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?

	Increase spending on pub if it means I personally pa		Neithe			ersonally, even if it s on public services
	Among all					
Jun '24		40%	2	4%	27 %	
May '24		37%	22%		30%	
Feb '24		36%	18%		33%	
	Among 2019 Conversative vo	oters				
Jun '24		35%	28 %		32 %	
May '24		33%	27 %		32%	
Feb '24		31%	19%	43%		
	Among 2019 Labour voters					
Jun '24			52 %	18%	2	2%
May '24			49%	17%	25%	
Feb '24			51%	13%	2	2%

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?

Increase spending on public services, even if it means I personally pay more in taxes		Neither		Cut the taxes I pay personally, even if it means spending less on public services			
The NHS				61%	15%	16%	
Education		44	%	24%		22%	
Policing		41%		25%		23%	
Defence		40%		24%	2	25%	
Border security in order to control illegal immigration		38%		26%		24%	
Building affordable homes for people to buy or rent		37%		25%	28	%	
Transportation infrastructure, such as trains and roads		37%		26 %		25%	
"Green" projects to reduce the impacts of climate change		34%		25%	29 %	6	

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

Keiran Pedley Research Director keiran.pedley@ipsos.com

Irene Garcia Graduate research Executive Irene.Garcia@ipsos.com **Cameron Garrett** Research Manager Cameron.garrett@ipsos.com

Ben Roff Research Executive ben.roff@ipsos.com

