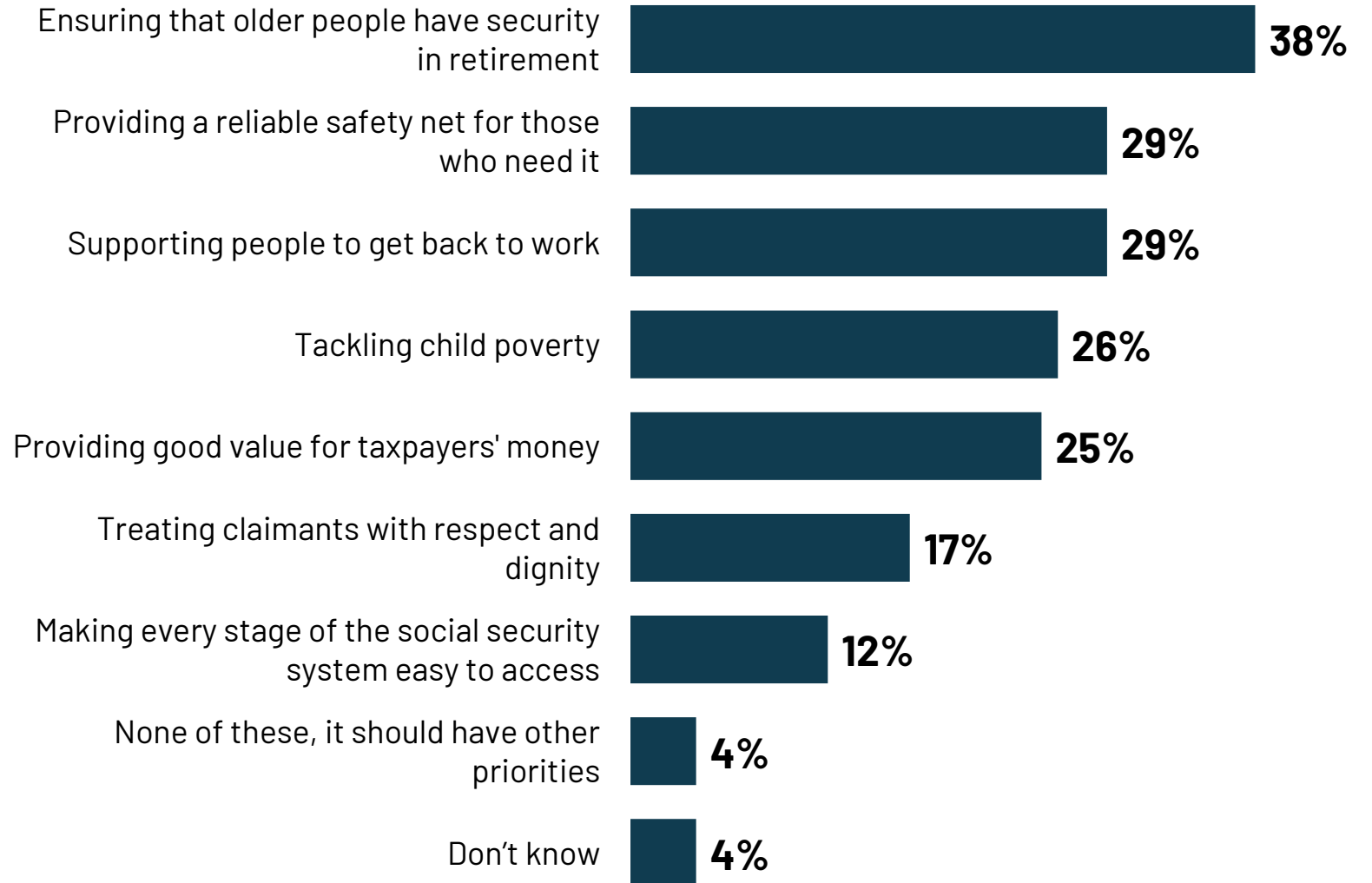


IPSOS UK Welfare polling

March 2025

Ensuring security in retirement is seen as a priority of the benefits system, followed by providing a reliable safety net and supporting people to get back in work

