 8%             |
| Quite confident                   | 30%   | 33%    | 27%    | 27%               | 34%     | 28%        | 29%        | 33%     | 29%        | 39%            | 35%                           | 34%              | 19%                     | 14%                               | 16%              | 17%          | 34%   | 33%    | 16%            |
| Neither confident nor unconfident | 25%   | 24%    | 27%    | 24%               | 25%     | 27%        | 27%        | 25%     | 25%        | 22%            | 28%                           | 38%              | 29%                     | 28%                               | 25%              | 31%          | 24%   | 23%    | 33%            |
| Not very confident                | 14%   | 11%    | 16%    | 14%               | 13%     | 15%        | 13%        | 13%     | 20%        | 9%             | 14%                           | 19%              | 14%                     | 21%                               | 23%              | 12%          | 14%   | 13%    | 16%            |
| Not confident at all              | 13%   | 10%    | 16%    | 11%               | 13%     | 14%        | 15%        | 14%     | 14%        | 4%             | 11%                           | 0%               | 28%                     | 22%                               | 27%              | 21%          | 14%   | 11%    | 20%            |
| Don't know                        | 4%    | 4%     | 5%     | 4%                | 4%      | 6%         | 4%         | 6%      | 2%         | 3%             | 4%                            | 0%               | 4%                      | 8%                                | 4%               | 11%          | 2%    | 4%     | 7%             |
| Total Confident:                  | 43%   | 51%    | 36%    | 48%               | 45%     | 38%        | 40%        | 43%     | 39%        | 62%            | 43%                           | 43%              | 25%                     | 21%                               | 21%              | 24%          | 45%   | 50%    | 24%            |
| Net:                              | -39%  | -47%   | -31%   | -44%              | -41%    | -32%       | -36%       | -37%    | -37%       | -60%           | -39%                          | -43%             | -21%                    | -12%                              | -17%             | -13%         | -43%  | -46%   | -16%           |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.C) Thinking about your retirement, how confident are you that you will have enough money to enjoy a comfortable life?

|                                   | Total | Social Grade |      |      |      | 2019                |                  |                  |                             |                     | Voting Intention  |  |                       | Education                                |                                |                       |      |      |
|-----------------------------------|-------|--------------|------|------|------|---------------------|------------------|------------------|-----------------------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|------|------|
|                                   |       | AB           | C1   | C2   | DE   | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |      |      |
| Unweighted                        | 2036  | 622          | 555  | 373  | 472  | 836                 | 508              | 188              | 35                          | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262  | 38   |
| Weighted                          | 2036  | 546          | 526  | 445  | 505  | 791                 | 528              | 173              | 33                          | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235  | 33   |
| Very confident                    | 13%   | 22%          | 14%  | 9%   | 7%   | 18%                 | 10%              | 20%              | 10%                         | 7%                  | 19%               | 11%  | 23%                   | 11%                                      | 10%                            | 14%                   | 30%  | 14%  |
| Quite confident                   | 30%   | 41%          | 31%  | 29%  | 19%  | 37%                 | 31%              | 33%              | 13%                         | 14%                 | 40%               | 28%  | 32%                   | 26%                                      | 33%                            | 32%                   | 33%  | 37%  |
| Neither confident nor unconfident | 25%   | 22%          | 24%  | 30%  | 26%  | 24%                 | 23%              | 15%              | 33%                         | 33%                 | 24%               | 26%  | 16%                   | 27%                                      | 28%                            | 23%                   | 19%  | 26%  |
| Not very confident                | 14%   | 9%           | 14%  | 14%  | 19%  | 10%                 | 17%              | 17%              | 22%                         | 15%                 | 10%               | 17%  | 14%                   | 15%                                      | 12%                            | 14%                   | 8%   | 14%  |
| Not confident at all              | 13%   | 5%           | 13%  | 12%  | 23%  | 8%                  | 15%              | 11%              | 22%                         | 22%                 | 6%                | 13%  | 13%                   | 17%                                      | 11%                            | 13%                   | 8%   | 8%   |
| Don't know                        | 4%    | 2%           | 5%   | 4%   | 7%   | 2%                  | 4%               | 3%               | 0%                          | 9%                  | 2%                | 5%   | 2%                    | 4%                                       | 6%                             | 4%                    | 3%   | 0%   |
| Total Confident:                  | 43%   | 62%          | 44%  | 39%  | 26%  | 55%                 | 41%              | 53%              | 23%                         | 21%                 | 59%               | 39%  | 55%                   | 37%                                      | 43%                            | 46%                   | 62%  | 52%  |
| Net:                              | -39%  | -60%         | -40% | -34% | -19% | -52%                | -37%             | -51%             | -23%                        | -12%                | -57%              | -35%   | -53%                  | -33%                                     | -37%                           | -42%                  | -59% | -52% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.A) Thinking about your long-term savings, including your pension, which of the following do you currently have in place? Select all that apply

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted  | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted  | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Private pension   | 25%   | 13%   | 17%   | 17%   | 26%   | 38%   | 35% | 25%    | 25%        | 24%        | 24%             | 29%           | 24%           | 27%                      | 22%        | 25%        | 26%      | 23%   | 17%              |
| Workplace pension   | 45%   | 23%   | 37%   | 45%   | 53%   | 58%   | 53% | 35%    | 47%        | 43%        | 42%             | 46%           | 44%           | 56%                      | 47%        | 48%        | 48%      | 49%   | 52%              |
| Stocks and shares   | 18%   | 18%   | 17%   | 15%   | 13%   | 18%   | 24% | 27%    | 20%        | 14%        | 11%             | 22%           | 15%           | 17%                      | 9%         | 16%        | 17%      | 16%   | 9%               |
| Premium Bonds   | 21%   | 11%   | 12%   | 13%   | 17%   | 27%   | 39% | 23%    | 24%        | 25%        | 23%             | 20%           | 18%           | 20%                      | 14%        | 19%        | 17%      | 20%   | 19%              |
| ISAs  | 30%   | 17%   | 18%   | 26%   | 25%   | 41%   | 51% | 28%    | 37%        | 34%        | 24%             | 36%           | 29%           | 31%                      | 32%        | 27%        | 33%      | 31%   | 22%              |
| Rental income from a house / land I own   | 6%    | 9%    | 7%    | 4%    | 3%    | 7%    | 4%  | 10%    | 6%         | 3%         | 5%              | 4%            | 8%            | 5%                       | 4%         | 3%         | 5%       | 1%    | 11%              |
| Other financial investments   | 11%   | 9%    | 9%    | 7%    | 6%    | 12%   | 20% | 19%    | 13%        | 8%         | 7%              | 9%            | 6%            | 11%                      | 10%        | 12%        | 11%      | 8%    | 3%               |
| Enough personal savings in a savings account to cover at least 3 months of expenses | 39%   | 28%   | 24%   | 25%   | 34%   | 53%   | 64% | 36%    | 45%        | 40%        | 37%             | 37%           | 37%           | 36%                      | 44%        | 32%        | 48%      | 33%   | 39%              |
| Other (Please Specify)  | 3%    | 1%    | 2%    | 3%    | 2%    | 3%    | 3%  | 2%     | 2%         | 0%         | 2%              | 3%            | 1%            | 6%                       | 3%         | 3%         | 3%       | 3%    | 6%               |
| Don't Know  | 12%   | 22%   | 15%   | 15%   | 13%   | 7%    | 5%  | 11%    | 9%         | 12%        | 16%             | 13%           | 17%           | 11%                      | 12%        | 12%        | 14%      | 15%   | 12%              |
| Prefer not to say   | 5%    | 7%    | 7%    | 4%    | 7%    | 4%    | 3%  | 6%     | 6%         | 6%         | 8%              | 5%            | 5%            | 4%                       | 8%         | 5%         | 1%       | 3%    | 7%               |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.B) Thinking about your long-term savings, including your pension, which of the following do you currently have in place? Select all that apply

|   | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|   |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted  | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted  | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Private pension   | 25%   | 31%    | 19%    | 22%               | 24%     | 21%        | 27%        | 30%     | 28%        | 36%            | 25%                           | 32%              | 13%                     | 10%                               | 13%              | 11%          | 28%   | 27%    | 14%            |
| Workplace pension   | 45%   | 50%    | 41%    | 34%               | 47%     | 47%        | 51%        | 48%     | 48%        | 49%            | 56%                           | 44%              | 30%                     | 31%                               | 43%              | 17%          | 49%   | 50%    | 34%            |
| Stocks and shares   | 18%   | 24%    | 11%    | 20%               | 19%     | 15%        | 16%        | 15%     | 19%        | 26%            | 18%                           | 16%              | 9%                      | 2%                                | 11%              | 10%          | 17%   | 22%    | 9%             |
| Premium Bonds   | 21%   | 24%    | 18%    | 15%               | 24%     | 17%        | 20%        | 28%     | 22%        | 35%            | 17%                           | 19%              | 3%                      | 8%                                | 10%              | 9%           | 25%   | 22%    | 9%             |
| ISAs  | 30%   | 33%    | 28%    | 21%               | 35%     | 22%        | 33%        | 44%     | 28%        | 46%            | 27%                           | 21%              | 11%                     | 5%                                | 20%              | 27%          | 31%   | 34%    | 21%            |
| Rental income from a house / land I own   | 6%    | 7%     | 4%     | 9%                | 6%      | 2%         | 3%         | 5%      | 6%         | 8%             | 6%                            | 0%               | 4%                      | 2%                                | 2%               | 5%           | 5%    | 7%     | 5%             |
| Other financial investments   | 11%   | 14%    | 7%     | 12%               | 12%     | 6%         | 10%        | 12%     | 12%        | 19%            | 7%                            | 0%               | 2%                      | 4%                                | 6%               | 4%           | 11%   | 14%    | 4%             |
| Enough personal savings in a savings account to cover at least 3 months of expenses | 39%   | 42%    | 35%    | 32%               | 40%     | 35%        | 42%        | 46%     | 40%        | 60%            | 28%                           | 12%              | 20%                     | 18%                               | 25%              | 22%          | 41%   | 42%    | 25%            |
| Other (Please Specify)  | 3%    | 2%     | 3%     | 2%                | 3%      | 3%         | 3%         | 1%      | 5%         | 2%             | 1%                            | 0%               | 7%                      | 4%                                | 4%               | 3%           | 3%    | 2%     | 4%             |
| Don't Know  | 12%   | 8%     | 16%    | 16%               | 11%     | 15%        | 12%        | 11%     | 9%         | 5%             | 7%                            | 0%               | 30%                     | 37%                               | 16%              | 34%          | 10%   | 9%     | 23%            |
| Prefer not to say   | 5%    | 5%     | 5%     | 6%                | 5%      | 5%         | 5%         | 6%      | 5%         | 3%             | 5%                            | 0%               | 4%                      | 8%                                | 7%               | 13%          | 4%    | 4%     | 10%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(7.C) Thinking about your long-term savings, including your pension, which of the following do you currently have in place? Select all that apply

|   | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                 |                                |                       |     |     |
|---|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|---|--------------------------------|-----------------------|-----|-----|
|   |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Under-graduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted  | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                       | 342                            | 482                   | 262 | 38  |
| Weighted  | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                       | 381                            | 469                   | 235 | 33  |
| Private pension   | 25%   | 34%          | 25% | 23% | 16% | 32%                 | 16%              | 34%              | 33%             | 16%                 | 33%               | 16%  | 33%                   | 23%                                       | 20%                            | 28%                   | 29% | 21% |
| Workplace pension   | 45%   | 53%          | 55% | 43% | 29% | 51%                 | 40%              | 54%              | 48%             | 32%                 | 50%               | 41%  | 43%                   | 43%                                       | 39%                            | 48%                   | 46% | 41% |
| Stocks and shares   | 18%   | 33%          | 18% | 11% | 6%  | 22%                 | 17%              | 26%              | 15%             | 9%                  | 23%               | 17%  | 21%                   | 11%                                       | 15%                            | 22%                   | 30% | 56% |
| Premium Bonds   | 21%   | 33%          | 22% | 15% | 12% | 29%                 | 14%              | 25%              | 43%             | 8%                  | 30%               | 15%  | 22%                   | 19%                                       | 17%                            | 24%                   | 25% | 26% |
| ISAs  | 30%   | 45%          | 34% | 22% | 17% | 37%                 | 26%              | 35%              | 26%             | 21%                 | 38%               | 25%  | 33%                   | 26%                                       | 26%                            | 36%                   | 35% | 31% |
| Rental income from a house / land I own   | 6%    | 11%          | 3%  | 5%  | 3%  | 5%                  | 7%               | 9%               | 2%              | 3%                  | 8%                | 5%   | 9%                    | 3%  | 4%                             | 7%                    | 12% | 16% |
| Other financial investments   | 11%   | 20%          | 9%  | 6%  | 7%  | 14%                 | 10%              | 16%              | 10%             | 6%                  | 15%               | 9%   | 13%                   | 8%  | 9%                             | 12%                   | 17% | 25% |
| Enough personal savings in a savings account to cover at least 3 months of expenses | 39%   | 51%          | 42% | 35% | 26% | 46%                 | 33%              | 48%              | 52%             | 27%                 | 45%               | 33%  | 43%                   | 38%                                       | 34%                            | 41%                   | 41% | 43% |
| Other (Please Specify)  | 3%    | 2%           | 3%  | 1%  | 5%  | 2%                  | 3%               | 2%               | 5%              | 5%                  | 1%                | 3%   | 1%                    | 3%  | 1%                             | 3%                    | 2%  | 0%  |
| Don't Know  | 12%   | 4%           | 7%  | 18% | 22% | 7%                  | 18%              | 5%               | 7%              | 23%                 | 6%                | 17%  | 8%                    | 18%                                       | 17%                            | 9%                    | 4%  | 2%  |
| Prefer not to say   | 5%    | 3%           | 3%  | 4%  | 10% | 3%                  | 5%               | 4%               | 2%              | 11%                 | 2%                | 6%   | 6%                    | 6%  | 7%                             | 4%                    | 2%  | 3%  |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) Imagine you lost your job and needed to fall back on your savings to pay for everything from your rent or mortgage to your family’s clothes and food. How many months could you last without your salary?

|                     | Age   |       |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                     | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted          | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted            | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| No time at all      | 11%   | 17%   | 16%   | 15%   | 13%   | 6%    | 4%  | 9%     | 13%        | 11%        | 10%             | 13%           | 14%           | 9%                       | 14%        | 11%        | 10%      | 15%   | 14%              |
| Less than one month | 8%    | 11%   | 9%    | 11%   | 13%   | 5%    | 2%  | 5%     | 5%         | 11%        | 11%             | 10%           | 12%           | 6%                       | 9%         | 7%         | 4%       | 18%   | 16%              |
| 1 - 2 months        | 9%    | 9%    | 13%   | 12%   | 10%   | 7%    | 3%  | 11%    | 8%         | 9%         | 8%              | 7%            | 8%            | 12%                      | 4%         | 10%        | 8%       | 9%    | 16%              |
| 2 - 3 months        | 8%    | 11%   | 11%   | 10%   | 10%   | 4%    | 4%  | 8%     | 8%         | 11%        | 10%             | 7%            | 10%           | 5%                       | 8%         | 12%        | 10%      | 2%    | 0%               |
| 3 - 4 months        | 7%    | 12%   | 9%    | 8%    | 6%    | 5%    | 3%  | 10%    | 6%         | 5%         | 6%              | 6%            | 6%            | 8%                       | 3%         | 8%         | 7%       | 5%    | 9%               |
| 4 - 5 months        | 5%    | 6%    | 8%    | 6%    | 4%    | 2%    | 2%  | 8%     | 3%         | 2%         | 3%              | 2%            | 3%            | 2%                       | 4%         | 6%         | 7%       | 4%    | 12%              |
| 5 - 6 months        | 7%    | 5%    | 6%    | 11%   | 5%    | 7%    | 6%  | 6%     | 7%         | 6%         | 8%              | 8%            | 7%            | 7%                       | 10%        | 5%         | 7%       | 4%    | 3%               |
| 6 - 8 months        | 3%    | 5%    | 4%    | 2%    | 1%    | 2%    | 2%  | 5%     | 2%         | 3%         | 1%              | 1%            | 4%            | 2%                       | 2%         | 2%         | 2%       | 0%    | 9%               |
| 8 - 10 months       | 1%    | 2%    | 1%    | 0%    | 2%    | 0%    | 1%  | 1%     | 0%         | 0%         | 2%              | 3%            | 2%            | 3%                       | 1%         | 0%         | 1%       | 0%    | 0%               |
| 10 months - a year  | 5%    | 1%    | 3%    | 5%    | 6%    | 6%    | 6%  | 4%     | 7%         | 4%         | 5%              | 4%            | 4%            | 6%                       | 7%         | 4%         | 3%       | 4%    | 3%               |
| 1 - 2 years         | 7%    | 3%    | 6%    | 6%    | 8%    | 9%    | 11% | 7%     | 7%         | 7%         | 6%              | 8%            | 6%            | 8%                       | 8%         | 9%         | 9%       | 5%    | 3%               |
| 2 - 5 years         | 5%    | 0%    | 2%    | 3%    | 6%    | 10%   | 9%  | 4%     | 6%         | 5%         | 7%              | 6%            | 3%            | 3%                       | 2%         | 7%         | 8%       | 7%    | 3%               |
| More than 5 years   | 10%   | 1%    | 3%    | 3%    | 5%    | 21%   | 26% | 11%    | 13%        | 11%        | 10%             | 12%           | 7%            | 10%                      | 9%         | 9%         | 10%      | 15%   | 11%              |
| Don't Know          | 13%   | 17%   | 10%   | 7%    | 8%    | 15%   | 22% | 11%    | 16%        | 13%        | 12%             | 14%           | 15%           | 16%                      | 19%        | 10%        | 16%      | 12%   | 3%               |

*Notes:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.B) Imagine you lost your job and needed to fall back on your savings to pay for everything from your rent or mortgage to your family’s clothes and food. How many months could you last without your salary?

|                     | Gender |      |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---------------------|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                     | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted          | 2036   | 1007 | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted            | 2036   | 1003 | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| No time at all      | 11%    | 8%   | 15%    | 13%               | 9%      | 14%        | 13%        | 7%      | 14%        | 2%             | 9%                            | 9%               | 25%                     | 28%                               | 24%              | 13%          | 10%   | 10%    | 20%            |
| Less than one month | 8%     | 6%   | 10%    | 9%                | 8%      | 7%         | 11%        | 8%      | 5%         | 2%             | 8%                            | 19%              | 14%                     | 22%                               | 12%              | 14%          | 9%    | 6%     | 11%            |
| 1 - 2 months        | 9%     | 7%   | 11%    | 7%                | 11%     | 10%        | 9%         | 8%      | 12%        | 3%             | 15%                           | 23%              | 18%                     | 7%                                | 11%              | 11%          | 9%    | 9%     | 11%            |
| 2 - 3 months        | 8%     | 8%   | 9%     | 11%               | 10%     | 7%         | 5%         | 8%      | 6%         | 5%             | 12%                           | 17%              | 9%                      | 6%                                | 14%              | 6%           | 7%    | 9%     | 10%            |
| 3 - 4 months        | 7%     | 8%   | 6%     | 8%                | 6%      | 14%        | 6%         | 2%      | 5%         | 5%             | 9%                            | 0%               | 8%                      | 9%                                | 10%              | 3%           | 6%    | 7%     | 6%             |
| 4 - 5 months        | 5%     | 6%   | 4%     | 6%                | 4%      | 7%         | 2%         | 4%      | 7%         | 4%             | 6%                            | 12%              | 6%                      | 4%                                | 4%               | 6%           | 4%    | 6%     | 4%             |
| 5 - 6 months        | 7%     | 8%   | 5%     | 9%                | 7%      | 8%         | 5%         | 5%      | 6%         | 7%             | 10%                           | 4%               | 6%                      | 4%                                | 4%               | 3%           | 7%    | 7%     | 2%             |
| 6 - 8 months        | 3%     | 3%   | 3%     | 3%                | 4%      | 2%         | 2%         | 1%      | 1%         | 3%             | 4%                            | 0%               | 1%                      | 0%                                | 2%               | 3%           | 2%    | 3%     | 3%             |
| 8 - 10 months       | 1%     | 1%   | 1%     | 0%                | 1%      | 1%         | 2%         | 2%      | 1%         | 1%             | 2%                            | 0%               | 0%                      | 2%                                | 1%               | 0%           | 2%    | 1%     | 1%             |
| 10 months - a year  | 5%     | 5%   | 4%     | 3%                | 4%      | 5%         | 5%         | 6%      | 6%         | 6%             | 6%                            | 0%               | 3%                      | 1%                                | 2%               | 1%           | 4%    | 6%     | 4%             |
| 1 - 2 years         | 7%     | 9%   | 6%     | 7%                | 7%      | 6%         | 7%         | 9%      | 12%        | 12%            | 6%                            | 10%              | 1%                      | 2%                                | 3%               | 4%           | 7%    | 8%     | 5%             |
| 2 - 5 years         | 5%     | 6%   | 4%     | 5%                | 6%      | 2%         | 6%         | 8%      | 4%         | 9%             | 3%                            | 0%               | 2%                      | 3%                                | 5%               | 5%           | 6%    | 6%     | 3%             |
| More than 5 years   | 10%    | 12%  | 9%     | 7%                | 11%     | 5%         | 14%        | 15%     | 12%        | 23%            | 3%                            | 0%               | 0%                      | 1%                                | 1%               | 2%           | 13%   | 12%    | 3%             |
| Don't Know          | 13%    | 13%  | 14%    | 12%               | 13%     | 13%        | 15%        | 17%     | 10%        | 16%            | 10%                           | 6%               | 9%                      | 13%                               | 10%              | 29%          | 13%   | 10%    | 16%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.C) Imagine you lost your job and needed to fall back on your savings to pay for everything from your rent or mortgage to your family’s clothes and food. How many months could you last without your salary?

|                     | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                 | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|---------------------|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|                     |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted          | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259             | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                    |
| Weighted            | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283             | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                    |
| No time at all      | 11%   | 5%           | 10% | 10% | 21% | 7%           | 16%    | 5%               | 7%               | 18%             | 6%               | 16%    | 8%                | 14%  | 13%                   | 8%                                       | 7%                             | 7%                    |
| Less than one month | 8%    | 3%           | 9%  | 10% | 12% | 7%           | 7%     | 8%               | 5%               | 11%             | 8%               | 7%     | 7%                | 11%  | 10%                   | 5%                                       | 5%                             | 2%                    |
| 1 - 2 months        | 9%    | 6%           | 8%  | 12% | 10% | 7%           | 10%    | 11%              | 9%               | 11%             | 7%               | 9%     | 11%               | 10%  | 8%                    | 9%                                       | 7%                             | 6%                    |
| 2 - 3 months        | 8%    | 7%           | 7%  | 9%  | 10% | 8%           | 11%    | 3%               | 6%               | 9%              | 8%               | 11%    | 6%                | 9%   | 9%                    | 8%                                       | 9%                             | 8%                    |
| 3 - 4 months        | 7%    | 7%           | 8%  | 10% | 3%  | 5%           | 9%     | 10%              | 7%               | 5%              | 5%               | 8%     | 9%                | 4%   | 8%                    | 7%                                       | 14%                            | 3%                    |
| 4 - 5 months        | 5%    | 4%           | 5%  | 7%  | 3%  | 3%           | 7%     | 8%               | 0%               | 2%              | 4%               | 7%     | 8%                | 2%   | 3%                    | 7%                                       | 7%                             | 8%                    |
| 5 - 6 months        | 7%    | 9%           | 7%  | 5%  | 4%  | 8%           | 6%     | 7%               | 8%               | 3%              | 10%              | 6%     | 9%                | 4%   | 8%                    | 7%                                       | 10%                            | 8%                    |
| 6 - 8 months        | 3%    | 3%           | 4%  | 3%  | 1%  | 3%           | 3%     | 3%               | 3%               | 1%              | 2%               | 4%     | 4%                | 1%   | 3%                    | 3%                                       | 5%                             | 13%                   |
| 8 - 10 months       | 1%    | 1%           | 1%  | 2%  | 1%  | 1%           | 1%     | 0%               | 3%               | 1%              | 1%               | 1%     | 0%                | 1%   | 2%                    | 1%                                       | 1%                             | 0%                    |
| 10 months - a year  | 5%    | 7%           | 4%  | 4%  | 2%  | 6%           | 4%     | 4%               | 0%               | 2%              | 7%               | 4%     | 4%                | 4%   | 3%                    | 6%                                       | 6%                             | 8%                    |
| 1 - 2 years         | 7%    | 11%          | 7%  | 7%  | 4%  | 9%           | 5%     | 11%              | 15%              | 5%              | 9%               | 6%     | 8%                | 6%   | 7%                    | 9%                                       | 9%                             | 8%                    |
| 2 - 5 years         | 5%    | 8%           | 7%  | 3%  | 2%  | 7%           | 3%     | 8%               | 10%              | 3%              | 6%               | 4%     | 6%                | 5%   | 4%                    | 6%                                       | 7%                             | 3%                    |
| More than 5 years   | 10%   | 17%          | 11% | 6%  | 6%  | 16%          | 5%     | 13%              | 10%              | 5%              | 16%              | 6%     | 10%               | 11%  | 7%                    | 13%                                      | 10%                            | 16%                   |
| Don't Know          | 13%   | 11%          | 12% | 12% | 19% | 12%          | 11%    | 8%               | 17%              | 22%             | 12%              | 10%    | 8%                | 19%  | 14%                   | 9%                                       | 5%                             | 10%                   |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) Thinking about the previous 12 months, do you think the cost of living has risen, fallen, or stayed the same?

|                              | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|------------------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                              |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                   | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                     | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| It has risen significantly   | 32%   | 23%   | 24%   | 28%   | 38%   | 42%   | 36% | 30%    | 31%        | 39%        | 32%             | 32%           | 28%           | 27%                      | 34%        | 31%        | 33%      | 36%   | 36%              |
| It has risen slightly        | 47%   | 40%   | 44%   | 43%   | 47%   | 49%   | 57% | 44%    | 49%        | 43%        | 44%             | 49%           | 42%           | 55%                      | 55%        | 49%        | 47%      | 50%   | 41%              |
| It has stayed about the same | 15%   | 22%   | 23%   | 22%   | 12%   | 7%    | 5%  | 17%    | 15%        | 13%        | 18%             | 11%           | 19%           | 12%                      | 7%         | 15%        | 15%      | 13%   | 17%              |
| It has fallen slightly       | 2%    | 7%    | 3%    | 3%    | 1%    | 1%    | 0%  | 3%     | 2%         | 4%         | 1%              | 3%            | 3%            | 2%                       | 2%         | 2%         | 3%       | 0%    | 3%               |
| It has fallen significantly  | 1%    | 0%    | 3%    | 1%    | 1%    | 0%    | 0%  | 1%     | 0%         | 1%         | 0%              | 1%            | 1%            | 1%                       | 0%         | 1%         | 1%       | 1%    | 3%               |
| Don't Know                   | 3%    | 9%    | 4%    | 4%    | 2%    | 0%    | 2%  | 4%     | 3%         | 2%         | 5%              | 4%            | 7%            | 4%                       | 1%         | 2%         | 2%       | 1%    | 0%               |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) Thinking about the previous 12 months, do you think the cost of living has risen, fallen, or stayed the same?

|                              | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|------------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                              |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                   | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                     | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| It has risen significantly   | 32%   | 30%    | 33%    | 30%               | 30%     | 27%        | 37%        | 32%     | 40%        | 35%            | 28%                           | 10%              | 31%                     | 32%                               | 33%              | 19%          | 32%   | 35%    | 25%            |
| It has risen slightly        | 47%   | 47%    | 47%    | 41%               | 50%     | 49%        | 46%        | 51%     | 48%        | 51%            | 48%                           | 58%              | 45%                     | 41%                               | 41%              | 43%          | 50%   | 47%    | 40%            |
| It has stayed about the same | 15%   | 16%    | 14%    | 20%               | 15%     | 15%        | 13%        | 10%     | 8%         | 10%            | 18%                           | 24%              | 16%                     | 16%                               | 16%              | 25%          | 13%   | 13%    | 24%            |
| It has fallen slightly       | 2%    | 3%     | 2%     | 4%                | 2%      | 3%         | 1%         | 1%      | 4%         | 1%             | 3%                            | 0%               | 3%                      | 4%                                | 3%               | 2%           | 2%    | 3%     | 3%             |
| It has fallen significantly  | 1%    | 1%     | 1%     | 2%                | 1%      | 1%         | 1%         | 0%      | 0%         | 0%             | 0%                            | 8%               | 1%                      | 2%                                | 1%               | 3%           | 1%    | 0%     | 1%             |
| Don't Know                   | 3%    | 3%     | 4%     | 3%                | 3%      | 5%         | 2%         | 6%      | 1%         | 2%             | 2%                            | 0%               | 3%                      | 4%                                | 6%               | 10%          | 2%    | 1%     | 7%             |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.C) Thinking about the previous 12 months, do you think the cost of living has risen, fallen, or stayed the same?

|                              | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                |                                |                       |     |     |
|------------------------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|                              |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted                   | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted                     | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| It has risen significantly   | 32%   | 32%          | 29% | 33% | 34% | 31%                 | 33%              | 34%              | 24%             | 30%                 | 26%               | 32%  | 37%                   | 30%                                      | 27%                            | 27%                   | 35% | 27% |
| It has risen slightly        | 47%   | 50%          | 52% | 44% | 42% | 51%                 | 47%              | 50%              | 67%             | 38%                 | 54%               | 48%  | 48%                   | 49%                                      | 45%                            | 50%                   | 45% | 52% |
| It has stayed about the same | 15%   | 15%          | 13% | 17% | 15% | 14%                 | 15%              | 8%               | 9%              | 21%                 | 16%               | 15%  | 8%                    | 14%                                      | 18%                            | 15%                   | 16% | 16% |
| It has fallen slightly       | 2%    | 2%           | 2%  | 4%  | 2%  | 2%                  | 3%               | 4%               | 0%              | 1%                  | 2%                | 3%   | 5%                    | 2%                                       | 4%                             | 3%                    | 2%  | 0%  |
| It has fallen significantly  | 1%    | 1%           | 1%  | 0%  | 1%  | 0%                  | 0%               | 1%               | 0%              | 1%                  | 0%                | 1%   | 0%                    | 1%                                       | 1%                             | 1%                    | 1%  | 2%  |
| Don't Know                   | 3%    | 1%           | 3%  | 3%  | 6%  | 1%                  | 2%               | 2%               | 0%              | 9%                  | 2%                | 2%   | 3%                    | 4%                                       | 5%                             | 4%                    | 1%  | 2%  |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) You said the cost of living had risen in the last 12 months. Which of the following things have you noticed have gone up most? Please select up to three

|  | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                                     | 1636  | 118   | 229   | 257   | 318   | 285   | 429 | 229    | 227        | 144        | 151             | 119           | 134           | 141                      | 79         | 173        | 133      | 80    | 26               |
| Weighted                                       | 1607  | 176   | 237   | 244   | 294   | 259   | 397 | 213    | 210        | 133        | 140             | 116           | 129           | 134                      | 73         | 180        | 145      | 87    | 47               |
| Petrol   | 52%   | 35%   | 32%   | 47%   | 55%   | 61%   | 68% | 33%    | 60%        | 52%        | 54%             | 67%           | 51%           | 49%                      | 53%        | 52%        | 57%      | 54%   | 59%              |
| Domestic gas and electricity bills             | 60%   | 42%   | 51%   | 55%   | 64%   | 69%   | 68% | 42%    | 62%        | 67%        | 68%             | 61%           | 58%           | 59%                      | 61%        | 65%        | 61%      | 66%   | 64%              |
| Fresh food like meat and vegetables            | 52%   | 32%   | 39%   | 52%   | 61%   | 59%   | 59% | 53%    | 49%        | 52%        | 54%             | 50%           | 55%           | 52%                      | 47%        | 49%        | 64%      | 50%   | 47%              |
| Tax bills                                      | 18%   | 37%   | 28%   | 28%   | 13%   | 8%    | 6%  | 24%    | 15%        | 22%        | 16%             | 15%           | 13%           | 20%                      | 19%        | 20%        | 16%      | 12%   | 13%              |
| Convenience food like ready meals              | 10%   | 17%   | 16%   | 12%   | 9%    | 4%    | 7%  | 19%    | 9%         | 7%         | 10%             | 5%            | 15%           | 8%                       | 7%         | 8%         | 10%      | 7%    | 12%              |
| Beer, wine and spirits in shops                | 8%    | 11%   | 13%   | 7%    | 7%    | 8%    | 5%  | 14%    | 8%         | 3%         | 7%              | 8%            | 5%            | 8%                       | 7%         | 3%         | 9%       | 14%   | 8%               |
| Beer, wine and spirits in pubs and restaurants | 10%   | 9%    | 9%    | 10%   | 8%    | 9%    | 11% | 11%    | 7%         | 7%         | 8%              | 7%            | 11%           | 12%                      | 12%        | 12%        | 8%       | 12%   | 7%               |
| Takeaways                                      | 7%    | 20%   | 12%   | 7%    | 6%    | 4%    | 3%  | 13%    | 8%         | 6%         | 6%              | 4%            | 7%            | 6%                       | 8%         | 7%         | 4%       | 6%    | 9%               |
| Basics like bread, milk and cheese             | 39%   | 30%   | 35%   | 38%   | 43%   | 44%   | 35% | 36%    | 36%        | 34%        | 37%             | 41%           | 42%           | 36%                      | 43%        | 47%        | 33%      | 35%   | 50%              |
| Housing costs e.g. rent or mortgages           | 16%   | 34%   | 33%   | 20%   | 12%   | 9%    | 4%  | 21%    | 16%        | 21%        | 13%             | 13%           | 16%           | 19%                      | 19%        | 13%        | 14%      | 14%   | 12%              |
| Other (Please Specify)                         | 1%    | 1%    | 0%    | 1%    | 1%    | 2%    | 1%  | 3%     | 2%         | 0%         | 2%              | 0%            | 0%            | 1%                       | 0%         | 1%         | 0%       | 1%    | 0%               |
| None of the above                              | 0%    | 0%    | 1%    | 0%    | 0%    | 0%    | 0%  | 0%     | 0%         | 1%         | 0%              | 0%            | 1%            | 0%                       | 0%         | 0%         | 0%       | 0%    | 0%               |
| Don't Know                                     | 1%    | 1%    | 3%    | 1%    | 1%    | 0%    | 1%  | 1%     | 1%         | 1%         | 1%              | 2%            | 2%            | 1%                       | 1%         | 1%         | 1%       | 3%    | 4%               |

Note:

BASE: Those who say the cost of living has risen

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(10.B) You said the cost of living had risen in the last 12 months. Which of the following things have you noticed have gone up most? Please select up to three

|  | Gender |      | Area   |                   |         |            |            |         | Tenure     |                |                               |                  |                         |                                   | EU 2016 Vote     |           |       |        |                |
|--|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|  | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted                                     | 1636   | 803  | 831    | 323               | 478     | 177        | 346        | 206     | 105        | 761            | 375                           | 11               | 109                     | 124                               | 216              | 33        | 699   | 716    | 166            |
| Weighted                                       | 1607   | 781  | 824    | 322               | 462     | 190        | 335        | 193     | 104        | 714            | 358                           | 12               | 112                     | 133                               | 229              | 39        | 674   | 686    | 171            |
| Petrol   | 52%    | 54%  | 50%    | 32%               | 56%     | 43%        | 55%        | 75%     | 64%        | 62%            | 54%                           | 53%              | 31%                     | 34%                               | 42%              | 53%       | 59%   | 50%    | 39%            |
| Domestic gas and electricity bills             | 60%    | 60%  | 60%    | 49%               | 61%     | 59%        | 66%        | 67%     | 60%        | 64%            | 58%                           | 31%              | 59%                     | 67%                               | 56%              | 27%       | 63%   | 60%    | 57%            |
| Fresh food like meat and vegetables            | 52%    | 47%  | 58%    | 46%               | 53%     | 48%        | 55%        | 55%     | 57%        | 56%            | 50%                           | 31%              | 44%                     | 54%                               | 51%              | 38%       | 53%   | 54%    | 48%            |
| Tax bills                                      | 18%    | 18%  | 18%    | 26%               | 15%     | 19%        | 17%        | 11%     | 20%        | 13%            | 19%                           | 57%              | 15%                     | 20%                               | 23%              | 40%       | 16%   | 16%    | 25%            |
| Convenience food like ready meals              | 10%    | 10%  | 10%    | 17%               | 10%     | 11%        | 7%         | 6%      | 8%         | 9%             | 9%                            | 0%               | 19%                     | 15%                               | 8%               | 18%       | 8%    | 11%    | 12%            |
| Beer, wine and spirits in shops                | 8%     | 10%  | 5%     | 13%               | 6%      | 7%         | 9%         | 3%      | 6%         | 8%             | 8%                            | 0%               | 10%                     | 7%                                | 8%               | 4%        | 8%    | 9%     | 8%             |
| Beer, wine and spirits in pubs and restaurants | 10%    | 11%  | 8%     | 13%               | 10%     | 8%         | 9%         | 9%      | 5%         | 12%            | 10%                           | 0%               | 9%                      | 3%                                | 8%               | 7%        | 9%    | 11%    | 7%             |
| Takeaways                                      | 7%     | 9%   | 6%     | 12%               | 6%      | 12%        | 5%         | 4%      | 5%         | 5%             | 10%                           | 13%              | 13%                     | 8%                                | 8%               | 2%        | 5%    | 8%     | 9%             |
| Basics like bread, milk and cheese             | 39%    | 34%  | 43%    | 37%               | 40%     | 36%        | 39%        | 35%     | 46%        | 36%            | 36%                           | 6%               | 42%                     | 45%                               | 45%              | 47%       | 40%   | 37%    | 37%            |
| Housing costs e.g. rent or mortgages           | 16%    | 14%  | 18%    | 23%               | 15%     | 23%        | 14%        | 8%      | 11%        | 6%             | 18%                           | 47%              | 27%                     | 26%                               | 32%              | 20%       | 13%   | 15%    | 29%            |
| Other (Please Specify)                         | 1%     | 1%   | 1%     | 1%                | 2%      | 2%         | 1%         | 0%      | 0%         | 1%             | 1%                            | 0%               | 2%                      | 1%                                | 0%               | 0%        | 2%    | 1%     | 0%             |
| None of the above                              | 0%     | 0%   | 0%     | 0%                | 0%      | 0%         | 1%         | 0%      | 0%         | 0%             | 0%                            | 0%               | 0%                      | 1%                                | 0%               | 2%        | 0%    | 0%     | 0%             |
| Don't Know                                     | 1%     | 2%   | 1%     | 2%                | 2%      | 2%         | 1%         | 0%      | 0%         | 1%             | 2%                            | 0%               | 2%                      | 1%                                | 1%               | 4%        | 1%    | 2%     | 3%             |

Notes:

BASE: Those who say the cost of living has risen

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.C) You said the cost of living had risen in the last 12 months. Which of the following things have you noticed have gone up most? Please select up to three

|  | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                             | Voting Intention |        |                   | Education                                      |                       |  |                                |                      |
|--|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|----------------------|
|  |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHI) |
| Unweighted                                     | 1636  | 512          | 452 | 291 | 369 | 697          | 410    | 162              | 32               | 180                         | 527              | 392    | 142               | 375  | 254                   | 378                                      | 212                            | 30                   |
| Weighted                                       | 1607  | 446          | 428 | 341 | 381 | 652          | 420    | 147              | 30               | 192                         | 493              | 403    | 131               | 368  | 276                   | 362                                      | 188                            | 27                   |
| Petrol   | 52%   | 56%          | 56% | 54% | 42% | 61%          | 40%    | 54%              | 45%              | 51%                         | 63%              | 42%    | 47%               | 54%  | 57%                   | 54%                                      | 40%                            | 29%                  |
| Domestic gas and electricity bills             | 60%   | 56%          | 63% | 59% | 62% | 63%          | 57%    | 55%              | 72%              | 57%                         | 60%              | 57%    | 51%               | 62%  | 55%                   | 57%                                      | 50%                            | 59%                  |
| Fresh food like meat and vegetables            | 52%   | 54%          | 51% | 52% | 51% | 56%          | 48%    | 50%              | 65%              | 49%                         | 53%              | 44%    | 49%               | 54%  | 50%                   | 52%                                      | 50%                            | 47%                  |
| Tax bills                                      | 18%   | 14%          | 18% | 23% | 17% | 16%          | 17%    | 15%              | 30%              | 25%                         | 15%              | 20%    | 21%               | 13%  | 20%                   | 19%                                      | 22%                            | 33%                  |
| Convenience food like ready meals              | 10%   | 11%          | 7%  | 10% | 13% | 9%           | 12%    | 11%              | 6%               | 13%                         | 10%              | 12%    | 14%               | 8%   | 11%                   | 10%                                      | 16%                            | 0%                   |
| Beer, wine and spirits in shops                | 8%    | 9%           | 7%  | 8%  | 6%  | 8%           | 8%     | 10%              | 9%               | 5%                          | 10%              | 8%     | 10%               | 8%   | 8%                    | 8%                                       | 12%                            | 21%                  |
| Beer, wine and spirits in pubs and restaurants | 10%   | 12%          | 10% | 10% | 7%  | 10%          | 10%    | 12%              | 12%              | 6%                          | 10%              | 9%     | 14%               | 8%   | 9%                    | 8%                                       | 15%                            | 18%                  |
| Takeaways                                      | 7%    | 9%           | 6%  | 8%  | 7%  | 5%           | 11%    | 10%              | 5%               | 6%                          | 6%               | 11%    | 12%               | 6%   | 9%                    | 7%                                       | 10%                            | 3%                   |
| Basics like bread, milk and cheese             | 39%   | 35%          | 36% | 39% | 46% | 38%          | 40%    | 33%              | 29%              | 39%                         | 38%              | 38%    | 30%               | 43%  | 36%                   | 32%                                      | 41%                            | 49%                  |
| Housing costs e.g. rent or mortgages           | 16%   | 13%          | 19% | 14% | 19% | 10%          | 23%    | 17%              | 3%               | 22%                         | 8%               | 24%    | 16%               | 14%  | 21%                   | 19%                                      | 18%                            | 9%                   |
| Other (Please Specify)                         | 1%    | 0%           | 1%  | 2%  | 1%  | 1%           | 1%     | 0%               | 0%               | 1%                          | 1%               | 1%     | 0%                | 2%   | 0%                    | 1%                                       | 1%                             | 4%                   |
| None of the above                              | 0%    | 0%           | 0%  | 0%  | 0%  | 0%           | 1%     | 0%               | 0%               | 0%                          | 0%               | 1%     | 0%                | 0%   | 0%                    | 1%                                       | 0%                             | 0%                   |
| Don't Know                                     | 1%    | 2%           | 1%  | 1%  | 2%  | 1%           | 2%     | 2%               | 0%               | 1%                          | 1%               | 2%     | 2%                | 2%   | 2%                    | 2%                                       | 0%                             | 0%                   |

Note:

BASE: Those who say the cost of living has risen

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) Have you had to cut back on your spending in the last 12 months?

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                                | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                                  | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Yes significantly                         | 17%   | 26%   | 21%   | 23%   | 19%   | 13%   | 4%  | 24%    | 15%        | 17%        | 16%             | 17%           | 17%           | 14%                      | 22%        | 12%        | 15%      | 22%   | 13%              |
| Yes, slightly                             | 38%   | 38%   | 44%   | 44%   | 41%   | 35%   | 26% | 40%    | 37%        | 37%        | 35%             | 37%           | 36%           | 41%                      | 33%        | 46%        | 31%      | 28%   | 44%              |
| No, I haven't had to cut back on spending | 42%   | 28%   | 28%   | 30%   | 38%   | 52%   | 69% | 31%    | 45%        | 46%        | 45%             | 41%           | 43%           | 42%                      | 40%        | 39%        | 49%      | 46%   | 43%              |
| Don't know                                | 4%    | 8%    | 7%    | 4%    | 2%    | 0%    | 1%  | 5%     | 3%         | 0%         | 4%              | 5%            | 4%            | 3%                       | 4%         | 3%         | 5%       | 4%    | 0%               |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) Have you had to cut back on your spending in the last 12 months?

|   | Gender |      |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|   | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                                | 2036   | 1007 | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                                  | 2036   | 1003 | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Yes significantly                         | 17%    | 18%  | 16%    | 28%               | 12%     | 19%        | 12%        | 13%     | 20%        | 11%            | 17%                           | 33%              | 27%                     | 25%                               | 23%              | 11%          | 16%   | 18%    | 18%            |
| Yes, slightly                             | 38%    | 34%  | 41%    | 37%               | 37%     | 39%        | 41%        | 31%     | 37%        | 31%            | 45%                           | 29%              | 41%                     | 39%                               | 42%              | 31%          | 35%   | 39%    | 40%            |
| No, I haven't had to cut back on spending | 42%    | 45%  | 39%    | 31%               | 47%     | 39%        | 44%        | 50%     | 43%        | 56%            | 35%                           | 30%              | 28%                     | 30%                               | 31%              | 50%          | 47%   | 41%    | 33%            |
| Don't know                                | 4%     | 3%   | 3%     | 4%                | 3%      | 3%         | 2%         | 6%      | 1%         | 2%             | 4%                            | 8%               | 3%                      | 6%                                | 3%               | 8%           | 1%    | 2%     | 9%             |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.C) Have you had to cut back on your spending in the last 12 months?

|   | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                 |                                |                       |     |     |
|---|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|---|--------------------------------|-----------------------|-----|-----|
|   |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Under-graduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted                                | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                       | 342                            | 482                   | 262 | 38  |
| Weighted                                  | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                       | 381                            | 469                   | 235 | 33  |
| Yes significantly                         | 17%   | 17%          | 15% | 17% | 19% | 16%                 | 19%              | 17%              | 9%              | 17%                 | 15%               | 18%  | 27%                   | 13%                                       | 14%                            | 18%                   | 28% | 37% |
| Yes, slightly                             | 38%   | 32%          | 38% | 43% | 39% | 33%                 | 45%              | 39%              | 45%             | 38%                 | 35%               | 45%  | 37%                   | 36%                                       | 35%                            | 38%                   | 40% | 21% |
| No, I haven't had to cut back on spending | 42%   | 50%          | 44% | 36% | 36% | 50%                 | 33%              | 42%              | 46%             | 36%                 | 49%               | 33%  | 34%                   | 49%                                       | 45%                            | 41%                   | 30% | 38% |
| Don't know                                | 4%    | 2%           | 3%  | 3%  | 5%  | 1%                  | 4%               | 2%               | 0%              | 9%                  | 1%                | 4%   | 2%                    | 3%  | 6%                             | 3%                    | 2%  | 3%  |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) Thinking about the next 12 months, do you expect the cost of living to rise, fall, or stay roughly the same?

|  | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted   | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| I expect the cost of living to rise significantly  | 37%   | 23%   | 25%   | 32%   | 42%   | 50%   | 49% | 35%    | 37%        | 38%        | 34%             | 33%           | 32%           | 35%                      | 43%        | 41%        | 41%      | 45%   | 39%              |
| I expect the cost of living to rise slightly       | 45%   | 44%   | 43%   | 43%   | 48%   | 44%   | 48% | 39%    | 50%        | 48%        | 44%             | 47%           | 47%           | 49%                      | 45%        | 43%        | 44%      | 40%   | 49%              |
| I expect the cost of living to stay about the same | 11%   | 17%   | 21%   | 16%   | 8%    | 4%    | 1%  | 14%    | 9%         | 11%        | 16%             | 8%            | 11%           | 10%                      | 6%         | 11%        | 10%      | 11%   | 8%               |
| I expect the cost of living to fall slightly       | 2%    | 7%    | 3%    | 3%    | 0%    | 0%    | 0%  | 7%     | 0%         | 1%         | 0%              | 3%            | 3%            | 1%                       | 1%         | 3%         | 1%       | 0%    | 4%               |
| I expect the cost of living to fall significantly  | 0%    | 0%    | 1%    | 0%    | 0%    | 0%    | 0%  | 0%     | 0%         | 0%         | 0%              | 0%            | 1%            | 1%                       | 0%         | 0%         | 0%       | 1%    | 0%               |
| Don't know   | 4%    | 8%    | 7%    | 6%    | 3%    | 1%    | 1%  | 5%     | 4%         | 2%         | 5%              | 8%            | 6%            | 4%                       | 5%         | 3%         | 4%       | 2%    | 0%               |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.B) Thinking about the next 12 months, do you expect the cost of living to rise, fall, or stay roughly the same?

|  | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|  |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted   | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| I expect the cost of living to rise significantly  | 37%   | 37%    | 38%    | 33%               | 37%     | 32%        | 43%        | 38%     | 40%        | 42%            | 33%                           | 6%               | 40%                     | 36%                               | 35%              | 28%          | 39%   | 41%    | 27%            |
| I expect the cost of living to rise slightly       | 45%   | 45%    | 46%    | 40%               | 46%     | 51%        | 42%        | 49%     | 48%        | 48%            | 46%                           | 74%              | 42%                     | 37%                               | 44%              | 40%          | 48%   | 44%    | 41%            |
| I expect the cost of living to stay about the same | 11%   | 12%    | 10%    | 16%               | 12%     | 9%         | 10%        | 6%      | 8%         | 7%             | 15%                           | 7%               | 10%                     | 14%                               | 13%              | 17%          | 10%   | 11%    | 19%            |
| I expect the cost of living to fall slightly       | 2%    | 3%     | 2%     | 5%                | 1%      | 2%         | 2%         | 1%      | 2%         | 1%             | 3%                            | 0%               | 3%                      | 3%                                | 2%               | 3%           | 2%    | 2%     | 3%             |
| I expect the cost of living to fall significantly  | 0%    | 0%     | 0%     | 0%                | 0%      | 0%         | 1%         | 0%      | 0%         | 0%             | 0%                            | 4%               | 1%                      | 1%                                | 0%               | 0%           | 0%    | 0%     | 0%             |
| Don't know   | 4%    | 4%     | 5%     | 5%                | 4%      | 4%         | 2%         | 6%      | 2%         | 2%             | 3%                            | 8%               | 4%                      | 9%                                | 5%               | 11%          | 2%    | 2%     | 10%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.C) Thinking about the next 12 months, do you expect the cost of living to rise, fall, or stay roughly the same?

|  | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|--|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|  |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted   | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted   | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| I expect the cost of living to rise significantly  | 37%   | 39%          | 36% | 34% | 39% | 39%                 | 38%              | 40%              | 33%             | 30%                 | 32%               | 38%  | 40%                   | 40%                                      | 34%                            | 33%                   | 37% | 34% |
| I expect the cost of living to rise slightly       | 45%   | 49%          | 47% | 46% | 38% | 48%                 | 43%              | 49%              | 55%             | 41%                 | 53%               | 43%  | 45%                   | 44%                                      | 43%                            | 48%                   | 45% | 48% |
| I expect the cost of living to stay about the same | 11%   | 8%           | 11% | 13% | 12% | 10%                 | 12%              | 7%               | 6%              | 15%                 | 11%               | 13%  | 8%                    | 11%                                      | 14%                            | 12%                   | 11% | 11% |
| I expect the cost of living to fall slightly       | 2%    | 3%           | 1%  | 3%  | 2%  | 1%                  | 3%               | 3%               | 3%              | 1%                  | 2%                | 3%   | 4%                    | 1%                                       | 4%                             | 3%                    | 3%  | 5%  |
| I expect the cost of living to fall significantly  | 0%    | 0%           | 0%  | 0%  | 0%  | 0%                  | 1%               | 0%               | 0%              | 0%                  | 0%                | 1%   | 0%                    | 0%                                       | 0%                             | 0%                    | 0%  | 0%  |
| Don't know   | 4%    | 1%           | 3%  | 4%  | 8%  | 1%                  | 3%               | 2%               | 3%              | 12%                 | 2%                | 4%   | 3%                    | 4%                                       | 5%                             | 4%                    | 3%  | 2%  |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(13.A) Imagine that the cost of living did rise in the next 12 months. How much money per month would you have to lose to go into debt?

|                   | Age   |       |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|-------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                   | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted        | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted          | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Less than £10     | 5%    | 7%    | 4%    | 7%    | 7%    | 4%    | 3%  | 5%     | 5%         | 5%         | 7%              | 5%            | 5%            | 5%                       | 7%         | 6%         | 1%       | 8%    | 12%              |
| £10-£24           | 4%    | 6%    | 6%    | 4%    | 3%    | 3%    | 1%  | 2%     | 2%         | 5%         | 3%              | 4%            | 4%            | 2%                       | 1%         | 4%         | 5%       | 7%    | 7%               |
| £25-£49           | 7%    | 7%    | 12%   | 8%    | 7%    | 5%    | 2%  | 5%     | 7%         | 9%         | 6%              | 4%            | 8%            | 6%                       | 6%         | 6%         | 7%       | 9%    | 10%              |
| £50 - £74         | 5%    | 8%    | 5%    | 8%    | 6%    | 4%    | 2%  | 4%     | 4%         | 9%         | 5%              | 6%            | 6%            | 5%                       | 4%         | 5%         | 6%       | 5%    | 11%              |
| £75 - £99         | 5%    | 7%    | 8%    | 5%    | 5%    | 3%    | 2%  | 7%     | 2%         | 5%         | 6%              | 3%            | 7%            | 2%                       | 8%         | 5%         | 6%       | 1%    | 7%               |
| £100 - £149       | 8%    | 8%    | 10%   | 14%   | 6%    | 6%    | 4%  | 12%    | 6%         | 7%         | 6%              | 7%            | 9%            | 10%                      | 7%         | 8%         | 8%       | 5%    | 3%               |
| £150 - £199       | 4%    | 6%    | 4%    | 4%    | 3%    | 3%    | 4%  | 5%     | 3%         | 4%         | 3%              | 4%            | 5%            | 5%                       | 5%         | 6%         | 6%       | 1%    | 0%               |
| £200 - £299       | 5%    | 7%    | 5%    | 7%    | 7%    | 3%    | 3%  | 6%     | 9%         | 7%         | 5%              | 2%            | 3%            | 6%                       | 6%         | 4%         | 4%       | 4%    | 8%               |
| £300 - £399       | 4%    | 5%    | 5%    | 4%    | 5%    | 3%    | 4%  | 5%     | 3%         | 5%         | 4%              | 3%            | 6%            | 5%                       | 1%         | 5%         | 2%       | 4%    | 5%               |
| £400 - £499       | 3%    | 2%    | 1%    | 3%    | 3%    | 2%    | 3%  | 4%     | 2%         | 2%         | 2%              | 2%            | 1%            | 3%                       | 4%         | 4%         | 2%       | 2%    | 3%               |
| £500 or more      | 16%   | 7%    | 11%   | 11%   | 15%   | 21%   | 29% | 16%    | 20%        | 15%        | 16%             | 19%           | 14%           | 15%                      | 10%        | 14%        | 20%      | 12%   | 20%              |
| Don't Know        | 27%   | 26%   | 21%   | 20%   | 25%   | 36%   | 36% | 21%    | 26%        | 24%        | 32%             | 29%           | 26%           | 28%                      | 40%        | 29%        | 28%      | 40%   | 14%              |
| Prefer not to say | 6%    | 5%    | 6%    | 5%    | 6%    | 6%    | 6%  | 6%     | 10%        | 5%         | 5%              | 9%            | 6%            | 6%                       | 2%         | 5%         | 5%       | 2%    | 0%               |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) Imagine that the cost of living did rise in the next 12 months. How much money per month would you have to lose to go into debt?

|                   | Gender |      | Area   |                   |         |            |            |         | Tenure     |                |                               |                  |                         | EU 2016 Vote                      |                  |           |       |        |                |
|-------------------|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|                   | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted        | 2036   | 1007 | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted          | 2036   | 1003 | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| Less than £10     | 5%     | 5%   | 5%     | 3%                | 6%      | 8%         | 7%         | 5%      | 3%         | 3%             | 6%                            | 4%               | 11%                     | 8%                                | 7%               | 9%        | 4%    | 5%     | 10%            |
| £10-£24           | 4%     | 2%   | 5%     | 5%                | 4%      | 3%         | 4%         | 1%      | 3%         | 1%             | 3%                            | 9%               | 11%                     | 8%                                | 4%               | 2%        | 4%    | 3%     | 5%             |
| £25-£49           | 7%     | 5%   | 8%     | 8%                | 6%      | 9%         | 6%         | 4%      | 7%         | 3%             | 8%                            | 17%              | 13%                     | 12%                               | 9%               | 5%        | 6%    | 7%     | 9%             |
| £50 - £74         | 5%     | 5%   | 6%     | 5%                | 5%      | 6%         | 6%         | 4%      | 8%         | 4%             | 6%                            | 34%              | 5%                      | 7%                                | 7%               | 2%        | 5%    | 6%     | 5%             |
| £75 - £99         | 5%     | 4%   | 5%     | 6%                | 5%      | 6%         | 4%         | 6%      | 4%         | 3%             | 6%                            | 0%               | 6%                      | 6%                                | 7%               | 4%        | 5%    | 4%     | 6%             |
| £100 - £149       | 8%     | 8%   | 8%     | 10%               | 7%      | 8%         | 6%         | 7%      | 11%        | 7%             | 9%                            | 12%              | 6%                      | 7%                                | 11%              | 4%        | 7%    | 10%    | 7%             |
| £150 - £199       | 4%     | 5%   | 4%     | 5%                | 5%      | 4%         | 4%         | 2%      | 3%         | 3%             | 5%                            | 5%               | 6%                      | 3%                                | 6%               | 3%        | 5%    | 5%     | 1%             |
| £200 - £299       | 5%     | 6%   | 5%     | 8%                | 5%      | 6%         | 4%         | 5%      | 4%         | 4%             | 8%                            | 9%               | 2%                      | 4%                                | 5%               | 10%       | 4%    | 7%     | 5%             |
| £300 - £399       | 4%     | 5%   | 4%     | 6%                | 3%      | 4%         | 4%         | 4%      | 5%         | 5%             | 4%                            | 0%               | 5%                      | 1%                                | 6%               | 0%        | 4%    | 4%     | 5%             |
| £400 - £499       | 3%     | 3%   | 2%     | 3%                | 2%      | 2%         | 3%         | 3%      | 1%         | 3%             | 3%                            | 0%               | 1%                      | 2%                                | 2%               | 0%        | 2%    | 3%     | 2%             |
| £500 or more      | 16%    | 21%  | 12%    | 14%               | 17%     | 11%        | 19%        | 20%     | 16%        | 27%            | 14%                           | 5%               | 4%                      | 3%                                | 9%               | 8%        | 16%   | 18%    | 12%            |
| Don't Know        | 27%    | 25%  | 30%    | 22%               | 28%     | 28%        | 29%        | 34%     | 29%        | 31%            | 22%                           | 6%               | 25%                     | 34%                               | 23%              | 40%       | 31%   | 23%    | 29%            |
| Prefer not to say | 6%     | 5%   | 6%     | 6%                | 6%      | 7%         | 5%         | 5%      | 7%         | 6%             | 5%                            | 0%               | 5%                      | 5%                                | 7%               | 13%       | 5%    | 6%     | 5%             |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.C) Imagine that the cost of living did rise in the next 12 months. How much money per month would you have to lose to go into debt?

|                   | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                             | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|-------------------|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|                   |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted        | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259                         | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                    |
| Weighted          | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283                         | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                    |
| Less than £10     | 5%    | 4%           | 4%  | 4%  | 9%  | 5%           | 5%     | 4%               | 7%               | 9%                          | 5%               | 4%     | 5%                | 8%   | 4%                    | 4%                                       | 3%                             | 2%                    |
| £10-£24           | 4%    | 2%           | 3%  | 2%  | 8%  | 3%           | 5%     | 2%               | 6%               | 4%                          | 3%               | 5%     | 1%                | 6%   | 3%                    | 2%                                       | 3%                             | 0%                    |
| £25-£49           | 7%    | 3%           | 7%  | 6%  | 10% | 4%           | 8%     | 7%               | 11%              | 8%                          | 4%               | 6%     | 7%                | 9%   | 8%                    | 6%                                       | 5%                             | 5%                    |
| £50 - £74         | 5%    | 3%           | 4%  | 9%  | 6%  | 6%           | 7%     | 3%               | 0%               | 4%                          | 5%               | 8%     | 5%                | 6%   | 4%                    | 6%                                       | 5%                             | 3%                    |
| £75 - £99         | 5%    | 4%           | 5%  | 7%  | 5%  | 5%           | 6%     | 5%               | 0%               | 4%                          | 5%               | 7%     | 4%                | 4%   | 5%                    | 5%                                       | 8%                             | 2%                    |
| £100 - £149       | 8%    | 7%           | 9%  | 8%  | 8%  | 7%           | 10%    | 10%              | 2%               | 5%                          | 8%               | 10%    | 12%               | 6%   | 8%                    | 8%                                       | 16%                            | 12%                   |
| £150 - £199       | 4%    | 5%           | 5%  | 3%  | 3%  | 5%           | 4%     | 5%               | 0%               | 2%                          | 5%               | 4%     | 7%                | 3%   | 3%                    | 5%                                       | 8%                             | 14%                   |
| £200 - £299       | 5%    | 6%           | 7%  | 6%  | 3%  | 5%           | 6%     | 11%              | 3%               | 4%                          | 5%               | 6%     | 11%               | 3%   | 6%                    | 6%                                       | 9%                             | 8%                    |
| £300 - £399       | 4%    | 5%           | 5%  | 6%  | 2%  | 5%           | 3%     | 3%               | 3%               | 4%                          | 5%               | 5%     | 5%                | 3%   | 4%                    | 4%                                       | 6%                             | 3%                    |
| £400 - £499       | 3%    | 4%           | 2%  | 3%  | 0%  | 3%           | 3%     | 3%               | 0%               | 2%                          | 3%               | 3%     | 2%                | 1%   | 2%                    | 3%                                       | 5%                             | 4%                    |
| £500 or more      | 16%   | 28%          | 16% | 11% | 8%  | 21%          | 11%    | 24%              | 22%              | 11%                         | 22%              | 11%    | 20%               | 13%  | 13%                   | 22%                                      | 19%                            | 33%                   |
| Don't Know        | 27%   | 22%          | 27% | 30% | 32% | 27%          | 26%    | 18%              | 38%              | 37%                         | 26%              | 26%    | 15%               | 34%  | 32%                   | 22%                                      | 12%                            | 12%                   |
| Prefer not to say | 6%    | 5%           | 6%  | 5%  | 7%  | 5%           | 5%     | 5%               | 8%               | 7%                          | 5%               | 5%     | 5%                | 5%   | 8%                    | 6%                                       | 3%                             | 3%                    |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) Are you currently planning to cut back on your spending so that you can deal with an increase in the cost of living?

|                    | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                    |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted         | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted           | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Yes, significantly | 16%   | 23%   | 18%   | 22%   | 16%   | 12%   | 7%  | 24%    | 14%        | 14%        | 11%             | 17%           | 13%           | 11%                      | 20%        | 17%        | 11%      | 23%   | 15%              |
| Yes, slightly      | 36%   | 38%   | 44%   | 38%   | 38%   | 33%   | 25% | 36%    | 34%        | 36%        | 38%             | 32%           | 39%           | 41%                      | 34%        | 33%        | 40%      | 22%   | 37%              |
| I am not sure yet  | 28%   | 28%   | 24%   | 26%   | 30%   | 27%   | 33% | 26%    | 29%        | 30%        | 33%             | 30%           | 31%           | 24%                      | 29%        | 28%        | 25%      | 27%   | 27%              |
| No                 | 20%   | 11%   | 14%   | 14%   | 16%   | 28%   | 35% | 14%    | 24%        | 20%        | 17%             | 20%           | 17%           | 24%                      | 17%        | 22%        | 24%      | 27%   | 21%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.B) Are you currently planning to cut back on your spending so that you can deal with an increase in the cost of living?

|                    | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                    |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted         | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted           | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Yes, significantly | 16%   | 15%    | 17%    | 25%               | 12%     | 15%        | 15%        | 11%     | 19%        | 12%            | 14%                           | 21%              | 22%                     | 20%                               | 24%              | 10%          | 15%   | 17%    | 13%            |
| Yes, slightly      | 36%   | 33%    | 38%    | 37%               | 36%     | 40%        | 35%        | 33%     | 30%        | 30%            | 44%                           | 41%              | 31%                     | 41%                               | 38%              | 27%          | 33%   | 39%    | 36%            |
| I am not sure yet  | 28%   | 27%    | 29%    | 22%               | 32%     | 26%        | 28%        | 31%     | 32%        | 28%            | 27%                           | 25%              | 35%                     | 29%                               | 24%              | 37%          | 29%   | 26%    | 31%            |
| No                 | 20%   | 25%    | 16%    | 17%               | 20%     | 18%        | 22%        | 26%     | 19%        | 29%            | 15%                           | 13%              | 11%                     | 10%                               | 14%              | 25%          | 23%   | 18%    | 20%            |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.C) Are you currently planning to cut back on your spending so that you can deal with an increase in the cost of living?

|                    | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|--------------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|                    |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted         | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted           | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Yes, significantly | 16%   | 15%          | 14% | 17% | 18% | 16%                 | 18%              | 15%              | 9%              | 13%                 | 14%               | 18%  | 25%                   | 13%                                      | 14%                            | 15%                   | 23% | 29% |
| Yes, slightly      | 36%   | 33%          | 37% | 38% | 34% | 33%                 | 41%              | 40%              | 33%             | 30%                 | 36%               | 42%  | 38%                   | 30%                                      | 37%                            | 41%                   | 38% | 32% |
| I am not sure yet  | 28%   | 25%          | 31% | 26% | 30% | 28%                 | 28%              | 23%              | 21%             | 35%                 | 26%               | 26%  | 21%                   | 33%                                      | 33%                            | 21%                   | 23% | 24% |
| No                 | 20%   | 27%          | 18% | 18% | 18% | 23%                 | 13%              | 23%              | 37%             | 21%                 | 24%               | 15%  | 16%                   | 24%                                      | 16%                            | 23%                   | 16% | 15% |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.A) Which of the following - which have been suggested as possibilities in the media or by politicians - would cause you the most financial problems in the coming year, if any? Select up to three.

