

YouGov / Economic Change Unit Survey Results

Sample Size: 2152 Adults in GB
Fieldwork: 17th - 18th October 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South		
Weighted Sample	2152	387	553	198	232	758	801	1042	1110	226	889	532	506	1227	925	1861	103	187	510	353	260	738	
Unweighted Sample	2152	331	644	237	283	864	845	997	1155	127	853	588	584	1279	873	1835	116	201	526	364	209	736	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

MaxDiff Experiment

The government will announce their next Budget on October 30th this year. From the following list, which areas of economic policy would you MOST like to see prioritised in the budget. Please select up to three.

Funding for healthcare and the NHS	61	51	71	64	47	71	53	55	67	55	63	59	63	60	62	60	62	73	65	59	55	58
Measures to address the cost of living	53	44	58	46	43	51	50	48	58	62	60	47	44	50	58	53	48	56	58	50	54	52
Tax cuts for working people	22	27	13	13	38	17	25	23	20	16	24	24	17	22	21	22	19	17	22	21	23	22
Reducing poverty	22	11	29	23	15	26	18	20	24	22	23	19	22	20	25	21	24	27	20	23	19	21
Funding for schools and education	20	13	26	26	13	27	14	16	24	20	23	20	14	23	16	21	20	16	22	18	25	19
Investing in public infrastructure such as roads and railways	18	17	22	28	13	21	15	23	13	27	15	20	16	20	14	18	11	16	19	16	24	17
Boosting employment by getting people into / back to work	16	28	13	16	16	16	18	16	16	13	13	17	21	17	14	16	18	12	17	18	15	15
Investing in UK defence	14	29	7	11	28	9	23	18	11	8	9	16	24	15	13	14	12	14	11	16	14	16
Balancing the government's spending deficit or paying off national debt	13	14	11	14	15	11	14	16	9	18	11	13	12	13	12	13	13	12	12	12	17	12
Measures to support small and medium UK businesses	10	18	5	10	19	9	14	11	9	6	7	11	15	11	9	10	6	10	9	10	8	12
Funding to increase energy production and distribution	6	6	7	10	6	8	6	8	5	5	6	6	8	7	5	6	11	8	6	4	7	6
Measures to attract new foreign direct investment	4	5	4	6	4	4	5	6	2	1	4	3	6	5	3	4	3	2	5	2	5	4
Tax cuts for businesses	3	6	0	2	7	2	4	4	2	3	2	3	3	4	1	3	2	1	2	4	3	4
None of the above	2	2	1	3	2	1	2	2	1	2	1	2	2	1	3	2	1	2	1	2	1	3
Don't know	3	2	3	2	2	2	3	2	3	4	3	2	1	2	3	2	7	3	2	3	2	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

MaxDiff Experiment

And from the same list, which areas of economic policy would you LEAST like to see prioritised in the budget. Please select up to three.

Tax cuts for businesses	38	22	48	52	24	47	28	44	31	43	43	35	29	41	33	37	41	40	37	32	44	37
Investing in UK defence	26	11	34	30	13	34	13	27	24	38	30	24	14	28	22	26	25	26	28	23	35	22
Measures to attract new foreign direct investment	19	16	17	23	21	19	19	17	20	17	20	21	14	18	20	18	23	21	20	19	18	17
Balancing the government's spending deficit or paying off national debt	14	16	16	16	14	16	16	15	14	6	15	16	15	16	13	14	18	13	15	16	13	14
Tax cuts for working people	12	12	15	16	7	16	9	16	8	10	10	13	15	14	8	11	18	11	11	9	10	13
Funding to increase energy production and distribution	10	14	8	10	12	8	13	10	11	6	10	11	12	11	9	11	9	8	12	11	11	10
Boosting employment by getting people into / back to work	7	6	6	6	6	5	7	7	6	9	8	7	4	6	8	7	11	5	6	7	7	7
Investing in public infrastructure such as roads and railways	6	6	7	2	7	5	7	5	7	4	6	5	8	6	6	7	2	4	5	9	4	7
Measures to support small and medium UK businesses	5	3	7	7	4	4	5	6	4	7	4	5	4	4	5	5	1	6	3	4	9	5
Funding for schools and education	5	10	3	4	8	4	6	7	4	6	6	5	4	6	5	5	4	4	5	8	4	5
Reducing poverty	5	10	3	4	8	3	6	7	3	9	5	4	5	5	4	5	5	3	4	5	6	6
Funding for healthcare and the NHS	4	10	2	2	10	3	7	5	3	1	3	4	6	5	3	4	2	1	4	4	5	5
Measures to address the cost of living	3	5	2	5	3	3	3	4	2	0	3	4	3	3	3	3	4	3	3	1	2	4
None of the above	10	15	7	11	15	9	13	9	12	8	8	10	16	9	12	10	7	13	11	11	7	11
Don't know	17	18	16	9	16	15	18	12	22	21	17	15	19	15	21	17	17	19	18	19	17	16

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your personal finances, which of the following statements best describes your current financial situation?

I often struggle to afford basic essentials like food, utility bills and housing costs	8	6	7	5	8	4	9	8	8	6	9	9	6	4	13	8	6	6	7	9	10	8
I sometimes struggle to afford basic essentials like food, utility bills and housing costs	9	5	9	8	10	7	10	8	10	7	12	8	7	8	11	9	10	9	8	8	10	10
I can afford the essentials but I have cut back my spending on other things a lot	29	28	25	26	31	28	29	26	32	34	29	28	27	28	31	29	27	31	32	27	30	27
I can afford the essentials but I have cut back my spending on other things a little	29	30	39	31	25	36	27	28	30	24	30	30	29	33	24	29	27	34	30	29	24	30
I can afford the essentials and have not cut back my other spending	21	29	18	23	24	21	22	25	16	19	15	22	29	24	16	21	22	16	20	22	23	20
Don't know	1	0	1	2	1	1	1	2	1	3	1	1	1	1	2	1	2	1	1	2	1	1
Prefer not to say	3	1	2	6	2	2	2	4	2	7	3	3	1	3	4	3	5	3	1	3	2	4

Thinking about your personal finances compared to this time last year (October 2023), would you say your financial situation is better or worse, or is it about the same?

A lot worse	14	13	13	10	19	9	17	13	15	9	14	16	14	10	19	14	15	9	14	13	16	15
A little worse	29	30	29	28	39	29	34	27	31	19	28	29	35	30	28	29	31	31	29	28	29	29
TOTAL WORSE	43	43	42	38	58	38	51	40	46	28	42	45	49	40	47	43	46	40	43	41	45	44
About the same	38	42	38	43	29	43	35	38	38	32	35	42	41	39	36	39	30	34	39	41	38	38
A little better	14	13	15	9	9	14	10	17	11	29	17	9	7	16	11	13	15	20	13	12	14	14
A lot better	3	2	3	5	1	2	2	3	2	5	3	1	1	3	2	3	3	1	4	3	2	2
TOTAL BETTER	17	15	18	14	10	16	12	20	13	34	20	10	8	19	13	16	18	21	17	15	16	16
Don't know	3	1	2	5	2	2	1	2	3	7	3	3	1	2	3	2	6	4	1	3	2	3

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.