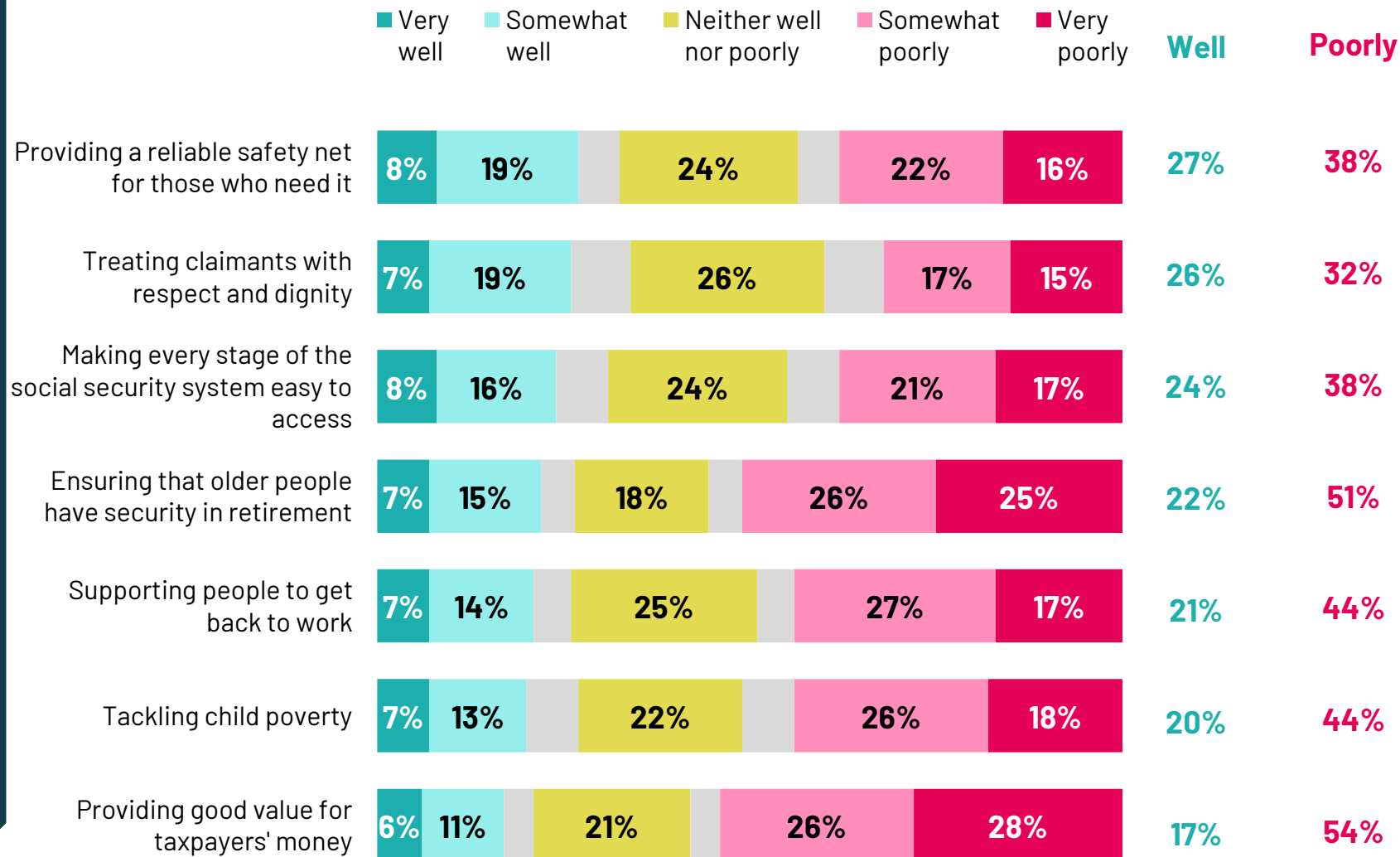
Which of the below do you think the government should prioritise when it comes to the UK benefits system?