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted  | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted  | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Another lockdown of several weeks to keep infections down | 15%   | 24%   | 19%   | 16%   | 15%   | 10%   | 6%  | 22%    | 10%        | 9%         | 17%             | 12%           | 18%           | 16%                      | 9%         | 12%        | 15%      | 10%   | 23%              |
| The rise in National Insurance Contributions              | 25%   | 26%   | 30%   | 31%   | 34%   | 25%   | 6%  | 24%    | 18%        | 31%        | 23%             | 20%           | 27%           | 32%                      | 35%        | 25%        | 22%      | 24%   | 21%              |
| Rising inflation  | 35%   | 32%   | 29%   | 30%   | 28%   | 43%   | 47% | 35%    | 38%        | 38%        | 34%             | 38%           | 34%           | 27%                      | 36%        | 34%        | 36%      | 34%   | 39%              |
| A rise in council tax                                     | 45%   | 36%   | 45%   | 46%   | 46%   | 43%   | 48% | 44%    | 43%        | 50%        | 49%             | 42%           | 44%           | 45%                      | 39%        | 48%        | 44%      | 47%   | 23%              |
| A rise in energy bills                                    | 59%   | 40%   | 51%   | 57%   | 67%   | 69%   | 68% | 48%    | 54%        | 61%        | 58%             | 59%           | 66%           | 62%                      | 69%        | 63%        | 65%      | 65%   | 59%              |
| A rise in interest / mortgage rates                       | 12%   | 18%   | 22%   | 16%   | 11%   | 6%    | 2%  | 14%    | 13%        | 12%        | 7%              | 8%            | 14%           | 15%                      | 9%         | 11%        | 12%      | 10%   | 22%              |
| Additional taxes on certain foods                         | 24%   | 27%   | 26%   | 27%   | 22%   | 21%   | 19% | 28%    | 19%        | 20%        | 24%             | 18%           | 26%           | 21%                      | 18%        | 28%        | 16%      | 24%   | 54%              |
| None of these would cause me financial problems           | 12%   | 6%    | 6%    | 5%    | 12%   | 15%   | 25% | 9%     | 19%        | 16%        | 12%             | 14%           | 6%            | 11%                      | 12%        | 10%        | 11%      | 16%   | 11%              |
| Don't know  | 6%    | 10%   | 9%    | 9%    | 5%    | 3%    | 2%  | 6%     | 8%         | 1%         | 9%              | 12%           | 6%            | 6%                       | 7%         | 6%         | 5%       | 4%    | 3%               |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) Which of the following - which have been suggested as possibilities in the media or by politicians - would cause you the most financial problems in the coming year, if any? Select up to three.

|   | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   | EU 2016 Vote     |           |       |        |                |
|---|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|   |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted  | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted  | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| Another lockdown of several weeks to keep infections down | 15%   | 16%    | 14%    | 21%               | 13%     | 19%        | 12%        | 7%      | 13%        | 12%            | 14%                           | 7%               | 21%                     | 21%                               | 14%              | 17%       | 14%   | 15%    | 14%            |
| The rise in National Insurance Contributions              | 25%   | 23%    | 27%    | 26%               | 23%     | 26%        | 26%        | 21%     | 23%        | 17%            | 35%                           | 24%              | 28%                     | 25%                               | 31%              | 15%       | 22%   | 27%    | 29%            |
| Rising inflation  | 35%   | 38%    | 33%    | 30%               | 39%     | 30%        | 35%        | 40%     | 40%        | 40%            | 31%                           | 41%              | 36%                     | 25%                               | 35%              | 33%       | 38%   | 36%    | 26%            |
| A rise in council tax                                     | 45%   | 42%    | 47%    | 44%               | 45%     | 43%        | 45%        | 44%     | 47%        | 43%            | 45%                           | 54%              | 46%                     | 49%                               | 50%              | 17%       | 47%   | 45%    | 43%            |
| A rise in energy bills                                    | 59%   | 56%    | 63%    | 56%               | 61%     | 54%        | 62%        | 61%     | 67%        | 61%            | 58%                           | 41%              | 62%                     | 67%                               | 60%              | 35%       | 64%   | 60%    | 55%            |
| A rise in interest / mortgage rates                       | 12%   | 11%    | 13%    | 15%               | 13%     | 15%        | 9%         | 9%      | 7%         | 6%             | 28%                           | 32%              | 6%                      | 8%                                | 7%               | 10%       | 11%   | 13%    | 12%            |
| Additional taxes on certain foods                         | 24%   | 22%    | 25%    | 29%               | 22%     | 26%        | 22%        | 14%     | 26%        | 22%            | 21%                           | 21%              | 34%                     | 29%                               | 25%              | 17%       | 21%   | 25%    | 27%            |
| None of these would cause me financial problems           | 12%   | 14%    | 11%    | 7%                | 13%     | 9%         | 15%        | 17%     | 12%        | 21%            | 7%                            | 0%               | 6%                      | 6%                                | 5%               | 14%       | 13%   | 12%    | 10%            |
| Don't know  | 6%    | 6%     | 6%     | 7%                | 5%      | 8%         | 7%         | 7%      | 2%         | 3%             | 6%                            | 8%               | 7%                      | 6%                                | 9%               | 20%       | 4%    | 5%     | 11%            |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(15.C) Which of the following - which have been suggested as possibilities in the media or by politicians - would cause you the most financial problems in the coming year, if any? Select up to three.

|   | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                 |                                |                       |     |     |
|---|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|---|--------------------------------|-----------------------|-----|-----|
|   |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Under-graduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted  | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                       | 342                            | 482                   | 262 | 38  |
| Weighted  | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                       | 381                            | 469                   | 235 | 33  |
| Another lockdown of several weeks to keep infections down | 15%   | 12%          | 13% | 20% | 15% | 15%                 | 16%              | 14%              | 10%             | 15%                 | 16%               | 15%  | 15%                   | 12%                                       | 17%                            | 15%                   | 16% | 14% |
| The rise in National Insurance Contributions              | 25%   | 23%          | 26% | 28% | 23% | 23%                 | 27%              | 25%              | 29%             | 25%                 | 21%               | 27%  | 23%                   | 23%                                       | 22%                            | 22%                   | 31% | 22% |
| Rising inflation  | 35%   | 41%          | 33% | 32% | 34% | 40%                 | 34%              | 35%              | 37%             | 27%                 | 38%               | 33%  | 35%                   | 35%                                       | 33%                            | 36%                   | 34% | 52% |
| A rise in council tax                                     | 45%   | 41%          | 45% | 48% | 46% | 46%                 | 44%              | 46%              | 48%             | 42%                 | 45%               | 45%  | 50%                   | 45%                                       | 47%                            | 46%                   | 40% | 38% |
| A rise in energy bills                                    | 59%   | 54%          | 60% | 60% | 65% | 61%                 | 60%              | 54%              | 69%             | 55%                 | 58%               | 62%  | 53%                   | 62%                                       | 55%                            | 57%                   | 55% | 36% |
| A rise in interest / mortgage rates                       | 12%   | 14%          | 14% | 11% | 9%  | 11%                 | 14%              | 12%              | 9%              | 8%                  | 12%               | 14%  | 12%                   | 7%  | 15%                            | 13%                   | 21% | 20% |
| Additional taxes on certain foods                         | 24%   | 19%          | 24% | 24% | 27% | 19%                 | 29%              | 21%              | 20%             | 28%                 | 21%               | 27%  | 25%                   | 24%                                       | 21%                            | 21%                   | 24% | 23% |
| None of these would cause me financial problems           | 12%   | 18%          | 13% | 8%  | 9%  | 15%                 | 9%               | 14%              | 19%             | 9%                  | 16%               | 10%  | 11%                   | 15%                                       | 10%                            | 13%                   | 9%  | 9%  |
| Don't know  | 6%    | 3%           | 6%  | 7%  | 9%  | 3%                  | 6%               | 4%               | 3%              | 14%                 | 3%                | 6%   | 5%                    | 7%  | 8%                             | 7%                    | 3%  | 7%  |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) Thinking about the high street of your local town or city - or the one closest to you - has your local high street been affected positively or negatively by the Covid crisis and the series of lockdowns, or has it not been affected much at all?

|                                      | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--------------------------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                                      |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                           | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                             | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| It has been very negatively affected | 15%   | 13%   | 13%   | 15%   | 17%   | 16%   | 15% | 10%    | 15%        | 13%        | 14%             | 18%           | 12%           | 14%                      | 10%        | 18%        | 22%      | 22%   | 14%              |
| It has been negatively affected      | 39%   | 33%   | 35%   | 33%   | 43%   | 46%   | 45% | 38%    | 43%        | 37%        | 40%             | 30%           | 36%           | 41%                      | 43%        | 43%        | 39%      | 41%   | 46%              |
| It has not been affected much at all | 25%   | 28%   | 25%   | 29%   | 24%   | 23%   | 22% | 27%    | 23%        | 29%        | 23%             | 30%           | 29%           | 26%                      | 20%        | 21%        | 24%      | 20%   | 24%              |
| It has been positively affected      | 6%    | 8%    | 8%    | 6%    | 3%    | 4%    | 5%  | 9%     | 4%         | 6%         | 5%              | 4%            | 4%            | 6%                       | 4%         | 6%         | 6%       | 5%    | 3%               |
| It has been very positively affected | 2%    | 2%    | 4%    | 4%    | 1%    | 1%    | 2%  | 6%     | 2%         | 1%         | 1%              | 1%            | 3%            | 1%                       | 5%         | 3%         | 1%       | 0%    | 3%               |
| Don't know                           | 13%   | 16%   | 14%   | 13%   | 13%   | 9%    | 12% | 11%    | 12%        | 15%        | 16%             | 17%           | 15%           | 12%                      | 18%        | 10%        | 8%       | 12%   | 10%              |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) Thinking about the high street of your local town or city - or the one closest to you - has your local high street been affected positively or negatively by the Covid crisis and the series of lockdowns, or has it not been affected much at all?

|                                      | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--------------------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                                      |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                           | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                             | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| It has been very negatively affected | 15%   | 14%    | 17%    | 14%               | 16%     | 16%        | 15%        | 14%     | 15%        | 14%            | 15%                           | 14%              | 14%                     | 19%                               | 17%              | 7%           | 15%   | 15%    | 14%            |
| It has been negatively affected      | 39%   | 40%    | 39%    | 38%               | 39%     | 43%        | 41%        | 38%     | 36%        | 44%            | 39%                           | 34%              | 31%                     | 37%                               | 37%              | 31%          | 40%   | 41%    | 35%            |
| It has not been affected much at all | 25%   | 24%    | 26%    | 24%               | 25%     | 22%        | 27%        | 26%     | 28%        | 21%            | 31%                           | 15%              | 30%                     | 26%                               | 24%              | 33%          | 25%   | 25%    | 27%            |
| It has been positively affected      | 6%    | 7%     | 4%     | 9%                | 5%      | 5%         | 4%         | 2%      | 8%         | 7%             | 3%                            | 28%              | 10%                     | 4%                                | 4%               | 4%           | 5%    | 6%     | 4%             |
| It has been very positively affected | 2%    | 4%     | 1%     | 5%                | 1%      | 4%         | 0%         | 2%      | 3%         | 4%             | 1%                            | 0%               | 3%                      | 1%                                | 3%               | 0%           | 2%    | 3%     | 2%             |
| Don't know                           | 13%   | 12%    | 13%    | 10%               | 14%     | 11%        | 13%        | 18%     | 9%         | 11%            | 11%                           | 8%               | 13%                     | 13%                               | 15%              | 25%          | 12%   | 10%    | 19%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.C) Thinking about the high street of your local town or city - or the one closest to you - has your local high street been affected positively or negatively by the Covid crisis and the series of lockdowns, or has it not been affected much at all?

|                                      | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|--------------------------------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|                                      |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted                           | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted                             | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| It has been very negatively affected | 15%   | 16%          | 14% | 15% | 16% | 14%                 | 15%              | 15%              | 19%             | 14%                 | 13%               | 15%  | 18%                   | 14%                                      | 15%                            | 12%                   | 16% | 29% |
| It has been negatively affected      | 39%   | 42%          | 40% | 40% | 36% | 40%                 | 41%              | 44%              | 43%             | 37%                 | 40%               | 39%  | 43%                   | 40%                                      | 38%                            | 45%                   | 36% | 24% |
| It has not been affected much at all | 25%   | 25%          | 27% | 25% | 23% | 26%                 | 26%              | 21%              | 12%             | 24%                 | 28%               | 26%  | 18%                   | 26%                                      | 27%                            | 24%                   | 24% | 30% |
| It has been positively affected      | 6%    | 6%           | 6%  | 5%  | 5%  | 7%                  | 6%               | 7%               | 6%              | 1%                  | 7%                | 7%   | 9%                    | 5%                                       | 5%                             | 5%                    | 9%  | 6%  |
| It has been very positively affected | 2%    | 3%           | 1%  | 3%  | 2%  | 3%                  | 2%               | 4%               | 0%              | 1%                  | 4%                | 1%   | 4%                    | 1%                                       | 2%                             | 2%                    | 8%  | 5%  |
| Don't know                           | 13%   | 7%           | 13% | 12% | 19% | 10%                 | 11%              | 9%               | 20%             | 23%                 | 9%                | 12%  | 8%                    | 13%                                      | 13%                            | 12%                   | 6%  | 6%  |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) You said that your local high street had been affected negatively. In which ways has it been most affected? Select up to three.

|  | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 1117  | 86    | 160   | 170   | 224   | 198   | 279 | 149    | 166        | 88         | 106             | 71            | 91            | 93                       | 46         | 130        | 98       | 58    | 21               |
| Weighted   | 1110  | 131   | 168   | 167   | 208   | 179   | 256 | 138    | 154        | 80         | 99              | 69            | 89            | 90                       | 43         | 136        | 111      | 64    | 36               |
| Shops have permanently closed  | 72%   | 55%   | 56%   | 64%   | 74%   | 81%   | 89% | 56%    | 73%        | 66%        | 88%             | 67%           | 70%           | 79%                      | 90%        | 72%        | 76%      | 70%   | 76%              |
| Essential services like pharmacies, places to post parcels etc have permanently closed | 6%    | 9%    | 15%   | 6%    | 3%    | 5%    | 4%  | 12%    | 3%         | 10%        | 8%              | 2%            | 9%            | 5%                       | 4%         | 4%         | 9%       | 6%    | 0%               |
| Cafes and restaurants have permanently closed  | 34%   | 32%   | 29%   | 31%   | 38%   | 34%   | 36% | 30%    | 34%        | 27%        | 29%             | 33%           | 23%           | 37%                      | 37%        | 40%        | 44%      | 39%   | 29%              |
| Pubs and bars have permanently closed  | 26%   | 30%   | 27%   | 20%   | 29%   | 28%   | 25% | 30%    | 24%        | 34%        | 22%             | 15%           | 23%           | 28%                      | 34%        | 33%        | 27%      | 19%   | 25%              |
| Entertainment venues like cinemas have permanently closed                              | 10%   | 12%   | 18%   | 16%   | 6%    | 9%    | 3%  | 16%    | 8%         | 15%        | 3%              | 16%           | 10%           | 7%                       | 12%        | 8%         | 6%       | 7%    | 27%              |
| People don't come into the town centre anymore   | 30%   | 27%   | 25%   | 24%   | 32%   | 34%   | 36% | 15%    | 35%        | 28%        | 38%             | 38%           | 33%           | 27%                      | 32%        | 29%        | 33%      | 29%   | 38%              |
| There is more anti-social behaviour  | 18%   | 21%   | 20%   | 19%   | 20%   | 16%   | 12% | 23%    | 15%        | 13%        | 19%             | 19%           | 15%           | 27%                      | 21%        | 15%        | 10%      | 22%   | 15%              |
| There is more serious crime  | 11%   | 19%   | 14%   | 20%   | 6%    | 6%    | 6%  | 17%    | 8%         | 7%         | 8%              | 20%           | 21%           | 8%                       | 4%         | 12%        | 6%       | 8%    | 9%               |
| There is more homelessness   | 17%   | 27%   | 21%   | 22%   | 17%   | 13%   | 9%  | 21%    | 16%        | 21%        | 21%             | 20%           | 19%           | 28%                      | 9%         | 18%        | 4%       | 16%   | 0%               |
| Streets are dirtier  | 20%   | 15%   | 17%   | 18%   | 23%   | 27%   | 21% | 23%    | 15%        | 25%        | 18%             | 11%           | 23%           | 17%                      | 24%        | 21%        | 33%      | 18%   | 13%              |
| Other (Please Specify)   | 1%    | 0%    | 1%    | 1%    | 1%    | 3%    | 2%  | 1%     | 2%         | 1%         | 0%              | 3%            | 0%            | 1%                       | 2%         | 2%         | 2%       | 0%    | 0%               |
| Don't Know   | 2%    | 1%    | 2%    | 1%    | 3%    | 1%    | 1%  | 1%     | 2%         | 2%         | 2%              | 2%            | 1%            | 1%                       | 2%         | 0%         | 1%       | 3%    | 4%               |

Note:

Those who say their high street has been negatively affected

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) You said that your local high street had been affected negatively. In which ways has it been most affected? Select up to three.

|  | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|  |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 1117  | 543    | 572    | 231               | 328     | 137        | 233        | 129     | 59         | 505            | 260                           | 8                | 64                      | 94                                | 158              | 20           | 466   | 478    | 128            |
| Weighted   | 1110  | 538    | 570    | 233               | 322     | 145        | 226        | 122     | 61         | 477            | 253                           | 9                | 65                      | 102                               | 167              | 24           | 453   | 466    | 130            |
| Shops have permanently closed  | 72%   | 69%    | 76%    | 58%               | 77%     | 70%        | 74%        | 84%     | 77%        | 78%            | 67%                           | 70%              | 73%                     | 65%                               | 67%              | 85%          | 76%   | 71%    | 66%            |
| Essential services like pharmacies, places to post parcels etc have permanently closed | 6%    | 8%     | 5%     | 13%               | 6%      | 3%         | 2%         | 4%      | 9%         | 5%             | 7%                            | 18%              | 7%                      | 6%                                | 10%              | 4%           | 5%    | 7%     | 7%             |
| Cafes and restaurants have permanently closed  | 34%   | 33%    | 34%    | 32%               | 36%     | 30%        | 31%        | 36%     | 40%        | 35%            | 33%                           | 30%              | 34%                     | 28%                               | 37%              | 24%          | 32%   | 37%    | 28%            |
| Pubs and bars have permanently closed  | 26%   | 30%    | 23%    | 24%               | 28%     | 31%        | 26%        | 23%     | 23%        | 28%            | 27%                           | 38%              | 21%                     | 26%                               | 23%              | 24%          | 27%   | 25%    | 20%            |
| Entertainment venues like cinemas have permanently closed                              | 10%   | 12%    | 9%     | 17%               | 11%     | 7%         | 7%         | 6%      | 4%         | 10%            | 12%                           | 22%              | 3%                      | 7%                                | 12%              | 13%          | 10%   | 10%    | 10%            |
| People don't come into the town centre anymore   | 30%   | 29%    | 32%    | 20%               | 29%     | 35%        | 34%        | 39%     | 32%        | 34%            | 28%                           | 23%              | 21%                     | 32%                               | 27%              | 27%          | 30%   | 30%    | 31%            |
| There is more anti-social behaviour  | 18%   | 18%    | 17%    | 22%               | 18%     | 18%        | 17%        | 15%     | 8%         | 16%            | 19%                           | 0%               | 23%                     | 15%                               | 20%              | 13%          | 19%   | 16%    | 15%            |
| There is more serious crime  | 11%   | 10%    | 12%    | 16%               | 12%     | 9%         | 9%         | 8%      | 5%         | 9%             | 10%                           | 22%              | 16%                     | 15%                               | 12%              | 9%           | 11%   | 10%    | 13%            |
| There is more homelessness   | 17%   | 14%    | 20%    | 27%               | 15%     | 20%        | 13%        | 11%     | 15%        | 13%            | 17%                           | 0%               | 24%                     | 28%                               | 22%              | 23%          | 15%   | 17%    | 21%            |
| Streets are dirtier  | 20%   | 21%    | 20%    | 24%               | 21%     | 18%        | 19%        | 17%     | 20%        | 21%            | 19%                           | 21%              | 30%                     | 22%                               | 18%              | 10%          | 21%   | 23%    | 14%            |
| Other (Please Specify)   | 1%    | 2%     | 1%     | 1%                | 1%      | 1%         | 2%         | 2%      | 0%         | 1%             | 2%                            | 0%               | 0%                      | 0%                                | 1%               | 0%           | 1%    | 2%     | 1%             |
| Don't Know   | 2%    | 2%     | 1%     | 1%                | 1%      | 2%         | 3%         | 1%      | 1%         | 1%             | 2%                            | 0%               | 0%                      | 1%                                | 3%               | 0%           | 1%    | 1%     | 5%             |

*Note:*

Those who say their high street has been negatively affected

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.C) You said that your local high street had been affected negatively. In which ways has it been most affected? Select up to three.

|  | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                 | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|--|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|  |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted   | 1117  | 361          | 299 | 207 | 244 | 456          | 286    | 111              | 22               | 133             | 342              | 269    | 98                | 254  | 183                   | 277                                      | 137                            | 20                    |
| Weighted   | 1110  | 320          | 280 | 246 | 258 | 432          | 292    | 102              | 21               | 145             | 324              | 275    | 94                | 251  | 202                   | 268                                      | 124                            | 18                    |
| Shops have permanently closed  | 72%   | 74%          | 74% | 71% | 69% | 76%          | 67%    | 73%              | 83%              | 71%             | 76%              | 65%    | 68%               | 75%  | 75%                   | 70%                                      | 63%                            | 64%                   |
| Essential services like pharmacies, places to post parcels etc have permanently closed | 6%    | 6%           | 7%  | 7%  | 6%  | 8%           | 6%     | 7%               | 0%               | 5%              | 8%               | 7%     | 6%                | 3%   | 6%                    | 6%                                       | 15%                            | 18%                   |
| Cafes and restaurants have permanently closed  | 34%   | 39%          | 36% | 30% | 29% | 32%          | 39%    | 33%              | 20%              | 31%             | 34%              | 37%    | 36%               | 31%  | 34%                   | 38%                                      | 32%                            | 46%                   |
| Pubs and bars have permanently closed  | 26%   | 27%          | 25% | 29% | 25% | 29%          | 24%    | 23%              | 44%              | 25%             | 29%              | 28%    | 18%               | 25%  | 30%                   | 29%                                      | 26%                            | 31%                   |
| Entertainment venues like cinemas have permanently closed                              | 10%   | 13%          | 11% | 8%  | 8%  | 9%           | 12%    | 11%              | 10%              | 11%             | 11%              | 13%    | 12%               | 8%   | 8%                    | 11%                                      | 16%                            | 24%                   |
| People don't come into the town centre anymore   | 30%   | 36%          | 25% | 30% | 28% | 31%          | 28%    | 31%              | 46%              | 31%             | 34%              | 27%    | 33%               | 32%  | 30%                   | 29%                                      | 27%                            | 25%                   |
| There is more anti-social behaviour  | 18%   | 14%          | 19% | 19% | 19% | 18%          | 18%    | 21%              | 10%              | 16%             | 15%              | 16%    | 23%               | 16%  | 18%                   | 18%                                      | 16%                            | 14%                   |
| There is more serious crime  | 11%   | 8%           | 12% | 12% | 13% | 9%           | 14%    | 9%               | 19%              | 13%             | 9%               | 14%    | 12%               | 9%   | 11%                   | 10%                                      | 15%                            | 6%                    |
| There is more homelessness   | 17%   | 11%          | 15% | 24% | 20% | 15%          | 22%    | 17%              | 8%               | 19%             | 13%              | 21%    | 21%               | 18%  | 17%                   | 14%                                      | 19%                            | 11%                   |
| Streets are dirtier  | 20%   | 22%          | 20% | 19% | 20% | 22%          | 19%    | 22%              | 4%               | 13%             | 22%              | 18%    | 24%               | 21%  | 15%                   | 24%                                      | 20%                            | 36%                   |
| Other (Please Specify)   | 1%    | 2%           | 2%  | 1%  | 1%  | 1%           | 2%     | 1%               | 0%               | 1%              | 1%               | 1%     | 2%                | 0%   | 1%                    | 2%                                       | 1%                             | 0%                    |
| Don't Know   | 2%    | 0%           | 3%  | 1%  | 2%  | 1%           | 1%     | 0%               | 5%               | 4%              | 1%               | 1%     | 0%                | 2%   | 1%                    | 1%                                       | 2%                             | 0%                    |

Note:

Those who say their high street has been negatively affected

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) How long do you think it will take before your local high street returns to how it was before the pandemic? Select the option which comes closest to your view

|   | Age   |       |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted  | 1116  | 85    | 160   | 170   | 224   | 198   | 279 | 148    | 166        | 88         | 106             | 71            | 91            | 93                       | 46         | 130        | 98       | 58    | 21               |
| Weighted  | 1108  | 129   | 168   | 167   | 208   | 179   | 256 | 136    | 154        | 80         | 99              | 69            | 89            | 90                       | 43         | 136        | 111      | 64    | 36               |
| It has already returned to how it was before the pandemic | 4%    | 7%    | 9%    | 7%    | 3%    | 1%    | 2%  | 9%     | 5%         | 4%         | 1%              | 4%            | 2%            | 2%                       | 6%         | 7%         | 5%       | 0%    | 0%               |
| A few months  | 7%    | 14%   | 15%   | 7%    | 4%    | 3%    | 1%  | 11%    | 7%         | 8%         | 2%              | 12%           | 12%           | 9%                       | 4%         | 2%         | 4%       | 2%    | 5%               |
| Six months  | 7%    | 13%   | 16%   | 7%    | 4%    | 3%    | 2%  | 13%    | 3%         | 9%         | 11%             | 4%            | 6%            | 4%                       | 7%         | 8%         | 5%       | 5%    | 4%               |
| A year  | 11%   | 11%   | 8%    | 13%   | 9%    | 7%    | 15% | 11%    | 12%        | 8%         | 8%              | 11%           | 17%           | 8%                       | 7%         | 9%         | 8%       | 9%    | 23%              |
| A few years   | 23%   | 19%   | 17%   | 25%   | 23%   | 26%   | 28% | 19%    | 25%        | 25%        | 24%             | 20%           | 21%           | 21%                      | 29%        | 25%        | 20%      | 29%   | 35%              |
| Five years  | 4%    | 1%    | 4%    | 3%    | 3%    | 7%    | 3%  | 2%     | 2%         | 3%         | 5%              | 6%            | 1%            | 8%                       | 4%         | 4%         | 3%       | 6%    | 5%               |
| Between five and ten years                                | 5%    | 12%   | 2%    | 4%    | 5%    | 4%    | 4%  | 5%     | 3%         | 6%         | 7%              | 2%            | 6%            | 6%                       | 2%         | 8%         | 6%       | 2%    | 0%               |
| Ten years   | 0%    | 0%    | 0%    | 1%    | 0%    | 0%    | 0%  | 0%     | 0%         | 0%         | 0%              | 0%            | 0%            | 0%                       | 0%         | 1%         | 0%       | 2%    | 0%               |
| More than ten years                                       | 1%    | 1%    | 2%    | 1%    | 0%    | 2%    | 1%  | 0%     | 1%         | 1%         | 0%              | 3%            | 0%            | 2%                       | 0%         | 1%         | 1%       | 1%    | 4%               |
| It will never return to how it was before the pandemic    | 29%   | 16%   | 20%   | 18%   | 34%   | 39%   | 36% | 20%    | 30%        | 25%        | 34%             | 31%           | 24%           | 26%                      | 34%        | 30%        | 38%      | 33%   | 13%              |
| Don't know  | 10%   | 6%    | 6%    | 14%   | 13%   | 8%    | 9%  | 10%    | 11%        | 10%        | 8%              | 6%            | 11%           | 15%                      | 6%         | 6%         | 10%      | 11%   | 10%              |

Note:

Those who say their high street has been negatively affected

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(18.B) How long do you think it will take before your local high street returns to how it was before the pandemic? Select the option which comes closest to your view

|   | Gender |      |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|   | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted  | 1116   | 542  | 572    | 231               | 327     | 137        | 233        | 129     | 59         | 505            | 260                           | 8                | 64                      | 94                                | 158              | 20           | 466   | 477    | 128            |
| Weighted  | 1108   | 536  | 570    | 233               | 320     | 145        | 226        | 122     | 61         | 477            | 253                           | 9                | 65                      | 102                               | 167              | 24           | 453   | 464    | 130            |
| It has already returned to how it was before the pandemic | 4%     | 5%   | 4%     | 9%                | 2%      | 4%         | 5%         | 1%      | 5%         | 4%             | 5%                            | 0%               | 4%                      | 1%                                | 6%               | 4%           | 4%    | 4%     | 9%             |
| A few months  | 7%     | 7%   | 6%     | 12%               | 8%      | 4%         | 4%         | 4%      | 3%         | 5%             | 5%                            | 11%              | 14%                     | 10%                               | 7%               | 8%           | 4%    | 8%     | 8%             |
| Six months  | 7%     | 9%   | 5%     | 10%               | 6%      | 9%         | 5%         | 5%      | 3%         | 5%             | 11%                           | 30%              | 4%                      | 4%                                | 8%               | 4%           | 6%    | 8%     | 4%             |
| A year  | 11%    | 11%  | 10%    | 14%               | 10%     | 6%         | 10%        | 11%     | 13%        | 11%            | 12%                           | 13%              | 7%                      | 9%                                | 11%              | 0%           | 12%   | 9%     | 13%            |
| A few years   | 23%    | 24%  | 23%    | 20%               | 25%     | 23%        | 26%        | 21%     | 24%        | 24%            | 20%                           | 38%              | 17%                     | 33%                               | 22%              | 31%          | 26%   | 23%    | 17%            |
| Five years  | 4%     | 3%   | 4%     | 3%                | 3%      | 2%         | 5%         | 4%      | 6%         | 3%             | 4%                            | 0%               | 6%                      | 1%                                | 6%               | 4%           | 3%    | 4%     | 6%             |
| Between five and ten years                                | 5%     | 4%   | 6%     | 5%                | 4%      | 8%         | 4%         | 6%      | 5%         | 6%             | 5%                            | 0%               | 7%                      | 2%                                | 5%               | 12%          | 4%    | 5%     | 3%             |
| Ten years   | 0%     | 0%   | 0%     | 0%                | 0%      | 0%         | 0%         | 0%      | 2%         | 0%             | 0%                            | 0%               | 0%                      | 0%                                | 1%               | 0%           | 0%    | 0%     | 1%             |
| More than ten years                                       | 1%     | 2%   | 0%     | 1%                | 0%      | 3%         | 2%         | 1%      | 0%         | 1%             | 2%                            | 0%               | 2%                      | 0%                                | 2%               | 0%           | 1%    | 1%     | 1%             |
| It will never return to how it was before the pandemic    | 29%    | 28%  | 29%    | 18%               | 33%     | 30%        | 28%        | 35%     | 30%        | 33%            | 25%                           | 9%               | 30%                     | 27%                               | 23%              | 21%          | 30%   | 29%    | 25%            |
| Don't know  | 10%    | 8%   | 11%    | 8%                | 8%      | 9%         | 11%        | 13%     | 9%         | 7%             | 11%                           | 0%               | 9%                      | 13%                               | 10%              | 14%          | 10%   | 9%     | 14%            |

Note:

Those who say their high street has been negatively affected

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.C) How long do you think it will take before your local high street returns to how it was before the pandemic? Select the option which comes closest to your view

|   | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  |                       | Education                                 |                                |                       |     |     |
|---|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|---|--------------------------------|-----------------------|-----|-----|
|   |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Under-graduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted  | 1116  | 360          | 299 | 207 | 244 | 455                 | 286              | 111              | 22              | 133                 | 341               | 269  | 98                    | 254                                       | 183                            | 276                   | 137 | 20  |
| Weighted  | 1108  | 318          | 280 | 246 | 258 | 430                 | 292              | 102              | 21              | 145                 | 322               | 275  | 94                    | 251                                       | 202                            | 266                   | 124 | 18  |
| It has already returned to how it was before the pandemic | 4%    | 3%           | 3%  | 4%  | 8%  | 4%                  | 3%               | 4%               | 5%              | 6%                  | 5%                | 4%   | 6%                    | 2%  | 3%                             | 4%                    | 10% | 6%  |
| A few months  | 7%    | 5%           | 5%  | 6%  | 10% | 5%                  | 9%               | 6%               | 0%              | 8%                  | 6%                | 7%   | 8%                    | 8%  | 5%                             | 7%                    | 13% | 0%  |
| Six months  | 7%    | 9%           | 7%  | 8%  | 4%  | 7%                  | 11%              | 4%               | 4%              | 4%                  | 9%                | 10%  | 4%                    | 5%  | 7%                             | 7%                    | 14% | 9%  |
| A year  | 11%   | 13%          | 13% | 8%  | 9%  | 12%                 | 9%               | 13%              | 4%              | 13%                 | 14%               | 8%   | 17%                   | 10%                                       | 10%                            | 13%                   | 13% | 6%  |
| A few years   | 23%   | 25%          | 24% | 22% | 21% | 24%                 | 22%              | 23%              | 38%             | 21%                 | 25%               | 25%  | 20%                   | 27%                                       | 21%                            | 23%                   | 22% | 26% |
| Five years  | 4%    | 3%           | 5%  | 2%  | 5%  | 3%                  | 4%               | 4%               | 5%              | 5%                  | 3%                | 4%   | 6%                    | 3%  | 5%                             | 5%                    | 4%  | 5%  |
| Between five and ten years                                | 5%    | 5%           | 7%  | 5%  | 4%  | 5%                  | 5%               | 4%               | 0%              | 5%                  | 4%                | 5%   | 5%                    | 3%  | 7%                             | 4%                    | 5%  | 10% |
| Ten years   | 0%    | 0%           | 0%  | 0%  | 0%  | 0%                  | 0%               | 0%               | 0%              | 1%                  | 0%                | 0%   | 0%                    | 0%  | 0%                             | 0%                    | 0%  | 0%  |
| More than ten years                                       | 1%    | 1%           | 1%  | 1%  | 1%  | 1%                  | 1%               | 1%               | 0%              | 2%                  | 1%                | 1%   | 1%                    | 3%  | 1%                             | 0%                    | 0%  | 0%  |
| It will never return to how it was before the pandemic    | 29%   | 28%          | 26% | 29% | 31% | 30%                 | 29%              | 32%              | 39%             | 21%                 | 28%               | 28%  | 28%                   | 30%                                       | 35%                            | 27%                   | 15% | 32% |
| Don't know  | 10%   | 8%           | 10% | 14% | 6%  | 9%                  | 9%               | 9%               | 5%              | 13%                 | 7%                | 8%   | 7%                    | 10%                                       | 6%                             | 9%                    | 5%  | 6%  |

*Note:*

Those who say their high street has been negatively affected

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) The Government’s deficit (the difference between Government money spent, and money raised) rose as a result of spending during the Covid crisis. How much of a priority should it be for the Government to reduce this deficit, if at all?

|  | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted   | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| It should be a top priority  | 14%   | 17%   | 15%   | 18%   | 10%   | 14%   | 9%  | 19%    | 9%         | 14%        | 15%             | 11%           | 14%           | 11%                      | 11%        | 15%        | 11%      | 19%   | 11%              |
| It should be an important priority                                   | 31%   | 29%   | 33%   | 33%   | 26%   | 29%   | 35% | 35%    | 31%        | 28%        | 27%             | 37%           | 31%           | 30%                      | 30%        | 31%        | 31%      | 30%   | 24%              |
| It should be a priority, but other things should be prioritised more | 36%   | 32%   | 30%   | 31%   | 41%   | 37%   | 42% | 30%    | 39%        | 41%        | 36%             | 32%           | 35%           | 36%                      | 30%        | 36%        | 39%      | 35%   | 46%              |
| It should not be that much of a priority                             | 5%    | 6%    | 4%    | 5%    | 7%    | 6%    | 5%  | 4%     | 7%         | 3%         | 4%              | 5%            | 6%            | 7%                       | 14%        | 7%         | 4%       | 6%    | 3%               |
| It should not be a priority at all                                   | 4%    | 3%    | 3%    | 2%    | 5%    | 5%    | 3%  | 3%     | 3%         | 6%         | 4%              | 3%            | 5%            | 2%                       | 5%         | 2%         | 4%       | 1%    | 5%               |
| Don't know   | 10%   | 12%   | 15%   | 11%   | 11%   | 9%    | 6%  | 9%     | 11%        | 8%         | 14%             | 12%           | 8%            | 13%                      | 10%        | 10%        | 11%      | 9%    | 10%              |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) The Government’s deficit (the difference between Government money spent, and money raised) rose as a result of spending during the Covid crisis. How much of a priority should it be for the Government to reduce this deficit, if at all?

|  | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   | EU 2016 Vote     |           |       |        |                |
|--|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|  |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted   | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted   | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| It should be a top priority  | 14%   | 17%    | 10%    | 20%               | 12%     | 12%        | 11%        | 11%     | 17%        | 15%            | 12%                           | 6%               | 14%                     | 13%                               | 13%              | 11%       | 15%   | 14%    | 10%            |
| It should be an important priority                                   | 31%   | 30%    | 32%    | 34%               | 31%     | 27%        | 29%        | 34%     | 29%        | 33%            | 34%                           | 56%              | 28%                     | 29%                               | 26%              | 24%       | 34%   | 31%    | 23%            |
| It should be a priority, but other things should be prioritised more | 36%   | 36%    | 36%    | 28%               | 37%     | 40%        | 39%        | 33%     | 40%        | 36%            | 37%                           | 16%              | 33%                     | 33%                               | 38%              | 34%       | 36%   | 35%    | 40%            |
| It should not be that much of a priority                             | 5%    | 6%     | 5%     | 5%                | 6%      | 7%         | 6%         | 5%      | 5%         | 6%             | 5%                            | 9%               | 5%                      | 5%                                | 7%               | 5%        | 4%    | 7%     | 4%             |
| It should not be a priority at all                                   | 4%    | 4%     | 3%     | 2%                | 4%      | 3%         | 4%         | 5%      | 2%         | 4%             | 3%                            | 4%               | 5%                      | 4%                                | 2%               | 9%        | 3%    | 5%     | 1%             |
| Don't know   | 10%   | 7%     | 13%    | 11%               | 10%     | 10%        | 10%        | 12%     | 7%         | 6%             | 9%                            | 8%               | 15%                     | 16%                               | 15%              | 17%       | 8%    | 7%     | 23%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.C) The Government’s deficit (the difference between Government money spent, and money raised) rose as a result of spending during the Covid crisis. How much of a priority should it be for the Government to reduce this deficit, if at all?

|  | Total | Social Grade |     |     |     | 2019                |                  |                  |                             | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|--|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|  |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted   | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35                          | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted   | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33                          | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| It should be a top priority  | 14%   | 16%          | 11% | 15% | 13% | 16%                 | 12%              | 17%              | 13%                         | 10%                 | 16%               | 13%  | 19%                   | 12%                                      | 15%                            | 12%                   | 23% | 11% |
| It should be an important priority                                   | 31%   | 34%          | 32% | 30% | 29% | 36%                 | 29%              | 32%              | 34%                         | 24%                 | 39%               | 27%  | 29%                   | 30%                                      | 33%                            | 28%                   | 34% | 42% |
| It should be a priority, but other things should be prioritised more | 36%   | 36%          | 35% | 40% | 32% | 36%                 | 34%              | 38%              | 32%                         | 37%                 | 36%               | 36%  | 39%                   | 36%                                      | 33%                            | 39%                   | 25% | 34% |
| It should not be that much of a priority                             | 5%    | 6%           | 7%  | 2%  | 6%  | 4%                  | 10%              | 5%               | 0%                          | 3%                  | 3%                | 10%  | 4%                    | 6%                                       | 7%                             | 6%                    | 5%  | 6%  |
| It should not be a priority at all                                   | 4%    | 4%           | 4%  | 3%  | 3%  | 2%                  | 6%               | 2%               | 6%                          | 2%                  | 1%                | 5%   | 2%                    | 2%                                       | 2%                             | 6%                    | 6%  | 0%  |
| Don't know   | 10%   | 5%           | 9%  | 11% | 18% | 5%                  | 9%               | 5%               | 16%                         | 24%                 | 4%                | 9%   | 6%                    | 15%                                      | 10%                            | 9%                    | 7%  | 7%  |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) You said that the Government should make deficit reduction a priority. Which of the following things do you think it should focus on? Select only one

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted  | 1644  | 147   | 257   | 304   | 289   | 251   | 396 | 258    | 222        | 146        | 150             | 117           | 148           | 134                      | 61         | 173        | 130      | 77    | 28               |
| Weighted  | 1640  | 222   | 269   | 286   | 269   | 228   | 367 | 239    | 208        | 136        | 143             | 114           | 148           | 127                      | 57         | 184        | 148      | 85    | 50               |
| Raising taxes to raise more revenue to reduce the deficit           | 15%   | 15%   | 12%   | 10%   | 13%   | 17%   | 22% | 15%    | 15%        | 22%        | 14%             | 19%           | 13%           | 16%                      | 15%        | 17%        | 11%      | 15%   | 11%              |
| Cutting taxes to grow the economy more quickly to raise tax revenue | 22%   | 25%   | 23%   | 27%   | 23%   | 20%   | 14% | 21%    | 19%        | 20%        | 21%             | 19%           | 25%           | 23%                      | 30%        | 23%        | 22%      | 18%   | 21%              |
| Cutting Government spending to get budgets under control            | 26%   | 28%   | 27%   | 26%   | 25%   | 29%   | 23% | 29%    | 26%        | 23%        | 28%             | 32%           | 24%           | 30%                      | 24%        | 24%        | 16%      | 28%   | 29%              |
| Raising Government spending and investing to grow the economy       | 20%   | 18%   | 25%   | 21%   | 21%   | 16%   | 19% | 23%    | 22%        | 16%        | 22%             | 14%           | 21%           | 13%                      | 17%        | 20%        | 29%      | 14%   | 17%              |
| Other (Please specify)  | 2%    | 2%    | 1%    | 2%    | 3%    | 3%    | 2%  | 1%     | 3%         | 4%         | 1%              | 2%            | 2%            | 3%                       | 4%         | 1%         | 4%       | 2%    | 3%               |
| Don't know  | 15%   | 12%   | 12%   | 14%   | 16%   | 14%   | 19% | 10%    | 15%        | 16%        | 13%             | 14%           | 15%           | 15%                      | 12%        | 14%        | 18%      | 24%   | 18%              |

*Note:*

Base: Those who think reducing the deficit should be a priority

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.B) You said that the Government should make deficit reduction a priority. Which of the following things do you think it should focus on? Select only one

|   | Gender |      |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|   | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted  | 1644   | 836  | 806    | 367               | 469     | 184        | 330        | 191     | 102        | 741            | 400                           | 12               | 105                     | 122                               | 223              | 35           | 708   | 691    | 185            |
| Weighted  | 1640   | 830  | 808    | 370               | 463     | 199        | 323        | 183     | 102        | 697            | 391                           | 14               | 111                     | 136                               | 237              | 45           | 694   | 673    | 193            |
| Raising taxes to raise more revenue to reduce the deficit           | 15%    | 18%  | 13%    | 17%               | 14%     | 13%        | 16%        | 17%     | 17%        | 19%            | 14%                           | 22%              | 11%                     | 11%                               | 13%              | 7%           | 17%   | 16%    | 8%             |
| Cutting taxes to grow the economy more quickly to raise tax revenue | 22%    | 22%  | 20%    | 25%               | 20%     | 20%        | 23%        | 18%     | 19%        | 17%            | 26%                           | 32%              | 18%                     | 24%                               | 26%              | 21%          | 22%   | 19%    | 28%            |
| Cutting Government spending to get budgets under control            | 26%    | 25%  | 28%    | 25%               | 23%     | 30%        | 28%        | 32%     | 25%        | 26%            | 25%                           | 29%              | 39%                     | 20%                               | 25%              | 26%          | 28%   | 24%    | 31%            |
| Raising Government spending and investing to grow the economy       | 20%    | 22%  | 18%    | 23%               | 24%     | 17%        | 16%        | 16%     | 18%        | 20%            | 20%                           | 6%               | 15%                     | 20%                               | 22%              | 18%          | 15%   | 26%    | 13%            |
| Other (Please specify)  | 2%     | 2%   | 2%     | 2%                | 2%      | 3%         | 2%         | 3%      | 4%         | 2%             | 3%                            | 0%               | 2%                      | 1%                                | 2%               | 8%           | 2%    | 3%     | 0%             |
| Don't know  | 15%    | 11%  | 19%    | 10%               | 17%     | 17%        | 15%        | 14%     | 18%        | 15%            | 12%                           | 11%              | 15%                     | 22%                               | 12%              | 20%          | 15%   | 13%    | 20%            |

Note:

Base: Those who think reducing the deficit should be a priority

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.C) You said that the Government should make deficit reduction a priority. Which of the following things do you think it should focus on? Select only one

|   | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|---|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|   |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted  | 1644  | 535          | 439 | 312 | 346 | 738                 | 375              | 165              | 28              | 184                 | 591               | 361  | 144                   | 362                                      | 277                            | 383                   | 214 | 34  |
| Weighted  | 1640  | 468          | 413 | 375 | 372 | 696                 | 397              | 151              | 26              | 201                 | 559               | 381  | 135                   | 361                                      | 306                            | 372                   | 192 | 29  |
| Raising taxes to raise more revenue to reduce the deficit           | 15%   | 17%          | 14% | 15% | 14% | 20%                 | 10%              | 25%              | 4%              | 7%                  | 19%               | 12%  | 21%                   | 16%                                      | 15%                            | 15%                   | 20% | 17% |
| Cutting taxes to grow the economy more quickly to raise tax revenue | 22%   | 21%          | 23% | 22% | 20% | 21%                 | 21%              | 16%              | 34%             | 28%                 | 20%               | 23%  | 18%                   | 21%                                      | 19%                            | 21%                   | 26% | 24% |
| Cutting Government spending to get budgets under control            | 26%   | 26%          | 26% | 26% | 28% | 26%                 | 28%              | 24%              | 14%             | 30%                 | 27%               | 25%  | 25%                   | 25%                                      | 30%                            | 26%                   | 25% | 30% |
| Raising Government spending and investing to grow the economy       | 20%   | 24%          | 22% | 15% | 18% | 17%                 | 24%              | 25%              | 29%             | 13%                 | 19%               | 24%  | 25%                   | 15%                                      | 18%                            | 26%                   | 24% | 22% |
| Other (Please specify)  | 2%    | 2%           | 2%  | 3%  | 2%  | 1%                  | 3%               | 2%               | 4%              | 2%                  | 1%                | 3%   | 2%                    | 2%                                       | 3%                             | 2%                    | 1%  | 3%  |
| Don't know  | 15%   | 10%          | 13% | 19% | 19% | 14%                 | 14%              | 9%               | 14%             | 21%                 | 13%               | 13%  | 8%                    | 21%                                      | 16%                            | 10%                   | 4%  | 4%  |

Note:

Base: Those who think reducing the deficit should be a priority

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(21.A) You said that the Government should not make debt repayment a priority. Which of the following reasons best explains why? Select only one.

|  | Age   |       |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|  | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 189   | 18    | 25    | 24    | 45    | 37    | 40  | 20     | 30         | 16         | 16              | 12            | 22            | 14                       | 17         | 19         | 13       | 7     | 3                |
| Weighted   | 183   | 26    | 26    | 23    | 39    | 33    | 36  | 20     | 28         | 14         | 15              | 11            | 21            | 14                       | 15         | 18         | 14       | 7     | 5                |
| We have been living with large debts for years now and it hasn't done any harm | 17%   | 12%   | 38%   | 22%   | 7%    | 19%   | 12% | 13%    | 14%        | 26%        | 17%             | 16%           | 11%           | 8%                       | 28%        | 15%        | 34%      | 0%    | 33%              |
| Lots of countries around the world live with large debts                       | 14%   | 24%   | 7%    | 19%   | 17%   | 15%   | 4%  | 28%    | 15%        | 5%         | 11%             | 25%           | 20%           | 6%                       | 12%        | 0%         | 7%       | 0%    | 67%              |
| We have other bigger things to worry about                                     | 50%   | 34%   | 46%   | 44%   | 55%   | 51%   | 60% | 28%    | 54%        | 62%        | 47%             | 49%           | 49%           | 42%                      | 41%        | 64%        | 52%      | 100%  | 0%               |
| It is a good time to borrow as interest rates are low                          | 16%   | 26%   | 8%    | 8%    | 21%   | 10%   | 19% | 25%    | 11%        | 0%         | 18%             | 10%           | 16%           | 40%                      | 20%        | 21%        | 7%       | 0%    | 0%               |
| Other (Please Specify)   | 2%    | 4%    | 0%    | 0%    | 0%    | 3%    | 2%  | 5%     | 6%         | 0%         | 0%              | 0%            | 0%            | 0%                       | 0%         | 0%         | 0%       | 0%    | 0%               |
| Don't know   | 2%    | 0%    | 0%    | 7%    | 0%    | 3%    | 2%  | 0%     | 0%         | 7%         | 7%              | 0%            | 4%            | 4%                       | 0%         | 0%         | 0%       | 0%    | 0%               |

*Note:*

Base: Those who think reducing the deficit should not be a priority

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) You said that the Government should not make debt repayment a priority. Which of the following reasons best explains why? Select only one.

|  | Gender |      |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   | EU 2016 Vote     |           |       |        |                |
|--|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|  | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted   | 189    | 105  | 84     | 31                | 59      | 25         | 41         | 25      | 8          | 81             | 42                            | 2                | 15                      | 15                                | 25               | 8         | 66    | 103    | 11             |
| Weighted   | 183    | 101  | 82     | 29                | 60      | 25         | 39         | 23      | 8          | 77             | 39                            | 2                | 15                      | 16                                | 25               | 9         | 61    | 97     | 12             |
| We have been living with large debts for years now and it hasn't done any harm | 17%    | 15%  | 20%    | 20%               | 13%     | 30%        | 10%        | 17%     | 30%        | 14%            | 20%                           | 0%               | 31%                     | 26%                               | 17%              | 0%        | 16%   | 19%    | 15%            |
| Lots of countries around the world live with large debts                       | 14%    | 16%  | 12%    | 18%               | 19%     | 9%         | 14%        | 3%      | 12%        | 9%             | 20%                           | 0%               | 18%                     | 0%                                | 14%              | 57%       | 10%   | 15%    | 7%             |
| We have other bigger things to worry about                                     | 50%    | 44%  | 57%    | 40%               | 46%     | 37%        | 64%        | 61%     | 47%        | 55%            | 43%                           | 100%             | 41%                     | 50%                               | 45%              | 43%       | 54%   | 50%    | 35%            |
| It is a good time to borrow as interest rates are low                          | 16%    | 22%  | 9%     | 22%               | 16%     | 21%        | 9%         | 15%     | 10%        | 18%            | 16%                           | 0%               | 10%                     | 17%                               | 20%              | 0%        | 15%   | 12%    | 43%            |
| Other (Please Specify)   | 2%     | 2%   | 1%     | 0%                | 3%      | 3%         | 0%         | 0%      | 0%         | 4%             | 0%                            | 0%               | 0%                      | 0%                                | 0%               | 0%        | 1%    | 2%     | 0%             |
| Don't know   | 2%     | 2%   | 2%     | 0%                | 2%      | 0%         | 4%         | 4%      | 0%         | 1%             | 1%                            | 0%               | 0%                      | 6%                                | 4%               | 0%        | 3%    | 1%     | 0%             |

