YouGov Survey Results

Sample Size: 2019 Adults in GB
Fieldwork: 18th - 19th March 2025

	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
		Vote in 2024 GE				**EU Ref 2016**		**Gender**		**Age**				**Social Grade**		**Country**			**Region in England**			
Weighted Sample	2019	363	519	186	218	709	721	977	1042	212	834	499	474	1151	868	1746	97	176	478	331	244	693
Unweighted Sample	2019	350	565	204	249	839	748	915	1104	122	779	528	590	1234	785	1731	110	178	486	328	204	713
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How good or bad would you say the state of the UK public finances are currently?

	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Very good state	0	1	1	0	0	1	0	1	0	1	0	0	1	0	1	1	1	0	1	0	1	1
Fairly good state	3	2	4	3	1	3	2	4	2	7	2	4	2	3	3	3	2	2	4	3	6	1
TOTAL GOOD STATE	**3**	**3**	**5**	**3**	**1**	**4**	**2**	**5**	**2**	**8**	**2**	**4**	**3**	**3**	**4**	**4**	**3**	**2**	**5**	**3**	**7**	**2**
Neither good nor bad state	12	11	11	18	5	13	10	12	11	11	12	13	10	12	11	11	10	15	10	11	12	12
Fairly bad state	46	43	57	54	31	54	38	44	48	53	48	42	44	48	43	46	53	41	45	50	45	46
Very bad state	34	40	24	21	59	25	46	34	33	15	31	39	41	32	35	34	30	35	36	31	32	33
TOTAL BAD STATE	**80**	**83**	**81**	**75**	**90**	**79**	**84**	**78**	**81**	**68**	**79**	**81**	**85**	**80**	**78**	**80**	**83**	**76**	**81**	**81**	**77**	**79**
Don't know	5	2	2	4	4	4	3	5	5	13	7	3	2	4	7	5	3	7	4	4	5	6

What is the NUMBER ONE thing you think the government should do to improve the UK public finances? Please only list one action, and please give a clear description.
Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Tax the rich	16	3	29	22	2	27	7	17	15	19	21	16	8	18	14	16	18	20	18	12	18	16
Reduce immigration / welfare for immigrants	16	25	5	8	45	7	31	17	15	6	10	22	26	12	21	16	17	16	17	19	10	16
Reduce benefits / tackle benefit fraud / get those who don't need them into work	7	14	4	5	7	8	7	5	8	9	4	8	9	7	6	7	8	7	6	7	7	7
Cut foreign-aid	5	6	3	3	13	3	9	5	4	0	5	6	6	4	6	5	4	2	7	5	3	5
Reduce waste and bureaucracy	5	6	5	6	4	6	5	5	4	2	4	5	6	5	4	4	4	6	5	3	6	4
Raise taxes [generic / otherl]	4	6	5	7	1	5	4	5	4	2	3	5	6	5	3	4	5	3	5	5	2	5
Cut taxes [generic / other]	3	2	2	4	7	3	4	4	3	3	5	2	2	3	4	3	5	2	2	3	3	5
NHS [generic / other]	3	4	3	4	0	4	2	2	4	3	3	3	3	3	4	3	2	1	3	3	3	4
Raise tax on businesses / ensure businesses are paying taxes in full	3	0	6	3	1	5	1	3	3	2	3	3	2	3	3	3	3	6	3	2	5	2
Reduce inflation / cost of living	3	2	3	1	1	2	2	2	4	5	4	2	1	3	3	3	1	2	4	4	4	2
Investment in infrastructure / public services / businesses (including nationalising utilities)	3	2	5	3	1	4	1	3	2	4	4	1	1	3	2	3	0	3	2	3	6	2
Review politicians' salaries and expenses	3	1	3	5	1	2	4	2	3	2	2	4	3	2	3	3	1	2	2	3	2	3
Grow the economy [general]	2	3	2	0	1	1	1	3	1	5	1	2	1	2	2	2	4	2	1	5	1	1
Change the current government	2	3	0	0	4	1	4	2	2	0	1	2	4	2	2	2	1	0	2	2	1	2
Reduce government spending [generic / other]	1	1	1	2	1	1	2	2	1	3	2	0	1	2	1	1	3	3	0	0	2	2
Increase benefits / revert welfare cuts	1	2	1	1	1	1	1	1	2	1	1	1	2	1	2	1	2	2	1	2	1	1
Rejoin the EU	1	0	2	1	0	2	0	1	1	1	2	1	0	1	1	1	1	2	1	1	1	1
Generic review / reform / fix welfare benefits	1	2	1	2	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	2	0	1
Crack down on tax avoidance	1	0	2	1	0	1	0	1	1	1	1	1	1	1	1	1	4	2	0	1	0	1
Create jobs	1	0	1	1	0	0	0	1	0	0	1	1	0	0	1	0	1	2	0	0	2	0
Other	9	10	8	7	7	8	8	10	8	16	10	6	9	10	8	10	7	8	9	9	14	8
Don't know	10	6	11	13	3	10	7	7	14	16	12	8	8	10	10	10	9	9	12	10	9	10

