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Polling Methodological Note – 2nd November 2026

A sample of 1,184 adults aged 18+ in Great Britain was interviewed between the afternoon of 2nd October and the morning of 5th October 2026. Our sample was drawn from Verian's random sample panel Public Voice.

This poll was conducted in collaboration with Anthropy.

This panel is used extensively for social research commissioned by government, academic and third sector organisations, including those based in the US and Europe. Membership of this panel is restricted to those living in a controlled sample of UK addresses drawn from the Royal Mail's master database. This restrictive method of panel-building is relatively expensive but will ordinarily provide benefits in terms of sample and data quality when compared with a panel that any adult resident in the UK can join. Although the short-period fieldwork web-only protocol used for this poll is much more limited than is typical for a social research survey, the demographic and political composition of the sample is only modestly degraded compared to what could be obtained using the full social research data collection protocol (two to three weeks using both web and telephone interview modes).

We used this random sampling approach for our 2024 General Election polling, and firmly believe that this enabled us to generate the most accurate voting intentions estimate ahead of the election.

The data was weighted in multiple stages. First, design weighting was applied to account for variations in sampling probability (both for selection into the Public Voice panel and for selection into this specific poll). Second, non-response modelling was used to account for variations in response probability that are associated with the extensive profiling data held about all Public Voice panel members. Finally, the data was calibrated to match population totals for age, gender, 2024 General Election voting patterns, education, region, and likelihood to vote in the next General Election. Further information about the benchmarks used in the final weighting stage can be found on page 3.

The response rate for this poll was 28% (1,184 completes out of 4,112 Public Voice panellists invited to take part in the survey).

Uncertainty

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that it lies within 2 points.

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Weighting benchmarks

Weights have been applied to the sample to ensure that it is representative of the general public in Great Britain aged 18+. The sources for the population totals are provided above each table.

Gender* and age

Source: ONS Mid-Year-2025 Population Estimates:

	Unweighted count	Weighted count
Male 18-24	34	64
Male 25-34	58	99
Male 35-44	95	97
Male 45-54	99	90
Male 55-69	172	131
Male 70+	111	93
Female 18-24	29	61
Female 25-34	84	103
Female 35-44	97	103
Female 45-54	122	93
Female 55-69	180	137
Female 70+	103	114

*Those reporting an "other" gender have been randomly allocated to either male or female solely for the purpose of weighting.

Region

Source: ONS Mid-Year-2025 Population Estimates:

	Unweighted count	Weighted count
North East England	47	49
North West England	130	135
Yorkshire & Humber	86	99
East Midlands	86	89
West Midlands	96	107
East of England	115	115
London	184	159
South East England	181	169
South West England	96	106
Wales	70	57
Scotland	93	100

Education by age

Source: ONS Annual Population Survey (April 2025-June 2026)

	Unweighted count	Weighted count
Aged 16-24 with a degree	25	27
Aged 25-44 with a degree	229	202
Aged 45-69 with a degree	239	152
Other	691	803

Vote in the 2024 General Election*

Source: 2024 General Election & ONS Mid-Year-2025 Population Estimates

	Unweighted percentage	Weighted percentage
No vote	23%	46%
Labour	31%	19%
Conservative	20%	13%
Lib Dem	9%	7%
SNP	2%	1%
Reform UK	8%	8%
Green	5%	4%
Other	2%	2%

* An imputed response is given for those who preferred not to say who they voted for in the 2024 General Election.

Since the 2024 General Election, as panellists have been sampled for and taken part in surveys, we have collected information about if and how they voted in the 2024 General Election. It should be noted that not all of this information was collected contemporaneously and there is therefore a risk of measurement error due to incorrect recall, which may impact estimates.

Further details

Please contact Richard Crawshaw Richard.Crawshaw@VerianGroup.com for further details on the methodology used in this polling.

Verian is a member of the British Polling Council and abides by its rules.
http://www.britishpollingcouncil.org/

Table Q1

Anthropy - What Growth Means for Britain

Q1. When you hear the word "growth" used about Britain's future, which of the following best describes what it means to you?

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
A stronger economy and more prosperity	565	315	250	28#	60	106	93	114	164	106	101	46	48#	11#	16#	237	68	135	158	136	43#	25#	207	357
	48%	55%	41%	22%#	30%	53%	51%	56%	61%	74%	51%	60%	55%#	24%#	41%#	40%	43%	49%	51%	48%	43%#	45%#	47%	48%
		C				DE	DE	DE	DE	KLMNOP	NP	NP	NP											
Better lives for people, including health, education and opportunity	396	162	234	64#	80	66	59	54	73	21	75	21	17#	20#	12#	231	49	100	101	93	33#	20#	149	247
	33%	28%	38%	51%#	40%	33%	32%	26%	27%	14%	38%	27%	20%#	44%#	29%#	39%	31%	36%	33%	33%	33%#	36%#	34%	33%
			B	GHI	I						JM	J		JM		JM								
Better places to live, including housing, communities and the environment	106	48	58	23#	35	11	12	6	20	11	11	6	7#	7#	7#	57	25	18	27	27	6#	4#	43	63
	9%	8%	9%	18%#	17%	5%	7%	3%	7%	8%	6%	8%	9%#	15%#	17%#	10%	16%	6%	9%	10%	6%#	7%#	10%	8%
				FH	FGHI				H						K		R							
A stronger and more influential Britain in the world	44	16	29	2#	13	7	10	10	2	4	7	2	4#	4#	0#	23	8	8	9	14	3#	2#	8	37
	4%	3%	5%	2%#	6%	4%	6%	5%	1%	3%	4%	3%	4%#	8%#	1%#	4%	5%	3%	3%	5%	3%#	4%#	2%	5%
					I		I	I																W
Something else	39	24	16	4#	8	5	5	13	4	0	3	1	9#	2#	5#	19	1	6	8	9	12#	3#	21	18
	3%	4%	3%	3%#	4%	2%	3%	7%	2%	0%	2%	1%	11%#	4%#	12%#	3%	1%	2%	3%	3%	12%#	5%#	5%	2%
								I					JKLP		JKL	J					QRST			
Don't know	33	8	25	4#	6	6	4	7	7	-	2	1	1#	2#	-	27	8	8	7	5	3#	2#	10	24
	3%	1%	4%	3%#	3%	3%	2%	4%	3%		1%	1%	2%#	5%#		5%	5%	3%	2%	2%	3%#	4%#	2%	3%
			B													KL	T							

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Unweighted base below 100. Figures in these columns, and any significance testing involving them, are indicative only and should be treated with caution.

Fieldwork dates: 2 to 5 October 2026

Table Q2

Anthropy - What Growth Means for Britain

Q2. Thinking about Britain over the next ten years, which THREE of the following should be the most important priorities?