*Note:*

Base: Those who think reducing the deficit should not be a priority

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.C) You said that the Government should not make debt repayment a priority. Which of the following reasons best explains why? Select only one.

|  | Total | Social Grade |     |     |     | 2019                |                  |                  |                | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|--|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|  |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted   | 189   | 59           | 64  | 20  | 45  | 55                  | 87               | 14               | 2              | 13                  | 30                | 82   | 12                    | 36                                       | 31                             | 60                    | 30  | 2   |
| Weighted   | 183   | 53           | 63  | 22  | 44  | 53                  | 84               | 12               | 2              | 13                  | 30                | 79   | 10                    | 36                                       | 35                             | 56                    | 26  | 2   |
| We have been living with large debts for years now and it hasn't done any harm | 17%   | 16%          | 16% | 16% | 21% | 14%                 | 16%              | 29%              | 0%             | 8%                  | 23%               | 18%  | 27%                   | 11%                                      | 13%                            | 18%                   | 20% | 0%  |
| Lots of countries around the world live with large debts                       | 14%   | 9%           | 25% | 9%  | 8%  | 15%                 | 11%              | 0%               | 61%            | 34%                 | 11%               | 12%  | 11%                   | 12%                                      | 15%                            | 14%                   | 13% | 55% |
| We have other bigger things to worry about                                     | 50%   | 55%          | 42% | 54% | 51% | 55%                 | 52%              | 33%              | 0%             | 44%                 | 51%               | 48%  | 40%                   | 61%                                      | 52%                            | 44%                   | 48% | 45% |
| It is a good time to borrow as interest rates are low                          | 16%   | 15%          | 15% | 17% | 17% | 11%                 | 18%              | 31%              | 39%            | 14%                 | 9%                | 20%  | 13%                   | 10%                                      | 20%                            | 21%                   | 12% | 0%  |
| Other (Please Specify)   | 2%    | 4%           | 1%  | 0%  | 0%  | 0%                  | 2%               | 7%               | 0%             | 0%                  | 0%                | 1%   | 8%                    | 2%                                       | 0%                             | 0%                    | 7%  | 0%  |
| Don't know   | 2%    | 1%           | 1%  | 4%  | 2%  | 5%                  | 1%               | 0%               | 0%             | 0%                  | 5%                | 0%   | 0%                    | 3%                                       | 0%                             | 3%                    | 0%  | 0%  |

Note:

Base: Those who think reducing the deficit should not be a priority

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) Do you think taxes on the public should go up to reduce the debt the Government has created during the Covid pandemic, or not?

|                          | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--------------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                          |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted               | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                 | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Yes taxes should rise    | 28%   | 20%   | 21%   | 20%   | 25%   | 36%   | 44% | 33%    | 32%        | 33%        | 25%             | 28%           | 22%           | 25%                      | 30%        | 27%        | 28%      | 25%   | 26%              |
| No taxes should not rise | 55%   | 66%   | 59%   | 61%   | 59%   | 48%   | 40% | 53%    | 51%        | 50%        | 53%             | 56%           | 58%           | 60%                      | 52%        | 57%        | 56%      | 57%   | 62%              |
| Don't know               | 17%   | 15%   | 20%   | 19%   | 16%   | 16%   | 17% | 14%    | 17%        | 17%        | 22%             | 16%           | 21%           | 15%                      | 18%        | 16%        | 16%      | 18%   | 12%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) Do you think taxes on the public should go up to reduce the debt the Government has created during the Covid pandemic, or not?

|                          | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   | EU 2016 Vote     |           |       |        |                |
|--------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|                          |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted               | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted                 | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| Yes taxes should rise    | 28%   | 36%    | 21%    | 33%               | 28%     | 22%        | 25%        | 29%     | 38%        | 42%            | 19%                           | 25%              | 19%                     | 14%                               | 22%              | 18%       | 28%   | 35%    | 13%            |
| No taxes should not rise | 55%   | 52%    | 58%    | 52%               | 55%     | 60%        | 56%        | 53%     | 47%        | 43%            | 64%                           | 59%              | 61%                     | 65%                               | 62%              | 59%       | 56%   | 50%    | 63%            |
| Don't know               | 17%   | 13%    | 21%    | 15%               | 17%     | 18%        | 19%        | 17%     | 15%        | 15%            | 17%                           | 16%              | 20%                     | 20%                               | 16%              | 24%       | 16%   | 15%    | 24%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.C) Do you think taxes on the public should go up to reduce the debt the Government has created during the Covid pandemic, or not?

|                          | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                | Voting Intention |        |                   | Education                                      |                       |   |                                |                       |
|--------------------------|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|----------------|------------------|--------|-------------------|--|-----------------------|---|--------------------------------|-----------------------|
|                          |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Under-graduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted               | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259            | 648              | 487    | 165               | 462  | 342                   | 482                                       | 262                            | 38                    |
| Weighted                 | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283            | 616              | 506    | 154               | 465  | 381                   | 469                                       | 235                            | 33                    |
| Yes taxes should rise    | 28%   | 42%          | 27% | 22% | 20% | 37%          | 24%    | 41%              | 23%              | 11%            | 41%              | 25%    | 40%               | 25%  | 24%                   | 29%                                       | 43%                            | 35%                   |
| No taxes should not rise | 55%   | 45%          | 57% | 59% | 59% | 49%          | 62%    | 42%              | 62%              | 63%            | 47%              | 60%    | 46%               | 54%  | 58%                   | 57%                                       | 45%                            | 54%                   |
| Don't know               | 17%   | 13%          | 16% | 19% | 21% | 14%          | 14%    | 17%              | 15%              | 26%            | 12%              | 15%    | 14%               | 22%  | 18%                   | 14%                                       | 12%                            | 11%                   |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.A) Thinking about Government spending generally. How much of what the Government spends would you estimate is wasted or spent unnecessarily, if any?

|  | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted   | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| None of it   | 3%    | 5%    | 5%    | 3%    | 1%    | 1%    | 0%  | 5%     | 1%         | 2%         | 1%              | 4%            | 5%            | 2%                       | 2%         | 2%         | 1%       | 4%    | 3%               |
| Some of it, but not enough to be a problem             | 19%   | 22%   | 22%   | 21%   | 15%   | 15%   | 17% | 22%    | 19%        | 16%        | 25%             | 18%           | 20%           | 15%                      | 15%        | 18%        | 19%      | 16%   | 15%              |
| Some of it, and more than enough of it to be a problem | 50%   | 43%   | 36%   | 42%   | 53%   | 60%   | 62% | 47%    | 55%        | 51%        | 46%             | 47%           | 48%           | 43%                      | 45%        | 49%        | 56%      | 53%   | 65%              |
| Most of it   | 17%   | 17%   | 21%   | 22%   | 19%   | 15%   | 11% | 17%    | 13%        | 20%        | 13%             | 16%           | 15%           | 28%                      | 21%        | 20%        | 16%      | 19%   | 9%               |
| Don't Know   | 11%   | 13%   | 15%   | 12%   | 11%   | 8%    | 9%  | 9%     | 11%        | 11%        | 16%             | 15%           | 13%           | 13%                      | 16%        | 10%        | 8%       | 9%    | 9%               |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) Thinking about Government spending generally. How much of what the Government spends would you estimate is wasted or spent unnecessarily, if any?

|  | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|  |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted   | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| None of it   | 3%    | 3%     | 2%     | 5%                | 3%      | 2%         | 2%         | 1%      | 1%         | 3%             | 3%                            | 0%               | 4%                      | 4%                                | 2%               | 2%           | 2%    | 3%     | 4%             |
| Some of it, but not enough to be a problem             | 19%   | 19%    | 19%    | 25%               | 17%     | 18%        | 18%        | 14%     | 21%        | 19%            | 22%                           | 12%              | 21%                     | 16%                               | 15%              | 14%          | 18%   | 21%    | 17%            |
| Some of it, and more than enough of it to be a problem | 50%   | 51%    | 48%    | 42%               | 51%     | 52%        | 52%        | 53%     | 54%        | 56%            | 45%                           | 65%              | 43%                     | 40%                               | 48%              | 51%          | 54%   | 48%    | 44%            |
| Most of it   | 17%   | 17%    | 17%    | 18%               | 17%     | 14%        | 20%        | 17%     | 17%        | 14%            | 18%                           | 14%              | 17%                     | 26%                               | 21%              | 14%          | 16%   | 19%    | 16%            |
| Don't Know   | 11%   | 10%    | 13%    | 10%               | 13%     | 14%        | 9%         | 16%     | 7%         | 8%             | 12%                           | 8%               | 16%                     | 14%                               | 14%              | 19%          | 9%    | 10%    | 19%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.C) Thinking about Government spending generally. How much of what the Government spends would you estimate is wasted or spent unnecessarily, if any?

|  | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|--|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|  |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted   | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted   | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| None of it   | 3%    | 4%           | 2%  | 3%  | 2%  | 3%                  | 3%               | 2%               | 0%              | 3%                  | 4%                | 2%   | 2%                    | 2%                                       | 2%                             | 2%                    | 7%  | 3%  |
| Some of it, but not enough to be a problem             | 19%   | 23%          | 16% | 20% | 15% | 23%                 | 18%              | 21%              | 12%             | 13%                 | 29%               | 16%  | 20%                   | 18%                                      | 16%                            | 19%                   | 27% | 26% |
| Some of it, and more than enough of it to be a problem | 50%   | 52%          | 55% | 46% | 45% | 51%                 | 47%              | 56%              | 51%             | 44%                 | 51%               | 48%  | 50%                   | 47%                                      | 56%                            | 53%                   | 38% | 46% |
| Most of it   | 17%   | 13%          | 16% | 18% | 22% | 12%                 | 22%              | 16%              | 28%             | 20%                 | 8%                | 23%  | 22%                   | 18%                                      | 15%                            | 15%                   | 19% | 15% |
| Don't Know   | 11%   | 7%           | 11% | 13% | 16% | 10%                 | 11%              | 5%               | 9%              | 20%                 | 9%                | 11%  | 6%                    | 14%                                      | 10%                            | 12%                   | 9%  | 11% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(24.A) If Government money is going to be limited for the next five years, which of the following Government Departments should be prioritised so they have money to spend? Select up to three.

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted  | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted  | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Department of Health and Social Care, who oversee NHS England   | 54%   | 47%   | 41%   | 46%   | 61%   | 57%   | 70% | 45%    | 64%        | 55%        | 58%             | 54%           | 54%           | 62%                      | 49%        | 57%        | 42%      | 54%   | 61%              |
| Ministry of Defence, who oversee the armed forces   | 14%   | 11%   | 11%   | 16%   | 12%   | 17%   | 18% | 11%    | 12%        | 13%        | 17%             | 16%           | 10%           | 15%                      | 17%        | 15%        | 16%      | 22%   | 20%              |
| Department for Education, who oversee schools and universities  | 27%   | 35%   | 23%   | 26%   | 28%   | 27%   | 26% | 23%    | 31%        | 34%        | 25%             | 27%           | 32%           | 26%                      | 27%        | 27%        | 25%      | 20%   | 29%              |
| Department for Culture, Media and Sport, who oversee culture and broadcasting                           | 8%    | 7%    | 9%    | 11%   | 5%    | 9%    | 7%  | 10%    | 5%         | 10%        | 11%             | 5%            | 5%            | 6%                       | 3%         | 8%         | 9%       | 11%   | 12%              |
| Department for Work and Pensions, who oversee benefits and pensions                                     | 27%   | 20%   | 23%   | 25%   | 26%   | 30%   | 35% | 26%    | 24%        | 28%        | 20%             | 32%           | 30%           | 22%                      | 22%        | 28%        | 32%      | 36%   | 28%              |
| Foreign, Commonwealth and Development Office, who oversee diplomacy and foreign aid                     | 8%    | 7%    | 9%    | 9%    | 7%    | 10%   | 8%  | 10%    | 6%         | 9%         | 7%              | 5%            | 9%            | 10%                      | 9%         | 7%         | 8%       | 9%    | 17%              |
| Home Office, who oversee the police and immigration   | 21%   | 14%   | 16%   | 18%   | 20%   | 26%   | 29% | 18%    | 21%        | 18%        | 23%             | 27%           | 22%           | 25%                      | 25%        | 24%        | 15%      | 17%   | 10%              |
| Department for Business, Energy and Industrial Strategy, who oversee regulations and climate change     | 16%   | 15%   | 19%   | 14%   | 14%   | 15%   | 16% | 15%    | 18%        | 16%        | 12%             | 17%           | 12%           | 18%                      | 19%        | 20%        | 14%      | 13%   | 9%               |
| Department for Transport, who oversee roads and public transport  | 11%   | 14%   | 9%    | 12%   | 13%   | 11%   | 9%  | 13%    | 9%         | 10%        | 12%             | 10%           | 10%           | 12%                      | 9%         | 10%        | 12%      | 14%   | 14%              |
| Ministry of Justice, who oversee the courts and justice system  | 9%    | 10%   | 12%   | 7%    | 9%    | 12%   | 5%  | 14%    | 6%         | 8%         | 9%              | 12%           | 12%           | 9%                       | 7%         | 11%        | 8%       | 4%    | 3%               |
| Ministry of Housing, Communities and Local Government, who oversee planning, housing and local councils | 19%   | 22%   | 21%   | 18%   | 19%   | 14%   | 19% | 22%    | 20%        | 22%        | 17%             | 13%           | 14%           | 17%                      | 17%        | 16%        | 25%      | 23%   | 24%              |
| Department for Environment, Food and Rural Affairs, who oversee food, agriculture and the countryside   | 21%   | 17%   | 21%   | 18%   | 21%   | 24%   | 24% | 23%    | 24%        | 19%        | 19%             | 18%           | 22%           | 23%                      | 17%        | 19%        | 19%      | 27%   | 21%              |
| Don't know  | 13%   | 16%   | 19%   | 16%   | 13%   | 10%   | 6%  | 14%    | 12%        | 10%        | 16%             | 14%           | 14%           | 10%                      | 19%        | 11%        | 16%      | 10%   | 10%              |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.B) If Government money is going to be limited for the next five years, which of the following Government Departments should be prioritised so they have money to spend? Select up to three.

|   | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|   |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted  | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted  | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Department of Health and Social Care, who oversee NHS England   | 54%   | 51%    | 57%    | 44%               | 55%     | 56%        | 62%        | 60%     | 51%        | 59%            | 55%                           | 45%              | 46%                     | 53%                               | 48%              | 50%          | 58%   | 54%    | 45%            |
| Ministry of Defence, who oversee the armed forces   | 14%   | 17%    | 12%    | 13%               | 14%     | 15%        | 16%        | 15%     | 13%        | 18%            | 12%                           | 18%              | 18%                     | 10%                               | 12%              | 7%           | 20%   | 12%    | 10%            |
| Department for Education, who oversee schools and universities  | 27%   | 26%    | 28%    | 24%               | 27%     | 28%        | 28%        | 31%     | 25%        | 26%            | 29%                           | 44%              | 23%                     | 29%                               | 28%              | 22%          | 25%   | 29%    | 24%            |
| Department for Culture, Media and Sport, who oversee culture and broadcasting                           | 8%    | 9%     | 7%     | 9%                | 9%      | 8%         | 6%         | 6%      | 8%         | 8%             | 9%                            | 16%              | 6%                      | 7%                                | 8%               | 5%           | 8%    | 8%     | 9%             |
| Department for Work and Pensions, who oversee benefits and pensions                                     | 27%   | 25%    | 28%    | 24%               | 27%     | 26%        | 28%        | 29%     | 31%        | 29%            | 22%                           | 24%              | 26%                     | 32%                               | 30%              | 15%          | 26%   | 30%    | 25%            |
| Foreign, Commonwealth and Development Office, who oversee diplomacy and foreign aid                     | 8%    | 10%    | 7%     | 9%                | 10%     | 7%         | 8%         | 7%      | 5%         | 8%             | 8%                            | 14%              | 14%                     | 5%                                | 8%               | 4%           | 9%    | 8%     | 8%             |
| Home Office, who oversee the police and immigration   | 21%   | 21%    | 21%    | 18%               | 21%     | 20%        | 23%        | 20%     | 28%        | 26%            | 19%                           | 4%               | 20%                     | 17%                               | 15%              | 14%          | 32%   | 13%    | 17%            |
| Department for Business, Energy and Industrial Strategy, who oversee regulations and climate change     | 16%   | 17%    | 14%    | 16%               | 16%     | 12%        | 16%        | 16%     | 18%        | 18%            | 18%                           | 22%              | 11%                     | 7%                                | 15%              | 6%           | 13%   | 19%    | 12%            |
| Department for Transport, who oversee roads and public transport  | 11%   | 14%    | 9%     | 13%               | 10%     | 12%        | 11%        | 10%     | 13%        | 12%            | 11%                           | 9%               | 12%                     | 9%                                | 11%              | 17%          | 12%   | 11%    | 10%            |
| Ministry of Justice, who oversee the courts and justice system  | 9%    | 10%    | 9%     | 12%               | 9%      | 10%        | 7%         | 8%      | 8%         | 9%             | 11%                           | 9%               | 6%                      | 7%                                | 9%               | 8%           | 10%   | 9%     | 8%             |
| Ministry of Housing, Communities and Local Government, who oversee planning, housing and local councils | 19%   | 19%    | 19%    | 22%               | 19%     | 21%        | 17%        | 14%     | 19%        | 17%            | 17%                           | 9%               | 26%                     | 25%                               | 25%              | 12%          | 17%   | 21%    | 17%            |
| Department for Environment, Food and Rural Affairs, who oversee food, agriculture and the countryside   | 21%   | 21%    | 22%    | 17%               | 22%     | 21%        | 22%        | 25%     | 23%        | 26%            | 20%                           | 22%              | 15%                     | 18%                               | 17%              | 16%          | 21%   | 24%    | 15%            |
| Don't know  | 13%   | 11%    | 15%    | 16%               | 12%     | 11%        | 13%        | 11%     | 11%        | 8%             | 13%                           | 0%               | 16%                     | 20%                               | 17%              | 26%          | 8%    | 13%    | 24%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.C) If Government money is going to be limited for the next five years, which of the following Government Departments should be prioritised so they have money to spend? Select up to three.

|   | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                             | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|---|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|   |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted  | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259                         | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                    |
| Weighted  | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283                         | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                    |
| Department of Health and Social Care, who oversee NHS England   | 54%   | 58%          | 57% | 50% | 52% | 56%          | 58%    | 60%              | 50%              | 47%                         | 56%              | 57%    | 54%               | 57%  | 48%                   | 55%                                      | 51%                            | 53%                   |
| Ministry of Defence, who oversee the armed forces   | 14%   | 16%          | 14% | 16% | 12% | 20%          | 10%    | 15%              | 14%              | 9%                          | 20%              | 11%    | 17%               | 13%  | 16%                   | 13%                                      | 19%                            | 8%                    |
| Department for Education, who oversee schools and universities  | 27%   | 30%          | 25% | 26% | 27% | 24%          | 29%    | 33%              | 18%              | 27%                         | 27%              | 30%    | 28%               | 26%  | 27%                   | 30%                                      | 28%                            | 20%                   |
| Department for Culture, Media and Sport, who oversee culture and broadcasting                           | 8%    | 8%           | 7%  | 7%  | 9%  | 9%           | 7%     | 8%               | 9%               | 6%                          | 9%               | 8%     | 8%                | 7%   | 8%                    | 6%                                       | 12%                            | 8%                    |
| Department for Work and Pensions, who oversee benefits and pensions                                     | 27%   | 28%          | 25% | 24% | 30% | 25%          | 31%    | 26%              | 28%              | 23%                         | 24%              | 31%    | 30%               | 28%  | 23%                   | 27%                                      | 27%                            | 27%                   |
| Foreign, Commonwealth and Development Office, who oversee diplomacy and foreign aid                     | 8%    | 8%           | 8%  | 8%  | 8%  | 9%           | 8%     | 8%               | 3%               | 5%                          | 10%              | 8%     | 8%                | 9%   | 9%                    | 9%                                       | 7%                             | 11%                   |
| Home Office, who oversee the police and immigration   | 21%   | 18%          | 23% | 22% | 19% | 31%          | 11%    | 17%              | 50%              | 17%                         | 30%              | 10%    | 20%               | 25%  | 20%                   | 17%                                      | 19%                            | 14%                   |
| Department for Business, Energy and Industrial Strategy, who oversee regulations and climate change     | 16%   | 20%          | 17% | 11% | 13% | 17%          | 15%    | 20%              | 14%              | 10%                         | 19%              | 15%    | 17%               | 12%  | 13%                   | 18%                                      | 20%                            | 21%                   |
| Department for Transport, who oversee roads and public transport  | 11%   | 14%          | 12% | 11% | 9%  | 11%          | 11%    | 14%              | 21%              | 13%                         | 11%              | 12%    | 13%               | 10%  | 10%                   | 11%                                      | 15%                            | 22%                   |
| Ministry of Justice, who oversee the courts and justice system  | 9%    | 9%           | 12% | 8%  | 8%  | 10%          | 10%    | 7%               | 11%              | 7%                          | 10%              | 11%    | 7%                | 9%   | 10%                   | 9%                                       | 11%                            | 2%                    |
| Ministry of Housing, Communities and Local Government, who oversee planning, housing and local councils | 19%   | 21%          | 19% | 16% | 19% | 16%          | 23%    | 19%              | 18%              | 17%                         | 15%              | 22%    | 20%               | 18%  | 17%                   | 20%                                      | 19%                            | 19%                   |
| Department for Environment, Food and Rural Affairs, who oversee food, agriculture and the countryside   | 21%   | 25%          | 21% | 20% | 18% | 23%          | 21%    | 24%              | 21%              | 15%                         | 23%              | 20%    | 26%               | 17%  | 24%                   | 24%                                      | 23%                            | 24%                   |
| Don't know  | 13%   | 7%           | 13% | 17% | 16% | 8%           | 13%    | 6%               | 9%               | 27%                         | 7%               | 14%    | 5%                | 15%  | 17%                   | 11%                                      | 8%                             | 14%                   |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) Do you agree or disagree with the following statements?: We should not put any more money into the NHS until the overall system is improved

|                           | Total | Age   |       |       |       |       |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------------------|-------|-------|-------|-------|-------|-------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                           |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                | 2036  | 188   | 332   | 366   | 375   | 314   | 461  | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                  | 2036  | 282   | 347   | 347   | 347   | 286   | 427  | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Strongly agree            | 12%   | 13%   | 15%   | 14%   | 12%   | 12%   | 9%   | 19%    | 7%         | 15%        | 10%             | 9%            | 7%            | 17%                      | 15%        | 14%        | 12%      | 8%    | 18%              |
| Agree                     | 20%   | 22%   | 20%   | 21%   | 20%   | 18%   | 19%  | 21%    | 23%        | 19%        | 23%             | 25%           | 20%           | 16%                      | 17%        | 15%        | 18%      | 19%   | 14%              |
| Neither agree or disagree | 21%   | 17%   | 26%   | 23%   | 19%   | 20%   | 23%  | 21%    | 23%        | 20%        | 22%             | 19%           | 24%           | 20%                      | 14%        | 22%        | 21%      | 23%   | 27%              |
| Disagree                  | 24%   | 28%   | 20%   | 23%   | 24%   | 23%   | 27%  | 19%    | 31%        | 25%        | 24%             | 23%           | 28%           | 20%                      | 25%        | 24%        | 27%      | 21%   | 23%              |
| Strongly disagree         | 16%   | 14%   | 11%   | 11%   | 20%   | 23%   | 18%  | 14%    | 13%        | 18%        | 14%             | 13%           | 15%           | 20%                      | 23%        | 18%        | 17%      | 23%   | 15%              |
| Don't know                | 6%    | 7%    | 8%    | 9%    | 5%    | 3%    | 3%   | 6%     | 3%         | 3%         | 7%              | 11%           | 6%            | 7%                       | 6%         | 8%         | 5%       | 6%    | 3%               |
| Total Agree:              | 32%   | 34%   | 35%   | 34%   | 32%   | 31%   | 28%  | 40%    | 30%        | 34%        | 33%             | 34%           | 28%           | 33%                      | 32%        | 29%        | 30%      | 27%   | 32%              |
| Total Disagree:           | 40%   | 42%   | 31%   | 34%   | 45%   | 46%   | 45%  | 33%    | 44%        | 43%        | 38%             | 36%           | 43%           | 40%                      | 48%        | 42%        | 44%      | 44%   | 38%              |
| Net:                      | -8%   | -8%   | 4%    | 0%    | -13%  | -15%  | -17% | 7%     | -13%       | -8%        | -5%             | -2%           | -15%          | -7%                      | -16%       | -12%       | -14%     | -17%  | -6%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) Do you agree or disagree with the following statements?: We should not put any more money into the NHS until the overall system is improved

|                           | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   | EU 2016 Vote     |           |       |        |                |
|---------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|                           |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted                | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted                  | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| Strongly agree            | 12%   | 15%    | 10%    | 20%               | 9%      | 12%        | 9%         | 11%     | 19%        | 15%            | 11%                           | 15%              | 11%                     | 10%                               | 12%              | 5%        | 15%   | 11%    | 8%             |
| Agree                     | 20%   | 22%    | 18%    | 19%               | 19%     | 19%        | 22%        | 17%     | 25%        | 20%            | 19%                           | 26%              | 17%                     | 24%                               | 19%              | 26%       | 23%   | 19%    | 16%            |
| Neither agree or disagree | 21%   | 21%    | 22%    | 23%               | 23%     | 19%        | 20%        | 20%     | 21%        | 21%            | 24%                           | 4%               | 27%                     | 18%                               | 21%              | 11%       | 24%   | 18%    | 26%            |
| Disagree                  | 24%   | 24%    | 25%    | 20%               | 24%     | 29%        | 25%        | 32%     | 19%        | 26%            | 25%                           | 25%              | 17%                     | 23%                               | 23%              | 22%       | 21%   | 27%    | 28%            |
| Strongly disagree         | 16%   | 13%    | 19%    | 13%               | 19%     | 15%        | 17%        | 13%     | 14%        | 15%            | 13%                           | 21%              | 21%                     | 19%                               | 19%              | 21%       | 13%   | 20%    | 9%             |
| Don't know                | 6%    | 5%     | 7%     | 5%                | 6%      | 6%         | 6%         | 7%      | 3%         | 3%             | 8%                            | 8%               | 7%                      | 7%                                | 6%               | 16%       | 3%    | 5%     | 12%            |
| Total Agree:              | 32%   | 37%    | 28%    | 39%               | 28%     | 31%        | 31%        | 28%     | 43%        | 35%            | 31%                           | 41%              | 28%                     | 34%                               | 31%              | 31%       | 38%   | 30%    | 24%            |
| Total Disagree:           | 40%   | 37%    | 44%    | 33%               | 43%     | 44%        | 42%        | 45%     | 33%        | 41%            | 38%                           | 46%              | 38%                     | 42%                               | 42%              | 43%       | 34%   | 47%    | 37%            |
| Net:                      | -8%   | 0%     | -16%   | 6%                | -15%    | -13%       | -11%       | -17%    | 11%        | -7%            | -7%                           | -5%              | -11%                    | -8%                               | -11%             | -12%      | 4%    | -17%   | -13%           |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.C) Do you agree or disagree with the following statements?: We should not put any more money into the NHS until the overall system is improved

|                           | Total | Social Grade |     |     |      | 2019                |                  |                  |                             |                     | Voting Intention  |  |                       | Education                                 |                                |                       |     |     |
|---------------------------|-------|--------------|-----|-----|------|---------------------|------------------|------------------|-----------------------------|---------------------|-------------------|--|-----------------------|---|--------------------------------|-----------------------|-----|-----|
|                           |       | AB           | C1  | C2  | DE   | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Under-graduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted                | 2036  | 622          | 555 | 373 | 472  | 836                 | 508              | 188              | 35                          | 259                 | 648               | 487  | 165                   | 462                                       | 342                            | 482                   | 262 | 38  |
| Weighted                  | 2036  | 546          | 526 | 445 | 505  | 791                 | 528              | 173              | 33                          | 283                 | 616               | 506  | 154                   | 465                                       | 381                            | 469                   | 235 | 33  |
| Strongly agree            | 12%   | 12%          | 14% | 14% | 11%  | 14%                 | 8%               | 17%              | 29%                         | 10%                 | 12%               | 9%   | 22%                   | 11%                                       | 12%                            | 11%                   | 20% | 15% |
| Agree                     | 20%   | 24%          | 18% | 19% | 18%  | 24%                 | 17%              | 18%              | 28%                         | 16%                 | 27%               | 17%  | 18%                   | 18%                                       | 22%                            | 21%                   | 21% | 25% |
| Neither agree or disagree | 21%   | 20%          | 23% | 23% | 20%  | 23%                 | 17%              | 19%              | 12%                         | 28%                 | 23%               | 18%  | 14%                   | 22%                                       | 21%                            | 19%                   | 20% | 28% |
| Disagree                  | 24%   | 27%          | 23% | 22% | 25%  | 23%                 | 29%              | 23%              | 17%                         | 22%                 | 25%               | 27%  | 24%                   | 25%                                       | 24%                            | 25%                   | 21% | 14% |
| Strongly disagree         | 16%   | 14%          | 17% | 15% | 18%  | 12%                 | 24%              | 19%              | 13%                         | 10%                 | 11%               | 24%  | 17%                   | 18%                                       | 13%                            | 18%                   | 13% | 11% |
| Don't know                | 6%    | 3%           | 6%  | 7%  | 8%   | 4%                  | 5%               | 4%               | 0%                          | 14%                 | 2%                | 5%   | 4%                    | 7%  | 7%                             | 5%                    | 4%  | 6%  |
| Total Agree:              | 32%   | 36%          | 32% | 33% | 29%  | 39%                 | 26%              | 35%              | 57%                         | 26%                 | 38%               | 26%  | 40%                   | 28%                                       | 35%                            | 32%                   | 41% | 41% |
| Total Disagree:           | 40%   | 41%          | 40% | 38% | 43%  | 35%                 | 53%              | 43%              | 31%                         | 32%                 | 36%               | 51%  | 42%                   | 43%                                       | 38%                            | 44%                   | 35% | 26% |
| Net:                      | -8%   | -5%          | -8% | -5% | -14% | 4%                  | -27%             | -8%              | 26%                         | -5%                 | 2%                | -25%   | -2%                   | -15%                                      | -3%                            | -12%                  | 6%  | 15% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) Do you agree or disagree with the following statements?: We should not spend more money on social care until the overall system is improved

|                           | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                           |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                  | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Strongly agree            | 11%   | 13%   | 14%   | 15%   | 9%    | 10%   | 8%  | 18%    | 8%         | 12%        | 11%             | 10%           | 6%            | 13%                      | 6%         | 13%        | 12%      | 6%    | 14%              |
| Agree                     | 24%   | 19%   | 28%   | 27%   | 25%   | 25%   | 23% | 25%    | 25%        | 24%        | 31%             | 24%           | 26%           | 21%                      | 23%        | 20%        | 23%      | 25%   | 27%              |
| Neither agree or disagree | 26%   | 26%   | 24%   | 25%   | 27%   | 27%   | 26% | 24%    | 30%        | 29%        | 23%             | 31%           | 26%           | 25%                      | 25%        | 25%        | 21%      | 21%   | 30%              |
| Disagree                  | 21%   | 25%   | 17%   | 17%   | 19%   | 20%   | 27% | 18%    | 22%        | 21%        | 17%             | 19%           | 25%           | 21%                      | 18%        | 22%        | 28%      | 19%   | 17%              |
| Strongly disagree         | 11%   | 8%    | 9%    | 6%    | 15%   | 15%   | 11% | 9%     | 9%         | 10%        | 10%             | 6%            | 9%            | 12%                      | 15%        | 13%        | 11%      | 19%   | 9%               |
| Don't know                | 7%    | 9%    | 8%    | 10%   | 5%    | 4%    | 4%  | 6%     | 5%         | 4%         | 9%              | 9%            | 7%            | 7%                       | 12%        | 6%         | 5%       | 10%   | 3%               |
| Total Agree:              | 36%   | 32%   | 41%   | 42%   | 34%   | 35%   | 31% | 43%    | 33%        | 36%        | 42%             | 34%           | 33%           | 34%                      | 29%        | 34%        | 35%      | 31%   | 41%              |
| Total Disagree:           | 32%   | 33%   | 26%   | 23%   | 34%   | 34%   | 39% | 27%    | 31%        | 31%        | 27%             | 25%           | 34%           | 33%                      | 34%        | 35%        | 39%      | 38%   | 26%              |
| Net:                      | 4%    | -1%   | 16%   | 18%   | -1%   | 1%    | -7% | 16%    | 2%         | 5%         | 14%             | 9%            | -1%           | 1%                       | -5%        | -1%        | -4%      | -7%   | 15%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) Do you agree or disagree with the following statements?: We should not spend more money on social care until the overall system is improved

|                           | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                           |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                  | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Strongly agree            | 11%   | 15%    | 8%     | 18%               | 8%      | 11%        | 11%        | 9%      | 12%        | 13%            | 10%                           | 5%               | 9%                      | 12%                               | 11%              | 8%           | 14%   | 10%    | 9%             |
| Agree                     | 24%   | 26%    | 23%    | 23%               | 28%     | 18%        | 23%        | 27%     | 27%        | 26%            | 28%                           | 20%              | 20%                     | 21%                               | 21%              | 16%          | 26%   | 25%    | 20%            |
| Neither agree or disagree | 26%   | 25%    | 26%    | 24%               | 24%     | 27%        | 29%        | 28%     | 25%        | 26%            | 27%                           | 23%              | 26%                     | 28%                               | 25%              | 18%          | 25%   | 24%    | 35%            |
| Disagree                  | 21%   | 20%    | 22%    | 20%               | 22%     | 24%        | 20%        | 20%     | 18%        | 21%            | 19%                           | 32%              | 24%                     | 20%                               | 23%              | 31%          | 21%   | 22%    | 16%            |
| Strongly disagree         | 11%   | 9%     | 12%    | 10%               | 12%     | 11%        | 10%        | 7%      | 13%        | 10%            | 8%                            | 12%              | 14%                     | 13%                               | 13%              | 10%          | 9%    | 14%    | 6%             |
| Don't know                | 7%    | 5%     | 8%     | 5%                | 7%      | 9%         | 6%         | 9%      | 4%         | 4%             | 7%                            | 8%               | 8%                      | 5%                                | 8%               | 17%          | 5%    | 5%     | 13%            |
| Total Agree:              | 36%   | 40%    | 31%    | 41%               | 36%     | 29%        | 34%        | 35%     | 40%        | 39%            | 38%                           | 25%              | 29%                     | 34%                               | 31%              | 24%          | 40%   | 35%    | 30%            |
| Total Disagree:           | 32%   | 30%    | 34%    | 30%               | 34%     | 35%        | 31%        | 28%     | 31%        | 31%            | 27%                           | 44%              | 37%                     | 33%                               | 35%              | 41%          | 30%   | 36%    | 22%            |
| Net:                      | 4%    | 11%    | -3%    | 11%               | 2%      | -6%        | 3%         | 8%      | 9%         | 8%             | 11%                           | -19%             | -8%                     | 1%                                | -4%              | -17%         | 10%   | -1%    | 7%             |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(26.C) Do you agree or disagree with the following statements?: We should not spend more money on social care until the overall system is improved

|                           | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                 |                                |                       |     |     |
|---------------------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|---|--------------------------------|-----------------------|-----|-----|
|                           |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Under-graduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted                | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                       | 342                            | 482                   | 262 | 38  |
| Weighted                  | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                       | 381                            | 469                   | 235 | 33  |
| Strongly agree            | 11%   | 13%          | 11% | 13% | 9%  | 14%                 | 8%               | 12%              | 25%             | 10%                 | 13%               | 9%   | 15%                   | 9%  | 11%                            | 12%                   | 15% | 22% |
| Agree                     | 24%   | 30%          | 22% | 24% | 22% | 28%                 | 23%              | 26%              | 38%             | 21%                 | 31%               | 21%  | 25%                   | 23%                                       | 23%                            | 26%                   | 32% | 25% |
| Neither agree or disagree | 26%   | 23%          | 29% | 25% | 27% | 25%                 | 23%              | 25%              | 8%              | 32%                 | 26%               | 23%  | 23%                   | 26%                                       | 27%                            | 20%                   | 27% | 24% |
| Disagree                  | 21%   | 22%          | 22% | 19% | 21% | 21%                 | 22%              | 22%              | 10%             | 17%                 | 22%               | 24%  | 23%                   | 21%                                       | 23%                            | 24%                   | 14% | 14% |
| Strongly disagree         | 11%   | 9%           | 11% | 10% | 13% | 6%                  | 18%              | 11%              | 15%             | 5%                  | 6%                | 17%  | 10%                   | 12%                                       | 7%                             | 13%                   | 10% | 9%  |
| Don't know                | 7%    | 3%           | 6%  | 9%  | 9%  | 5%                  | 6%               | 3%               | 3%              | 15%                 | 3%                | 6%   | 3%                    | 9%  | 9%                             | 6%                    | 3%  | 6%  |
| Total Agree:              | 36%   | 43%          | 32% | 37% | 30% | 43%                 | 30%              | 38%              | 63%             | 31%                 | 44%               | 30%  | 41%                   | 32%                                       | 34%                            | 38%                   | 46% | 47% |
| Total Disagree:           | 32%   | 31%          | 33% | 29% | 33% | 27%                 | 40%              | 33%              | 25%             | 22%                 | 28%               | 41%  | 33%                   | 33%                                       | 30%                            | 36%                   | 24% | 24% |
| Net:                      | 4%    | 13%          | -1% | 8%  | -3% | 15%                 | -10%             | 6%               | 38%             | 9%                  | 16%               | -11%   | 8%                    | 0%  | 4%                             | 1%                    | 22% | 24% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.A) Do you agree or disagree with the following statements?: Much of the money put into the NHS is wasted

|                           | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                           |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                  | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Strongly agree            | 13%   | 10%   | 12%   | 15%   | 13%   | 12%   | 13% | 15%    | 12%        | 15%        | 14%             | 13%           | 9%            | 14%                      | 14%        | 12%        | 12%      | 14%   | 3%               |
| Agree                     | 27%   | 21%   | 29%   | 22%   | 29%   | 30%   | 31% | 25%    | 30%        | 31%        | 23%             | 28%           | 26%           | 35%                      | 26%        | 23%        | 25%      | 21%   | 40%              |
| Neither agree or disagree | 23%   | 24%   | 21%   | 22%   | 21%   | 26%   | 25% | 22%    | 25%        | 22%        | 23%             | 19%           | 25%           | 17%                      | 22%        | 23%        | 32%      | 19%   | 29%              |
| Disagree                  | 20%   | 24%   | 17%   | 21%   | 18%   | 18%   | 19% | 18%    | 19%        | 17%        | 20%             | 19%           | 21%           | 17%                      | 15%        | 24%        | 20%      | 28%   | 20%              |
| Strongly disagree         | 11%   | 13%   | 12%   | 10%   | 12%   | 11%   | 8%  | 12%    | 8%         | 12%        | 11%             | 11%           | 11%           | 12%                      | 18%        | 12%        | 8%       | 14%   | 3%               |
| Don't know                | 6%    | 8%    | 8%    | 9%    | 6%    | 4%    | 3%  | 7%     | 6%         | 4%         | 9%              | 10%           | 8%            | 5%                       | 5%         | 6%         | 3%       | 5%    | 6%               |
| Total Agree:              | 40%   | 30%   | 41%   | 38%   | 43%   | 42%   | 44% | 41%    | 42%        | 46%        | 37%             | 41%           | 35%           | 49%                      | 40%        | 34%        | 38%      | 35%   | 42%              |
| Total Disagree:           | 30%   | 37%   | 30%   | 31%   | 30%   | 29%   | 27% | 30%    | 27%        | 28%        | 31%             | 29%           | 32%           | 29%                      | 33%        | 36%        | 28%      | 41%   | 22%              |
| Net:                      | 10%   | -7%   | 11%   | 6%    | 13%   | 13%   | 17% | 10%    | 16%        | 18%        | 6%              | 12%           | 3%            | 20%                      | 8%         | -2%        | 10%      | -6%   | 20%              |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) Do you agree or disagree with the following statements?: Much of the money put into the NHS is wasted

|                           | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                           |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                  | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Strongly agree            | 13%   | 16%    | 10%    | 15%               | 11%     | 11%        | 12%        | 13%     | 16%        | 15%            | 12%                           | 15%              | 8%                      | 12%                               | 11%              | 9%           | 18%   | 10%    | 7%             |
| Agree                     | 27%   | 30%    | 25%    | 25%               | 27%     | 27%        | 26%        | 29%     | 37%        | 31%            | 27%                           | 25%              | 22%                     | 22%                               | 23%              | 23%          | 31%   | 27%    | 20%            |
| Neither agree or disagree | 23%   | 22%    | 24%    | 24%               | 24%     | 20%        | 24%        | 23%     | 21%        | 24%            | 21%                           | 40%              | 26%                     | 23%                               | 23%              | 19%          | 24%   | 23%    | 27%            |
| Disagree                  | 20%   | 18%    | 21%    | 19%               | 18%     | 24%        | 21%        | 20%     | 16%        | 18%            | 22%                           | 11%              | 23%                     | 17%                               | 21%              | 29%          | 16%   | 22%    | 20%            |
| Strongly disagree         | 11%   | 8%     | 14%    | 13%               | 11%     | 12%        | 11%        | 7%      | 7%         | 8%             | 11%                           | 0%               | 14%                     | 18%                               | 14%              | 7%           | 7%    | 13%    | 14%            |
| Don't know                | 6%    | 6%     | 7%     | 5%                | 7%      | 7%         | 6%         | 8%      | 3%         | 4%             | 7%                            | 8%               | 8%                      | 8%                                | 8%               | 13%          | 4%    | 5%     | 13%            |
| Total Agree:              | 40%   | 46%    | 34%    | 40%               | 38%     | 38%        | 38%        | 42%     | 53%        | 47%            | 39%                           | 40%              | 30%                     | 35%                               | 34%              | 32%          | 49%   | 37%    | 27%            |
| Total Disagree:           | 30%   | 27%    | 34%    | 31%               | 30%     | 35%        | 31%        | 27%     | 23%        | 26%            | 33%                           | 11%              | 37%                     | 35%                               | 35%              | 36%          | 23%   | 35%    | 33%            |
| Net:                      | 10%   | 19%    | 0%     | 9%                | 8%      | 3%         | 7%         | 14%     | 30%        | 21%            | 6%                            | 29%              | -6%                     | 0%                                | -1%              | -5%          | 25%   | 2%     | -6%            |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.C) Do you agree or disagree with the following statements?: Much of the money put into the NHS is wasted

|                           | Total | Social Grade |     |     |     | 2019                |                  |                  |                             |                     | Voting Intention  |  |                       | Education                                |                                |                       |     |     |
|---------------------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|                           |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted                | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35                          | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted                  | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33                          | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Strongly agree            | 13%   | 14%          | 13% | 12% | 11% | 19%                 | 7%               | 9%               | 34%                         | 7%                  | 15%               | 8%   | 16%                   | 13%                                      | 10%                            | 12%                   | 15% | 16% |
| Agree                     | 27%   | 31%          | 30% | 24% | 23% | 30%                 | 23%              | 29%              | 43%                         | 25%                 | 33%               | 21%  | 32%                   | 25%                                      | 27%                            | 29%                   | 28% | 30% |
| Neither agree or disagree | 23%   | 24%          | 21% | 26% | 23% | 25%                 | 22%              | 21%              | 9%                          | 22%                 | 25%               | 23%  | 16%                   | 21%                                      | 25%                            | 23%                   | 23% | 17% |
| Disagree                  | 20%   | 17%          | 20% | 21% | 20% | 17%                 | 24%              | 24%              | 12%                         | 19%                 | 18%               | 23%  | 18%                   | 21%                                      | 21%                            | 20%                   | 20% | 18% |
| Strongly disagree         | 11%   | 9%           | 11% | 10% | 14% | 6%                  | 19%              | 12%              | 2%                          | 11%                 | 7%                | 18%  | 12%                   | 13%                                      | 9%                             | 11%                   | 10% | 11% |
| Don't know                | 6%    | 4%           | 5%  | 7%  | 9%  | 3%                  | 5%               | 5%               | 0%                          | 15%                 | 3%                | 6%   | 6%                    | 7%                                       | 7%                             | 6%                    | 4%  | 8%  |
| Total Agree:              | 40%   | 46%          | 43% | 37% | 34% | 49%                 | 30%              | 38%              | 77%                         | 33%                 | 48%               | 30%  | 48%                   | 38%                                      | 37%                            | 41%                   | 43% | 46% |
| Total Disagree:           | 30%   | 26%          | 30% | 30% | 34% | 23%                 | 43%              | 35%              | 14%                         | 30%                 | 25%               | 41%  | 30%                   | 34%                                      | 30%                            | 30%                   | 30% | 29% |
| Net:                      | 10%   | 19%          | 13% | 6%  | -1% | 26%                 | -13%             | 3%               | 63%                         | 3%                  | 23%               | -11%   | 18%                   | 4%                                       | 7%                             | 11%                   | 13% | 17% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) Do you agree or disagree with the following statements?: We should give the NHS whatever it needs during the Covid crisis, even if taxes rise

|                           | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                           |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                  | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Strongly agree            | 20%   | 19%   | 20%   | 19%   | 23%   | 22%   | 19% | 24%    | 15%        | 24%        | 19%             | 19%           | 15%           | 22%                      | 26%        | 21%        | 18%      | 31%   | 12%              |
| Agree                     | 37%   | 37%   | 38%   | 36%   | 33%   | 35%   | 40% | 36%    | 42%        | 33%        | 35%             | 33%           | 35%           | 28%                      | 38%        | 38%        | 40%      | 30%   | 59%              |
| Neither agree or disagree | 22%   | 21%   | 21%   | 25%   | 21%   | 23%   | 21% | 22%    | 22%        | 21%        | 23%             | 20%           | 24%           | 22%                      | 17%        | 24%        | 23%      | 20%   | 23%              |
| Disagree                  | 11%   | 9%    | 9%    | 9%    | 13%   | 11%   | 12% | 11%    | 13%        | 14%        | 10%             | 13%           | 12%           | 13%                      | 6%         | 7%         | 8%       | 12%   | 3%               |
| Strongly disagree         | 6%    | 5%    | 5%    | 4%    | 7%    | 7%    | 6%  | 3%     | 5%         | 6%         | 4%              | 6%            | 8%            | 9%                       | 9%         | 6%         | 7%       | 3%    | 3%               |
| Don't know                | 5%    | 9%    | 7%    | 6%    | 4%    | 2%    | 2%  | 5%     | 4%         | 2%         | 9%              | 9%            | 6%            | 6%                       | 3%         | 5%         | 4%       | 3%    | 0%               |
| Total Agree:              | 57%   | 56%   | 58%   | 55%   | 56%   | 57%   | 59% | 60%    | 56%        | 57%        | 54%             | 53%           | 50%           | 50%                      | 65%        | 59%        | 58%      | 61%   | 72%              |
| Total Disagree:           | 16%   | 14%   | 14%   | 13%   | 20%   | 18%   | 18% | 14%    | 17%        | 20%        | 14%             | 19%           | 20%           | 22%                      | 15%        | 13%        | 14%      | 15%   | 5%               |
| Net:                      | 41%   | 42%   | 43%   | 42%   | 36%   | 38%   | 41% | 45%    | 39%        | 37%        | 40%             | 34%           | 30%           | 28%                      | 49%        | 46%        | 44%      | 46%   | 66%              |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.B) Do you agree or disagree with the following statements?: We should give the NHS whatever it needs during the Covid crisis, even if taxes rise

|                           | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   | EU 2016 Vote     |           |       |        |                |
|---------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|                           |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted                | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted                  | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| Strongly agree            | 20%   | 20%    | 21%    | 24%               | 20%     | 16%        | 20%        | 19%     | 22%        | 22%            | 16%                           | 14%              | 24%                     | 22%                               | 21%              | 13%       | 18%   | 26%    | 12%            |
| Agree                     | 37%   | 35%    | 38%    | 36%               | 39%     | 38%        | 36%        | 33%     | 29%        | 37%            | 39%                           | 38%              | 32%                     | 34%                               | 34%              | 38%       | 35%   | 40%    | 33%            |
| Neither agree or disagree | 22%   | 21%    | 23%    | 22%               | 22%     | 21%        | 23%        | 22%     | 25%        | 21%            | 23%                           | 22%              | 22%                     | 26%                               | 21%              | 20%       | 23%   | 20%    | 30%            |
| Disagree                  | 11%   | 13%    | 8%     | 8%                | 10%     | 12%        | 11%        | 12%     | 14%        | 11%            | 11%                           | 18%              | 12%                     | 8%                                | 10%              | 8%        | 14%   | 7%     | 12%            |
| Strongly disagree         | 6%    | 7%     | 4%     | 4%                | 5%      | 7%         | 6%         | 8%      | 7%         | 5%             | 5%                            | 0%               | 5%                      | 6%                                | 8%               | 3%        | 8%    | 3%     | 5%             |
| Don't know                | 5%    | 4%     | 5%     | 5%                | 5%      | 7%         | 4%         | 6%      | 3%         | 3%             | 5%                            | 8%               | 6%                      | 5%                                | 6%               | 17%       | 3%    | 4%     | 8%             |
| Total Agree:              | 57%   | 55%    | 59%    | 61%               | 58%     | 54%        | 56%        | 53%     | 51%        | 60%            | 55%                           | 51%              | 56%                     | 56%                               | 55%              | 51%       | 53%   | 66%    | 45%            |
| Total Disagree:           | 16%   | 20%    | 12%    | 13%               | 15%     | 18%        | 17%        | 20%     | 21%        | 16%            | 17%                           | 18%              | 17%                     | 14%                               | 18%              | 12%       | 22%   | 10%    | 17%            |
| Net:                      | 41%   | 35%    | 46%    | 48%               | 43%     | 35%        | 39%        | 33%     | 29%        | 43%            | 39%                           | 34%              | 39%                     | 42%                               | 37%              | 39%       | 31%   | 56%    | 29%            |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.C) Do you agree or disagree with the following statements?: We should give the NHS whatever it needs during the Covid crisis, even if taxes rise

|                           | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |   |                                |                       |     |     |
|---------------------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|---|--------------------------------|-----------------------|-----|-----|
|                           |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Under-graduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted                | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                       | 342                            | 482                   | 262 | 38  |
| Weighted                  | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                       | 381                            | 469                   | 235 | 33  |
| Strongly agree            | 20%   | 20%          | 20% | 21% | 21% | 18%                 | 27%              | 22%              | 17%             | 13%                 | 19%               | 28%  | 22%                   | 21%                                       | 16%                            | 20%                   | 22% | 17% |
| Agree                     | 37%   | 40%          | 35% | 35% | 35% | 35%                 | 41%              | 43%              | 21%             | 31%                 | 38%               | 39%  | 42%                   | 35%                                       | 38%                            | 37%                   | 45% | 27% |
| Neither agree or disagree | 22%   | 20%          | 24% | 23% | 22% | 22%                 | 18%              | 21%              | 16%             | 28%                 | 23%               | 18%  | 20%                   | 23%                                       | 23%                            | 20%                   | 20% | 25% |
| Disagree                  | 11%   | 12%          | 11% | 9%  | 10% | 13%                 | 7%               | 9%               | 30%             | 11%                 | 13%               | 8%   | 10%                   | 10%                                       | 11%                            | 11%                   | 6%  | 23% |
| Strongly disagree         | 6%    | 5%           | 7%  | 5%  | 5%  | 8%                  | 2%               | 2%               | 16%             | 7%                  | 6%                | 2%   | 3%                    | 6%  | 7%                             | 6%                    | 4%  | 4%  |
| Don't know                | 5%    | 3%           | 4%  | 7%  | 7%  | 3%                  | 5%               | 2%               | 0%              | 10%                 | 1%                | 5%   | 3%                    | 5%  | 5%                             | 6%                    | 3%  | 3%  |
| Total Agree:              | 57%   | 60%          | 54% | 56% | 56% | 53%                 | 68%              | 65%              | 38%             | 44%                 | 57%               | 66%  | 64%                   | 56%                                       | 54%                            | 58%                   | 68% | 44% |
| Total Disagree:           | 16%   | 17%          | 19% | 14% | 15% | 21%                 | 8%               | 11%              | 46%             | 18%                 | 19%               | 10%  | 13%                   | 16%                                       | 18%                            | 17%                   | 10% | 28% |
| Net:                      | 41%   | 43%          | 36% | 42% | 41% | 32%                 | 60%              | 54%              | -9%             | 26%                 | 38%               | 57%  | 50%                   | 40%                                       | 37%                            | 41%                   | 58% | 17% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) Thinking back to when the Conservatives came to power in 2010, has the proportion of your income that you pay in tax risen, fallen, or stayed about the same?

|  | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted   | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Risen  | 27%   | 19%   | 33%   | 32%   | 32%   | 27%   | 18% | 34%    | 26%        | 26%        | 27%             | 23%           | 28%           | 21%                      | 30%        | 28%        | 22%      | 25%   | 24%              |
| Fallen   | 11%   | 15%   | 13%   | 11%   | 9%    | 13%   | 7%  | 11%    | 12%        | 9%         | 6%              | 11%           | 11%           | 13%                      | 7%         | 12%        | 13%      | 15%   | 12%              |
| Stayed about the same  | 37%   | 19%   | 28%   | 37%   | 37%   | 39%   | 56% | 36%    | 32%        | 44%        | 41%             | 38%           | 36%           | 37%                      | 36%        | 38%        | 39%      | 35%   | 39%              |
| N/A - I did not have an income in 2010, or do not have an income now | 11%   | 34%   | 10%   | 5%    | 8%    | 9%    | 6%  | 10%    | 13%        | 11%        | 10%             | 9%            | 14%           | 11%                      | 12%        | 11%        | 13%      | 10%   | 10%              |
| Don't Know   | 14%   | 13%   | 16%   | 15%   | 14%   | 11%   | 12% | 10%    | 17%        | 10%        | 16%             | 18%           | 11%           | 17%                      | 14%        | 11%        | 13%      | 15%   | 16%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(29.B) Thinking back to when the Conservatives came to power in 2010, has the proportion of your income that you pay in tax risen, fallen, or stayed about the same?

|  | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|  |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted   | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Risen  | 27%   | 30%    | 23%    | 29%               | 29%     | 25%        | 23%        | 23%     | 31%        | 24%            | 33%                           | 24%              | 27%                     | 24%                               | 29%              | 15%          | 26%   | 31%    | 24%            |
| Fallen   | 11%   | 12%    | 10%    | 14%               | 10%     | 8%         | 12%        | 9%      | 12%        | 9%             | 13%                           | 25%              | 13%                     | 10%                               | 13%              | 9%           | 11%   | 13%    | 8%             |
| Stayed about the same  | 37%   | 39%    | 36%    | 35%               | 37%     | 34%        | 39%        | 43%     | 37%        | 48%            | 32%                           | 34%              | 36%                     | 30%                               | 29%              | 14%          | 45%   | 35%    | 31%            |
| N/A - I did not have an income in 2010, or do not have an income now | 11%   | 9%     | 14%    | 10%               | 11%     | 19%        | 11%        | 9%      | 11%        | 8%             | 10%                           | 9%               | 10%                     | 17%                               | 14%              | 37%          | 7%    | 9%     | 13%            |
| Don't Know   | 14%   | 10%    | 18%    | 12%               | 13%     | 14%        | 15%        | 16%     | 9%         | 10%            | 13%                           | 8%               | 14%                     | 20%                               | 15%              | 25%          | 11%   | 11%    | 24%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.C) Thinking back to when the Conservatives came to power in 2010, has the proportion of your income that you pay in tax risen, fallen, or stayed about the same?

|  | Total | Social Grade |     |     |     | 2019                |                  |                  |                |                     | Voting Intention  |  |                       | Education                                |                                |                       |     |     |
|--|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|  |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted   | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35             | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted   | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33             | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Risen  | 27%   | 35%          | 25% | 27% | 21% | 25%                 | 32%              | 33%              | 37%            | 21%                 | 23%               | 34%  | 35%                   | 23%                                      | 22%                            | 28%                   | 43% | 35% |
| Fallen   | 11%   | 9%           | 13% | 13% | 9%  | 10%                 | 14%              | 13%              | 5%             | 5%                  | 11%               | 14%  | 13%                   | 7%                                       | 13%                            | 12%                   | 12% | 19% |
| Stayed about the same  | 37%   | 40%          | 39% | 34% | 35% | 48%                 | 29%              | 31%              | 44%            | 30%                 | 51%               | 27%  | 30%                   | 42%                                      | 34%                            | 36%                   | 31% | 38% |
| N/A - I did not have an income in 2010, or do not have an income now | 11%   | 7%           | 10% | 13% | 15% | 7%                  | 13%              | 8%               | 10%            | 18%                 | 8%                | 13%  | 8%                    | 10%                                      | 17%                            | 11%                   | 7%  | 3%  |
| Don't Know   | 14%   | 8%           | 12% | 14% | 20% | 9%                  | 12%              | 15%              | 3%             | 27%                 | 7%                | 12%  | 13%                   | 17%                                      | 15%                            | 12%                   | 7%  | 5%  |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) Do you trust Labour or the Conservatives more on the following policies?: Keeping taxes low for people like you

|              | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|              |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted     | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Conservative | 31%   | 21%   | 22%   | 25%   | 29%   | 37%   | 49% | 35%    | 32%        | 32%        | 31%             | 36%           | 31%           | 33%                      | 30%        | 27%        | 25%      | 25%   | 36%              |
| Labour       | 34%   | 45%   | 44%   | 36%   | 37%   | 28%   | 20% | 39%    | 30%        | 32%        | 26%             | 24%           | 38%           | 31%                      | 43%        | 47%        | 34%      | 40%   | 23%              |
| Don't know   | 34%   | 34%   | 34%   | 39%   | 34%   | 35%   | 31% | 26%    | 38%        | 36%        | 43%             | 40%           | 31%           | 35%                      | 27%        | 26%        | 41%      | 34%   | 41%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) Do you trust Labour or the Conservatives more on the following policies?: Keeping taxes low for people like you

|              | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|              |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted     | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Conservative | 31%   | 39%    | 24%    | 30%               | 32%     | 26%        | 31%        | 37%     | 36%        | 44%            | 27%                           | 24%              | 19%                     | 20%                               | 21%              | 21%          | 43%   | 27%    | 15%            |
| Labour       | 34%   | 32%    | 36%    | 43%               | 34%     | 43%        | 29%        | 26%     | 25%        | 28%            | 36%                           | 46%              | 38%                     | 45%                               | 43%              | 23%          | 24%   | 46%    | 32%            |
| Don't know   | 34%   | 29%    | 40%    | 28%               | 35%     | 32%        | 40%        | 37%     | 39%        | 29%            | 37%                           | 30%              | 43%                     | 35%                               | 36%              | 56%          | 33%   | 27%    | 53%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.C) Do you trust Labour or the Conservatives more on the following policies?: Keeping taxes low for people like you

|              | Total | Social Grade |     |     |     | 2019         |        |                  |                  | Voting Intention |              |        |                   | Education                                      |                       |  |                                |                       |
|--------------|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|------------------|--------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|              |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote   | Conservative | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted   | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259              | 648          | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                    |
| Weighted     | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283              | 616          | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                    |
| Conservative | 31%   | 42%          | 32% | 27% | 22% | 58%          | 8%     | 27%              | 31%              | 13%              | 70%          | 7%     | 29%               | 32%  | 30%                   | 31%                                      | 36%                            | 25%                   |
| Labour       | 34%   | 31%          | 37% | 36% | 35% | 14%          | 72%    | 44%              | 17%              | 22%              | 11%          | 78%    | 46%               | 29%  | 34%                   | 40%                                      | 42%                            | 52%                   |
| Don't know   | 34%   | 27%          | 32% | 38% | 43% | 27%          | 20%    | 29%              | 52%              | 65%              | 18%          | 16%    | 25%               | 40%  | 36%                   | 29%                                      | 23%                            | 23%                   |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.A) Do you trust Labour or the Conservatives more on the following policies?: Running public services well

|              | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|              |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted     | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Conservative | 30%   | 15%   | 24%   | 30%   | 29%   | 34%   | 45% | 33%    | 30%        | 32%        | 27%             | 37%           | 35%           | 32%                      | 34%        | 23%        | 24%      | 31%   | 36%              |
| Labour       | 34%   | 51%   | 41%   | 34%   | 32%   | 27%   | 23% | 41%    | 29%        | 35%        | 29%             | 24%           | 34%           | 26%                      | 38%        | 46%        | 31%      | 39%   | 29%              |
| Don't know   | 36%   | 33%   | 35%   | 36%   | 39%   | 39%   | 32% | 26%    | 41%        | 33%        | 44%             | 39%           | 30%           | 42%                      | 27%        | 31%        | 46%      | 30%   | 35%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