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	Total	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
		Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2019	363	519	186	218	709	721	977	1042	212	834	499	474	1151	868	1746	97	176	478	331	244	693
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Chancellor Rachel Reeves will deliver her first Spring Statement next week.
If taxes are increased in the Spring Statement, do you think this will be mainly due to...

	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
The choices of the current Labour Government	38	74	13	23	69	25	60	40	35	17	29	41	58	36	40	38	44	27	36	44	29	41
The public finances that the previous Conservative Government left behind	22	2	45	31	3	36	10	24	21	25	28	22	12	27	16	22	22	26	21	18	31	21
Both equally	30	22	35	44	22	33	24	26	33	36	30	30	27	30	30	30	27	30	33	30	27	29
Don't know	10	3	7	2	6	5	5	9	11	22	13	7	3	8	14	10	8	17	10	9	12	9

And at the present time, do you think the Government should...

	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Look to increase taxes	18	8	28	26	3	28	9	21	15	23	16	18	18	21	14	17	21	23	18	16	20	16
Look to keep taxes at their current level	34	43	39	34	29	38	38	31	37	29	31	41	36	35	34	35	28	31	37	36	28	35
Look to reduce taxes	33	41	18	20	61	22	42	35	32	26	36	29	35	33	34	33	37	29	29	35	37	35
Don't know	15	8	14	20	7	13	11	13	16	22	17	12	10	12	18	14	15	16	16	13	15	14

And at the present time, do you think the Government should...

	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Look to increase public spending	27	12	38	36	14	35	18	28	26	33	31	28	16	29	25	26	33	34	27	25	32	24
Look to keep public spending at its current level	31	34	36	29	28	32	35	30	31	30	27	33	36	30	32	31	29	27	31	33	26	32
Look to reduce public spending	25	43	13	18	45	19	33	28	23	19	22	24	36	27	23	26	25	23	23	25	23	29
Don't know	17	10	13	18	14	14	15	14	20	19	20	16	12	14	20	17	12	16	19	17	19	16

And at the present time, do you think the Government should...

	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Look to increase borrowing	8	5	14	10	5	12	6	10	7	7	8	10	7	9	7	8	8	13	8	8	10	7
Look to keep borrowing at its current level	30	34	39	38	21	36	29	29	31	21	28	35	34	32	28	31	27	26	33	30	23	32
Look to reduce borrowing	42	48	27	32	63	32	52	46	38	46	39	39	49	42	42	42	43	42	40	43	46	42
Don't know	20	13	20	20	11	20	14	15	24	26	25	17	10	17	22	19	22	19	19	19	21	20

