

YouGov Survey Results

Sample size: 2078 Adults in GB
Fieldwork: 13th - 14th November 2025

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	Weighted Sample	2078	249	272	215	431	266	374	534	191	224	127	729	742	1006	1072	218	858	513	488	1181	881	1797	100	181	492	341	251	713
	Unweighted Sample	2078	264	291	231	453	236	389	593	206	256	119	803	780	876	1202	152	736	553	637	1282	787	1773	123	182	485	334	187	767
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the British economy is currently in a good or bad state?

A very good state	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
A fairly good state	4	5	7	3	2	4	3	5	2	1	1	2	3	5	2	8	4	2	2	4	3	4	1	4	2	2	9	3
TOTAL GOOD STATE	4	5	7	4	2	4	3	5	3	1	1	2	3	5	2	8	4	2	2	4	3	4	1	5	2	2	9	3
Neither good nor bad	15	6	37	22	4	18	7	23	22	6	13	20	9	17	13	22	14	17	11	16	12	15	10	16	13	13	19	16
A fairly bad state	44	46	44	53	35	54	45	47	50	35	66	51	40	42	46	43	45	43	44	48	40	45	44	38	46	48	39	45
A very bad state	35	41	9	20	59	23	44	22	24	57	19	24	48	34	36	22	32	37	42	29	42	34	43	40	35	36	29	33
TOTAL BAD STATE	79	87	53	73	94	77	89	69	74	92	85	75	88	76	82	65	77	80	86	77	82	79	87	78	81	84	68	78
Don't know	3	1	2	1	0	2	0	3	1	1	0	2	1	2	3	5	4	1	1	3	3	3	3	1	3	1	3	3

In the previous question you said the economy was in a bad state. What do you think the main reasons are for that?

[Asked only to those who said the economy is in a bad state; n=1653]

The impact of decisions made by the current Labour government	64	81	24	47	91	45	87	47	52	90	44	50	83	68	59	47	58	65	77	59	69	63	68	66	56	68	58	68
The impact of decisions made by the former Conservative government	46	15	84	64	25	67	14	69	64	30	57	61	32	50	42	62	56	41	28	49	42	44	47	61	42	43	56	43
The impact of Brexit	43	29	73	72	11	74	21	62	70	11	68	68	18	43	42	63	51	38	26	50	33	42	43	53	39	38	53	42
The impact of low productivity in British companies	26	37	25	33	26	19	33	27	25	28	21	29	27	30	22	26	23	26	30	27	24	26	24	21	26	25	28	28
The impact of the war in Ukraine	23	33	26	30	15	24	27	25	27	19	21	28	20	23	23	25	23	21	23	26	19	23	25	21	20	22	21	26
The impact of international markets	16	14	25	24	9	23	11	20	26	11	27	20	12	17	16	29	17	14	13	19	13	16	18	17	14	17	20	16
The impact of US tariffs	15	19	15	24	7	20	13	16	21	9	15	19	12	15	14	20	13	14	16	17	12	15	16	11	12	18	15	15
Some other reason	4	5	2	2	3	6	2	4	3	3	7	3	4	4	5	6	5	6	2	4	5	5	1	3	8	3	3	4
Don't know	5	2	3	2	1	4	1	4	3	2	5	5	2	2	7	4	7	4	2	5	5	5	7	3	6	4	6	4

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Fieldwork: 13th - 14th November 2025

	Labour switchers				
	Total	Labour 2024, not Labour now	Labour to left defector	Labour to right defector	Labour to WNV/DK
Weighted Sample	2078	303	132	55	114
Unweighted Sample	2078	333	147	60	123
	%	%	%	%	%

Do you think the British economy is currently in a good or bad state?

A very good state	0	0	0	0	0
A fairly good state	4	4	5	3	2
TOTAL GOOD STATE	4	4	5	3	2
Neither good nor bad	15	12	19	1	9
A fairly bad state	44	47	48	40	48
A very bad state	35	35	27	55	36
TOTAL BAD STATE	79	82	75	95	84
Don't know	3	3	2	0	6

In the previous question you said the economy was in a bad state. What do you think the main reasons are for that?

[Asked only to those who said the economy is in a bad state; n=1653]

The impact of decisions made by the current Labour government	64	56	43	82	56
The impact of decisions made by the former Conservative government	46	62	80	29	63
The impact of Brexit	43	57	76	33	51
The impact of low productivity in British companies	26	28	24	29	31
The impact of the war in Ukraine	23	23	27	18	22
The impact of international markets	16	18	16	20	19
The impact of US tariffs	15	17	23	11	14
Some other reason	4	4	2	5	6
Don't know	5	4	3	0	7

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	Westminster VI						Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following best reflects your view?

