

YouGov Topic Quantifier Results

Fieldwork: 30th - 31st October 2024

Sample: 2234 Adults in GB

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social		Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales	London	Midlands	North	Rest of South	
Weighted Sample	2234	402	574	206	241	832	787	1153	1081	235	923	552	525	1273	961	1932	194	107	270	366	529	766	
Unweighted Sample	2234	342	634	252	302	849	892	1206	1028	146	875	583	630	1309	925	1936	186	112	210	369	561	796	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What is the main thing, if anything, you have personally seen or heard about from the Labour Government's budget announcement on the 30th October?

Respondents answered in their own words, which YouGov's AI language model (Topic Quantifier) has categorised into the below categories

Employer National Insurance contributions rise	19	23	20	26	16	19	24	18	20	9	18	24	19	21	17	19	26	10	17	18	18	20
[general] Increased taxes	13	15	13	12	15	13	14	11	14	10	13	13	13	14	11	13	10	7	15	11	13	14
Increase to the minimum wage	8	7	10	6	6	6	7	8	7	13	9	7	3	8	7	7	4	15	6	8	7	8
[general] Negative feedback of the budget	7	12	3	4	12	14	3	6	8	2	5	7	13	6	9	7	6	5	6	8	7	8
Changes to inheritance tax	3	5	2	4	7	3	3	3	3	6	3	3	3	3	2	3	2	1	1	2	3	5
Increased funding for the NHS	3	2	4	4	2	2	4	3	2	1	2	4	3	2	3	3	2	3	4	2	3	3
Changes to pensioners' winter fuel allowance	2	2	2	2	4	3	2	3	2	0	1	1	7	2	3	2	4	5	3	3	2	1
Increased bus fare price cap	2	0	2	3	2	1	2	3	2	4	3	1	0	2	3	3	1	1	3	3	4	2
Increased Capital Gains Tax	2	2	3	2	1	1	2	1	2	2	2	0	2	2	1	1	4	3	2	1	1	1
Fuel duty freeze	2	2	2	1	2	2	2	2	1	1	1	2	2	1	2	2	1	0	1	2	2	1
Concerns for the Budget's effect on businesses	1	3	1	1	1	2	1	1	1	0	1	2	2	2	1	1	0	1	0	2	1	1
Increased funding for public services	1	0	2	2	1	1	2	1	1	2	1	1	1	1	1	1	0	5	2	1	1	1
[Reported as a single word] Tax	1	1	1	4	1	1	1	1	1	2	1	1	1	1	2	1	1	1	0	1	1	1
1p cut off draught pint	1	1	0	1	2	1	1	1	1	1	1	0	1	1	1	1	3	2	1	1	1	1
VAT implemented on private schools fees	1	1	2	1	1	1	2	1	1	1	2	0	1	2	0	1	1	1	1	1	1	1
Increased government borrowing	1	2	0	1	1	1	1	1	1	1	0	1	2	1	1	1	2	1	2	0	1	1
Other	13	10	15	15	14	11	15	11	15	13	14	13	12	15	11	13	9	13	19	16	12	11
Don't know / Haven't watched it	21	12	17	11	14	18	16	24	18	31	23	18	16	18	26	21	23	25	19	20	24	19