### (31.B) Do you trust Labour or the Conservatives more on the following policies?: Running public services well

|              | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|              |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted     | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Conservative | 30%   | 35%    | 26%    | 29%               | 31%     | 25%        | 29%        | 35%     | 41%        | 41%            | 28%                           | 27%              | 18%                     | 20%                               | 23%              | 17%          | 45%   | 24%    | 14%            |
| Labour       | 34%   | 34%    | 34%    | 45%               | 33%     | 41%        | 29%        | 24%     | 22%        | 29%            | 32%                           | 58%              | 40%                     | 41%                               | 41%              | 35%          | 21%   | 47%    | 27%            |
| Don't know   | 36%   | 31%    | 41%    | 27%               | 35%     | 34%        | 42%        | 42%     | 37%        | 29%            | 41%                           | 15%              | 42%                     | 40%                               | 36%              | 48%          | 33%   | 29%    | 58%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

### (31.C) Do you trust Labour or the Conservatives more on the following policies?: Running public services well

|              | Total | Social Grade |     |     |     | 2019                |                  |                  |                |                     | Voting Intention  |  |                       |  | Education                      |                       |     |     |
|--------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|              |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted   | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35             | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted     | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33             | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Conservative | 30%   | 37%          | 30% | 29% | 24% | 61%                 | 6%               | 25%              | 27%            | 10%                 | 74%               | 3%   | 24%                   | 35%                                      | 26%                            | 28%                   | 33% | 31% |
| Labour       | 34%   | 34%          | 37% | 32% | 32% | 10%                 | 74%              | 45%              | 27%            | 22%                 | 6%                | 79%  | 48%                   | 27%                                      | 36%                            | 41%                   | 42% | 37% |
| Don't know   | 36%   | 29%          | 33% | 38% | 44% | 29%                 | 20%              | 30%              | 46%            | 68%                 | 20%               | 17%  | 28%                   | 39%                                      | 38%                            | 31%                   | 26% | 32% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) Do you trust Labour or the Conservatives more on the following policies?: Cutting Government waste

|              | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|              |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted     | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Conservative | 28%   | 17%   | 21%   | 25%   | 28%   | 33%   | 39% | 31%    | 26%        | 29%        | 28%             | 35%           | 24%           | 33%                      | 28%        | 27%        | 18%      | 27%   | 28%              |
| Labour       | 30%   | 45%   | 41%   | 34%   | 26%   | 22%   | 16% | 37%    | 25%        | 30%        | 19%             | 19%           | 35%           | 26%                      | 38%        | 40%        | 28%      | 34%   | 17%              |
| Don't know   | 43%   | 39%   | 38%   | 42%   | 47%   | 46%   | 45% | 32%    | 49%        | 42%        | 53%             | 46%           | 40%           | 42%                      | 34%        | 33%        | 54%      | 39%   | 55%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

### (32.B) Do you trust Labour or the Conservatives more on the following policies?: Cutting Government waste

|              | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|              |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted     | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Conservative | 28%   | 35%    | 21%    | 27%               | 28%     | 21%        | 26%        | 34%     | 38%        | 38%            | 25%                           | 35%              | 17%                     | 18%                               | 18%              | 14%          | 40%   | 24%    | 12%            |
| Labour       | 30%   | 29%    | 30%    | 41%               | 27%     | 36%        | 25%        | 22%     | 19%        | 23%            | 30%                           | 39%              | 34%                     | 38%                               | 38%              | 32%          | 17%   | 42%    | 26%            |
| Don't know   | 43%   | 36%    | 49%    | 32%               | 45%     | 43%        | 49%        | 44%     | 43%        | 39%            | 45%                           | 26%              | 49%                     | 44%                               | 43%              | 54%          | 43%   | 35%    | 63%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

### (32.C) Do you trust Labour or the Conservatives more on the following policies?: Cutting Government waste

|              | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       |   | Education                      |                       |     |     |
|--------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|---|--------------------------------|-----------------------|-----|-----|
|              |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Under-graduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted   | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                       | 342                            | 482                   | 262 | 38  |
| Weighted     | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                       | 381                            | 469                   | 235 | 33  |
| Conservative | 28%   | 36%          | 27% | 25% | 22% | 54%                 | 5%               | 28%              | 34%             | 9%                  | 68%               | 4%   | 25%                   | 29%                                       | 21%                            | 29%                   | 33% | 25% |
| Labour       | 30%   | 28%          | 33% | 29% | 29% | 8%                  | 69%              | 37%              | 8%              | 18%                 | 6%                | 72%  | 45%                   | 24%                                       | 31%                            | 36%                   | 39% | 37% |
| Don't know   | 43%   | 36%          | 40% | 46% | 50% | 38%                 | 25%              | 35%              | 58%             | 74%                 | 26%               | 24%  | 30%                   | 47%                                       | 48%                            | 35%                   | 28% | 38% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(33.A) Do you trust Labour or the Conservatives more on the following policies?: Maintaining a stable economy

|              | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|              |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted     | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Conservative | 40%   | 28%   | 25%   | 36%   | 36%   | 46%   | 62% | 41%    | 40%        | 44%        | 41%             | 43%           | 40%           | 42%                      | 45%        | 36%        | 33%      | 36%   | 37%              |
| Labour       | 27%   | 36%   | 41%   | 27%   | 26%   | 19%   | 14% | 34%    | 21%        | 25%        | 18%             | 20%           | 31%           | 21%                      | 29%        | 34%        | 29%      | 30%   | 24%              |
| Don't know   | 34%   | 36%   | 34%   | 37%   | 38%   | 35%   | 24% | 25%    | 39%        | 31%        | 41%             | 36%           | 29%           | 37%                      | 26%        | 30%        | 39%      | 34%   | 40%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.B) Do you trust Labour or the Conservatives more on the following policies?: Maintaining a stable economy

|              | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|              |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted     | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Conservative | 40%   | 47%    | 32%    | 36%               | 42%     | 36%        | 39%        | 46%     | 45%        | 53%            | 36%                           | 52%              | 26%                     | 24%                               | 27%              | 27%          | 55%   | 33%    | 18%            |
| Labour       | 27%   | 26%    | 27%    | 40%               | 24%     | 29%        | 21%        | 20%     | 19%        | 21%            | 26%                           | 39%              | 32%                     | 38%                               | 34%              | 25%          | 16%   | 38%    | 24%            |
| Don't know   | 34%   | 27%    | 40%    | 25%               | 34%     | 36%        | 40%        | 34%     | 37%        | 26%            | 38%                           | 8%               | 42%                     | 38%                               | 39%              | 48%          | 29%   | 29%    | 58%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.C) Do you trust Labour or the Conservatives more on the following policies?: Maintaining a stable economy

|              | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       |  | Education                      |                       |     |     |
|--------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|              |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted   | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted     | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Conservative | 40%   | 50%          | 40% | 36% | 30% | 74%                 | 12%              | 37%              | 44%             | 16%                 | 86%               | 11%  | 39%                   | 40%                                      | 39%                            | 36%                   | 41% | 43% |
| Labour       | 27%   | 24%          | 30% | 25% | 27% | 5%                  | 64%              | 32%              | 3%              | 18%                 | 4%                | 68%  | 31%                   | 22%                                      | 25%                            | 34%                   | 35% | 27% |
| Don't know   | 34%   | 25%          | 30% | 39% | 42% | 21%                 | 24%              | 31%              | 54%             | 67%                 | 10%               | 21%  | 29%                   | 38%                                      | 35%                            | 30%                   | 24% | 30% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.A) Do you trust Labour or the Conservatives more on the following policies?: Encouraging economic growth

|              | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|              |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted     | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Conservative | 41%   | 26%   | 27%   | 37%   | 39%   | 47%   | 62% | 42%    | 42%        | 47%        | 41%             | 44%           | 40%           | 46%                      | 47%        | 36%        | 33%      | 36%   | 30%              |
| Labour       | 27%   | 41%   | 39%   | 28%   | 25%   | 20%   | 16% | 34%    | 23%        | 27%        | 19%             | 21%           | 30%           | 21%                      | 31%        | 36%        | 29%      | 29%   | 26%              |
| Don't know   | 32%   | 33%   | 34%   | 35%   | 36%   | 34%   | 23% | 24%    | 34%        | 26%        | 40%             | 35%           | 30%           | 33%                      | 22%        | 28%        | 38%      | 34%   | 44%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

### (34.B) Do you trust Labour or the Conservatives more on the following policies?: Encouraging economic growth

|              | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|              |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted     | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Conservative | 41%   | 46%    | 35%    | 36%               | 43%     | 34%        | 40%        | 48%     | 49%        | 54%            | 38%                           | 36%              | 24%                     | 27%                               | 30%              | 31%          | 57%   | 33%    | 21%            |
| Labour       | 27%   | 28%    | 27%    | 39%               | 26%     | 34%        | 21%        | 19%     | 18%        | 23%            | 26%                           | 55%              | 34%                     | 35%                               | 32%              | 25%          | 16%   | 40%    | 23%            |
| Don't know   | 32%   | 26%    | 38%    | 25%               | 31%     | 32%        | 39%        | 33%     | 34%        | 24%            | 36%                           | 9%               | 42%                     | 38%                               | 38%              | 44%          | 27%   | 27%    | 56%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

### (34.C) Do you trust Labour or the Conservatives more on the following policies?: Encouraging economic growth

|              | Total | Social Grade |     |     |     | 2019                |                  |                  |                |                     | Voting Intention  |  |                       |  | Education                      |                       |     |     |
|--------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|              |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted   | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35             | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted     | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33             | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Conservative | 41%   | 51%          | 41% | 37% | 32% | 75%                 | 11%              | 34%              | 58%            | 19%                 | 86%               | 9%   | 37%                   | 42%                                      | 36%                            | 40%                   | 39% | 54% |
| Labour       | 27%   | 27%          | 30% | 26% | 26% | 5%                  | 67%              | 36%              | 6%             | 15%                 | 4%                | 73%  | 34%                   | 21%                                      | 28%                            | 34%                   | 39% | 26% |
| Don't know   | 32%   | 22%          | 29% | 37% | 42% | 19%                 | 22%              | 30%              | 37%            | 66%                 | 10%               | 18%  | 29%                   | 37%                                      | 36%                            | 25%                   | 22% | 20% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.A) Do you trust Labour or the Conservatives more on the following policies?: Helping businesses to grow

|              | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|              |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted     | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Conservative | 39%   | 23%   | 27%   | 33%   | 38%   | 47%   | 60% | 39%    | 40%        | 40%        | 38%             | 45%           | 39%           | 44%                      | 42%        | 38%        | 32%      | 38%   | 30%              |
| Labour       | 27%   | 44%   | 38%   | 31%   | 24%   | 18%   | 13% | 36%    | 24%        | 24%        | 21%             | 20%           | 31%           | 23%                      | 30%        | 33%        | 26%      | 29%   | 24%              |
| Don't know   | 34%   | 33%   | 35%   | 36%   | 39%   | 35%   | 27% | 25%    | 36%        | 36%        | 41%             | 35%           | 30%           | 33%                      | 28%        | 28%        | 42%      | 33%   | 46%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

### (35.B) Do you trust Labour or the Conservatives more on the following policies?: Helping businesses to grow

|              | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|              |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted     | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Conservative | 39%   | 46%    | 33%    | 35%               | 41%     | 33%        | 38%        | 47%     | 46%        | 53%            | 36%                           | 48%              | 27%                     | 24%                               | 28%              | 16%          | 55%   | 32%    | 21%            |
| Labour       | 27%   | 26%    | 28%    | 39%               | 25%     | 33%        | 22%        | 21%     | 14%        | 22%            | 28%                           | 34%              | 32%                     | 38%                               | 32%              | 28%          | 17%   | 39%    | 22%            |
| Don't know   | 34%   | 28%    | 39%    | 26%               | 34%     | 34%        | 40%        | 32%     | 40%        | 26%            | 37%                           | 18%              | 42%                     | 38%                               | 39%              | 56%          | 29%   | 29%    | 57%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

### (35.C) Do you trust Labour or the Conservatives more on the following policies?: Helping businesses to grow

|              | Total | Social Grade |     |     |     | 2019                |                  |                  |                | Voting Intention    |                   |  |                       | Education                                |                                |                       |     |     |
|--------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|              |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted   | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35             | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted     | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33             | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Conservative | 39%   | 49%          | 39% | 37% | 29% | 71%                 | 13%              | 37%              | 57%            | 17%                 | 83%               | 10%  | 38%                   | 40%                                      | 35%                            | 37%                   | 41% | 51% |
| Labour       | 27%   | 26%          | 29% | 26% | 28% | 8%                  | 64%              | 31%              | 6%             | 16%                 | 6%                | 69%  | 34%                   | 23%                                      | 29%                            | 34%                   | 34% | 21% |
| Don't know   | 34%   | 25%          | 32% | 37% | 42% | 21%                 | 23%              | 32%              | 37%            | 67%                 | 11%               | 21%  | 28%                   | 38%                                      | 36%                            | 28%                   | 25% | 28% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.A) Do you trust Labour or the Conservatives more on the following policies?: Supporting small businesses

|              | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|              |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted     | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Conservative | 34%   | 19%   | 22%   | 29%   | 35%   | 41%   | 55% | 35%    | 36%        | 35%        | 36%             | 40%           | 34%           | 37%                      | 33%        | 31%        | 28%      | 37%   | 28%              |
| Labour       | 32%   | 48%   | 45%   | 35%   | 29%   | 22%   | 18% | 39%    | 27%        | 32%        | 22%             | 22%           | 35%           | 29%                      | 40%        | 42%        | 33%      | 36%   | 18%              |
| Don't know   | 33%   | 33%   | 33%   | 36%   | 36%   | 37%   | 27% | 25%    | 36%        | 33%        | 42%             | 38%           | 30%           | 33%                      | 27%        | 26%        | 39%      | 28%   | 55%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.B) Do you trust Labour or the Conservatives more on the following policies?: Supporting small businesses

|              | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|              |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted     | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Conservative | 34%   | 41%    | 28%    | 31%               | 35%     | 25%        | 35%        | 44%     | 42%        | 47%            | 32%                           | 29%              | 24%                     | 22%                               | 23%              | 19%          | 51%   | 27%    | 16%            |
| Labour       | 32%   | 30%    | 34%    | 44%               | 31%     | 41%        | 25%        | 21%     | 21%        | 26%            | 32%                           | 48%              | 38%                     | 38%                               | 41%              | 35%          | 20%   | 44%    | 28%            |
| Don't know   | 33%   | 29%    | 38%    | 25%               | 34%     | 34%        | 40%        | 34%     | 37%        | 27%            | 36%                           | 23%              | 38%                     | 41%                               | 37%              | 47%          | 29%   | 29%    | 56%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.C) Do you trust Labour or the Conservatives more on the following policies?: Supporting small businesses

|              | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                | Voting Intention |        |                   |  | Education             |  |                                |                       |
|--------------|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|----------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|              |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted   | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259            | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                    |
| Weighted     | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283            | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                    |
| Conservative | 34%   | 45%          | 34% | 31% | 27% | 68%          | 7%     | 28%              | 40%              | 13%            | 81%              | 5%     | 29%               | 38%  | 29%                   | 33%                                      | 36%                            | 48%                   |
| Labour       | 32%   | 31%          | 34% | 34% | 30% | 10%          | 70%    | 43%              | 16%              | 19%            | 7%               | 77%    | 47%               | 24%  | 38%                   | 38%                                      | 40%                            | 30%                   |
| Don't know   | 33%   | 24%          | 32% | 35% | 43% | 22%          | 22%    | 29%              | 44%              | 68%            | 12%              | 19%    | 24%               | 38%  | 33%                   | 29%                                      | 24%                            | 22%                   |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(37.A) Do you trust Labour or the Conservatives more on the following policies?: Tackling climate change

|              | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|              |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted     | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Conservative | 29%   | 18%   | 20%   | 30%   | 28%   | 33%   | 43% | 30%    | 29%        | 29%        | 32%             | 35%           | 28%           | 33%                      | 28%        | 27%        | 21%      | 32%   | 31%              |
| Labour       | 31%   | 48%   | 43%   | 31%   | 27%   | 23%   | 18% | 41%    | 27%        | 32%        | 23%             | 20%           | 35%           | 26%                      | 39%        | 37%        | 28%      | 29%   | 24%              |
| Don't know   | 40%   | 34%   | 37%   | 39%   | 45%   | 44%   | 39% | 29%    | 44%        | 38%        | 45%             | 44%           | 37%           | 41%                      | 33%        | 36%        | 51%      | 39%   | 44%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

### (37.B) Do you trust Labour or the Conservatives more on the following policies?: Tackling climate change

|              | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|              |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted     | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Conservative | 29%   | 33%    | 26%    | 28%               | 30%     | 24%        | 28%        | 37%     | 35%        | 39%            | 28%                           | 29%              | 17%                     | 24%                               | 19%              | 8%           | 41%   | 25%    | 16%            |
| Labour       | 31%   | 31%    | 30%    | 44%               | 28%     | 36%        | 24%        | 24%     | 23%        | 24%            | 31%                           | 49%              | 37%                     | 37%                               | 40%              | 36%          | 17%   | 44%    | 25%            |
| Don't know   | 40%   | 36%    | 43%    | 28%               | 42%     | 40%        | 48%        | 39%     | 42%        | 37%            | 41%                           | 22%              | 46%                     | 38%                               | 41%              | 56%          | 42%   | 31%    | 59%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

### (37.C) Do you trust Labour or the Conservatives more on the following policies?: Tackling climate change

|              | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                | Voting Intention |        |                   |  | Education             |  |                                |                       |
|--------------|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|----------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|              |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted   | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259            | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                    |
| Weighted     | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283            | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                    |
| Conservative | 29%   | 37%          | 29% | 26% | 26% | 56%          | 6%     | 29%              | 37%              | 12%            | 68%              | 6%     | 26%               | 32%  | 24%                   | 27%                                      | 34%                            | 33%                   |
| Labour       | 31%   | 31%          | 33% | 31% | 28% | 9%           | 69%    | 38%              | 10%              | 19%            | 8%               | 73%    | 43%               | 21%  | 35%                   | 37%                                      | 41%                            | 44%                   |
| Don't know   | 40%   | 33%          | 38% | 43% | 46% | 34%          | 24%    | 33%              | 53%              | 69%            | 24%              | 21%    | 31%               | 46%  | 41%                   | 36%                                      | 25%                            | 23%                   |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.A) Do you trust Labour or the Conservatives more on the following policies?: Supporting the NHS

|              | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|              |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted     | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Conservative | 31%   | 14%   | 20%   | 30%   | 28%   | 35%   | 49% | 31%    | 31%        | 33%        | 31%             | 36%           | 32%           | 31%                      | 31%        | 26%        | 24%      | 31%   | 37%              |
| Labour       | 39%   | 53%   | 45%   | 38%   | 41%   | 33%   | 29% | 46%    | 36%        | 37%        | 31%             | 30%           | 40%           | 37%                      | 48%        | 51%        | 36%      | 44%   | 23%              |
| Don't know   | 30%   | 33%   | 35%   | 32%   | 31%   | 32%   | 21% | 23%    | 33%        | 29%        | 38%             | 34%           | 28%           | 32%                      | 21%        | 23%        | 40%      | 25%   | 40%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

### (38.B) Do you trust Labour or the Conservatives more on the following policies?: Supporting the NHS

|              | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|              |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted     | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Conservative | 31%   | 35%    | 27%    | 25%               | 32%     | 25%        | 31%        | 37%     | 43%        | 42%            | 28%                           | 33%              | 20%                     | 21%                               | 20%              | 15%          | 46%   | 23%    | 16%            |
| Labour       | 39%   | 40%    | 38%    | 49%               | 39%     | 46%        | 34%        | 30%     | 25%        | 35%            | 40%                           | 42%              | 41%                     | 46%                               | 44%              | 43%          | 26%   | 54%    | 32%            |
| Don't know   | 30%   | 25%    | 35%    | 25%               | 30%     | 30%        | 35%        | 33%     | 32%        | 24%            | 32%                           | 25%              | 39%                     | 33%                               | 36%              | 41%          | 29%   | 23%    | 52%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

### (38.C) Do you trust Labour or the Conservatives more on the following policies?: Supporting the NHS

|              | Total | Social Grade |     |     |     | 2019                |                  |                  |                |                     | Voting Intention  |  |                       |  | Education                      |                       |     |     |
|--------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|              |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted   | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35             | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted     | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33             | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Conservative | 31%   | 38%          | 30% | 28% | 26% | 61%                 | 5%               | 21%              | 34%            | 13%                 | 75%               | 3%   | 19%                   | 35%                                      | 25%                            | 28%                   | 33% | 31% |
| Labour       | 39%   | 40%          | 43% | 37% | 37% | 15%                 | 80%              | 57%              | 30%            | 24%                 | 11%               | 86%  | 59%                   | 31%                                      | 44%                            | 46%                   | 46% | 50% |
| Don't know   | 30%   | 23%          | 27% | 35% | 37% | 24%                 | 15%              | 22%              | 36%            | 64%                 | 14%               | 12%  | 22%                   | 34%                                      | 31%                            | 26%                   | 21% | 19% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.A) Which of the following characteristics or traits do you most associate with the Conservative Party? Select up to three.

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted  | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted  | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Keeps the cost of living down for ordinary people   | 10%   | 13%   | 12%   | 10%   | 7%    | 6%    | 12% | 15%    | 7%         | 7%         | 11%             | 10%           | 14%           | 12%                      | 9%         | 8%         | 9%       | 10%   | 9%               |
| Keeps taxes low for people like me                  | 11%   | 10%   | 10%   | 10%   | 10%   | 11%   | 14% | 14%    | 12%        | 7%         | 9%              | 10%           | 10%           | 11%                      | 8%         | 11%        | 9%       | 8%    | 30%              |
| Always supports British businesses                  | 21%   | 15%   | 16%   | 17%   | 17%   | 24%   | 34% | 22%    | 21%        | 25%        | 18%             | 23%           | 20%           | 19%                      | 21%        | 23%        | 16%      | 21%   | 30%              |
| Cares about the environment                         | 10%   | 11%   | 14%   | 9%    | 7%    | 9%    | 12% | 13%    | 12%        | 11%        | 10%             | 11%           | 10%           | 9%                       | 12%        | 8%         | 7%       | 9%    | 18%              |
| Cracks down on Government waste                     | 8%    | 8%    | 11%   | 9%    | 7%    | 8%    | 7%  | 11%    | 7%         | 5%         | 8%              | 14%           | 10%           | 6%                       | 10%        | 6%         | 8%       | 9%    | 12%              |
| Keeps Government spending levels as low as possible | 15%   | 15%   | 10%   | 14%   | 14%   | 14%   | 21% | 15%    | 15%        | 11%        | 17%             | 15%           | 15%           | 17%                      | 11%        | 17%        | 13%      | 18%   | 13%              |
| Usually on the side of wealthy people               | 46%   | 40%   | 40%   | 42%   | 52%   | 57%   | 48% | 43%    | 47%        | 55%        | 48%             | 37%           | 40%           | 49%                      | 47%        | 53%        | 49%      | 43%   | 38%              |
| Raises taxes  | 29%   | 34%   | 35%   | 32%   | 32%   | 25%   | 19% | 32%    | 22%        | 33%        | 29%             | 23%           | 28%           | 28%                      | 28%        | 32%        | 30%      | 38%   | 30%              |
| Spends money on unnecessary projects                | 36%   | 34%   | 31%   | 32%   | 39%   | 42%   | 39% | 30%    | 39%        | 38%        | 39%             | 31%           | 32%           | 40%                      | 33%        | 40%        | 41%      | 32%   | 32%              |
| Looks after lower paid workers                      | 6%    | 8%    | 8%    | 8%    | 3%    | 3%    | 3%  | 8%     | 5%         | 6%         | 5%              | 4%            | 4%            | 6%                       | 6%         | 6%         | 5%       | 4%    | 5%               |
| Keeps its election promises                         | 8%    | 11%   | 11%   | 11%   | 7%    | 3%    | 6%  | 13%    | 7%         | 5%         | 7%              | 10%           | 9%            | 6%                       | 9%         | 5%         | 5%       | 8%    | 12%              |
| None of the above                                   | 7%    | 5%    | 6%    | 8%    | 8%    | 7%    | 7%  | 5%     | 7%         | 7%         | 6%              | 6%            | 8%            | 6%                       | 9%         | 7%         | 11%      | 6%    | 3%               |
| Don't know  | 11%   | 14%   | 16%   | 13%   | 9%    | 8%    | 6%  | 8%     | 13%        | 6%         | 12%             | 18%           | 14%           | 11%                      | 12%        | 9%         | 9%       | 13%   | 10%              |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.B) Which of the following characteristics or traits do you most associate with the Conservative Party? Select up to three.

|   | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|   |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted  | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted  | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Keeps the cost of living down for ordinary people   | 10%   | 10%    | 10%    | 13%               | 10%     | 6%         | 11%        | 7%      | 13%        | 12%            | 9%                            | 25%              | 10%                     | 7%                                | 9%               | 4%           | 11%   | 10%    | 7%             |
| Keeps taxes low for people like me                  | 11%   | 12%    | 10%    | 12%               | 10%     | 13%        | 10%        | 10%     | 14%        | 15%            | 9%                            | 7%               | 4%                      | 9%                                | 10%              | 2%           | 14%   | 10%    | 8%             |
| Always supports British businesses                  | 21%   | 24%    | 18%    | 19%               | 24%     | 17%        | 20%        | 24%     | 21%        | 29%            | 17%                           | 30%              | 14%                     | 13%                               | 17%              | 8%           | 27%   | 19%    | 14%            |
| Cares about the environment                         | 10%   | 11%    | 10%    | 12%               | 11%     | 8%         | 8%         | 11%     | 13%        | 13%            | 11%                           | 6%               | 8%                      | 9%                                | 7%               | 3%           | 12%   | 11%    | 9%             |
| Cracks down on Government waste                     | 8%    | 9%     | 8%     | 11%               | 8%      | 6%         | 8%         | 9%      | 6%         | 10%            | 7%                            | 0%               | 12%                     | 6%                                | 6%               | 3%           | 10%   | 8%     | 5%             |
| Keeps Government spending levels as low as possible | 15%   | 19%    | 11%    | 15%               | 15%     | 10%        | 14%        | 18%     | 21%        | 19%            | 14%                           | 20%              | 10%                     | 11%                               | 12%              | 6%           | 18%   | 15%    | 6%             |
| Usually on the side of wealthy people               | 46%   | 46%    | 47%    | 41%               | 48%     | 53%        | 49%        | 43%     | 44%        | 44%            | 45%                           | 46%              | 52%                     | 51%                               | 52%              | 40%          | 44%   | 52%    | 39%            |
| Raises taxes  | 29%   | 27%    | 31%    | 33%               | 27%     | 32%        | 28%        | 26%     | 28%        | 23%            | 32%                           | 51%              | 37%                     | 35%                               | 33%              | 29%          | 28%   | 30%    | 25%            |
| Spends money on unnecessary projects                | 36%   | 35%    | 38%    | 33%               | 35%     | 42%        | 38%        | 36%     | 36%        | 35%            | 34%                           | 38%              | 41%                     | 43%                               | 39%              | 28%          | 34%   | 40%    | 28%            |
| Looks after lower paid workers                      | 6%    | 6%     | 5%     | 9%                | 4%      | 7%         | 3%         | 5%      | 5%         | 5%             | 7%                            | 0%               | 9%                      | 6%                                | 3%               | 2%           | 5%    | 6%     | 6%             |
| Keeps its election promises                         | 8%    | 9%     | 7%     | 12%               | 8%      | 7%         | 5%         | 7%      | 9%         | 8%             | 8%                            | 0%               | 9%                      | 9%                                | 8%               | 7%           | 9%    | 8%     | 7%             |
| None of the above                                   | 7%    | 7%     | 7%     | 6%                | 8%      | 5%         | 8%         | 8%      | 3%         | 7%             | 9%                            | 0%               | 4%                      | 6%                                | 7%               | 9%           | 7%    | 6%     | 10%            |
| Don't know  | 11%   | 8%     | 14%    | 11%               | 8%      | 12%        | 14%        | 11%     | 8%         | 6%             | 12%                           | 8%               | 14%                     | 14%                               | 14%              | 26%          | 8%    | 8%     | 24%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.C) Which of the following characteristics or traits do you most associate with the Conservative Party? Select up to three.

|   | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                 | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|---|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|   |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted  | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259             | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                    |
| Weighted  | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283             | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                    |
| Keeps the cost of living down for ordinary people   | 10%   | 10%          | 9%  | 9%  | 12% | 15%          | 8%     | 10%              | 13%              | 5%              | 19%              | 6%     | 10%               | 10%  | 7%                    | 11%                                      | 16%                            | 13%                   |
| Keeps taxes low for people like me                  | 11%   | 13%          | 12% | 9%  | 10% | 16%          | 6%     | 14%              | 8%               | 4%              | 19%              | 7%     | 12%               | 10%  | 12%                   | 10%                                      | 14%                            | 18%                   |
| Always supports British businesses                  | 21%   | 27%          | 22% | 20% | 15% | 34%          | 12%    | 16%              | 23%              | 12%             | 42%              | 9%     | 21%               | 20%  | 19%                   | 21%                                      | 21%                            | 20%                   |
| Cares about the environment                         | 10%   | 12%          | 10% | 9%  | 11% | 16%          | 7%     | 12%              | 3%               | 6%              | 21%              | 7%     | 11%               | 10%  | 8%                    | 10%                                      | 14%                            | 12%                   |
| Cracks down on Government waste                     | 8%    | 9%           | 7%  | 9%  | 8%  | 12%          | 6%     | 10%              | 7%               | 6%              | 14%              | 7%     | 10%               | 7%   | 7%                    | 8%                                       | 13%                            | 14%                   |
| Keeps Government spending levels as low as possible | 15%   | 19%          | 17% | 14% | 10% | 25%          | 9%     | 15%              | 12%              | 4%              | 31%              | 8%     | 15%               | 15%  | 13%                   | 16%                                      | 17%                            | 18%                   |
| Usually on the side of wealthy people               | 46%   | 45%          | 48% | 45% | 47% | 33%          | 61%    | 64%              | 59%              | 41%             | 25%              | 63%    | 61%               | 44%  | 49%                   | 48%                                      | 45%                            | 49%                   |
| Raises taxes  | 29%   | 24%          | 30% | 30% | 33% | 20%          | 43%    | 34%              | 36%              | 27%             | 14%              | 45%    | 32%               | 27%  | 31%                   | 28%                                      | 27%                            | 34%                   |
| Spends money on unnecessary projects                | 36%   | 35%          | 37% | 35% | 37% | 24%          | 49%    | 48%              | 45%              | 29%             | 17%              | 51%    | 46%               | 35%  | 38%                   | 38%                                      | 28%                            | 22%                   |
| Looks after lower paid workers                      | 6%    | 7%           | 4%  | 5%  | 7%  | 7%           | 6%     | 3%               | 0%               | 5%              | 9%               | 5%     | 5%                | 5%   | 5%                    | 5%                                       | 6%                             | 10%                   |
| Keeps its election promises                         | 8%    | 11%          | 7%  | 7%  | 7%  | 12%          | 6%     | 7%               | 6%               | 4%              | 16%              | 6%     | 7%                | 7%   | 7%                    | 9%                                       | 14%                            | 14%                   |
| None of the above                                   | 7%    | 6%           | 7%  | 8%  | 7%  | 6%           | 6%     | 4%               | 9%               | 12%             | 5%               | 5%     | 3%                | 7%   | 8%                    | 6%                                       | 6%                             | 5%                    |
| Don't know  | 11%   | 5%           | 9%  | 16% | 15% | 8%           | 7%     | 2%               | 3%               | 28%             | 8%               | 7%     | 1%                | 16%  | 10%                   | 8%                                       | 7%                             | 2%                    |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.A) Thinking very broadly about the country as a whole, do you think the levels of taxation in Britain are too high, too low, or about right?

|                   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|-------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted        | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted          | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Much too high     | 13%   | 12%   | 15%   | 21%   | 13%   | 13%   | 6%  | 16%    | 13%        | 15%        | 10%             | 11%           | 10%           | 12%                      | 12%        | 12%        | 13%      | 19%   | 21%              |
| A little too high | 31%   | 40%   | 35%   | 32%   | 34%   | 26%   | 24% | 37%    | 31%        | 22%        | 30%             | 32%           | 34%           | 33%                      | 39%        | 32%        | 30%      | 31%   | 22%              |
| About right       | 36%   | 29%   | 32%   | 32%   | 33%   | 40%   | 47% | 32%    | 37%        | 44%        | 39%             | 36%           | 34%           | 36%                      | 29%        | 34%        | 36%      | 33%   | 45%              |
| A little too low  | 8%    | 8%    | 5%    | 3%    | 7%    | 11%   | 14% | 6%     | 8%         | 11%        | 7%              | 8%            | 9%            | 8%                       | 6%         | 10%        | 10%      | 5%    | 3%               |
| Much too low      | 2%    | 2%    | 2%    | 1%    | 1%    | 2%    | 2%  | 2%     | 1%         | 1%         | 0%              | 0%            | 2%            | 1%                       | 2%         | 2%         | 2%       | 2%    | 3%               |
| Don't know        | 10%   | 9%    | 12%   | 11%   | 11%   | 9%    | 8%  | 6%     | 11%        | 8%         | 14%             | 13%           | 10%           | 10%                      | 13%        | 11%        | 10%      | 9%    | 6%               |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(40.B) Thinking very broadly about the country as a whole, do you think the levels of taxation in Britain are too high, too low, or about right?

|                   | Gender |      | Area   |                   |         |            |            |         | Tenure     |                |                               |                  |                         |                                   | EU 2016 Vote     |           |       |        |                |
|-------------------|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|                   | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted        | 2036   | 1007 | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted          | 2036   | 1003 | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| Much too high     | 13%    | 14%  | 12%    | 17%               | 10%     | 14%        | 12%        | 10%     | 22%        | 11%            | 13%                           | 6%               | 13%                     | 17%                               | 18%              | 10%       | 12%   | 12%    | 17%            |
| A little too high | 31%    | 29%  | 34%    | 35%               | 32%     | 27%        | 31%        | 30%     | 28%        | 25%            | 37%                           | 53%              | 38%                     | 36%                               | 35%              | 27%       | 32%   | 32%    | 29%            |
| About right       | 36%    | 39%  | 33%    | 33%               | 36%     | 40%        | 37%        | 35%     | 36%        | 45%            | 32%                           | 21%              | 29%                     | 29%                               | 28%              | 38%       | 39%   | 37%    | 29%            |
| A little too low  | 8%     | 9%   | 7%     | 7%                | 8%      | 7%         | 7%         | 11%     | 8%         | 11%            | 7%                            | 13%              | 9%                      | 3%                                | 6%               | 2%        | 7%    | 10%    | 4%             |
| Much too low      | 2%     | 2%   | 1%     | 1%                | 3%      | 0%         | 1%         | 2%      | 1%         | 2%             | 1%                            | 0%               | 1%                      | 2%                                | 1%               | 4%        | 1%    | 2%     | 2%             |
| Don't know        | 10%    | 7%   | 13%    | 8%                | 10%     | 11%        | 12%        | 12%     | 5%         | 7%             | 9%                            | 8%               | 11%                     | 14%                               | 12%              | 20%       | 9%    | 7%     | 20%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.C) Thinking very broadly about the country as a whole, do you think the levels of taxation in Britain are too high, too low, or about right?

|                   | Total | Social Grade |     |     |     | 2019                |                  |                  |                | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|-------------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|                   |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted        | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35             | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted          | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33             | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Much too high     | 13%   | 12%          | 13% | 14% | 14% | 11%                 | 14%              | 10%              | 31%            | 20%                 | 8%                | 14%  | 14%                   | 12%                                      | 13%                            | 11%                   | 16% | 14% |
| A little too high | 31%   | 32%          | 31% | 36% | 29% | 31%                 | 35%              | 31%              | 20%            | 31%                 | 30%               | 37%  | 35%                   | 32%                                      | 30%                            | 32%                   | 36% | 26% |
| About right       | 36%   | 38%          | 36% | 35% | 34% | 45%                 | 30%              | 37%              | 30%            | 27%                 | 50%               | 30%  | 32%                   | 37%                                      | 35%                            | 36%                   | 34% | 33% |
| A little too low  | 8%    | 12%          | 9%  | 4%  | 6%  | 7%                  | 9%               | 15%              | 11%            | 2%                  | 7%                | 9%   | 11%                   | 5%                                       | 10%                            | 10%                   | 7%  | 9%  |
| Much too low      | 2%    | 2%           | 1%  | 1%  | 1%  | 0%                  | 3%               | 1%               | 2%             | 1%                  | 0%                | 3%   | 2%                    | 1%                                       | 1%                             | 3%                    | 2%  | 6%  |
| Don't know        | 10%   | 4%           | 10% | 11% | 15% | 6%                  | 8%               | 6%               | 6%             | 20%                 | 5%                | 8%   | 5%                    | 13%                                      | 11%                            | 8%                    | 4%  | 12% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.A) Now thinking about your own taxes, do you think the levels of taxation you pay are too high, too low, or about right?

|                   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|-------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted        | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted          | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Much too high     | 12%   | 11%   | 15%   | 20%   | 13%   | 10%   | 6%  | 15%    | 12%        | 13%        | 12%             | 10%           | 9%            | 9%                       | 12%        | 12%        | 14%      | 19%   | 9%               |
| A little too high | 29%   | 27%   | 32%   | 33%   | 34%   | 24%   | 21% | 31%    | 31%        | 24%        | 30%             | 32%           | 29%           | 27%                      | 40%        | 27%        | 25%      | 28%   | 22%              |
| About right       | 42%   | 37%   | 35%   | 33%   | 39%   | 49%   | 57% | 41%    | 41%        | 47%        | 38%             | 43%           | 39%           | 48%                      | 32%        | 43%        | 44%      | 37%   | 51%              |
| A little too low  | 5%    | 7%    | 4%    | 2%    | 2%    | 5%    | 8%  | 4%     | 6%         | 7%         | 4%              | 4%            | 7%            | 5%                       | 3%         | 4%         | 6%       | 2%    | 3%               |
| Much too low      | 1%    | 1%    | 1%    | 0%    | 0%    | 0%    | 0%  | 1%     | 0%         | 0%         | 0%              | 0%            | 2%            | 0%                       | 1%         | 0%         | 1%       | 0%    | 0%               |
| Don't know        | 12%   | 16%   | 12%   | 12%   | 12%   | 12%   | 8%  | 8%     | 11%        | 9%         | 17%             | 11%           | 16%           | 10%                      | 12%        | 14%        | 10%      | 15%   | 15%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) Now thinking about your own taxes, do you think the levels of taxation you pay are too high, too low, or about right?

|                   | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|-------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                   |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted        | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted          | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Much too high     | 12%   | 13%    | 11%    | 17%               | 9%      | 14%        | 9%         | 12%     | 18%        | 10%            | 15%                           | 5%               | 11%                     | 13%                               | 17%              | 9%           | 11%   | 12%    | 15%            |
| A little too high | 29%   | 29%    | 29%    | 29%               | 29%     | 26%        | 31%        | 25%     | 29%        | 24%            | 35%                           | 39%              | 35%                     | 29%                               | 33%              | 10%          | 30%   | 27%    | 29%            |
| About right       | 42%   | 43%    | 41%    | 41%               | 44%     | 37%        | 43%        | 42%     | 43%        | 52%            | 37%                           | 43%              | 34%                     | 37%                               | 33%              | 36%          | 45%   | 45%    | 30%            |
| A little too low  | 5%    | 6%     | 4%     | 3%                | 5%      | 6%         | 4%         | 6%      | 5%         | 6%             | 3%                            | 5%               | 3%                      | 5%                                | 4%               | 8%           | 4%    | 5%     | 5%             |
| Much too low      | 1%    | 1%     | 0%     | 0%                | 1%      | 0%         | 0%         | 1%      | 1%         | 1%             | 0%                            | 0%               | 1%                      | 0%                                | 2%               | 0%           | 0%    | 0%     | 1%             |
| Don't know        | 12%   | 8%     | 16%    | 9%                | 11%     | 16%        | 13%        | 15%     | 4%         | 8%             | 10%                           | 8%               | 17%                     | 17%                               | 12%              | 37%          | 9%    | 10%    | 19%            |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.C) Now thinking about your own taxes, do you think the levels of taxation you pay are too high, too low, or about right?

|                   | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                |                                |                       |     |     |
|-------------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|                   |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted        | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted          | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Much too high     | 12%   | 11%          | 13% | 13% | 12% | 10%                 | 15%              | 9%               | 25%             | 16%                 | 7%                | 14%  | 14%                   | 10%                                      | 13%                            | 9%                    | 20% | 15% |
| A little too high | 29%   | 31%          | 29% | 31% | 25% | 29%                 | 29%              | 34%              | 23%             | 28%                 | 29%               | 30%  | 38%                   | 28%                                      | 24%                            | 32%                   | 33% | 34% |
| About right       | 42%   | 45%          | 45% | 38% | 39% | 49%                 | 37%              | 43%              | 43%             | 33%                 | 53%               | 37%  | 36%                   | 42%                                      | 42%                            | 43%                   | 38% | 36% |
| A little too low  | 5%    | 8%           | 4%  | 4%  | 3%  | 5%                  | 5%               | 7%               | 3%              | 2%                  | 5%                | 6%   | 5%                    | 3%                                       | 6%                             | 7%                    | 5%  | 7%  |
| Much too low      | 1%    | 0%           | 0%  | 0%  | 1%  | 0%                  | 1%               | 1%               | 0%              | 1%                  | 0%                | 1%   | 0%                    | 0%                                       | 1%                             | 1%                    | 0%  | 2%  |
| Don't know        | 12%   | 5%           | 10% | 13% | 20% | 7%                  | 13%              | 6%               | 6%              | 21%                 | 7%                | 13%  | 8%                    | 17%                                      | 15%                            | 8%                    | 5%  | 7%  |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) Without looking it up, what proportion of your income would you say you pay in total in taxation?

|                               | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|-------------------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                    | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                      | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| N/A - I do not have an income | 11%   | 16%   | 10%   | 6%    | 13%   | 14%   | 8%  | 7%     | 12%        | 10%        | 14%             | 10%           | 17%           | 6%                       | 14%        | 12%        | 7%       | 15%   | 9%               |
| 0%                            | 5%    | 5%    | 1%    | 3%    | 4%    | 8%    | 9%  | 4%     | 5%         | 9%         | 6%              | 3%            | 3%            | 4%                       | 6%         | 8%         | 4%       | 4%    | 3%               |
| 1-10%                         | 13%   | 14%   | 14%   | 12%   | 9%    | 11%   | 18% | 13%    | 11%        | 15%        | 12%             | 14%           | 14%           | 15%                      | 11%        | 15%        | 15%      | 11%   | 6%               |
| 11-20%                        | 21%   | 17%   | 19%   | 22%   | 18%   | 19%   | 27% | 16%    | 18%        | 23%        | 19%             | 32%           | 19%           | 29%                      | 20%        | 21%        | 14%      | 19%   | 31%              |
| 21-30%                        | 18%   | 17%   | 15%   | 19%   | 23%   | 18%   | 15% | 19%    | 18%        | 20%        | 18%             | 15%           | 14%           | 12%                      | 16%        | 16%        | 21%      | 22%   | 25%              |
| 31-40%                        | 8%    | 8%    | 7%    | 9%    | 9%    | 8%    | 6%  | 10%    | 10%        | 5%         | 8%              | 6%            | 5%            | 7%                       | 8%         | 8%         | 10%      | 5%    | 9%               |
| 41-50%                        | 3%    | 3%    | 4%    | 3%    | 4%    | 2%    | 2%  | 6%     | 3%         | 3%         | 2%              | 2%            | 5%            | 3%                       | 3%         | 4%         | 0%       | 1%    | 0%               |
| 51-60%                        | 2%    | 2%    | 3%    | 3%    | 1%    | 1%    | 0%  | 4%     | 1%         | 1%         | 2%              | 1%            | 1%            | 0%                       | 2%         | 2%         | 2%       | 0%    | 3%               |
| 61-70%                        | 1%    | 1%    | 1%    | 1%    | 2%    | 0%    | 0%  | 1%     | 2%         | 1%         | 0%              | 1%            | 1%            | 2%                       | 0%         | 1%         | 0%       | 0%    | 0%               |
| 71-80%                        | 0%    | 0%    | 1%    | 1%    | 1%    | 0%    | 0%  | 1%     | 0%         | 1%         | 0%              | 0%            | 0%            | 0%                       | 0%         | 1%         | 1%       | 0%    | 0%               |
| 81-90%                        | 0%    | 0%    | 1%    | 0%    | 0%    | 0%    | 0%  | 1%     | 0%         | 0%         | 0%              | 0%            | 0%            | 0%                       | 1%         | 0%         | 0%       | 0%    | 0%               |
| 91-100%                       | 1%    | 1%    | 1%    | 2%    | 0%    | 0%    | 0%  | 3%     | 1%         | 1%         | 0%              | 0%            | 0%            | 0%                       | 1%         | 0%         | 0%       | 0%    | 0%               |
| Don't know                    | 18%   | 16%   | 22%   | 18%   | 17%   | 18%   | 16% | 14%    | 20%        | 12%        | 19%             | 16%           | 21%           | 22%                      | 20%        | 15%        | 19%      | 23%   | 15%              |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) Without looking it up, what proportion of your income would you say you pay in total in taxation?

|                               | Gender |      |        | Area              |         |            |            |         | Tenure     |                |                               |                  |                         | EU 2016 Vote                      |                  |           |       |        |                |
|-------------------------------|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|                               | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted                    | 2036   | 1007 | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted                      | 2036   | 1003 | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| N/A - I do not have an income | 11%    | 8%   | 13%    | 8%                | 11%     | 16%        | 12%        | 12%     | 6%         | 9%             | 6%                            | 0%               | 16%                     | 19%                               | 10%              | 41%       | 10%   | 9%     | 13%            |
| 0%                            | 5%     | 3%   | 7%     | 5%                | 6%      | 4%         | 4%         | 6%      | 1%         | 6%             | 3%                            | 7%               | 7%                      | 4%                                | 4%               | 4%        | 7%    | 3%     | 3%             |
| 1-10%                         | 13%    | 12%  | 14%    | 12%               | 14%     | 11%        | 13%        | 14%     | 15%        | 14%            | 11%                           | 10%              | 10%                     | 17%                               | 15%              | 8%        | 13%   | 15%    | 13%            |
| 11-20%                        | 21%    | 20%  | 21%    | 19%               | 19%     | 17%        | 26%        | 21%     | 20%        | 23%            | 22%                           | 23%              | 15%                     | 22%                               | 20%              | 4%        | 23%   | 20%    | 18%            |
| 21-30%                        | 18%    | 22%  | 13%    | 15%               | 20%     | 18%        | 17%        | 17%     | 19%        | 18%            | 24%                           | 9%               | 15%                     | 7%                                | 18%              | 10%       | 19%   | 17%    | 17%            |
| 31-40%                        | 8%     | 10%  | 6%     | 11%               | 6%      | 7%         | 6%         | 9%      | 11%        | 7%             | 10%                           | 25%              | 7%                      | 4%                                | 9%               | 5%        | 8%    | 10%    | 5%             |
| 41-50%                        | 3%     | 4%   | 3%     | 5%                | 2%      | 5%         | 2%         | 1%      | 4%         | 4%             | 4%                            | 7%               | 1%                      | 2%                                | 2%               | 1%        | 2%    | 4%     | 3%             |
| 51-60%                        | 2%     | 2%   | 1%     | 3%                | 2%      | 2%         | 0%         | 0%      | 2%         | 1%             | 3%                            | 5%               | 2%                      | 0%                                | 0%               | 0%        | 1%    | 2%     | 1%             |
| 61-70%                        | 1%     | 1%   | 1%     | 2%                | 1%      | 1%         | 0%         | 0%      | 1%         | 1%             | 2%                            | 0%               | 1%                      | 1%                                | 0%               | 0%        | 1%    | 1%     | 0%             |
| 71-80%                        | 0%     | 1%   | 0%     | 2%                | 1%      | 0%         | 0%         | 0%      | 0%         | 1%             | 0%                            | 0%               | 1%                      | 0%                                | 0%               | 0%        | 0%    | 1%     | 0%             |
| 81-90%                        | 0%     | 0%   | 0%     | 1%                | 0%      | 0%         | 0%         | 0%      | 0%         | 0%             | 0%                            | 0%               | 0%                      | 0%                                | 0%               | 0%        | 0%    | 0%     | 0%             |
| 91-100%                       | 1%     | 1%   | 0%     | 2%                | 1%      | 0%         | 0%         | 0%      | 1%         | 1%             | 0%                            | 0%               | 0%                      | 0%                                | 0%               | 0%        | 0%    | 1%     | 0%             |
| Don't know                    | 18%    | 14%  | 21%    | 16%               | 17%     | 19%        | 18%        | 18%     | 20%        | 15%            | 15%                           | 13%              | 25%                     | 25%                               | 21%              | 27%       | 15%   | 16%    | 27%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.C) Without looking it up, what proportion of your income would you say you pay in total in taxation?

|                               | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                             | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|-------------------------------|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|                               |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted                    | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259                         | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                    |
| Weighted                      | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283                         | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                    |
| N/A - I do not have an income | 11%   | 5%           | 7%  | 12% | 21% | 8%           | 14%    | 4%               | 10%              | 14%                         | 8%               | 16%    | 8%                | 14%  | 16%                   | 7%                                       | 2%                             | 3%                    |
| 0%                            | 5%    | 3%           | 5%  | 4%  | 7%  | 6%           | 3%     | 5%               | 3%               | 5%                          | 5%               | 4%     | 4%                | 7%   | 6%                    | 2%                                       | 2%                             | 2%                    |
| 1-10%                         | 13%   | 12%          | 13% | 13% | 15% | 15%          | 15%    | 12%              | 3%               | 8%                          | 17%              | 13%    | 12%               | 13%  | 11%                   | 15%                                      | 14%                            | 14%                   |
| 11-20%                        | 21%   | 20%          | 26% | 20% | 16% | 22%          | 19%    | 23%              | 23%              | 20%                         | 23%              | 19%    | 23%               | 21%  | 21%                   | 22%                                      | 19%                            | 17%                   |
| 21-30%                        | 18%   | 22%          | 19% | 20% | 11% | 18%          | 17%    | 20%              | 23%              | 16%                         | 18%              | 17%    | 17%               | 15%  | 16%                   | 22%                                      | 18%                            | 15%                   |
| 31-40%                        | 8%    | 12%          | 9%  | 7%  | 4%  | 7%           | 9%     | 11%              | 20%              | 5%                          | 8%               | 10%    | 10%               | 4%   | 7%                    | 11%                                      | 12%                            | 18%                   |
| 41-50%                        | 3%    | 6%           | 2%  | 2%  | 1%  | 3%           | 3%     | 4%               | 5%               | 1%                          | 4%               | 3%     | 3%                | 2%   | 2%                    | 4%                                       | 6%                             | 14%                   |
| 51-60%                        | 2%    | 3%           | 1%  | 1%  | 0%  | 1%           | 2%     | 5%               | 0%               | 0%                          | 2%               | 2%     | 6%                | 1%   | 1%                    | 2%                                       | 5%                             | 3%                    |
| 61-70%                        | 1%    | 1%           | 0%  | 2%  | 0%  | 1%           | 0%     | 2%               | 0%               | 1%                          | 1%               | 1%     | 1%                | 0%   | 1%                    | 0%                                       | 3%                             | 0%                    |
| 71-80%                        | 0%    | 1%           | 0%  | 0%  | 0%  | 1%           | 0%     | 1%               | 0%               | 0%                          | 1%               | 0%     | 1%                | 0%   | 0%                    | 0%                                       | 3%                             | 0%                    |
| 81-90%                        | 0%    | 0%           | 0%  | 0%  | 0%  | 0%           | 0%     | 1%               | 0%               | 0%                          | 0%               | 0%     | 1%                | 0%   | 0%                    | 0%                                       | 1%                             | 0%                    |
| 91-100%                       | 1%    | 1%           | 0%  | 1%  | 0%  | 1%           | 0%     | 1%               | 0%               | 0%                          | 1%               | 0%     | 3%                | 0%   | 0%                    | 1%                                       | 3%                             | 5%                    |
| Don't know                    | 18%   | 13%          | 18% | 16% | 25% | 15%          | 16%    | 10%              | 13%              | 29%                         | 13%              | 15%    | 10%               | 21%  | 18%                   | 15%                                      | 11%                            | 9%                    |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(43.A) How confident of your estimate are you?

|                                    | Total | Age   |       |       |       |       |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|------------------------------------|-------|-------|-------|-------|-------|-------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                                    |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                         | 1471  | 128   | 225   | 283   | 266   | 217   | 352  | 241    | 195        | 138        | 132             | 110           | 116           | 123                      | 58         | 156        | 118      | 58    | 26               |
| Weighted                           | 1453  | 191   | 235   | 264   | 244   | 195   | 324  | 223    | 182        | 127        | 123             | 106           | 114           | 117                      | 53         | 164        | 134      | 64    | 47               |
| Very confident                     | 19%   | 23%   | 22%   | 24%   | 12%   | 18%   | 15%  | 30%    | 16%        | 18%        | 18%             | 13%           | 13%           | 15%                      | 18%        | 18%        | 20%      | 17%   | 20%              |
| Somewhat confident                 | 46%   | 43%   | 46%   | 40%   | 50%   | 46%   | 50%  | 46%    | 50%        | 51%        | 42%             | 46%           | 40%           | 50%                      | 50%        | 47%        | 45%      | 41%   | 40%              |
| Neither confident or not confident | 23%   | 17%   | 20%   | 25%   | 23%   | 25%   | 24%  | 17%    | 20%        | 15%        | 32%             | 25%           | 31%           | 24%                      | 20%        | 25%        | 19%      | 24%   | 24%              |
| Not that confident                 | 10%   | 12%   | 10%   | 10%   | 12%   | 9%    | 9%   | 7%     | 11%        | 13%        | 7%              | 11%           | 10%           | 9%                       | 10%        | 8%         | 12%      | 18%   | 17%              |
| Not at all confident               | 2%    | 5%    | 2%    | 1%    | 2%    | 2%    | 2%   | 0%     | 3%         | 3%         | 2%              | 5%            | 6%            | 2%                       | 1%         | 2%         | 3%       | 0%    | 0%               |
| Total Confident:                   | 65%   | 66%   | 68%   | 64%   | 62%   | 64%   | 65%  | 76%    | 66%        | 69%        | 60%             | 59%           | 52%           | 65%                      | 68%        | 65%        | 65%      | 58%   | 60%              |
| Net:                               | -63%  | -61%  | -67%  | -62%  | -60%  | -62%  | -63% | -76%   | -63%       | -66%       | -58%            | -54%          | -46%          | -63%                     | -66%       | -63%       | -61%     | -58%  | -60%             |

*Note:*

BASE: Those with an income

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) How confident of your estimate are you?

|                                    | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|------------------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                                    |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                         | 1471  | 795    | 674    | 343               | 423     | 155        | 290        | 170     | 89         | 670            | 385                           | 13               | 80                      | 95                                | 199              | 20           | 627   | 654    | 149            |
| Weighted                           | 1453  | 779    | 672    | 342               | 416     | 162        | 283        | 162     | 88         | 627            | 373                           | 15               | 88                      | 102                               | 214              | 21           | 614   | 626    | 159            |
| Very confident                     | 19%   | 22%    | 15%    | 30%               | 16%     | 13%        | 14%        | 13%     | 19%        | 21%            | 16%                           | 16%              | 17%                     | 13%                               | 19%              | 27%          | 16%   | 21%    | 16%            |
| Somewhat confident                 | 46%   | 48%    | 44%    | 43%               | 49%     | 41%        | 48%        | 45%     | 50%        | 49%            | 48%                           | 36%              | 39%                     | 37%                               | 43%              | 66%          | 49%   | 46%    | 37%            |
| Neither confident or not confident | 23%   | 18%    | 28%    | 16%               | 20%     | 30%        | 26%        | 30%     | 19%        | 20%            | 25%                           | 8%               | 30%                     | 31%                               | 22%              | 7%           | 23%   | 21%    | 31%            |
| Not that confident                 | 10%   | 10%    | 11%    | 9%                | 13%     | 12%        | 10%        | 7%      | 9%         | 9%             | 9%                            | 40%              | 8%                      | 14%                               | 13%              | 0%           | 10%   | 10%    | 10%            |
| Not at all confident               | 2%    | 2%     | 3%     | 2%                | 2%      | 3%         | 2%         | 4%      | 3%         | 1%             | 2%                            | 0%               | 6%                      | 5%                                | 3%               | 0%           | 1%    | 2%     | 6%             |
| Total Confident:                   | 65%   | 70%    | 59%    | 72%               | 66%     | 55%        | 62%        | 59%     | 69%        | 70%            | 63%                           | 52%              | 56%                     | 50%                               | 62%              | 93%          | 65%   | 67%    | 53%            |
| Net:                               | -63%  | -69%   | -56%   | -70%              | -64%    | -52%       | -61%       | -55%    | -66%       | -68%           | -61%                          | -52%             | -50%                    | -45%                              | -60%             | -93%         | -64%  | -65%   | -47%           |