The Chancellor inherited a poor economy from the last Government, but she is gradually making things better	9	3	34	15	1	11	3	20	14	0	14	16	4	11	7	10	9	10	8	11	7	9	6	8	8	7	12	11
The Chancellor inherited a poor economy from the last Government, and nothing has really changed	28	14	45	43	7	47	12	42	42	7	38	39	17	29	27	35	34	28	14	31	24	27	28	33	29	29	27	26
The Chancellor inherited a poor economy from the last Government, but she has made things even worse	36	49	8	28	58	28	46	24	31	63	34	28	49	38	33	23	29	38	49	33	40	35	35	38	31	38	32	38
The Chancellor inherited a good economic situation from the last Government, but she has made it worse	11	25	0	4	26	2	32	2	3	19	2	5	21	11	10	3	6	12	20	10	11	11	13	6	12	14	6	11
The Chancellor inherited a good economic situation from the last Government and nothing has really changed	1	1	2	2	1	0	0	1	2	2	0	1	1	1	1	2	1	0	1	1	2	1	0	1	1	1	3	1
The Chancellor inherited a good economic situation from the last Government, and she has made it even better	0	0	0	1	1	1	0	0	0	1	0	0	0	1	0	2	0	0	0	1	0	1	0	0	0	0	1	0
None of these	3	4	2	1	2	1	3	2	1	2	2	2	3	2	3	1	4	3	1	3	3	3	4	3	3	3	3	2
Don't know	12	4	8	5	5	11	4	9	8	6	10	9	6	6	19	23	17	8	5	12	14	13	14	10	16	9	15	11

How well or badly do you think the Government are doing at...

...managing the economy in general?

Very well	1	0	3	2	0	0	0	2	1	0	0	1	0	1	0	3	0	0	0	1	1	1	0	0	0	0	4	0
Fairly well	13	5	40	21	2	18	4	25	18	2	16	18	6	17	9	21	13	11	10	15	10	13	8	12	11	11	16	14
TOTAL WELL	14	5	43	23	2	18	4	27	19	2	16	19	6	18	9	24	13	11	10	16	11	14	8	12	11	11	20	14
Fairly badly	38	37	36	49	20	51	34	41	48	22	56	45	30	36	41	41	41	37	33	40	36	38	44	38	36	44	38	37
Very badly	39	56	6	20	76	24	59	20	21	74	23	25	60	40	38	22	32	44	53	35	45	39	39	40	42	41	32	38
TOTAL BADLY	77	93	42	69	96	75	93	61	69	96	79	70	90	76	79	63	73	81	86	75	81	77	83	78	78	85	70	75
Don't know	9	2	14	9	1	7	3	13	11	2	5	11	3	7	11	13	13	7	3	9	9	9	9	9	10	3	11	10

...keeping government borrowing under control?

Very well	1	1	4	0	0	2	0	2	1	0	1	1	0	1	1	2	1	1	0	1	0	1	0	0	0	1	2	1
Fairly well	13	7	37	20	1	18	5	24	18	0	22	18	7	16	9	17	13	12	10	15	10	12	11	15	12	8	15	14
TOTAL WELL	14	8	41	20	1	20	5	26	19	0	23	19	7	17	10	19	14	13	10	16	10	13	11	15	12	9	17	15
Fairly badly	27	32	24	37	16	29	27	26	33	21	33	29	23	26	27	26	27	25	27	28	25	27	28	24	22	32	29	26
Very badly	37	52	6	19	76	22	61	19	23	72	20	24	58	40	34	21	29	42	53	33	43	37	37	39	39	41	30	36
TOTAL BADLY	64	84	30	56	92	51	88	45	56	93	53	53	81	66	61	47	56	67	80	61	68	64	65	63	61	73	59	62
Don't know	23	8	29	24	7	29	8	29	26	7	24	28	12	16	29	33	29	21	10	23	23	23	24	22	27	18	23	23

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Weighted Sample	2078	303	132	55	114
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	%	%	%	%	%

Which of the following best reflects your view?

