

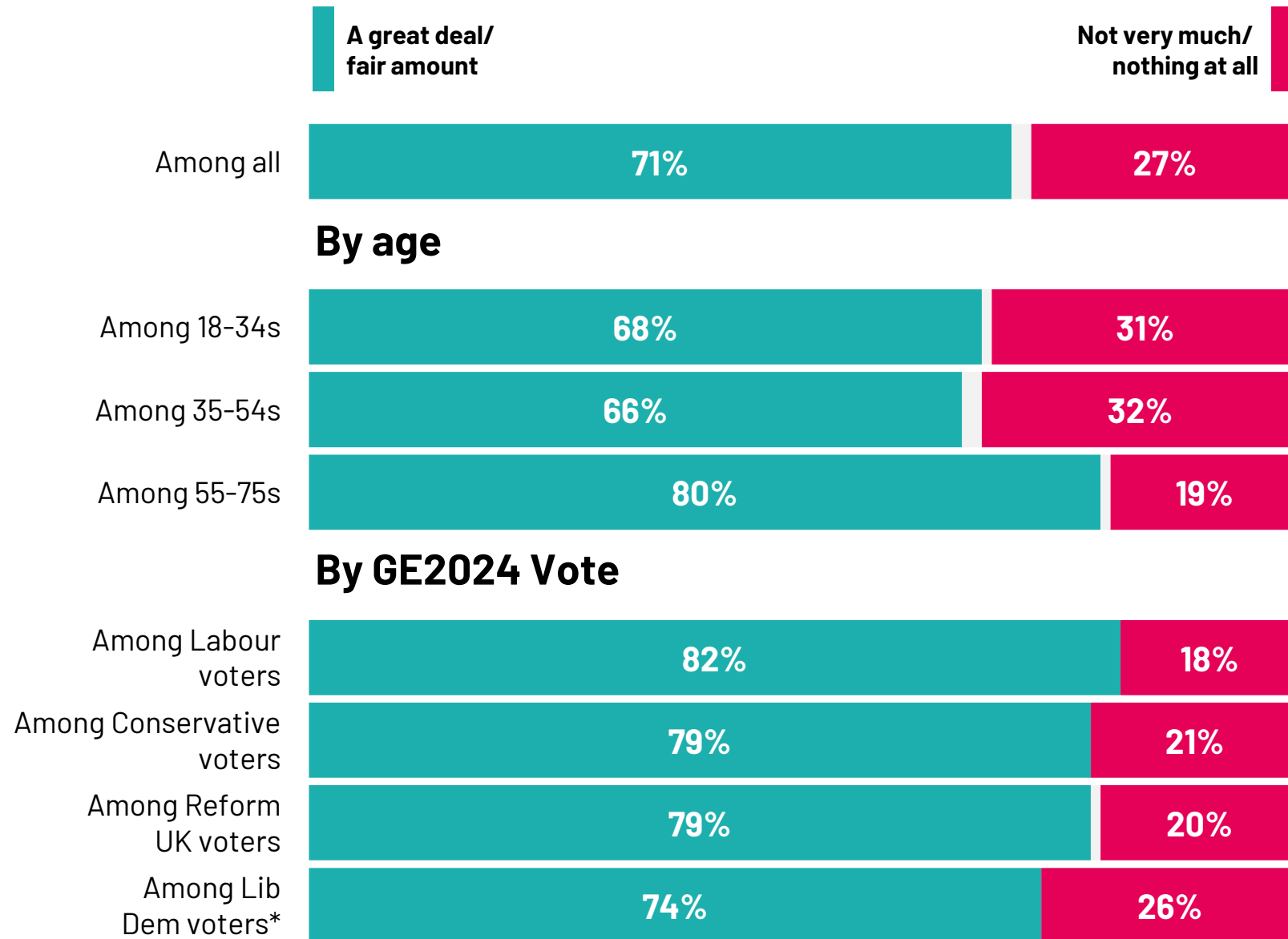
# Ipsos Welfare reform

June 2025

# Seven in ten Britons say they have seen or heard a great deal/fair amount about the current government's plans to change the way the benefits system works in the UK

How much, if anything, have you seen or heard about the current Labour government's plan to change the way the benefits system works in the UK?