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
The nation's health and wellbeing, including the NHS	523	221	302	50#	97	95	78	95	108	47	87	36	28#	20#	23#	283	51	121	148	115	53#	35#	186	337
	44%	39%	49%	40%#	48%	47%	43%	47%	40%	33%	44%	47%	32%#	44%#	58%#	48%	32%	44%	48%	40%	53%#	63%#	43%	45%
			B								J	J			JM	JM			Q		Q	QRT		
Education and skills for all ages	141	56	85	15#	23	36	13	21	33	17	28	16	9#	6#	4#	61	22	30	54	27	4#	4#	61	80
	12%	10%	14%	12%#	11%	18%	7%	10%	12%	12%	14%	21%	11%#	12%#	10%#	10%	14%	11%	17%	10%	4%#	6%#	14%	11%
						G						P							U					
Strong and connected communities	37	13	24	5#	9	6	2	8	6	1	6	5	-	-	4#	21	4	5	15	6	2#	4#	19	18
	3%	2%	4%	4%#	5%	3%	1%	4%	2%	1%	3%	7%			11%#	3%	3%	2%	5%	2%	2%#	7%#	4%	2%
												J			J									
Reducing crime and antisocial behaviour	257	119	138	22#	37	31	45	52	69	43	32	13	30#	9#	7#	123	30	62	54	74	30#	8#	87	170
	22%	21%	23%	18%#	19%	16%	25%	26%	25%	30%	16%	17%	35%#	21%#	19%#	21%	19%	22%	17%	26%	30%#	15%#	20%	23%
										KLP			KLP											
Reducing poverty and inequality	234	99	135	20#	45	51	34	26	57	16	56	17	4#	18#	12#	111	36	55	42	74	17#	11#	96	138
	20%	17%	22%	16%#	23%	25%	18%	13%	21%	12%	28%	22%	5%#	39%#	30%#	19%	23%	20%	13%	26%	17%#	20%#	22%	19%
						H					JMP	JM		JMP	JM	JM				S				
A healthy democracy, culture and public life	110	53	57	27#	9	24	13	14	24	5	17	5	1#	5#	1#	76	16	29	36	21	8#	1#	49	61
	9%	9%	9%	21%#	4%	12%	7%	7%	9%	3%	9%	6%	1%#	12%#	2%#	13%	10%	10%	12%	7%	8%#	2%#	11%	8%
				EGH							M			M		JMO	V	V	V					
Affordable, good quality housing	186	95	92	20#	50	35	27	24	31	9	37	9	6#	9#	7#	108	40	34	55	34	20#	3#	70	116
	16%	17%	15%	16%#	25%	18%	15%	12%	12%	6%	19%	12%	7%#	21%#	17%#	18%	25%	12%	18%	12%	20%#	5%#	16%	16%
					H						JM			J		JM	RTV		V		V			
Transport, energy and digital infrastructure	64	38	25	7#	15	10	12	13	7	10	17	8	3#	2#	6#	18	9	18	12	12	6#	6#	35	29
	5%	7%	4%	6%#	7%	5%	6%	6%	3%	7%	9%	10%	3%#	5%#	15%#	3%	6%	7%	4%	4%	6%#	11%#	8%	4%
											P				P								X	
Thriving towns, cities and high streets	108	56	52	16#	20	14	16	21	20	15	20	7	12#	3#	2#	49	22	20	30	26	7#	4#	38	69
	9%	10%	9%	13%#	10%	7%	9%	10%	7%	10%	10%	10%	14%#	5%#	5%#	8%	14%	7%	10%	9%	7%#	7%#	9%	9%
Nature, rivers and the environment	120	55	65	16#	23	23	18	18	22	10	17	10	3#	17#	7#	56	13	34	40	20	8#	6#	53	67
	10%	10%	11%	13%#	12%	11%	10%	9%	8%	7%	9%	13%	3%#	37%#	18%#	9%	8%	12%	13%	7%	8%#	10%#	12%	9%
														JKLMOP	M									
British farming and food security	149	75	74	8#	10	14	23	30	63	29	30	10	17#	7#	3#	53	14	49	36	31	11#	7#	49	100
	13%	13%	12%	6%#	5%	7%	13%	15%	23%	20%	15%	13%	19%#	14%#	7%#	9%	9%	18%	12%	11%	11%#	13%#	11%	13%
								E	DEFGH	OP														
Making sure growth reaches every part of the country	133	56	78	14#	15	21	13	31	39	15	20	15	7#	4#	5#	68	14	24	34	43	8#	10#	52	81
	11%	10%	13%	11%#	8%	11%	7%	15%	14%	10%	10%	19%	8%#	8%#	12%#	11%	9%	9%	11%	15%	8%#	18%#	12%	11%
								G	G															
Secure, well-paid jobs	157	79	79	31#	46	21	24	15	20	16	28	6	4#	1#	1#	100	33	33	35	41	9#	5#	65	92
	13%	14%	13%	25%#	23%	11%	13%	7%	7%	11%	14%	8%	5%#	3%#	2%#	17%	21%	12%	11%	15%	9%#	9%#	15%	12%
				H	FH					NO	MNO					LMNO	SUV							
Higher living standards and a lower cost of living	451	228	223	60#	93	92	78	68	61	38	75	22	24#	10#	19#	262	61	104	101	114	46#	25#	155	296
	38%	40%	37%	48%#	46%	46%	42%	33%	23%	27%	38%	29%	28%#	22%#	48%#	44%	39%	38%	33%	40%	46%#	45%#	35%	40%
											J				JLMN	JLMN								
British business and entrepreneurship	60	39	21	9#	11	12	12	5	13	13	17	3	1#	1#	1#	24	12	10	21	11	1#	5#	30	30
	5%	7%	4%	7%#	5%	6%	6%	2%	5%	9%	9%	4%	2%#	2%#	3%#	4%	7%	4%	7%	4%	1%#	9%#	7%	4%
										MN	MNP						U		U					
New industries and research (such as clean energy, AI and life sciences)	54	38	16	11#	15	9	7	6	6	4	9	9	2#	1#	2#	27	15	14	12	8	5#	2#	29	25
	5%	7%	3%	9%#	7%	4%	4%	3%	2%	3%	5%	12%	2%#	3%#	5%#	4%	9%	5%	4%	3%	5%#	3%#	7%	3%
		C										JM												
Britain's global reputation, relationships and trade	69	40	29	10#	11	15	12	10	11	6	14	8	5#	4#	-	33	11	18	16	18	4#	2#	29	39
	6%	7%	5%	8%#	5%	8%	7%	5%	4%	4%	7%	10%	5%#	9%#		6%	7%	6%	5%	6%	4%#	4%#	7%	5%
National security and defence	230	123	107	10#	9	20	38	49	104	67	40	12	31#	5#	4#	71	27	64	59	60	9#	10#	72	157
	19%	21%	17%	8%#	4%	10%	21%	24%	39%	47%	20%	16%	35%#	11%#	10%#	12%	17%	23%	19%	21%	9%#	17%#	17%	21%
							DEF	DEF	DEFGH	KLNOP	P		KLNOP					U						
Stricter border controls to reduce immigration	365	176	189	23#	34	50	62	89	107	63	33	17	66#	10#	9#	167	32	72	107	104	32#	18#	74	291
	31%	31%	31%	18%#	17%	25%	34%	44%	40%	44%	17%	22%	76%#	23%#	22%#	28%	20%	26%	34%	37%	32%#	32%#	17%	39%
							DE	DEF	DEF	KLNOP			JKLNOP			K			Q	QR				W
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Something else	11	8	3	-	1	2	4	2	2	1	3	0	1#	1#	1#	4	-	4	2	2	2#	1#	7	4
	1%	1%	1%		0%	1%	2%	1%	1%	1%	1%	1%	1%#	2%#	2%#	1%		2%	1%	1%	2%#	1%#	2%	1%
Don't know	20	10	9	-	9	4	4	3	-	-	-	-	-	0#	-	19	4	4	6	1	5#	-	13	7
	2%	2%	2%		4%	2%	2%	1%						1%#		3%	2%	1%	2%	0%	5%#		3%	1%
																	T				T		X	

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Unweighted base below 100. Figures in these columns, and any significance testing involving them, are indicative only and should be treated with caution.

Percentages sum to more than 100%

Fieldwork dates: 2 to 5 October 2026

Table Q3

Anthropy - What Growth Means for Britain

Q3. Which of the following would be the clearest signs that the place where you live is doing well?

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
Plenty of good jobs	379	196	183	62#	60	84	57	50	66	37	75	21	27#	11#	11#	198	40	81	126	89	26#	16#	149	229
	32%	34%	30%	50%#	30%	42%	31%	24%	24%	26%	38%	27%	31%#	23%#	28%#	33%	25%	30%	41%	31%	26%#	28%#	34%	31%
				EGHI		HI					J								QRU					
Successful local businesses	302	145	157	44#	45	46	47	55	66	45	39	20	22#	12#	4#	159	41	74	82	73	15#	16#	107	195
	26%	25%	26%	35%#	22%	23%	26%	27%	24%	32%	20%	26%	26%#	26%#	11%#	27%	26%	27%	26%	26%	15%#	28%#	25%	26%
										KO						O								
Affordable housing	266	133	133	26#	57	54	46	36	48	22	56	11	12#	16#	17#	132	39	49	71	66	27#	14#	90	176
	22%	23%	22%	21%#	28%	27%	25%	18%	18%	15%	28%	15%	14%#	36%#	42%#	22%	24%	18%	23%	23%	27%#	25%#	21%	24%
											JLM			JLM	JLMP										
Reliable public transport and well-maintained roads	335	143	191	39#	52	51	39	57	96	45	54	24	22#	14#	16#	160	48	78	81	90	26#	11#	139	196
	28%	25%	31%	32%#	26%	26%	21%	28%	35%	31%	27%	31%	25%#	31%#	41%#	27%	30%	29%	26%	32%	26%#	19%#	32%	26%
									G															
Good local services (such as schools or hospitals)	637	295	342	70#	104	115	88	99	162	87	125	47	32#	18#	26#	302	84	167	157	145	50#	33#	257	380
	54%	51%	56%	56%#	51%	58%	48%	48%	60%	61%	63%	61%	37%#	39%#	66%#	51%	53%	61%	51%	51%	50%#	59%#	59%	51%
									GH	MNP	MNP	MN			MN								X	
Safe neighbourhoods	534	267	267	51#	108	78	105	76	116	71	72	35	47#	20#	15#	273	83	133	123	128	45#	22#	194	340
	45%	47%	44%	41%#	54%	39%	57%	37%	43%	50%	36%	46%	54%#	43%#	39%#	46%	53%	48%	40%	45%	45%#	39%#	44%	46%
					H		FHI			K			K											
People feeling connected to their community	250	141	109	29#	41	41	39	49	52	21	42	23	19#	10#	11#	124	45	62	59	46	26#	12#	111	139
	21%	25%	18%	23%#	20%	20%	21%	24%	19%	15%	21%	30%	22%#	22%#	27%#	21%	28%	22%	19%	16%	26%#	21%#	25%	19%
		C										J					T						X	
Local people having influence over decisions	127	54	73	24#	9	18	10	24	43	17	21	10	16#	9#	5#	49	14	24	40	23	17#	9#	38	89
	11%	9%	12%	19%#	4%	9%	5%	12%	16%	12%	11%	13%	19%#	19%#	12%#	8%	9%	9%	13%	8%	17%#	16%#	9%	12%
				EG				E	EG				P											
A busy high street with few empty shops	397	208	189	26#	50	63	65	82	111	66	67	30	37#	16#	7#	174	44	104	105	94	36#	14#	149	248
	34%	36%	31%	21%#	25%	32%	35%	40%	41%	47%	34%	39%	42%#	34%#	18%#	29%	28%	38%	34%	33%	36%#	25%#	34%	33%
								DE	DE	KOP	O	O	O											
None of these	12	7	5	-	2	2	4	-	4	1	4	-	-	1#	-	5	-	4	3	5	-	-	3	9
	1%	1%	1%		1%	1%	2%		2%	1%	2%			2%#		1%		1%	1%	2%			1%	1%
Don't know	27	6	21	-	11	2	4	11	-	-	1	-	-	0#	1#	24	4	3	7	8	6#	1#	9	19
	2%	1%	3%		5%	1%	2%	5%			1%			1%#	3%#	4%	2%	1%	2%	3%	6%#	1%#	2%	3%
			B					F								K								

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Unweighted base below 100. Figures in these columns, and any significance testing involving them, are indicative only and should be treated with caution.