The Chancellor inherited a poor economy from the last Government, but she is gradually making things better	9	9	17	3	3
The Chancellor inherited a poor economy from the last Government, and nothing has really changed	28	41	54	16	37
The Chancellor inherited a poor economy from the last Government, but she has made things even worse	36	35	19	63	40
The Chancellor inherited a good economic situation from the last Government, but she has made it worse	11	2	1	8	1
The Chancellor inherited a good economic situation from the last Government and nothing has really changed	1	0	0	2	0
The Chancellor inherited a good economic situation from the last Government, and she has made it even better	0	0	1	0	0
None of these	3	2	1	4	3
Don't know	12	9	7	4	15

How well or badly do you think the Government are doing at...

...managing the economy in general?

Very well	1	0	0	0	0
Fairly well	13	14	26	4	4
TOTAL WELL	14	14	26	4	4
Fairly badly	38	44	49	24	48
Very badly	39	33	18	70	32
TOTAL BADLY	77	77	67	94	80
Don't know	9	9	7	1	17

...keeping government borrowing under control?

Very well	1	0	1	0	0
Fairly well	13	14	23	8	7
TOTAL WELL	14	14	24	8	7
Fairly badly	27	28	30	17	30
Very badly	37	28	17	65	24
TOTAL BADLY	64	56	47	82	54
Don't know	23	29	29	10	38

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

...providing the conditions for business to grow?

Very well	1	1	4	1	0	1	0	2	2	0	0	1	0	1	1	3	1	1	0	1	1	1	0	1	0	3	1	
Fairly well	9	4	34	14	1	12	2	19	12	2	11	14	4	12	7	16	10	8	7	11	7	10	9	8	8	6	14	10
TOTAL WELL	10	5	38	15	1	13	2	21	14	2	11	15	4	13	8	19	11	9	7	12	8	11	9	9	6	17	11	
Fairly badly	33	29	34	41	22	41	27	35	40	22	43	36	27	33	33	34	34	33	30	34	31	32	34	40	31	33	31	33
Very badly	38	59	6	22	72	22	64	19	25	70	28	27	58	40	36	16	33	41	53	35	42	38	40	35	39	45	33	36
TOTAL BADLY	71	88	40	63	94	63	91	54	65	92	71	63	85	73	69	50	67	74	83	69	73	70	74	75	70	78	64	69
Don't know	19	6	22	22	4	25	7	25	22	5	18	21	11	13	24	32	22	17	10	19	19	19	18	16	22	16	18	20

...keeping inflation under control?

Very well	1	0	4	1	0	1	0	2	1	0	0	1	0	1	0	4	0	1	0	1	1	1	1	0	0	1	2	1
Fairly well	17	8	42	29	5	26	6	27	28	7	25	25	8	22	13	29	16	18	13	21	13	17	13	21	16	14	22	17
TOTAL WELL	18	8	46	30	5	27	6	29	29	7	25	26	8	23	13	33	16	19	13	22	14	18	14	21	16	15	24	18
Fairly badly	35	42	30	43	29	36	37	35	32	33	43	39	33	36	34	30	35	37	36	35	35	35	34	37	32	37	28	38
Very badly	35	45	10	14	64	25	51	22	23	58	20	21	52	32	38	25	32	33	46	30	41	35	40	33	40	37	31	32
TOTAL BADLY	70	87	40	57	93	61	88	57	55	91	63	60	85	68	72	55	67	70	82	65	76	70	74	70	72	74	59	70
Don't know	12	4	13	14	3	12	6	15	15	2	12	15	6	9	14	12	16	12	5	13	11	12	13	10	11	11	17	11

...reducing poverty?

Very well	1	1	5	0	0	0	0	2	0	1	0	1	0	1	1	1	1	1	0	1	1	1	0	0	0	1	3	1
Fairly well	8	4	23	11	3	6	3	12	11	4	8	10	5	10	5	8	8	8	7	8	6	8	5	8	6	7	11	8
TOTAL WELL	9	5	28	11	3	6	3	14	11	5	8	11	5	11	6	9	9	9	7	9	7	9	5	8	6	8	14	9
Fairly badly	33	41	42	38	21	34	35	39	36	23	37	38	26	34	32	44	33	30	31	35	30	33	33	30	30	31	36	36
Very badly	45	43	13	34	67	49	50	33	38	64	48	37	57	41	48	31	43	49	52	41	50	44	49	54	47	50	35	42
TOTAL BADLY	78	84	55	72	88	83	85	72	74	87	85	75	83	75	80	75	76	79	83	76	80	77	82	84	77	81	71	78
Don't know	14	10	17	17	8	11	12	14	15	9	7	14	11	13	14	16	16	13	10	14	13	14	13	8	16	12	15	14

...helping people get onto the housing ladder?