Note:

BASE: Those with an income

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.C) How confident of your estimate are you?

|                                    | Total | Social Grade |      |      |      | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                 |                                |                       |      |      |
|------------------------------------|-------|--------------|------|------|------|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|---|--------------------------------|-----------------------|------|------|
|                                    |       | AB           | C1   | C2   | DE   | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Under-graduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |      |      |
| Unweighted                         | 1471  | 517          | 421  | 268  | 255  | 643                 | 360              | 161              | 27              | 144                 | 513               | 343  | 136                   | 303                                       | 233                            | 375                   | 228  | 34   |
| Weighted                           | 1453  | 451          | 399  | 318  | 275  | 606                 | 369              | 148              | 25              | 160                 | 486               | 351  | 126                   | 302                                       | 248                            | 366                   | 205  | 29   |
| Very confident                     | 19%   | 21%          | 18%  | 16%  | 18%  | 21%                 | 17%              | 21%              | 27%             | 17%                 | 21%               | 18%  | 19%                   | 17%                                       | 17%                            | 17%                   | 34%  | 27%  |
| Somewhat confident                 | 46%   | 50%          | 50%  | 44%  | 37%  | 50%                 | 44%              | 44%              | 39%             | 37%                 | 49%               | 44%  | 49%                   | 44%                                       | 47%                            | 48%                   | 41%  | 46%  |
| Neither confident or not confident | 23%   | 19%          | 20%  | 25%  | 30%  | 18%                 | 25%              | 25%              | 22%             | 29%                 | 19%               | 23%  | 22%                   | 25%                                       | 24%                            | 22%                   | 17%  | 20%  |
| Not that confident                 | 10%   | 9%           | 10%  | 12%  | 12%  | 10%                 | 10%              | 8%               | 8%              | 13%                 | 10%               | 12%  | 9%                    | 12%                                       | 10%                            | 10%                   | 6%   | 7%   |
| Not at all confident               | 2%    | 1%           | 1%   | 4%   | 3%   | 1%                  | 4%               | 2%               | 4%              | 4%                  | 1%                | 3%   | 0%                    | 3%  | 2%                             | 3%                    | 2%   | 0%   |
| Total Confident:                   | 65%   | 71%          | 68%  | 60%  | 56%  | 71%                 | 62%              | 65%              | 66%             | 54%                 | 70%               | 62%  | 68%                   | 60%                                       | 64%                            | 65%                   | 74%  | 73%  |
| Net:                               | -63%  | -70%         | -67% | -56% | -52% | -70%                | -58%             | -63%             | -62%            | -50%                | -69%              | -59%   | -68%                  | -57%                                      | -62%                           | -62%                  | -72% | -73% |

Note:

BASE: Those with an income

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.A) And what proportion do you think that it would be fair for someone on your income to pay?

|                               | Age   |       |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|-------------------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                               | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                    | 1827  | 159   | 297   | 346   | 328   | 273   | 424 | 283    | 250        | 158        | 169             | 131           | 155           | 158                      | 75         | 189        | 150      | 78    | 31               |
| Weighted                      | 1815  | 236   | 311   | 327   | 303   | 247   | 391 | 264    | 234        | 146        | 157             | 129           | 152           | 153                      | 70         | 197        | 169      | 87    | 56               |
| N/A - I do not have an income | 1%    | 2%    | 0%    | 0%    | 1%    | 2%    | 2%  | 1%     | 2%         | 2%         | 2%              | 2%            | 1%            | 1%                       | 0%         | 0%         | 0%       | 1%    | 0%               |
| 0%                            | 8%    | 11%   | 5%    | 5%    | 7%    | 9%    | 12% | 6%     | 7%         | 13%        | 9%              | 7%            | 9%            | 6%                       | 10%        | 9%         | 10%      | 10%   | 3%               |
| 1-10%                         | 29%   | 34%   | 33%   | 32%   | 28%   | 23%   | 27% | 24%    | 26%        | 31%        | 25%             | 32%           | 29%           | 36%                      | 26%        | 37%        | 26%      | 32%   | 37%              |
| 11-20%                        | 23%   | 17%   | 17%   | 21%   | 27%   | 27%   | 27% | 21%    | 23%        | 22%        | 22%             | 29%           | 20%           | 20%                      | 21%        | 22%        | 25%      | 28%   | 28%              |
| 21-30%                        | 12%   | 11%   | 8%    | 11%   | 12%   | 17%   | 12% | 12%    | 15%        | 15%        | 13%             | 9%            | 10%           | 10%                      | 11%        | 8%         | 14%      | 9%    | 10%              |
| 31-40%                        | 5%    | 2%    | 8%    | 4%    | 6%    | 4%    | 4%  | 8%     | 7%         | 3%         | 5%              | 3%            | 4%            | 3%                       | 1%         | 5%         | 6%       | 1%    | 3%               |
| 41-50%                        | 2%    | 4%    | 3%    | 2%    | 1%    | 1%    | 1%  | 4%     | 0%         | 1%         | 1%              | 1%            | 4%            | 2%                       | 1%         | 1%         | 2%       | 0%    | 7%               |
| 51-60%                        | 1%    | 2%    | 2%    | 3%    | 1%    | 0%    | 0%  | 2%     | 2%         | 1%         | 2%              | 0%            | 2%            | 2%                       | 2%         | 3%         | 0%       | 0%    | 3%               |
| 61-70%                        | 1%    | 1%    | 2%    | 1%    | 0%    | 0%    | 0%  | 1%     | 1%         | 0%         | 0%              | 0%            | 0%            | 1%                       | 1%         | 0%         | 1%       | 0%    | 0%               |
| 71-80%                        | 0%    | 0%    | 1%    | 0%    | 1%    | 0%    | 0%  | 1%     | 0%         | 0%         | 0%              | 0%            | 0%            | 1%                       | 1%         | 0%         | 0%       | 0%    | 0%               |
| 81-90%                        | 0%    | 0%    | 1%    | 0%    | 0%    | 0%    | 0%  | 2%     | 0%         | 0%         | 0%              | 0%            | 0%            | 0%                       | 1%         | 0%         | 1%       | 0%    | 0%               |
| 91-100%                       | 0%    | 0%    | 0%    | 2%    | 1%    | 0%    | 0%  | 2%     | 0%         | 1%         | 0%              | 0%            | 0%            | 0%                       | 0%         | 0%         | 0%       | 0%    | 0%               |
| Don't know                    | 17%   | 16%   | 19%   | 19%   | 15%   | 17%   | 15% | 16%    | 17%        | 12%        | 20%             | 17%           | 21%           | 18%                      | 24%        | 14%        | 16%      | 19%   | 9%               |

Note:

BASE: Those with an income

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.B) And what proportion do you think that it would be fair for someone on your income to pay?

|                               | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|-------------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                               |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                    | 1827  | 932    | 891    | 412               | 521     | 201        | 364        | 216     | 111        | 796            | 454                           | 15               | 118                     | 135                               | 261              | 34           | 754   | 786    | 218            |
| Weighted                      | 1815  | 919    | 891    | 414               | 515     | 210        | 357        | 205     | 112        | 748            | 441                           | 18               | 124                     | 148                               | 279              | 38           | 735   | 760    | 230            |
| N/A - I do not have an income | 1%    | 1%     | 2%     | 0%                | 2%      | 1%         | 2%         | 1%      | 2%         | 1%             | 1%                            | 0%               | 2%                      | 3%                                | 1%               | 0%           | 1%    | 1%     | 1%             |
| 0%                            | 8%    | 6%     | 11%    | 6%                | 9%      | 10%        | 9%         | 9%      | 7%         | 8%             | 6%                            | 0%               | 14%                     | 12%                               | 9%               | 9%           | 10%   | 6%     | 8%             |
| 1-10%                         | 29%   | 29%    | 30%    | 28%               | 30%     | 30%        | 31%        | 30%     | 25%        | 24%            | 27%                           | 46%              | 35%                     | 36%                               | 40%              | 29%          | 30%   | 27%    | 37%            |
| 11-20%                        | 23%   | 24%    | 21%    | 21%               | 21%     | 24%        | 26%        | 21%     | 29%        | 27%            | 25%                           | 14%              | 15%                     | 18%                               | 16%              | 14%          | 26%   | 22%    | 17%            |
| 21-30%                        | 12%   | 14%    | 9%     | 10%               | 13%     | 9%         | 12%        | 15%     | 12%        | 13%            | 16%                           | 14%              | 3%                      | 4%                                | 8%               | 6%           | 11%   | 14%    | 6%             |
| 31-40%                        | 5%    | 6%     | 3%     | 7%                | 4%      | 4%         | 4%         | 6%      | 4%         | 6%             | 5%                            | 5%               | 2%                      | 3%                                | 3%               | 3%           | 3%    | 7%     | 5%             |
| 41-50%                        | 2%    | 2%     | 2%     | 3%                | 2%      | 1%         | 2%         | 0%      | 3%         | 2%             | 3%                            | 7%               | 3%                      | 2%                                | 0%               | 0%           | 2%    | 2%     | 2%             |
| 51-60%                        | 1%    | 2%     | 1%     | 2%                | 1%      | 2%         | 0%         | 0%      | 2%         | 2%             | 1%                            | 5%               | 1%                      | 1%                                | 1%               | 0%           | 1%    | 2%     | 0%             |
| 61-70%                        | 1%    | 1%     | 0%     | 2%                | 0%      | 1%         | 0%         | 0%      | 0%         | 1%             | 1%                            | 0%               | 0%                      | 0%                                | 0%               | 0%           | 0%    | 1%     | 0%             |
| 71-80%                        | 0%    | 1%     | 0%     | 1%                | 0%      | 0%         | 0%         | 0%      | 0%         | 0%             | 0%                            | 0%               | 1%                      | 0%                                | 0%               | 0%           | 0%    | 0%     | 0%             |
| 81-90%                        | 0%    | 1%     | 0%     | 1%                | 0%      | 0%         | 0%         | 0%      | 0%         | 1%             | 0%                            | 0%               | 0%                      | 0%                                | 0%               | 0%           | 0%    | 1%     | 0%             |
| 91-100%                       | 0%    | 1%     | 0%     | 2%                | 0%      | 0%         | 0%         | 0%      | 0%         | 1%             | 1%                            | 0%               | 0%                      | 0%                                | 0%               | 0%           | 0%    | 1%     | 0%             |
| Don't know                    | 17%   | 13%    | 21%    | 16%               | 17%     | 20%        | 16%        | 18%     | 15%        | 14%            | 14%                           | 8%               | 24%                     | 22%                               | 21%              | 40%          | 15%   | 15%    | 24%            |

Note:

BASE: Those with an income

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.C) And what proportion do you think that it would be fair for someone on your income to pay?

|                               | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                             | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|-------------------------------|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|                               |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted                    | 1827  | 597          | 519 | 329 | 369 | 770          | 440    | 180              | 32               | 219                         | 601              | 416    | 152               | 395  | 295                   | 449                                      | 256                            | 37                    |
| Weighted                      | 1815  | 520          | 492 | 390 | 400 | 725          | 453    | 166              | 30               | 242                         | 568              | 427    | 142               | 399  | 319                   | 436                                      | 230                            | 32                    |
| N/A - I do not have an income | 1%    | 1%           | 1%  | 1%  | 2%  | 2%           | 1%     | 1%               | 0%               | 0%                          | 2%               | 2%     | 1%                | 3%   | 1%                    | 1%                                       | 0%                             | 0%                    |
| 0%                            | 8%    | 5%           | 8%  | 8%  | 13% | 8%           | 10%    | 6%               | 5%               | 10%                         | 7%               | 10%    | 5%                | 12%  | 9%                    | 6%                                       | 2%                             | 3%                    |
| 1-10%                         | 29%   | 22%          | 31% | 30% | 34% | 27%          | 32%    | 25%              | 28%              | 36%                         | 26%              | 30%    | 32%               | 31%  | 32%                   | 29%                                      | 24%                            | 20%                   |
| 11-20%                        | 23%   | 25%          | 24% | 26% | 16% | 27%          | 20%    | 22%              | 34%              | 18%                         | 30%              | 21%    | 18%               | 22%  | 21%                   | 25%                                      | 19%                            | 32%                   |
| 21-30%                        | 12%   | 18%          | 11% | 10% | 4%  | 12%          | 13%    | 16%              | 6%               | 5%                          | 11%              | 14%    | 11%               | 6%   | 11%                   | 15%                                      | 16%                            | 11%                   |
| 31-40%                        | 5%    | 9%           | 3%  | 4%  | 2%  | 4%           | 5%     | 10%              | 9%               | 3%                          | 4%               | 5%     | 9%                | 3%   | 5%                    | 6%                                       | 10%                            | 12%                   |
| 41-50%                        | 2%    | 3%           | 1%  | 2%  | 1%  | 2%           | 2%     | 3%               | 2%               | 2%                          | 2%               | 1%     | 4%                | 1%   | 1%                    | 2%                                       | 5%                             | 5%                    |
| 51-60%                        | 1%    | 2%           | 1%  | 1%  | 1%  | 1%           | 1%     | 4%               | 0%               | 0%                          | 2%               | 1%     | 4%                | 0%   | 1%                    | 1%                                       | 5%                             | 0%                    |
| 61-70%                        | 1%    | 1%           | 0%  | 0%  | 0%  | 0%           | 1%     | 1%               | 0%               | 0%                          | 1%               | 1%     | 1%                | 0%   | 0%                    | 0%                                       | 2%                             | 3%                    |
| 71-80%                        | 0%    | 1%           | 0%  | 0%  | 0%  | 0%           | 0%     | 1%               | 0%               | 0%                          | 1%               | 0%     | 1%                | 0%   | 0%                    | 0%                                       | 2%                             | 3%                    |
| 81-90%                        | 0%    | 1%           | 0%  | 0%  | 0%  | 1%           | 0%     | 0%               | 0%               | 0%                          | 1%               | 0%     | 1%                | 0%   | 0%                    | 0%                                       | 2%                             | 0%                    |
| 91-100%                       | 0%    | 0%           | 0%  | 1%  | 0%  | 0%           | 0%     | 0%               | 0%               | 0%                          | 0%               | 0%     | 3%                | 0%   | 0%                    | 0%                                       | 2%                             | 2%                    |
| Don't know                    | 17%   | 11%          | 18% | 14% | 26% | 15%          | 15%    | 10%              | 16%              | 26%                         | 14%              | 15%    | 10%               | 20%  | 19%                   | 14%                                      | 9%                             | 9%                    |

Note:

BASE: Those with an income

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.A) Now thinking of someone who earns the National Living Wage (£8.91 per hour), what proportion of their income do you think it would be fair for them to pay in taxation?

|            | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|            |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted   | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| 0%         | 18%   | 15%   | 14%   | 17%   | 19%   | 22%   | 23% | 16%    | 20%        | 18%        | 15%             | 14%           | 18%           | 20%                      | 25%        | 20%        | 18%      | 23%   | 21%              |
| 1-10%      | 42%   | 36%   | 36%   | 40%   | 43%   | 47%   | 48% | 30%    | 46%        | 47%        | 46%             | 46%           | 38%           | 46%                      | 33%        | 46%        | 41%      | 43%   | 44%              |
| 11-20%     | 14%   | 13%   | 11%   | 15%   | 18%   | 14%   | 14% | 14%    | 14%        | 14%        | 15%             | 12%           | 16%           | 11%                      | 13%        | 14%        | 17%      | 19%   | 11%              |
| 21-30%     | 4%    | 8%    | 7%    | 4%    | 2%    | 2%    | 2%  | 9%     | 3%         | 3%         | 3%              | 5%            | 1%            | 4%                       | 3%         | 2%         | 7%       | 4%    | 6%               |
| 31-40%     | 2%    | 4%    | 4%    | 4%    | 2%    | 1%    | 0%  | 4%     | 1%         | 1%         | 0%              | 2%            | 6%            | 2%                       | 1%         | 3%         | 3%       | 0%    | 0%               |
| 41-50%     | 2%    | 4%    | 4%    | 2%    | 1%    | 0%    | 0%  | 3%     | 1%         | 1%         | 1%              | 1%            | 2%            | 3%                       | 0%         | 2%         | 2%       | 0%    | 6%               |
| 51-60%     | 1%    | 3%    | 3%    | 2%    | 0%    | 0%    | 0%  | 4%     | 1%         | 1%         | 0%              | 1%            | 2%            | 1%                       | 1%         | 2%         | 0%       | 0%    | 4%               |
| 61-70%     | 1%    | 0%    | 1%    | 1%    | 1%    | 0%    | 0%  | 1%     | 1%         | 1%         | 0%              | 0%            | 1%            | 0%                       | 0%         | 1%         | 0%       | 0%    | 0%               |
| 71-80%     | 0%    | 0%    | 1%    | 0%    | 1%    | 0%    | 0%  | 2%     | 0%         | 0%         | 0%              | 0%            | 0%            | 0%                       | 1%         | 1%         | 0%       | 0%    | 0%               |
| 81-90%     | 0%    | 1%    | 1%    | 1%    | 0%    | 0%    | 0%  | 1%     | 0%         | 0%         | 1%              | 0%            | 0%            | 0%                       | 1%         | 0%         | 0%       | 0%    | 0%               |
| 91-100%    | 0%    | 0%    | 0%    | 2%    | 0%    | 0%    | 0%  | 2%     | 0%         | 0%         | 0%              | 0%            | 0%            | 0%                       | 0%         | 0%         | 0%       | 0%    | 0%               |
| Don't know | 14%   | 15%   | 18%   | 14%   | 14%   | 13%   | 12% | 14%    | 13%        | 15%        | 17%             | 19%           | 17%           | 14%                      | 21%        | 10%        | 11%      | 11%   | 9%               |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.B) Now thinking of someone who earns the National Living Wage (£8.91 per hour), what proportion of their income do you think it would be fair for them to pay in taxation?

|            | Gender |      | Area   |                   |         |            |            |         | Tenure     |                |                               |                  |                         |                                   | EU 2016 Vote     |           |       |        |                |
|------------|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|            | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted | 2036   | 1007 | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted   | 2036   | 1003 | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| 0%         | 18%    | 18%  | 19%    | 16%               | 19%     | 14%        | 21%        | 23%     | 19%        | 18%            | 16%                           | 33%              | 22%                     | 21%                               | 21%              | 14%       | 19%   | 18%    | 17%            |
| 1-10%      | 42%    | 40%  | 44%    | 33%               | 45%     | 48%        | 44%        | 46%     | 37%        | 43%            | 41%                           | 28%              | 36%                     | 40%                               | 46%              | 41%       | 44%   | 41%    | 42%            |
| 11-20%     | 14%    | 15%  | 14%    | 14%               | 14%     | 10%        | 16%        | 12%     | 22%        | 16%            | 15%                           | 14%              | 12%                     | 12%                               | 11%              | 11%       | 16%   | 14%    | 10%            |
| 21-30%     | 4%     | 6%   | 3%     | 7%                | 4%      | 5%         | 3%         | 1%      | 2%         | 5%             | 6%                            | 0%               | 6%                      | 0%                                | 3%               | 1%        | 4%    | 5%     | 4%             |
| 31-40%     | 2%     | 3%   | 2%     | 4%                | 2%      | 2%         | 1%         | 2%      | 1%         | 2%             | 3%                            | 0%               | 2%                      | 3%                                | 3%               | 2%        | 1%    | 3%     | 4%             |
| 41-50%     | 2%     | 2%   | 2%     | 3%                | 1%      | 2%         | 1%         | 0%      | 3%         | 1%             | 3%                            | 12%              | 1%                      | 2%                                | 1%               | 0%        | 1%    | 2%     | 2%             |
| 51-60%     | 1%     | 2%   | 1%     | 3%                | 0%      | 3%         | 1%         | 0%      | 2%         | 2%             | 2%                            | 13%              | 0%                      | 0%                                | 1%               | 0%        | 1%    | 2%     | 1%             |
| 61-70%     | 1%     | 1%   | 0%     | 2%                | 1%      | 0%         | 0%         | 0%      | 0%         | 0%             | 1%                            | 0%               | 1%                      | 0%                                | 0%               | 2%        | 0%    | 1%     | 0%             |
| 71-80%     | 0%     | 1%   | 0%     | 2%                | 0%      | 0%         | 0%         | 0%      | 0%         | 1%             | 0%                            | 0%               | 0%                      | 0%                                | 0%               | 0%        | 0%    | 1%     | 0%             |
| 81-90%     | 0%     | 1%   | 0%     | 1%                | 0%      | 0%         | 0%         | 0%      | 0%         | 1%             | 0%                            | 0%               | 0%                      | 1%                                | 0%               | 0%        | 0%    | 1%     | 0%             |
| 91-100%    | 0%     | 0%   | 0%     | 1%                | 0%      | 0%         | 0%         | 0%      | 0%         | 1%             | 0%                            | 0%               | 0%                      | 0%                                | 0%               | 0%        | 0%    | 1%     | 0%             |
| Don't know | 14%    | 12%  | 16%    | 15%               | 13%     | 16%        | 13%        | 15%     | 13%        | 11%            | 13%                           | 0%               | 19%                     | 21%                               | 14%              | 30%       | 12%   | 12%    | 19%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(45.C) Now thinking of someone who earns the National Living Wage (£8.91 per hour), what proportion of their income do you think it would be fair for them to pay in taxation?

|            | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                             | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|------------|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|            |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259                         | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                    |
| Weighted   | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283                         | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                    |
| 0%         | 18%   | 20%          | 20% | 16% | 18% | 17%          | 20%    | 17%              | 11%              | 20%                         | 14%              | 21%    | 19%               | 22%  | 18%                   | 18%                                      | 14%                            | 11%                   |
| 1-10%      | 42%   | 40%          | 43% | 42% | 42% | 46%          | 39%    | 42%              | 47%              | 42%                         | 44%              | 40%    | 41%               | 40%  | 42%                   | 43%                                      | 35%                            | 41%                   |
| 11-20%     | 14%   | 15%          | 17% | 14% | 11% | 15%          | 14%    | 16%              | 14%              | 10%                         | 18%              | 13%    | 11%               | 11%  | 17%                   | 15%                                      | 18%                            | 6%                    |
| 21-30%     | 4%    | 6%           | 4%  | 4%  | 4%  | 4%           | 6%     | 6%               | 5%               | 2%                          | 5%               | 5%     | 6%                | 4%   | 4%                    | 5%                                       | 7%                             | 13%                   |
| 31-40%     | 2%    | 2%           | 2%  | 3%  | 2%  | 2%           | 4%     | 2%               | 3%               | 2%                          | 2%               | 4%     | 2%                | 2%   | 2%                    | 4%                                       | 3%                             | 2%                    |
| 41-50%     | 2%    | 3%           | 1%  | 3%  | 0%  | 1%           | 2%     | 4%               | 3%               | 0%                          | 2%               | 2%     | 4%                | 0%   | 2%                    | 2%                                       | 4%                             | 5%                    |
| 51-60%     | 1%    | 2%           | 1%  | 1%  | 1%  | 2%           | 1%     | 2%               | 0%               | 2%                          | 2%               | 2%     | 4%                | 0%   | 1%                    | 1%                                       | 6%                             | 0%                    |
| 61-70%     | 1%    | 1%           | 0%  | 1%  | 0%  | 1%           | 0%     | 0%               | 0%               | 0%                          | 1%               | 0%     | 0%                | 0%   | 0%                    | 0%                                       | 2%                             | 0%                    |
| 71-80%     | 0%    | 1%           | 0%  | 0%  | 0%  | 0%           | 0%     | 1%               | 0%               | 0%                          | 1%               | 0%     | 1%                | 0%   | 0%                    | 0%                                       | 3%                             | 6%                    |
| 81-90%     | 0%    | 1%           | 0%  | 0%  | 0%  | 0%           | 0%     | 1%               | 0%               | 0%                          | 0%               | 1%     | 1%                | 0%   | 0%                    | 0%                                       | 2%                             | 0%                    |
| 91-100%    | 0%    | 0%           | 0%  | 1%  | 0%  | 0%           | 0%     | 0%               | 0%               | 0%                          | 0%               | 0%     | 3%                | 0%   | 0%                    | 0%                                       | 2%                             | 2%                    |
| Don't know | 14%   | 8%           | 12% | 15% | 22% | 11%          | 14%    | 8%               | 18%              | 22%                         | 10%              | 13%    | 7%                | 19%  | 14%                   | 11%                                      | 6%                             | 15%                   |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.A) If you were to receive a salary raise of 10%, what proportion of the raise do you think you would keep after taxation? So, for example, if your salary was to increase from £20,000 a year to £22,000 a year, what proportion of that £2,000 extra would you expect to keep

|                               | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|-------------------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                    | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                      | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| N/A - I do not have an income | 10%   | 11%   | 6%    | 4%    | 9%    | 13%   | 14% | 7%     | 14%        | 11%        | 10%             | 9%            | 11%           | 5%                       | 8%         | 11%        | 7%       | 12%   | 6%               |
| 0%                            | 3%    | 7%    | 3%    | 4%    | 3%    | 1%    | 1%  | 5%     | 3%         | 5%         | 3%              | 2%            | 3%            | 1%                       | 0%         | 2%         | 2%       | 4%    | 5%               |
| 1-10%                         | 18%   | 17%   | 23%   | 18%   | 20%   | 14%   | 14% | 15%    | 15%        | 21%        | 12%             | 17%           | 19%           | 22%                      | 25%        | 18%        | 18%      | 24%   | 21%              |
| 11-20%                        | 9%    | 10%   | 13%   | 12%   | 6%    | 5%    | 7%  | 13%    | 6%         | 8%         | 5%              | 12%           | 6%            | 7%                       | 4%         | 8%         | 14%      | 8%    | 13%              |
| 21-30%                        | 4%    | 7%    | 9%    | 3%    | 2%    | 4%    | 3%  | 7%     | 4%         | 3%         | 4%              | 3%            | 3%            | 4%                       | 7%         | 5%         | 5%       | 1%    | 6%               |
| 31-40%                        | 3%    | 3%    | 3%    | 4%    | 3%    | 3%    | 2%  | 5%     | 3%         | 1%         | 2%              | 1%            | 2%            | 4%                       | 0%         | 4%         | 4%       | 1%    | 6%               |
| 41-50%                        | 3%    | 2%    | 3%    | 2%    | 3%    | 5%    | 2%  | 4%     | 3%         | 2%         | 5%              | 1%            | 1%            | 3%                       | 2%         | 2%         | 1%       | 4%    | 5%               |
| 51-60%                        | 4%    | 2%    | 5%    | 4%    | 6%    | 5%    | 5%  | 5%     | 7%         | 4%         | 3%              | 6%            | 2%            | 2%                       | 5%         | 4%         | 5%       | 2%    | 9%               |
| 61-70%                        | 6%    | 6%    | 3%    | 4%    | 8%    | 9%    | 7%  | 5%     | 5%         | 6%         | 10%             | 7%            | 5%            | 8%                       | 6%         | 5%         | 9%       | 6%    | 3%               |
| 71-80%                        | 13%   | 7%    | 4%    | 13%   | 14%   | 14%   | 21% | 7%     | 14%        | 13%        | 15%             | 14%           | 16%           | 16%                      | 15%        | 13%        | 10%      | 11%   | 13%              |
| 81-90%                        | 6%    | 8%    | 5%    | 7%    | 7%    | 5%    | 6%  | 5%     | 6%         | 3%         | 5%              | 9%            | 8%            | 4%                       | 8%         | 8%         | 5%       | 10%   | 6%               |
| 91-100%                       | 4%    | 6%    | 4%    | 6%    | 5%    | 3%    | 1%  | 7%     | 4%         | 3%         | 5%              | 3%            | 4%            | 5%                       | 2%         | 5%         | 4%       | 4%    | 0%               |
| Don't Know                    | 17%   | 14%   | 19%   | 18%   | 15%   | 18%   | 17% | 15%    | 19%        | 16%        | 23%             | 18%           | 19%           | 18%                      | 19%        | 15%        | 15%      | 15%   | 5%               |

Notes:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.B) If you were to receive a salary raise of 10%, what proportion of the raise do you think you would keep after taxation? So, for example, if your salary was to increase from £20,000 a year to £22,000 a year, what proportion of that £2,000 extra would you expect to keep

|                               | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|-------------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                               |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                    | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                      | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| N/A - I do not have an income | 10%   | 7%     | 12%    | 5%                | 10%     | 14%        | 11%        | 6%      | 5%         | 11%            | 5%                            | 9%               | 10%                     | 16%                               | 7%               | 19%          | 9%    | 8%     | 10%            |
| 0%                            | 3%    | 3%     | 3%     | 3%                | 3%      | 1%         | 3%         | 3%      | 4%         | 2%             | 2%                            | 0%               | 7%                      | 5%                                | 3%               | 6%           | 4%    | 2%     | 3%             |
| 1-10%                         | 18%   | 16%    | 20%    | 18%               | 17%     | 18%        | 20%        | 18%     | 15%        | 15%            | 21%                           | 15%              | 20%                     | 22%                               | 19%              | 16%          | 19%   | 16%    | 19%            |
| 11-20%                        | 9%    | 9%     | 8%     | 11%               | 7%      | 9%         | 9%         | 7%      | 9%         | 8%             | 12%                           | 18%              | 9%                      | 7%                                | 7%               | 3%           | 7%    | 12%    | 8%             |
| 21-30%                        | 4%    | 5%     | 4%     | 8%                | 4%      | 3%         | 3%         | 4%      | 3%         | 5%             | 4%                            | 14%              | 4%                      | 4%                                | 4%               | 2%           | 5%    | 4%     | 3%             |
| 31-40%                        | 3%    | 3%     | 3%     | 3%                | 4%      | 2%         | 2%         | 2%      | 5%         | 2%             | 4%                            | 0%               | 6%                      | 2%                                | 3%               | 1%           | 3%    | 3%     | 3%             |
| 41-50%                        | 3%    | 4%     | 1%     | 3%                | 3%      | 3%         | 3%         | 1%      | 5%         | 4%             | 2%                            | 16%              | 1%                      | 1%                                | 3%               | 0%           | 2%    | 4%     | 1%             |
| 51-60%                        | 4%    | 6%     | 3%     | 5%                | 4%      | 4%         | 4%         | 5%      | 3%         | 5%             | 6%                            | 9%               | 2%                      | 1%                                | 4%               | 3%           | 3%    | 6%     | 4%             |
| 61-70%                        | 6%    | 8%     | 4%     | 6%                | 7%      | 7%         | 5%         | 7%      | 5%         | 8%             | 6%                            | 0%               | 4%                      | 6%                                | 4%               | 2%           | 7%    | 6%     | 2%             |
| 71-80%                        | 13%   | 15%    | 11%    | 11%               | 13%     | 10%        | 17%        | 12%     | 14%        | 16%            | 12%                           | 15%              | 9%                      | 6%                                | 12%              | 8%           | 14%   | 13%    | 10%            |
| 81-90%                        | 6%    | 7%     | 6%     | 6%                | 7%      | 7%         | 4%         | 7%      | 8%         | 7%             | 4%                            | 4%               | 2%                      | 4%                                | 10%              | 8%           | 6%    | 6%     | 7%             |
| 91-100%                       | 4%    | 4%     | 4%     | 4%                | 4%      | 4%         | 4%         | 5%      | 6%         | 3%             | 4%                            | 0%               | 4%                      | 4%                                | 7%               | 3%           | 4%    | 4%     | 4%             |
| Don't Know                    | 17%   | 12%    | 22%    | 17%               | 18%     | 16%        | 15%        | 18%     | 17%        | 15%            | 16%                           | 0%               | 22%                     | 21%                               | 17%              | 30%          | 15%   | 15%    | 23%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.C) If you were to receive a salary raise of 10%, what proportion of the raise do you think you would keep after taxation? So, for example, if your salary was to increase from £20,000 a year to £22,000 a year, what proportion of that £2,000 extra would you expect to keep

|                               | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                 | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|-------------------------------|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|                               |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted                    | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259             | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                    |
| Weighted                      | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283             | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                    |
| N/A - I do not have an income | 10%   | 5%           | 7%  | 10% | 16% | 8%           | 10%    | 6%               | 2%               | 14%             | 7%               | 12%    | 9%                | 13%  | 13%                   | 5%                                       | 3%                             | 5%                    |
| 0%                            | 3%    | 2%           | 2%  | 4%  | 4%  | 3%           | 4%     | 2%               | 3%               | 3%              | 3%               | 3%     | 1%                | 3%   | 3%                    | 2%                                       | 0%                             | 0%                    |
| 1-10%                         | 18%   | 15%          | 21% | 17% | 19% | 18%          | 20%    | 13%              | 24%              | 16%             | 19%              | 20%    | 16%               | 18%  | 19%                   | 15%                                      | 11%                            |                       |
| 11-20%                        | 9%    | 9%           | 10% | 11% | 6%  | 8%           | 9%     | 13%              | 3%               | 7%              | 10%              | 9%     | 10%               | 7%   | 8%                    | 10%                                      | 14%                            | 10%                   |
| 21-30%                        | 4%    | 6%           | 4%  | 4%  | 4%  | 4%           | 5%     | 7%               | 6%               | 4%              | 6%               | 4%     | 7%                | 3%   | 3%                    | 3%                                       | 12%                            | 8%                    |
| 31-40%                        | 3%    | 5%           | 3%  | 2%  | 2%  | 3%           | 3%     | 4%               | 0%               | 2%              | 2%               | 3%     | 4%                | 1%   | 1%                    | 5%                                       | 4%                             | 13%                   |
| 41-50%                        | 3%    | 5%           | 3%  | 2%  | 2%  | 3%           | 2%     | 3%               | 0%               | 1%              | 3%               | 3%     | 4%                | 2%   | 3%                    | 3%                                       | 4%                             | 6%                    |
| 51-60%                        | 4%    | 9%           | 4%  | 4%  | 1%  | 4%           | 4%     | 10%              | 2%               | 3%              | 5%               | 3%     | 10%               | 1%   | 5%                    | 6%                                       | 9%                             | 4%                    |
| 61-70%                        | 6%    | 8%           | 7%  | 6%  | 3%  | 7%           | 6%     | 12%              | 18%              | 3%              | 6%               | 6%     | 9%                | 5%   | 6%                    | 9%                                       | 6%                             | 5%                    |
| 71-80%                        | 13%   | 16%          | 15% | 13% | 8%  | 16%          | 11%    | 12%              | 9%               | 10%             | 16%              | 11%    | 8%                | 14%  | 10%                   | 14%                                      | 11%                            | 13%                   |
| 81-90%                        | 6%    | 5%           | 5%  | 6%  | 8%  | 7%           | 5%     | 4%               | 8%               | 8%              | 7%               | 5%     | 6%                | 5%   | 7%                    | 5%                                       | 7%                             | 0%                    |
| 91-100%                       | 4%    | 4%           | 3%  | 5%  | 4%  | 4%           | 5%     | 2%               | 8%               | 5%              | 3%               | 4%     | 4%                | 5%   | 5%                    | 4%                                       | 4%                             | 11%                   |
| Don't Know                    | 17%   | 11%          | 16% | 17% | 23% | 15%          | 17%    | 12%              | 17%              | 25%             | 13%              | 16%    | 12%               | 20%  | 17%                   | 15%                                      | 9%                             | 14%                   |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.A) And what proportion do you think would be fair for you to keep?

|            | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|            |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted | 1847  | 169   | 312   | 350   | 343   | 274   | 399 | 283    | 241        | 158        | 175             | 133           | 164           | 159                      | 80         | 190        | 151      | 81    | 32               |
| Weighted   | 1843  | 252   | 327   | 332   | 317   | 249   | 366 | 265    | 229        | 146        | 165             | 130           | 163           | 154                      | 74         | 199        | 170      | 90    | 57               |
| 0%         | 1%    | 3%    | 1%    | 1%    | 2%    | 0%    | 0%  | 1%     | 1%         | 1%         | 0%              | 2%            | 1%            | 0%                       | 0%         | 2%         | 2%       | 2%    | 0%               |
| 1-10%      | 9%    | 6%    | 10%   | 10%   | 12%   | 9%    | 7%  | 9%     | 5%         | 8%         | 5%              | 5%            | 7%            | 14%                      | 13%        | 11%        | 13%      | 16%   | 9%               |
| 11-20%     | 6%    | 5%    | 9%    | 7%    | 7%    | 3%    | 6%  | 9%     | 6%         | 8%         | 6%              | 8%            | 4%            | 8%                       | 4%         | 3%         | 5%       | 6%    | 7%               |
| 21-30%     | 4%    | 9%    | 8%    | 4%    | 1%    | 2%    | 3%  | 6%     | 2%         | 5%         | 4%              | 2%            | 6%            | 4%                       | 6%         | 5%         | 5%       | 3%    | 4%               |
| 31-40%     | 4%    | 6%    | 7%    | 4%    | 2%    | 2%    | 2%  | 5%     | 2%         | 1%         | 3%              | 7%            | 5%            | 2%                       | 0%         | 5%         | 5%       | 0%    | 13%              |
| 41-50%     | 3%    | 3%    | 5%    | 5%    | 2%    | 2%    | 3%  | 5%     | 4%         | 3%         | 2%              | 2%            | 5%            | 2%                       | 3%         | 3%         | 4%       | 4%    | 6%               |
| 51-60%     | 4%    | 3%    | 6%    | 2%    | 5%    | 4%    | 5%  | 7%     | 6%         | 4%         | 2%              | 3%            | 4%            | 3%                       | 2%         | 5%         | 4%       | 3%    | 4%               |
| 61-70%     | 6%    | 4%    | 5%    | 4%    | 7%    | 9%    | 7%  | 4%     | 7%         | 7%         | 7%              | 7%            | 5%            | 6%                       | 4%         | 5%         | 7%       | 2%    | 6%               |
| 71-80%     | 15%   | 8%    | 6%    | 12%   | 16%   | 21%   | 28% | 13%    | 20%        | 15%        | 15%             | 18%           | 17%           | 12%                      | 18%        | 15%        | 15%      | 12%   | 14%              |
| 81-90%     | 16%   | 22%   | 11%   | 18%   | 16%   | 16%   | 15% | 12%    | 16%        | 15%        | 11%             | 24%           | 16%           | 15%                      | 15%        | 18%        | 14%      | 19%   | 28%              |
| 91-100%    | 13%   | 15%   | 12%   | 15%   | 16%   | 12%   | 10% | 14%    | 14%        | 17%        | 19%             | 8%            | 10%           | 16%                      | 11%        | 13%        | 10%      | 14%   | 7%               |
| Don't know | 17%   | 15%   | 20%   | 19%   | 14%   | 19%   | 16% | 13%    | 17%        | 16%        | 27%             | 16%           | 21%           | 18%                      | 24%        | 16%        | 15%      | 19%   | 3%               |

Note:

BASE: Those with an income

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.B) And what proportion do you think would be fair for you to keep?

|            | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|            |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted | 1847  | 942    | 901    | 421               | 530     | 203        | 364        | 217     | 110        | 786            | 458                           | 14               | 125                     | 138                               | 269              | 43           | 760   | 787    | 225            |
| Weighted   | 1843  | 935    | 904    | 424               | 527     | 214        | 358        | 207     | 111        | 738            | 446                           | 16               | 132                     | 152                               | 288              | 52           | 744   | 763    | 239            |
| 0%         | 1%    | 1%     | 1%     | 1%                | 1%      | 1%         | 0%         | 1%      | 3%         | 0%             | 1%                            | 0%               | 2%                      | 6%                                | 1%               | 0%           | 1%    | 1%     | 0%             |
| 1-10%      | 9%    | 7%     | 11%    | 12%               | 8%      | 4%         | 10%        | 8%      | 7%         | 9%             | 8%                            | 7%               | 6%                      | 12%                               | 10%              | 7%           | 10%   | 9%     | 7%             |
| 11-20%     | 6%    | 7%     | 5%     | 7%                | 4%      | 6%         | 7%         | 7%      | 9%         | 7%             | 7%                            | 0%               | 3%                      | 6%                                | 6%               | 4%           | 6%    | 6%     | 7%             |
| 21-30%     | 4%    | 5%     | 4%     | 8%                | 5%      | 2%         | 2%         | 3%      | 3%         | 3%             | 6%                            | 23%              | 8%                      | 1%                                | 4%               | 4%           | 4%    | 5%     | 4%             |
| 31-40%     | 4%    | 4%     | 4%     | 5%                | 5%      | 6%         | 1%         | 2%      | 3%         | 4%             | 4%                            | 6%               | 7%                      | 4%                                | 4%               | 0%           | 3%    | 5%     | 3%             |
| 41-50%     | 3%    | 4%     | 3%     | 5%                | 2%      | 5%         | 2%         | 3%      | 6%         | 4%             | 4%                            | 13%              | 5%                      | 3%                                | 2%               | 3%           | 2%    | 5%     | 4%             |
| 51-60%     | 4%    | 6%     | 3%     | 4%                | 6%      | 4%         | 4%         | 4%      | 2%         | 5%             | 5%                            | 9%               | 2%                      | 3%                                | 3%               | 0%           | 4%    | 6%     | 3%             |
| 61-70%     | 6%    | 6%     | 5%     | 6%                | 7%      | 5%         | 5%         | 5%      | 5%         | 8%             | 6%                            | 10%              | 4%                      | 6%                                | 3%               | 2%           | 6%    | 7%     | 3%             |
| 71-80%     | 15%   | 18%    | 13%    | 11%               | 17%     | 12%        | 20%        | 17%     | 17%        | 21%            | 13%                           | 5%               | 10%                     | 6%                                | 14%              | 13%          | 19%   | 15%    | 6%             |
| 81-90%     | 16%   | 17%    | 15%    | 14%               | 16%     | 20%        | 17%        | 13%     | 17%        | 15%            | 18%                           | 6%               | 12%                     | 17%                               | 18%              | 15%          | 17%   | 15%    | 15%            |
| 91-100%    | 13%   | 13%    | 13%    | 10%               | 13%     | 17%        | 14%        | 16%     | 12%        | 10%            | 12%                           | 21%              | 17%                     | 14%                               | 20%              | 17%          | 13%   | 10%    | 20%            |
| Don't know | 17%   | 13%    | 22%    | 16%               | 17%     | 18%        | 17%        | 20%     | 15%        | 14%            | 18%                           | 0%               | 25%                     | 23%                               | 16%              | 35%          | 15%   | 16%    | 27%            |

Note:

BASE: Those with an income

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.C) And what proportion do you think would be fair for you to keep?

|            | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                             | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|------------|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|            |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted | 1847  | 592          | 516 | 336 | 391 | 769          | 456    | 177              | 34               | 222                         | 605              | 433    | 152               | 398  | 300                   | 454                                      | 255                            | 36                    |
| Weighted   | 1843  | 518          | 489 | 401 | 423 | 726          | 473    | 163              | 33               | 245                         | 575              | 447    | 141               | 402  | 331                   | 443                                      | 228                            | 32                    |
| 0%         | 1%    | 1%           | 1%  | 2%  | 1%  | 1%           | 1%     | 1%               | 0%               | 0%                          | 1%               | 1%     | 0%                | 1%   | 2%                    | 1%                                       | 0%                             | 0%                    |
| 1-10%      | 9%    | 7%           | 11% | 7%  | 11% | 10%          | 7%     | 7%               | 9%               | 9%                          | 11%              | 8%     | 8%                | 9%   | 6%                    | 10%                                      | 9%                             | 11%                   |
| 11-20%     | 6%    | 7%           | 7%  | 6%  | 5%  | 8%           | 4%     | 8%               | 6%               | 5%                          | 8%               | 4%     | 10%               | 5%   | 7%                    | 7%                                       | 8%                             | 4%                    |
| 21-30%     | 4%    | 5%           | 5%  | 5%  | 3%  | 4%           | 7%     | 5%               | 0%               | 1%                          | 5%               | 6%     | 6%                | 3%   | 5%                    | 6%                                       | 7%                             | 3%                    |
| 31-40%     | 4%    | 5%           | 3%  | 3%  | 5%  | 3%           | 6%     | 9%               | 0%               | 1%                          | 3%               | 5%     | 8%                | 3%   | 6%                    | 3%                                       | 7%                             | 4%                    |
| 41-50%     | 3%    | 4%           | 2%  | 5%  | 3%  | 3%           | 5%     | 5%               | 0%               | 2%                          | 3%               | 5%     | 4%                | 2%   | 3%                    | 4%                                       | 7%                             | 3%                    |
| 51-60%     | 4%    | 8%           | 4%  | 3%  | 3%  | 4%           | 4%     | 7%               | 4%               | 4%                          | 5%               | 4%     | 6%                | 3%   | 2%                    | 4%                                       | 10%                            | 11%                   |
| 61-70%     | 6%    | 10%          | 6%  | 4%  | 3%  | 6%           | 6%     | 11%              | 6%               | 3%                          | 7%               | 5%     | 11%               | 4%   | 4%                    | 7%                                       | 9%                             | 8%                    |
| 71-80%     | 15%   | 18%          | 19% | 14% | 9%  | 19%          | 12%    | 19%              | 17%              | 9%                          | 20%              | 14%    | 12%               | 14%  | 15%                   | 19%                                      | 14%                            | 18%                   |
| 81-90%     | 16%   | 14%          | 15% | 20% | 16% | 15%          | 17%    | 13%              | 29%              | 18%                         | 14%              | 18%    | 16%               | 15%  | 19%                   | 15%                                      | 12%                            | 16%                   |
| 91-100%    | 13%   | 10%          | 13% | 16% | 15% | 12%          | 13%    | 6%               | 9%               | 22%                         | 11%              | 12%    | 8%                | 17%  | 14%                   | 12%                                      | 8%                             | 14%                   |
| Don't know | 17%   | 11%          | 16% | 17% | 26% | 15%          | 19%    | 8%               | 20%              | 27%                         | 13%              | 17%    | 8%                | 23%  | 18%                   | 13%                                      | 9%                             | 7%                    |

Note:

BASE: Those with an income

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) From what you have seen and heard, which of the following taxes bring in the most revenue for central Government? Select up to three.

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                              | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                                | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Corporation Tax                         | 20%   | 16%   | 19%   | 17%   | 19%   | 20%   | 24% | 23%    | 18%        | 20%        | 24%             | 19%           | 22%           | 20%                      | 15%        | 15%        | 20%      | 16%   | 15%              |
| National Insurance Contributions (NICs) | 30%   | 19%   | 21%   | 27%   | 33%   | 41%   | 36% | 25%    | 31%        | 27%        | 30%             | 31%           | 30%           | 27%                      | 33%        | 37%        | 26%      | 30%   | 34%              |
| Business Rates                          | 11%   | 7%    | 11%   | 13%   | 10%   | 10%   | 12% | 13%    | 10%        | 18%        | 8%              | 8%            | 13%           | 8%                       | 14%        | 6%         | 14%      | 8%    | 8%               |
| Stamp Duty                              | 7%    | 8%    | 9%    | 11%   | 8%    | 6%    | 4%  | 8%     | 7%         | 10%        | 7%              | 2%            | 10%           | 12%                      | 8%         | 11%        | 3%       | 4%    | 4%               |
| Inheritance Tax                         | 10%   | 10%   | 13%   | 9%    | 8%    | 10%   | 8%  | 13%    | 9%         | 8%         | 14%             | 10%           | 10%           | 10%                      | 6%         | 8%         | 4%       | 13%   | 9%               |
| TV License                              | 7%    | 11%   | 15%   | 7%    | 5%    | 4%    | 1%  | 11%    | 4%         | 6%         | 3%              | 5%            | 9%            | 8%                       | 4%         | 7%         | 7%       | 6%    | 7%               |
| Income Tax                              | 49%   | 41%   | 40%   | 45%   | 48%   | 61%   | 60% | 51%    | 52%        | 54%        | 45%             | 49%           | 40%           | 48%                      | 53%        | 51%        | 51%      | 41%   | 59%              |
| Council Tax                             | 19%   | 25%   | 25%   | 25%   | 17%   | 15%   | 9%  | 20%    | 16%        | 18%        | 17%             | 21%           | 19%           | 17%                      | 19%        | 24%        | 14%      | 25%   | 15%              |
| Alcohol and Tobacco Duties              | 23%   | 16%   | 18%   | 18%   | 25%   | 27%   | 30% | 15%    | 24%        | 20%        | 22%             | 21%           | 28%           | 28%                      | 25%        | 22%        | 25%      | 24%   | 27%              |
| VAT                                     | 34%   | 27%   | 27%   | 34%   | 33%   | 40%   | 42% | 36%    | 38%        | 36%        | 35%             | 35%           | 31%           | 31%                      | 35%        | 27%        | 32%      | 37%   | 43%              |
| Don't Know                              | 20%   | 28%   | 22%   | 21%   | 21%   | 14%   | 17% | 19%    | 20%        | 20%        | 23%             | 24%           | 19%           | 23%                      | 19%        | 18%        | 22%      | 21%   | 12%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(48.B) From what you have seen and heard, which of the following taxes bring in the most revenue for central Government? Select up to three.

|   | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|   |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                              | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                                | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Corporation Tax                         | 20%   | 21%    | 18%    | 21%               | 19%     | 13%        | 21%        | 19%     | 28%        | 22%            | 21%                           | 27%              | 18%                     | 12%                               | 20%              | 11%          | 21%   | 22%    | 11%            |
| National Insurance Contributions (NICs) | 30%   | 32%    | 28%    | 24%               | 31%     | 32%        | 28%        | 35%     | 34%        | 34%            | 27%                           | 13%              | 25%                     | 25%                               | 29%              | 17%          | 31%   | 30%    | 30%            |
| Business Rates                          | 11%   | 12%    | 9%     | 13%               | 12%     | 7%         | 10%        | 9%      | 9%         | 13%            | 12%                           | 0%               | 5%                      | 10%                               | 9%               | 1%           | 11%   | 13%    | 6%             |
| Stamp Duty                              | 7%    | 6%     | 9%     | 8%                | 9%      | 6%         | 7%         | 8%      | 6%         | 6%             | 13%                           | 21%              | 5%                      | 5%                                | 6%               | 7%           | 8%    | 8%     | 5%             |
| Inheritance Tax                         | 10%   | 7%     | 12%    | 12%               | 9%      | 7%         | 9%         | 11%     | 10%        | 10%            | 10%                           | 12%              | 13%                     | 6%                                | 8%               | 6%           | 10%   | 10%    | 7%             |
| TV License                              | 7%    | 6%     | 7%     | 14%               | 6%      | 5%         | 5%         | 2%      | 4%         | 5%             | 8%                            | 10%              | 9%                      | 10%                               | 7%               | 3%           | 6%    | 7%     | 6%             |
| Income Tax                              | 49%   | 57%    | 42%    | 47%               | 50%     | 47%        | 51%        | 49%     | 52%        | 57%            | 45%                           | 35%              | 41%                     | 44%                               | 47%              | 34%          | 51%   | 53%    | 37%            |
| Council Tax                             | 19%   | 16%    | 22%    | 25%               | 16%     | 26%        | 17%        | 11%     | 15%        | 13%            | 22%                           | 27%              | 25%                     | 25%                               | 24%              | 17%          | 16%   | 19%    | 25%            |
| Alcohol and Tobacco Duties              | 23%   | 23%    | 23%    | 16%               | 22%     | 24%        | 27%        | 27%     | 27%        | 25%            | 16%                           | 32%              | 25%                     | 29%                               | 23%              | 16%          | 28%   | 19%    | 19%            |
| VAT                                     | 34%   | 41%    | 27%    | 29%               | 35%     | 32%        | 37%        | 34%     | 42%        | 40%            | 32%                           | 24%              | 31%                     | 27%                               | 32%              | 19%          | 38%   | 34%    | 27%            |
| Don't Know                              | 20%   | 14%    | 26%    | 19%               | 21%     | 20%        | 21%        | 23%     | 12%        | 16%            | 18%                           | 18%              | 23%                     | 26%                               | 23%              | 44%          | 18%   | 17%    | 32%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.C) From what you have seen and heard, which of the following taxes bring in the most revenue for central Government? Select up to three.

|   | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                |                                |                       |     |     |
|---|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|   |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted                              | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted                                | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Corporation Tax                         | 20%   | 29%          | 20% | 13% | 15% | 23%                 | 19%              | 28%              | 9%              | 12%                 | 24%               | 18%  | 27%                   | 15%                                      | 20%                            | 23%                   | 24% | 29% |
| National Insurance Contributions (NICs) | 30%   | 33%          | 30% | 28% | 27% | 34%                 | 26%              | 31%              | 52%             | 27%                 | 31%               | 26%  | 31%                   | 30%                                      | 28%                            | 31%                   | 27% | 22% |
| Business Rates                          | 11%   | 14%          | 9%  | 10% | 10% | 14%                 | 8%               | 14%              | 3%              | 6%                  | 15%               | 9%   | 11%                   | 9%                                       | 11%                            | 9%                    | 16% | 9%  |
| Stamp Duty                              | 7%    | 8%           | 8%  | 7%  | 7%  | 8%                  | 9%               | 9%               | 3%              | 5%                  | 7%                | 8%   | 10%                   | 6%                                       | 6%                             | 9%                    | 9%  | 9%  |
| Inheritance Tax                         | 10%   | 11%          | 8%  | 8%  | 10% | 10%                 | 10%              | 12%              | 14%             | 8%                  | 9%                | 9%   | 11%                   | 9%                                       | 7%                             | 12%                   | 10% | 10% |
| TV License                              | 7%    | 6%           | 5%  | 8%  | 9%  | 5%                  | 10%              | 9%               | 3%              | 4%                  | 5%                | 10%  | 10%                   | 5%                                       | 6%                             | 6%                    | 12% | 14% |
| Income Tax                              | 49%   | 56%          | 54% | 45% | 40% | 53%                 | 46%              | 60%              | 71%             | 38%                 | 53%               | 47%  | 59%                   | 49%                                      | 46%                            | 51%                   | 58% | 43% |
| Council Tax                             | 19%   | 15%          | 16% | 23% | 23% | 15%                 | 22%              | 14%              | 14%             | 23%                 | 17%               | 21%  | 15%                   | 19%                                      | 18%                            | 17%                   | 20% | 18% |
| Alcohol and Tobacco Duties              | 23%   | 17%          | 21% | 26% | 27% | 24%                 | 20%              | 22%              | 28%             | 21%                 | 24%               | 18%  | 23%                   | 28%                                      | 22%                            | 17%                   | 15% | 25% |
| VAT                                     | 34%   | 37%          | 37% | 31% | 29% | 38%                 | 29%              | 40%              | 41%             | 28%                 | 38%               | 32%  | 40%                   | 30%                                      | 33%                            | 35%                   | 36% | 44% |
| Don't Know                              | 20%   | 13%          | 20% | 23% | 26% | 16%                 | 21%              | 9%               | 12%             | 36%                 | 15%               | 23%  | 9%                    | 25%                                      | 25%                            | 18%                   | 10% | 14% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.A) Which of the following taxes currently levied by the UK Government do you think are the fairest? Select up to three

