

IPSOS

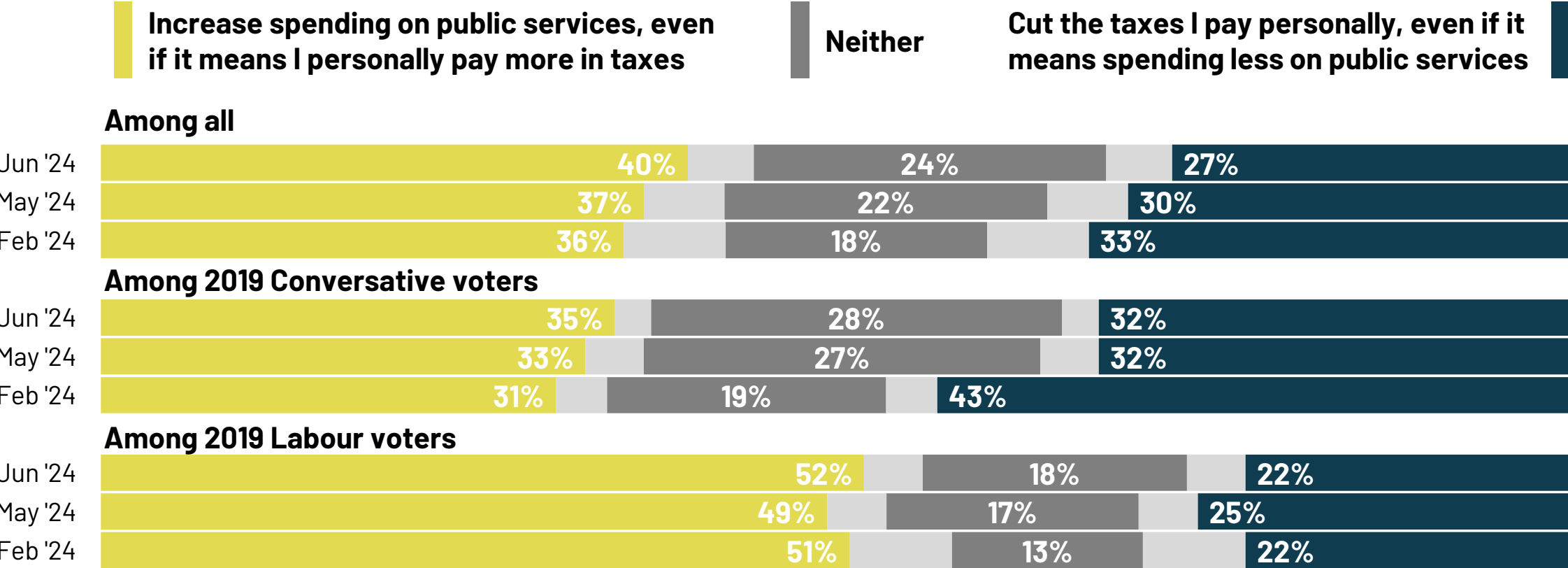
Taxes and public spending polling

June 2024



Two in five support increase spending on public services, even if it means that they personally pay more in tax

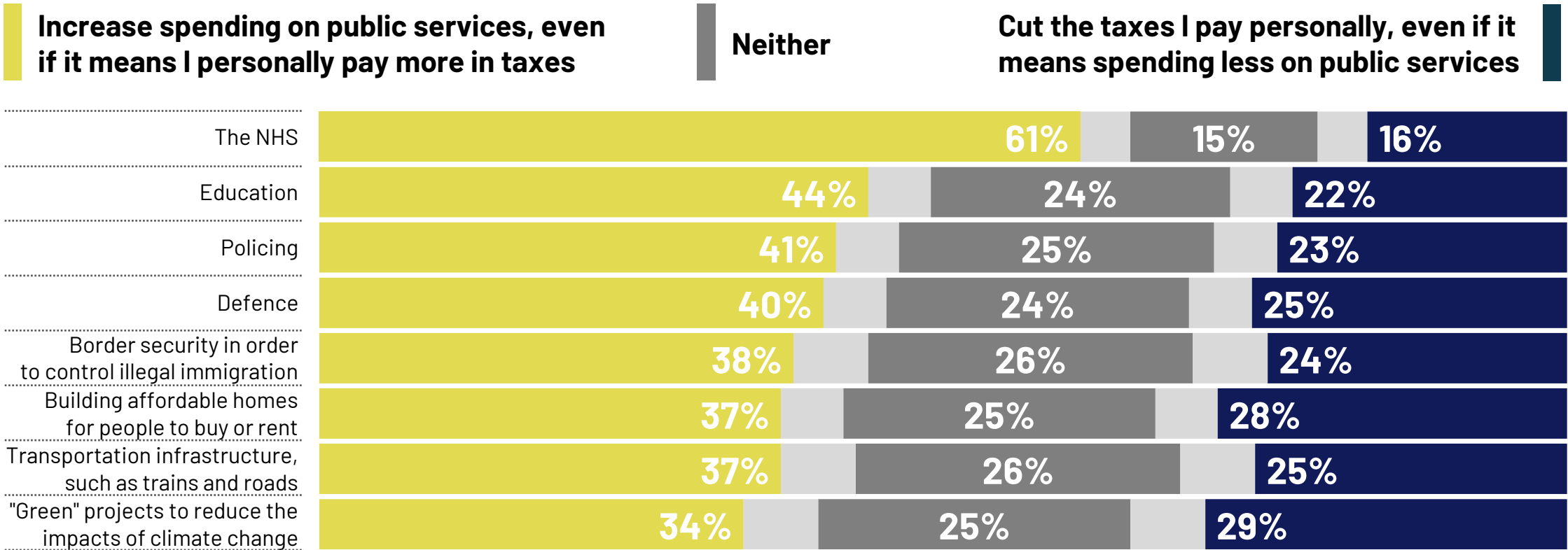
Imagine the Chancellor had the choice between cutting taxes for individuals, meaning you personally pay less tax even if it means spending less on public services, or spending more money on public services, even if it means you personally paying more in taxes. Which of the following would you prefer?



Base: 1131 Online British adults aged 18+, 7-10 June 2024, including (334) 2019 Conservative voters and (296) 2019 Labour voters

Three in five Britons say they would prefer the next Chancellor to increase spending on the NHS, even if it means they personally pay more in taxes

And now thinking of each of the following policy areas, would you prefer the next Chancellor cut taxes for individuals, meaning you personally pay less tax even if it means spending less on each of the following policy areas, or spending more money on each of the following policy areas, even if it means you personally paying more in taxes?



Base: 1131 Online British adults aged 18+, 7-10 June 2024

IPSOS

June 2024

Ipsos – Taxes and public spending

For more information

Gideon Skinner

Research Director

gideon.skinner@ipsos.com

Cameron Garrett

Research Manager

Cameron.garrett@ipsos.com

Keiran Pedley

Research Director

keiran.pedley@ipsos.com

Ben Roff

Research Executive

ben.roff@ipsos.com

Irene Garcia

Graduate research Executive

Irene.Garcia@ipsos.com