Very well	1	1	3	0	0	0	0	1	0	0	0	1	0	1	1	1	1	1	0	0	1	1	0	0	0	1	2	0
Fairly well	6	3	19	10	2	4	2	10	8	2	5	8	3	7	5	12	7	3	5	7	4	6	9	6	6	5	8	6
TOTAL WELL	7	4	22	10	2	4	2	11	8	2	5	9	3	8	6	13	8	4	5	7	5	7	9	6	6	6	10	6
Fairly badly	30	30	38	40	21	36	29	35	37	22	37	34	24	32	29	37	31	27	29	32	28	31	24	28	26	29	38	33
Very badly	43	54	15	27	67	42	56	31	33	66	37	34	57	42	44	32	39	47	52	41	47	43	42	47	45	48	35	42
TOTAL BADLY	73	84	53	67	88	78	85	66	70	88	74	68	81	74	73	69	70	74	81	73	75	74	66	75	71	77	73	75
Don't know	20	13	25	22	10	18	13	22	22	10	20	23	16	18	21	17	23	21	14	20	20	19	25	19	23	18	16	19

Later this month the Chancellor is due to deliver her Autumn Budget. It has been reported that the Chancellor is considering raising personal taxes in the budget.

Do you think increasing personal tax at this time would be...

Necessary or unnecessary?

Necessary	27	29	49	45	15	27	26	34	42	17	30	35	24	32	23	29	19	32	34	30	23	27	22	26	25	21	34	29
Unnecessary	55	60	34	41	77	47	61	46	45	77	43	47	65	55	55	48	60	54	52	53	58	55	54	58	55	61	46	55
Don't know	18	12	17	13	8	26	12	20	13	6	26	18	11	13	22	23	21	14	14	17	19	18	24	16	19	18	20	16

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	%	%	%	%	%

...providing the conditions for business to grow?

Very well	1	0	1	0	0
Fairly well	9	10	17	4	3
TOTAL WELL	10	10	18	4	3
Fairly badly	33	34	41	23	33
Very badly	38	30	15	66	30
TOTAL BADLY	71	64	56	89	63
Don't know	19	26	25	7	35

...keeping inflation under control?

Very well	1	0	0	0	0
Fairly well	17	18	29	7	9
TOTAL WELL	18	18	29	7	9
Fairly badly	35	38	41	32	35
Very badly	35	32	21	56	33
TOTAL BADLY	70	70	62	88	68
Don't know	12	13	9	5	22

...reducing poverty?

Very well	1	0	0	0	0
Fairly well	8	6	8	7	4
TOTAL WELL	9	6	8	7	4
Fairly badly	33	37	37	23	43
Very badly	45	47	44	63	42
TOTAL BADLY	78	84	81	86	85
Don't know	14	10	11	7	11

...helping people get onto the housing ladder?

Very well	1	0	0	0	0
Fairly well	6	5	8	6	3
TOTAL WELL	7	5	8	6	3
Fairly badly	30	33	44	17	28
Very badly	43	43	32	63	48
TOTAL BADLY	73	76	76	80	76
Don't know	20	18	16	14	21

Later this month the Chancellor is due to deliver her Autumn Budget. It has been reported that the Chancellor is considering raising personal taxes in the budget.

Do you think increasing personal tax at this time would be...

Necessary or unnecessary?

Necessary	27	25	32	16	19
Unnecessary	55	55	46	76	55
Don't know	18	21	22	8	25

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

Good or bad for the economy?

Very good	2	0	6	0	1	2	0	3	1	1	2	2	1	2	1	4	2	1	0	1	2	2	1	3	1	1	5	1
Fairly good	16	11	35	29	5	24	8	23	28	7	26	21	10	17	15	28	13	16	16	18	13	16	18	16	14	10	23	17
TOTAL GOOD	18	11	41	29	6	26	8	26	29	8	28	23	11	19	16	32	15	17	16	19	15	18	19	19	15	11	28	18
Fairly bad	32	37	33	34	29	31	34	31	29	29	39	33	31	32	31	30	32	29	34	33	30	32	26	26	34	39	27	30
Very bad	32	41	8	20	60	19	47	22	25	55	12	23	47	34	30	15	31	35	36	31	34	31	35	34	32	33	25	32
TOTAL BAD	64	78	41	54	89	50	81	53	54	84	51	56	78	66	61	45	63	64	70	64	64	63	61	60	66	72	52	62
Don't know	19	11	19	17	5	23	11	21	17	7	21	21	11	14	24	23	22	18	13	18	21	19	20	20	20	17	20	19

Good or bad for the public services?