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                              | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                                | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Corporation Tax                         | 20%   | 21%   | 17%   | 18%   | 21%   | 16%   | 22% | 25%    | 23%        | 18%        | 21%             | 16%           | 18%           | 21%                      | 20%        | 19%        | 18%      | 12%   | 12%              |
| National Insurance Contributions (NICs) | 18%   | 15%   | 15%   | 18%   | 17%   | 23%   | 21% | 18%    | 19%        | 19%        | 20%             | 14%           | 22%           | 15%                      | 18%        | 17%        | 16%      | 24%   | 21%              |
| Business Rates                          | 15%   | 16%   | 17%   | 18%   | 17%   | 13%   | 12% | 23%    | 16%        | 14%        | 14%             | 15%           | 16%           | 14%                      | 8%         | 14%        | 13%      | 16%   | 6%               |
| Stamp Duty                              | 7%    | 9%    | 9%    | 12%   | 4%    | 4%    | 4%  | 8%     | 4%         | 3%         | 6%              | 9%            | 11%           | 9%                       | 7%         | 6%         | 8%       | 3%    | 8%               |
| Inheritance Tax                         | 8%    | 9%    | 8%    | 8%    | 9%    | 5%    | 8%  | 9%     | 4%         | 3%         | 6%              | 10%           | 11%           | 10%                      | 9%         | 9%         | 8%       | 9%    | 11%              |
| TV License                              | 8%    | 10%   | 12%   | 10%   | 7%    | 5%    | 5%  | 10%    | 8%         | 6%         | 8%              | 6%            | 10%           | 8%                       | 7%         | 11%        | 6%       | 6%    | 6%               |
| Income Tax                              | 24%   | 19%   | 18%   | 19%   | 24%   | 20%   | 32% | 29%    | 23%        | 23%        | 21%             | 20%           | 24%           | 18%                      | 22%        | 26%        | 27%      | 19%   | 38%              |
| Council Tax                             | 10%   | 16%   | 10%   | 11%   | 7%    | 8%    | 7%  | 14%    | 7%         | 10%        | 11%             | 7%            | 12%           | 6%                       | 6%         | 10%        | 11%      | 7%    | 9%               |
| Alcohol and Tobacco Duties              | 26%   | 31%   | 22%   | 21%   | 23%   | 27%   | 31% | 27%    | 28%        | 28%        | 20%             | 28%           | 24%           | 32%                      | 17%        | 26%        | 25%      | 23%   | 21%              |
| VAT                                     | 16%   | 16%   | 16%   | 15%   | 13%   | 15%   | 19% | 14%    | 17%        | 17%        | 13%             | 13%           | 17%           | 16%                      | 14%        | 16%        | 16%      | 17%   | 26%              |
| None of the above are fair              | 20%   | 13%   | 22%   | 19%   | 25%   | 24%   | 19% | 16%    | 20%        | 20%        | 24%             | 24%           | 15%           | 22%                      | 21%        | 16%        | 23%      | 30%   | 20%              |
| Don't Know                              | 15%   | 16%   | 14%   | 17%   | 13%   | 14%   | 16% | 11%    | 17%        | 17%        | 19%             | 15%           | 17%           | 15%                      | 20%        | 12%        | 11%      | 14%   | 11%              |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.B) Which of the following taxes currently levied by the UK Government do you think are the fairest? Select up to three

|   | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|   |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                              | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                                | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Corporation Tax                         | 20%   | 21%    | 18%    | 22%               | 19%     | 18%        | 18%        | 20%     | 17%        | 22%            | 20%                           | 27%              | 13%                     | 16%                               | 19%              | 18%          | 20%   | 21%    | 15%            |
| National Insurance Contributions (NICs) | 18%   | 20%    | 17%    | 15%               | 19%     | 18%        | 18%        | 19%     | 25%        | 22%            | 17%                           | 17%              | 14%                     | 13%                               | 17%              | 11%          | 21%   | 19%    | 11%            |
| Business Rates                          | 15%   | 17%    | 14%    | 21%               | 18%     | 8%         | 13%        | 11%     | 15%        | 15%            | 18%                           | 23%              | 17%                     | 15%                               | 13%              | 10%          | 14%   | 19%    | 10%            |
| Stamp Duty                              | 7%    | 7%     | 6%     | 9%                | 7%      | 8%         | 6%         | 4%      | 5%         | 6%             | 8%                            | 23%              | 4%                      | 9%                                | 7%               | 6%           | 6%    | 7%     | 7%             |
| Inheritance Tax                         | 8%    | 9%     | 7%     | 9%                | 9%      | 7%         | 6%         | 6%      | 7%         | 8%             | 10%                           | 4%               | 7%                      | 9%                                | 7%               | 7%           | 7%    | 11%    | 3%             |
| TV License                              | 8%    | 8%     | 8%     | 10%               | 7%      | 7%         | 7%         | 8%      | 11%        | 7%             | 9%                            | 14%              | 12%                     | 6%                                | 9%               | 3%           | 7%    | 9%     | 8%             |
| Income Tax                              | 24%   | 30%    | 18%    | 25%               | 25%     | 23%        | 23%        | 22%     | 20%        | 34%            | 22%                           | 14%              | 11%                     | 14%                               | 16%              | 13%          | 24%   | 28%    | 16%            |
| Council Tax                             | 10%   | 10%    | 9%     | 13%               | 9%      | 10%        | 8%         | 6%      | 14%        | 10%            | 9%                            | 21%              | 13%                     | 8%                                | 9%               | 10%          | 10%   | 10%    | 9%             |
| Alcohol and Tobacco Duties              | 26%   | 25%    | 26%    | 25%               | 27%     | 21%        | 27%        | 26%     | 27%        | 29%            | 24%                           | 30%              | 15%                     | 17%                               | 28%              | 31%          | 24%   | 27%    | 22%            |
| VAT                                     | 16%   | 20%    | 12%    | 18%               | 14%     | 15%        | 12%        | 21%     | 26%        | 20%            | 14%                           | 18%              | 9%                      | 13%                               | 15%              | 9%           | 16%   | 17%    | 15%            |
| None of the above are fair              | 20%   | 19%    | 21%    | 18%               | 19%     | 18%        | 26%        | 20%     | 23%        | 15%            | 20%                           | 22%              | 33%                     | 28%                               | 24%              | 20%          | 22%   | 17%    | 26%            |
| Don't Know                              | 15%   | 11%    | 19%    | 12%               | 16%     | 17%        | 15%        | 18%     | 8%         | 13%            | 13%                           | 9%               | 18%                     | 17%                               | 15%              | 31%          | 14%   | 13%    | 21%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.C) Which of the following taxes currently levied by the UK Government do you think are the fairest? Select up to three

|   | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                             | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|---|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|   |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted                              | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259                         | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                    |
| Weighted                                | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283                         | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                    |
| Corporation Tax                         | 20%   | 24%          | 22% | 16% | 15% | 21%          | 20%    | 24%              | 27%              | 13%                         | 21%              | 20%    | 27%               | 17%  | 21%                   | 23%                                      | 21%                            | 33%                   |
| National Insurance Contributions (NICs) | 18%   | 21%          | 18% | 19% | 15% | 22%          | 16%    | 25%              | 13%              | 12%                         | 23%              | 17%    | 26%               | 15%  | 18%                   | 20%                                      | 22%                            | 16%                   |
| Business Rates                          | 15%   | 16%          | 16% | 14% | 15% | 16%          | 16%    | 21%              | 14%              | 9%                          | 17%              | 15%    | 22%               | 14%  | 13%                   | 17%                                      | 24%                            | 4%                    |
| Stamp Duty                              | 7%    | 8%           | 5%  | 7%  | 8%  | 7%           | 7%     | 6%               | 6%               | 5%                          | 7%               | 8%     | 7%                | 6%   | 7%                    | 4%                                       | 11%                            | 14%                   |
| Inheritance Tax                         | 8%    | 8%           | 10% | 7%  | 6%  | 7%           | 12%    | 9%               | 9%               | 3%                          | 6%               | 13%    | 7%                | 6%   | 8%                    | 9%                                       | 12%                            | 7%                    |
| TV License                              | 8%    | 9%           | 8%  | 7%  | 7%  | 7%           | 10%    | 11%              | 2%               | 5%                          | 9%               | 10%    | 8%                | 6%   | 8%                    | 10%                                      | 11%                            | 14%                   |
| Income Tax                              | 24%   | 34%          | 26% | 20% | 14% | 30%          | 19%    | 35%              | 23%              | 13%                         | 34%              | 20%    | 33%               | 20%  | 22%                   | 26%                                      | 37%                            | 36%                   |
| Council Tax                             | 10%   | 11%          | 10% | 10% | 8%  | 11%          | 11%    | 11%              | 9%               | 7%                          | 12%              | 11%    | 14%               | 7%   | 11%                   | 12%                                      | 12%                            | 13%                   |
| Alcohol and Tobacco Duties              | 26%   | 31%          | 31% | 22% | 18% | 28%          | 22%    | 33%              | 32%              | 22%                         | 29%              | 22%    | 27%               | 22%  | 25%                   | 33%                                      | 29%                            | 33%                   |
| VAT                                     | 16%   | 20%          | 18% | 14% | 12% | 20%          | 11%    | 18%              | 15%              | 13%                         | 22%              | 13%    | 17%               | 12%  | 17%                   | 18%                                      | 20%                            | 25%                   |
| None of the above are fair              | 20%   | 14%          | 17% | 23% | 28% | 16%          | 23%    | 11%              | 33%              | 30%                         | 14%              | 21%    | 10%               | 29%  | 20%                   | 13%                                      | 10%                            | 4%                    |
| Don't Know                              | 15%   | 11%          | 14% | 16% | 19% | 14%          | 14%    | 9%               | 3%               | 22%                         | 13%              | 13%    | 11%               | 17%  | 16%                   | 13%                                      | 7%                             | 12%                   |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.A) And which of the following taxes currently levied by the UK Government are the least fair? Select up to three

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                              | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                                | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Corporation Tax                         | 6%    | 8%    | 12%   | 7%    | 7%    | 3%    | 2%  | 8%     | 8%         | 8%         | 8%              | 3%            | 9%            | 6%                       | 7%         | 6%         | 3%       | 1%    | 8%               |
| National Insurance Contributions (NICs) | 15%   | 17%   | 16%   | 15%   | 17%   | 15%   | 13% | 22%    | 10%        | 14%        | 13%             | 17%           | 11%           | 19%                      | 24%        | 13%        | 18%      | 13%   | 9%               |
| Business Rates                          | 8%    | 9%    | 9%    | 8%    | 6%    | 6%    | 7%  | 10%    | 7%         | 9%         | 9%              | 8%            | 10%           | 6%                       | 8%         | 5%         | 5%       | 5%    | 9%               |
| Stamp Duty                              | 20%   | 16%   | 15%   | 17%   | 20%   | 25%   | 23% | 23%    | 21%        | 19%        | 24%             | 13%           | 18%           | 22%                      | 12%        | 18%        | 15%      | 23%   | 22%              |
| Inheritance Tax                         | 34%   | 27%   | 21%   | 32%   | 40%   | 45%   | 40% | 31%    | 42%        | 39%        | 40%             | 34%           | 31%           | 34%                      | 29%        | 35%        | 24%      | 34%   | 30%              |
| TV License                              | 33%   | 33%   | 26%   | 31%   | 33%   | 36%   | 40% | 35%    | 28%        | 35%        | 28%             | 41%           | 33%           | 33%                      | 30%        | 33%        | 40%      | 40%   | 23%              |
| Income Tax                              | 18%   | 26%   | 26%   | 23%   | 18%   | 11%   | 9%  | 27%    | 17%        | 18%        | 11%             | 14%           | 13%           | 17%                      | 22%        | 20%        | 22%      | 16%   | 18%              |
| Council Tax                             | 29%   | 22%   | 29%   | 33%   | 30%   | 31%   | 29% | 31%    | 30%        | 27%        | 27%             | 29%           | 29%           | 32%                      | 26%        | 28%        | 31%      | 35%   | 9%               |
| Alcohol and Tobacco Duties              | 9%    | 10%   | 11%   | 10%   | 9%    | 6%    | 9%  | 13%    | 9%         | 11%        | 6%              | 8%            | 4%            | 9%                       | 7%         | 9%         | 9%       | 14%   | 8%               |
| VAT                                     | 14%   | 13%   | 13%   | 15%   | 12%   | 17%   | 15% | 16%    | 12%        | 9%         | 14%             | 17%           | 15%           | 10%                      | 14%        | 21%        | 11%      | 15%   | 16%              |
| None of the above are unfair            | 7%    | 5%    | 10%   | 6%    | 8%    | 8%    | 7%  | 4%     | 9%         | 7%         | 6%              | 12%           | 10%           | 7%                       | 5%         | 6%         | 10%      | 9%    | 3%               |
| Don't Know                              | 12%   | 15%   | 13%   | 15%   | 10%   | 10%   | 12% | 9%     | 11%        | 11%        | 17%             | 10%           | 17%           | 13%                      | 22%        | 13%        | 13%      | 4%    | 15%              |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.B) And which of the following taxes currently levied by the UK Government are the least fair? Select up to three

|   | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|   |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                              | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                                | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Corporation Tax                         | 6%    | 8%     | 6%     | 12%               | 6%      | 7%         | 4%         | 2%      | 5%         | 6%             | 7%                            | 25%              | 5%                      | 8%                                | 7%               | 3%           | 4%    | 8%     | 7%             |
| National Insurance Contributions (NICs) | 15%   | 16%    | 14%    | 19%               | 15%     | 12%        | 12%        | 17%     | 18%        | 16%            | 14%                           | 18%              | 13%                     | 21%                               | 13%              | 12%          | 13%   | 18%    | 15%            |
| Business Rates                          | 8%    | 9%     | 6%     | 11%               | 7%      | 6%         | 8%         | 5%      | 2%         | 9%             | 8%                            | 5%               | 7%                      | 5%                                | 5%               | 3%           | 7%    | 9%     | 5%             |
| Stamp Duty                              | 20%   | 21%    | 18%    | 17%               | 22%     | 15%        | 20%        | 20%     | 24%        | 24%            | 21%                           | 19%              | 12%                     | 11%                               | 15%              | 12%          | 21%   | 22%    | 12%            |
| Inheritance Tax                         | 34%   | 35%    | 33%    | 26%               | 37%     | 32%        | 36%        | 43%     | 36%        | 40%            | 36%                           | 42%              | 29%                     | 23%                               | 28%              | 25%          | 40%   | 31%    | 28%            |
| TV License                              | 33%   | 31%    | 35%    | 31%               | 33%     | 31%        | 37%        | 32%     | 40%        | 34%            | 29%                           | 15%              | 31%                     | 41%                               | 34%              | 35%          | 41%   | 27%    | 30%            |
| Income Tax                              | 18%   | 19%    | 18%    | 29%               | 17%     | 16%        | 14%        | 12%     | 16%        | 15%            | 22%                           | 17%              | 19%                     | 16%                               | 23%              | 14%          | 16%   | 21%    | 17%            |
| Council Tax                             | 29%   | 30%    | 28%    | 30%               | 29%     | 30%        | 30%        | 24%     | 29%        | 26%            | 27%                           | 42%              | 38%                     | 38%                               | 32%              | 24%          | 32%   | 27%    | 27%            |
| Alcohol and Tobacco Duties              | 9%    | 11%    | 7%     | 13%               | 8%      | 7%         | 9%         | 8%      | 6%         | 10%            | 8%                            | 9%               | 10%                     | 10%                               | 9%               | 8%           | 10%   | 10%    | 6%             |
| VAT                                     | 14%   | 17%    | 11%    | 16%               | 14%     | 16%        | 13%        | 10%     | 14%        | 14%            | 16%                           | 28%              | 17%                     | 13%                               | 12%              | 13%          | 16%   | 14%    | 10%            |
| None of the above are unfair            | 7%    | 8%     | 7%     | 6%                | 6%      | 8%         | 9%         | 9%      | 6%         | 6%             | 6%                            | 0%               | 8%                      | 10%                               | 8%               | 12%          | 7%    | 7%     | 9%             |
| Don't Know                              | 12%   | 10%    | 15%    | 11%               | 13%     | 14%        | 12%        | 13%     | 10%        | 11%            | 12%                           | 16%              | 16%                     | 11%                               | 15%              | 16%          | 9%    | 13%    | 20%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.C) And which of the following taxes currently levied by the UK Government are the least fair? Select up to three

|   | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                             | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|---|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|   |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted                              | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259                         | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                    |
| Weighted                                | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283                         | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                    |
| Corporation Tax                         | 6%    | 9%           | 7%  | 5%  | 5%  | 5%           | 8%     | 10%              | 2%               | 6%                          | 7%               | 7%     | 12%               | 3%   | 5%                    | 8%                                       | 13%                            | 19%                   |
| National Insurance Contributions (NICs) | 15%   | 15%          | 16% | 17% | 14% | 12%          | 20%    | 19%              | 18%              | 14%                         | 11%              | 19%    | 18%               | 14%  | 14%                   | 18%                                      | 15%                            | 17%                   |
| Business Rates                          | 8%    | 10%          | 8%  | 8%  | 5%  | 9%           | 6%     | 10%              | 8%               | 5%                          | 11%              | 7%     | 10%               | 6%   | 5%                    | 9%                                       | 14%                            | 6%                    |
| Stamp Duty                              | 20%   | 25%          | 19% | 16% | 17% | 25%          | 16%    | 28%              | 12%              | 10%                         | 25%              | 18%    | 26%               | 16%  | 18%                   | 24%                                      | 26%                            | 26%                   |
| Inheritance Tax                         | 34%   | 39%          | 31% | 36% | 30% | 43%          | 27%    | 37%              | 33%              | 30%                         | 43%              | 27%    | 33%               | 37%  | 33%                   | 33%                                      | 31%                            | 31%                   |
| TV License                              | 33%   | 28%          | 35% | 37% | 34% | 37%          | 30%    | 27%              | 53%              | 31%                         | 34%              | 33%    | 31%               | 39%  | 32%                   | 31%                                      | 21%                            | 22%                   |
| Income Tax                              | 18%   | 19%          | 20% | 17% | 17% | 14%          | 22%    | 21%              | 21%              | 20%                         | 14%              | 23%    | 20%               | 17%  | 15%                   | 19%                                      | 27%                            | 17%                   |
| Council Tax                             | 29%   | 26%          | 27% | 31% | 32% | 28%          | 32%    | 23%              | 50%              | 29%                         | 27%              | 31%    | 24%               | 33%  | 27%                   | 25%                                      | 28%                            | 23%                   |
| Alcohol and Tobacco Duties              | 9%    | 11%          | 8%  | 9%  | 8%  | 10%          | 10%    | 10%              | 13%              | 6%                          | 11%              | 10%    | 14%               | 9%   | 10%                   | 7%                                       | 10%                            | 22%                   |
| VAT                                     | 14%   | 14%          | 15% | 13% | 15% | 14%          | 14%    | 15%              | 23%              | 11%                         | 12%              | 16%    | 14%               | 11%  | 13%                   | 16%                                      | 15%                            | 14%                   |
| None of the above are unfair            | 7%    | 6%           | 8%  | 7%  | 9%  | 6%           | 7%     | 6%               | 8%               | 10%                         | 7%               | 8%     | 5%                | 7%   | 10%                   | 7%                                       | 5%                             | 4%                    |
| Don't Know                              | 12%   | 10%          | 11% | 12% | 16% | 10%          | 13%    | 10%              | 3%               | 19%                         | 11%              | 11%    | 10%               | 14%  | 14%                   | 12%                                      | 10%                            | 15%                   |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(51.A) Let us assume that the Government had to raise taxes to pay off debts accumulated during the Covid pandemic. Which of the following taxes should the Government raise? Please select up to three

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                              | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                                | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Corporation Tax                         | 43%   | 31%   | 34%   | 41%   | 48%   | 50%   | 48% | 39%    | 45%        | 48%        | 48%             | 42%           | 31%           | 40%                      | 44%        | 43%        | 44%      | 45%   | 56%              |
| National Insurance Contributions (NICs) | 13%   | 10%   | 10%   | 9%    | 8%    | 16%   | 20% | 14%    | 13%        | 9%         | 13%             | 17%           | 12%           | 11%                      | 17%        | 10%        | 9%       | 14%   | 15%              |
| Business Rates                          | 25%   | 23%   | 23%   | 29%   | 27%   | 24%   | 21% | 28%    | 21%        | 29%        | 22%             | 22%           | 21%           | 27%                      | 17%        | 29%        | 25%      | 29%   | 14%              |
| Stamp Duty                              | 12%   | 11%   | 11%   | 14%   | 12%   | 13%   | 12% | 13%    | 8%         | 15%        | 11%             | 14%           | 14%           | 11%                      | 12%        | 13%        | 14%      | 13%   | 9%               |
| Inheritance Tax                         | 16%   | 13%   | 14%   | 14%   | 19%   | 17%   | 18% | 14%    | 13%        | 15%        | 11%             | 13%           | 19%           | 17%                      | 13%        | 20%        | 23%      | 19%   | 17%              |
| TV License                              | 6%    | 12%   | 12%   | 8%    | 4%    | 1%    | 2%  | 11%    | 3%         | 2%         | 6%              | 9%            | 8%            | 6%                       | 7%         | 7%         | 5%       | 2%    | 5%               |
| Income Tax                              | 18%   | 10%   | 17%   | 12%   | 16%   | 22%   | 30% | 21%    | 23%        | 21%        | 14%             | 16%           | 17%           | 18%                      | 17%        | 17%        | 18%      | 14%   | 19%              |
| Council Tax                             | 6%    | 10%   | 11%   | 10%   | 2%    | 1%    | 2%  | 12%    | 4%         | 4%         | 4%              | 5%            | 6%            | 4%                       | 4%         | 5%         | 3%       | 1%    | 20%              |
| Alcohol and Tobacco Duties              | 35%   | 30%   | 28%   | 36%   | 34%   | 42%   | 38% | 31%    | 34%        | 39%        | 32%             | 38%           | 36%           | 31%                      | 33%        | 39%        | 34%      | 39%   | 38%              |
| VAT                                     | 11%   | 11%   | 12%   | 8%    | 11%   | 10%   | 15% | 14%    | 10%        | 14%        | 10%             | 7%            | 13%           | 13%                      | 7%         | 13%        | 10%      | 9%    | 8%               |
| Don't Know                              | 19%   | 24%   | 23%   | 21%   | 18%   | 16%   | 14% | 16%    | 17%        | 15%        | 24%             | 20%           | 24%           | 22%                      | 19%        | 18%        | 21%      | 16%   | 19%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) Let us assume that the Government had to raise taxes to pay off debts accumulated during the Covid pandemic. Which of the following taxes should the Government raise? Please select up to three

|   | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   | EU 2016 Vote     |           |       |        |                |
|---|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|   |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted                              | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted                                | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| Corporation Tax                         | 43%   | 46%    | 39%    | 39%               | 41%     | 43%        | 47%        | 44%     | 43%        | 46%            | 44%                           | 48%              | 29%                     | 44%                               | 42%              | 31%       | 45%   | 45%    | 30%            |
| National Insurance Contributions (NICs) | 13%   | 16%    | 9%     | 12%               | 13%     | 10%        | 12%        | 14%     | 16%        | 17%            | 9%                            | 6%               | 17%                     | 8%                                | 9%               | 3%        | 16%   | 11%    | 10%            |
| Business Rates                          | 25%   | 26%    | 23%    | 26%               | 27%     | 19%        | 23%        | 22%     | 27%        | 23%            | 27%                           | 10%              | 22%                     | 26%                               | 26%              | 22%       | 25%   | 26%    | 20%            |
| Stamp Duty                              | 12%   | 12%    | 12%    | 11%               | 12%     | 12%        | 14%        | 10%     | 13%        | 11%            | 12%                           | 21%              | 14%                     | 13%                               | 14%              | 5%        | 14%   | 12%    | 10%            |
| Inheritance Tax                         | 16%   | 18%    | 14%    | 18%               | 16%     | 12%        | 17%        | 14%     | 16%        | 16%            | 15%                           | 18%              | 18%                     | 20%                               | 15%              | 9%        | 15%   | 21%    | 7%             |
| TV License                              | 6%    | 6%     | 6%     | 9%                | 6%      | 7%         | 5%         | 3%      | 4%         | 5%             | 6%                            | 8%               | 10%                     | 4%                                | 8%               | 7%        | 5%    | 7%     | 9%             |
| Income Tax                              | 18%   | 23%    | 14%    | 20%               | 19%     | 14%        | 17%        | 20%     | 22%        | 26%            | 14%                           | 12%              | 15%                     | 11%                               | 13%              | 11%       | 19%   | 23%    | 6%             |
| Council Tax                             | 6%    | 7%     | 5%     | 10%               | 4%      | 7%         | 3%         | 3%      | 8%         | 7%             | 5%                            | 0%               | 5%                      | 4%                                | 7%               | 2%        | 4%    | 7%     | 8%             |
| Alcohol and Tobacco Duties              | 35%   | 33%    | 37%    | 31%               | 36%     | 34%        | 34%        | 37%     | 44%        | 39%            | 36%                           | 25%              | 24%                     | 19%                               | 37%              | 39%       | 35%   | 33%    | 36%            |
| VAT                                     | 11%   | 14%    | 9%     | 14%               | 10%     | 9%         | 11%        | 11%     | 11%        | 15%            | 11%                           | 10%              | 10%                     | 7%                                | 7%               | 6%        | 13%   | 13%    | 4%             |
| Don't Know                              | 19%   | 14%    | 24%    | 20%               | 19%     | 21%        | 20%        | 18%     | 12%        | 14%            | 17%                           | 14%              | 30%                     | 30%                               | 22%              | 33%       | 17%   | 15%    | 34%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.C) Let us assume that the Government had to raise taxes to pay off debts accumulated during the Covid pandemic. Which of the following taxes should the Government raise? Please select up to three

|   | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                |                                |                       |     |     |
|---|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|   |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted                              | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted                                | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Corporation Tax                         | 43%   | 46%          | 45% | 40% | 39% | 44%                 | 44%              | 48%              | 56%             | 32%                 | 42%               | 45%  | 45%                   | 36%                                      | 42%                            | 52%                   | 37% | 41% |
| National Insurance Contributions (NICs) | 13%   | 16%          | 12% | 10% | 12% | 18%                 | 8%               | 17%              | 11%             | 8%                  | 20%               | 8%   | 16%                   | 12%                                      | 10%                            | 12%                   | 16% | 19% |
| Business Rates                          | 25%   | 24%          | 25% | 29% | 22% | 25%                 | 28%              | 26%              | 24%             | 18%                 | 23%               | 28%  | 31%                   | 23%                                      | 24%                            | 26%                   | 28% | 15% |
| Stamp Duty                              | 12%   | 13%          | 15% | 8%  | 13% | 12%                 | 13%              | 14%              | 16%             | 10%                 | 13%               | 13%  | 12%                   | 13%                                      | 10%                            | 12%                   | 16% | 10% |
| Inheritance Tax                         | 16%   | 18%          | 19% | 13% | 15% | 12%                 | 23%              | 19%              | 20%             | 7%                  | 13%               | 22%  | 19%                   | 17%                                      | 14%                            | 18%                   | 16% | 16% |
| TV License                              | 6%    | 6%           | 7%  | 6%  | 6%  | 5%                  | 7%               | 8%               | 6%              | 7%                  | 7%                | 6%   | 9%                    | 3%                                       | 6%                             | 7%                    | 12% | 19% |
| Income Tax                              | 18%   | 26%          | 19% | 13% | 14% | 24%                 | 15%              | 26%              | 27%             | 7%                  | 26%               | 15%  | 26%                   | 17%                                      | 12%                            | 21%                   | 31% | 35% |
| Council Tax                             | 6%    | 9%           | 4%  | 5%  | 5%  | 6%                  | 5%               | 7%               | 3%              | 5%                  | 8%                | 5%   | 8%                    | 3%                                       | 5%                             | 6%                    | 15% | 3%  |
| Alcohol and Tobacco Duties              | 35%   | 38%          | 37% | 33% | 30% | 39%                 | 32%              | 33%              | 23%             | 35%                 | 38%               | 33%  | 30%                   | 31%                                      | 36%                            | 40%                   | 31% | 26% |
| VAT                                     | 11%   | 15%          | 10% | 12% | 8%  | 16%                 | 9%               | 17%              | 2%              | 4%                  | 15%               | 9%   | 19%                   | 9%                                       | 12%                            | 10%                   | 20% | 18% |
| Don't Know                              | 19%   | 10%          | 17% | 24% | 29% | 15%                 | 19%              | 7%               | 21%             | 35%                 | 14%               | 19%  | 9%                    | 28%                                      | 23%                            | 10%                   | 8%  | 12% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) Let us assume that the Government had paid off sufficient levels of debt and was going to cut taxes in the UK. Which of the following taxes do you think the Government should cut first? Please select up to three

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                              | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                                | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Corporation Tax                         | 5%    | 8%    | 6%    | 6%    | 3%    | 3%    | 3%  | 8%     | 5%         | 3%         | 3%              | 3%            | 9%            | 4%                       | 5%         | 3%         | 4%       | 3%    | 11%              |
| National Insurance Contributions (NICs) | 25%   | 18%   | 25%   | 23%   | 28%   | 31%   | 27% | 23%    | 21%        | 24%        | 23%             | 27%           | 24%           | 32%                      | 27%        | 26%        | 27%      | 34%   | 26%              |
| Business Rates                          | 10%   | 9%    | 9%    | 9%    | 8%    | 9%    | 14% | 12%    | 8%         | 10%        | 11%             | 11%           | 12%           | 8%                       | 9%         | 9%         | 10%      | 5%    | 12%              |
| Stamp Duty                              | 10%   | 8%    | 13%   | 10%   | 9%    | 9%    | 11% | 12%    | 13%        | 11%        | 9%              | 12%           | 11%           | 9%                       | 8%         | 8%         | 5%       | 14%   | 10%              |
| Inheritance Tax                         | 17%   | 14%   | 14%   | 18%   | 19%   | 17%   | 18% | 20%    | 22%        | 21%        | 19%             | 18%           | 11%           | 13%                      | 12%        | 13%        | 7%       | 16%   | 30%              |
| TV License                              | 21%   | 21%   | 21%   | 20%   | 19%   | 22%   | 24% | 25%    | 19%        | 23%        | 17%             | 15%           | 22%           | 18%                      | 21%        | 21%        | 25%      | 25%   | 31%              |
| Income Tax                              | 44%   | 42%   | 39%   | 41%   | 44%   | 48%   | 51% | 45%    | 48%        | 46%        | 42%             | 41%           | 38%           | 45%                      | 40%        | 45%        | 50%      | 47%   | 40%              |
| Council Tax                             | 38%   | 35%   | 39%   | 35%   | 36%   | 42%   | 41% | 30%    | 39%        | 45%        | 48%             | 33%           | 34%           | 46%                      | 38%        | 43%        | 35%      | 45%   | 11%              |
| Alcohol and Tobacco Duties              | 7%    | 7%    | 10%   | 8%    | 5%    | 4%    | 5%  | 10%    | 5%         | 9%         | 7%              | 4%            | 4%            | 7%                       | 3%         | 8%         | 4%       | 9%    | 7%               |
| VAT                                     | 24%   | 16%   | 21%   | 25%   | 23%   | 30%   | 28% | 24%    | 19%        | 25%        | 24%             | 27%           | 25%           | 23%                      | 18%        | 26%        | 27%      | 27%   | 35%              |
| Don't Know                              | 14%   | 19%   | 18%   | 17%   | 14%   | 12%   | 6%  | 13%    | 12%        | 9%         | 13%             | 16%           | 18%           | 14%                      | 22%        | 14%        | 17%      | 10%   | 15%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.B) Let us assume that the Government had paid off sufficient levels of debt and was going to cut taxes in the UK. Which of the following taxes do you think the Government should cut first? Please select up to three

|   | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   | EU 2016 Vote     |           |       |        |                |
|---|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|   |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted                              | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted                                | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| Corporation Tax                         | 5%    | 6%     | 4%     | 9%                | 4%      | 3%         | 4%         | 3%      | 2%         | 5%             | 5%                            | 7%               | 4%                      | 4%                                | 5%               | 2%        | 6%    | 5%     | 4%             |
| National Insurance Contributions (NICs) | 25%   | 25%    | 25%    | 21%               | 28%     | 25%        | 27%        | 26%     | 27%        | 27%            | 25%                           | 12%              | 26%                     | 27%                               | 26%              | 16%       | 26%   | 26%    | 28%            |
| Business Rates                          | 10%   | 13%    | 7%     | 11%               | 10%     | 8%         | 9%         | 9%      | 12%        | 12%            | 10%                           | 8%               | 10%                     | 7%                                | 7%               | 2%        | 9%    | 12%    | 5%             |
| Stamp Duty                              | 10%   | 10%    | 10%    | 12%               | 9%      | 10%        | 10%        | 10%     | 13%        | 11%            | 13%                           | 5%               | 7%                      | 4%                                | 9%               | 9%        | 11%   | 11%    | 6%             |
| Inheritance Tax                         | 17%   | 16%    | 17%    | 15%               | 15%     | 20%        | 14%        | 19%     | 26%        | 19%            | 19%                           | 11%              | 10%                     | 11%                               | 14%              | 18%       | 18%   | 15%    | 15%            |
| TV License                              | 21%   | 20%    | 23%    | 24%               | 23%     | 18%        | 19%        | 19%     | 24%        | 22%            | 17%                           | 23%              | 26%                     | 31%                               | 20%              | 16%       | 26%   | 19%    | 16%            |
| Income Tax                              | 44%   | 48%    | 41%    | 44%               | 43%     | 45%        | 46%        | 46%     | 43%        | 48%            | 41%                           | 63%              | 39%                     | 38%                               | 47%              | 39%       | 44%   | 46%    | 42%            |
| Council Tax                             | 38%   | 35%    | 41%    | 32%               | 39%     | 39%        | 41%        | 38%     | 45%        | 36%            | 37%                           | 41%              | 39%                     | 42%                               | 45%              | 25%       | 41%   | 37%    | 37%            |
| Alcohol and Tobacco Duties              | 7%    | 8%     | 5%     | 9%                | 7%      | 6%         | 6%         | 5%      | 4%         | 7%             | 8%                            | 0%               | 9%                      | 6%                                | 6%               | 3%        | 7%    | 8%     | 5%             |
| VAT                                     | 24%   | 28%    | 21%    | 24%               | 25%     | 22%        | 26%        | 23%     | 27%        | 27%            | 22%                           | 26%              | 24%                     | 24%                               | 23%              | 18%       | 28%   | 24%    | 16%            |
| Don't Know                              | 14%   | 11%    | 17%    | 14%               | 14%     | 16%        | 14%        | 14%     | 6%         | 10%            | 15%                           | 9%               | 21%                     | 18%                               | 13%              | 33%       | 10%   | 13%    | 25%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.C) Let us assume that the Government had paid off sufficient levels of debt and was going to cut taxes in the UK. Which of the following taxes do you think the Government should cut first? Please select up to three

|   | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                |                                |                       |     |     |
|---|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|   |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted                              | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted                                | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Corporation Tax                         | 5%    | 6%           | 5%  | 4%  | 5%  | 6%                  | 4%               | 7%               | 5%              | 3%                  | 6%                | 4%   | 7%                    | 3%                                       | 4%                             | 8%                    | 6%  | 15% |
| National Insurance Contributions (NICs) | 25%   | 25%          | 27% | 26% | 24% | 26%                 | 25%              | 27%              | 42%             | 24%                 | 25%               | 23%  | 25%                   | 28%                                      | 26%                            | 26%                   | 26% | 22% |
| Business Rates                          | 10%   | 14%          | 8%  | 10% | 6%  | 11%                 | 10%              | 13%              | 8%              | 6%                  | 13%               | 8%   | 14%                   | 6%                                       | 9%                             | 11%                   | 15% | 10% |
| Stamp Duty                              | 10%   | 13%          | 11% | 9%  | 8%  | 11%                 | 10%              | 19%              | 7%              | 4%                  | 11%               | 11%  | 14%                   | 8%                                       | 9%                             | 12%                   | 15% | 20% |
| Inheritance Tax                         | 17%   | 20%          | 16% | 18% | 13% | 20%                 | 13%              | 13%              | 22%             | 16%                 | 20%               | 13%  | 13%                   | 17%                                      | 17%                            | 17%                   | 16% | 26% |
| TV License                              | 21%   | 18%          | 20% | 22% | 26% | 22%                 | 20%              | 24%              | 33%             | 16%                 | 21%               | 21%  | 21%                   | 23%                                      | 19%                            | 21%                   | 18% | 15% |
| Income Tax                              | 44%   | 46%          | 48% | 42% | 40% | 49%                 | 41%              | 44%              | 41%             | 42%                 | 50%               | 42%  | 45%                   | 43%                                      | 42%                            | 45%                   | 49% | 53% |
| Council Tax                             | 38%   | 35%          | 37% | 40% | 41% | 37%                 | 42%              | 37%              | 50%             | 37%                 | 36%               | 42%  | 35%                   | 41%                                      | 33%                            | 38%                   | 32% | 37% |
| Alcohol and Tobacco Duties              | 7%    | 7%           | 5%  | 7%  | 7%  | 7%                  | 8%               | 9%               | 14%             | 3%                  | 8%                | 7%   | 12%                   | 6%                                       | 4%                             | 5%                    | 14% | 6%  |
| VAT                                     | 24%   | 24%          | 28% | 21% | 24% | 27%                 | 21%              | 26%              | 36%             | 21%                 | 28%               | 22%  | 25%                   | 25%                                      | 24%                            | 26%                   | 22% | 14% |
| Don't Know                              | 14%   | 8%           | 11% | 17% | 21% | 8%                  | 16%              | 6%               | 6%              | 29%                 | 7%                | 17%  | 6%                    | 17%                                      | 19%                            | 10%                   | 8%  | 8%  |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.A) Which of the following areas do you think improve most as more money is spent on them? Please select up to three

|                     | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                     |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted          | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted            | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Healthcare          | 42%   | 40%   | 43%   | 40%   | 45%   | 41%   | 43% | 41%    | 41%        | 45%        | 38%             | 42%           | 41%           | 41%                      | 40%        | 41%        | 44%      | 45%   | 57%              |
| Foreign aid         | 6%    | 11%   | 5%    | 7%    | 6%    | 5%    | 3%  | 10%    | 4%         | 4%         | 7%              | 8%            | 7%            | 5%                       | 3%         | 5%         | 5%       | 2%    | 6%               |
| Defence             | 10%   | 9%    | 10%   | 11%   | 8%    | 11%   | 9%  | 13%    | 8%         | 9%         | 6%              | 16%           | 12%           | 11%                      | 8%         | 8%         | 4%       | 13%   | 3%               |
| Policing            | 16%   | 19%   | 14%   | 14%   | 14%   | 16%   | 16% | 19%    | 16%        | 10%        | 14%             | 24%           | 12%           | 15%                      | 20%        | 14%        | 13%      | 22%   | 10%              |
| Social care         | 28%   | 25%   | 29%   | 29%   | 29%   | 22%   | 31% | 25%    | 25%        | 31%        | 24%             | 28%           | 26%           | 28%                      | 28%        | 33%        | 30%      | 32%   | 29%              |
| Public transport    | 15%   | 23%   | 18%   | 11%   | 14%   | 15%   | 13% | 24%    | 14%        | 18%        | 16%             | 12%           | 12%           | 15%                      | 10%        | 14%        | 13%      | 12%   | 14%              |
| Roads               | 18%   | 18%   | 16%   | 16%   | 16%   | 20%   | 19% | 14%    | 20%        | 21%        | 17%             | 20%           | 23%           | 19%                      | 15%        | 12%        | 15%      | 14%   | 24%              |
| Council services    | 17%   | 15%   | 18%   | 19%   | 16%   | 19%   | 16% | 18%    | 15%        | 19%        | 15%             | 13%           | 16%           | 21%                      | 14%        | 18%        | 22%      | 12%   | 24%              |
| Poverty in the UK   | 21%   | 29%   | 24%   | 20%   | 23%   | 19%   | 14% | 24%    | 18%        | 22%        | 15%             | 11%           | 25%           | 23%                      | 26%        | 23%        | 20%      | 19%   | 27%              |
| Scientific research | 19%   | 18%   | 17%   | 19%   | 19%   | 18%   | 23% | 22%    | 20%        | 16%        | 22%             | 16%           | 21%           | 17%                      | 23%        | 17%        | 18%      | 17%   | 20%              |
| Don't know          | 24%   | 18%   | 24%   | 25%   | 23%   | 28%   | 27% | 19%    | 25%        | 23%        | 32%             | 26%           | 22%           | 23%                      | 26%        | 25%        | 27%      | 26%   | 17%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.B) Which of the following areas do you think improve most as more money is spent on them? Please select up to three

|                     | Gender |      |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---------------------|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                     | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted          | 2036   | 1007 | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted            | 2036   | 1003 | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Healthcare          | 42%    | 41%  | 43%    | 44%               | 44%     | 44%        | 39%        | 41%     | 34%        | 44%            | 44%                           | 31%              | 34%                     | 44%                               | 39%              | 35%          | 38%   | 47%    | 37%            |
| Foreign aid         | 6%     | 6%   | 6%     | 8%                | 6%      | 7%         | 4%         | 4%      | 3%         | 5%             | 7%                            | 16%              | 7%                      | 8%                                | 5%               | 0%           | 5%    | 7%     | 4%             |
| Defence             | 10%    | 12%  | 7%     | 11%               | 9%      | 8%         | 9%         | 9%      | 13%        | 11%            | 9%                            | 5%               | 12%                     | 8%                                | 8%               | 5%           | 13%   | 7%     | 7%             |
| Policing            | 16%    | 16%  | 15%    | 14%               | 17%     | 17%        | 13%        | 13%     | 21%        | 16%            | 19%                           | 5%               | 14%                     | 14%                               | 13%              | 3%           | 19%   | 15%    | 9%             |
| Social care         | 28%    | 27%  | 29%    | 30%               | 28%     | 25%        | 26%        | 30%     | 22%        | 31%            | 28%                           | 36%              | 24%                     | 26%                               | 26%              | 20%          | 26%   | 32%    | 25%            |
| Public transport    | 15%    | 18%  | 13%    | 20%               | 14%     | 15%        | 14%        | 11%     | 17%        | 15%            | 13%                           | 27%              | 13%                     | 17%                               | 17%              | 20%          | 15%   | 15%    | 13%            |
| Roads               | 18%    | 18%  | 18%    | 13%               | 16%     | 21%        | 18%        | 22%     | 21%        | 20%            | 14%                           | 18%              | 13%                     | 20%                               | 18%              | 20%          | 19%   | 16%    | 16%            |
| Council services    | 17%    | 16%  | 18%    | 18%               | 19%     | 17%        | 16%        | 11%     | 18%        | 16%            | 19%                           | 22%              | 18%                     | 17%                               | 18%              | 9%           | 17%   | 19%    | 15%            |
| Poverty in the UK   | 21%    | 20%  | 21%    | 27%               | 23%     | 23%        | 14%        | 15%     | 18%        | 18%            | 21%                           | 24%              | 24%                     | 26%                               | 26%              | 18%          | 15%   | 26%    | 20%            |
| Scientific research | 19%    | 19%  | 19%    | 18%               | 21%     | 18%        | 17%        | 19%     | 21%        | 23%            | 19%                           | 27%              | 13%                     | 12%                               | 15%              | 21%          | 20%   | 20%    | 12%            |
| Don't know          | 24%    | 22%  | 26%    | 20%               | 22%     | 24%        | 31%        | 28%     | 25%        | 22%            | 22%                           | 13%              | 33%                     | 26%                               | 27%              | 27%          | 25%   | 19%    | 35%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(53.C) Which of the following areas do you think improve most as more money is spent on them? Please select up to three

|                     | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  |                       | Education                                |                                |                       |     |     |
|---------------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|                     |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted          | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted            | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Healthcare          | 42%   | 43%          | 44% | 42% | 40% | 38%                 | 49%              | 48%              | 17%             | 40%                 | 40%               | 49%  | 45%                   | 41%                                      | 36%                            | 45%                   | 43% | 38% |
| Foreign aid         | 6%    | 8%           | 5%  | 5%  | 5%  | 5%                  | 8%               | 8%               | 3%              | 4%                  | 6%                | 8%   | 9%                    | 5%                                       | 5%                             | 8%                    | 5%  | 20% |
| Defence             | 10%   | 11%          | 8%  | 12% | 8%  | 14%                 | 6%               | 11%              | 16%             | 6%                  | 15%               | 7%   | 15%                   | 9%                                       | 10%                            | 8%                    | 14% | 14% |
| Policing            | 16%   | 16%          | 17% | 14% | 15% | 19%                 | 13%              | 16%              | 24%             | 10%                 | 21%               | 13%  | 15%                   | 16%                                      | 19%                            | 14%                   | 16% | 14% |
| Social care         | 28%   | 30%          | 30% | 26% | 25% | 26%                 | 35%              | 37%              | 11%             | 21%                 | 26%               | 34%  | 38%                   | 26%                                      | 22%                            | 29%                   | 35% | 26% |
| Public transport    | 15%   | 17%          | 17% | 17% | 10% | 15%                 | 16%              | 21%              | 23%             | 13%                 | 16%               | 18%  | 16%                   | 10%                                      | 17%                            | 19%                   | 21% | 42% |
| Roads               | 18%   | 17%          | 17% | 20% | 16% | 21%                 | 14%              | 18%              | 23%             | 17%                 | 22%               | 15%  | 13%                   | 15%                                      | 21%                            | 17%                   | 14% | 17% |
| Council services    | 17%   | 17%          | 19% | 18% | 14% | 18%                 | 20%              | 16%              | 17%             | 13%                 | 17%               | 19%  | 18%                   | 14%                                      | 18%                            | 19%                   | 22% | 18% |
| Poverty in the UK   | 21%   | 22%          | 20% | 20% | 22% | 16%                 | 28%              | 22%              | 9%              | 18%                 | 17%               | 28%  | 23%                   | 19%                                      | 20%                            | 25%                   | 25% | 16% |
| Scientific research | 19%   | 23%          | 21% | 18% | 14% | 21%                 | 17%              | 23%              | 22%             | 16%                 | 22%               | 17%  | 23%                   | 16%                                      | 21%                            | 23%                   | 22% | 22% |
| Don't know          | 24%   | 18%          | 24% | 23% | 33% | 23%                 | 20%              | 14%              | 33%             | 37%                 | 19%               | 20%  | 14%                   | 32%                                      | 24%                            | 20%                   | 14% | 11% |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.A) Which of the following areas do you think improve least as more money is spent on them? Please select up to three

|                     | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                     |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted          | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted            | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Healthcare          | 19%   | 15%   | 17%   | 18%   | 21%   | 24%   | 19% | 19%    | 19%        | 22%        | 21%             | 20%           | 15%           | 23%                      | 16%        | 17%        | 16%      | 24%   | 21%              |
| Foreign aid         | 29%   | 19%   | 23%   | 31%   | 28%   | 36%   | 34% | 26%    | 27%        | 26%        | 32%             | 32%           | 24%           | 34%                      | 33%        | 28%        | 30%      | 36%   | 26%              |
| Defence             | 17%   | 20%   | 15%   | 17%   | 16%   | 18%   | 17% | 22%    | 15%        | 14%        | 15%             | 11%           | 20%           | 20%                      | 11%        | 18%        | 21%      | 9%    | 15%              |
| Policing            | 17%   | 19%   | 19%   | 15%   | 16%   | 18%   | 16% | 20%    | 18%        | 18%        | 18%             | 11%           | 20%           | 19%                      | 11%        | 16%        | 15%      | 15%   | 15%              |
| Social care         | 17%   | 13%   | 17%   | 16%   | 20%   | 20%   | 17% | 21%    | 19%        | 19%        | 14%             | 16%           | 14%           | 19%                      | 15%        | 16%        | 14%      | 15%   | 21%              |
| Public transport    | 17%   | 23%   | 17%   | 16%   | 18%   | 13%   | 17% | 23%    | 17%        | 18%        | 14%             | 15%           | 21%           | 10%                      | 24%        | 20%        | 15%      | 11%   | 20%              |
| Roads               | 21%   | 22%   | 19%   | 20%   | 19%   | 22%   | 25% | 20%    | 24%        | 20%        | 20%             | 18%           | 23%           | 18%                      | 20%        | 23%        | 18%      | 26%   | 31%              |
| Council services    | 21%   | 22%   | 19%   | 21%   | 20%   | 23%   | 25% | 19%    | 21%        | 24%        | 23%             | 17%           | 21%           | 23%                      | 28%        | 22%        | 22%      | 24%   | 17%              |
| Poverty in the UK   | 22%   | 20%   | 21%   | 20%   | 24%   | 23%   | 24% | 20%    | 21%        | 18%        | 20%             | 23%           | 21%           | 23%                      | 18%        | 25%        | 24%      | 28%   | 28%              |
| Scientific research | 8%    | 14%   | 13%   | 9%    | 5%    | 6%    | 5%  | 10%    | 7%         | 9%         | 6%              | 6%            | 10%           | 9%                       | 4%         | 12%        | 8%       | 4%    | 12%              |
| Don't Know          | 20%   | 20%   | 26%   | 23%   | 19%   | 17%   | 16% | 17%    | 21%        | 19%        | 25%             | 25%           | 23%           | 17%                      | 24%        | 18%        | 21%      | 16%   | 16%              |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.B) Which of the following areas do you think improve least as more money is spent on them? Please select up to three

|                     | Gender |      |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---------------------|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                     | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted          | 2036   | 1007 | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted            | 2036   | 1003 | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Healthcare          | 19%    | 21%  | 18%    | 19%               | 18%     | 18%        | 19%        | 20%     | 31%        | 21%            | 16%                           | 25%              | 22%                     | 20%                               | 19%              | 6%           | 22%   | 18%    | 18%            |
| Foreign aid         | 29%    | 32%  | 26%    | 25%               | 30%     | 28%        | 30%        | 29%     | 37%        | 34%            | 30%                           | 28%              | 22%                     | 23%                               | 24%              | 21%          | 36%   | 25%    | 24%            |
| Defence             | 17%    | 20%  | 14%    | 22%               | 15%     | 24%        | 13%        | 16%     | 8%         | 18%            | 17%                           | 14%              | 14%                     | 15%                               | 14%              | 21%          | 11%   | 23%    | 13%            |
| Policing            | 17%    | 19%  | 15%    | 20%               | 15%     | 17%        | 19%        | 15%     | 17%        | 15%            | 15%                           | 50%              | 16%                     | 18%                               | 22%              | 14%          | 16%   | 17%    | 16%            |
| Social care         | 17%    | 17%  | 17%    | 16%               | 17%     | 18%        | 17%        | 16%     | 23%        | 19%            | 15%                           | 13%              | 17%                     | 18%                               | 16%              | 13%          | 18%   | 17%    | 14%            |
| Public transport    | 17%    | 19%  | 16%    | 21%               | 18%     | 12%        | 15%        | 17%     | 18%        | 18%            | 17%                           | 0%               | 14%                     | 18%                               | 17%              | 17%          | 17%   | 19%    | 14%            |
| Roads               | 21%    | 23%  | 19%    | 21%               | 22%     | 19%        | 23%        | 23%     | 17%        | 24%            | 18%                           | 34%              | 19%                     | 20%                               | 23%              | 11%          | 24%   | 21%    | 17%            |
| Council services    | 21%    | 23%  | 20%    | 20%               | 21%     | 17%        | 23%        | 24%     | 27%        | 24%            | 18%                           | 5%               | 25%                     | 19%                               | 23%              | 11%          | 26%   | 19%    | 18%            |
| Poverty in the UK   | 22%    | 20%  | 24%    | 19%               | 22%     | 24%        | 21%        | 20%     | 30%        | 22%            | 20%                           | 38%              | 23%                     | 30%                               | 20%              | 12%          | 26%   | 19%    | 20%            |
| Scientific research | 8%     | 9%   | 8%     | 12%               | 9%      | 10%        | 6%         | 7%      | 4%         | 10%            | 9%                            | 7%               | 8%                      | 4%                                | 9%               | 2%           | 6%    | 11%    | 6%             |
| Don't Know          | 20%    | 15%  | 25%    | 19%               | 21%     | 22%        | 22%        | 18%     | 12%        | 15%            | 22%                           | 13%              | 25%                     | 24%                               | 23%              | 40%          | 15%   | 20%    | 31%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.C) Which of the following areas do you think improve least as more money is spent on them? Please select up to three

|                     | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                |                                |                       |     |     |
|---------------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|                     |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted          | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted            | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Healthcare          | 19%   | 22%          | 19% | 18% | 17% | 23%                 | 14%              | 21%              | 36%             | 19%                 | 22%               | 14%  | 23%                   | 17%                                      | 18%                            | 18%                   | 26% | 19% |
| Foreign aid         | 29%   | 30%          | 35% | 27% | 24% | 38%                 | 22%              | 23%              | 45%             | 20%                 | 35%               | 24%  | 22%                   | 30%                                      | 27%                            | 34%                   | 22% | 13% |
| Defence             | 17%   | 21%          | 18% | 16% | 12% | 12%                 | 22%              | 27%              | 11%             | 13%                 | 11%               | 23%  | 26%                   | 12%                                      | 16%                            | 21%                   | 24% | 16% |
| Policing            | 17%   | 17%          | 17% | 18% | 16% | 16%                 | 19%              | 19%              | 22%             | 14%                 | 16%               | 19%  | 18%                   | 16%                                      | 17%                            | 17%                   | 18% | 19% |
| Social care         | 17%   | 18%          | 17% | 17% | 16% | 20%                 | 13%              | 19%              | 22%             | 17%                 | 20%               | 13%  | 20%                   | 18%                                      | 18%                            | 14%                   | 23% | 21% |
| Public transport    | 17%   | 21%          | 18% | 17% | 13% | 19%                 | 17%              | 22%              | 23%             | 11%                 | 21%               | 18%  | 22%                   | 15%                                      | 20%                            | 18%                   | 20% | 35% |
| Roads               | 21%   | 22%          | 21% | 23% | 19% | 21%                 | 19%              | 27%              | 30%             | 21%                 | 21%               | 21%  | 26%                   | 20%                                      | 18%                            | 22%                   | 20% | 23% |
| Council services    | 21%   | 21%          | 18% | 25% | 23% | 27%                 | 19%              | 17%              | 25%             | 18%                 | 26%               | 20%  | 19%                   | 22%                                      | 19%                            | 19%                   | 20% | 19% |
| Poverty in the UK   | 22%   | 23%          | 20% | 20% | 24% | 23%                 | 21%              | 17%              | 22%             | 22%                 | 25%               | 22%  | 15%                   | 21%                                      | 25%                            | 18%                   | 22% | 23% |
| Scientific research | 8%    | 11%          | 8%  | 5%  | 10% | 8%                  | 11%              | 11%              | 0%              | 4%                  | 9%                | 10%  | 12%                   | 6%                                       | 10%                            | 11%                   | 13% | 6%  |
| Don't Know          | 20%   | 13%          | 20% | 21% | 28% | 13%                 | 23%              | 15%              | 11%             | 34%                 | 12%               | 22%  | 15%                   | 26%                                      | 20%                            | 16%                   | 14% | 20% |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.A) From what you have seen and heard, and from your own experiences if relevant, which of the following Government Departments do you think wastes the most money, if any? Please select up to three

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted  | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted  | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Department of Health and Social Care, who oversee NHS England   | 19%   | 17%   | 11%   | 15%   | 23%   | 22%   | 25% | 19%    | 23%        | 15%        | 22%             | 20%           | 17%           | 22%                      | 17%        | 18%        | 20%      | 16%   | 19%              |
| Ministry of Defence, who oversee the armed forces   | 16%   | 20%   | 16%   | 17%   | 15%   | 15%   | 14% | 20%    | 14%        | 15%        | 14%             | 13%           | 19%           | 14%                      | 9%         | 15%        | 23%      | 13%   | 11%              |
| Department for Education, who oversee schools and universities  | 7%    | 11%   | 7%    | 6%    | 7%    | 8%    | 6%  | 9%     | 7%         | 6%         | 9%              | 9%            | 10%           | 6%                       | 6%         | 6%         | 4%       | 8%    | 0%               |
| Department for Culture, Media and Sport, who oversee culture and broadcasting                           | 21%   | 16%   | 18%   | 18%   | 21%   | 26%   | 24% | 19%    | 16%        | 19%        | 20%             | 23%           | 26%           | 19%                      | 13%        | 20%        | 21%      | 27%   | 36%              |
| Department for Work and Pensions, who oversee benefits and pensions                                     | 12%   | 7%    | 12%   | 11%   | 12%   | 13%   | 14% | 10%    | 10%        | 14%        | 11%             | 12%           | 10%           | 13%                      | 14%        | 10%        | 15%      | 11%   | 14%              |
| Foreign, Commonwealth and Development Office, who oversee diplomacy and foreign aid                     | 30%   | 15%   | 20%   | 28%   | 31%   | 34%   | 46% | 26%    | 29%        | 26%        | 32%             | 33%           | 29%           | 32%                      | 29%        | 29%        | 29%      | 40%   | 36%              |
| Home Office, who oversee the police and immigration   | 19%   | 19%   | 18%   | 18%   | 19%   | 22%   | 19% | 19%    | 19%        | 20%        | 18%             | 15%           | 13%           | 28%                      | 17%        | 23%        | 19%      | 10%   | 24%              |
| Department for Business, Energy and Industrial Strategy, who oversee regulations and climate change     | 11%   | 12%   | 10%   | 12%   | 8%    | 12%   | 11% | 13%    | 8%         | 8%         | 7%              | 12%           | 12%           | 6%                       | 12%        | 13%        | 14%      | 12%   | 14%              |
| Department for Transport, who oversee roads and public transport  | 15%   | 16%   | 14%   | 15%   | 18%   | 13%   | 15% | 16%    | 16%        | 16%        | 15%             | 14%           | 20%           | 12%                      | 14%        | 16%        | 14%      | 15%   | 9%               |
| Ministry of Justice, who oversee the courts and justice system  | 11%   | 10%   | 13%   | 10%   | 13%   | 11%   | 8%  | 10%    | 7%         | 12%        | 11%             | 8%            | 8%            | 13%                      | 15%        | 16%        | 9%       | 11%   | 15%              |
| Ministry of Housing, Communities and Local Government, who oversee planning, housing and local councils | 11%   | 9%    | 13%   | 11%   | 12%   | 11%   | 12% | 16%    | 10%        | 13%        | 14%             | 13%           | 10%           | 12%                      | 6%         | 8%         | 10%      | 15%   | 8%               |
| Department for Environment, Food and Rural Affairs, who oversee food, agriculture and the countryside   | 6%    | 6%    | 10%   | 8%    | 7%    | 4%    | 4%  | 10%    | 6%         | 5%         | 5%              | 5%            | 4%            | 6%                       | 6%         | 7%         | 5%       | 7%    | 16%              |
| None of the above waste money   | 5%    | 9%    | 5%    | 7%    | 3%    | 5%    | 4%  | 5%     | 7%         | 5%         | 5%              | 5%            | 5%            | 2%                       | 6%         | 8%         | 5%       | 3%    | 3%               |
| Don't know  | 21%   | 22%   | 25%   | 22%   | 21%   | 18%   | 17% | 18%    | 24%        | 24%        | 25%             | 25%           | 18%           | 21%                      | 24%        | 17%        | 17%      | 17%   | 9%               |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.B) From what you have seen and heard, and from your own experiences if relevant, which of the following Government Departments do you think wastes the most money, if any? Please select up to three

|   | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|   |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted  | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted  | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Department of Health and Social Care, who oversee NHS England   | 19%   | 23%    | 16%    | 17%               | 20%     | 15%        | 19%        | 23%     | 28%        | 24%            | 16%                           | 20%              | 17%                     | 15%                               | 17%              | 7%           | 23%   | 18%    | 12%            |
| Ministry of Defence, who oversee the armed forces   | 16%   | 18%    | 14%    | 19%               | 16%     | 14%        | 14%        | 15%     | 14%        | 16%            | 17%                           | 32%              | 12%                     | 14%                               | 18%              | 13%          | 12%   | 21%    | 11%            |
| Department for Education, who oversee schools and universities  | 7%    | 9%     | 6%     | 10%               | 9%      | 5%         | 4%         | 3%      | 10%        | 8%             | 7%                            | 36%              | 7%                      | 4%                                | 6%               | 5%           | 7%    | 7%     | 7%             |
| Department for Culture, Media and Sport, who oversee culture and broadcasting                           | 21%   | 19%    | 22%    | 17%               | 23%     | 21%        | 21%        | 19%     | 23%        | 22%            | 19%                           | 7%               | 23%                     | 22%                               | 19%              | 13%          | 25%   | 19%    | 17%            |
| Department for Work and Pensions, who oversee benefits and pensions                                     | 12%   | 13%    | 10%    | 11%               | 10%     | 9%         | 15%        | 14%     | 8%         | 13%            | 12%                           | 16%              | 12%                     | 7%                                | 10%              | 7%           | 14%   | 11%    | 9%             |
| Foreign, Commonwealth and Development Office, who oversee diplomacy and foreign aid                     | 30%   | 31%    | 29%    | 24%               | 32%     | 26%        | 33%        | 33%     | 32%        | 37%            | 24%                           | 19%              | 26%                     | 31%                               | 26%              | 12%          | 43%   | 22%    | 23%            |
| Home Office, who oversee the police and immigration   | 19%   | 21%    | 17%    | 21%               | 17%     | 21%        | 20%        | 16%     | 18%        | 19%            | 16%                           | 25%              | 20%                     | 20%                               | 23%              | 14%          | 20%   | 19%    | 15%            |
| Department for Business, Energy and Industrial Strategy, who oversee regulations and climate change     | 11%   | 12%    | 9%     | 12%               | 11%     | 12%        | 9%         | 9%      | 14%        | 13%            | 9%                            | 5%               | 13%                     | 15%                               | 6%               | 8%           | 12%   | 12%    | 5%             |
| Department for Transport, who oversee roads and public transport  | 15%   | 16%    | 15%    | 14%               | 15%     | 15%        | 16%        | 16%     | 16%        | 14%            | 17%                           | 9%               | 18%                     | 13%                               | 15%              | 10%          | 16%   | 15%    | 14%            |
| Ministry of Justice, who oversee the courts and justice system  | 11%   | 11%    | 11%    | 10%               | 14%     | 10%        | 12%        | 6%      | 6%         | 11%            | 12%                           | 26%              | 8%                      | 9%                                | 11%              | 4%           | 11%   | 12%    | 8%             |
| Ministry of Housing, Communities and Local Government, who oversee planning, housing and local councils | 11%   | 12%    | 11%    | 12%               | 9%      | 10%        | 12%        | 14%     | 16%        | 12%            | 11%                           | 10%              | 15%                     | 10%                               | 12%              | 5%           | 14%   | 10%    | 12%            |
| Department for Environment, Food and Rural Affairs, who oversee food, agriculture and the countryside   | 6%    | 7%     | 5%     | 7%                | 7%      | 10%        | 5%         | 3%      | 7%         | 6%             | 7%                            | 0%               | 5%                      | 5%                                | 7%               | 5%           | 5%    | 9%     | 5%             |
| None of the above waste money   | 5%    | 5%     | 5%     | 8%                | 4%      | 8%         | 5%         | 3%      | 3%         | 4%             | 6%                            | 0%               | 5%                      | 7%                                | 4%               | 14%          | 4%    | 7%     | 6%             |
| Don't know  | 21%   | 16%    | 25%    | 20%               | 20%     | 18%        | 22%        | 25%     | 17%        | 17%            | 23%                           | 0%               | 21%                     | 25%                               | 22%              | 34%          | 15%   | 21%    | 33%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.C) From what you have seen and heard, and from your own experiences if relevant, which of the following Government Departments do you think wastes the most money, if any? Please select up to three

|   | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                             | Voting Intention |        |                   | Education                                      |                       |  |                                |                      |
|---|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|----------------------|
|   |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHI) |
| Unweighted  | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259                         | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                   |
| Weighted  | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283                         | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                   |
| Department of Health and Social Care, who oversee NHS England   | 19%   | 24%          | 21% | 18% | 14% | 26%          | 11%    | 24%              | 39%              | 9%                          | 26%              | 13%    | 25%               | 17%  | 20%                   | 18%                                      | 20%                            | 31%                  |
| Ministry of Defence, who oversee the armed forces   | 16%   | 21%          | 16% | 15% | 11% | 10%          | 24%    | 21%              | 8%               | 12%                         | 11%              | 22%    | 24%               | 11%  | 15%                   | 21%                                      | 24%                            | 14%                  |
| Department of Education, who oversee schools and universities   | 7%    | 10%          | 7%  | 6%  | 6%  | 8%           | 6%     | 12%              | 10%              | 5%                          | 9%               | 7%     | 11%               | 7%   | 6%                    | 8%                                       | 8%                             | 14%                  |
| Department for Culture, Media and Sport, who oversee culture and broadcasting                           | 21%   | 19%          | 22% | 18% | 22% | 22%          | 19%    | 19%              | 16%              | 19%                         | 20%              | 19%    | 19%               | 23%  | 20%                   | 22%                                      | 17%                            | 9%                   |
| Department for Work and Pensions, who oversee benefits and pensions                                     | 12%   | 12%          | 12% | 12% | 9%  | 15%          | 7%     | 10%              | 15%              | 8%                          | 15%              | 7%     | 9%                | 11%  | 9%                    | 10%                                      | 16%                            | 19%                  |
| Foreign, Commonwealth and Development Office, who oversee diplomacy and foreign aid                     | 30%   | 30%          | 32% | 29% | 29% | 40%          | 22%    | 25%              | 56%              | 24%                         | 38%              | 22%    | 25%               | 32%  | 25%                   | 27%                                      | 22%                            | 32%                  |
| Home Office, who oversee the police and immigration   | 19%   | 18%          | 20% | 20% | 18% | 18%          | 19%    | 19%              | 43%              | 16%                         | 17%              | 18%    | 20%               | 19%  | 19%                   | 18%                                      | 20%                            | 10%                  |
| Department for Business, Energy and Industrial Strategy, who oversee regulations and climate change     | 11%   | 13%          | 10% | 10% | 10% | 11%          | 13%    | 12%              | 20%              | 5%                          | 11%              | 12%    | 14%               | 9%   | 9%                    | 12%                                      | 15%                            | 9%                   |
| Department for Transport, who oversee roads and public transport  | 15%   | 18%          | 11% | 16% | 15% | 15%          | 16%    | 15%              | 20%              | 13%                         | 15%              | 16%    | 14%               | 16%  | 16%                   | 16%                                      | 15%                            | 12%                  |
| Ministry of Justice, who oversee the courts and justice system  | 11%   | 10%          | 10% | 13% | 10% | 11%          | 13%    | 9%               | 7%               | 8%                          | 11%              | 12%    | 13%               | 10%  | 10%                   | 8%                                       | 13%                            | 13%                  |
| Ministry of Housing, Communities and Local Government, who oversee planning, housing and local councils | 11%   | 11%          | 11% | 13% | 11% | 12%          | 11%    | 16%              | 3%               | 10%                         | 12%              | 11%    | 18%               | 13%  | 11%                   | 10%                                      | 14%                            | 10%                  |
| Department for Environment, Food and Rural Affairs, who oversee food, agriculture and the countryside   | 6%    | 7%           | 8%  | 6%  | 4%  | 5%           | 8%     | 9%               | 9%               | 3%                          | 8%               | 7%     | 10%               | 6%   | 5%                    | 8%                                       | 11%                            | 9%                   |
| None of the above waste money   | 5%    | 5%           | 5%  | 5%  | 6%  | 5%           | 7%     | 7%               | 0%               | 4%                          | 5%               | 7%     | 8%                | 5%   | 6%                    | 5%                                       | 6%                             | 6%                   |
| Don't know  | 21%   | 15%          | 19% | 23% | 26% | 15%          | 21%    | 16%              | 9%               | 37%                         | 15%              | 21%    | 11%               | 23%  | 23%                   | 21%                                      | 12%                            | 17%                  |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.A) Many different Government Departments, Agencies and external organisations spend money raised through taxation. Which of the following groups of people do you trust most to spend this money wisely? Select one.