Base: 1,089 Online British adults aged 18-75, 28 February – 3 March 2025

The benefits system is not seen as performing well on a range of aspects

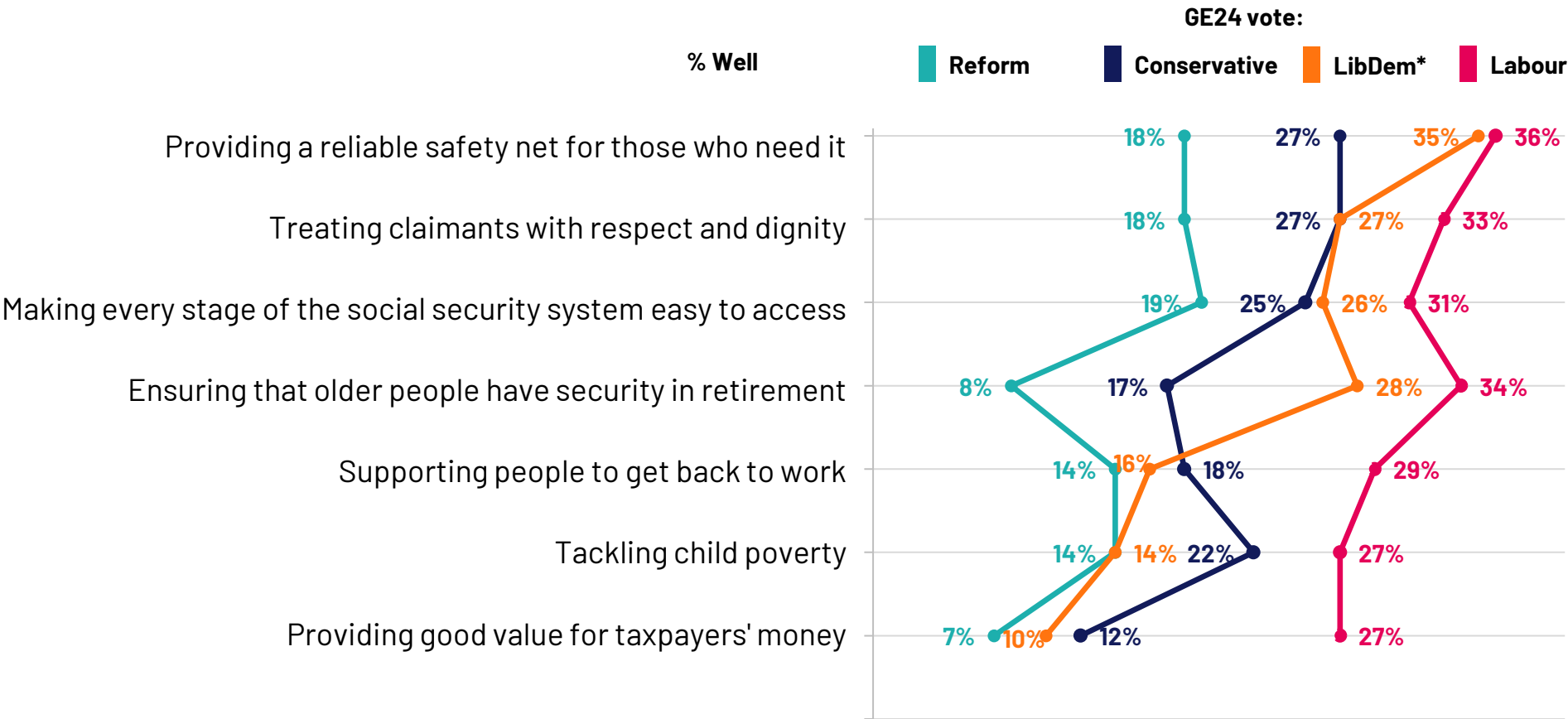
How well or poorly do you think the benefits system, as it currently stands, does at meeting each of the following objectives?



Base: 1,089 Online British adults aged 18-75, 28 February – 3 March 2025

Reform voters are least likely to say the benefits system meets objectives, especially supporting older people in retirement