Very good	3	2	9	5	1	6	1	6	5	1	3	4	1	4	2	9	3	2	2	4	2	3	1	5	2	3	6	3
Fairly good	27	16	53	46	11	37	16	41	40	13	37	37	18	32	23	44	27	24	23	31	22	28	27	24	26	24	35	28
TOTAL GOOD	30	18	62	51	12	43	17	47	45	14	40	41	19	36	25	53	30	26	25	35	24	31	28	29	28	27	41	31
Fairly bad	25	37	17	22	30	21	34	18	25	34	22	23	28	26	24	18	22	27	31	25	26	25	17	26	26	30	19	25
Very bad	23	28	4	13	46	15	30	16	15	41	12	14	36	22	24	8	23	26	27	20	27	22	28	25	23	23	18	23
TOTAL BAD	48	65	21	35	76	36	64	34	40	75	34	37	64	48	48	26	45	53	58	45	53	47	45	51	49	53	37	48
Don't know	21	17	16	15	12	21	20	18	15	11	26	22	18	16	27	21	25	21	17	21	23	21	27	19	23	21	21	21

Fair or unfair?

Fair	19	13	44	34	7	21	13	28	27	9	23	26	13	23	15	28	13	22	22	22	15	19	17	24	17	13	27	19
Unfair	66	78	41	51	89	61	77	54	59	87	56	57	79	66	66	54	68	66	69	64	70	67	62	67	68	73	51	68
Don't know	15	9	15	15	4	19	9	18	14	4	21	16	8	10	19	18	19	12	8	15	15	15	21	9	15	14	22	13

It has been suggested that a key measure in the budget may be to increase income tax by 2p and decrease National Insurance by 2p. The impact of this would be to keep the amount of tax people aged under 66 pay on their wages the same, but would increase taxes paid by people over 66 and tax paid on other income such as income from rent or investments.

Do you think this change would be fair or unfair...

...to people in work?

Fair	51	49	69	68	39	58	51	59	63	40	62	60	47	55	46	51	48	49	58	55	45	50	48	59	48	48	50	52
Unfair	30	37	16	21	47	21	36	23	20	44	20	23	38	29	30	21	29	35	29	27	34	30	32	28	31	32	26	29
Don't know	20	14	14	11	14	22	13	18	17	16	18	18	15	16	24	28	23	16	14	19	21	20	20	14	21	20	24	19

...to pensioners?

Fair	16	6	36	26	5	25	6	25	22	6	30	23	9	20	13	22	21	14	7	18	13	16	14	16	16	13	24	16
Unfair	69	89	53	64	89	53	90	59	64	87	55	64	84	69	70	49	60	76	88	67	72	69	71	73	68	77	57	70
Don't know	14	5	11	10	7	22	4	16	14	7	15	13	7	12	17	30	19	10	5	14	15	15	15	11	16	11	18	14

...to the country overall?

Fair	23	9	51	39	8	36	10	35	35	10	36	31	13	31	16	34	27	21	14	26	19	23	23	23	23	19	31	23
Unfair	49	68	23	38	76	33	69	36	38	75	38	42	66	50	49	29	42	57	63	47	53	49	50	53	47	58	37	50
Don't know	27	23	26	23	16	32	21	29	27	14	26	27	21	19	35	37	31	22	23	27	28	28	27	24	30	23	32	27

Sample size: 2078 Adults in GB
Fieldwork: 13th - 14th November 2025

		Labour switchers			
	Total	Labour 2024, not Labour now	Labour to left defector	Labour to right defector	Labour to WNV/DK
Weighted Sample	2078	303	132	55	114
Unweighted Sample	2078	333	147	60	123
	%	%	%	%	%

Good or bad for the economy?

Very good	2	2	2	1	1
Fairly good	16	14	22	7	8
TOTAL GOOD	18	16	24	8	9
Fairly bad	32	30	34	31	27
Very bad	32	32	19	56	35
TOTAL BAD	64	62	53	87	62
Don't know	19	22	23	5	30

Good or bad for the public services?

Very good	3	4	6	4	2
Fairly good	27	30	45	15	20
TOTAL GOOD	30	34	51	19	22
Fairly bad	25	20	20	16	24
Very bad	23	24	11	53	26
TOTAL BAD	48	44	31	69	50
Don't know	21	21	19	12	28

Fair or unfair?