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

Combined answers from above three questions

	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Reduce taxes, reduce public spending, reduce borrowing	11	16	3	7	30	6	16	14	9	11	10	9	15	11	11	12	12	8	8	13	11	13
Keep taxes at their current level, keep public spending at its current level, keep borrowing at its current level	8	11	10	8	8	8	10	8	8	6	6	12	8	8	9	9	4	3	11	8	6	8
Keep taxes at their current level, keep public spending at its current level, reduce borrowing	5	8	4	2	3	5	6	5	6	7	5	6	5	5	5	5	7	7	5	7	4	5
Keep taxes at their current level, reduce public spending, reduce borrowing	5	9	3	3	6	4	7	4	5	2	3	6	7	5	5	5	2	6	6	5	3	4
Increase taxes, increase public spending, keep borrowing at its current level	4	2	7	6	0	8	1	5	3	4	5	5	3	5	4	4	5	8	4	5	4	3
Reduce taxes, keep public spending at its current level, reduce borrowing	4	5	3	1	8	2	6	4	3	2	4	4	5	3	5	4	4	4	4	4	3	4
Increase taxes, increase public spending, increase borrowing	3	0	5	6	0	4	1	4	1	2	3	3	2	3	1	2	2	4	3	1	4	2
Increase taxes, keep public spending at its current level, keep borrowing at its current level	3	2	5	4	0	4	2	2	3	3	2	2	5	3	3	3	2	2	3	2	2	4
Keep taxes at their current level, increase public spending, keep borrowing at its current level	3	2	4	8	3	4	3	3	3	2	3	4	3	3	3	3	3	2	3	3	1	4
Reduce taxes, increase public spending, reduce borrowing	3	1	2	1	3	1	3	4	2	1	4	2	2	3	3	3	1	1	2	3	7	2
Reduce taxes, keep public spending at its current level, keep borrowing at its current level	3	3	3	3	4	3	4	3	3	1	4	2	4	3	3	3	7	4	2	5	1	3
Increase taxes, increase public spending, reduce borrowing	2	0	3	1	1	3	1	3	2	6	2	2	1	3	1	2	8	3	3	2	2	1
Keep taxes at their current level, increase public spending, increase borrowing	2	0	4	2	2	3	1	2	2	3	2	2	1	2	2	2	2	4	2	3	2	2
Keep taxes at their current level, increase public spending, reduce borrowing	2	2	2	2	1	2	2	2	2	0	3	2	2	2	2	2	3	2	2	1	2	2
Keep taxes at their current level, reduce public spending, keep borrowing at its current level	2	5	3	1	2	4	2	2	3	1	2	3	3	4	1	3	2	1	3	1	3	3
Reduce taxes, increase public spending, keep borrowing at its current level	2	1	2	2	1	1	1	1	2	1	2	2	1	2	1	2	1	1	3	1	1	2
Reduce taxes, reduce public spending, keep borrowing at its current level	2	4	1	2	3	2	2	2	2	0	2	2	3	2	1	2	1	3	1	2	2	2
Increase taxes, keep public spending at its current level, increase borrowing	1	1	1	0	0	1	0	0	1	1	0	1	1	1	1	1	0	1	1	0	1	0
Increase taxes, keep public spending at its current level, reduce borrowing	1	0	2	1	0	2	1	2	1	3	1	1	2	2	1	1	1	3	2	1	2	1
Increase taxes, reduce public spending, keep borrowing at its current level	1	1	0	2	0	1	0	1	0	1	0	0	1	1	0	1	0	0	1	0	0	0
Increase taxes, reduce public spending, reduce borrowing	1	2	1	1	1	1	2	2	1	2	0	1	3	2	1	1	1	1	1	2	1	1
Keep taxes at their current level, keep public spending at its current level, increase borrowing	1	1	1	1	0	1	0	1	0	0	1	1	0	1	1	1	1	0	1	1	1	0
Reduce taxes, increase public spending, increase borrowing	1	1	1	0	0	1	0	1	1	1	1	1	1	1	0	0	3	1	0	0	1	0
Increase taxes, reduce public spending, increase borrowing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Keep taxes at their current level, reduce public spending, increase borrowing	0	1	0	0	1	0	1	1	0	1	0	0	1	0	0	0	0	0	0	1	0	0
Reduce taxes, keep public spending at its current level, increase borrowing	0	1	1	0	1	0	1	0	0	0	0	1	1	0	1	0	1	1	0	0	1	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reduce taxes, reduce public spending, increase borrowing	0	1	0	1	0	0	1	1	0	0	1	0	0	1	0	0	0	1	0	0	0	1
Answered "don't know" to one or more questions	29	20	28	35	20	28	23	22	36	39	35	24	21	26	34	30	27	28	29	27	34	30

Regardless of whether you support them or not, if you HAD to pick one option to prioritise for improving the state of UK public finances, which of the below would you pick?

	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Cutting spending on public services	28	49	17	13	45	21	38	34	22	26	27	25	35	32	23	29	30	23	23	29	33	31
Increasing the taxes that ordinary Britons pay	17	12	25	28	6	24	12	19	16	20	15	18	18	19	15	17	22	18	18	18	14	16
Increasing government borrowing	27	17	36	32	21	31	22	25	28	33	31	28	15	28	25	26	28	28	28	26	27	25
Don't know	28	22	22	28	28	24	28	22	34	21	28	29	32	22	37	28	21	31	30	27	27	28

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.

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