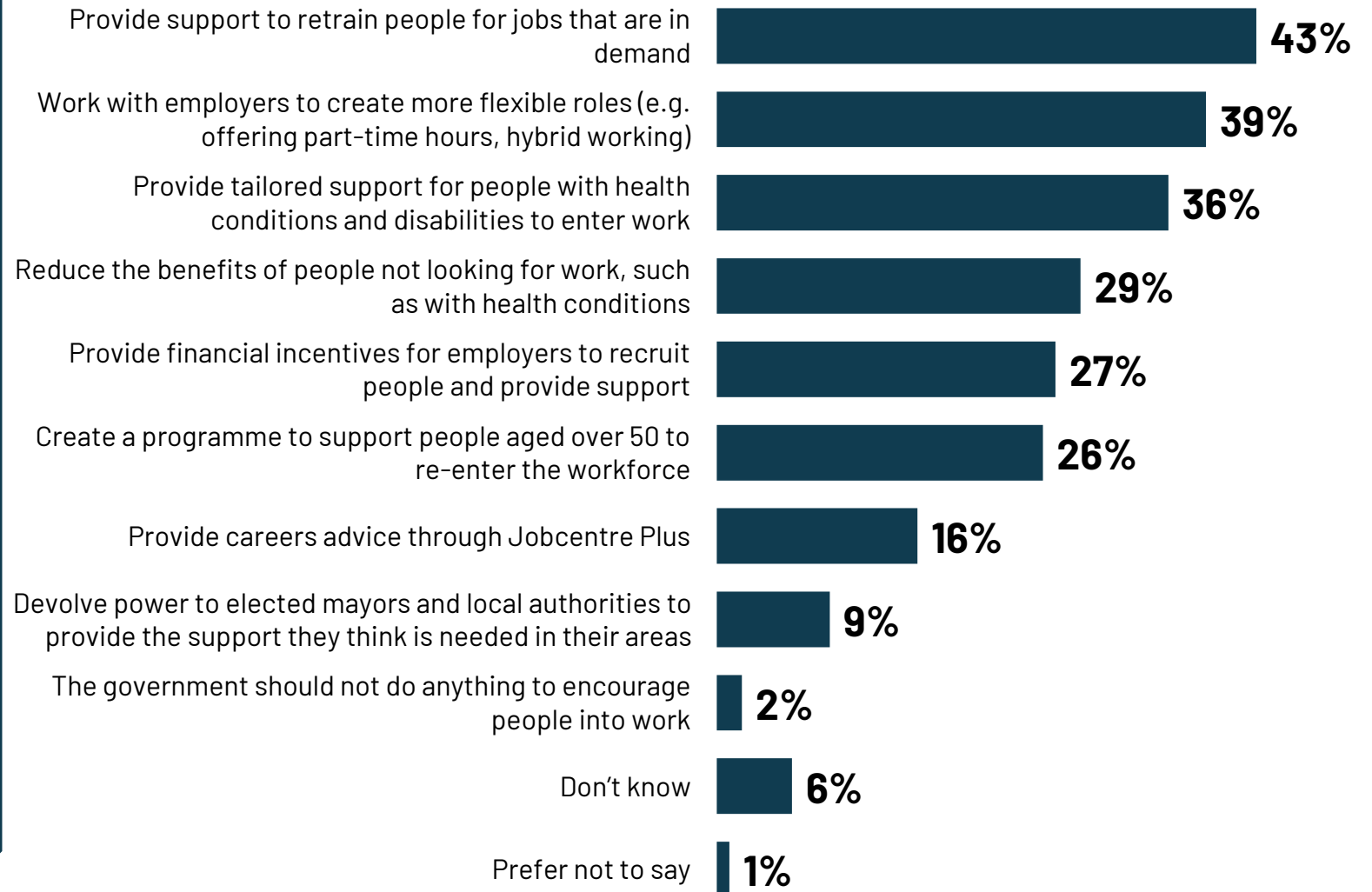
How well or poorly do you think the benefits system, as it stands, does at meeting each of the following objectives?



Base: 1,089 Online British adults aged 18-75, 28 February – 3 March 2025, including 2024 Labour voters (361), 2024 Conservative voters (178), 2024 Reform voters (124), and 2024 Liberal Democrat voters (92) *low base

Of a range of measures to get people into work, retraining, creating flexible jobs and providing tailored support for people with health conditions are priorities.

There are 1.4 million people of working age not working. Which of the following, if any, should the government prioritise to get these people into work? Which of the following, if any, should the government prioritise to get these people into work?