Fair	19	17	25	8	12
Unfair	66	66	57	86	67
Don't know	15	17	19	6	21

It has been suggested that a key measure in the budget may be to increase income tax by 2p and decrease National Insurance by 2p. The impact of this would be to keep the amount of tax people aged under 66 pay on their wages the same, but would increase taxes paid by people over 66 and tax paid on other income such as income from rent or investments.

Do you think this change would be fair or unfair...

...to people in work?

Fair	51	53	63	37	50
Unfair	30	29	20	56	27
Don't know	20	18	17	7	23

...to pensioners?

Fair	16	18	25	5	17
Unfair	69	65	55	88	66
Don't know	14	17	20	7	17

...to the country overall?

Fair	23	26	36	6	24
Unfair	49	46	35	76	44
Don't know	27	28	29	18	31

Sample size: 2078 Adults in GB
Fieldwork: 13th - 14th November 2025

Weighted Sample Unweighted Sample		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	2078	249	272	215	431	266	374	534	191	224	127	729	742	1006	1072	218	858	513	488	1181	881	1797	100	181	492	341	251	713
	2078	264	291	231	453	236	389	593	206	256	119	803	780	876	1202	152	736	553	637	1282	787	1773	123	182	485	334	187	767
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Before the election the Chancellor promised that Labour would not increase income tax, National Insurance or VAT.

Which of the following best reflects your view?

It would be better if the Chancellor keeps her promise not to raise these taxes, even if that means there is little money to spend on public services	44	54	31	37	67	27	59	35	36	61	24	37	54	48	40	32	45	44	48	43	46	44	49	44	45	51	32	44
It would be better if the Chancellor increases taxes and spends more on public services, even if that means breaking her promise	26	19	49	42	9	39	14	38	39	13	44	36	18	30	22	31	22	28	29	29	21	26	23	28	24	22	36	26
Neither	14	18	11	12	15	16	18	12	16	15	14	13	18	12	16	10	14	15	16	13	16	15	10	14	16	14	12	15
Don't know	16	10	9	9	9	17	10	15	9	11	18	14	10	9	21	27	19	13	8	14	17	16	17	14	16	13	20	15

Sample size: 2078 Adults in GB
Fieldwork: 13th - 14th November 2025

	Labour switchers				
	Total	Labour 2024, not Labour now	Labour to left defector	Labour to right defector	Labour to WNV/DK
Weighted Sample	2078	303	132	55	114
Unweighted Sample	2078	333	147	60	123
	%	%	%	%	%

Before the election the Chancellor promised that Labour would not increase income tax, National Insurance or VAT.

Which of the following best reflects your view?

It would be better if the Chancellor keeps her promise not to raise these taxes, even if that means there is little money to spend on public services	44	40	37	58	36
It would be better if the Chancellor increases taxes and spends more on public services, even if that means breaking her promise	26	28	38	16	22
Neither	14	14	14	15	13
Don't know	16	18	11	10	29

Sample size: 2078 Adults in GB
Fieldwork: 13th - 14th November 2025

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	Weighted Sample	2078	249	272	215	431	266	374	534	191	224	127	729	742	1006	1072	218	858	513	488	1181	881	1797	100	181	492	341	251	713
	Unweighted Sample	2078	264	291	231	453	236	389	593	206	256	119	803	780	876	1202	152	736	553	637	1282	787	1773	123	182	485	334	187	767
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following best reflects your view?

It is possible for the Chancellor to raise the money she needs by taxing only the wealthy, there is no need to raise taxes for ordinary people	52	41	65	56	41	74	38	61	58	37	68	56	45	50	53	59	56	49	43	52	51	51	49	56	53	59	44	50
In practice it is impossible for the Chancellor to raise the money she needs by only increasing tax for the wealthy - ordinary people need to pay more tax	18	26	22	25	18	10	24	17	18	17	16	19	20	23	13	13	13	21	25	20	15	18	15	17	18	12	27	17
Neither	15	20	4	9	31	4	24	8	12	34	4	11	23	17	14	9	13	15	21	15	16	15	16	14	14	15	15	16
Don't know	16	14	10	11	11	11	13	13	11	12	12	14	12	11	21	19	18	15	11	14	18	16	21	14	16	14	14	17

Which of the following best reflects your view?