Percentages sum to more than 100%

Fieldwork dates: 2 to 5 October 2026

Table Q4

Anthropy - What Growth Means for Britain

Q4. To what extent do you agree or disagree with each of the following statements about Britain today? - Summary table

	I trust the people and institutions who make major decisions in Britain to act in the public interest.	Britain is well prepared for major shocks (such as economic, climate, cyber or health crises) over the next ten years.	Britain's biggest challenges require action from all parts of society, not just government.	For growth to really benefit Britain, it needs to improve people's lives and protect the environment, not just grow the economy.	Opportunities in Britain are fairly spread across different regions, backgrounds and communities.	Britain is good at creating new ideas but not at turning them into widespread, lasting change.	I am optimistic about opportunities for young people in Britain today.	Leaders in Britain focus too much on short-term fixes and not enough on long-term solutions.	I feel that people like me have a meaningful part to play in improving Britain's future.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Base: All respondents	1184	1184	1184	1184	1184	1184	1184	1184	1184
Unweighted Base	1184	1184	1184	1184	1184	1184	1184	1184	1184
Strongly agree	29	22	413	481	39	182	21	474	121
	2%	2%	35%	41%	3%	15%	2%	40%	10%
			ABEFGI	ABCEFGI	G	ABEGI		ABCEFGI	ABEG
Tend to agree	140	57	560	481	124	500	106	470	318
	12%	5%	47%	41%	10%	42%	9%	40%	27%
	B		ABDEGHI	ABEGI	B	ABEGI	B	ABEGI	ABEG
Neither agree nor disagree	266	176	128	148	229	293	216	168	362
	22%	15%	11%	12%	19%	25%	18%	14%	31%
	BCDGH	C			BCDH	BCDEGH	CDH	C	ABCDEFGH
Tend to disagree	434	486	46	36	425	103	493	25	224
	37%	41%	4%	3%	36%	9%	42%	2%	19%
	CDFHI	CDEFHI			CDFHI	CDH	CDEFHI		CDFH
Strongly disagree	293	382	22	18	329	42	321	10	117
	25%	32%	2%	1%	28%	4%	27%	1%	10%
	CDFHI	ACDEFGHI			CDFHI	CDH	CDFHI		CDFH
Don't know	22	61	13	20	39	65	27	37	42
	2%	5%	1%	2%	3%	6%	2%	3%	4%
		ACDEGHI			ACD	ACDEGHI	C	ACD	ACDG
NET: Agree	169	79	973	962	163	682	127	944	439
	14%	7%	82%	81%	14%	58%	11%	80%	37%
	BG		ABEFGI	ABEFGI	B	ABEGI	B	ABEFGI	ABEG
NET: Disagree	726	868	69	54	754	144	814	35	341
	61%	73%	6%	5%	64%	12%	69%	3%	29%
	CDFHI	ACDEFGHI	H		CDFHI	CDH	ACDEFHI		CDFH

Comparison Groups: ABCDEFGHI

Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Unweighted base below 100. Figures in these columns, and any significance testing involving them, are indicative only and should be treated with caution.

Fieldwork dates: 2 to 5 October 2026

Table Q4_1

Anthropy - What Growth Means for Britain

Q4_1. To what extent do you agree or disagree with each of the following statements about Britain today? - I trust the people and institutions who make major decisions in Britain to act in the public interest.

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
Strongly agree	29	18	11	-	7	2	6	4	10	2	4	4	2#	1#	1#	15	2	3	9	7	7#	0#	8	21
	2%	3%	2%		3%	1%	3%	2%	4%	2%	2%	5%	2%#	2%#	2%#	2%	1%	1%	3%	3%	7%#	1%#	2%	3%
Tend to agree	140	70	70	9#	21	23	24	17	46	17	40	17	3#	7#	3#	53	28	37	30	31	10#	4#	65	75
	12%	12%	11%	8%#	11%	11%	13%	8%	17%	12%	20%	22%	3%#	15%#	8%#	9%	18%	14%	10%	11%	10%#	6%#	15%	10%
									H	M	JMOP	MP												
Neither agree nor disagree	266	121	145	31#	46	47	35	55	52	33	57	17	12#	8#	9#	131	43	56	77	67	13#	10#	109	157
	22%	21%	24%	25%#	23%	24%	19%	27%	19%	23%	29%	22%	14%#	17%#	24%#	22%	27%	20%	25%	24%	13%#	18%#	25%	21%
											M						U		U					
Tend to disagree	434	203	231	51#	81	72	72	66	91	49	61	29	18#	23#	13#	241	57	108	116	102	27#	24#	160	274
	37%	35%	38%	41%#	40%	36%	39%	32%	34%	34%	31%	38%	20%#	51%#	33%#	40%	36%	39%	37%	36%	27%#	42%#	36%	37%
										M		M		JKM		KM								
Strongly disagree	293	153	140	26#	45	54	40	61	67	38	36	10	51#	7#	13#	137	28	66	72	67	42#	19#	93	200
	25%	27%	23%	21%#	22%	27%	22%	30%	25%	27%	18%	13%	59%#	15%#	34%#	23%	17%	24%	23%	24%	42%#	33%#	21%	27%
										L			JKLNOP		L	L					QRST			
Don't know	22	8	15	7#	2	2	6	2	4	3	0	-	1#	0#	-	17	1	4	7	9	1#	-	5	18
	2%	1%	2%	5%#	1%	1%	3%	1%	1%	2%	0%		1%#	1%#		3%	1%	1%	2%	3%	1%#		1%	2%
																K								
NET: Agree	169	89	81	9#	28	25	30	21	57	20	44	21	5#	8#	4#	68	30	41	39	38	17#	4#	72	97
	14%	15%	13%	8%#	14%	12%	16%	10%	21%	14%	22%	27%	6%#	16%#	10%#	11%	19%	15%	12%	14%	17%#	7%#	17%	13%
									DH	M	MP	JMOP												
NET: Disagree	726	356	371	77#	126	126	112	127	158	86	97	39	69#	30#	26#	378	84	174	187	169	69#	43#	252	474
	61%	62%	61%	62%#	62%	63%	61%	62%	58%	61%	49%	51%	80%#	66%#	67%#	64%	53%	63%	60%	60%	69%#	75%#	58%	64%
										K			JKLP	K	K	K						Q		

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Unweighted base below 100. Figures in these columns, and any significance testing involving them, are indicative only and should be treated with caution.

Fieldwork dates: 2 to 5 October 2026

Table Q4_2

Anthropy - What Growth Means for Britain

Q4_2. To what extent do you agree or disagree with each of the following statements about Britain today? - Britain is well prepared for major shocks (such as economic, climate, cyber or health crises) over the next ten years.