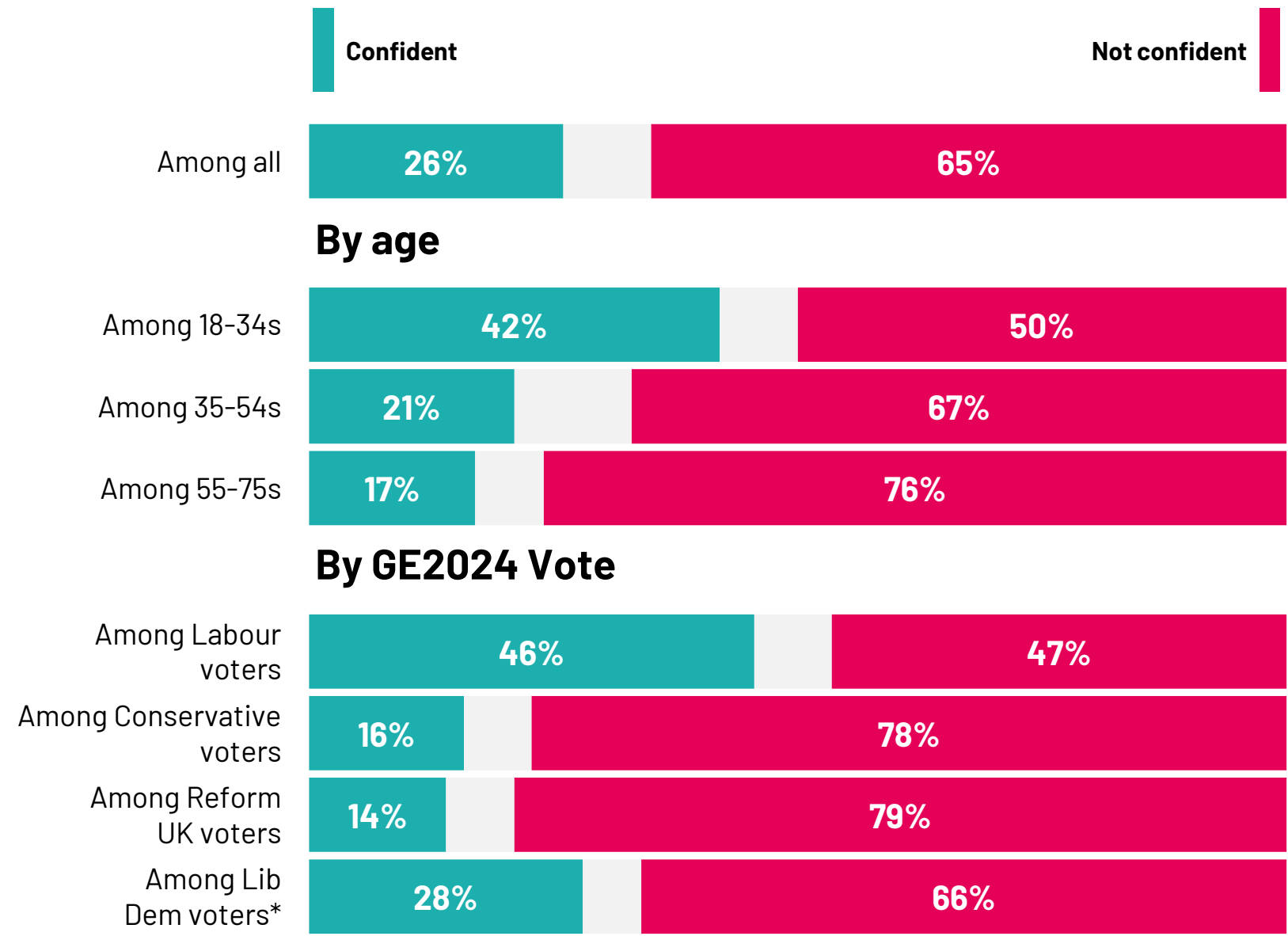
**Base: 1,080** Online British adults aged 18-75, including (334) 18-34-year-olds, (401) 35-54s, (345) 55-75s, (368) 2024 Labour voters, (156) 2024 Conservative voters, (137) 2024 Reform UK voters, and (73) 2024 Liberal Democrat voters, 27-30 June 2025. \* Note low base size