It is possible for the Chancellor to raise the money she needs by taxing only businesses, there is no need to raise taxes for ordinary people	32	28	33	32	29	49	23	36	39	24	42	34	28	32	32	38	37	32	20	32	32	32	29	35	30	32	34	32
In practice it is impossible for the Chancellor to raise the money she needs by only increasing business tax - ordinary people need to pay more tax	20	24	30	32	16	16	23	25	23	16	21	25	20	26	15	16	15	22	29	22	18	20	16	21	20	18	27	19
Neither	25	29	18	15	42	17	34	18	21	44	23	20	34	27	23	17	21	25	34	24	26	25	26	23	24	28	21	25
Don't know	23	19	19	21	12	18	20	20	18	17	14	21	18	16	30	29	27	21	16	22	24	23	29	21	26	22	19	23

Which of the following best reflects your view?

It is possible for the Chancellor to save the money she needs by cutting wasteful spending, there is no need to raise taxes for ordinary people	62	74	46	50	80	56	76	55	55	76	55	55	72	61	63	51	61	62	68	62	62	61	63	66	58	68	51	64
In practice it is impossible for the Chancellor to save the money she needs by cutting waste - ordinary people need to pay more tax	16	13	33	30	6	20	11	23	25	6	22	22	11	21	11	19	13	17	18	18	13	16	13	13	17	11	21	16
Neither	8	5	9	6	7	11	4	9	8	10	10	9	8	9	8	7	9	9	6	8	9	8	6	13	8	9	11	6
Don't know	14	8	12	14	6	13	8	13	12	8	12	14	9	10	19	23	17	12	8	13	16	15	18	8	17	12	17	14

Do you think it would be fair or unfair for the Chancellor to increase taxes on people who earn over **£150,000** a year?

Fair	72	64	86	81	55	88	59	84	81	56	87	80	65	73	71	79	71	75	68	72	72	72	76	76	75	71	69	71
Unfair	15	23	6	9	30	7	26	8	9	30	8	9	22	16	14	13	14	15	17	16	14	16	11	10	13	17	17	16
Not sure	13	13	8	9	15	5	15	8	10	14	5	11	13	10	15	8	14	10	15	12	14	13	13	14	13	12	14	12

Do you think it would be fair or unfair for the Chancellor to increase taxes on people who earn over **£125,000** a year?

[Asked only to people who said 'fair' in the previous question; n=1516]

Fair	89	82	89	93	90	95	86	91	91	88	92	92	89	91	88	85	91	92	85	90	88	89	87	90	91	91	89	88
Unfair	7	13	8	6	7	2	10	6	6	7	5	7	7	7	7	6	7	5	9	7	7	7	8	6	5	5	8	9
Not sure	4	4	2	1	3	3	4	3	3	5	3	2	4	2	5	9	2	2	7	3	5	4	6	4	5	4	3	3

Sample size: 2078 Adults in GB
Fieldwork: 13th - 14th November 2025

	Labour switchers				
	Total	Labour 2024, not Labour now	Labour to left defector	Labour to right defector	Labour to WNV/DK
Weighted Sample	2078	303	132	55	114
Unweighted Sample	2078	333	147	60	123
	%	%	%	%	%

Which of the following best reflects your view?

It is possible for the Chancellor to raise the money she needs by taxing only the wealthy, there is no need to raise taxes for ordinary people	52	62	72	45	57
In practice it is impossible for the Chancellor to raise the money she needs by only increasing tax for the wealthy - ordinary people need to pay more tax	18	13	12	22	10
Neither	15	11	7	22	9
Don't know	16	14	9	11	23

Which of the following best reflects your view?

It is possible for the Chancellor to raise the money she needs by taxing only businesses, there is no need to raise taxes for ordinary people	32	40	46	42	31
In practice it is impossible for the Chancellor to raise the money she needs by only increasing business tax - ordinary people need to pay more tax	20	18	20	19	15
Neither	25	19	18	22	19
Don't know	23	23	16	17	35

Which of the following best reflects your view?

It is possible for the Chancellor to save the money she needs by cutting wasteful spending, there is no need to raise taxes for ordinary people	62	63	53	76	69
In practice it is impossible for the Chancellor to save the money she needs by cutting waste - ordinary people need to pay more tax	16	15	24	9	7
Neither	8	9	12	6	6
Don't know	14	13	11	8	18

Do you think it would be fair or unfair for the Chancellor to increase taxes on people who earn over **£150,000 a year?**

Fair	72	81	89	66	78
Unfair	15	10	6	27	6
Not sure	13	9	4	7	16

Do you think it would be fair or unfair for the Chancellor to increase taxes on people who earn over **£125,000 a year?**

[Asked only to people who said 'fair' in the previous question; n=1516]

Fair	89	91	92	83	93
Unfair	7	5	4	11	4
Not sure	4	4	4	6	3

Sample size: 2078 Adults in GB
Fieldwork: 13th - 14th November 2025

	Westminster VI						Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
	Weighted Sample	2078	249	272	215	431	266	374	534	191	224	127	729	742	1006	1072	218	858	513	488	1181	881	1797	100	181	492	341	251	713
Unweighted Sample	2078	264	291	231	453	236	389	593	206	256	119	803	780	876	1202	152	736	553	637	1282	787	1773	123	182	485	334	187	767	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think it would be fair or unfair for the
Chancellor to increase taxes on people who earn
over **£100,000** a year?

