

Ipsos Fiscal rules polling

May 2025



Almost half of British adults say Rachel Reeves is doing a bad job as Chancellor of the Exchequer

To what extent, if at all, do you think Rachel Reeves has been doing a good job or a bad job, in her role as Chancellor of the Exchequer, or neither?

Base: 1,079 Online British adults aged 18-75, 25 - 28 April 2025

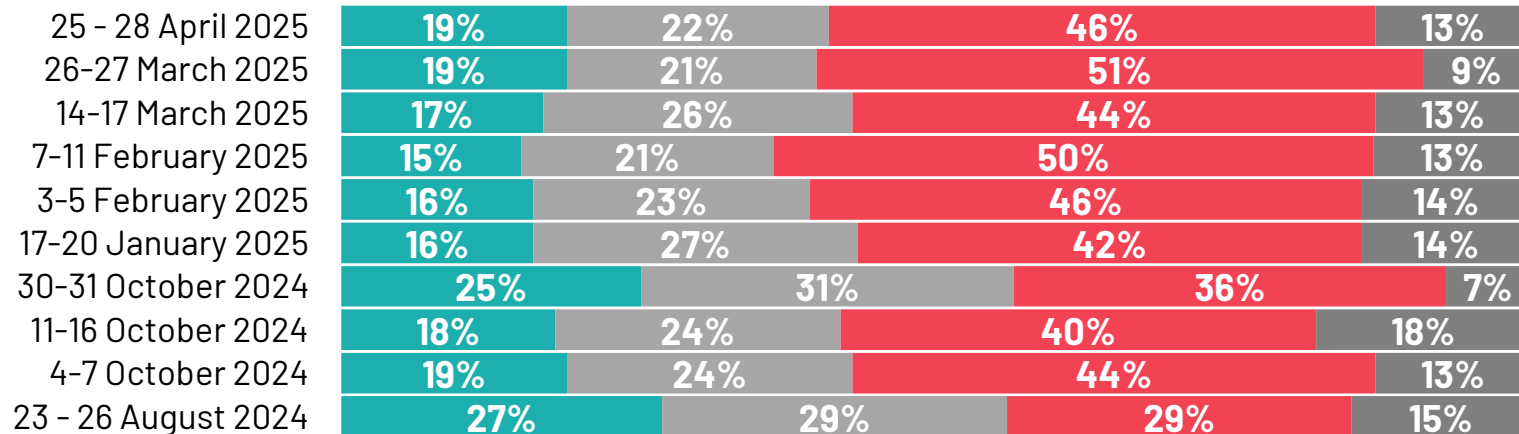
Good job

Neither

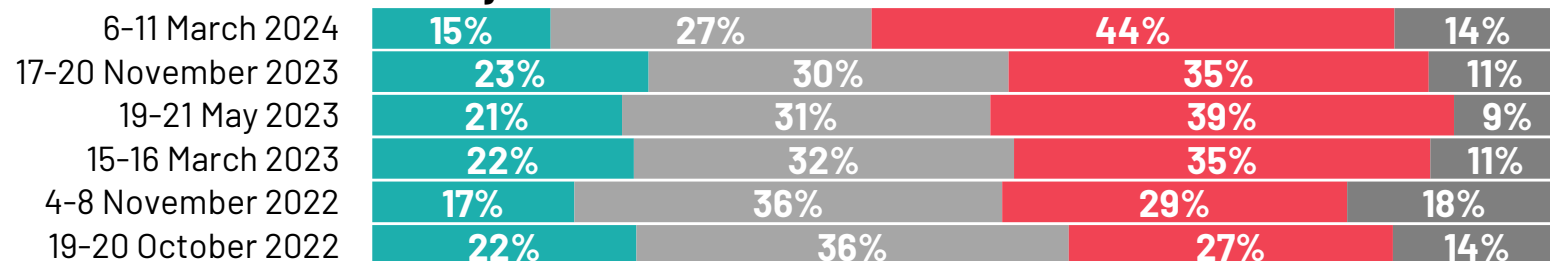
Bad job

Don't know

Rachel Reeves



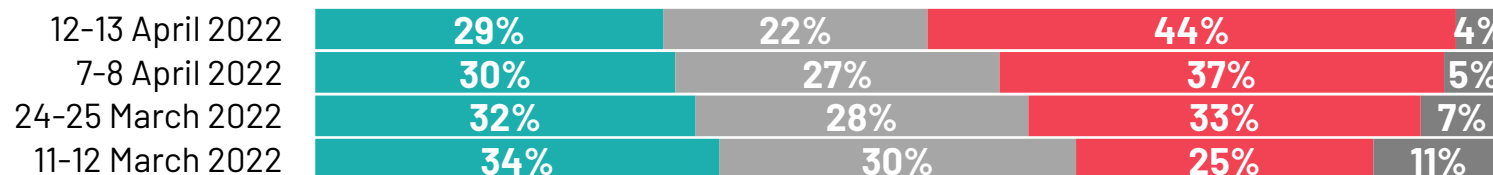
Jeremy Hunt



Kwasi Kwarteng



Rishi Sunak

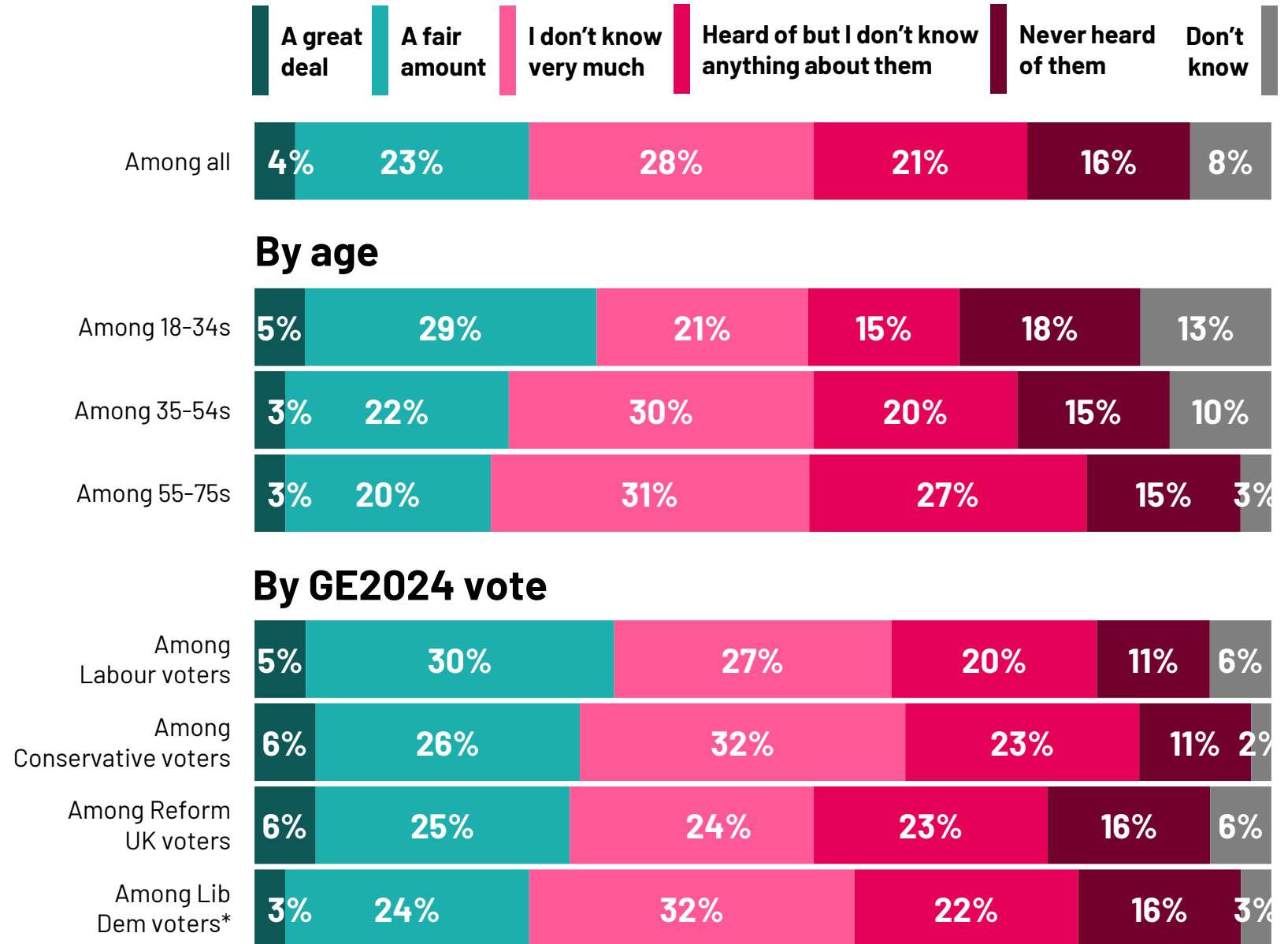


Around 1 in 4 say they know at least a fair amount about the Chancellor's fiscal rules, but most only know little or nothing about them

How much, if anything, do you personally know about the Chancellor's "fiscal rules"? Please say if you don't know or have never heard of them.

Base: 1,079 Online British adults aged 18-75, including (332) 18-34-year-olds, (403) 35-54s, (344) 55-75s, (335) 2024 Labour voters, (151) 2024 Conservative voters, (101) 2024 Reform UK voters, and (99) 2024 Liberal Democrat voters, 25 - 28 April 2025

* Note low base size



Around one in four can correctly identify each of the Chancellor's three fiscal rules. One in three say they don't know, while a similar proportion misidentify closing the £22bn "black hole".

Which of the following, if any, do you think are included in the Chancellor's fiscal rules? Please select all that apply.

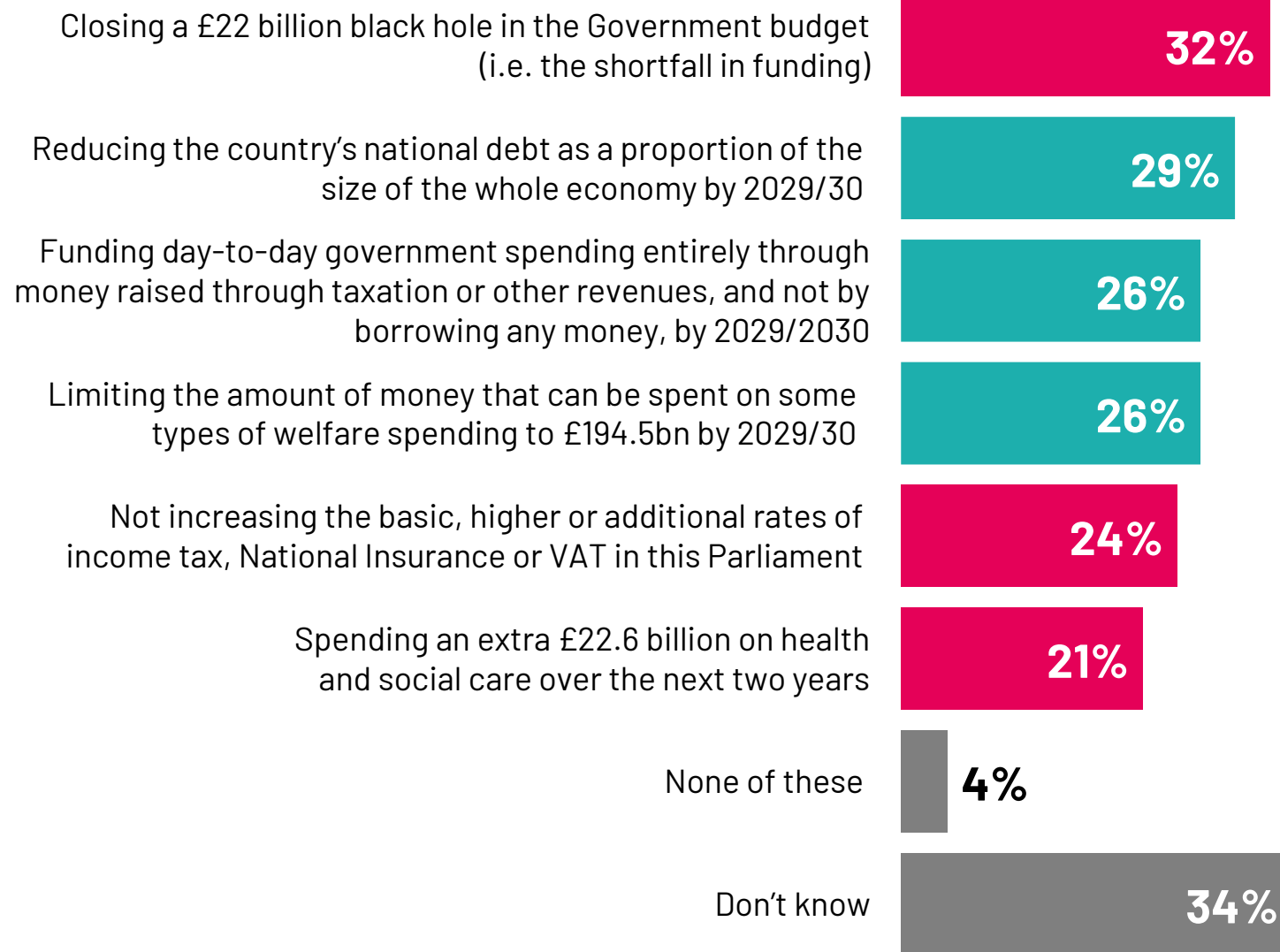
Base: 1,079 Online British adults aged 18-75, 25 - 28 April 2025



Correct answer

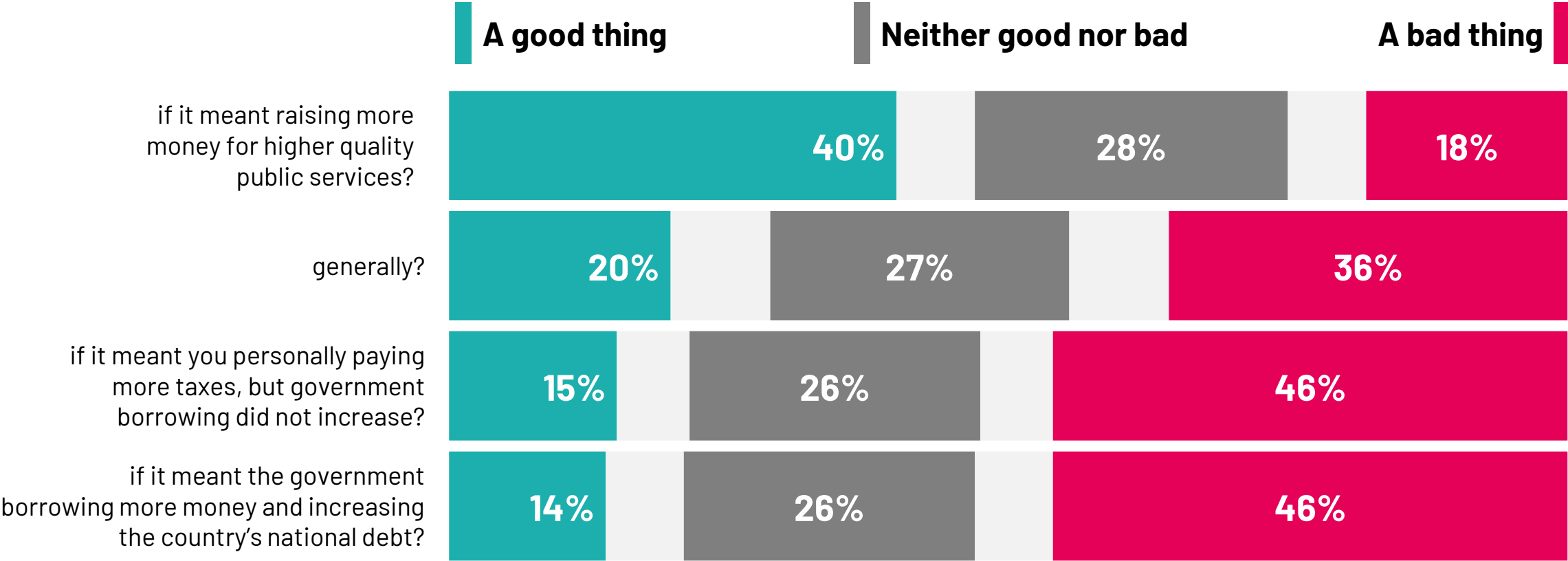


Incorrect answer



Few think the Chancellor breaking her fiscal rules would be a good thing, although views are more positive if it improves public services

Do you think it would be a good or bad thing, if either, if the Chancellor, Rachel Reeves broke her fiscal rules...?

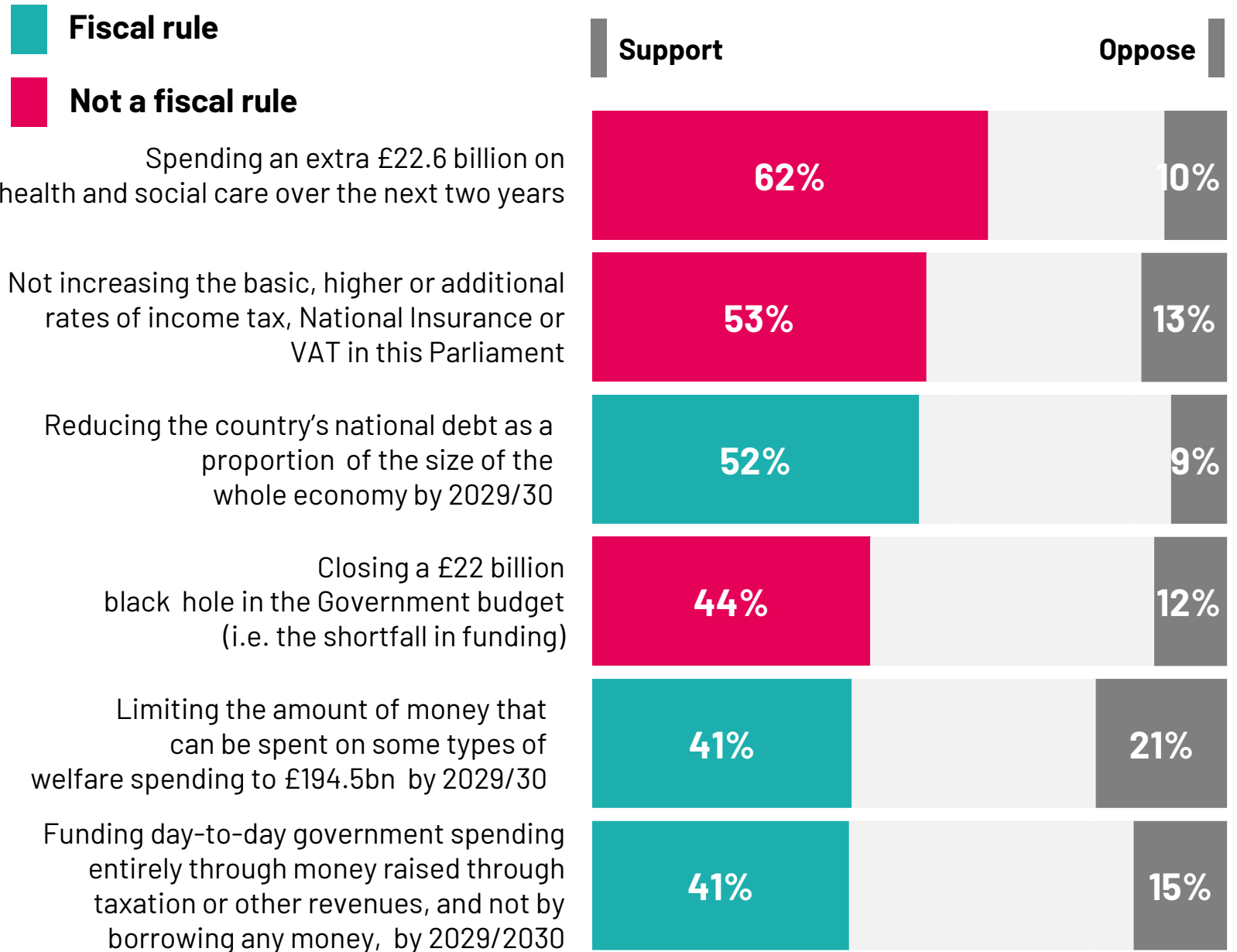


Base: 1,079 Online British adults aged 18-75, 25 - 28 April 2025

On balance more support than oppose the fiscal rules (especially reducing the country's debt), but there is even more support for spending more on health and not increasing taxes

To what extent, if either, do you support or oppose the current Labour government committing to achieve each of the following?

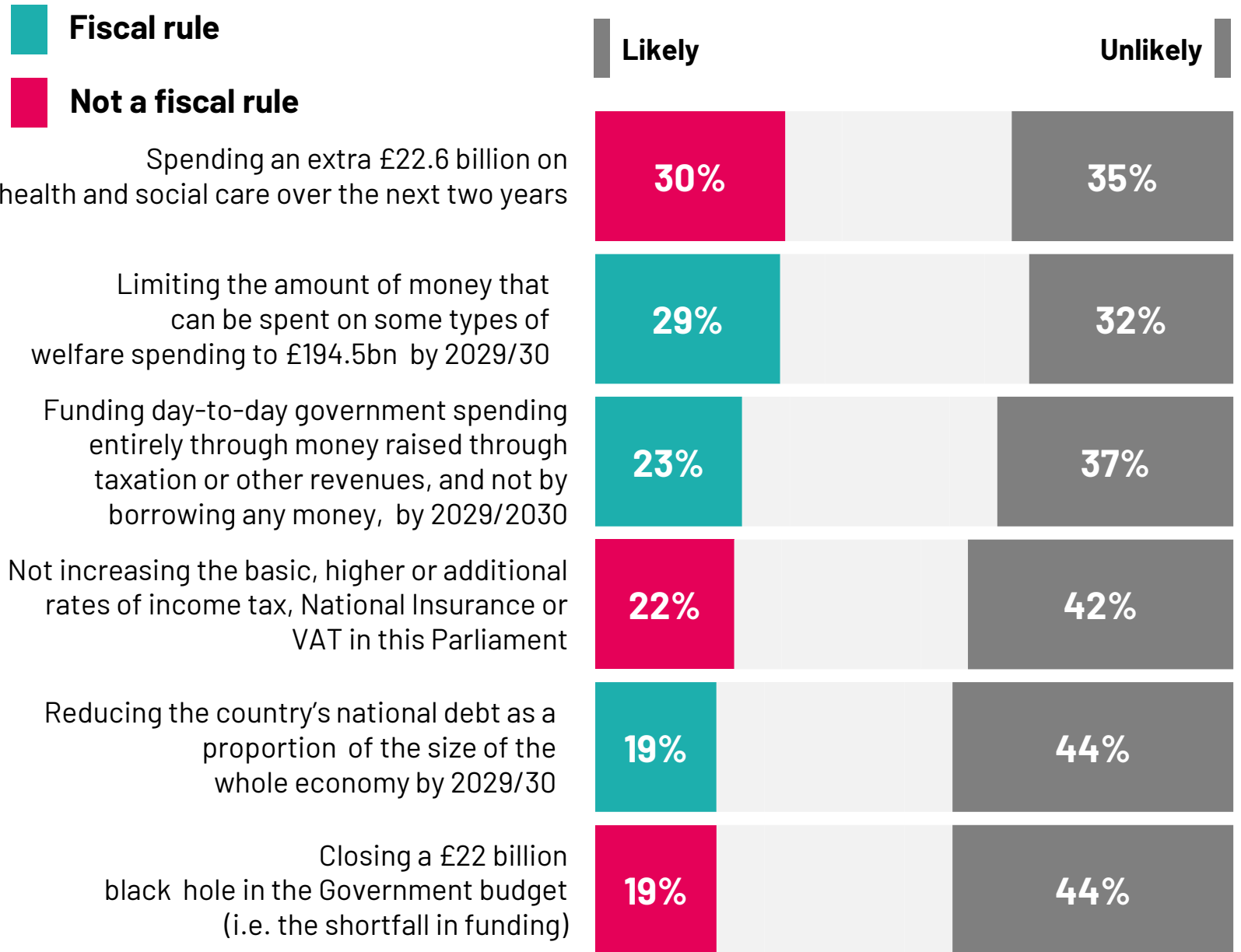
Base: 1,079 Online British adults aged 18-75, 25 – 28 April 2025



Around two in five think it's unlikely the Chancellor will meet her fiscal rules to reduce the country's debt or fund day-to-day spending through entirely through taxation

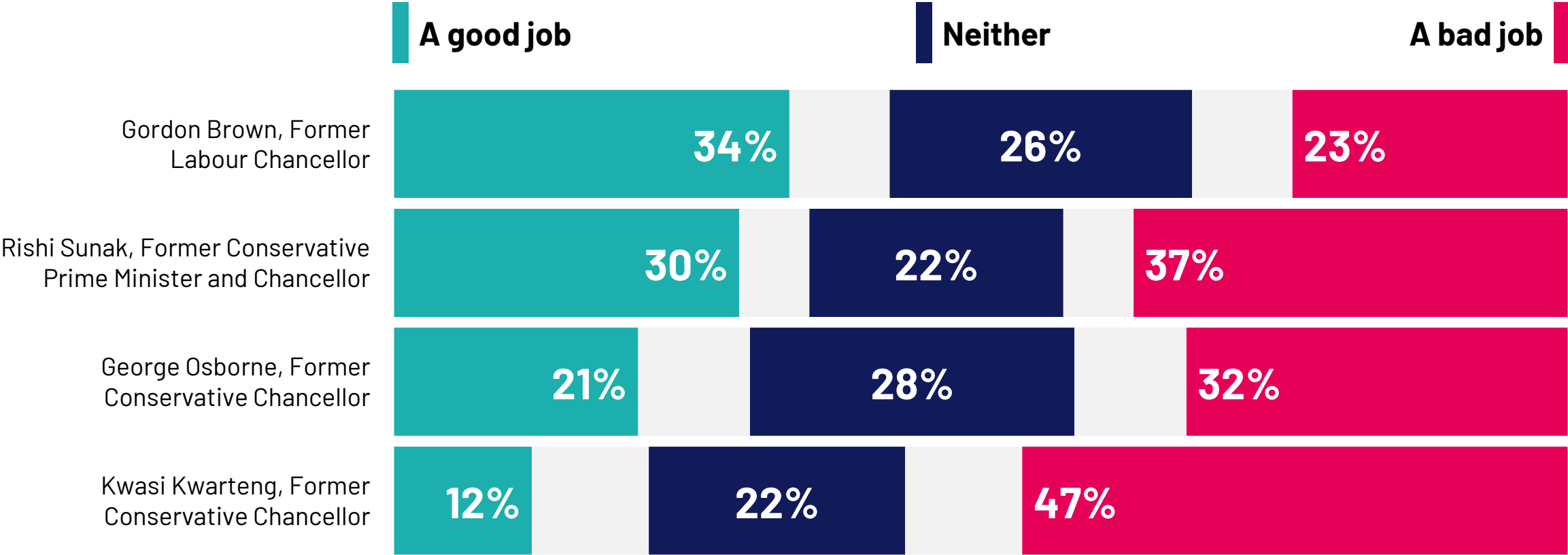
And how likely or unlikely, if either, do you think it is that the current Labour government will achieve each of the following?

Base: 1,079 Online British adults aged 18-75, 25 – 28 April 2025



The public are largely divided over the performance of the recent Chancellors, however, almost half think Kwasi Kwarteng did a bad job

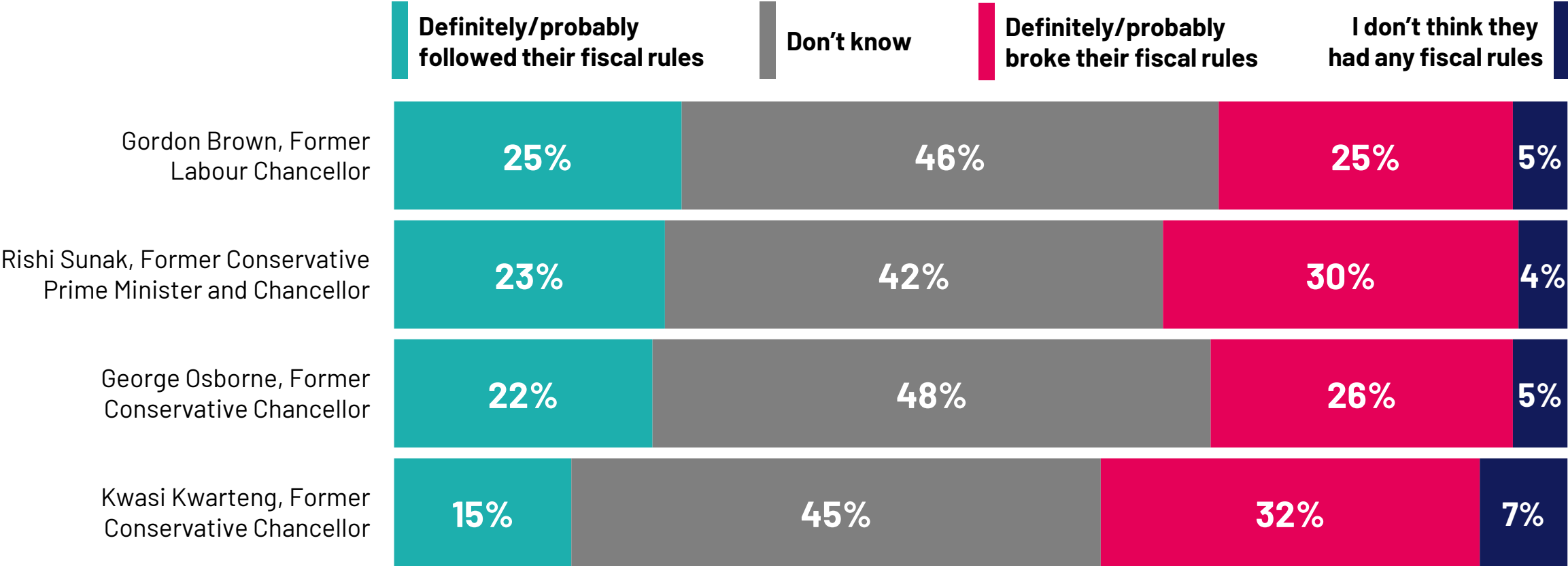
To what extent, if either, do you think each of the following did a good or bad job as Chancellor of the Exchequer?



Base: 1,079 Online British adults aged 18-75, 25 – 28 April 2025

Around half say they don't know whether recent Chancellors followed or broke their fiscal rules, despite different views on their performance

To the best of your knowledge, did the following recent Chancellors follow or break their own fiscal rules?



Base: 1,079 Online British adults aged 18-75, 25 – 28 April 2025



May 2025 Fiscal rules polling

For more information

Gideon Skinner

Research Director

gideon.skinner@ipsos.com

Cameron Garrett

Associate Director

cameron.garrett@ipsos.com

Laura King

Senior Research Executive

laura.king@ipsos.com

Ben Roff

Senior Research Executive

ben.roff@ipsos.com