Base: 1,089 Online British adults aged 18-75, 28 February – 3 March 2025

Those who interact with the benefits system think the government should prioritise working with employers to create flexible roles, retraining people and tailored support for people to enter work, whereas those with no interactions with the benefits system are more likely to support reducing benefits

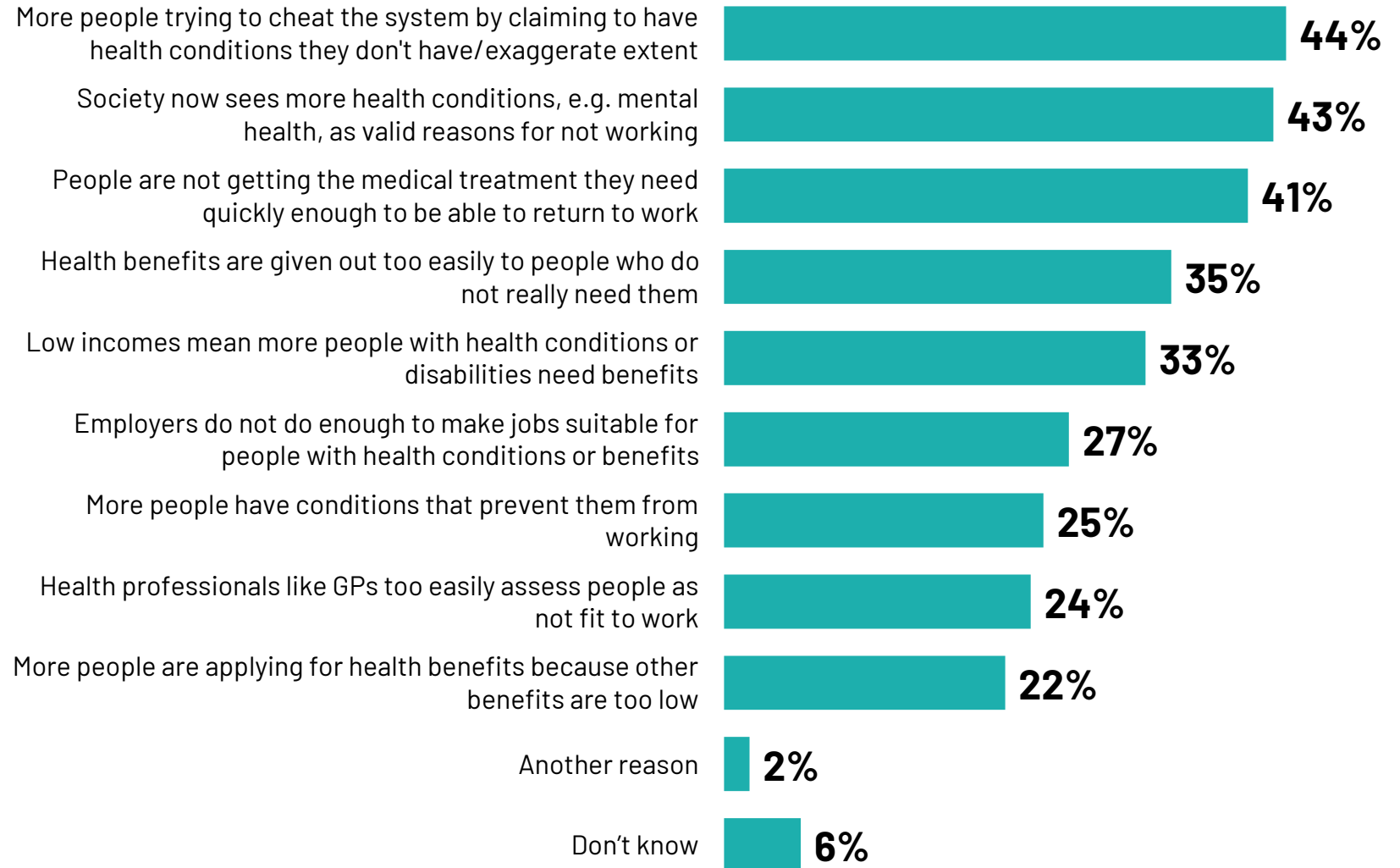
There are 1.4 million people of working age not working. Which of the following, if any, should the government prioritise to get these people into work? Which of the following, if any, should the government prioritise to get these people into work?