[Asked only to people who said 'fair' in the previous
question; n=1349]

Fair	86	82	91	86	82	87	79	89	86	87	83	87	86	88	84	84	87	88	81	84	88	85	86	89	87	84	80	87
Unfair	10	11	4	10	15	9	15	7	10	12	11	9	10	9	11	11	10	7	13	12	7	10	11	8	8	11	13	10
Not sure	5	7	5	4	3	4	6	4	5	2	5	4	4	4	5	5	3	5	6	5	5	5	3	4	5	6	7	3

Do you think it would be fair or unfair for the
Chancellor to increase taxes on people who earn
over **£70,000** a year?

[Asked only to people who said 'fair' in the previous
question; n=1142]

Fair	54	42	61	51	63	49	45	56	48	63	62	52	56	54	54	42	55	58	52	51	58	53	55	65	58	50	49	51
Unfair	36	49	25	43	32	40	45	34	47	31	23	38	34	37	35	43	35	34	37	38	33	37	33	27	33	40	38	39
Not sure	10	9	13	7	5	11	10	11	6	6	15	10	9	10	10	15	9	8	11	11	10	10	11	8	9	10	13	10

Do you think it would be fair or unfair for the
Chancellor to increase taxes on people who earn
over **£50,000** a year?

[Asked only to people who said 'fair' in the previous
question; n=621]

Fair	48	46	53	58	42	53	42	47	50	44	64	49	46	56	39	52	45	56	40	42	54	47	34	61	45	43	51	48
Unfair	44	42	40	37	49	39	42	44	41	45	30	44	44	39	50	41	50	36	46	49	38	45	55	36	45	49	39	45
Not sure	8	12	8	5	9	9	16	9	9	11	7	7	10	5	11	7	6	8	14	8	8	9	11	3	10	8	10	7

Do you think it would be fair or unfair for the
Chancellor to increase taxes on people who earn
over **£30,000** a year?

[Asked only to people who said 'fair' in the previous
question; n=283]

Fair	20	17	28	15	15	18	25	28	19	5	14	27	11	19	21	21	19	17	27	19	21	20	21	16	25	20	20	17
Unfair	74	72	70	77	84	71	69	69	79	87	74	68	83	73	75	70	75	76	67	76	72	74	79	74	71	67	80	76
Not sure	6	11	2	8	1	12	6	3	2	8	12	5	7	8	4	9	6	7	6	5	7	6	0	10	4	13	0	7

*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.

Sample size: 2078 Adults in GB
Fieldwork: 13th - 14th November 2025

	Labour switchers				
	Total	Labour 2024, not Labour now	Labour to left defector	Labour to right defector	Labour to WNV/DK
Weighted Sample	2078	303	132	55	114
Unweighted Sample	2078	333	147	60	123
	%	%	%	%	%

Do you think it would be fair or unfair for the Chancellor to increase taxes on people who earn over **£100,000** a year?

[Asked only to people who said 'fair' in the previous question; n=1349]

Fair	86	87	88	81	86
Unfair	10	9	6	19	9
Not sure	5	4	5	0	5

Do you think it would be fair or unfair for the Chancellor to increase taxes on people who earn over **£70,000** a year?

[Asked only to people who said 'fair' in the previous question; n=1142]

Fair	54	52	48	68	51
Unfair	36	39	46	25	37
Not sure	10	8	6	7	12

Do you think it would be fair or unfair for the Chancellor to increase taxes on people who earn over **£50,000** a year?

[Asked only to people who said 'fair' in the previous question; n=621]

Fair	48	40	43	27	45
Unfair	44	51	49	69	45
Not sure	8	8	9	4	10

Do you think it would be fair or unfair for the Chancellor to increase taxes on people who earn over **£30,000** a year?

[Asked only to people who said 'fair' in the previous question; n=283]

Fair	20	25	21	34	27
Unfair	74	71	79	66	63
Not sure	6	4	0	0	10

*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.