|  | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted   | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| International organisations                                      | 4%    | 6%    | 8%    | 6%    | 3%    | 2%    | 1%  | 8%     | 4%         | 4%         | 3%              | 4%            | 4%            | 5%                       | 4%         | 1%         | 3%       | 6%    | 6%               |
| Whitehall Departments  | 4%    | 4%    | 6%    | 4%    | 3%    | 5%    | 4%  | 7%     | 4%         | 2%         | 4%              | 4%            | 5%            | 4%                       | 2%         | 6%         | 5%       | 4%    | 3%               |
| Government Agencies (sometimes called Quangos)                   | 5%    | 9%    | 10%   | 8%    | 2%    | 2%    | 1%  | 11%    | 6%         | 3%         | 4%              | 7%            | 6%            | 4%                       | 7%         | 3%         | 3%       | 0%    | 5%               |
| Independent agencies that deliver services, like hospital trusts | 15%   | 17%   | 17%   | 15%   | 14%   | 18%   | 12% | 16%    | 14%        | 15%        | 18%             | 13%           | 15%           | 15%                      | 14%        | 20%        | 16%      | 8%    | 12%              |
| Local Councils   | 15%   | 20%   | 12%   | 18%   | 14%   | 10%   | 15% | 14%    | 10%        | 20%        | 13%             | 16%           | 20%           | 13%                      | 16%        | 13%        | 17%      | 15%   | 17%              |
| None of the above  | 34%   | 20%   | 22%   | 25%   | 39%   | 45%   | 50% | 25%    | 40%        | 37%        | 37%             | 36%           | 26%           | 36%                      | 35%        | 32%        | 38%      | 43%   | 35%              |
| Don't know   | 22%   | 23%   | 24%   | 23%   | 23%   | 19%   | 17% | 19%    | 23%        | 20%        | 22%             | 22%           | 23%           | 22%                      | 22%        | 24%        | 18%      | 24%   | 21%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(56.B) Many different Government Departments, Agencies and external organisations spend money raised through taxation. Which of the following groups of people do you trust most to spend this money wisely? Select one.

|  | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|  |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted   | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| International organisations                                      | 4%    | 5%     | 3%     | 8%                | 5%      | 3%         | 3%         | 1%      | 2%         | 4%             | 4%                            | 5%               | 5%                      | 4%                                | 5%               | 0%           | 3%    | 6%     | 3%             |
| Whitehall Departments  | 4%    | 7%     | 2%     | 5%                | 4%      | 5%         | 4%         | 4%      | 6%         | 5%             | 5%                            | 0%               | 5%                      | 3%                                | 4%               | 0%           | 6%    | 4%     | 3%             |
| Government Agencies (sometimes called Quangos)                   | 5%    | 6%     | 4%     | 12%               | 4%      | 5%         | 1%         | 2%      | 4%         | 6%             | 5%                            | 8%               | 3%                      | 5%                                | 4%               | 1%           | 4%    | 8%     | 3%             |
| Independent agencies that deliver services, like hospital trusts | 15%   | 16%    | 15%    | 15%               | 15%     | 23%        | 13%        | 11%     | 18%        | 15%            | 15%                           | 23%              | 11%                     | 17%                               | 16%              | 15%          | 13%   | 17%    | 15%            |
| Local Councils   | 15%   | 16%    | 14%    | 19%               | 15%     | 17%        | 10%        | 15%     | 12%        | 13%            | 14%                           | 21%              | 26%                     | 11%                               | 17%              | 14%          | 14%   | 16%    | 11%            |
| None of the above  | 34%   | 36%    | 33%    | 24%               | 34%     | 27%        | 44%        | 45%     | 34%        | 39%            | 30%                           | 33%              | 33%                     | 33%                               | 32%              | 36%          | 43%   | 28%    | 34%            |
| Don't know   | 22%   | 15%    | 28%    | 17%               | 23%     | 21%        | 24%        | 22%     | 24%        | 17%            | 26%                           | 10%              | 17%                     | 27%                               | 22%              | 33%          | 18%   | 21%    | 31%            |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.C) Many different Government Departments, Agencies and external organisations spend money raised through taxation. Which of the following groups of people do you trust most to spend this money wisely? Select one.

|  | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                |                                |                       |     |     |
|--|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|  |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted   | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted   | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| International organisations                                      | 4%    | 5%           | 3%  | 5%  | 4%  | 3%                  | 7%               | 8%               | 0%              | 3%                  | 3%                | 6%   | 8%                    | 3%                                       | 4%                             | 5%                    | 10% | 9%  |
| Whitehall Departments  | 4%    | 6%           | 4%  | 5%  | 3%  | 6%                  | 3%               | 5%               | 0%              | 1%                  | 7%                | 3%   | 6%                    | 4%                                       | 4%                             | 5%                    | 8%  | 10% |
| Government Agencies (sometimes called Quangos)                   | 5%    | 8%           | 6%  | 5%  | 2%  | 7%                  | 6%               | 9%               | 0%              | 1%                  | 8%                | 5%   | 9%                    | 2%                                       | 4%                             | 7%                    | 11% | 13% |
| Independent agencies that deliver services, like hospital trusts | 15%   | 19%          | 16% | 11% | 15% | 13%                 | 19%              | 18%              | 12%             | 14%                 | 15%               | 19%  | 17%                   | 10%                                      | 15%                            | 18%                   | 23% | 16% |
| Local Councils   | 15%   | 13%          | 17% | 16% | 15% | 14%                 | 17%              | 18%              | 19%             | 10%                 | 14%               | 17%  | 18%                   | 11%                                      | 17%                            | 16%                   | 14% | 18% |
| None of the above  | 34%   | 33%          | 33% | 38% | 32% | 38%                 | 27%              | 27%              | 53%             | 40%                 | 33%               | 27%  | 27%                   | 40%                                      | 32%                            | 32%                   | 19% | 26% |
| Don't know   | 22%   | 16%          | 21% | 20% | 30% | 19%                 | 21%              | 15%              | 16%             | 32%                 | 19%               | 22%  | 14%                   | 28%                                      | 25%                            | 17%                   | 15% | 8%  |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.A) Have you ever been self-employed?

|                                       | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------------------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                                       |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                            | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                              | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Yes, I am currently self-employed     | 12%   | 14%   | 19%   | 13%   | 10%   | 9%    | 5%  | 22%    | 10%        | 11%        | 9%              | 11%           | 9%            | 10%                      | 8%         | 12%        | 7%       | 10%   | 8%               |
| Yes, but I am no longer self-employed | 13%   | 11%   | 11%   | 8%    | 11%   | 13%   | 22% | 17%    | 14%        | 18%        | 10%             | 16%           | 13%           | 12%                      | 11%        | 11%        | 10%      | 9%    | 10%              |
| No, I have never been self-employed   | 76%   | 74%   | 70%   | 79%   | 79%   | 78%   | 73% | 61%    | 76%        | 71%        | 81%             | 73%           | 77%           | 78%                      | 81%        | 77%        | 83%      | 81%   | 82%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.B) Have you ever been self-employed?

|                                       | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---------------------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                                       |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                            | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                              | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Yes, I am currently self-employed     | 12%   | 15%    | 8%     | 21%               | 11%     | 9%         | 6%         | 7%      | 9%         | 14%            | 11%                           | 0%               | 9%                      | 6%                                | 10%              | 12%          | 9%    | 15%    | 9%             |
| Yes, but I am no longer self-employed | 13%   | 16%    | 10%    | 11%               | 13%     | 12%        | 13%        | 17%     | 15%        | 15%            | 13%                           | 19%              | 13%                     | 11%                               | 9%               | 6%           | 15%   | 13%    | 12%            |
| No, I have never been self-employed   | 76%   | 69%    | 82%    | 68%               | 76%     | 79%        | 81%        | 75%     | 75%        | 71%            | 76%                           | 81%              | 78%                     | 83%                               | 81%              | 82%          | 76%   | 72%    | 79%            |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.C) Have you ever been self-employed?

|                                       | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |   |                                |                       |     |     |
|---------------------------------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|---|--------------------------------|-----------------------|-----|-----|
|                                       |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Under-graduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted                            | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                       | 342                            | 482                   | 262 | 38  |
| Weighted                              | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                       | 381                            | 469                   | 235 | 33  |
| Yes, I am currently self-employed     | 12%   | 15%          | 9%  | 14% | 8%  | 11%                 | 12%              | 17%              | 8%              | 8%                  | 12%               | 11%  | 22%                   | 8%  | 8%                             | 12%                   | 25% | 27% |
| Yes, but I am no longer self-employed | 13%   | 17%          | 10% | 11% | 13% | 15%                 | 12%              | 16%              | 10%             | 9%                  | 17%               | 13%  | 19%                   | 10%                                       | 12%                            | 16%                   | 15% | 12% |
| No, I have never been self-employed   | 76%   | 68%          | 80% | 75% | 79% | 73%                 | 76%              | 67%              | 82%             | 83%                 | 71%               | 76%  | 59%                   | 82%                                       | 80%                            | 72%                   | 60% | 61% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.A) You said you had been self-employed but you aren't any longer. Which of the following reasons best explains why you are no longer self-employed? Please select up to three

|   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted  | 280   | 22    | 38    | 33    | 41    | 41    | 105 | 50     | 42         | 34         | 21              | 25            | 24            | 23                       | 10         | 23         | 16       | 9     | 3                |
| Weighted  | 264   | 32    | 38    | 29    | 38    | 36    | 92  | 48     | 36         | 29         | 18              | 23            | 24            | 20                       | 9          | 24         | 18       | 9     | 6                |
| The Government put taxes up and made it less profitable | 11%   | 21%   | 15%   | 21%   | 12%   | 8%    | 3%  | 16%    | 5%         | 3%         | 13%             | 15%           | 18%           | 19%                      | 9%         | 4%         | 0%       | 26%   | 0%               |
| There was too much paperwork                            | 9%    | 20%   | 24%   | 3%    | 13%   | 2%    | 3%  | 6%     | 3%         | 10%        | 11%             | 11%           | 8%            | 13%                      | 0%         | 17%        | 0%       | 26%   | 32%              |
| The economy was too unpredictable                       | 14%   | 18%   | 29%   | 24%   | 9%    | 18%   | 4%  | 18%    | 13%        | 11%        | 15%             | 0%            | 17%           | 11%                      | 20%        | 13%        | 11%      | 25%   | 34%              |
| I found it too hard to sell                             | 9%    | 15%   | 16%   | 9%    | 9%    | 5%    | 7%  | 10%    | 13%        | 9%         | 9%              | 7%            | 11%           | 4%                       | 0%         | 9%         | 15%      | 10%   | 0%               |
| I found it too physically tiring                        | 14%   | 24%   | 36%   | 10%   | 14%   | 10%   | 5%  | 25%    | 6%         | 5%         | 0%              | 10%           | 24%           | 17%                      | 0%         | 21%        | 13%      | 33%   | 0%               |
| I didn't like the unpredictability of it                | 19%   | 20%   | 24%   | 25%   | 43%   | 12%   | 9%  | 19%    | 28%        | 12%        | 25%             | 28%           | 16%           | 19%                      | 22%        | 9%         | 18%      | 11%   | 34%              |
| I didn't like the fact I didn't have paid holidays etc  | 12%   | 26%   | 20%   | 18%   | 9%    | 14%   | 3%  | 24%    | 10%        | 10%        | 16%             | 15%           | 12%           | 13%                      | 9%         | 9%         | 0%       | 0%    | 0%               |
| I found employment which I liked more                   | 17%   | 10%   | 8%    | 30%   | 32%   | 28%   | 10% | 25%    | 14%        | 14%        | 28%             | 27%           | 3%            | 26%                      | 21%        | 11%        | 12%      | 10%   | 0%               |
| I make more money in employment                         | 18%   | 14%   | 34%   | 27%   | 27%   | 17%   | 7%  | 33%    | 21%        | 11%        | 13%             | 26%           | 19%           | 15%                      | 10%        | 13%        | 0%       | 0%    | 32%              |
| I am retired  | 34%   | 8%    | 9%    | 0%    | 3%    | 23%   | 81% | 18%    | 42%        | 50%        | 34%             | 38%           | 26%           | 23%                      | 36%        | 30%        | 65%      | 32%   | 0%               |
| Other (Please Specify)                                  | 5%    | 0%    | 2%    | 6%    | 10%   | 16%   | 3%  | 1%     | 0%         | 18%        | 4%              | 4%            | 0%            | 9%                       | 11%        | 16%        | 0%       | 0%    | 0%               |
| Don't Know  | 3%    | 4%    | 2%    | 10%   | 5%    | 0%    | 0%  | 3%     | 0%         | 3%         | 0%              | 0%            | 0%            | 0%                       | 22%        | 11%        | 0%       | 0%    | 0%               |

Note:

BASE: Previously self-employed

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.B) You said you had been self-employed but you aren't any longer. Which of the following reasons best explains why you are no longer self-employed? Please select up to three

|   | Gender |      |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|   | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted  | 280    | 171  | 109    | 52                | 76      | 30         | 57         | 44      | 20         | 140            | 67                            | 3                | 18                      | 20                                | 27               | 4            | 131   | 115    | 30             |
| Weighted  | 264    | 157  | 107    | 49                | 76      | 29         | 52         | 40      | 18         | 126            | 62                            | 3                | 19                      | 20                                | 28               | 4            | 120   | 109    | 31             |
| The Government put taxes up and made it less profitable | 11%    | 11%  | 11%    | 17%               | 10%     | 17%        | 7%         | 10%     | 0%         | 8%             | 7%                            | 0%               | 27%                     | 14%                               | 19%              | 0%           | 8%    | 11%    | 20%            |
| There was too much paperwork                            | 9%     | 10%  | 8%     | 12%               | 13%     | 11%        | 7%         | 0%      | 11%        | 6%             | 13%                           | 38%              | 5%                      | 9%                                | 11%              | 31%          | 6%    | 13%    | 8%             |
| The economy was too unpredictable                       | 14%    | 13%  | 15%    | 16%               | 13%     | 24%        | 15%        | 7%      | 10%        | 12%            | 19%                           | 38%              | 9%                      | 18%                               | 13%              | 0%           | 7%    | 21%    | 19%            |
| I found it too hard to sell                             | 9%     | 9%   | 9%     | 19%               | 9%      | 7%         | 10%        | 2%      | 4%         | 10%            | 9%                            | 0%               | 13%                     | 5%                                | 3%               | 21%          | 10%   | 11%    | 3%             |
| I found it too physically tiring                        | 14%    | 13%  | 16%    | 17%               | 20%     | 17%        | 11%        | 9%      | 0%         | 8%             | 19%                           | 76%              | 24%                     | 4%                                | 25%              | 0%           | 9%    | 19%    | 14%            |
| I didn't like the unpredictability of it                | 19%    | 17%  | 23%    | 23%               | 19%     | 40%        | 13%        | 16%     | 5%         | 11%            | 27%                           | 0%               | 27%                     | 44%                               | 24%              | 0%           | 16%   | 23%    | 17%            |
| I didn't like the fact I didn't have paid holidays etc  | 12%    | 16%  | 7%     | 17%               | 15%     | 23%        | 6%         | 6%      | 4%         | 9%             | 14%                           | 38%              | 13%                     | 20%                               | 14%              | 0%           | 12%   | 13%    | 12%            |
| I found employment which I liked more                   | 17%    | 19%  | 16%    | 18%               | 17%     | 15%        | 15%        | 19%     | 25%        | 16%            | 28%                           | 0%               | 0%                      | 11%                               | 25%              | 0%           | 19%   | 17%    | 17%            |
| I make more money in employment                         | 18%    | 22%  | 12%    | 27%               | 23%     | 18%        | 12%        | 6%      | 24%        | 16%            | 27%                           | 0%               | 0%                      | 20%                               | 26%              | 0%           | 15%   | 23%    | 17%            |
| I am retired  | 34%    | 35%  | 33%    | 16%               | 35%     | 15%        | 40%        | 56%     | 44%        | 53%            | 13%                           | 0%               | 34%                     | 25%                               | 11%              | 0%           | 46%   | 29%    | 11%            |
| Other (Please Specify)                                  | 5%     | 5%   | 6%     | 3%                | 3%      | 3%         | 12%        | 5%      | 5%         | 3%             | 7%                            | 24%              | 9%                      | 10%                               | 4%               | 0%           | 7%    | 4%     | 5%             |
| Don't Know  | 3%     | 2%   | 3%     | 4%                | 2%      | 3%         | 4%         | 0%      | 0%         | 1%             | 2%                            | 0%               | 0%                      | 0%                                | 8%               | 48%          | 1%    | 2%     | 8%             |

Note:

BASE: Previously self-employed

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.C) You said you had been self-employed but you aren't any longer. Which of the following reasons best explains why you are no longer self-employed? Please select up to three

|   | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|---|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|----------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|   |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted  | 280   | 109          | 59  | 42  | 66  | 133          | 64     | 31               | 4                | 27             | 110              | 64     | 32                | 47   | 43                    | 77                                       | 43                             | 5                     |
| Weighted  | 264   | 92           | 55  | 49  | 65  | 122          | 64     | 28               | 3                | 25             | 103              | 64     | 29                | 46   | 44                    | 75                                       | 34                             | 4                     |
| The Government put taxes up and made it less profitable | 11%   | 8%           | 9%  | 15% | 12% | 8%           | 13%    | 13%              | 0%               | 11%            | 10%              | 15%    | 5%                | 0%   | 14%                   | 17%                                      | 6%                             | 15%                   |
| There was too much paperwork                            | 9%    | 9%           | 11% | 16% | 5%  | 10%          | 15%    | 3%               | 0%               | 3%             | 9%               | 15%    | 8%                | 7%   | 13%                   | 10%                                      | 14%                            | 0%                    |
| The economy was too unpredictable                       | 14%   | 13%          | 17% | 8%  | 18% | 8%           | 16%    | 22%              | 0%               | 28%            | 10%              | 11%    | 23%               | 13%  | 9%                    | 15%                                      | 23%                            | 15%                   |
| I found it too hard to sell                             | 9%    | 10%          | 15% | 0%  | 11% | 7%           | 13%    | 10%              | 25%              | 7%             | 8%               | 10%    | 7%                | 12%  | 4%                    | 9%                                       | 15%                            | 21%                   |
| I found it too physically tiring                        | 14%   | 9%           | 19% | 19% | 15% | 9%           | 20%    | 31%              | 0%               | 9%             | 12%              | 15%    | 26%               | 8%   | 17%                   | 17%                                      | 14%                            | 0%                    |
| I didn't like the unpredictability of it                | 19%   | 14%          | 23% | 32% | 16% | 15%          | 26%    | 15%              | 0%               | 33%            | 18%              | 24%    | 14%               | 19%  | 14%                   | 24%                                      | 19%                            | 23%                   |
| I didn't like the fact I didn't have paid holidays etc  | 12%   | 7%           | 16% | 15% | 15% | 15%          | 8%     | 10%              | 0%               | 16%            | 11%              | 13%    | 10%               | 8%   | 19%                   | 8%                                       | 7%                             | 48%                   |
| I found employment which I liked more                   | 17%   | 18%          | 25% | 17% | 12% | 23%          | 9%     | 22%              | 25%              | 8%             | 24%              | 10%    | 16%               | 18%  | 20%                   | 16%                                      | 26%                            | 14%                   |
| I make more money in employment                         | 18%   | 22%          | 30% | 9%  | 12% | 17%          | 18%    | 27%              | 0%               | 20%            | 16%              | 26%    | 23%               | 16%  | 10%                   | 22%                                      | 28%                            | 42%                   |
| I am retired  | 34%   | 40%          | 21% | 25% | 40% | 42%          | 29%    | 28%              | 49%              | 23%            | 40%              | 31%    | 30%               | 40%  | 30%                   | 28%                                      | 22%                            | 27%                   |
| Other (Please Specify)                                  | 5%    | 3%           | 6%  | 6%  | 6%  | 5%           | 5%     | 3%               | 0%               | 6%             | 3%               | 4%     | 7%                | 4%   | 10%                   | 5%                                       | 2%                             | 0%                    |
| Don't Know  | 3%    | 1%           | 2%  | 4%  | 4%  | 1%           | 3%     | 0%               | 0%               | 5%             | 1%               | 3%     | 0%                | 4%   | 0%                    | 3%                                       | 5%                             | 0%                    |

Note:

BASE: Previously self-employed

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(59.A) Would you ever consider setting up a business in Britain?

|            | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|            |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted   | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Yes        | 28%   | 50%   | 42%   | 34%   | 22%   | 16%   | 10% | 49%    | 26%        | 26%        | 23%             | 24%           | 30%           | 27%                      | 22%        | 25%        | 21%      | 21%   | 18%              |
| No         | 57%   | 34%   | 41%   | 49%   | 59%   | 72%   | 82% | 37%    | 59%        | 61%        | 60%             | 60%           | 56%           | 61%                      | 63%        | 62%        | 67%      | 66%   | 54%              |
| Don't know | 14%   | 16%   | 17%   | 18%   | 19%   | 11%   | 8%  | 14%    | 15%        | 13%        | 17%             | 16%           | 14%           | 12%                      | 15%        | 13%        | 12%      | 14%   | 27%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

## Public First Poll for the TPA

### (59.B) Would you ever consider setting up a business in Britain?

|            | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|            |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted   | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Yes        | 28%   | 33%    | 23%    | 43%               | 24%     | 32%        | 20%        | 17%     | 29%        | 24%            | 29%                           | 41%              | 29%                     | 26%                               | 35%              | 32%          | 24%   | 28%    | 30%            |
| No         | 57%   | 53%    | 62%    | 43%               | 59%     | 53%        | 67%        | 68%     | 57%        | 65%            | 54%                           | 42%              | 58%                     | 58%                               | 48%              | 46%          | 63%   | 59%    | 47%            |
| Don't know | 14%   | 14%    | 15%    | 14%               | 16%     | 15%        | 13%        | 14%     | 14%        | 10%            | 17%                           | 17%              | 13%                     | 16%                               | 17%              | 22%          | 12%   | 12%    | 23%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

### (59.C) Would you ever consider setting up a business in Britain?

|            | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|------------|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|----------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|            |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259            | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                    |
| Weighted   | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283            | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                    |
| Yes        | 28%   | 37%          | 24% | 30% | 21% | 26%          | 29%    | 39%              | 21%              | 28%            | 29%              | 30%    | 46%               | 16%  | 32%                   | 31%                                      | 47%                            | 49%                   |
| No         | 57%   | 51%          | 61% | 56% | 62% | 63%          | 57%    | 49%              | 60%              | 49%            | 59%              | 56%    | 43%               | 72%  | 51%                   | 55%                                      | 40%                            | 42%                   |
| Don't know | 14%   | 12%          | 16% | 13% | 17% | 11%          | 14%    | 12%              | 19%              | 23%            | 11%              | 14%    | 11%               | 12%  | 17%                   | 15%                                      | 13%                            | 9%                    |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.A) You said that you wouldn't ever consider setting up a business in Britain. Which of the following reasons best explains why? Please select up to three

|  | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 1195  | 65    | 134   | 172   | 221   | 229   | 374 | 115    | 169        | 110        | 117             | 89            | 107           | 107                      | 57         | 135        | 109      | 61    | 19               |
| Weighted   | 1170  | 97    | 141   | 169   | 206   | 206   | 350 | 106    | 157        | 100        | 109             | 86            | 103           | 99                       | 51         | 138        | 122      | 67    | 33               |
| I don't have any particular ideas that would work  | 36%   | 38%   | 31%   | 34%   | 46%   | 39%   | 31% | 37%    | 39%        | 31%        | 38%             | 33%           | 34%           | 35%                      | 32%        | 39%        | 36%      | 31%   | 49%              |
| I don't like selling                               | 15%   | 20%   | 17%   | 15%   | 12%   | 16%   | 13% | 20%    | 17%        | 13%        | 15%             | 7%            | 17%           | 11%                      | 20%        | 13%        | 15%      | 11%   | 25%              |
| I would not want to manage other people            | 17%   | 21%   | 23%   | 21%   | 21%   | 16%   | 11% | 17%    | 17%        | 18%        | 13%             | 24%           | 22%           | 13%                      | 9%         | 24%        | 15%      | 18%   | 5%               |
| I want to know my salary is guaranteed             | 30%   | 29%   | 34%   | 37%   | 41%   | 30%   | 18% | 29%    | 29%        | 34%        | 34%             | 24%           | 21%           | 37%                      | 37%        | 35%        | 24%      | 34%   | 17%              |
| I want to be able to take time off whenever I want | 13%   | 16%   | 9%    | 22%   | 16%   | 12%   | 9%  | 21%    | 9%         | 9%         | 16%             | 16%           | 9%            | 13%                      | 10%        | 14%        | 11%      | 20%   | 17%              |
| I don't want to deal with all the paperwork        | 22%   | 17%   | 24%   | 25%   | 25%   | 27%   | 16% | 23%    | 21%        | 23%        | 23%             | 24%           | 25%           | 23%                      | 27%        | 18%        | 19%      | 16%   | 32%              |
| The taxes on businesses are too high               | 23%   | 28%   | 24%   | 28%   | 25%   | 25%   | 16% | 32%    | 22%        | 23%        | 29%             | 20%           | 23%           | 19%                      | 20%        | 20%        | 22%      | 21%   | 32%              |
| Other (Please Specify)                             | 16%   | 0%    | 2%    | 2%    | 3%    | 16%   | 40% | 9%     | 20%        | 21%        | 11%             | 19%           | 18%           | 13%                      | 13%        | 17%        | 19%      | 10%   | 6%               |
| Don't Know   | 9%    | 8%    | 16%   | 11%   | 9%    | 7%    | 7%  | 5%     | 7%         | 7%         | 9%              | 15%           | 5%            | 12%                      | 14%        | 9%         | 12%      | 11%   | 6%               |

Note:

BASE: Those who would not consider setting up a business in Britain

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.B) You said that you wouldn't ever consider setting up a business in Britain. Which of the following reasons best explains why? Please select up to three

|  | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|  |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 1195  | 553    | 640    | 192               | 360     | 128        | 281        | 167     | 67         | 578            | 261                           | 7                | 82                      | 98                                | 146              | 22           | 537   | 511    | 118            |
| Weighted   | 1170  | 530    | 638    | 194               | 346     | 131        | 272        | 160     | 68         | 539            | 255                           | 8                | 86                      | 105                               | 148              | 29           | 519   | 492    | 124            |
| I don't have any particular ideas that would work  | 36%   | 31%    | 40%    | 38%               | 38%     | 36%        | 35%        | 33%     | 29%        | 36%            | 36%                           | 46%              | 31%                     | 44%                               | 36%              | 32%          | 37%   | 33%    | 37%            |
| I don't like selling                               | 15%   | 15%    | 14%    | 18%               | 15%     | 13%        | 10%        | 17%     | 18%        | 15%            | 15%                           | 11%              | 8%                      | 17%                               | 16%              | 13%          | 13%   | 17%    | 15%            |
| I would not want to manage other people            | 17%   | 15%    | 19%    | 16%               | 15%     | 17%        | 19%        | 20%     | 18%        | 16%            | 18%                           | 18%              | 21%                     | 21%                               | 18%              | 14%          | 15%   | 18%    | 22%            |
| I want to know my salary is guaranteed             | 30%   | 27%    | 32%    | 36%               | 34%     | 30%        | 27%        | 24%     | 21%        | 23%            | 41%                           | 11%              | 32%                     | 26%                               | 39%              | 32%          | 31%   | 29%    | 31%            |
| I want to be able to take time off whenever I want | 13%   | 13%    | 13%    | 19%               | 13%     | 8%         | 14%        | 10%     | 16%        | 13%            | 16%                           | 0%               | 11%                     | 11%                               | 17%              | 3%           | 13%   | 13%    | 12%            |
| I don't want to deal with all the paperwork        | 22%   | 21%    | 23%    | 20%               | 20%     | 27%        | 24%        | 20%     | 27%        | 23%            | 25%                           | 13%              | 21%                     | 20%                               | 19%              | 12%          | 22%   | 24%    | 17%            |
| The taxes on businesses are too high               | 23%   | 24%    | 22%    | 24%               | 21%     | 33%        | 23%        | 19%     | 22%        | 18%            | 26%                           | 13%              | 37%                     | 25%                               | 31%              | 5%           | 26%   | 22%    | 20%            |
| Other (Please Specify)                             | 16%   | 19%    | 13%    | 6%                | 16%     | 10%        | 20%        | 22%     | 22%        | 26%            | 5%                            | 0%               | 10%                     | 9%                                | 8%               | 0%           | 19%   | 16%    | 3%             |
| Don't Know   | 9%    | 9%     | 9%     | 11%               | 7%      | 15%        | 8%         | 10%     | 4%         | 7%             | 10%                           | 36%              | 10%                     | 9%                                | 9%               | 28%          | 7%    | 9%     | 16%            |

Note:

BASE: Those who would not consider setting up a business in Britain

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.C) You said that you wouldn't ever consider setting up a business in Britain. Which of the following reasons best explains why? Please select up to three

|  | Total | Social Grade |     |     |     | 2019                |                  |                  |                | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|--|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|  |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted   | 1195  | 322          | 350 | 213 | 302 | 531                 | 298              | 93               | 21             | 131                 | 391               | 284  | 71                    | 337                                      | 186                            | 272                   | 108 | 17  |
| Weighted   | 1170  | 280          | 319 | 251 | 313 | 496                 | 301              | 84               | 20             | 138                 | 365               | 285  | 66                    | 335                                      | 193                            | 257                   | 95  | 14  |
| I don't have any particular ideas that would work  | 36%   | 33%          | 40% | 34% | 36% | 35%                 | 35%              | 50%              | 30%            | 40%                 | 33%               | 37%  | 45%                   | 37%                                      | 37%                            | 39%                   | 28% | 26% |
| I don't like selling                               | 15%   | 18%          | 19% | 10% | 11% | 13%                 | 16%              | 18%              | 9%             | 12%                 | 13%               | 16%  | 17%                   | 10%                                      | 16%                            | 19%                   | 18% | 27% |
| I would not want to manage other people            | 17%   | 14%          | 16% | 20% | 19% | 14%                 | 22%              | 15%              | 10%            | 22%                 | 13%               | 22%  | 21%                   | 18%                                      | 22%                            | 17%                   | 10% | 27% |
| I want to know my salary is guaranteed             | 30%   | 26%          | 34% | 30% | 29% | 30%                 | 30%              | 37%              | 39%            | 30%                 | 30%               | 35%  | 28%                   | 28%                                      | 34%                            | 29%                   | 32% | 26% |
| I want to be able to take time off whenever I want | 13%   | 15%          | 14% | 13% | 11% | 15%                 | 12%              | 10%              | 15%            | 12%                 | 17%               | 13%  | 8%                    | 12%                                      | 14%                            | 12%                   | 24% | 23% |
| I don't want to deal with all the paperwork        | 22%   | 22%          | 15% | 31% | 23% | 24%                 | 21%              | 25%              | 13%            | 20%                 | 22%               | 22%  | 18%                   | 23%                                      | 24%                            | 22%                   | 18% | 26% |
| The taxes on businesses are too high               | 23%   | 20%          | 22% | 26% | 25% | 21%                 | 25%              | 21%              | 31%            | 24%                 | 20%               | 25%  | 27%                   | 25%                                      | 26%                            | 19%                   | 22% | 20% |
| Other (Please Specify)                             | 16%   | 23%          | 15% | 10% | 15% | 22%                 | 11%              | 17%              | 15%            | 6%                  | 23%               | 8%   | 21%                   | 15%                                      | 11%                            | 18%                   | 16% | 11% |
| Don't Know   | 9%    | 7%           | 8%  | 11% | 11% | 8%                  | 9%               | 4%               | 10%            | 17%                 | 7%                | 8%   | 5%                    | 12%                                      | 9%                             | 5%                    | 6%  | 15% |

*Note:*

BASE: Those who would not consider setting up a business in Britain

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.A) Which of the following political parties, if any, would you say prioritise lower taxes? Please select all that apply

|                   | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|-------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted        | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted          | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Conservatives     | 25%   | 19%   | 19%   | 21%   | 22%   | 29%   | 36% | 33%    | 28%        | 27%        | 22%             | 31%           | 21%           | 21%                      | 19%        | 23%        | 21%      | 17%   | 25%              |
| Labour            | 24%   | 41%   | 34%   | 26%   | 24%   | 16%   | 10% | 29%    | 19%        | 24%        | 23%             | 25%           | 28%           | 24%                      | 36%        | 26%        | 19%      | 26%   | 15%              |
| Liberal Democrats | 7%    | 10%   | 11%   | 10%   | 7%    | 2%    | 4%  | 15%    | 5%         | 6%         | 5%              | 5%            | 7%            | 9%                       | 4%         | 6%         | 6%       | 5%    | 6%               |
| None of them      | 31%   | 20%   | 20%   | 30%   | 36%   | 39%   | 40% | 21%    | 35%        | 32%        | 37%             | 26%           | 28%           | 34%                      | 30%        | 30%        | 40%      | 38%   | 35%              |
| Don't Know        | 16%   | 19%   | 22%   | 17%   | 14%   | 16%   | 10% | 11%    | 17%        | 13%        | 18%             | 19%           | 18%           | 16%                      | 14%        | 19%        | 14%      | 16%   | 22%              |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.B) Which of the following political parties, if any, would you say prioritise lower taxes? Please select all that apply

|                   | Gender |      | Area   |                   |         |            |            |         | Tenure     |                |                               |                  |                         |                                   | EU 2016 Vote     |           |       |        |                |
|-------------------|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|                   | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted        | 2036   | 1007 | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted          | 2036   | 1003 | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| Conservatives     | 25%    | 34%  | 16%    | 28%               | 25%     | 18%        | 22%        | 26%     | 31%        | 35%            | 21%                           | 6%               | 12%                     | 14%                               | 19%              | 19%       | 32%   | 23%    | 13%            |
| Labour            | 24%    | 21%  | 28%    | 32%               | 24%     | 32%        | 18%        | 16%     | 19%        | 18%            | 28%                           | 31%              | 33%                     | 31%                               | 28%              | 22%       | 18%   | 32%    | 21%            |
| Liberal Democrats | 7%     | 8%   | 6%     | 15%               | 5%      | 6%         | 5%         | 5%      | 4%         | 7%             | 6%                            | 22%              | 12%                     | 8%                                | 5%               | 5%        | 5%    | 10%    | 6%             |
| None of them      | 31%    | 30%  | 33%    | 21%               | 33%     | 26%        | 38%        | 38%     | 38%        | 32%            | 32%                           | 24%              | 34%                     | 32%                               | 31%              | 23%       | 37%   | 26%    | 35%            |
| Don't Know        | 16%    | 11%  | 21%    | 13%               | 16%     | 21%        | 18%        | 16%     | 11%        | 11%            | 17%                           | 17%              | 15%                     | 19%                               | 22%              | 32%       | 12%   | 14%    | 28%            |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.C) Which of the following political parties, if any, would you say prioritise lower taxes? Please select all that apply

|                   | Total | Social Grade |     |     |     | 2019                |                  |                  |                             |                     | Voting Intention  |  |                       |  | Education                      |                       |     |     |
|-------------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|                   |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted        | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35                          | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted          | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33                          | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Conservatives     | 25%   | 40%          | 24% | 19% | 15% | 46%                 | 10%              | 22%              | 10%                         | 7%                  | 56%               | 10%  | 19%                   | 21%                                      | 24%                            | 27%                   | 35% | 43% |
| Labour            | 24%   | 19%          | 25% | 29% | 25% | 12%                 | 58%              | 23%              | 6%                          | 11%                 | 13%               | 62%  | 21%                   | 22%                                      | 26%                            | 27%                   | 29% | 23% |
| Liberal Democrats | 7%    | 9%           | 5%  | 10% | 5%  | 3%                  | 5%               | 33%              | 3%                          | 5%                  | 3%                | 5%   | 41%                   | 5%                                       | 7%                             | 8%                    | 14% | 11% |
| None of them      | 31%   | 27%          | 32% | 32% | 34% | 32%                 | 18%              | 23%              | 70%                         | 44%                 | 24%               | 14%  | 20%                   | 35%                                      | 30%                            | 29%                   | 21% | 16% |
| Don't Know        | 16%   | 9%           | 16% | 16% | 23% | 10%                 | 13%              | 10%              | 11%                         | 35%                 | 7%                | 14%  | 13%                   | 21%                                      | 15%                            | 13%                   | 10% | 14% |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(62.A) How likely or unlikely do you think it is that your personal taxes will be reduced in the next decade?

|                            | Total | Age   |       |       |       |       |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|-------|-------|-------|-------|-------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 2036  | 188   | 332   | 366   | 375   | 314   | 461  | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                   | 2036  | 282   | 347   | 347   | 347   | 286   | 427  | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Very likely                | 6%    | 8%    | 12%   | 11%   | 3%    | 2%    | 1%   | 18%    | 3%         | 6%         | 3%              | 5%            | 5%            | 5%                       | 2%         | 4%         | 7%       | 0%    | 0%               |
| Somewhat likely            | 11%   | 19%   | 21%   | 12%   | 7%    | 4%    | 4%   | 19%    | 5%         | 4%         | 14%             | 8%            | 15%           | 13%                      | 10%        | 10%        | 7%       | 7%    | 19%              |
| Neither likely or unlikely | 15%   | 13%   | 17%   | 17%   | 15%   | 16%   | 13%  | 14%    | 14%        | 16%        | 15%             | 17%           | 15%           | 12%                      | 17%        | 13%        | 16%      | 18%   | 20%              |
| Somewhat unlikely          | 23%   | 23%   | 17%   | 17%   | 21%   | 27%   | 34%  | 17%    | 27%        | 27%        | 24%             | 23%           | 21%           | 26%                      | 25%        | 23%        | 30%      | 21%   | 12%              |
| Very unlikely              | 33%   | 26%   | 22%   | 29%   | 42%   | 41%   | 39%  | 25%    | 38%        | 38%        | 31%             | 35%           | 30%           | 33%                      | 35%        | 39%        | 30%      | 44%   | 31%              |
| Don't know                 | 11%   | 12%   | 12%   | 14%   | 11%   | 11%   | 8%   | 8%     | 12%        | 8%         | 14%             | 12%           | 14%           | 12%                      | 11%        | 11%        | 10%      | 9%    | 17%              |
| Total Likely:              | 17%   | 27%   | 32%   | 23%   | 11%   | 6%    | 6%   | 36%    | 8%         | 11%        | 17%             | 13%           | 20%           | 17%                      | 12%        | 15%        | 14%      | 7%    | 19%              |
| Total Unlikely:            | 57%   | 48%   | 39%   | 46%   | 63%   | 68%   | 74%  | 42%    | 65%        | 65%        | 54%             | 58%           | 51%           | 59%                      | 59%        | 62%        | 59%      | 65%   | 43%              |
| Net:                       | -40%  | -22%  | -7%   | -23%  | -52%  | -62%  | -68% | -6%    | -57%       | -55%       | -37%            | -45%          | -32%          | -42%                     | -47%       | -47%       | -45%     | -58%  | -24%             |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.B) How likely or unlikely do you think it is that your personal taxes will be reduced in the next decade?

|                            | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|----------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                            |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                 | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                   | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Very likely                | 6%    | 9%     | 3%     | 17%               | 3%      | 2%         | 2%         | 1%      | 8%         | 8%             | 5%                            | 0%               | 6%                      | 5%                                | 4%               | 2%           | 5%    | 9%     | 3%             |
| Somewhat likely            | 11%   | 11%    | 10%    | 19%               | 10%     | 11%        | 6%         | 8%      | 7%         | 9%             | 15%                           | 18%              | 11%                     | 11%                               | 9%               | 11%          | 10%   | 14%    | 8%             |
| Neither likely or unlikely | 15%   | 15%    | 16%    | 14%               | 15%     | 14%        | 17%        | 15%     | 13%        | 13%            | 16%                           | 7%               | 18%                     | 22%                               | 13%              | 13%          | 16%   | 14%    | 18%            |
| Somewhat unlikely          | 23%   | 25%    | 22%    | 16%               | 26%     | 27%        | 25%        | 25%     | 25%        | 28%            | 20%                           | 42%              | 17%                     | 15%                               | 25%              | 21%          | 24%   | 23%    | 19%            |
| Very unlikely              | 33%   | 32%    | 34%    | 25%               | 34%     | 31%        | 37%        | 42%     | 41%        | 34%            | 33%                           | 20%              | 34%                     | 29%                               | 37%              | 32%          | 37%   | 31%    | 32%            |
| Don't know                 | 11%   | 8%     | 14%    | 9%                | 12%     | 15%        | 13%        | 10%     | 7%         | 8%             | 11%                           | 13%              | 14%                     | 18%                               | 12%              | 22%          | 9%    | 9%     | 20%            |
| Total Likely:              | 17%   | 20%    | 14%    | 36%               | 13%     | 13%        | 9%         | 9%      | 15%        | 17%            | 20%                           | 18%              | 17%                     | 16%                               | 13%              | 13%          | 14%   | 22%    | 11%            |
| Total Unlikely:            | 57%   | 57%    | 57%    | 41%               | 60%     | 58%        | 61%        | 67%     | 65%        | 62%            | 53%                           | 61%              | 52%                     | 43%                               | 62%              | 53%          | 61%   | 54%    | 51%            |
| Net:                       | -40%  | -37%   | -43%   | -5%               | -46%    | -45%       | -53%       | -58%    | -51%       | -45%           | -34%                          | -43%             | -35%                    | -27%                              | -48%             | -40%         | -47%  | -32%   | -40%           |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.C) How likely or unlikely do you think it is that your personal taxes will be reduced in the next decade?

|                            | Total | Social Grade |      |      |      | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                 |                                |                       |     |      |
|----------------------------|-------|--------------|------|------|------|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|---|--------------------------------|-----------------------|-----|------|
|                            |       | AB           | C1   | C2   | DE   | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Under-graduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |      |
| Unweighted                 | 2036  | 622          | 555  | 373  | 472  | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                       | 342                            | 482                   | 262 | 38   |
| Weighted                   | 2036  | 546          | 526  | 445  | 505  | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                       | 381                            | 469                   | 235 | 33   |
| Very likely                | 6%    | 9%           | 4%   | 7%   | 4%   | 7%                  | 3%               | 15%              | 3%              | 2%                  | 9%                | 4%   | 17%                   | 3%  | 2%                             | 6%                    | 24% | 8%   |
| Somewhat likely            | 11%   | 13%          | 11%  | 13%  | 7%   | 11%                 | 16%              | 10%              | 6%              | 4%                  | 14%               | 15%  | 12%                   | 7%  | 14%                            | 13%                   | 16% | 17%  |
| Neither likely or unlikely | 15%   | 14%          | 13%  | 15%  | 18%  | 16%                 | 15%              | 11%              | 17%             | 16%                 | 16%               | 15%  | 10%                   | 17%                                       | 15%                            | 16%                   | 12% | 6%   |
| Somewhat unlikely          | 23%   | 27%          | 26%  | 19%  | 21%  | 27%                 | 22%              | 22%              | 17%             | 21%                 | 28%               | 24%  | 21%                   | 22%                                       | 25%                            | 24%                   | 13% | 36%  |
| Very unlikely              | 33%   | 30%          | 36%  | 34%  | 33%  | 32%                 | 33%              | 35%              | 55%             | 36%                 | 27%               | 31%  | 33%                   | 35%                                       | 32%                            | 31%                   | 28% | 24%  |
| Don't know                 | 11%   | 5%           | 9%   | 12%  | 18%  | 7%                  | 11%              | 7%               | 3%              | 21%                 | 6%                | 10%  | 8%                    | 15%                                       | 11%                            | 11%                   | 6%  | 9%   |
| Total Likely:              | 17%   | 23%          | 15%  | 20%  | 10%  | 18%                 | 19%              | 25%              | 9%              | 6%                  | 23%               | 19%  | 28%                   | 10%                                       | 17%                            | 19%                   | 40% | 25%  |
| Total Unlikely:            | 57%   | 57%          | 63%  | 53%  | 53%  | 58%                 | 55%              | 57%              | 72%             | 58%                 | 55%               | 55%  | 54%                   | 58%                                       | 57%                            | 54%                   | 41% | 60%  |
| Net:                       | -40%  | -34%         | -48% | -33% | -43% | -40%                | -36%             | -31%             | -63%            | -52%                | -32%              | -36%   | -26%                  | -48%                                      | -40%                           | -35%                  | -1% | -35% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.A) The Government has recently announced a 2.5% increase in the National Insurance Contributions paid for each worker, to raise money for social care and the NHS. How likely or unlikely do you think it is that this will lead to significantly improved quality in the NHS or Social Care?

|                            | Total | Age   |       |       |       |       |      | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------------|-------|-------|-------|-------|-------|-------|------|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                            |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted                 | 2036  | 188   | 332   | 366   | 375   | 314   | 461  | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                   | 2036  | 282   | 347   | 347   | 347   | 286   | 427  | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Very likely                | 7%    | 10%   | 15%   | 9%    | 3%    | 3%    | 1%   | 18%    | 3%         | 4%         | 4%              | 6%            | 5%            | 5%                       | 9%         | 6%         | 5%       | 1%    | 6%               |
| Somewhat likely            | 22%   | 26%   | 21%   | 23%   | 16%   | 19%   | 24%  | 24%    | 20%        | 23%        | 18%             | 25%           | 23%           | 18%                      | 15%        | 24%        | 21%      | 22%   | 27%              |
| Neither likely or unlikely | 24%   | 20%   | 20%   | 22%   | 26%   | 23%   | 29%  | 20%    | 24%        | 23%        | 26%             | 17%           | 27%           | 16%                      | 26%        | 24%        | 27%      | 33%   | 35%              |
| Somewhat unlikely          | 22%   | 18%   | 17%   | 17%   | 26%   | 27%   | 25%  | 17%    | 22%        | 25%        | 23%             | 25%           | 19%           | 30%                      | 16%        | 21%        | 23%      | 19%   | 17%              |
| Very unlikely              | 18%   | 15%   | 15%   | 19%   | 20%   | 24%   | 15%  | 12%    | 22%        | 20%        | 18%             | 16%           | 17%           | 21%                      | 23%        | 18%        | 17%      | 17%   | 8%               |
| Don't Know                 | 9%    | 10%   | 11%   | 10%   | 9%    | 5%    | 6%   | 8%     | 9%         | 5%         | 11%             | 10%           | 10%           | 9%                       | 11%        | 8%         | 7%       | 8%    | 6%               |
| Total Likely:              | 28%   | 37%   | 37%   | 33%   | 18%   | 22%   | 25%  | 42%    | 23%        | 27%        | 22%             | 31%           | 28%           | 23%                      | 24%        | 30%        | 26%      | 23%   | 33%              |
| Total Unlikely:            | 39%   | 33%   | 32%   | 35%   | 46%   | 50%   | 40%  | 29%    | 44%        | 45%        | 41%             | 41%           | 35%           | 51%                      | 39%        | 39%        | 40%      | 36%   | 25%              |
| Net:                       | -11%  | 3%    | 5%    | -3%   | -27%  | -29%  | -15% | 13%    | -21%       | -17%       | -20%            | -10%          | -7%           | -28%                     | -15%       | -9%        | -14%     | -12%  | 8%               |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.B) The Government has recently announced a 2.5% increase in the National Insurance Contributions paid for each worker, to raise money for social care and the NHS. How likely or unlikely do you think it is that this will lead to significantly improved quality in the NHS or Social Care?

|                            | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|----------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                            |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted                 | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                   | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Very likely                | 7%    | 9%     | 4%     | 17%               | 5%      | 2%         | 3%         | 2%      | 7%         | 8%             | 7%                            | 0%               | 5%                      | 6%                                | 5%               | 1%           | 6%    | 9%     | 4%             |
| Somewhat likely            | 22%   | 22%    | 21%    | 25%               | 23%     | 23%        | 19%        | 17%     | 22%        | 25%            | 21%                           | 29%              | 21%                     | 18%                               | 15%              | 32%          | 22%   | 23%    | 17%            |
| Neither likely or unlikely | 24%   | 23%    | 25%    | 19%               | 24%     | 24%        | 26%        | 26%     | 25%        | 25%            | 23%                           | 30%              | 21%                     | 29%                               | 23%              | 16%          | 22%   | 25%    | 29%            |
| Somewhat unlikely          | 22%   | 21%    | 22%    | 17%               | 22%     | 23%        | 23%        | 27%     | 22%        | 23%            | 21%                           | 17%              | 22%                     | 18%                               | 24%              | 12%          | 22%   | 22%    | 20%            |
| Very unlikely              | 18%   | 18%    | 17%    | 14%               | 17%     | 19%        | 19%        | 19%     | 22%        | 14%            | 20%                           | 20%              | 19%                     | 18%                               | 22%              | 22%          | 21%   | 15%    | 16%            |
| Don't Know                 | 9%    | 7%     | 10%    | 8%                | 9%      | 10%        | 9%         | 9%      | 2%         | 6%             | 8%                            | 4%               | 12%                     | 11%                               | 10%              | 17%          | 7%    | 7%     | 15%            |
| Total Likely:              | 28%   | 31%    | 25%    | 42%               | 27%     | 25%        | 22%        | 19%     | 29%        | 32%            | 29%                           | 29%              | 27%                     | 23%                               | 20%              | 33%          | 28%   | 31%    | 20%            |
| Total Unlikely:            | 39%   | 39%    | 40%    | 30%               | 40%     | 41%        | 42%        | 46%     | 43%        | 37%            | 41%                           | 37%              | 41%                     | 36%                               | 46%              | 34%          | 43%   | 37%    | 35%            |
| Net:                       | -11%  | -8%    | -14%   | 12%               | -13%    | -17%       | -20%       | -27%    | -14%       | -5%            | -12%                          | -8%              | -14%                    | -13%                              | -26%             | 0%           | -15%  | -5%    | -15%           |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.C) The Government has recently announced a 2.5% increase in the National Insurance Contributions paid for each worker, to raise money for social care and the NHS. How likely or unlikely do you think it is that this will lead to significantly improved quality in the NHS or Social Care?

|                            | Total | Social Grade |      |      |      | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|----------------------------|-------|--------------|------|------|------|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|                            |       | AB           | C1   | C2   | DE   | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted                 | 2036  | 622          | 555  | 373  | 472  | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted                   | 2036  | 546          | 526  | 445  | 505  | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Very likely                | 7%    | 11%          | 5%   | 6%   | 4%   | 8%                  | 6%               | 10%              | 3%              | 3%                  | 10%               | 6%   | 13%                   | 4%                                       | 4%                             | 5%                    | 23% | 19% |
| Somewhat likely            | 22%   | 28%          | 19%  | 20%  | 19%  | 25%                 | 22%              | 25%              | 20%             | 13%                 | 28%               | 22%  | 26%                   | 18%                                      | 20%                            | 23%                   | 30% | 21% |
| Neither likely or unlikely | 24%   | 21%          | 23%  | 27%  | 25%  | 25%                 | 23%              | 25%              | 17%             | 23%                 | 26%               | 23%  | 21%                   | 28%                                      | 24%                            | 23%                   | 17% | 20% |
| Somewhat unlikely          | 22%   | 21%          | 25%  | 21%  | 21%  | 21%                 | 23%              | 19%              | 20%             | 23%                 | 20%               | 21%  | 23%                   | 21%                                      | 23%                            | 22%                   | 15% | 13% |
| Very unlikely              | 18%   | 17%          | 19%  | 18%  | 17%  | 16%                 | 18%              | 16%              | 37%             | 19%                 | 11%               | 19%  | 14%                   | 16%                                      | 20%                            | 18%                   | 13% | 21% |
| Don't Know                 | 9%    | 3%           | 9%   | 7%   | 15%  | 5%                  | 9%               | 5%               | 3%              | 19%                 | 4%                | 9%   | 4%                    | 13%                                      | 9%                             | 8%                    | 3%  | 6%  |
| Total Likely:              | 28%   | 39%          | 24%  | 27%  | 23%  | 33%                 | 28%              | 35%              | 23%             | 17%                 | 38%               | 28%  | 39%                   | 22%                                      | 25%                            | 29%                   | 53% | 40% |
| Total Unlikely:            | 39%   | 37%          | 43%  | 39%  | 38%  | 38%                 | 41%              | 35%              | 57%             | 42%                 | 32%               | 40%  | 36%                   | 37%                                      | 42%                            | 40%                   | 28% | 34% |
| Net:                       | -11%  | 1%           | -19% | -12% | -15% | -5%                 | -13%             | 0%               | -34%            | -26%                | 7%                | -12%   | 2%                    | -14%                                     | -18%                           | -12%                  | 25% | 6%  |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.A) Overall, do you believe that this raise in National Insurance Contributions is fair or unfair?

|                         | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|-------------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                         |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted              | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted                | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Very fair               | 6%    | 4%    | 9%    | 9%    | 3%    | 4%    | 5%  | 14%    | 2%         | 4%         | 5%              | 5%            | 4%            | 3%                       | 5%         | 6%         | 5%       | 3%    | 7%               |
| Fair                    | 26%   | 27%   | 22%   | 21%   | 21%   | 26%   | 35% | 25%    | 27%        | 26%        | 25%             | 27%           | 30%           | 26%                      | 27%        | 24%        | 22%      | 21%   | 25%              |
| Neither fair nor unfair | 24%   | 28%   | 24%   | 23%   | 21%   | 24%   | 25% | 26%    | 20%        | 27%        | 22%             | 27%           | 22%           | 18%                      | 24%        | 24%        | 30%      | 30%   | 29%              |
| Unfair                  | 22%   | 16%   | 19%   | 24%   | 27%   | 24%   | 20% | 18%    | 28%        | 18%        | 23%             | 19%           | 18%           | 25%                      | 22%        | 23%        | 19%      | 22%   | 31%              |
| Very unfair             | 16%   | 14%   | 17%   | 17%   | 21%   | 20%   | 10% | 12%    | 15%        | 19%        | 18%             | 13%           | 16%           | 19%                      | 16%        | 17%        | 20%      | 18%   | 5%               |
| Don't Know              | 7%    | 11%   | 8%    | 6%    | 7%    | 3%    | 5%  | 5%     | 8%         | 6%         | 8%              | 9%            | 10%           | 8%                       | 6%         | 6%         | 4%       | 5%    | 3%               |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.B) Overall, do you believe that this raise in National Insurance Contributions is fair or unfair?