	Receive benefits			
	Yes, myself	Yes, someone in my household	Yes, a friend/family member	No
Provide support to retrain people for jobs that are in demand	43%	38%	45%	44%
Work with employers to create more flexible roles (e.g. offering part-time hours, hybrid working)	47%	45%	52%	34%
Provide tailored support for people with health conditions and disabilities to enter work	39%	36%	42%	36%
Reduce the benefits of people not looking for work, such as with health conditions	14%	19%	26%	37%
Provide financial incentives for employers to recruit people and provide support	31%	29%	26%	26%
Create a programme to support people aged over 50 to re-enter the workforce	28%	34%	28%	25%
Provide careers advice through Jobcentre Plus	17%	21%	15%	15%
Devolve power to elected mayors and local authorities to provide the support they think is needed in their areas	10%	11%	15%	7%
The government should not do anything to encourage people into work	3%	5%	1%	3%

Base: 1,089 Online British adults aged 18-75, 28 February – 3 March 2025, including a family or friend receives benefit (179), receives benefits themselves (246), someone in their household receives benefits (144), does not receive benefits nor has close family or friends who receive benefits (567).

The public attribute the increase in the number of people claiming disability and health benefits to a mix of more people cheating the system, more conditions being seen as valid reasons for not working, people not getting medical treatment quickly enough.

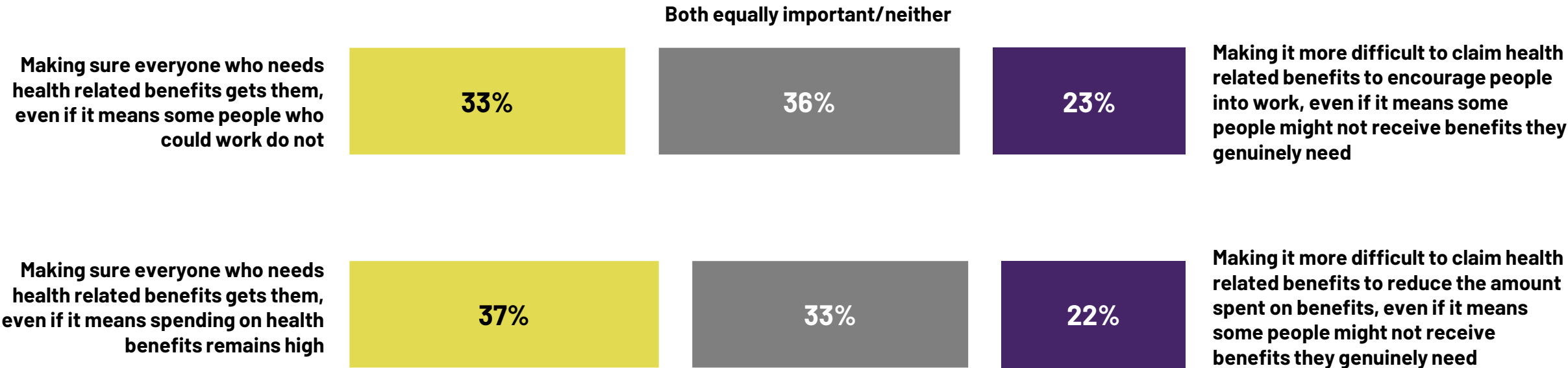
What do you think are the main causes for this increase in the number of people of working age who are receiving disability and health benefits?



Base: 1,089 Online British adults aged 18-75, 28 February – 3 March 2025

The public lean towards ensuring everyone who needs health related benefits gets them, but with a third saying it is equally important to encourage people into work, and to reduce the amount spent on welfare

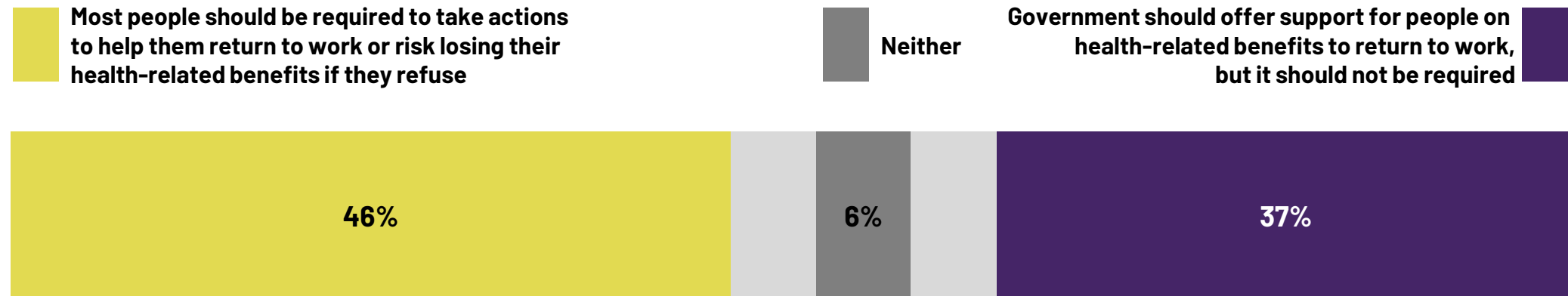
Which of the below do you think the government should prioritise?



Base: 1,089 Online British adults aged 18-75, 28 February – 3 March 2025

Nearly half think the government should require people to take action such as retraining or speaking to a work coach to help them return to work, or risk lose their health-related benefits

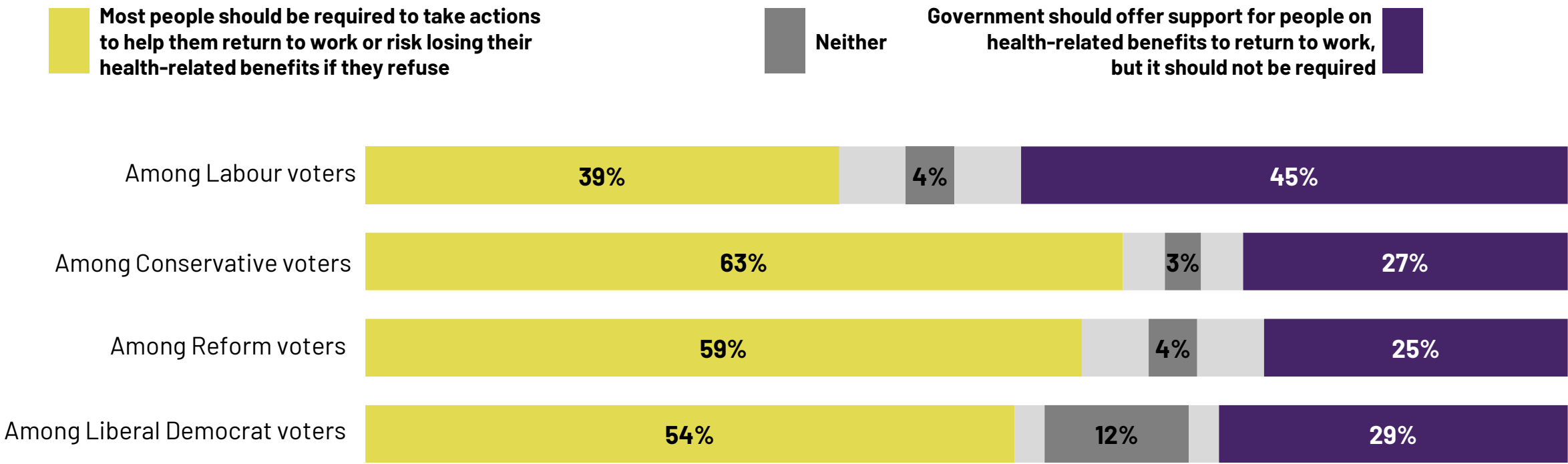
Do you think the government should or should not require most people claiming health related benefits to take actions to help them return to work, such as work-related training or speaking to a Work Coach?



Base: 1,089 Online British adults aged 18-75, 28 February – 3 March 2025

Labour voters are more likely to say that the government should offer support for people on health-related benefits to work, but it should not be required

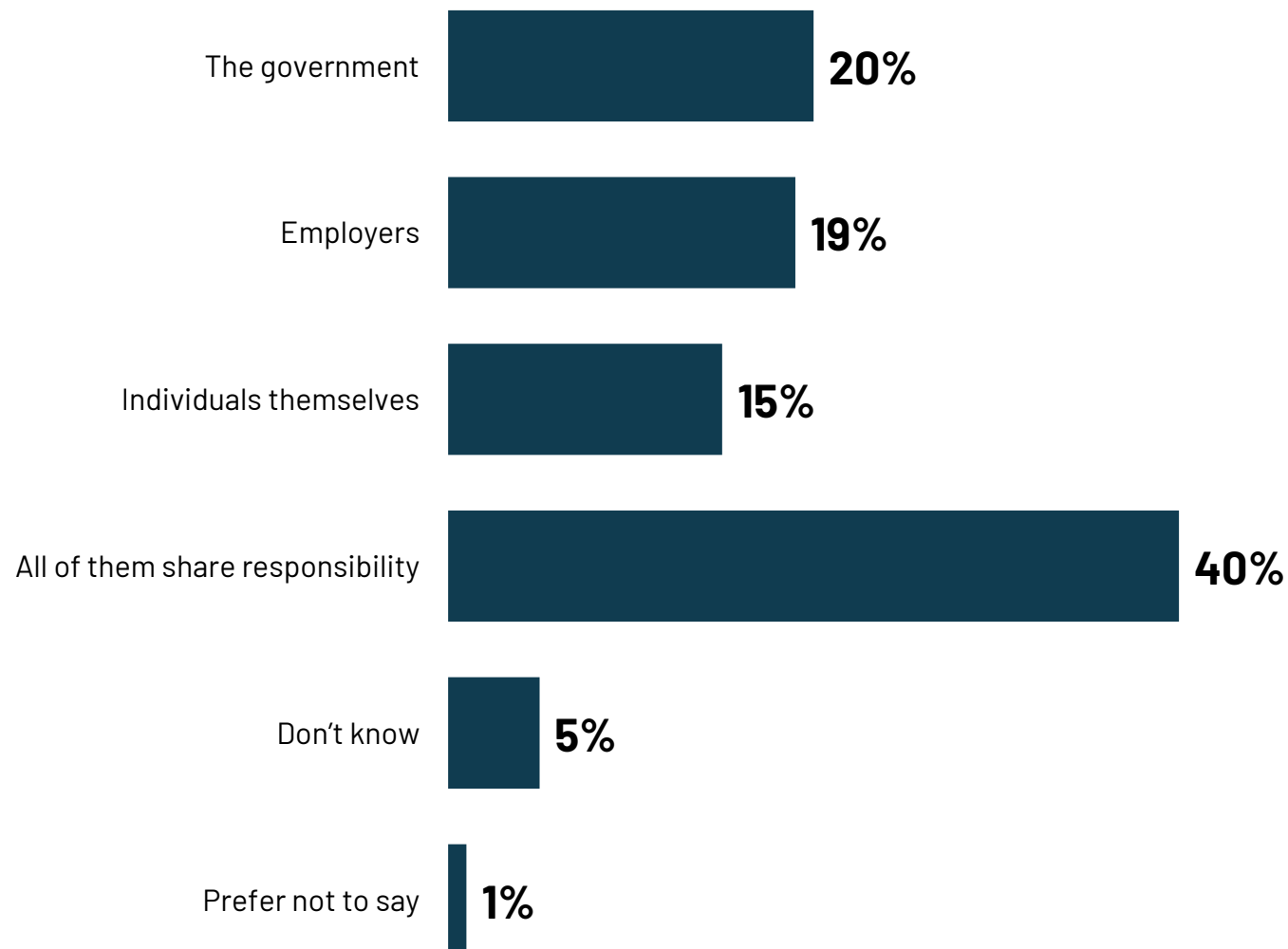
Do you think the government should or should not require most people claiming health related benefits to take actions to help them return to work, such as work-related training or speaking to a Work Coach?



Base: 1,089 Online British adults aged 18-75, 28 February – 3 March 2025, including 2024 Labour voters (361), 2024 Conservative voters (178), 2024 Reform voters (124), and 2024 Liberal Democrat voters (92) *low base

Two in five say the government, employers and individuals are equally responsible for working people having an adequate income

Who should be most responsible for working people having an adequate income?



Base: 1,089 Online British adults aged 18-75, 28 February – 3 March 2025



For more information

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