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
Strongly agree	22	10	12	1#	7	2	4	4	4	3	3	1	1#	2#	1#	12	4	1	5	7	5#	-	10	12
	2%	2%	2%	1%#	3%	1%	2%	2%	2%	2%	2%	1%	1%#	4%#	2%#	2%	2%	0%	2%	3%	5%#		2%	2%
Tend to agree	57	25	32	1#	15	10	12	8	10	7	15	7	1#	3#	1#	23	10	21	11	13	2#	0#	22	34
	5%	4%	5%	1%#	8%	5%	7%	4%	4%	5%	8%	9%	1%#	6%#	2%#	4%	7%	7%	4%	4%	2%#	1%#	5%	5%
											M	M						V							
Neither agree nor disagree	176	83	93	20#	20	33	27	37	39	16	32	16	5#	3#	4#	100	29	48	33	51	6#	9#	67	109
	15%	15%	15%	16%#	10%	16%	15%	18%	14%	11%	16%	20%	6%#	6%#	11%#	17%	18%	18%	11%	18%	6%#	15%#	15%	15%
											MN	MN				MN	U	U		U					
Tend to disagree	486	234	252	45#	93	86	69	68	123	61	91	34	25#	23#	19#	233	64	106	140	110	44#	22#	200	286
	41%	41%	41%	36%#	46%	43%	38%	34%	45%	43%	46%	44%	28%#	50%#	49%#	39%	40%	39%	45%	39%	44%#	38%#	46%	38%
									H	M	M			M											
Strongly disagree	382	207	175	34#	59	66	61	77	85	53	55	17	53#	13#	11#	180	43	83	111	80	39#	25#	122	260
	32%	36%	29%	28%#	29%	33%	33%	38%	31%	37%	28%	22%	62%#	29%#	28%#	30%	27%	30%	36%	28%	39%#	45%#	28%	35%
										L			JKLNOP											
Don't know	61	14	47	23#	7	2	9	9	10	2	2	3	1#	2#	4#	46	8	15	11	22	4#	1#	16	45
	5%	2%	8%	19%#	3%	1%	5%	5%	4%	2%	1%	4%	2%#	5%#	9%#	8%	5%	6%	3%	8%	4%#	1%#	4%	6%
			B	EFGHI											JK	JKM				SV				
NET: Agree	79	35	44	2#	22	12	16	12	14	10	18	8	2#	4#	1#	35	14	22	16	20	7#	0#	33	46
	7%	6%	7%	1%#	11%	6%	9%	6%	5%	7%	9%	10%	2%#	10%#	3%#	6%	9%	8%	5%	7%	7%#	1%#	7%	6%
					D						M	M					V	V		V				
NET: Disagree	868	441	427	80#	152	153	130	146	208	114	146	50	78#	36#	30#	413	107	189	251	190	83#	47#	322	546
	73%	77%	70%	64%#	76%	76%	71%	71%	77%	80%	74%	66%	90%#	79%#	77%#	69%	68%	69%	81%	67%	83%#	83%#	74%	73%
		C								LP			KLP						QRT		QRT	QRT		

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Unweighted base below 100. Figures in these columns, and any significance testing involving them, are indicative only and should be treated with caution.

Fieldwork dates: 2 to 5 October 2026

Table Q4_3

Anthropy - What Growth Means for Britain

Q4_3. To what extent do you agree or disagree with each of the following statements about Britain today? - Britain's biggest challenges require action from all parts of society, not just government.

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
Strongly agree	413	210	203	51#	64	65	64	65	104	53	79	35	27#	15#	16#	188	44	94	105	88	58#	24#	162	251
	35%	37%	33%	41%#	32%	32%	35%	32%	38%	37%	40%	45%	32%#	33%#	40%#	32%	28%	34%	34%	31%	58%#	42%#	37%	34%
												P									QRST			
Tend to agree	560	267	294	59#	103	79	90	96	134	77	93	36	43#	23#	19#	269	76	135	158	138	30#	24#	216	345
	47%	47%	48%	47%#	51%	39%	49%	47%	50%	54%	47%	47%	50%#	51%#	48%#	45%	48%	49%	51%	49%	30%#	42%#	49%	46%
																	U	U	U	U				
Neither agree nor disagree	128	58	71	8#	22	35	16	32	15	6	14	5	6#	5#	1#	90	32	22	29	34	9#	2#	39	89
	11%	10%	12%	6%#	11%	17%	9%	16%	6%	4%	7%	7%	7%#	12%#	2%#	15%	20%	8%	9%	12%	9%#	4%#	9%	12%
						GI		L								JKLMO	RSUV			V				
Tend to disagree	46	29	17	6#	7	14	4	5	10	3	7	1	8#	1#	4#	23	2	16	4	15	3#	6#	14	33
	4%	5%	3%	4%#	4%	7%	2%	3%	4%	2%	3%	2%	10%#	2%#	9%#	4%	1%	6%	1%	5%	3%#	11%#	3%	4%
																		S				QS		
Strongly disagree	22	8	14	-	2	7	6	3	4	3	1	-	1#	-	-	17	4	4	9	4	-	2#	4	19
	2%	1%	2%		1%	3%	3%	2%	1%	2%	1%		1%#			3%	2%	1%	3%	2%		3%#	1%	3%
Don't know	13	1	13	2#	3	1	3	2	3	1	4	-	1#	1#	-	8	1	3	5	5	-	-	3	10
	1%	0%	2%	1%#	1%	1%	1%	1%	1%	0%	2%		1%#	2%#		1%	1%	1%	2%	2%			1%	1%
			B																					
NET: Agree	973	477	497	110#	167	143	154	161	238	130	172	70	71#	39#	35#	457	120	229	263	226	88#	47#	378	596
	82%	83%	81%	88%#	83%	72%	84%	79%	88%	91%	87%	92%	82%#	84%#	89%#	77%	76%	84%	85%	80%	88%#	83%#	86%	80%
				F			F		FH	P	P	P			P						Q		X	
NET: Disagree	69	37	31	6#	10	21	10	9	14	6	8	1	9#	1#	4#	40	6	20	13	19	3#	8#	17	51
	6%	7%	5%	4%#	5%	11%	5%	4%	5%	4%	4%	2%	11%#	2%#	9%#	7%	4%	7%	4%	7%	3%#	13%#	4%	7%
													L			L						QU		

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Unweighted base below 100. Figures in these columns, and any significance testing involving them, are indicative only and should be treated with caution.

Fieldwork dates: 2 to 5 October 2026

Table Q4_4

Anthropy - What Growth Means for Britain

Q4_4. To what extent do you agree or disagree with each of the following statements about Britain today? - For growth to really benefit Britain, it needs to improve people's lives and protect the environment, not just grow the economy.

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
Strongly agree	481	229	252	64#	102	75	77	64	100	35	97	34	27#	23#	21#	243	66	119	120	94	52#	30#	189	292
	41%	40%	41%	52%#	50%	37%	42%	31%	37%	25%	49%	45%	31%#	51%#	54%#	41%	42%	43%	39%	33%	52%#	53%#	43%	39%
				H	HI						JM	J		JM	JM	J					T	T		
Tend to agree	481	223	258	35#	76	81	72	94	123	68	85	34	29#	21#	16#	227	63	106	134	131	28#	19#	180	301
	41%	39%	42%	28%#	38%	41%	39%	46%	45%	48%	43%	45%	33%#	46%#	41%#	38%	40%	39%	43%	46%	28%#	34%#	41%	40%
								D	D											U				
Neither agree nor disagree	148	75	73	18#	17	28	19	31	34	26	10	4	16#	1#	2#	90	21	35	40	38	8#	5#	42	105
	12%	13%	12%	14%#	8%	14%	10%	15%	13%	18%	5%	5%	18%#	2%#	4%#	15%	13%	13%	13%	13%	8%#	10%#	10%	14%
										KLNO			KLNO			KLNO								
Tend to disagree	36	22	14	2#	3	9	10	3	9	10	4	2	5#	-	-	15	6	8	10	6	5#	2#	20	16
	3%	4%	2%	2%#	1%	4%	5%	2%	3%	7%	2%	3%	6%#			2%	4%	3%	3%	2%	5%#	3%#	5%	2%
Strongly disagree	18	10	8	-	2	6	2	3	4	2	2	1	4#	-	-	8	2	3	5	6	2#	0#	3	15
	1%	2%	1%		1%	3%	1%	2%	2%	1%	1%	1%	5%#			1%	1%	1%	1%	2%	2%#	1%#	1%	2%
Don't know	20	13	7	5#	2	1	4	8	0	1	-	2	6#	0#	-	12	0	4	3	8	6#	-	4	17
	2%	2%	1%	4%#	1%	1%	2%	4%	0%	1%		2%	7%#	1%#		2%	0%	1%	1%	3%	6%#		1%	2%
							I	EFI					JLNP								QRS			
NET: Agree	962	452	510	100#	177	156	149	158	223	104	182	69	56#	45#	38#	470	130	225	254	225	79#	49#	369	593
	81%	79%	83%	80%#	88%	78%	81%	78%	82%	73%	92%	89%	65%#	98%#	96%#	79%	82%	82%	82%	79%	79%#	87%#	84%	80%
					H						JMP	JMP		JMP	JMP	M								
NET: Disagree	54	32	22	2#	5	15	12	6	13	12	7	3	9#	-	-	23	7	11	14	12	7#	2#	23	31
	5%	6%	4%	2%#	2%	7%	6%	3%	5%	8%	3%	4%	11%#			4%	5%	4%	5%	4%	7%#	3%#	5%	4%

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Unweighted base below 100. Figures in these columns, and any significance testing involving them, are indicative only and should be treated with caution.

Fieldwork dates: 2 to 5 October 2026

Table Q4_5

Anthropy - What Growth Means for Britain

Q4_5. To what extent do you agree or disagree with each of the following statements about Britain today? - Opportunities in Britain are fairly spread across different regions, backgrounds and communities.