|                         | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|-------------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                         |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted              | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted                | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Very fair               | 6%    | 9%     | 3%     | 12%               | 5%      | 5%         | 2%         | 2%      | 7%         | 8%             | 4%                            | 5%               | 6%                      | 3%                                | 4%               | 0%           | 5%    | 8%     | 2%             |
| Fair                    | 26%   | 28%    | 23%    | 26%               | 28%     | 23%        | 27%        | 21%     | 23%        | 33%            | 22%                           | 6%               | 17%                     | 24%                               | 20%              | 20%          | 29%   | 26%    | 17%            |
| Neither fair nor unfair | 24%   | 23%    | 26%    | 22%               | 24%     | 24%        | 22%        | 27%     | 34%        | 23%            | 23%                           | 38%              | 29%                     | 30%                               | 22%              | 24%          | 25%   | 23%    | 25%            |
| Unfair                  | 22%   | 19%    | 24%    | 16%               | 24%     | 24%        | 26%        | 21%     | 15%        | 18%            | 28%                           | 37%              | 22%                     | 23%                               | 23%              | 23%          | 21%   | 22%    | 28%            |
| Very unfair             | 16%   | 16%    | 16%    | 16%               | 13%     | 17%        | 18%        | 20%     | 17%        | 12%            | 17%                           | 15%              | 18%                     | 15%                               | 24%              | 17%          | 16%   | 16%    | 16%            |
| Don't Know              | 7%    | 5%     | 8%     | 7%                | 6%      | 6%         | 6%         | 10%     | 3%         | 5%             | 6%                            | 0%               | 8%                      | 6%                                | 8%               | 16%          | 5%    | 5%     | 12%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(64.C) Overall, do you believe that this raise in National Insurance Contributions is fair or unfair?

|                         | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|-------------------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|                         |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted              | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted                | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| Very fair               | 6%    | 10%          | 5%  | 5%  | 3%  | 8%                  | 4%               | 10%              | 0%              | 1%                  | 10%               | 4%   | 13%                   | 3%                                       | 2%                             | 5%                    | 18% | 14% |
| Fair                    | 26%   | 31%          | 22% | 25% | 24% | 35%                 | 20%              | 28%              | 15%             | 14%                 | 40%               | 20%  | 29%                   | 24%                                      | 26%                            | 26%                   | 29% | 20% |
| Neither fair nor unfair | 24%   | 22%          | 25% | 24% | 26% | 24%                 | 23%              | 24%              | 32%             | 26%                 | 26%               | 23%  | 20%                   | 28%                                      | 28%                            | 22%                   | 17% | 20% |
| Unfair                  | 22%   | 20%          | 27% | 20% | 20% | 17%                 | 25%              | 24%              | 12%             | 27%                 | 15%               | 27%  | 22%                   | 21%                                      | 21%                            | 24%                   | 18% | 27% |
| Very unfair             | 16%   | 15%          | 15% | 18% | 17% | 11%                 | 21%              | 10%              | 39%             | 20%                 | 7%                | 19%  | 12%                   | 16%                                      | 15%                            | 16%                   | 14% | 16% |
| Don't Know              | 7%    | 3%           | 7%  | 7%  | 11% | 4%                  | 7%               | 4%               | 3%              | 12%                 | 3%                | 7%   | 3%                    | 8%                                       | 7%                             | 7%                    | 3%  | 3%  |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.A) You said that the National Insurance Contribution raise was unfair. Which of the following best explains why? Please select up to three

|  | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|--|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted   | 779   | 57    | 122   | 145   | 181   | 136   | 138 | 91     | 121        | 66         | 78              | 48            | 64            | 75                       | 36         | 87         | 63       | 38    | 12               |
| Weighted   | 771   | 85    | 126   | 141   | 167   | 124   | 129 | 85     | 114        | 61         | 74              | 45            | 62            | 73                       | 31         | 91         | 71       | 41    | 22               |
| It impacts younger people more heavily   | 34%   | 53%   | 36%   | 24%   | 31%   | 35%   | 35% | 38%    | 25%        | 37%        | 38%             | 35%           | 31%           | 35%                      | 34%        | 35%        | 44%      | 34%   | 17%              |
| Tax raises are generally unfair  | 24%   | 25%   | 28%   | 28%   | 28%   | 18%   | 17% | 28%    | 19%        | 18%        | 18%             | 34%           | 26%           | 27%                      | 27%        | 26%        | 25%      | 34%   | 17%              |
| It does not raise taxes on those who earn money through other means (e.g. rent, investments) | 37%   | 27%   | 28%   | 27%   | 38%   | 45%   | 55% | 26%    | 49%        | 44%        | 43%             | 39%           | 34%           | 35%                      | 38%        | 34%        | 33%      | 29%   | 33%              |
| It does not impact the wealthiest people   | 61%   | 67%   | 55%   | 49%   | 62%   | 71%   | 69% | 62%    | 61%        | 67%        | 71%             | 52%           | 53%           | 62%                      | 60%        | 57%        | 63%      | 63%   | 64%              |
| it impacts businesses and employers who have been impacted by the pandemic                   | 17%   | 7%    | 14%   | 16%   | 14%   | 26%   | 22% | 15%    | 19%        | 13%        | 21%             | 13%           | 17%           | 15%                      | 18%        | 11%        | 18%      | 15%   | 43%              |
| It is too soon after the pandemic  | 26%   | 19%   | 31%   | 29%   | 28%   | 23%   | 25% | 29%    | 27%        | 22%        | 19%             | 28%           | 31%           | 39%                      | 20%        | 19%        | 21%      | 31%   | 42%              |
| Those who need social care should pay for it themselves                                      | 8%    | 13%   | 9%    | 12%   | 7%    | 6%    | 6%  | 7%     | 9%         | 3%         | 9%              | 4%            | 15%           | 14%                      | 6%         | 11%        | 4%       | 6%    | 9%               |
| The raise was too high   | 29%   | 28%   | 28%   | 36%   | 32%   | 29%   | 21% | 23%    | 31%        | 31%        | 25%             | 35%           | 27%           | 31%                      | 31%        | 31%        | 29%      | 29%   | 40%              |
| Other (Please Specify)   | 5%    | 5%    | 4%    | 5%    | 8%    | 3%    | 4%  | 6%     | 5%         | 4%         | 3%              | 2%            | 5%            | 7%                       | 9%         | 6%         | 3%       | 5%    | 0%               |
| Don't Know   | 1%    | 2%    | 1%    | 1%    | 1%    | 0%    | 0%  | 2%     | 0%         | 0%         | 0%              | 0%            | 1%            | 0%                       | 3%         | 2%         | 2%       | 2%    | 0%               |

Note:

BASE: Those who say the NIC rise is unfair

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.B) You said that the National Insurance Contribution raise was unfair. Which of the following best explains why? Please select up to three

|  | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|--|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|  |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted   | 779   | 364    | 412    | 144               | 223     | 98         | 176        | 98      | 40         | 259            | 224                           | 8                | 58                      | 64                                | 140              | 23           | 305   | 334    | 114            |
| Weighted   | 771   | 356    | 412    | 145               | 217     | 102        | 176        | 94      | 38         | 247            | 213                           | 9                | 59                      | 69                                | 145              | 26           | 296   | 322    | 118            |
| It impacts younger people more heavily   | 34%   | 33%    | 35%    | 39%               | 32%     | 35%        | 34%        | 31%     | 33%        | 33%            | 35%                           | 53%              | 30%                     | 40%                               | 31%              | 49%          | 28%   | 40%    | 28%            |
| Tax raises are generally unfair  | 24%   | 30%    | 20%    | 28%               | 26%     | 23%        | 21%        | 22%     | 26%        | 14%            | 29%                           | 29%              | 32%                     | 33%                               | 26%              | 35%          | 25%   | 21%    | 30%            |
| It does not raise taxes on those who earn money through other means (e.g. rent, investments) | 37%   | 38%    | 36%    | 33%               | 40%     | 35%        | 38%        | 38%     | 36%        | 45%            | 35%                           | 18%              | 32%                     | 32%                               | 35%              | 16%          | 40%   | 42%    | 22%            |
| It does not impact the wealthiest people   | 61%   | 60%    | 63%    | 65%               | 61%     | 59%        | 63%        | 58%     | 56%        | 65%            | 54%                           | 74%              | 64%                     | 74%                               | 61%              | 48%          | 59%   | 68%    | 53%            |
| it impacts businesses and employers who have been impacted by the pandemic                   | 17%   | 14%    | 19%    | 13%               | 17%     | 19%        | 19%        | 15%     | 21%        | 23%            | 15%                           | 9%               | 11%                     | 15%                               | 15%              | 3%           | 21%   | 15%    | 14%            |
| It is too soon after the pandemic  | 26%   | 19%    | 33%    | 22%               | 28%     | 26%        | 28%        | 26%     | 27%        | 20%            | 25%                           | 0%               | 42%                     | 35%                               | 30%              | 30%          | 30%   | 21%    | 31%            |
| Those who need social care should pay for it themselves                                      | 8%    | 12%    | 5%     | 6%                | 11%     | 9%         | 6%         | 9%      | 5%         | 7%             | 11%                           | 0%               | 6%                      | 5%                                | 5%               | 24%          | 8%    | 7%     | 9%             |
| The raise was too high   | 29%   | 27%    | 32%    | 28%               | 24%     | 29%        | 35%        | 31%     | 35%        | 26%            | 33%                           | 39%              | 25%                     | 25%                               | 35%              | 22%          | 30%   | 24%    | 36%            |
| Other (Please Specify)   | 5%    | 5%     | 5%     | 4%                | 4%      | 6%         | 7%         | 5%      | 0%         | 5%             | 7%                            | 0%               | 4%                      | 1%                                | 3%               | 8%           | 5%    | 5%     | 4%             |
| Don't Know   | 1%    | 1%     | 1%     | 2%                | 1%      | 0%         | 0%         | 0%      | 0%         | 0%             | 1%                            | 9%               | 1%                      | 1%                                | 1%               | 0%           | 1%    | 1%     | 3%             |

Note:

BASE: Those who say the NIC rise is unfair

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.C) You said that the National Insurance Contribution raise was unfair. Which of the following best explains why? Please select up to three

|  | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                |                                |                       |     |     |
|--|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|  |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted   | 779   | 219          | 230 | 150 | 178 | 238                 | 238              | 66               | 18              | 127                 | 141               | 234  | 56                    | 167                                      | 127                            | 193                   | 89  | 16  |
| Weighted   | 771   | 191          | 218 | 173 | 186 | 226                 | 240              | 59               | 17              | 135                 | 131               | 235  | 52                    | 169                                      | 135                            | 186                   | 77  | 14  |
| It impacts younger people more heavily   | 34%   | 38%          | 36% | 27% | 34% | 28%                 | 44%              | 28%              | 40%             | 25%                 | 27%               | 43%  | 36%                   | 31%                                      | 36%                            | 41%                   | 38% | 42% |
| Tax raises are generally unfair  | 24%   | 17%          | 25% | 28% | 28% | 26%                 | 19%              | 13%              | 34%             | 36%                 | 24%               | 18%  | 16%                   | 28%                                      | 22%                            | 24%                   | 14% | 10% |
| It does not raise taxes on those who earn money through other means (e.g. rent, investments) | 37%   | 50%          | 37% | 25% | 36% | 36%                 | 39%              | 50%              | 50%             | 25%                 | 33%               | 42%  | 47%                   | 36%                                      | 35%                            | 37%                   | 51% | 51% |
| It does not impact the wealthiest people   | 61%   | 63%          | 62% | 59% | 61% | 54%                 | 68%              | 61%              | 71%             | 51%                 | 48%               | 68%  | 59%                   | 62%                                      | 61%                            | 63%                   | 54% | 62% |
| it impacts businesses and employers who have been impacted by the pandemic                   | 17%   | 20%          | 15% | 15% | 18% | 19%                 | 13%              | 25%              | 26%             | 19%                 | 24%               | 12%  | 22%                   | 14%                                      | 21%                            | 18%                   | 19% | 4%  |
| It is too soon after the pandemic  | 26%   | 16%          | 28% | 29% | 32% | 29%                 | 25%              | 20%              | 13%             | 31%                 | 29%               | 25%  | 18%                   | 35%                                      | 24%                            | 24%                   | 18% | 19% |
| Those who need social care should pay for it themselves                                      | 8%    | 5%           | 11% | 9%  | 7%  | 14%                 | 4%               | 7%               | 12%             | 6%                  | 10%               | 5%   | 8%                    | 4%                                       | 13%                            | 11%                   | 6%  | 7%  |
| The raise was too high   | 29%   | 23%          | 28% | 35% | 32% | 32%                 | 24%              | 27%              | 30%             | 39%                 | 38%               | 24%  | 30%                   | 29%                                      | 32%                            | 29%                   | 24% | 16% |
| Other (Please Specify)   | 5%    | 5%           | 5%  | 6%  | 3%  | 7%                  | 2%               | 6%               | 0%              | 6%                  | 7%                | 4%   | 5%                    | 4%                                       | 3%                             | 6%                    | 5%  | 17% |
| Don't Know   | 1%    | 1%           | 1%  | 0%  | 1%  | 0%                  | 1%               | 0%               | 0%              | 2%                  | 0%                | 1%   | 0%                    | 2%                                       | 1%                             | 0%                    | 1%  | 0%  |

*Note:*

BASE: Those who say the NIC rise is unfair

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.A) In the UK, which of the following would you say is most negatively affected by the tax system, if any? Please select up to three

|                      | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|----------------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|                      |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted           | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted             | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| Young people         | 28%   | 42%   | 30%   | 27%   | 30%   | 22%   | 21% | 33%    | 26%        | 33%        | 35%             | 26%           | 19%           | 28%                      | 33%        | 25%        | 22%      | 30%   | 34%              |
| Old people           | 19%   | 10%   | 16%   | 15%   | 17%   | 24%   | 29% | 16%    | 19%        | 20%        | 17%             | 24%           | 22%           | 15%                      | 14%        | 17%        | 22%      | 26%   | 18%              |
| Single people        | 17%   | 13%   | 16%   | 18%   | 22%   | 17%   | 15% | 15%    | 16%        | 15%        | 17%             | 19%           | 14%           | 19%                      | 10%        | 23%        | 21%      | 16%   | 9%               |
| Families             | 27%   | 25%   | 27%   | 31%   | 27%   | 31%   | 23% | 24%    | 21%        | 22%        | 35%             | 27%           | 27%           | 26%                      | 34%        | 26%        | 30%      | 35%   | 34%              |
| Poorer people        | 48%   | 45%   | 41%   | 50%   | 56%   | 46%   | 47% | 46%    | 48%        | 54%        | 44%             | 41%           | 47%           | 47%                      | 50%        | 48%        | 46%      | 51%   | 55%              |
| Richer people        | 6%    | 6%    | 8%    | 6%    | 5%    | 5%    | 6%  | 9%     | 4%         | 6%         | 2%              | 4%            | 8%            | 5%                       | 5%         | 6%         | 6%       | 6%    | 12%              |
| Small businesses     | 22%   | 25%   | 18%   | 24%   | 16%   | 25%   | 24% | 22%    | 21%        | 18%        | 24%             | 22%           | 25%           | 23%                      | 16%        | 22%        | 23%      | 17%   | 25%              |
| Big businesses       | 5%    | 6%    | 8%    | 5%    | 3%    | 3%    | 3%  | 8%     | 4%         | 5%         | 3%              | 5%            | 6%            | 6%                       | 6%         | 3%         | 4%       | 2%    | 0%               |
| Self-employed people | 14%   | 15%   | 14%   | 17%   | 13%   | 13%   | 12% | 16%    | 16%        | 14%        | 13%             | 11%           | 16%           | 14%                      | 11%        | 14%        | 11%      | 12%   | 17%              |
| Landlords            | 5%    | 8%    | 8%    | 5%    | 3%    | 4%    | 3%  | 10%    | 3%         | 4%         | 2%              | 4%            | 5%            | 5%                       | 4%         | 3%         | 6%       | 5%    | 12%              |
| Renters              | 10%   | 12%   | 14%   | 10%   | 9%    | 9%    | 8%  | 13%    | 12%        | 12%        | 7%              | 6%            | 12%           | 7%                       | 8%         | 9%         | 12%      | 8%    | 12%              |
| Home-buyers          | 10%   | 13%   | 12%   | 11%   | 7%    | 7%    | 9%  | 13%    | 9%         | 8%         | 10%             | 11%           | 11%           | 9%                       | 7%         | 9%         | 7%       | 11%   | 14%              |
| Don't know           | 12%   | 10%   | 10%   | 9%    | 11%   | 14%   | 15% | 9%     | 14%        | 10%        | 12%             | 16%           | 12%           | 15%                      | 17%        | 9%         | 13%      | 10%   | 0%               |
| None of the above    | 4%    | 3%    | 6%    | 4%    | 4%    | 4%    | 2%  | 3%     | 4%         | 4%         | 2%              | 5%            | 3%            | 3%                       | 8%         | 5%         | 4%       | 5%    | 3%               |

Notes:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.B) In the UK, which of the following would you say is most negatively affected by the tax system, if any? Please select up to three

|                      | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|----------------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|                      |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted           | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted             | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| Young people         | 28%   | 29%    | 27%    | 31%               | 28%     | 31%        | 27%        | 25%     | 24%        | 25%            | 32%                           | 18%              | 27%                     | 24%                               | 32%              | 41%          | 23%   | 33%    | 27%            |
| Old people           | 19%   | 19%    | 19%    | 16%               | 20%     | 18%        | 19%        | 21%     | 24%        | 23%            | 16%                           | 17%              | 20%                     | 23%                               | 14%              | 8%           | 23%   | 19%    | 12%            |
| Single people        | 17%   | 17%    | 17%    | 15%               | 18%     | 19%        | 17%        | 16%     | 16%        | 16%            | 18%                           | 32%              | 17%                     | 16%                               | 18%              | 17%          | 19%   | 16%    | 18%            |
| Families             | 27%   | 25%    | 29%    | 23%               | 29%     | 26%        | 29%        | 29%     | 25%        | 25%            | 31%                           | 6%               | 31%                     | 30%                               | 27%              | 24%          | 27%   | 28%    | 25%            |
| Poorer people        | 48%   | 47%    | 48%    | 46%               | 47%     | 54%        | 50%        | 45%     | 38%        | 45%            | 45%                           | 62%              | 47%                     | 54%                               | 54%              | 51%          | 46%   | 51%    | 40%            |
| Richer people        | 6%    | 8%     | 4%     | 6%                | 6%      | 7%         | 6%         | 3%      | 8%         | 7%             | 6%                            | 0%               | 6%                      | 6%                                | 5%               | 2%           | 6%    | 5%     | 5%             |
| Small businesses     | 22%   | 22%    | 22%    | 22%               | 22%     | 20%        | 24%        | 20%     | 22%        | 24%            | 21%                           | 25%              | 24%                     | 20%                               | 18%              | 22%          | 22%   | 22%    | 19%            |
| Big businesses       | 5%    | 6%     | 4%     | 7%                | 5%      | 4%         | 5%         | 3%      | 2%         | 4%             | 6%                            | 0%               | 4%                      | 5%                                | 5%               | 6%           | 5%    | 5%     | 5%             |
| Self-employed people | 14%   | 14%    | 14%    | 17%               | 12%     | 16%        | 13%        | 13%     | 17%        | 14%            | 13%                           | 9%               | 16%                     | 12%                               | 14%              | 22%          | 15%   | 13%    | 14%            |
| Landlords            | 5%    | 6%     | 4%     | 8%                | 4%      | 5%         | 4%         | 3%      | 5%         | 5%             | 5%                            | 0%               | 9%                      | 5%                                | 5%               | 3%           | 6%    | 5%     | 5%             |
| Renters              | 10%   | 9%     | 11%    | 13%               | 9%      | 13%        | 7%         | 7%      | 13%        | 6%             | 6%                            | 28%              | 11%                     | 17%                               | 22%              | 9%           | 9%    | 9%     | 17%            |
| Home-buyers          | 10%   | 10%    | 10%    | 11%               | 10%     | 10%        | 10%        | 6%      | 9%         | 10%            | 13%                           | 12%              | 6%                      | 6%                                | 9%               | 4%           | 9%    | 12%    | 9%             |
| Don't know           | 12%   | 9%     | 14%    | 10%               | 13%     | 7%         | 12%        | 17%     | 8%         | 13%            | 9%                            | 0%               | 14%                     | 12%                               | 10%              | 11%          | 11%   | 10%    | 18%            |
| None of the above    | 4%    | 5%     | 3%     | 4%                | 3%      | 4%         | 4%         | 2%      | 7%         | 3%             | 5%                            | 0%               | 4%                      | 5%                                | 4%               | 6%           | 5%    | 2%     | 5%             |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.C) In the UK, which of the following would you say is most negatively affected by the tax system, if any? Please select up to three

|                      | Total | Social Grade |     |     |     | 2019         |        |                  |                  |                             | Voting Intention |        |                   | Education                                      |                       |  |                                |                       |
|----------------------|-------|--------------|-----|-----|-----|--------------|--------|------------------|------------------|-----------------------------|------------------|--------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|
|                      |       | AB           | C1  | C2  | DE  | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote <sup>1</sup> | Conservative     | Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |
| Unweighted           | 2036  | 622          | 555 | 373 | 472 | 836          | 508    | 188              | 35               | 259                         | 648              | 487    | 165               | 462  | 342                   | 482                                      | 262                            | 38                    |
| Weighted             | 2036  | 546          | 526 | 445 | 505 | 791          | 528    | 173              | 33               | 283                         | 616              | 506    | 154               | 465  | 381                   | 469                                      | 235                            | 33                    |
| Young people         | 28%   | 30%          | 31% | 27% | 24% | 23%          | 36%    | 29%              | 32%              | 22%                         | 24%              | 34%    | 28%               | 24%  | 28%                   | 36%                                      | 26%                            | 46%                   |
| Old people           | 19%   | 18%          | 20% | 17% | 20% | 23%          | 17%    | 21%              | 15%              | 12%                         | 23%              | 17%    | 22%               | 22%  | 17%                   | 16%                                      | 19%                            | 12%                   |
| Single people        | 17%   | 15%          | 21% | 16% | 17% | 16%          | 17%    | 21%              | 23%              | 18%                         | 14%              | 17%    | 19%               | 16%  | 14%                   | 18%                                      | 16%                            | 27%                   |
| Families             | 27%   | 26%          | 28% | 31% | 23% | 25%          | 30%    | 27%              | 37%              | 28%                         | 23%              | 31%    | 21%               | 28%  | 28%                   | 26%                                      | 27%                            | 19%                   |
| Poorer people        | 48%   | 47%          | 53% | 46% | 45% | 39%          | 58%    | 55%              | 57%              | 44%                         | 36%              | 58%    | 56%               | 47%  | 50%                   | 47%                                      | 47%                            | 45%                   |
| Richer people        | 6%    | 6%           | 5%  | 6%  | 6%  | 7%           | 5%     | 6%               | 3%               | 3%                          | 8%               | 3%     | 7%                | 4%   | 5%                    | 4%                                       | 10%                            | 9%                    |
| Small businesses     | 22%   | 25%          | 19% | 23% | 19% | 24%          | 20%    | 22%              | 29%              | 20%                         | 24%              | 20%    | 23%               | 20%  | 21%                   | 22%                                      | 22%                            | 28%                   |
| Big businesses       | 5%    | 5%           | 3%  | 5%  | 6%  | 5%           | 7%     | 4%               | 4%               | 3%                          | 5%               | 5%     | 7%                | 3%   | 4%                    | 4%                                       | 10%                            | 5%                    |
| Self-employed people | 14%   | 14%          | 13% | 13% | 16% | 14%          | 12%    | 12%              | 23%              | 18%                         | 15%              | 13%    | 14%               | 12%  | 13%                   | 17%                                      | 14%                            | 15%                   |
| Landlords            | 5%    | 6%           | 4%  | 5%  | 6%  | 6%           | 4%     | 6%               | 6%               | 4%                          | 6%               | 4%     | 7%                | 3%   | 5%                    | 6%                                       | 7%                             | 9%                    |
| Renters              | 10%   | 8%           | 11% | 12% | 11% | 8%           | 10%    | 13%              | 3%               | 13%                         | 8%               | 11%    | 16%               | 9%   | 12%                   | 10%                                      | 12%                            | 17%                   |
| Home-buyers          | 10%   | 11%          | 10% | 11% | 8%  | 10%          | 13%    | 10%              | 17%              | 9%                          | 11%              | 11%    | 10%               | 8%   | 9%                    | 11%                                      | 11%                            | 5%                    |
| Don't know           | 12%   | 11%          | 10% | 10% | 16% | 13%          | 8%     | 6%               | 9%               | 17%                         | 13%              | 9%     | 4%                | 15%  | 13%                   | 9%                                       | 7%                             | 8%                    |
| None of the above    | 4%    | 3%           | 3%  | 5%  | 4%  | 4%           | 3%     | 3%               | 0%               | 6%                          | 4%               | 3%     | 2%                | 5%   | 4%                    | 3%                                       | 3%                             | 0%                    |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.A) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Students

|               | Age   |       |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|               | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted    | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted      | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| A higher rate | 4%    | 6%    | 8%    | 6%    | 3%    | 1%    | 2%  | 9%     | 1%         | 5%         | 5%              | 5%            | 4%            | 3%                       | 6%         | 3%         | 5%       | 2%    | 0%               |
| A lower rate  | 47%   | 55%   | 49%   | 43%   | 44%   | 47%   | 47% | 47%    | 54%        | 45%        | 43%             | 38%           | 44%           | 49%                      | 40%        | 51%        | 45%      | 49%   | 68%              |
| The same rate | 34%   | 24%   | 27%   | 34%   | 38%   | 38%   | 39% | 31%    | 32%        | 37%        | 33%             | 41%           | 35%           | 36%                      | 32%        | 32%        | 38%      | 34%   | 26%              |
| Don't know    | 14%   | 14%   | 15%   | 17%   | 15%   | 13%   | 11% | 13%    | 13%        | 13%        | 19%             | 16%           | 16%           | 12%                      | 22%        | 14%        | 13%      | 14%   | 7%               |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(67.B) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Students

|               | Gender |      | Area   |                   |         |            |            |         | Tenure     |                |                               |                  |                         | EU 2016 Vote                      |                  |           |       |        |                |
|---------------|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|               | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted    | 2036   | 1007 | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted      | 2036   | 1003 | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| A higher rate | 4%     | 6%   | 3%     | 9%                | 3%      | 3%         | 2%         | 3%      | 7%         | 6%             | 4%                            | 5%               | 4%                      | 3%                                | 3%               | 0%        | 5%    | 5%     | 2%             |
| A lower rate  | 47%    | 45%  | 50%    | 49%               | 45%     | 53%        | 51%        | 41%     | 46%        | 44%            | 46%                           | 77%              | 51%                     | 52%                               | 52%              | 50%       | 44%   | 49%    | 48%            |
| The same rate | 34%    | 37%  | 31%    | 32%               | 35%     | 30%        | 32%        | 41%     | 39%        | 39%            | 34%                           | 9%               | 25%                     | 30%                               | 30%              | 29%       | 37%   | 36%    | 29%            |
| Don't know    | 14%    | 12%  | 16%    | 11%               | 16%     | 15%        | 15%        | 16%     | 8%         | 11%            | 16%                           | 9%               | 20%                     | 15%                               | 15%              | 21%       | 13%   | 11%    | 21%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.C) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Students

|               | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|---------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|               |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted    | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted      | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| A higher rate | 4%    | 4%           | 5%  | 5%  | 3%  | 6%                  | 3%               | 5%               | 8%              | 1%                  | 6%                | 4%   | 9%                    | 2%                                       | 3%                             | 4%                    | 12% | 13% |
| A lower rate  | 47%   | 47%          | 45% | 47% | 51% | 42%                 | 54%              | 46%              | 45%             | 50%                 | 43%               | 54%  | 46%                   | 50%                                      | 46%                            | 47%                   | 41% | 45% |
| The same rate | 34%   | 41%          | 35% | 31% | 28% | 39%                 | 30%              | 41%              | 35%             | 25%                 | 41%               | 30%  | 36%                   | 29%                                      | 35%                            | 38%                   | 38% | 30% |
| Don't know    | 14%   | 7%           | 15% | 16% | 18% | 13%                 | 12%              | 9%               | 12%             | 25%                 | 10%               | 12%  | 9%                    | 19%                                      | 16%                            | 11%                   | 8%  | 12% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.A) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Big businesses

|               | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted    | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted      | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| A higher rate | 67%   | 58%   | 56%   | 62%   | 75%   | 73%   | 74% | 61%    | 70%        | 70%        | 62%             | 64%           | 58%           | 71%                      | 67%        | 71%        | 65%      | 78%   | 77%              |
| A lower rate  | 7%    | 14%   | 13%   | 7%    | 4%    | 3%    | 3%  | 13%    | 5%         | 5%         | 8%              | 8%            | 10%           | 7%                       | 3%         | 4%         | 7%       | 6%    | 9%               |
| The same rate | 16%   | 14%   | 18%   | 18%   | 13%   | 14%   | 19% | 18%    | 17%        | 16%        | 18%             | 17%           | 20%           | 14%                      | 16%        | 15%        | 18%      | 8%    | 12%              |
| Don't know    | 10%   | 14%   | 13%   | 12%   | 8%    | 10%   | 4%  | 8%     | 8%         | 9%         | 13%             | 12%           | 12%           | 7%                       | 14%        | 11%        | 10%      | 8%    | 3%               |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.B) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Big businesses

|               | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|               |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted    | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted      | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| A higher rate | 67%   | 65%    | 69%    | 61%               | 66%     | 65%        | 71%        | 70%     | 74%        | 69%            | 64%                           | 63%              | 62%                     | 69%                               | 69%              | 56%          | 70%   | 68%    | 57%            |
| A lower rate  | 7%    | 10%    | 5%     | 11%               | 8%      | 8%         | 3%         | 4%      | 5%         | 6%             | 8%                            | 19%              | 10%                     | 8%                                | 5%               | 9%           | 7%    | 7%     | 9%             |
| The same rate | 16%   | 18%    | 15%    | 19%               | 15%     | 18%        | 15%        | 17%     | 15%        | 18%            | 17%                           | 8%               | 16%                     | 12%                               | 15%              | 18%          | 16%   | 17%    | 16%            |
| Don't know    | 10%   | 8%     | 11%    | 9%                | 11%     | 9%         | 10%        | 8%      | 6%         | 7%             | 11%                           | 9%               | 12%                     | 11%                               | 11%              | 18%          | 7%    | 8%     | 18%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.C) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Big businesses

|               | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|---------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|               |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted    | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted      | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| A higher rate | 67%   | 68%          | 70% | 66% | 63% | 66%                 | 69%              | 71%              | 72%             | 60%                 | 65%               | 70%  | 70%                   | 69%                                      | 62%                            | 68%                   | 61% | 53% |
| A lower rate  | 7%    | 9%           | 5%  | 7%  | 7%  | 8%                  | 8%               | 11%              | 7%              | 4%                  | 9%                | 6%   | 10%                   | 4%                                       | 8%                             | 8%                    | 14% | 16% |
| The same rate | 16%   | 18%          | 16% | 16% | 15% | 20%                 | 15%              | 13%              | 12%             | 15%                 | 20%               | 14%  | 15%                   | 15%                                      | 17%                            | 17%                   | 18% | 18% |
| Don't know    | 10%   | 5%           | 8%  | 11% | 15% | 6%                  | 9%               | 6%               | 9%              | 22%                 | 6%                | 9%   | 4%                    | 12%                                      | 13%                            | 7%                    | 7%  | 13% |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.A) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Small and medium size businesses

|               | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted    | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted      | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| A higher rate | 9%    | 10%   | 12%   | 11%   | 9%    | 7%    | 6%  | 17%    | 8%         | 8%         | 6%              | 7%            | 6%            | 11%                      | 9%         | 10%        | 10%      | 8%    | 5%               |
| A lower rate  | 34%   | 38%   | 37%   | 33%   | 33%   | 36%   | 31% | 39%    | 33%        | 32%        | 31%             | 33%           | 36%           | 36%                      | 35%        | 33%        | 33%      | 34%   | 43%              |
| The same rate | 44%   | 37%   | 36%   | 40%   | 46%   | 46%   | 56% | 33%    | 49%        | 47%        | 46%             | 46%           | 44%           | 43%                      | 43%        | 44%        | 46%      | 49%   | 46%              |
| Don't know    | 12%   | 15%   | 14%   | 15%   | 12%   | 12%   | 7%  | 12%    | 10%        | 12%        | 18%             | 15%           | 14%           | 10%                      | 13%        | 13%        | 11%      | 9%    | 5%               |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.B) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Small and medium size businesses

|               | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|               |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted    | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted      | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| A higher rate | 9%    | 12%    | 7%     | 16%               | 9%      | 4%         | 5%         | 10%     | 7%         | 11%            | 10%                           | 5%               | 8%                      | 7%                                | 7%               | 5%           | 9%    | 11%    | 6%             |
| A lower rate  | 34%   | 36%    | 33%    | 36%               | 32%     | 44%        | 34%        | 30%     | 33%        | 32%            | 34%                           | 28%              | 36%                     | 39%                               | 39%              | 36%          | 36%   | 34%    | 31%            |
| The same rate | 44%   | 43%    | 45%    | 37%               | 44%     | 40%        | 48%        | 50%     | 50%        | 47%            | 43%                           | 58%              | 42%                     | 40%                               | 41%              | 39%          | 46%   | 44%    | 41%            |
| Don't know    | 12%   | 9%     | 15%    | 10%               | 15%     | 12%        | 13%        | 10%     | 10%        | 10%            | 13%                           | 9%               | 15%                     | 14%                               | 13%              | 19%          | 9%    | 11%    | 22%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.C) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Small and medium size businesses

|               | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|---------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|               |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted    | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted      | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| A higher rate | 9%    | 12%          | 9%  | 10% | 6%  | 10%                 | 11%              | 11%              | 6%              | 5%                  | 10%               | 11%  | 11%                   | 7%                                       | 9%                             | 8%                    | 18% | 25% |
| A lower rate  | 34%   | 35%          | 31% | 38% | 34% | 36%                 | 35%              | 35%              | 42%             | 33%                 | 36%               | 35%  | 40%                   | 30%                                      | 36%                            | 37%                   | 35% | 24% |
| The same rate | 44%   | 46%          | 48% | 38% | 43% | 46%                 | 42%              | 47%              | 43%             | 39%                 | 47%               | 43%  | 43%                   | 46%                                      | 40%                            | 46%                   | 40% | 40% |
| Don't know    | 12%   | 7%           | 12% | 13% | 18% | 8%                  | 13%              | 7%               | 9%              | 23%                 | 7%                | 11%  | 7%                    | 17%                                      | 15%                            | 9%                    | 7%  | 11% |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(70.A) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: People earning over £80,000 a year

|               | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted    | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted      | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| A higher rate | 66%   | 52%   | 53%   | 60%   | 74%   | 73%   | 80% | 58%    | 69%        | 71%        | 61%             | 65%           | 60%           | 69%                      | 64%        | 72%        | 69%      | 80%   | 66%              |
| A lower rate  | 7%    | 14%   | 17%   | 8%    | 4%    | 2%    | 1%  | 11%    | 4%         | 5%         | 4%              | 9%            | 14%           | 8%                       | 6%         | 7%         | 4%       | 3%    | 13%              |
| The same rate | 17%   | 20%   | 19%   | 19%   | 15%   | 17%   | 15% | 22%    | 20%        | 18%        | 23%             | 14%           | 17%           | 15%                      | 18%        | 10%        | 17%      | 11%   | 18%              |
| Don't know    | 9%    | 13%   | 11%   | 13%   | 7%    | 8%    | 4%  | 10%    | 7%         | 7%         | 11%             | 12%           | 10%           | 8%                       | 12%        | 11%        | 10%      | 6%    | 3%               |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.B) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: People earning over £80,000 a year

|               | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|               |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted    | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted      | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| A higher rate | 66%   | 65%    | 68%    | 60%               | 67%     | 61%        | 72%        | 69%     | 73%        | 69%            | 63%                           | 38%              | 63%                     | 69%                               | 67%              | 53%          | 71%   | 66%    | 58%            |
| A lower rate  | 7%    | 9%     | 6%     | 13%               | 5%      | 8%         | 6%         | 5%      | 5%         | 5%             | 8%                            | 22%              | 11%                     | 7%                                | 8%               | 12%          | 6%    | 8%     | 8%             |
| The same rate | 17%   | 19%    | 15%    | 19%               | 17%     | 22%        | 14%        | 18%     | 13%        | 19%            | 17%                           | 30%              | 14%                     | 12%                               | 15%              | 20%          | 16%   | 18%    | 17%            |
| Don't know    | 9%    | 8%     | 11%    | 8%                | 11%     | 9%         | 8%         | 8%      | 8%         | 6%             | 11%                           | 9%               | 12%                     | 12%                               | 9%               | 15%          | 7%    | 8%     | 16%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.C) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same.: People earning over £80,000 a year

|               | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|---------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|               |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted    | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted      | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| A higher rate | 66%   | 63%          | 71% | 65% | 66% | 68%                 | 67%              | 68%              | 73%             | 56%                 | 66%               | 69%  | 70%                   | 71%                                      | 61%                            | 65%                   | 60% | 37% |
| A lower rate  | 7%    | 9%           | 6%  | 8%  | 6%  | 6%                  | 9%               | 8%               | 7%              | 6%                  | 8%                | 7%   | 10%                   | 4%                                       | 9%                             | 8%                    | 14% | 22% |
| The same rate | 17%   | 23%          | 15% | 17% | 14% | 20%                 | 15%              | 19%              | 10%             | 18%                 | 21%               | 16%  | 16%                   | 13%                                      | 17%                            | 20%                   | 19% | 32% |
| Don't know    | 9%    | 5%           | 8%  | 10% | 14% | 6%                  | 9%               | 6%               | 9%              | 19%                 | 6%                | 9%   | 5%                    | 12%                                      | 12%                            | 7%                    | 6%  | 10% |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.A) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: People earning less than £20,000 a year

|               | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted    | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted      | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| A higher rate | 4%    | 8%    | 10%   | 8%    | 1%    | 1%    | 0%  | 12%    | 2%         | 3%         | 2%              | 2%            | 5%            | 3%                       | 7%         | 5%         | 3%       | 1%    | 6%               |
| A lower rate  | 66%   | 61%   | 58%   | 56%   | 71%   | 74%   | 77% | 58%    | 69%        | 67%        | 69%             | 66%           | 65%           | 68%                      | 65%        | 67%        | 69%      | 71%   | 80%              |
| The same rate | 20%   | 19%   | 21%   | 22%   | 20%   | 19%   | 18% | 21%    | 22%        | 22%        | 19%             | 19%           | 17%           | 21%                      | 19%        | 18%        | 20%      | 21%   | 11%              |
| Don't know    | 9%    | 12%   | 11%   | 14%   | 8%    | 6%    | 5%  | 9%     | 7%         | 8%         | 10%             | 13%           | 14%           | 8%                       | 9%         | 10%        | 8%       | 7%    | 3%               |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.B) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: People earning less than £20,000 a year

|               | Gender |      | Area   |                   |         |            |            |         | Tenure     |                |                               |                  | EU 2016 Vote            |                                   |                  |           |       |        |                |
|---------------|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|               | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted    | 2036   | 1007 | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted      | 2036   | 1003 | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| A higher rate | 4%     | 6%   | 3%     | 10%               | 4%      | 2%         | 2%         | 0%      | 7%         | 6%             | 4%                            | 5%               | 3%                      | 4%                                | 2%               | 2%        | 4%    | 6%     | 3%             |
| A lower rate  | 66%    | 65%  | 68%    | 57%               | 67%     | 71%        | 71%        | 73%     | 62%        | 66%            | 63%                           | 69%              | 69%                     | 69%                               | 71%              | 62%       | 69%   | 67%    | 58%            |
| The same rate | 20%    | 22%  | 18%    | 23%               | 20%     | 20%        | 17%        | 17%     | 24%        | 22%            | 23%                           | 17%              | 15%                     | 14%                               | 16%              | 23%       | 20%   | 20%    | 23%            |
| Don't know    | 9%     | 8%   | 11%    | 10%               | 10%     | 7%         | 9%         | 9%      | 7%         | 6%             | 10%                           | 9%               | 13%                     | 13%                               | 10%              | 13%       | 7%    | 7%     | 17%            |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.C) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: People earning less than £20,000 a year

|               | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|---------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|               |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted    | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted      | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| A higher rate | 4%    | 8%           | 3%  | 3%  | 3%  | 6%                  | 4%               | 4%               | 3%              | 3%                  | 7%                | 4%   | 7%                    | 2%                                       | 4%                             | 3%                    | 16% | 13% |
| A lower rate  | 66%   | 65%          | 69% | 67% | 65% | 65%                 | 69%              | 70%              | 75%             | 60%                 | 64%               | 69%  | 71%                   | 69%                                      | 65%                            | 70%                   | 50% | 52% |
| The same rate | 20%   | 22%          | 21% | 19% | 17% | 23%                 | 18%              | 22%              | 20%             | 18%                 | 25%               | 17%  | 17%                   | 17%                                      | 20%                            | 20%                   | 28% | 26% |
| Don't know    | 9%    | 4%           | 8%  | 11% | 15% | 6%                  | 9%               | 5%               | 3%              | 20%                 | 5%                | 9%   | 5%                    | 12%                                      | 12%                            | 7%                    | 6%  | 10% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.A) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Everyone who is employed / has an income

|               | Age   |       |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|               | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted    | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted      | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| A higher rate | 7%    | 12%   | 10%   | 7%    | 4%    | 6%    | 7%  | 12%    | 5%         | 6%         | 6%              | 7%            | 9%            | 8%                       | 9%         | 6%         | 8%       | 4%    | 4%               |
| A lower rate  | 25%   | 27%   | 33%   | 31%   | 25%   | 24%   | 14% | 30%    | 22%        | 26%        | 18%             | 25%           | 25%           | 26%                      | 24%        | 24%        | 25%      | 24%   | 37%              |
| The same rate | 52%   | 43%   | 42%   | 44%   | 55%   | 56%   | 68% | 45%    | 58%        | 52%        | 59%             | 48%           | 50%           | 49%                      | 51%        | 52%        | 53%      | 59%   | 54%              |
| Don't know    | 15%   | 18%   | 16%   | 19%   | 16%   | 14%   | 11% | 13%    | 14%        | 16%        | 17%             | 20%           | 16%           | 17%                      | 16%        | 17%        | 14%      | 12%   | 6%               |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.B) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Everyone who is employed / has an income

|               | Gender |      | Area   |                   |         |            |            |         | Tenure     |                |                               |                  | EU 2016 Vote            |                                   |                  |           |       |        |                |
|---------------|--------|------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|               | Total  | Male | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted    | 2036   | 1007 | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted      | 2036   | 1003 | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| A higher rate | 7%     | 10%  | 5%     | 13%               | 7%      | 5%         | 5%         | 7%      | 7%         | 10%            | 6%                            | 7%               | 7%                      | 6%                                | 6%               | 0%        | 6%    | 10%    | 4%             |
| A lower rate  | 25%    | 28%  | 22%    | 32%               | 22%     | 31%        | 24%        | 15%     | 28%        | 20%            | 25%                           | 42%              | 34%                     | 28%                               | 31%              | 29%       | 24%   | 25%    | 25%            |
| The same rate | 52%    | 50%  | 54%    | 44%               | 55%     | 48%        | 54%        | 63%     | 54%        | 58%            | 53%                           | 41%              | 44%                     | 45%                               | 46%              | 44%       | 56%   | 52%    | 48%            |
| Don't know    | 15%    | 12%  | 18%    | 11%               | 17%     | 15%        | 18%        | 15%     | 12%        | 12%            | 16%                           | 9%               | 15%                     | 21%                               | 17%              | 27%       | 14%   | 13%    | 23%            |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(72.C) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Everyone who is employed / has an income

|               | Total | Social Grade |     |     |     | 2019                |                  |                  |                 |                     | Voting Intention  |  |                       | Education                                 |                                |                       |     |     |
|---------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|---|--------------------------------|-----------------------|-----|-----|
|               |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Under-graduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted    | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                       | 342                            | 482                   | 262 | 38  |
| Weighted      | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                       | 381                            | 469                   | 235 | 33  |
| A higher rate | 7%    | 11%          | 7%  | 6%  | 5%  | 8%                  | 9%               | 14%              | 7%              | 3%                  | 8%                | 10%  | 14%                   | 4%  | 7%                             | 9%                    | 16% | 19% |
| A lower rate  | 25%   | 25%          | 25% | 27% | 25% | 23%                 | 28%              | 26%              | 25%             | 28%                 | 23%               | 27%  | 31%                   | 24%                                       | 24%                            | 25%                   | 29% | 26% |
| The same rate | 52%   | 56%          | 54% | 49% | 48% | 58%                 | 48%              | 52%              | 49%             | 43%                 | 60%               | 47%  | 47%                   | 53%                                       | 51%                            | 55%                   | 46% | 42% |
| Don't know    | 15%   | 8%           | 14% | 18% | 22% | 12%                 | 16%              | 8%               | 19%             | 26%                 | 9%                | 15%  | 9%                    | 19%                                       | 18%                            | 11%                   | 8%  | 12% |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.A) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Landlords

|               | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted    | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted      | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| A higher rate | 47%   | 41%   | 39%   | 40%   | 53%   | 50%   | 56% | 43%    | 47%        | 53%        | 47%             | 48%           | 42%           | 47%                      | 49%        | 45%        | 49%      | 52%   | 43%              |
| A lower rate  | 11%   | 16%   | 18%   | 12%   | 8%    | 8%    | 4%  | 18%    | 6%         | 8%         | 10%             | 8%            | 10%           | 12%                      | 9%         | 13%        | 8%       | 5%    | 25%              |
| The same rate | 29%   | 30%   | 29%   | 30%   | 27%   | 30%   | 31% | 28%    | 36%        | 26%        | 28%             | 27%           | 32%           | 27%                      | 25%        | 30%        | 31%      | 29%   | 23%              |
| Don't know    | 13%   | 14%   | 15%   | 18%   | 12%   | 12%   | 8%  | 11%    | 11%        | 13%        | 14%             | 17%           | 16%           | 13%                      | 17%        | 12%        | 12%      | 13%   | 9%               |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.B) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Landlords

|               | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   | EU 2016 Vote     |           |       |        |                |
|---------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|               |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted    | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted      | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| A higher rate | 47%   | 49%    | 45%    | 46%               | 46%     | 47%        | 45%        | 51%     | 53%        | 50%            | 44%                           | 34%              | 43%                     | 48%                               | 48%              | 39%       | 52%   | 49%    | 28%            |
| A lower rate  | 11%   | 13%    | 9%     | 17%               | 7%      | 13%        | 10%        | 6%      | 11%        | 11%            | 14%                           | 18%              | 11%                     | 7%                                | 8%               | 11%       | 9%    | 11%    | 16%            |
| The same rate | 29%   | 28%    | 31%    | 27%               | 30%     | 27%        | 32%        | 32%     | 26%        | 30%            | 28%                           | 38%              | 27%                     | 28%                               | 33%              | 26%       | 29%   | 29%    | 31%            |
| Don't know    | 13%   | 10%    | 15%    | 10%               | 16%     | 14%        | 12%        | 12%     | 11%        | 10%            | 14%                           | 9%               | 18%                     | 17%                               | 12%              | 24%       | 10%   | 11%    | 25%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.C) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Landlords

|               | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|---------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|               |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted    | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted      | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| A higher rate | 47%   | 49%          | 49% | 48% | 42% | 48%                 | 50%              | 51%              | 59%             | 31%                 | 46%               | 52%  | 51%                   | 47%                                      | 44%                            | 47%                   | 42% | 42% |
| A lower rate  | 11%   | 12%          | 9%  | 11% | 10% | 10%                 | 12%              | 14%              | 12%             | 12%                 | 12%               | 10%  | 17%                   | 8%                                       | 13%                            | 10%                   | 19% | 26% |
| The same rate | 29%   | 33%          | 29% | 26% | 28% | 32%                 | 25%              | 29%              | 26%             | 32%                 | 34%               | 26%  | 27%                   | 26%                                      | 29%                            | 35%                   | 32% | 23% |
| Don't know    | 13%   | 6%           | 12% | 15% | 19% | 10%                 | 12%              | 6%               | 3%              | 26%                 | 8%                | 12%  | 5%                    | 19%                                      | 14%                            | 9%                    | 8%  | 10% |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.A) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Home owners

|               | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted    | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted      | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| A higher rate | 10%   | 20%   | 17%   | 11%   | 7%    | 4%    | 4%  | 19%    | 5%         | 12%        | 8%              | 8%            | 12%           | 8%                       | 5%         | 12%        | 9%       | 6%    | 3%               |
| A lower rate  | 22%   | 22%   | 23%   | 25%   | 23%   | 24%   | 16% | 24%    | 19%        | 18%        | 22%             | 21%           | 20%           | 20%                      | 25%        | 26%        | 19%      | 16%   | 38%              |
| The same rate | 55%   | 41%   | 46%   | 48%   | 56%   | 60%   | 73% | 46%    | 63%        | 59%        | 54%             | 56%           | 51%           | 60%                      | 56%        | 50%        | 57%      | 64%   | 57%              |
| Don't know    | 13%   | 17%   | 14%   | 16%   | 14%   | 12%   | 8%  | 11%    | 13%        | 11%        | 16%             | 15%           | 16%           | 11%                      | 14%        | 13%        | 15%      | 14%   | 3%               |

*Note:*

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.B) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Home owners

|               | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   |                  | EU 2016 Vote |       |        |                |
|---------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|--------------|-------|--------|----------------|
|               |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free    | Leave | Remain | I did not vote |
| Unweighted    | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52           | 838   | 857    | 251            |
| Weighted      | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64           | 819   | 833    | 266            |
| A higher rate | 10%   | 12%    | 8%     | 19%               | 10%     | 7%         | 6%         | 4%      | 11%        | 8%             | 6%                            | 9%               | 15%                     | 17%                               | 17%              | 7%           | 9%    | 12%    | 9%             |
| A lower rate  | 22%   | 23%    | 20%    | 25%               | 18%     | 23%        | 25%        | 20%     | 19%        | 21%            | 27%                           | 30%              | 21%                     | 19%                               | 16%              | 23%          | 21%   | 22%    | 23%            |
| The same rate | 55%   | 54%    | 56%    | 45%               | 58%     | 56%        | 56%        | 62%     | 60%        | 62%            | 54%                           | 43%              | 46%                     | 47%                               | 52%              | 42%          | 60%   | 55%    | 45%            |
| Don't know    | 13%   | 10%    | 16%    | 11%               | 15%     | 13%        | 13%        | 13%     | 10%        | 9%             | 13%                           | 18%              | 18%                     | 17%                               | 14%              | 28%          | 10%   | 12%    | 23%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.C) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: Home owners

|               | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|---------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|               |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted    | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted      | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| A higher rate | 10%   | 13%          | 8%  | 10% | 9%  | 9%                  | 16%              | 10%              | 8%              | 6%                  | 10%               | 17%  | 13%                   | 7%                                       | 12%                            | 10%                   | 20% | 12% |
| A lower rate  | 22%   | 22%          | 21% | 21% | 23% | 23%                 | 21%              | 24%              | 29%             | 23%                 | 23%               | 19%  | 25%                   | 21%                                      | 23%                            | 20%                   | 25% | 27% |
| The same rate | 55%   | 58%          | 60% | 53% | 48% | 59%                 | 51%              | 58%              | 46%             | 46%                 | 59%               | 51%  | 56%                   | 52%                                      | 50%                            | 61%                   | 49% | 47% |
| Don't know    | 13%   | 7%           | 11% | 16% | 19% | 9%                  | 12%              | 8%               | 18%             | 25%                 | 9%                | 12%  | 6%                    | 19%                                      | 15%                            | 9%                    | 6%  | 14% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.A) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: People who earn money from investments

|               | Total | Age   |       |       |       |       |     | Region |            |            |                 |               |               |                          |            |            |          |       |                  |
|---------------|-------|-------|-------|-------|-------|-------|-----|--------|------------|------------|-----------------|---------------|---------------|--------------------------|------------|------------|----------|-------|------------------|
|               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | London | South East | South West | East of England | East Midlands | West Midlands | Yorkshire and the Humber | North East | North West | Scotland | Wales | Northern Ireland |
| Unweighted    | 2036  | 188   | 332   | 366   | 375   | 314   | 461 | 301    | 280        | 175        | 193             | 145           | 185           | 169                      | 87         | 213        | 162      | 92    | 34               |
| Weighted      | 2036  | 282   | 347   | 347   | 347   | 286   | 427 | 285    | 265        | 163        | 183             | 143           | 183           | 163                      | 81         | 224        | 183      | 102   | 61               |
| A higher rate | 43%   | 30%   | 38%   | 41%   | 50%   | 45%   | 49% | 36%    | 42%        | 46%        | 42%             | 43%           | 38%           | 45%                      | 46%        | 47%        | 47%      | 49%   | 39%              |
| A lower rate  | 11%   | 19%   | 18%   | 14%   | 8%    | 5%    | 5%  | 19%    | 9%         | 10%        | 9%              | 8%            | 17%           | 12%                      | 4%         | 10%        | 8%       | 8%    | 18%              |
| The same rate | 32%   | 34%   | 27%   | 26%   | 30%   | 37%   | 40% | 35%    | 38%        | 31%        | 34%             | 32%           | 30%           | 28%                      | 32%        | 29%        | 31%      | 32%   | 36%              |
| Don't know    | 13%   | 17%   | 17%   | 19%   | 12%   | 12%   | 6%  | 11%    | 11%        | 14%        | 15%             | 16%           | 15%           | 15%                      | 18%        | 15%        | 14%      | 12%   | 6%               |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(75.B) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: People who earn money from investments

|               | Total | Gender |        | Area              |         |            |            |         |            | Tenure         |                               |                  |                         |                                   | EU 2016 Vote     |           |       |        |                |
|---------------|-------|--------|--------|-------------------|---------|------------|------------|---------|------------|----------------|-------------------------------|------------------|-------------------------|-----------------------------------|------------------|-----------|-------|--------|----------------|
|               |       | Male   | Female | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area | Owned outright | Owned with a mortgage or loan | Shared ownership | Rented from the council | Rented from a housing association | Privately rented | Rent free | Leave | Remain | I did not vote |
| Unweighted    | 2036  | 1007   | 1025   | 444               | 585     | 231        | 412        | 244     | 118        | 873            | 484                           | 15               | 141                     | 165                               | 291              | 52        | 838   | 857    | 251            |
| Weighted      | 2036  | 1003   | 1029   | 448               | 582     | 249        | 404        | 234     | 119        | 824            | 472                           | 18               | 147                     | 182                               | 309              | 64        | 819   | 833    | 266            |
| A higher rate | 43%   | 42%    | 44%    | 40%               | 42%     | 41%        | 43%        | 50%     | 44%        | 42%            | 41%                           | 31%              | 45%                     | 52%                               | 47%              | 17%       | 46%   | 45%    | 34%            |
| A lower rate  | 11%   | 14%    | 9%     | 17%               | 10%     | 11%        | 11%        | 7%      | 7%         | 11%            | 12%                           | 28%              | 15%                     | 9%                                | 12%              | 12%       | 9%    | 13%    | 10%            |
| The same rate | 32%   | 34%    | 31%    | 32%               | 32%     | 35%        | 32%        | 31%     | 36%        | 39%            | 30%                           | 32%              | 27%                     | 20%                               | 27%              | 42%       | 33%   | 31%    | 33%            |
| Don't know    | 13%   | 10%    | 17%    | 11%               | 15%     | 13%        | 14%        | 12%     | 12%        | 8%             | 17%                           | 9%               | 13%                     | 19%                               | 14%              | 29%       | 11%   | 11%    | 23%            |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.C) For each of the following, indicate if you think they should be taxed at a higher or lower rate than they currently are, or about the same:: People who earn money from investments

|               | Total | Social Grade |     |     |     | 2019                |                  |                  |                 | Voting Intention    |                   |  | Education             |  |                                |                       |     |     |
|---------------|-------|--------------|-----|-----|-----|---------------------|------------------|------------------|-----------------|---------------------|-------------------|--|-----------------------|--|--------------------------------|-----------------------|-----|-----|
|               |       | AB           | C1  | C2  | DE  | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote1 | Conservative Labour | Liberal Democrats | GCSE or equivalent (Scottish National/O Level) | A Level or equivalent | University Undergraduate Degree (BA/BSc) | University Postgraduate Degree | Doctorate (PhD/DPHil) |     |     |
| Unweighted    | 2036  | 622          | 555 | 373 | 472 | 836                 | 508              | 188              | 35              | 259                 | 648               | 487  | 165                   | 462                                      | 342                            | 482                   | 262 | 38  |
| Weighted      | 2036  | 546          | 526 | 445 | 505 | 791                 | 528              | 173              | 33              | 283                 | 616               | 506  | 154                   | 465                                      | 381                            | 469                   | 235 | 33  |
| A higher rate | 43%   | 42%          | 45% | 43% | 42% | 41%                 | 47%              | 51%              | 49%             | 33%                 | 39%               | 48%  | 51%                   | 41%                                      | 37%                            | 44%                   | 42% | 39% |
| A lower rate  | 11%   | 12%          | 12% | 10% | 12% | 11%                 | 13%              | 15%              | 12%             | 9%                  | 12%               | 12%  | 17%                   | 9%                                       | 11%                            | 14%                   | 18% | 20% |
| The same rate | 32%   | 39%          | 32% | 31% | 26% | 39%                 | 29%              | 27%              | 26%             | 32%                 | 41%               | 28%  | 26%                   | 31%                                      | 34%                            | 34%                   | 31% | 30% |
| Don't know    | 13%   | 7%           | 11% | 17% | 20% | 10%                 | 11%              | 7%               | 13%             | 26%                 | 8%                | 12%  | 7%                    | 19%                                      | 17%                            | 9%                    | 8%  | 11% |

Note:

BASE: All Respondents

Fieldwork: 16th Sep - 22nd Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions