

Ipsos Spending review polling

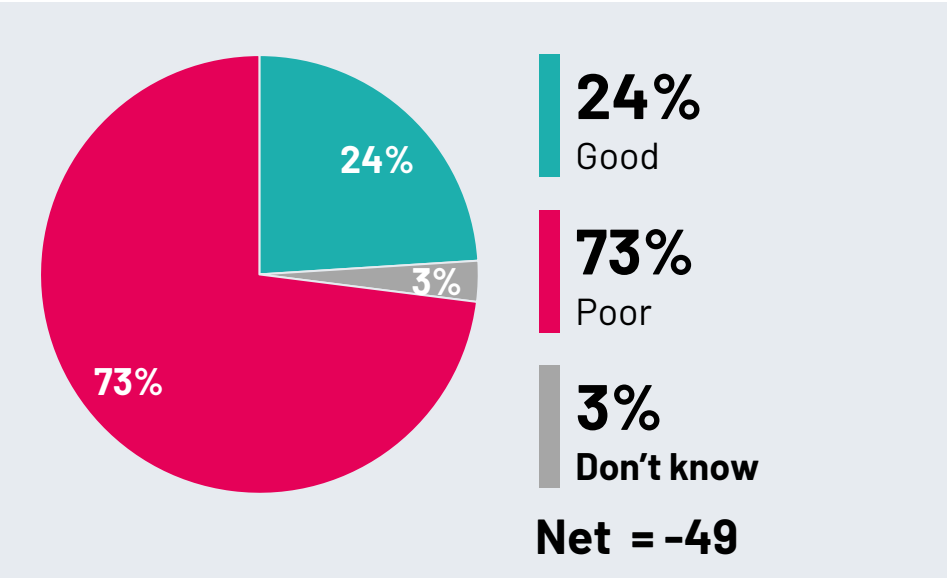
May 2025



Perceptions of the British economy: Trend

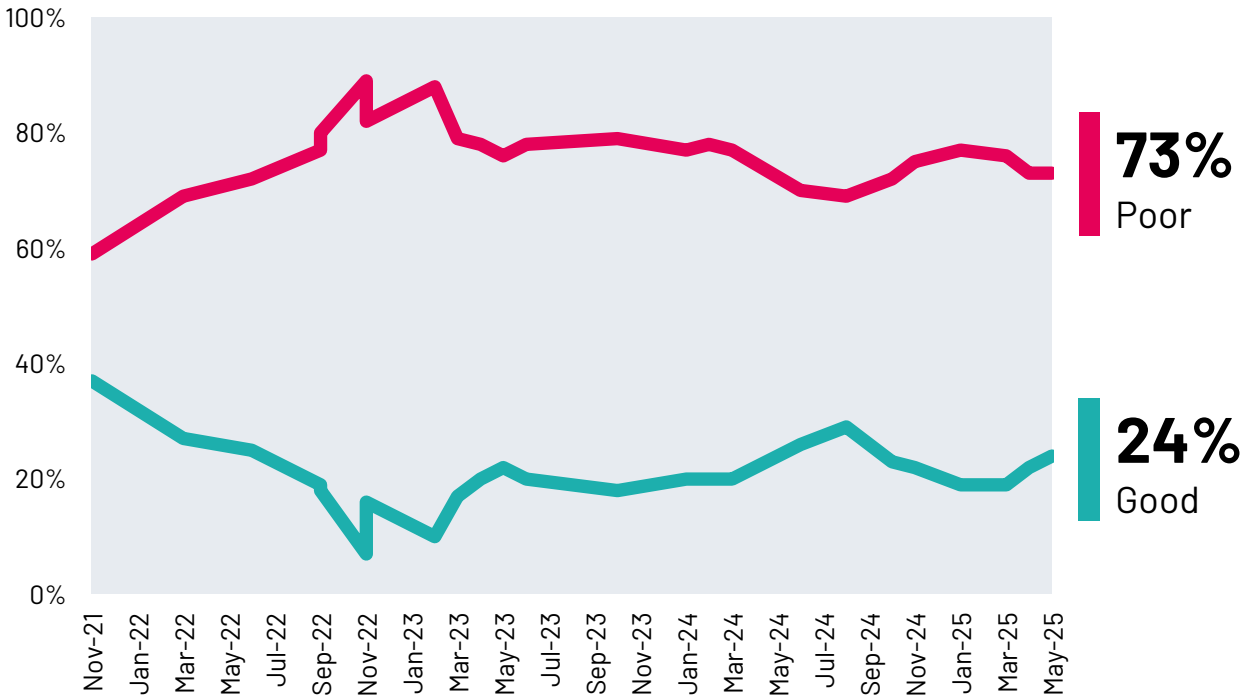
How would you describe the current state of the British economy? Would you say it is...?

May 2025



Base: 1094 Online British adults aged 18-75, 23-26 May 2025

November 2021 – May 2025

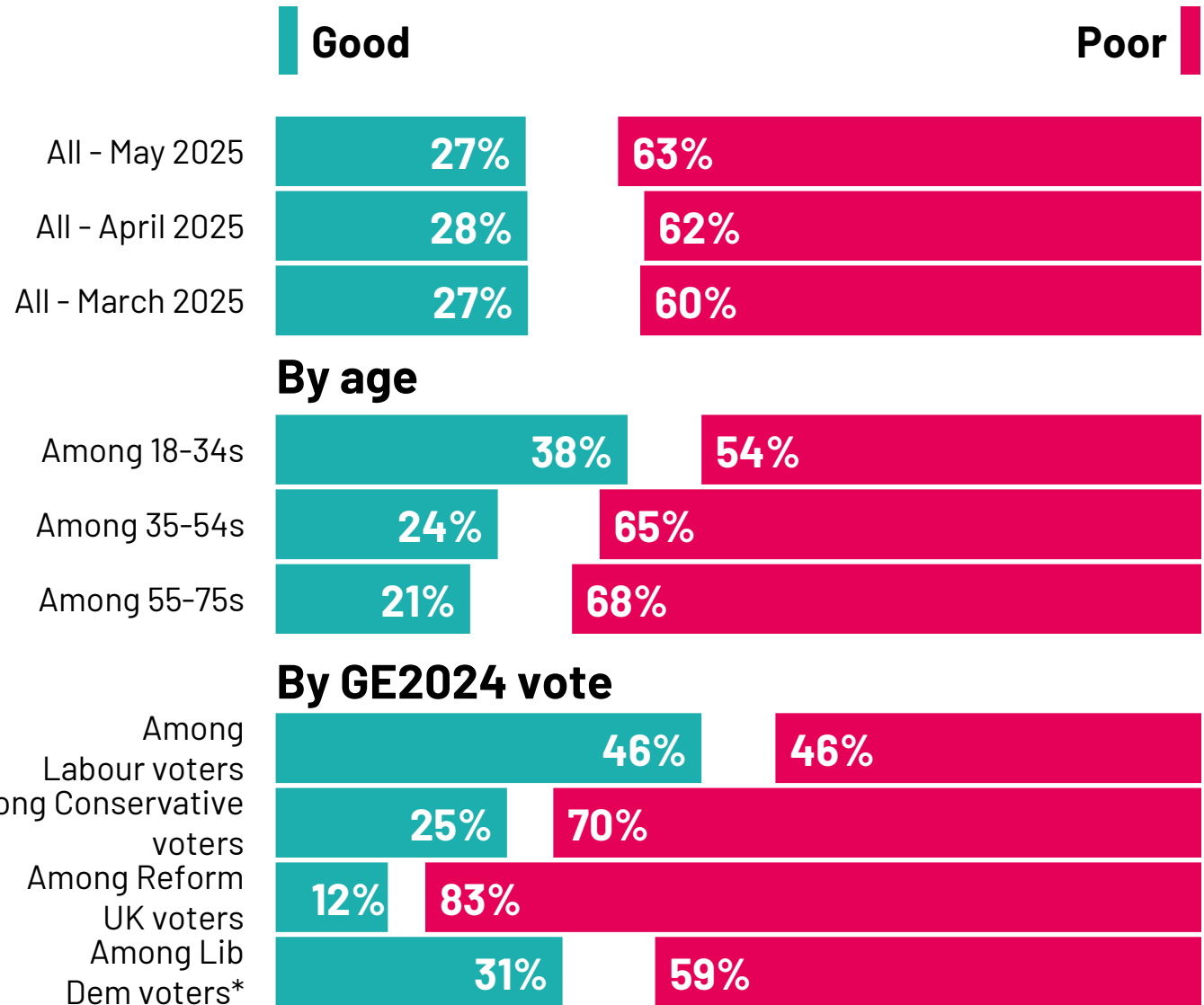


Over three in five Britons continue to think that Britain's economy will be in a poor state in one year's time

And thinking ahead to one year's time (i.e., May 2026), to what extent do you expect the British economy to be in a good or poor state?

Base: 1094 Online British adults aged 18-75, including (348) 18-34-year-olds, (402) 35-54s, (344) 55-75s, (364) 2024 Labour voters, (158) 2024 Conservative voters, (112) 2024 Reform UK voters, and (86) 2024 Liberal Democrat voters, 23-26 May 2025

* Note low base size



Half of Britons think Rachel Reeves is doing a bad job as Chancellor. Her ratings are near identical to Kwasi Kwarteng's after the mini budget

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: 1094 Online British adults aged 18-75, 23-26 May 2025

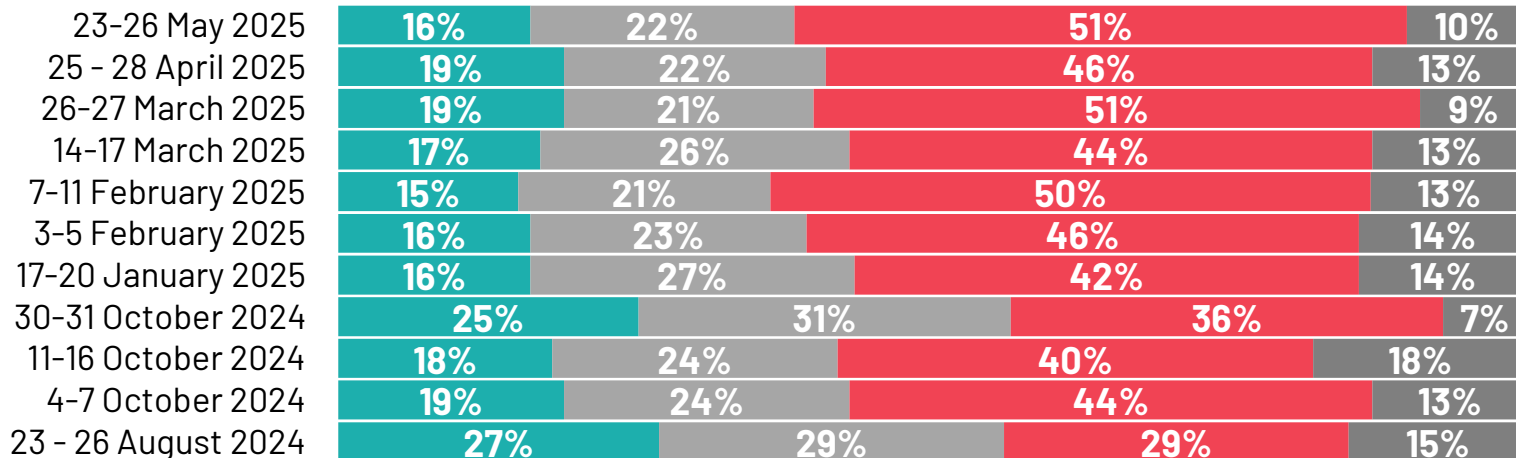
Good job

Neither

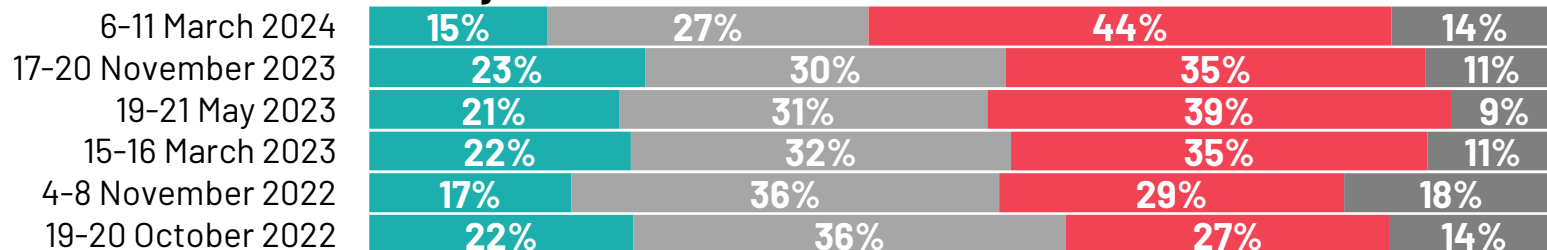
Bad job

Don't know

Rachel Reeves



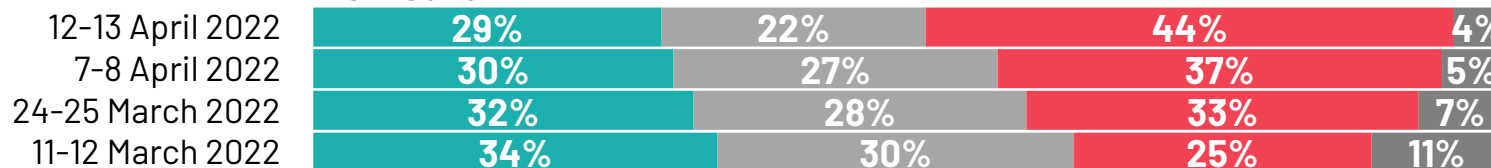
Jeremy Hunt



Kwasi Kwarteng

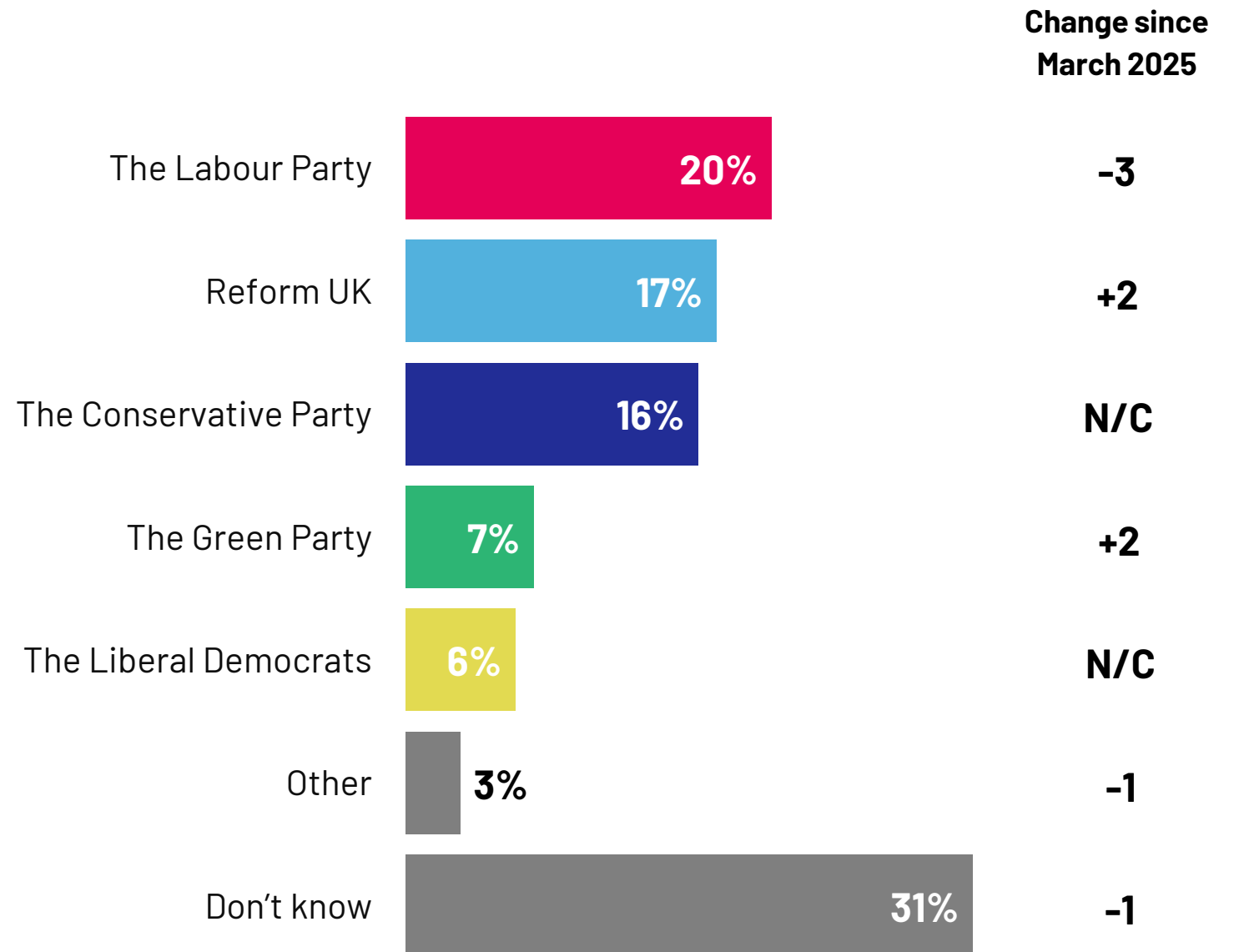


Rishi Sunak



Labour are marginally most trusted on the economy, while Reform and the Conservatives are neck and neck

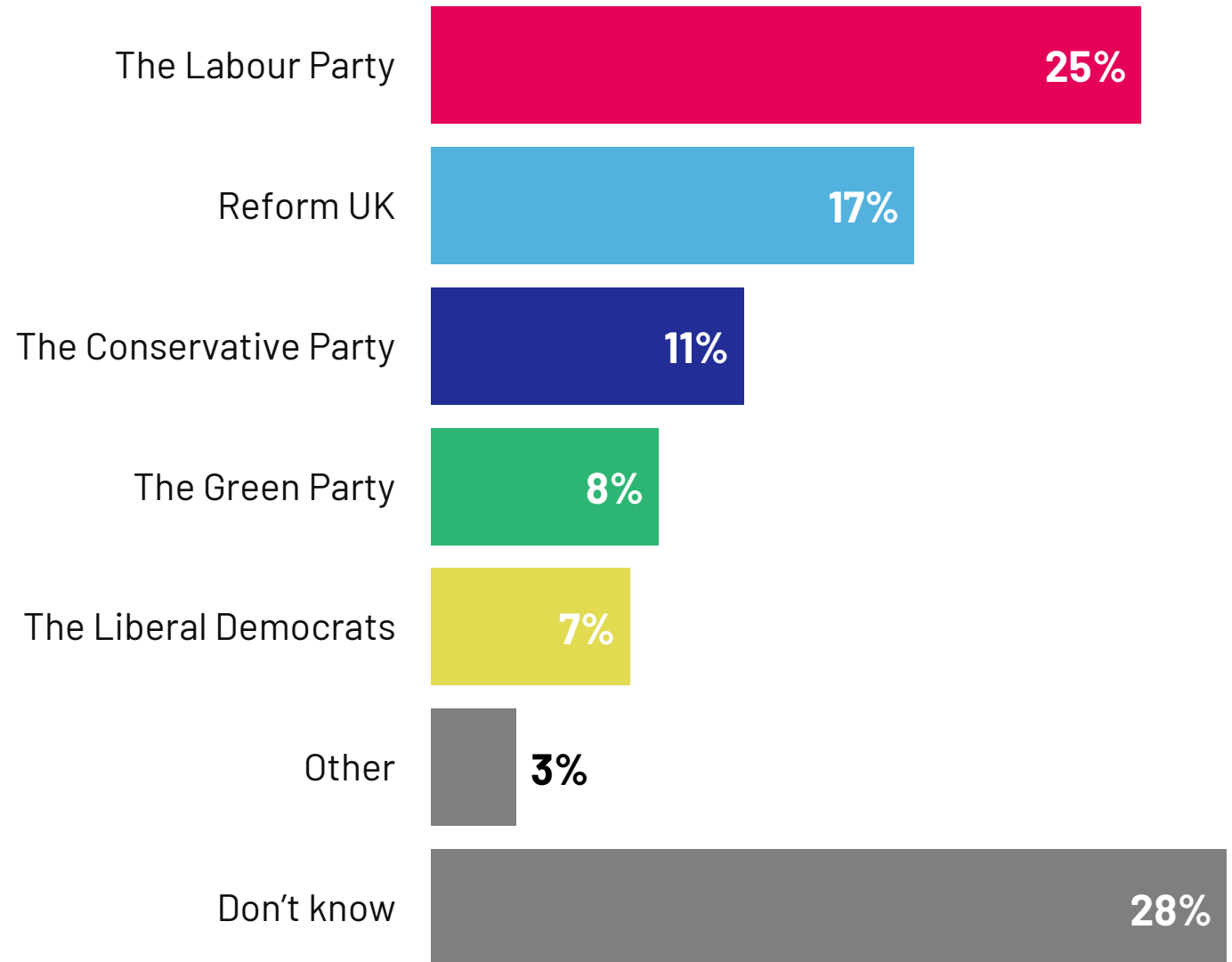
Which party, if any, do you trust most to manage Britain's economy?



Base: 1094 Online British adults aged 18-75, 23-26 May 2025

Labour are most trusted to improve Britain's public services, followed by Reform UK

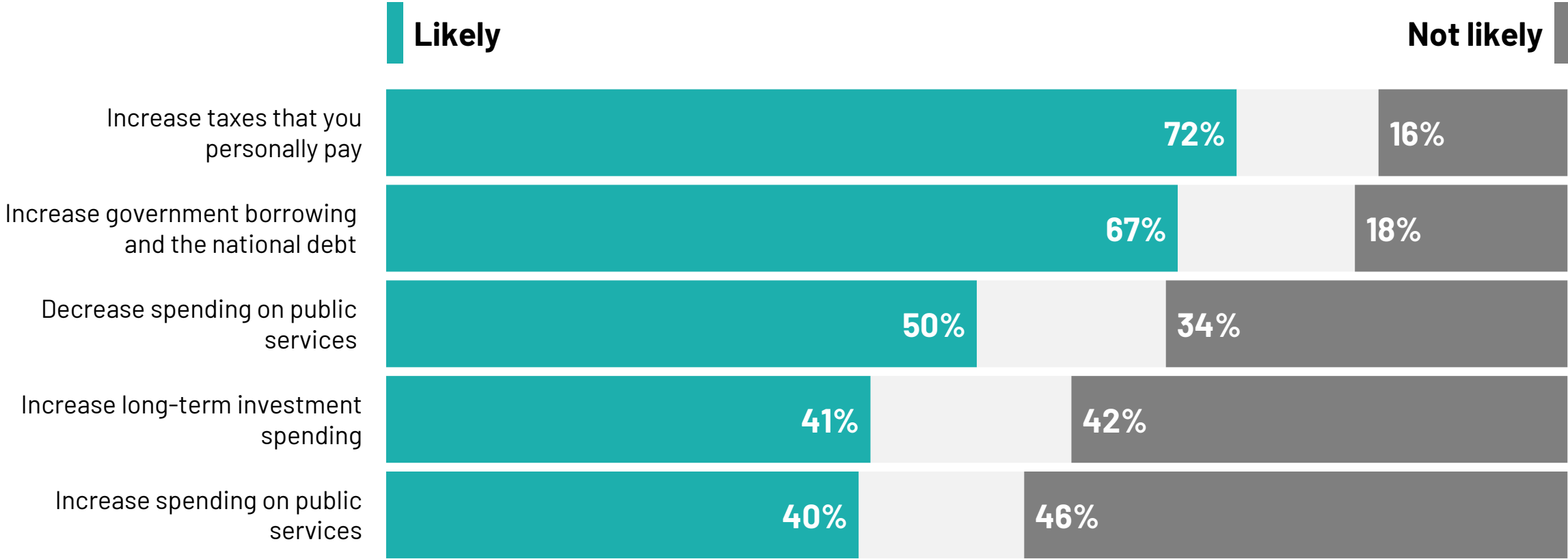
Which party, if any, do you trust most to improve Britain's public services?



Base: 1094 Online British adults aged 18-75, 23-26 May 2025

Seven in ten Britons think that Labour will increase the taxes they personally pay over the next year

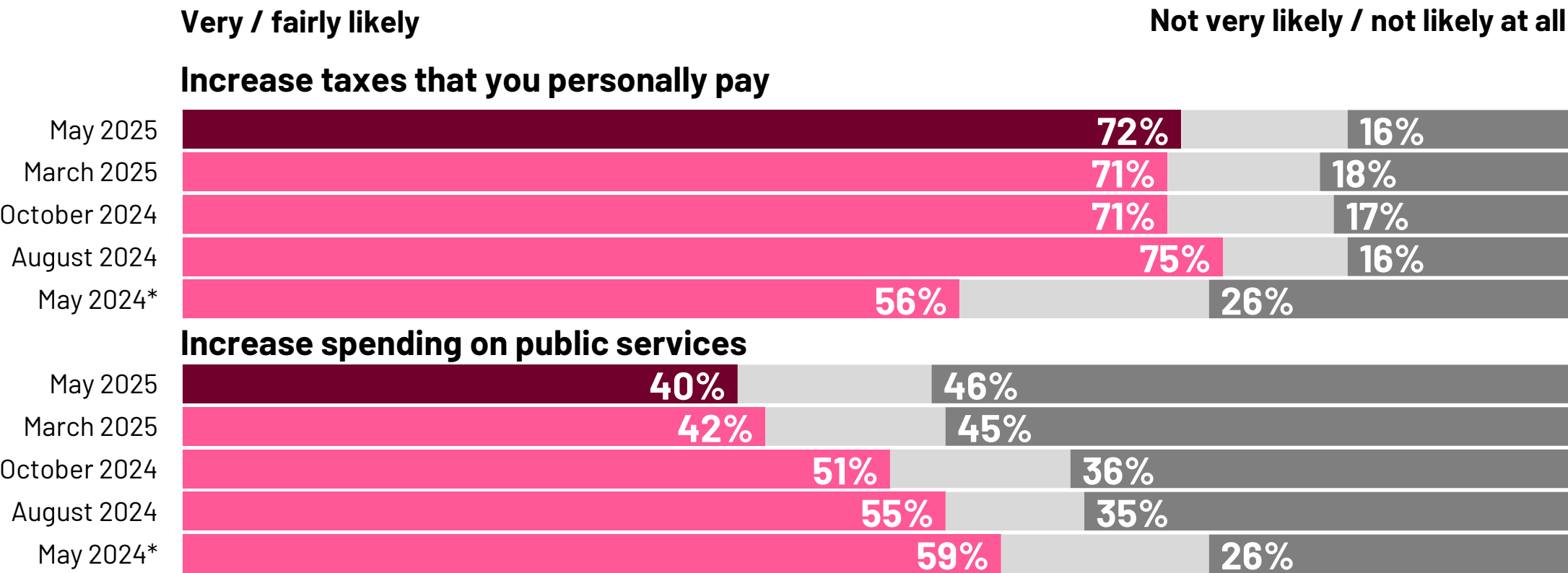
How likely, if at all, do you think the Labour party will be to do each of the following over the next year?



Base: 1094 Online British adults aged 18-75, 23-26 May 2025

Seven in ten Britons think that Labour will increase the taxes they personally pay over the next year

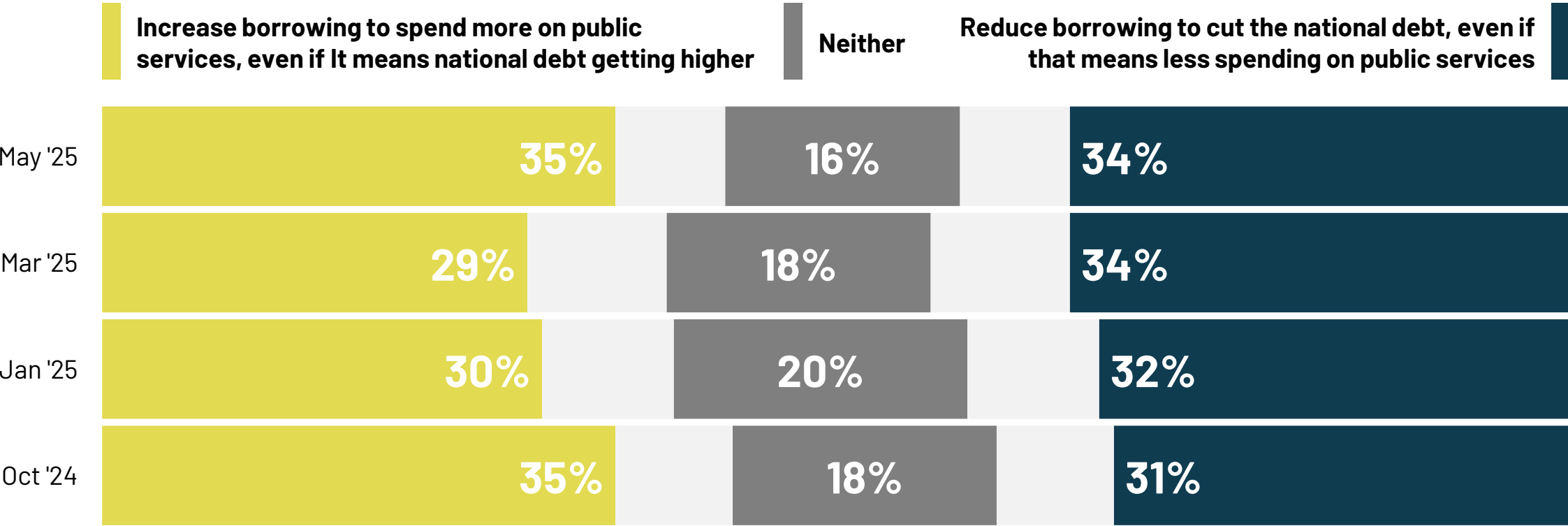
How likely, if at all, do you think the Labour party will be to do each of the following over the next year?



Base: 1094 Online British adults aged 18-75, 23-26 May 2025. *How likely, if at all, do you think the Labour party / Conservative party would be to do each of the following if they were to win the next election?

Britons are now split in terms of whether the Chancellor should increase or reduce borrowing for public services

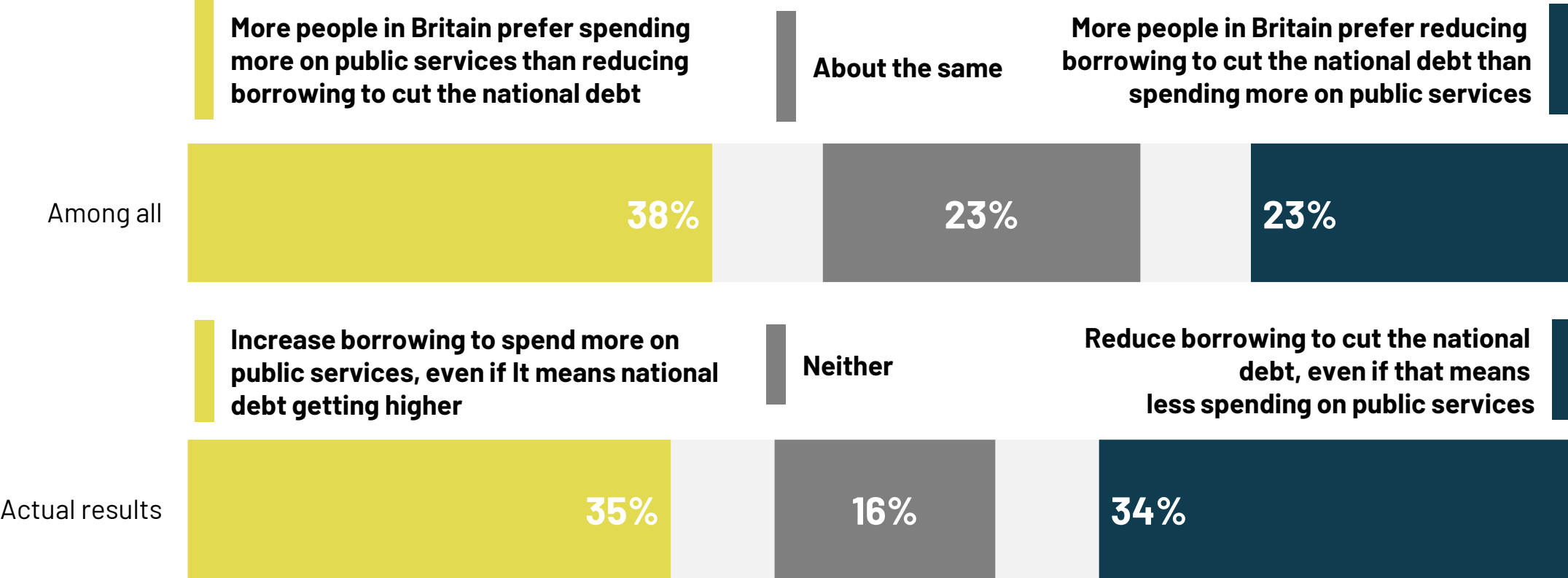
Imagine the Chancellor had the choice between increasing borrowing to spend more on public services, even if it means the national debt gets higher, or reducing borrowing to cut the national debt even if it means less spending on public services. Which of the following would you prefer?



Base: 1094 Online British adults aged 18-75, 23-26 May 2025

The public underestimates the extent to which other Britons are divided over increased spending or cutting borrowing

We have also asked this question to a representative group of British adults. Which of the following do you think we will find?

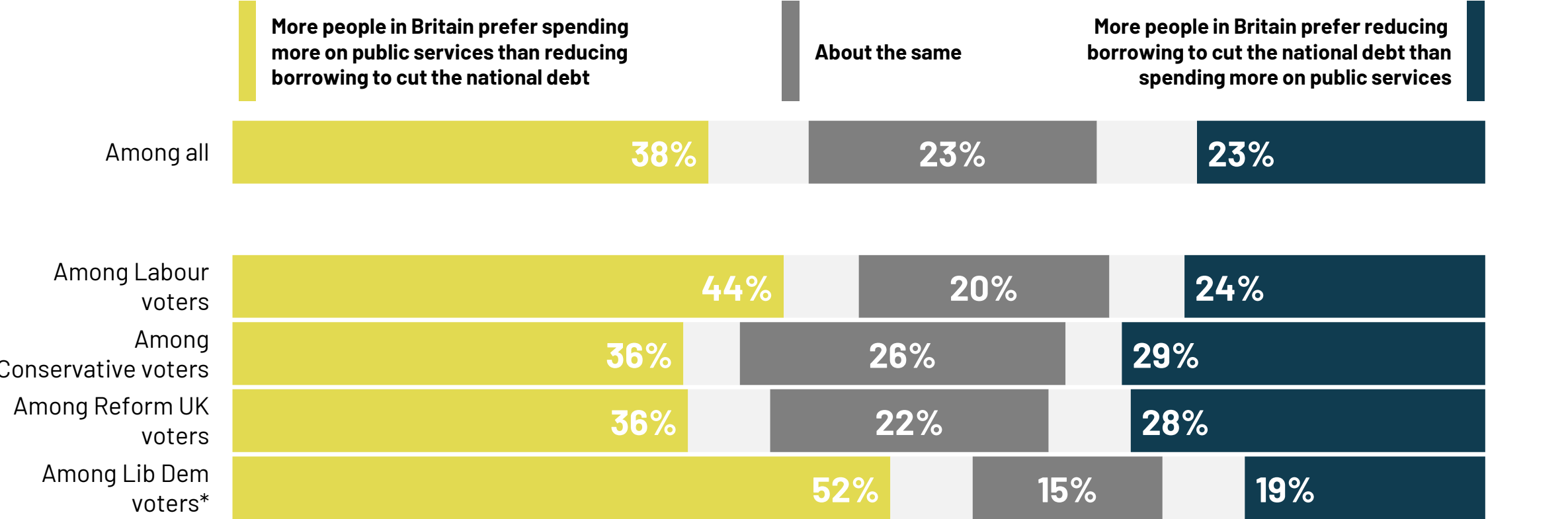


Base: 1094 Online British adults aged 18-75, including (364) 2024 Labour voters, (158) 2024 Conservative voters, (112) 2024 Reform UK voters, and (86) 2024 Liberal Democrat voters, 23-26 May 2025 *Note low base size



Labour and LibDem supporters are more likely to overestimate public preference for spending over borrowing

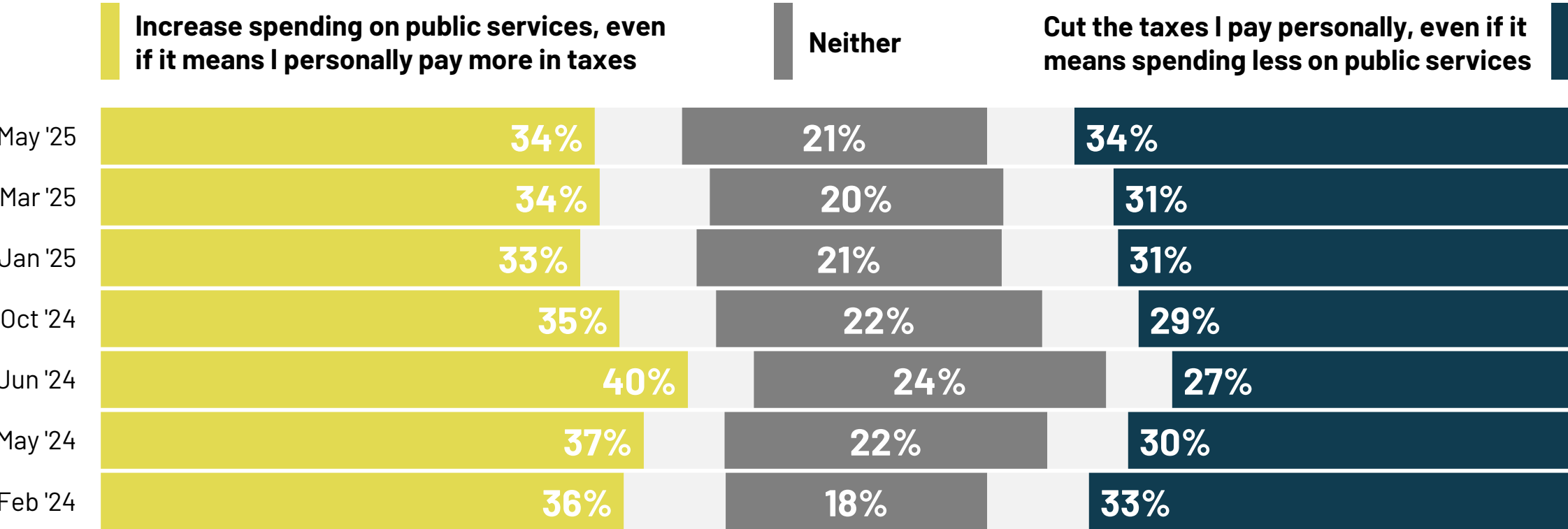
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Britons are split in terms of whether they would want to pay more in tax if it led to increase spending on public services, or whether they want to cut taxes even if it means less spending on public services

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?

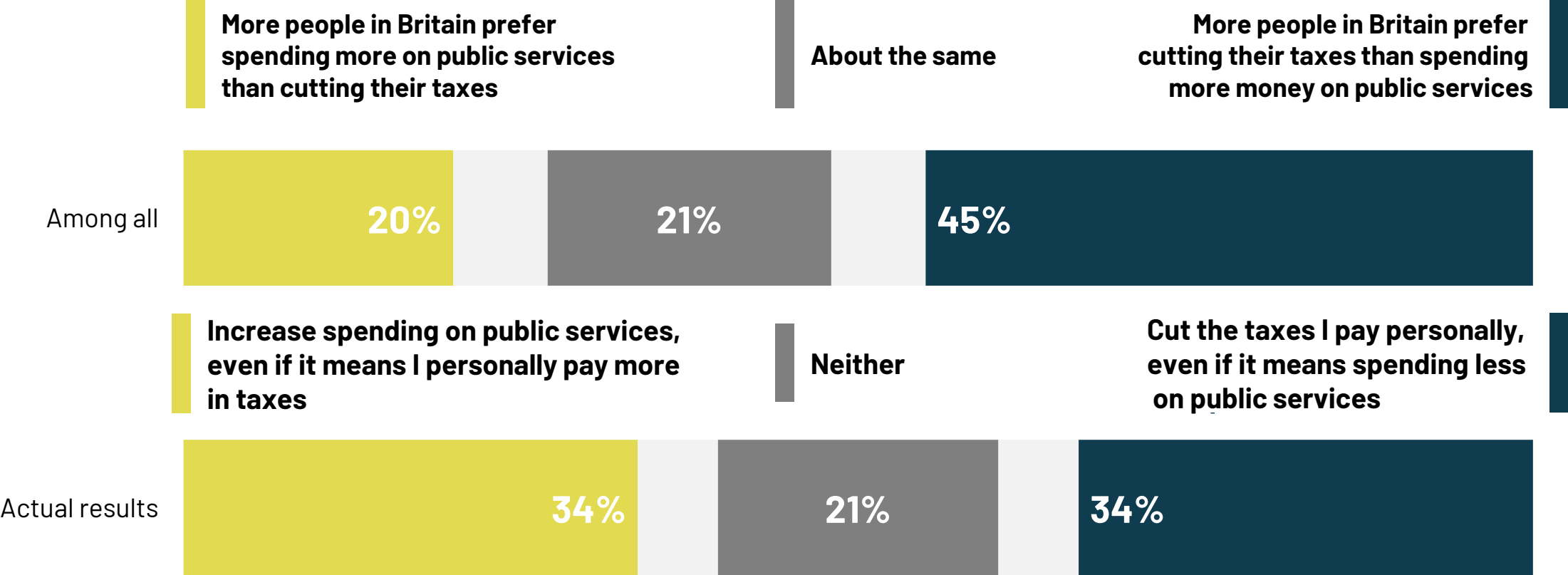


Base: 1094 Online British adults aged 18-75, 23-26 May 2025



The public overestimate how much other Britons prefer cutting taxes over increasing spending

We have also asked this question to a representative group of British adults. Which of the following do you think we will find?

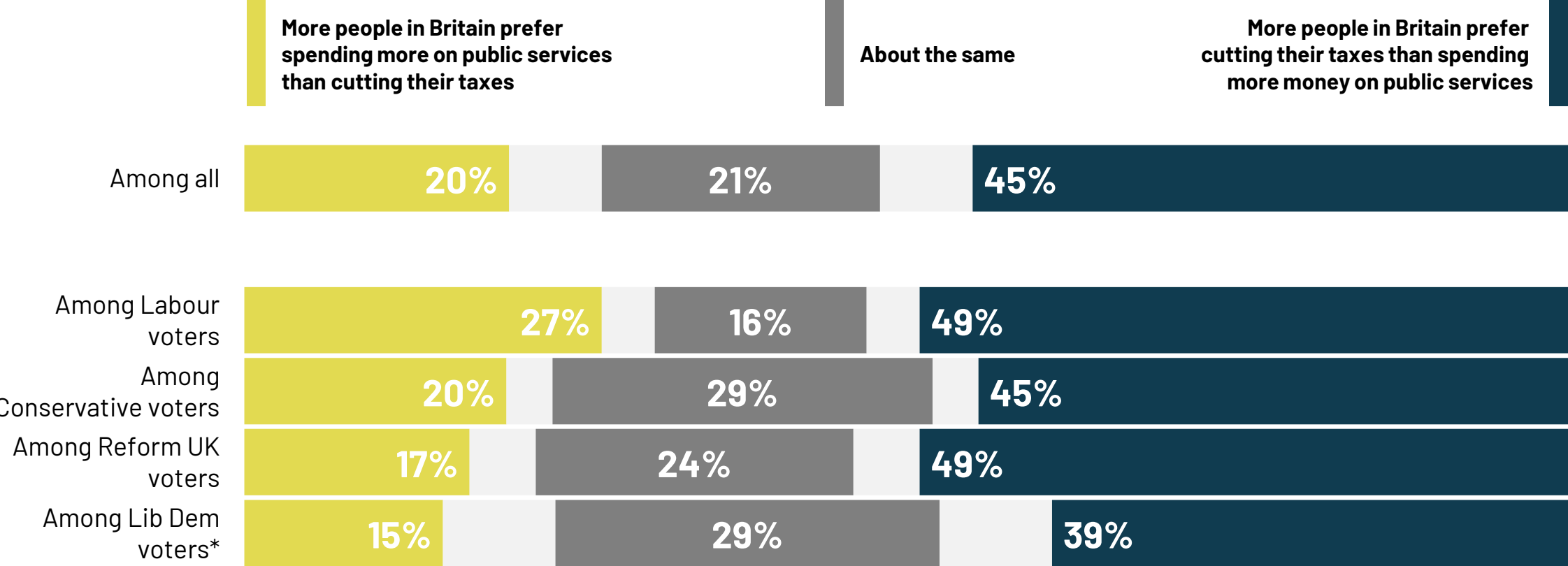


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Supporters of all parties overestimate Britons' preference for tax cuts

We have also asked this question to a representative group of British adults. Which of the following do you think we will find?

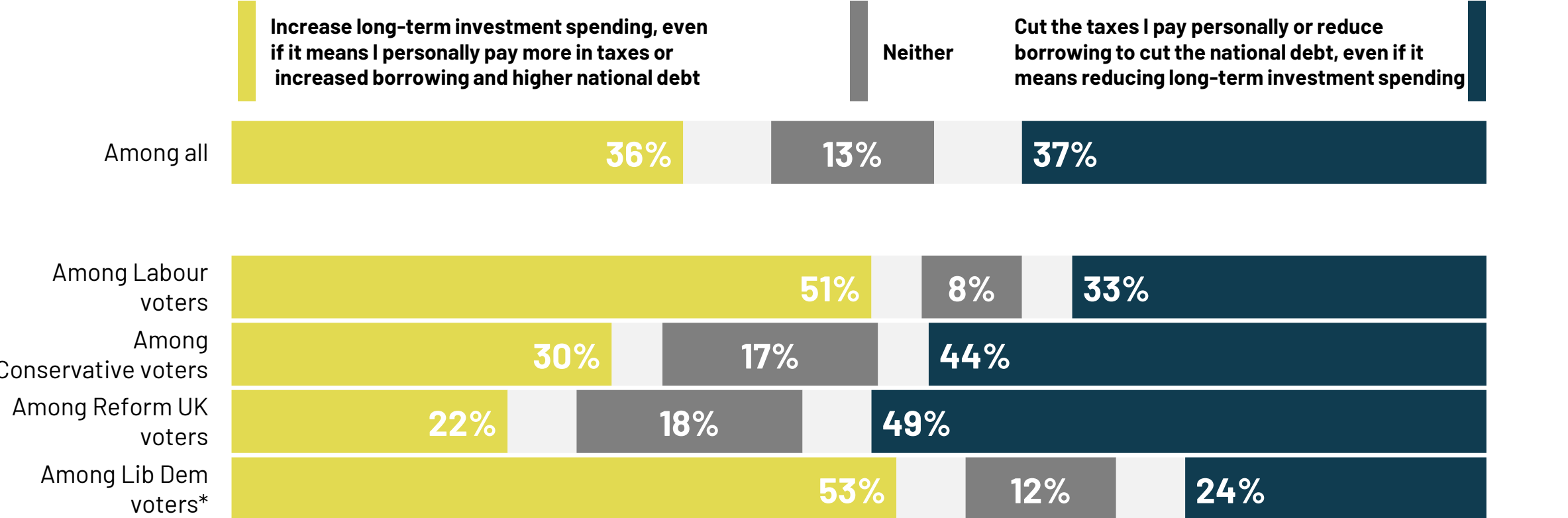


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Britons are split on whether they would cut taxes or reduce borrowing to cut the national debt, or increase long-term investment, even if it meant they paid more in tax or increased borrowing and higher national debt

Imagine the Chancellor had the choice between spending more on long-term investment (e.g. buildings and equipment for hospitals or schools or roads or power and energy infrastructure, not day-to-day costs such as staff or pensions) even if that meant increasing taxes you personally pay or borrowing more, OR cutting the taxes you personally pay or reducing borrowing, even if that meant spending less on long-term investment. Which of the following would you prefer?

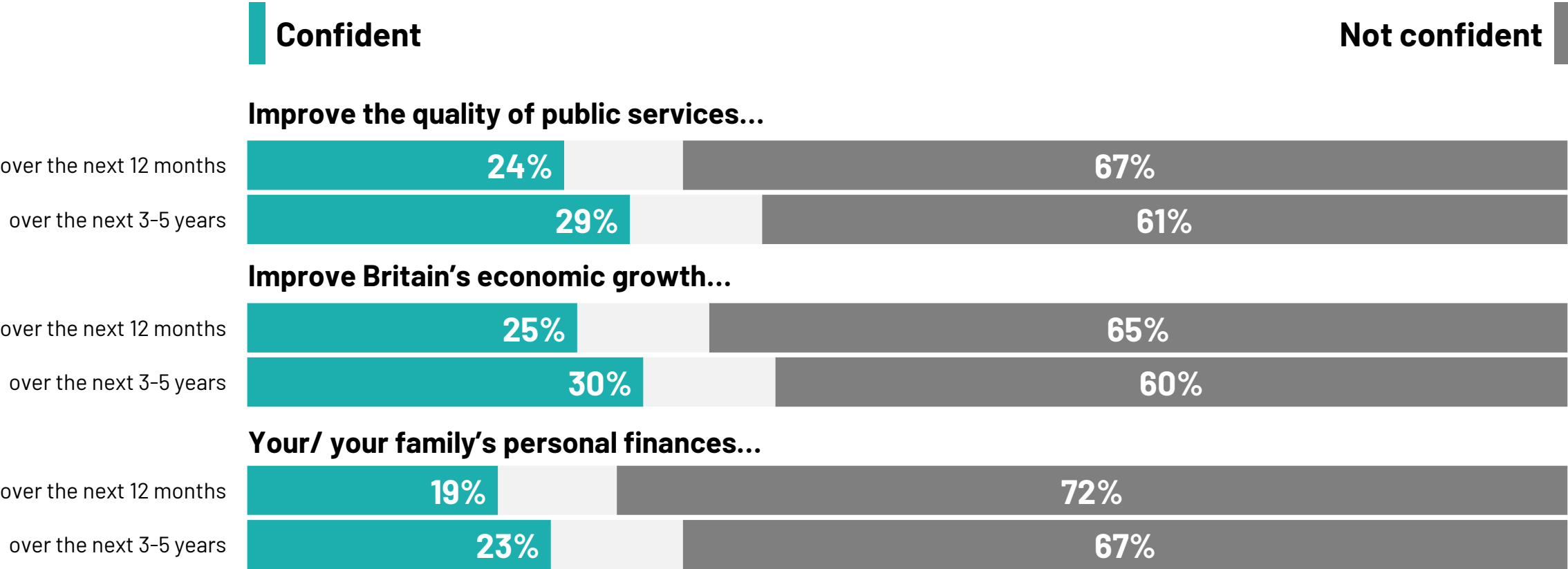


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The British public are not confident that the announcements in the spending review will improve the quality of public services, Britain’s economic growth, or their family’s personal finances

How confident, if at all, are you that the announcements in the Spending Review will...?



Base: 1094 Online British adults aged 18-75, 23-26 May 2025

What are people's hopes from the Spending Review?

What would you most like to see announced in the Spending Review?

Analysis of verbatim responses conducted using Ipsos' secure AI-assistant Ipsos Facto

Measures to address the cost of living

"Cut the tax we pay as people can't afford to live as it is and making working people pay more tax is just not good."

Increased spending on public services – especially the NHS

"The NHS is in a state and if we invested better money... we could fix health better than sticking plaster fixes"

Tax cuts – especially for lower/middle income earners

"I just want to pay less tax on a salary that's about 30k a year."

Action on immigration/asylum seekers

"The most obvious way to increase the amount of money we have is to stop boats crossing the channel. Stop putting people up in hotels and handing out benefits."

Reinstate the Winter Fuel Allowance

"Give all those pensioners who lost their winter fuel payments back, back-dated in full."

Base: 619 Online British adults aged 18-75 who gave verbatim answers to the question 23-26 May 2025. Respondents gave answers in their own words, which have been coded into themes using the Ipsos secure AI-assistant Ipsos Facto

And what are people's fears from the Spending Review?

And what are your biggest concerns about the Spending Review?

Analysis of verbatim responses conducted using Ipsos' secure AI-assistant Ipsos Facto

Tax increases

"Yet more increases in tax on business & individuals which will negatively impact growth and then cause higher borrowing and cost more for the government to service existing & new debt."

Cuts to public services

"Even more cuts to already poor public services."

Increased national debt/borrowing

"The idea of borrowing more thereby plunging the country into more debt"

Cost of living crisis worsening

"Higher costs coming our way such as cost of living and poor/no pay increases."

Government incompetence/distrust

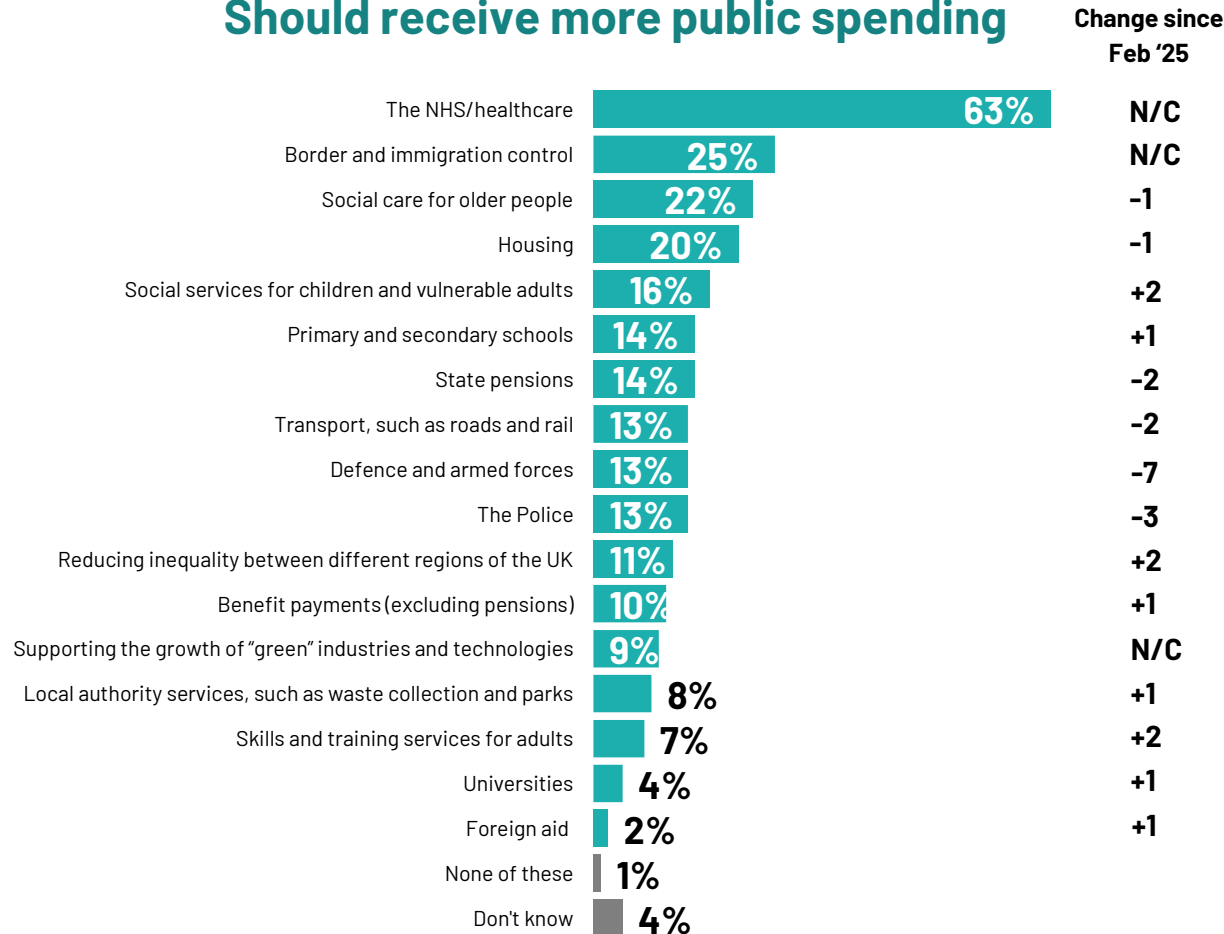
"As usual it will be some load of empty promises and jam tomorrow st today type nonsense"**

Base: 619 Online British adults aged 18-75 who gave verbatim answers to the question 23-26 May 2025. Respondents gave answers in their own words, which have been coded into themes using the Ipsos secure AI-assistant Ipsos Facto

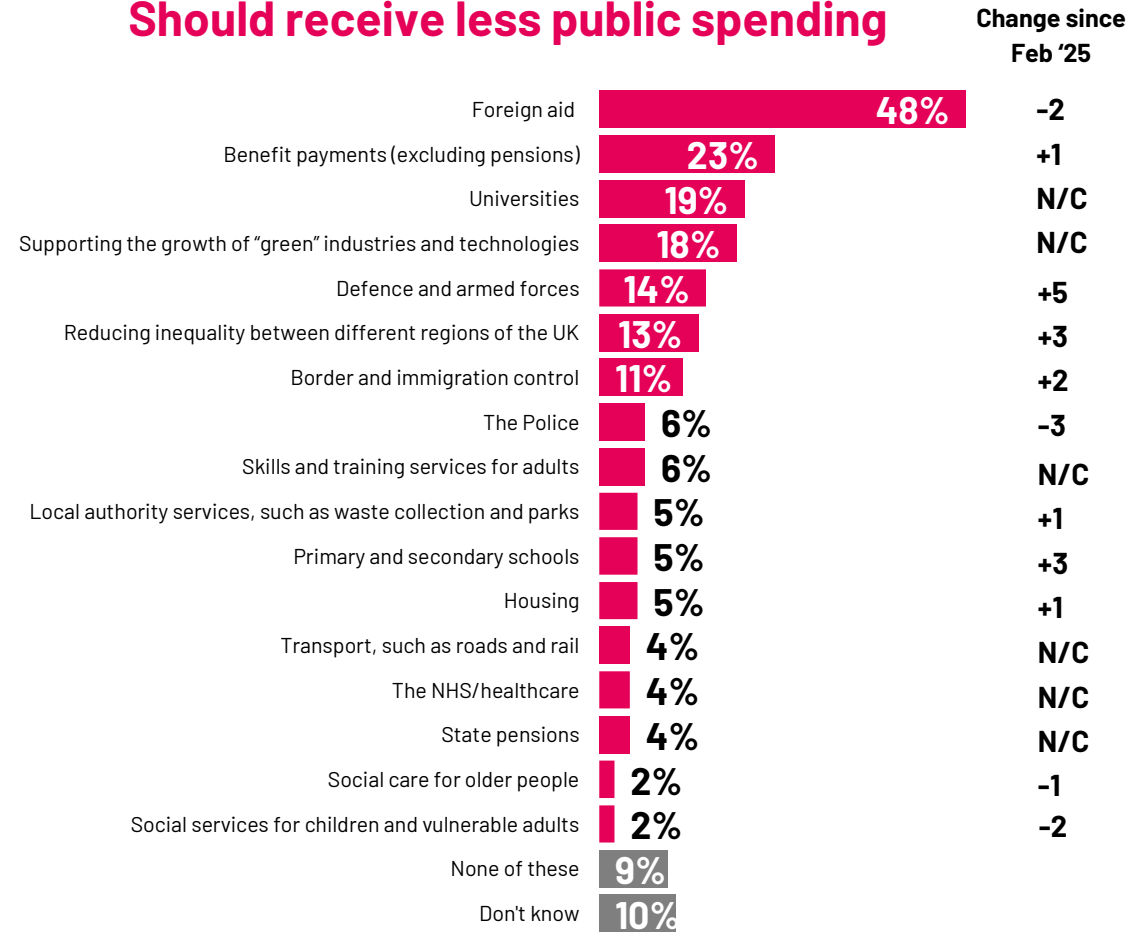
The NHS/ healthcare is the area the public most think should receive more public spending, whilst almost half of Britons think foreign aid should be priority for less

Which two or three, if any, of the following areas do you think should be prioritised to receive more/ less public spending in the future?

Should receive more public spending



Should receive less public spending



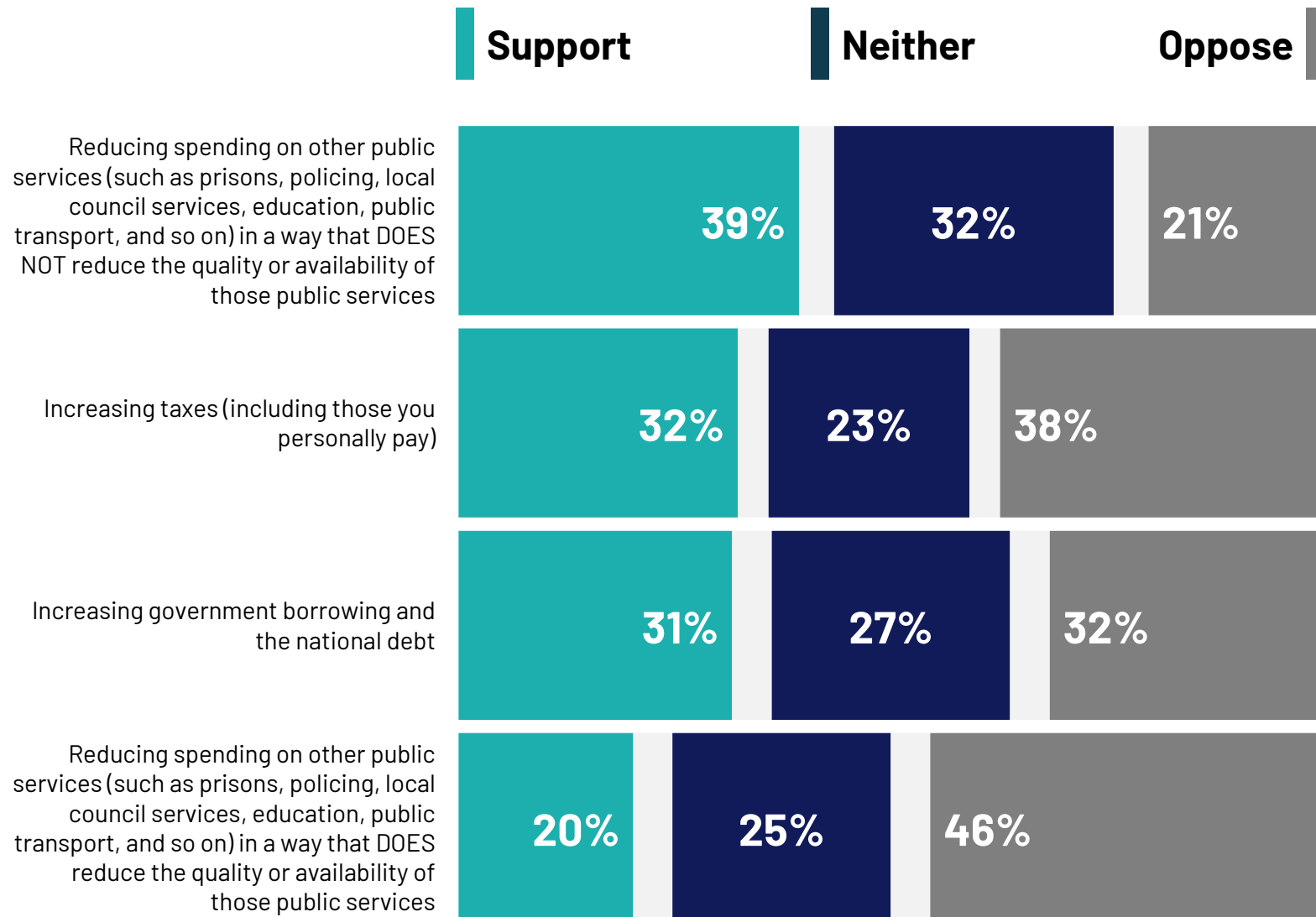
Base: 1094 Online British adults aged 18-75, 23-26 May 2025

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Two in five would support reducing other public spending to increase spending in health if it did so in a way that does not reduce the quality of other public services. But almost half would oppose this, if it did reduce the quality/ availability of other public services

How much, if at all, would you support or oppose each of the following in order to increase spending **on the NHS?**

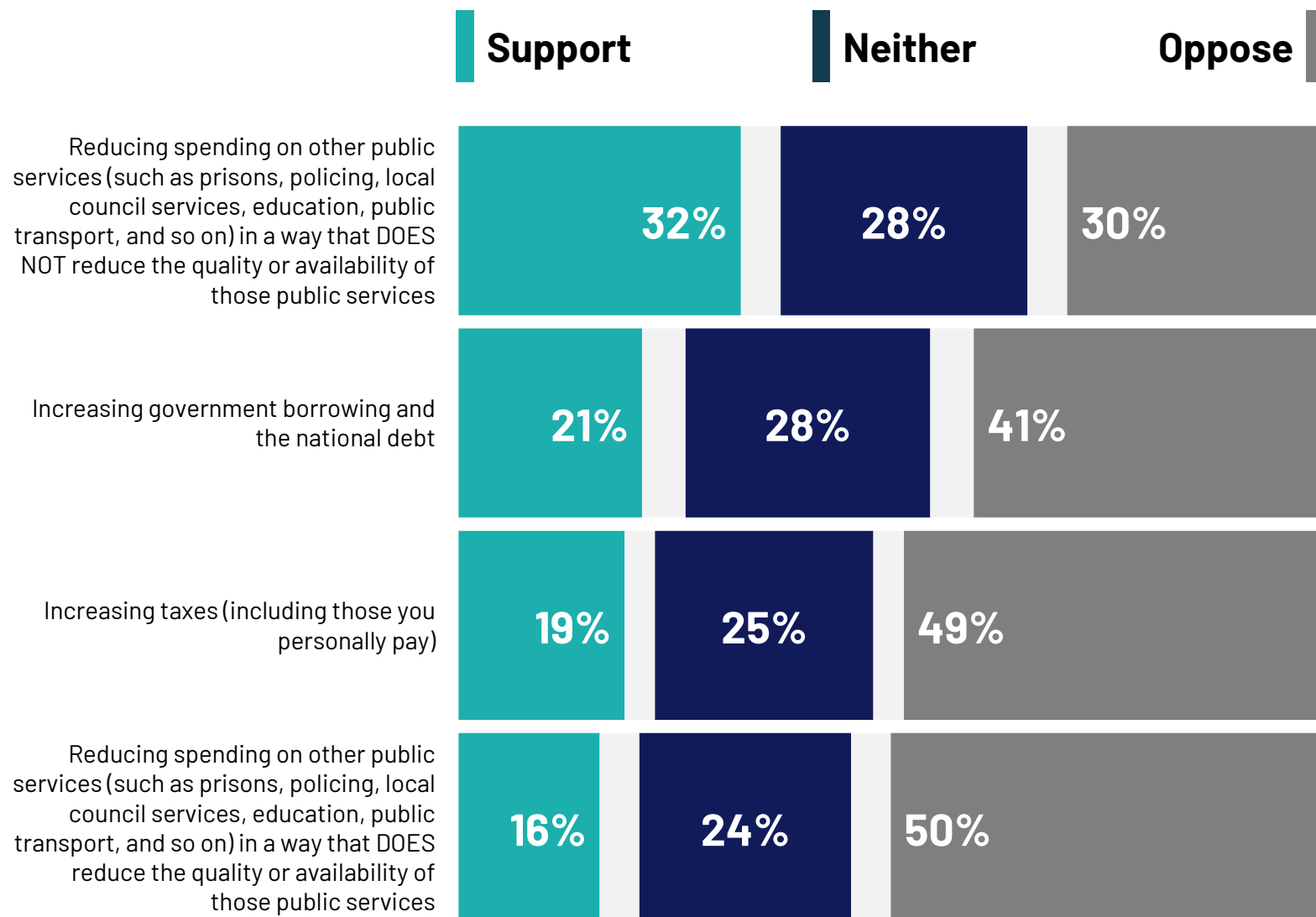
Base: 1094 Online British adults aged 18-75, 23-26 May 2025



A third would support reducing other public spending to increase spending in defence if it did so in a way that does not reduce the quality of other public services. But half would oppose this, if it did reduce the quality/availability of other public services

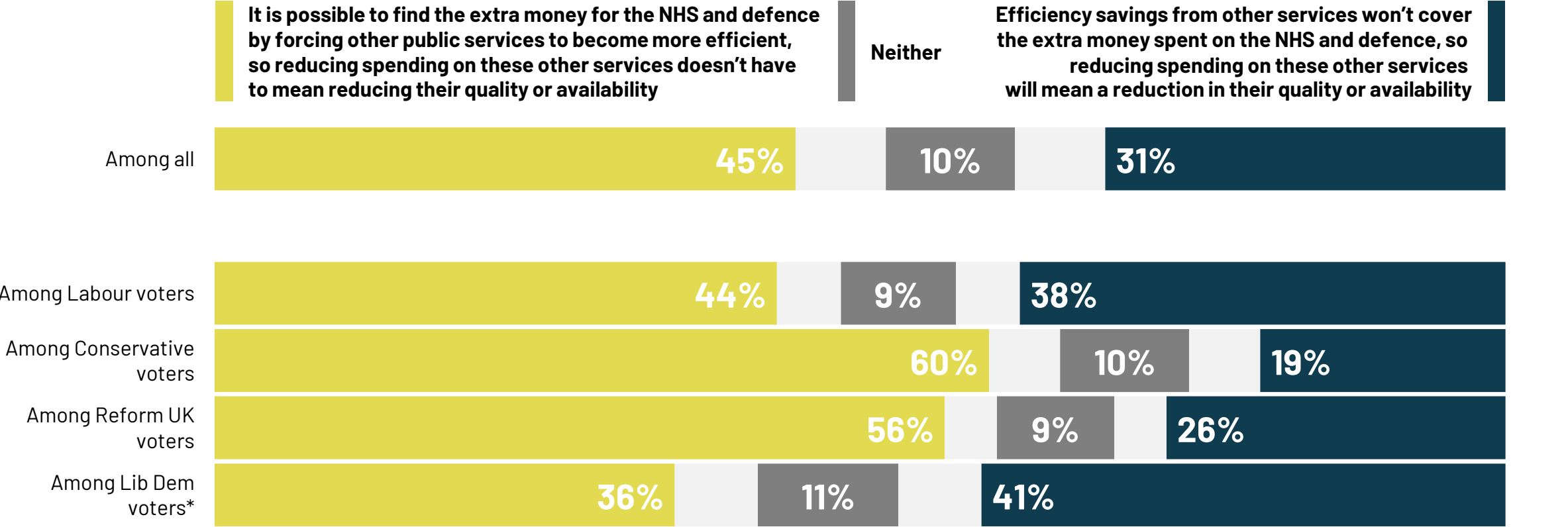
How much, if at all, would you support or oppose each of the following in order to increase spending **on defence?**

Base: 1094 Online British adults aged 18-75, 23-26 May 2025



Britons are slightly more likely to think that it is possible to find extra money for the NHS and defence by forcing other public services to be more efficient, so that reduce spending does not reduce the quality or availability of other public services

Imagine that in order to pay for more spending on the NHS and defence, the government needed to reduce spending on other public services (such as prisons, policing, local council services, education, public transport, and so on). Which of the two statements below, if either, is closest to your views?



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However, half of those who say that extra money can be found for the NHS and defence by forcing other public services to be more efficient, are not confident that this would not reduce their availability or quality

And how confident, if at all, are you that that if more spending on the NHS and defence was paid for by reducing spending on other public services, these other public services would not reduce their quality or availability?



Base: 485 Online British adults aged 18-75 who said that extra money can be found for the NHS and defence by forcing public services to become more efficient, 23-26 May 2025

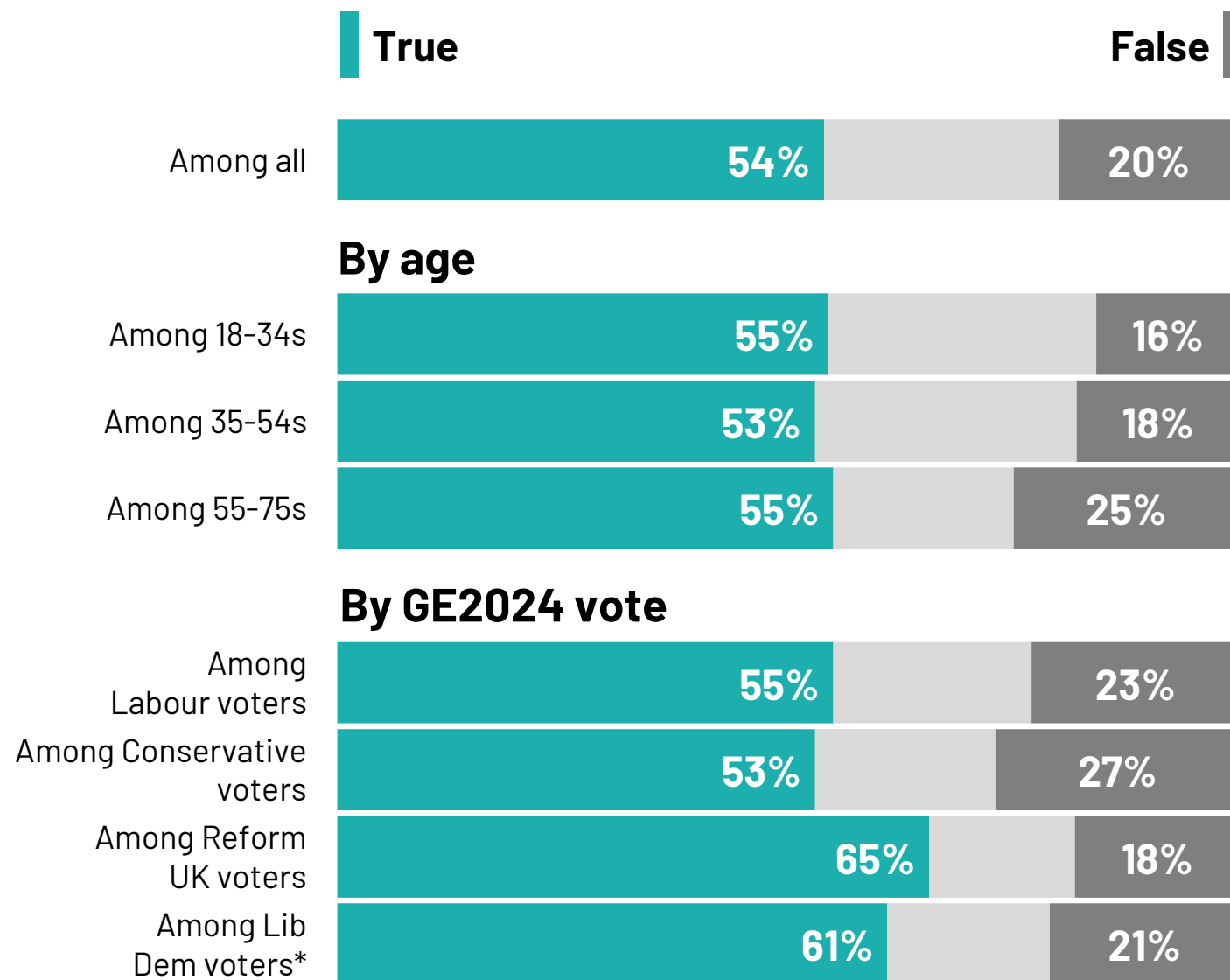
Over half of the public think that the UK is currently experiencing a period of austerity

From what you know or have heard, do you think the following statement is true or false?

The UK is currently experiencing a period of austerity

Base: 1094 Online British adults aged 18-75, including (348) 18-34-year-olds, (402) 35-54s, (344) 55-75s, (364) 2024 Labour voters, (158) 2024 Conservative voters, (112) 2024 Reform UK voters, and (86) 2024 Liberal Democrat voters, 23-26 May 2025

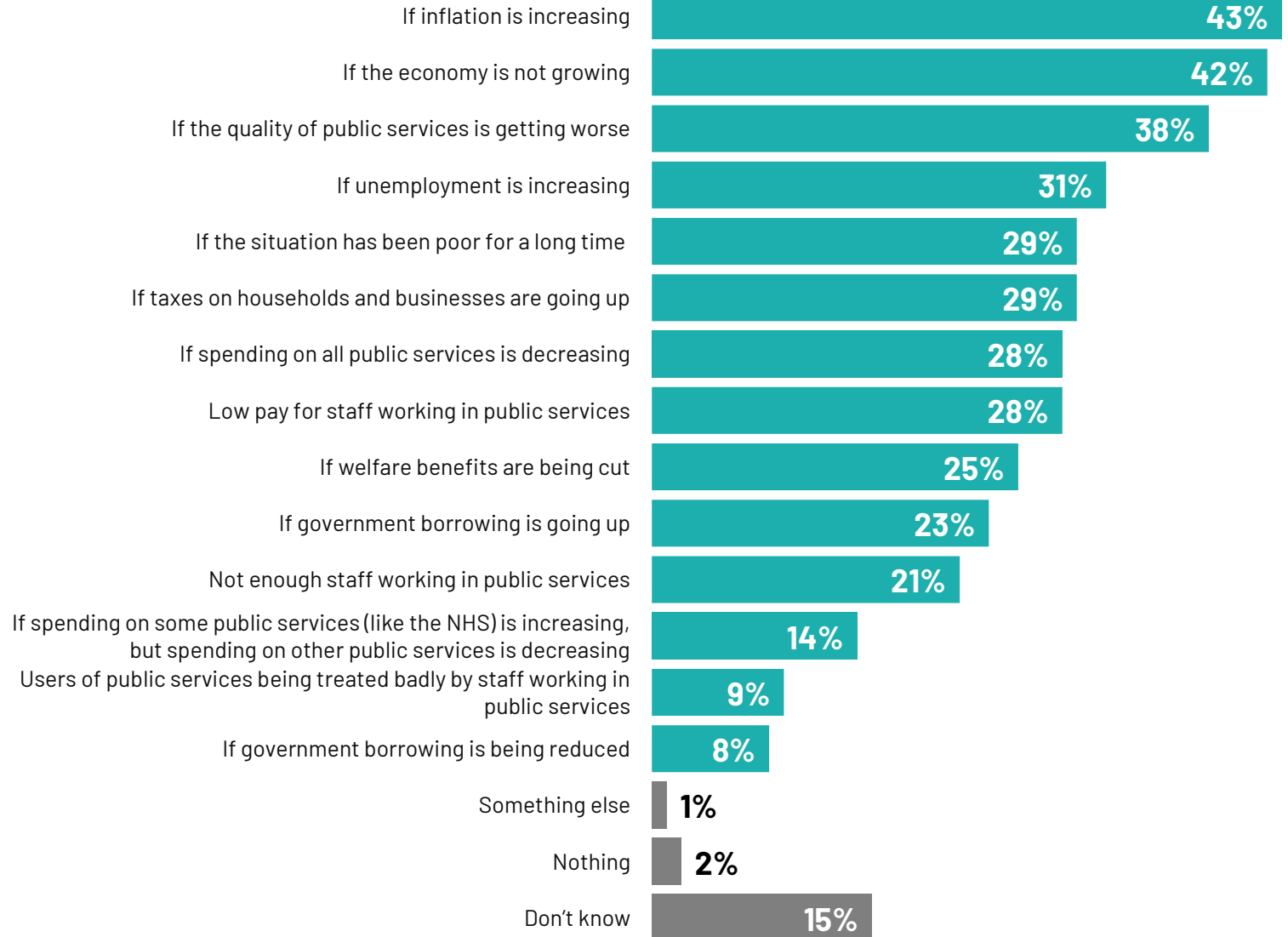
* Note low base size



When people think about whether the UK is experiencing a period of austerity, they are most likely to think about if inflation is increasing or if the economy is not growing

What types of things are you thinking about when considering whether the UK is experiencing a period of austerity?

Please pick all that apply.



Base: 1094 Online British adults aged 18-75, 23-26 May 2025



May 2025 Spending review polling

For more information

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