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
Strongly agree	39	22	16	5#	8	4	6	6	11	5	4	7	2#	2#	-	19	5	6	9	10	7#	2#	12	27
	3%	4%	3%	4%#	4%	2%	3%	3%	4%	4%	2%	9%	2%#	4%#		3%	3%	2%	3%	4%	7%#	3%#	3%	4%
												KP												
Tend to agree	124	69	55	9#	28	20	16	19	31	20	16	4	5#	7#	2#	70	16	32	32	24	13#	6#	46	78
	10%	12%	9%	8%#	14%	10%	9%	9%	11%	14%	8%	6%	6%#	16%#	6%#	12%	10%	12%	10%	9%	13%#	11%#	10%	11%
										L														
Neither agree nor disagree	229	104	125	18#	45	39	32	44	50	23	37	13	11#	5#	5#	135	38	66	61	55	6#	3#	76	153
	19%	18%	20%	14%#	23%	19%	18%	22%	19%	16%	18%	17%	13%#	10%#	14%#	23%	24%	24%	20%	19%	6%#	5%#	17%	21%
																N	UV	UV	UV	UV				
Tend to disagree	425	204	221	48#	82	60	67	68	101	51	79	32	28#	15#	18#	202	66	93	101	102	36#	27#	162	263
	36%	36%	36%	38%#	41%	30%	37%	33%	37%	36%	40%	41%	32%#	33%#	45%#	34%	41%	34%	33%	36%	36%#	47%#	37%	35%
Strongly disagree	329	158	171	39#	34	66	54	61	75	42	63	21	40#	14#	14#	136	30	63	98	84	35#	19#	133	195
	28%	28%	28%	31%#	17%	33%	30%	30%	28%	30%	32%	27%	46%#	31%#	35%#	23%	19%	23%	31%	30%	35%#	34%#	30%	26%
						E	E	E	E				JLP						Q		Q			
Don't know	39	16	23	6#	5	11	8	6	3	1	1	-	1#	2#	-	33	3	13	9	9	4#	-	9	29
	3%	3%	4%	5%#	2%	6%	4%	3%	1%	1%	0%		1%#	5%#		6%	2%	5%	3%	3%	4%#		2%	4%
						I										JKM								
NET: Agree	163	91	71	14#	36	24	22	25	41	25	19	12	7#	9#	2#	88	21	38	41	34	19#	8#	57	105
	14%	16%	12%	11%#	18%	12%	12%	12%	15%	18%	10%	15%	8%#	20%#	6%#	15%	14%	14%	13%	12%	19%#	14%#	13%	14%
										KO														
NET: Disagree	754	362	392	87#	115	126	121	129	176	93	142	52	68#	30#	32#	338	96	156	199	186	71#	46#	295	458
	64%	63%	64%	70%#	57%	63%	66%	63%	65%	65%	71%	68%	78%#	65%#	80%#	57%	60%	57%	64%	65%	71%#	81%#	67%	61%
											P		P		P							QRST		

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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Fieldwork dates: 2 to 5 October 2026

Table Q4_6

Anthropy - What Growth Means for Britain

Q4_6. To what extent do you agree or disagree with each of the following statements about Britain today? - Britain is good at creating new ideas but not at turning them into widespread, lasting change.

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
Strongly agree	182	87	95	2#	27	32	34	32	56	38	16	9	21#	4#	3#	91	21	42	54	28	27#	10#	56	126
	15%	15%	16%	1%#	14%	16%	19%	16%	21%	26%	8%	12%	24%#	9%#	8%#	15%	13%	15%	17%	10%	27%#	17%#	13%	17%
					D	D	D	D	D	KLNOP			KNO			K					QT			
Tend to agree	500	225	275	52#	80	72	75	78	144	64	115	43	28#	19#	15#	215	63	121	134	125	36#	22#	185	314
	42%	39%	45%	42%#	39%	36%	41%	38%	53%	45%	58%	56%	32%#	42%#	37%#	36%	40%	44%	43%	44%	35%#	38%#	42%	42%
									EFGH		JMOP	MP												
Neither agree nor disagree	293	149	143	26#	55	66	44	52	50	22	40	15	18#	16#	15#	165	46	71	68	73	22#	12#	135	158
	25%	26%	23%	21%#	27%	33%	24%	25%	19%	16%	20%	20%	21%#	36%#	39%#	28%	29%	26%	22%	26%	22%#	22%#	31%	21%
						I								J	JK	J							X	
Tend to disagree	103	59	44	11#	14	19	17	28	13	12	10	5	12#	4#	4#	54	14	24	23	26	6#	10#	37	65
	9%	10%	7%	9%#	7%	9%	9%	14%	5%	9%	5%	7%	14%#	10%#	10%#	9%	9%	9%	7%	9%	6%#	17%#	9%	9%
								I																
Strongly disagree	42	24	17	9#	17	5	2	4	5	4	7	-	5#	-	-	25	7	7	14	10	0#	3#	6	35
	4%	4%	3%	7%#	8%	2%	1%	2%	2%	3%	4%		6%#			4%	4%	3%	5%	3%	0%#	5%#	1%	5%
					FGHI														U					W
Don't know	65	29	37	24#	9	8	11	11	2	2	10	4	3#	2#	3#	43	7	9	17	23	9#	-	18	48
	6%	5%	6%	19%#	4%	4%	6%	5%	1%	1%	5%	5%	3%#	3%#	7%#	7%	5%	3%	6%	8%	9%#		4%	6%
				EFGHI			I	I			J				J	J				R				
NET: Agree	682	312	370	54#	107	103	109	110	199	102	131	52	49#	23#	18#	307	84	163	188	153	63#	31#	242	440
	58%	54%	61%	43%#	53%	52%	59%	54%	74%	72%	66%	68%	57%#	51%#	45%#	52%	53%	59%	60%	54%	63%#	55%#	55%	59%
									DEFGH	MNOP	OP	OP												
NET: Disagree	144	83	61	20#	31	24	19	31	19	16	17	5	17#	4#	4#	80	21	31	37	35	6#	13#	44	101
	12%	15%	10%	16%#	15%	12%	11%	15%	7%	11%	9%	7%	20%#	10%#	10%#	13%	13%	11%	12%	13%	6%#	23%#	10%	13%
					I			I					L									U		

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

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Fieldwork dates: 2 to 5 October 2026

Table Q4_7

Anthropy - What Growth Means for Britain

Q4_7. To what extent do you agree or disagree with each of the following statements about Britain today? - I am optimistic about opportunities for young people in Britain today.

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
Strongly agree	21	12	9	2#	6	2	7	3	1	1	2	1	1#	3#	-	13	2	5	6	4	3#	0#	7	13
	2%	2%	1%	2%#	3%	1%	4%	1%	0%	1%	1%	1%	1%#	7%#		2%	2%	2%	2%	1%	3%#	0%#	2%	2%
							I																	
Tend to agree	106	48	59	6#	19	19	17	14	30	10	23	7	2#	5#	3#	58	15	28	26	28	6#	3#	39	67
	9%	8%	10%	5%#	9%	9%	9%	7%	11%	7%	11%	9%	3%#	10%#	7%#	10%	10%	10%	8%	10%	6%#	6%#	9%	9%
											M					M								
Neither agree nor disagree	216	89	127	26#	38	35	26	40	50	21	42	13	6#	5#	9#	120	36	51	48	67	10#	4#	89	127
	18%	16%	21%	21%#	19%	18%	14%	20%	18%	15%	21%	17%	7%#	11%#	22%#	20%	22%	19%	15%	24%	10%#	7%#	20%	17%
											M					M	UV	V		UV				
Tend to disagree	493	244	249	42#	88	81	79	84	120	67	79	41	34#	26#	17#	231	67	110	127	118	41#	30#	179	314
	42%	43%	41%	34%#	44%	40%	43%	41%	44%	47%	40%	53%	39%#	57%#	42%#	39%	42%	40%	41%	42%	41%#	53%#	41%	42%
												P		KP										
Strongly disagree	321	174	147	45#	47	63	46	58	62	38	51	16	42#	7#	11#	156	37	69	96	64	37#	19#	116	204
	27%	30%	24%	36%#	23%	31%	25%	28%	23%	26%	26%	21%	48%#	14%#	29%#	26%	23%	25%	31%	22%	36%#	34%#	27%	27%
													JKLNP											
Don't know	27	6	21	4#	2	1	7	4	8	6	2	-	2#	0#	-	18	2	11	9	3	3#	-	7	20
	2%	1%	3%	3%#	1%	1%	4%	2%	3%	4%	1%		2%#	1%#		3%	1%	4%	3%	1%	3%#		2%	3%
			B				EF			K								T						
NET: Agree	127	60	67	8#	26	21	24	17	31	11	25	8	3#	8#	3#	71	18	33	32	32	9#	4#	47	80
	11%	10%	11%	7%#	13%	10%	13%	8%	12%	8%	12%	10%	3%#	17%#	7%#	12%	11%	12%	10%	11%	9%#	7%#	11%	11%
											M			M		M								
NET: Disagree	814	418	396	87#	135	143	125	142	181	104	130	56	76#	33#	28#	387	104	179	222	182	78#	49#	295	519
	69%	73%	65%	70%#	67%	71%	68%	70%	67%	73%	65%	73%	87%#	71%#	71%#	65%	65%	65%	72%	64%	78%#	86%#	67%	70%
		C											JKP									QRST		

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

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Fieldwork dates: 2 to 5 October 2026

Table Q4_8

Anthropy - What Growth Means for Britain

Q4_8. To what extent do you agree or disagree with each of the following statements about Britain today? - Leaders in Britain focus too much on short-term fixes and not enough on long-term solutions.

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
Strongly agree	474	264	210	50#	80	73	79	78	114	65	82	32	53#	13#	19#	208	62	109	128	85	57#	33#	177	296
	40%	46%	34%	40%#	39%	36%	43%	38%	42%	46%	42%	42%	62%#	29%#	48%#	35%	39%	40%	41%	30%	57%#	58%#	41%	40%
		C								NP			JKLNP								QRT	QRT		
Tend to agree	470	220	250	39#	84	73	67	80	127	58	80	36	22#	28#	17#	230	66	107	136	110	32#	19#	171	299
	40%	38%	41%	31%#	41%	36%	37%	39%	47%	41%	40%	47%	25%#	60%#	42%#	39%	41%	39%	44%	39%	32%#	34%#	39%	40%
										M	M	M		JKMP		M								
Neither agree nor disagree	168	65	103	20#	30	46	26	31	16	8	25	5	8#	2#	4#	115	20	48	33	55	9#	3#	68	100
	14%	11%	17%	16%#	15%	23%	14%	15%	6%	6%	13%	6%	9%#	5%#	9%#	19%	13%	17%	11%	20%	9%#	5%#	16%	13%
			B		I	I	I	I			J					JLMN		V		SUV				
Tend to disagree	25	11	14	-	4	2	2	7	11	8	6	3	1#	2#	-	5	4	4	7	11	0#	-	9	16
	2%	2%	2%		2%	1%	1%	3%	4%	6%	3%	4%	1%#	4%#		1%	2%	1%	2%	4%	0%#	-	2%	2%
										P														
Strongly disagree	10	5	5	-	0	4	2	2	1	1	3	-	1#	-	-	5	1	1	2	5	-	1#	3	7
	1%	1%	1%		0%	2%	1%	1%	1%	1%	1%		1%#			1%	0%	0%	1%	2%		2%#	1%	1%
Don't know	37	8	29	16#	5	3	7	6	2	1	2	1	1#	1#	-	31	7	6	4	18	2#	-	9	28
	3%	1%	5%	12%#	2%	1%	4%	3%	1%	1%	1%	2%	1%#	2%#		5%	4%	2%	1%	6%	2%#		2%	4%
			B	EFGHI			I									JKLM				RS				
NET: Agree	944	484	460	89#	163	146	147	158	241	124	162	68	75#	41#	36#	438	128	216	264	194	89#	53#	349	595
	80%	84%	75%	71%#	81%	73%	80%	77%	89%	87%	82%	89%	87%#	89%#	91%#	74%	81%	79%	85%	69%	88%#	93%#	80%	80%
		C							DFGH	P	P	P	P	P	P		T	T	T		T	QRT		
NET: Disagree	35	16	19	-	4	6	4	9	12	9	9	3	2#	2#	-	10	4	4	9	16	0#	1#	12	23
	3%	3%	3%		2%	3%	2%	4%	4%	7%	4%	4%	3%#	4%#		2%	3%	2%	3%	6%	0%#	2%#	3%	3%
										P										U				

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

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Fieldwork dates: 2 to 5 October 2026

Table Q4_9

Anthropy - What Growth Means for Britain

Q4_9. To what extent do you agree or disagree with each of the following statements about Britain today? - I feel that people like me have a meaningful part to play in improving Britain's future.

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
Strongly agree	121	63	59	20#	30	21	21	13	17	9	26	8	6#	6#	3#	63	12	24	25	44	14#	2#	46	76
	10%	11%	10%	16%#	15%	10%	11%	6%	6%	6%	13%	10%	6%#	14%#	8%#	11%	7%	9%	8%	16%	14%#	4%#	10%	10%
					I						J									SV				
Tend to agree	318	159	159	34#	62	51	67	50	54	37	60	30	20#	16#	17#	137	48	85	92	49	24#	18#	138	179
	27%	28%	26%	27%#	31%	25%	37%	24%	20%	26%	30%	38%	23%#	36%#	43%#	23%	30%	31%	30%	17%	24%#	32%#	32%	24%
							HI					P			MP		T	T	T				X	
Neither agree nor disagree	362	162	200	24#	50	55	50	81	101	44	58	22	17#	11#	8#	201	50	94	74	104	28#	11#	135	227
	31%	28%	33%	20%#	25%	27%	28%	40%	37%	31%	29%	29%	19%#	25%#	21%#	34%	32%	34%	24%	37%	28%#	19%#	31%	30%
								DEFG	DE							M		SV		SV				
Tend to disagree	224	105	119	21#	43	42	25	27	67	36	44	15	24#	8#	7#	91	33	41	73	46	16#	16#	83	141
	19%	18%	20%	17%#	21%	21%	14%	13%	25%	25%	22%	19%	28%#	17%#	17%#	15%	21%	15%	23%	16%	16%#	29%#	19%	19%
									GH	P														
Strongly disagree	117	61	56	15#	14	16	16	30	25	13	9	1	18#	4#	4#	68	15	22	33	22	17#	8#	27	90
	10%	11%	9%	12%#	7%	8%	9%	15%	9%	9%	4%	1%	21%#	8%#	10%#	11%	9%	8%	10%	8%	17%#	13%#	6%	12%
										L			JKLN			KL								W
Don't know	42	23	19	10#	2	16	4	4	6	3	1	1	2#	0#	1#	34	1	7	14	17	2#	1#	9	34
	4%	4%	3%	8%#	1%	8%	2%	2%	2%	2%	0%	1%	3%#	1%#	1%#	6%	1%	3%	5%	6%	2%#	2%#	2%	4%
						EGHI										JKLN			Q	QR				W
NET: Agree	439	222	217	54#	92	71	88	62	71	46	87	38	25#	23#	20#	201	60	109	118	94	38#	20#	184	255
	37%	39%	36%	43%#	46%	36%	48%	30%	26%	32%	44%	49%	29%#	50%#	51%#	34%	38%	40%	38%	33%	38%#	36%#	42%	34%
					HI		HI				JMP	JMP		JM	JM								X	
NET: Disagree	341	166	175	36#	57	58	41	57	92	49	53	16	42#	11#	11#	159	48	63	105	68	32#	24#	110	231
	29%	29%	29%	29%#	28%	29%	22%	28%	34%	34%	27%	21%	49%#	25%#	27%#	27%	30%	23%	34%	24%	32%#	42%#	25%	31%
									G	L			KLNOP						R			RT		

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Unweighted base below 100. Figures in these columns, and any significance testing involving them, are indicative only and should be treated with caution.

Fieldwork dates: 2 to 5 October 2026

Table Q5

Anthropy - What Growth Means for Britain

Q5. Which THREE of the following do you think most prevent Britain from achieving growth that is shared across the country?

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
Not enough long-term investment	324	168	156	36#	45	50	53	46	95	47	61	31	20#	16#	9#	140	49	93	58	83	20#	21#	135	188
	27%	29%	25%	28%#	22%	25%	29%	22%	35%	33%	31%	41%	23%#	35%#	23%#	24%	31%	34%	19%	29%	20%#	37%#	31%	25%
									EH	P		MP					S	SU				S		
Shortages of skills and training	261	107	154	9#	16	60	27	49	99	48	46	24	24#	7#	5#	107	26	63	74	68	20#	11#	88	173
	22%	19%	25%	8%#	8%	30%	15%	24%	37%	33%	23%	32%	28%#	15%#	14%#	18%	16%	23%	24%	24%	20%#	19%#	20%	23%
						DEG		DE	DEGH	KNOP		NOP												
Ageing or poor infrastructure (such as transport, energy, digital and housing)	398	208	190	44#	70	49	60	78	98	43	81	27	34#	22#	20#	170	58	75	96	106	41#	21#	151	246
	34%	36%	31%	35%#	35%	24%	33%	38%	36%	31%	41%	36%	39%#	48%#	51%#	29%	37%	27%	31%	37%	41%#	38%#	35%	33%
								F			JP			JP	JP									
Slow or unpredictable planning, regulation and decision-making	320	167	154	22#	67	44	47	47	94	54	50	29	22#	10#	11#	146	46	82	73	85	21#	12#	140	180
	27%	29%	25%	17%#	33%	22%	26%	23%	35%	38%	25%	37%	25%#	21%#	27%#	24%	29%	30%	24%	30%	21%#	22%#	32%	24%
									DFH	KNP		P											X	
Growth being concentrated in too few parts of the country	267	134	133	22#	33	46	36	43	86	29	62	23	12#	9#	17#	114	32	34	83	72	24#	21#	103	164
	23%	23%	22%	18%#	16%	23%	20%	21%	32%	20%	31%	29%	14%#	20%#	44%#	19%	20%	12%	27%	25%	24%#	38%#	24%	22%
									DEGH		JMP	M			JMNP				R	R		QR		
Not enough support for new and growing businesses	160	80	80	20#	24	28	29	21	39	25	30	8	10#	4#	5#	78	21	43	54	26	10#	6#	50	110
	14%	14%	13%	16%#	12%	14%	16%	10%	14%	18%	15%	10%	12%#	9%#	12%#	13%	13%	16%	17%	9%	10%#	10%#	11%	15%
																			T					
The rising cost of living squeezing households	667	309	358	53#	117	151	117	121	108	57	109	31	55#	24#	17#	373	87	145	188	155	57#	35#	214	452
	56%	54%	59%	42%#	58%	76%	64%	59%	40%	40%	55%	41%	64%#	52%#	43%#	63%	55%	53%	60%	55%	57%#	61%#	49%	61%
					I	DEHI	DI	I			JL		JL			JLO								W
The pace of AI and new technology	126	47	79	27#	25	23	19	11	20	10	24	4	6#	8#	1#	73	19	36	37	24	5#	4#	37	88
	11%	8%	13%	22%#	12%	11%	10%	5%	7%	7%	12%	6%	6%#	18%#	2%#	12%	12%	13%	12%	8%	5%#	8%#	8%	12%
			B	HI							LO			JLO		LO								
Weak leadership and accountability	536	247	288	68#	92	73	86	103	114	77	59	23	52#	22#	15#	287	64	123	140	134	51#	24#	188	347
	45%	43%	47%	54%#	46%	37%	47%	50%	42%	54%	30%	30%	60%#	47%#	39%#	48%	40%	45%	45%	47%	51%#	43%#	43%	47%
								E		KL			KLO	K		KL								
An ageing population and pressure on the workforce	194	98	96	42#	39	21	23	39	31	18	39	20	5#	11#	3#	97	30	53	54	40	13#	4#	79	116
	16%	17%	16%	34%#	19%	10%	12%	19%	11%	13%	20%	26%	6%#	25%#	8%#	16%	19%	19%	17%	14%	13%#	7%#	18%	16%
				FGI							M	JMO		MO		M		V						
Something else	37	20	18	4#	10	4	8	6	4	3	6	2	5#	-	4#	17	3	13	14	4	1#	2#	22	16
	3%	3%	3%	4%#	5%	2%	5%	3%	2%	2%	3%	3%	5%#		10%#	3%	2%	5%	4%	2%	1%#	3%#	5%	2%
																							X	
Don't know	32	20	11	5#	6	10	2	8	1	1	-	-	-	1#	-	30	4	5	4	9	9#	-	11	21
	3%	4%	2%	4%#	3%	5%	1%	4%	0%	0%				3%#		5%	3%	2%	1%	3%	9%#		2%	3%
						I										J					QRST			

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Unweighted base below 100. Figures in these columns, and any significance testing involving them, are indicative only and should be treated with caution.

Percentages sum to more than 100%

Fieldwork dates: 2 to 5 October 2026

Table Q6

Anthropy - What Growth Means for Britain

Q6. Who do you think is best placed to solve Britain's biggest challenges?

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
National (UK) government	794	400	393	103#	137	145	128	110	170	96	155	54	43#	36#	25#	385	119	189	206	188	55#	36#	301	492
	67%	70%	64%	83%#	68%	73%	70%	54%	63%	68%	78%	70%	49%#	78%#	63%#	65%	75%	69%	66%	66%	55%#	64%#	69%	66%
				HI	H	H	H			M	JMP	M		M		M	U							
Devolved or regional government (such as the Scottish or Welsh Government,	130	80	50	18#	14	23	23	17	34	4	34	17	5#	6#	20#	43	12	23	19	24	34#	18#	75	55
	11%	14%	8%	15%#	7%	12%	13%	9%	13%	3%	17%	23%	6%#	14%#	50%#	7%	7%	8%	6%	8%	34%#	32%#	17%	7%
		C									JMP	JMP			JKLMNP						QRST	QRST	X	
Local government (your local council)	287	133	154	15#	57	62	52	47	55	32	57	22	16#	12#	9#	140	37	88	71	71	17#	3#	116	171
	24%	23%	25%	12%#	28%	31%	29%	23%	20%	22%	29%	29%	18%#	26%#	22%#	23%	23%	32%	23%	25%	17%#	5%#	26%	23%
					D	D	D										V	UV	V	V				
Business and industry	364	193	171	33#	42	46	47	69	127	88	55	28	32#	9#	7#	145	60	89	96	83	21#	16#	141	223
	31%	34%	28%	27%#	21%	23%	26%	34%	47%	62%	28%	37%	37%#	19%#	18%#	24%	38%	32%	31%	29%	21%#	28%#	32%	30%
								E	DEFGH	KLMNOP		NO	NO				U							
Universities	41	27	14	3#	10	3	6	5	14	2	7	7	3#	0#	2#	19	8	9	12	6	2#	4#	20	21
	3%	5%	2%	2%#	5%	1%	3%	3%	5%	2%	3%	9%	4%#	1%#	6%#	3%	5%	3%	4%	2%	2%#	7%#	5%	3%
												JNP												
Charities and community organisations	58	23	35	10#	9	5	8	18	8	4	11	1	6#	6#	3#	28	7	12	11	15	9#	4#	21	37
	5%	4%	6%	8%#	4%	3%	4%	9%	3%	2%	6%	1%	7%#	12%#	8%#	5%	4%	5%	4%	5%	9%#	7%#	5%	5%
								FI			L		JL	L										
Individual citizens	149	81	67	14#	29	20	25	27	34	18	22	10	23#	10#	5#	60	16	29	44	29	22#	9#	61	88
	13%	14%	11%	11%#	14%	10%	14%	13%	12%	13%	11%	13%	27%#	22%#	12%#	10%	10%	11%	14%	10%	22%#	16%#	14%	12%
													JKLOP											
Other	14	10	4	-	5	3	4	2	2	1	1	-	-	-	1#	12	4	2	1	3	2#	3#	9	5
	1%	2%	1%		2%	1%	2%	1%	1%	0%	0%				3%#	2%	2%	1%	0%	1%	2%#	6%#	2%	1%
																	S						X	
Don't know	115	31	84	5#	27	19	15	31	18	5	8	2	8#	3#	1#	88	2	25	45	33	10#	1#	25	90
	10%	5%	14%	4%#	13%	9%	8%	15%	6%	3%	4%	3%	9%#	8%#	3%#	15%	1%	9%	14%	12%	10%#	1%#	6%	12%
			B		I			DI								JKLO		QV	QV	QV	Q			W

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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Percentages sum to more than 100%

Fieldwork dates: 2 to 5 October 2026

Table Q7

Anthropy - What Growth Means for Britain

Q7. How confident are you that Britain can make meaningful progress on its biggest challenges over the next ten years?

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
Very confident	8	6	2	-	1	3	2	2	1	1	4	1	0#	-	-	1	1	3	1	2	0#	-	6	2
	1%	1%	0%		0%	1%	1%	1%	0%	1%	2%	1%	0%#			0%	1%	1%	0%	1%	0%#		1%	0%
Fairly confident	173	99	74	22#	39	24	26	20	42	18	50	20	7#	5#	8#	64	36	45	39	33	10#	10#	86	87
	15%	17%	12%	18%#	19%	12%	14%	10%	15%	13%	25%	27%	8%#	11%#	21%#	11%	23%	16%	12%	12%	10%#	17%#	20%	12%
											JMNP	JMNP											X	
Neither confident nor unconfident	338	155	183	23#	63	68	67	52	65	31	66	19	19#	16#	5#	181	45	82	76	96	27#	12#	128	210
	29%	27%	30%	19%#	31%	34%	36%	25%	24%	22%	33%	25%	22%#	34%#	13%#	30%	28%	30%	24%	34%	27%#	21%#	29%	28%
							DHI				JO			O		O								
Not very confident	456	206	249	44#	81	74	58	84	115	67	60	30	29#	17#	20#	233	67	97	136	98	35#	23#	169	286
	38%	36%	41%	35%#	40%	37%	32%	41%	43%	47%	30%	39%	33%#	37%#	50%#	39%	42%	35%	44%	34%	35%#	40%#	39%	38%
									G	K					K									
Not at all confident	186	99	87	25#	16	29	29	45	44	25	16	7	32#	7#	6#	94	9	37	54	48	26#	12#	48	138
	16%	17%	14%	20%#	8%	14%	16%	22%	16%	17%	8%	9%	36%#	15%#	15%#	16%	6%	14%	17%	17%	25%#	21%#	11%	19%
								E	E	KL			JKLNOP			K		Q	Q	Q	QR	Q		W
Don't know	23	8	16	11#	3	3	1	3	4	-	1	-	-	2#	-	21	0	11	4	6	2#	-	1	22
	2%	1%	3%	8%#	1%	1%	0%	1%	1%		0%			4%#		3%	0%	4%	1%	2%	2%#		0%	3%
				QI												K		Q						W
NET: Confident	181	105	76	22#	40	27	29	21	42	20	55	21	7#	5#	8#	65	37	48	40	35	10#	10#	92	89
	15%	18%	12%	18%#	20%	13%	16%	10%	16%	14%	28%	28%	8%#	11%#	21%#	11%	24%	17%	13%	12%	10%#	17%#	21%	12%
											JMNP	JMNP											X	
NET: Not confident	642	305	336	69#	96	103	87	128	159	91	77	37	60#	23#	26#	328	76	134	190	146	61#	35#	217	424
	54%	53%	55%	55%#	48%	51%	47%	63%	59%	64%	39%	48%	69%#	51%#	66%#	55%	48%	49%	61%	51%	61%#	61%#	50%	57%
								EG	G	KL			KLP		K	K			R					

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

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Fieldwork dates: 2 to 5 October 2026

Table Q8

Anthropy - What Growth Means for Britain

Q8. Do you think economic growth in Britain generally improves people's lives?

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
Improves people's lives a lot	334	176	158	32#	52	38	57	60	95	65	62	32	24#	6#	5#	140	48	78	93	72	20#	23#	133	202
	28%	31%	26%	26%#	26%	19%	31%	29%	35%	46%	31%	41%	28%#	14%#	12%#	24%	30%	28%	30%	25%	20%#	41%#	30%	27%
							F		F	KMNOP	NO	NOP										U		
Improves people's lives a little	448	234	214	40#	71	70	71	74	122	55	93	34	34#	19#	14#	199	64	119	105	102	35#	23#	180	268
	38%	41%	35%	32%#	35%	35%	39%	36%	45%	39%	47%	44%	39%#	42%#	36%#	33%	40%	43%	34%	36%	35%#	40%#	41%	36%
											P													
Makes little difference	255	106	149	16#	53	50	42	50	44	20	32	9	18#	17#	17#	144	28	52	75	65	26#	9#	94	161
	22%	18%	24%	13%#	27%	25%	23%	25%	16%	14%	16%	11%	20%#	38%#	42%#	24%	18%	19%	24%	23%	26%#	16%#	22%	22%
														JKL	JKLMP	JKL								
Makes people's lives a little worse	32	10	22	10#	8	9	2	3	-	1	2	1	1#	1#	2#	25	7	15	6	3	2#	-	9	23
	3%	2%	4%	8%#	4%	4%	1%	2%		1%	1%	1%	1%#	3%#	4%#	4%	4%	6%	2%	1%	2%#		2%	3%
																JK		ST						
Makes people's lives a lot worse	25	15	10	-	3	13	2	6	1	1	1	2	7#	0#	0#	14	3	2	7	2	10#	1#	4	21
	2%	3%	2%		2%	7%	1%	3%	0%	0%	1%	2%	8%#	1%#	1%#	2%	2%	1%	2%	1%	10%#	2%#	1%	3%
						GI		I					JKLNOP								QRST			
Don't know	89	31	58	26#	14	21	9	11	8	1	8	0	3#	1#	2#	73	9	9	25	40	7#	0#	17	72
	8%	5%	9%	21%#	7%	10%	5%	5%	3%	1%	4%	0%	3%#	2%#	5%#	12%	5%	3%	8%	14%	7%#	1%#	4%	10%
			B	EFGHI		I					JL					JKLMNO			RV	QRSUV	V			W
NET: Improves lives	782	410	372	72#	122	108	128	134	218	120	155	65	58#	26#	19#	339	112	196	199	174	55#	46#	313	469
	66%	72%	61%	58%#	61%	54%	70%	65%	81%	84%	78%	85%	67%#	56%#	47%#	57%	71%	72%	64%	61%	55%#	81%#	71%	63%
		C					F		DEFGH	MNOP	NOP	MNOP						U				STU	X	
NET: Makes lives worse	58	26	32	10#	11	22	3	10	1	1	3	3	8#	2#	2#	39	10	17	13	5	11#	1#	13	44
	5%	4%	5%	8%#	6%	11%	2%	5%	0%	1%	2%	3%	9%#	4%#	5%#	7%	6%	6%	4%	2%	11%#	2%#	3%	6%
				I	I	GHI		I					JKL			JK		T			TV			W

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Unweighted base below 100. Figures in these columns, and any significance testing involving them, are indicative only and should be treated with caution.

Fieldwork dates: 2 to 5 October 2026

Table Q9

Anthropy - What Growth Means for Britain

Q9. If Britain's economy grows, do you think people at all income levels should benefit equally, or should some groups benefit more?

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: All respondents	1184	573	611	125#	201	200	183	204	271	142	198	77	87#	46#	39#	595	159	274	311	284	100#	57#	438	746
Unweighted Base	1184	569	615	63#	142	193	221	236	329	221	339	101	83#	58#	47#	335	184	277	297	263	93#	70#	567	617
Everyone should benefit equally	824	375	449	93#	134	128	119	146	204	100	142	54	61#	29#	29#	408	100	185	207	207	82#	44#	285	538
	70%	65%	73%	75%#	67%	64%	65%	71%	75%	70%	72%	70%	70%#	64%#	74%#	69%	63%	67%	66%	73%	82%#	77%#	65%	72%
			B						FG												QRS			
Some groups should benefit more	301	170	130	28#	51	56	53	50	63	38	49	22	26#	13#	7#	147	50	80	85	57	17#	12#	126	175
	25%	30%	21%	23%#	25%	28%	29%	24%	23%	27%	25%	29%	30%#	28%#	17%#	25%	32%	29%	27%	20%	17%#	22%#	29%	23%
		C															U							
Don't know	60	28	32	3#	16	16	11	8	4	4	7	1	1#	4#	3#	39	9	10	20	19	1#	1#	27	33
	5%	5%	5%	3%#	8%	8%	6%	4%	2%	3%	4%	1%	1%#	8%#	9%#	7%	6%	4%	6%	7%	1%#	1%#	6%	4%
					I	I	I									LM			UV	UV				

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

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Fieldwork dates: 2 to 5 October 2026

Table Q10

Anthropy - What Growth Means for Britain

Q10. Which groups should benefit more?

		Gender		Age						2024 general election vote							Region						Qualifications	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	Reform UK	Green	Other party	Did not vote or prefer not to say	London	Rest of South	Midlands	North	Scotland	Wales	Degree	No degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Base: Thinks some groups should benefit more	301	170	130	28#	51#	56#	53#	50#	63#	38#	49#	22#	26#	13#	7#	147#	50#	80#	85#	57#	17#	12#	126	175
Unweighted Base	301	167	134	16#	36#	53#	57#	60#	79#	67#	81#	26#	23#	13#	7#	84#	47#	79#	82#	61#	17#	15#	156	145
People on lower incomes	165	92	73	16#	28#	30#	21#	34#	36#	14#	29#	13#	7#	12#	7#	84#	26#	47#	44#	31#	9#	10#	64	101
	55%	54%	56%	58%#	54%#	53%#	40%#	68%#	58%#	36%#	60%#	61%#	25%#	92%#	100%#	57%#	51%#	58%#	52%#	54%#	51%#	80%#	51%	58%
								G			JM	JM		JKLMP		JM								
People on middle incomes	90	45	45	3#	27#	22#	16#	12#	10#	8#	17#	5#	5#	5#	1#	49#	10#	26#	26#	16#	6#	5#	39	51
	30%	26%	35%	11%#	54%#	39%#	29%#	23%#	17%#	21%#	36%#	21%#	19%#	41%#	18%#	33%#	21%#	33%#	31%#	29%#	34%#	43%#	31%	29%
					DHI	D																		
People on higher incomes	26	18	8	2#	12#	0#	6#	4#	2#	2#	7#	1#	1#	1#	-	14#	4#	1#	6#	9#	3#	3#	10	17
	9%	10%	6%	8%#	24%#	0%#	11%#	8%#	3%#	6%#	13%#	5%#	6%#	4%#		10%#	9%#	2%#	7%#	15%#	17%#	21%#	8%	10%
					R															R	R	R		
The people and businesses that create the growth	148	90	58	12#	23#	29#	31#	20#	33#	30#	19#	13#	20#	3#	1#	62#	20#	45#	49#	23#	7#	5#	76	71
	49%	53%	44%	41%#	46%#	51%#	58%#	40%#	53%#	78%#	40%#	58%#	79%#	24%#	12%#	42%#	39%#	56%#	57%#	40%#	42%#	38%#	61%	41%
										KNOP		NO	KNOP										X	
Don't know	8	1	7	-	-	4#	1#	-	3#	1#	1#	-	-	-	-	5#	1#	-	4#	1#	1#	0#	3	5
	3%	1%	5%			8%#	1%#		5%#	4%#	3%#					4%#	3%#		5%#	1%#	8%#	2%#	2%	3%
			B																					

Comparison Groups: BC/DEFGHI/JKLMNOP/QRSTUV/WX

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Unweighted base below 100. Figures in these columns, and any significance testing involving them, are indicative only and should be treated with caution.

Percentages sum to more than 100%

Fieldwork dates: 2 to 5 October 2026