# Two thirds of British adults are not confident that Labour have the right plans to change the way the benefits system works in the UK

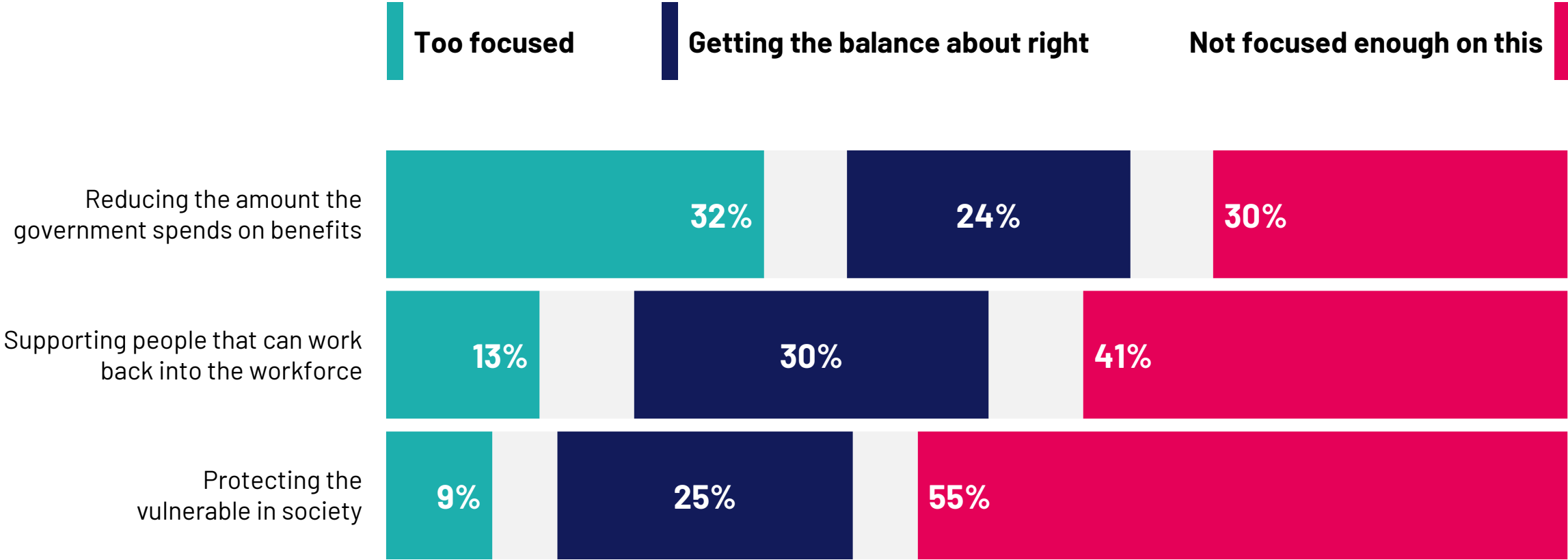
Based on what you know, how confident, if at all, are you that the Labour government has the right plans to change the way the benefits system works in the UK?

**Base: 1,080** Online British adults aged 18-75, including (334) 18-34-year-olds, (401) 35-54s, (345) 55-75s, (368) 2024 Labour voters, (156) 2024 Conservative voters, (137) 2024 Reform UK voters, and (73) 2024 Liberal Democrat voters, 27-30 June 2025. \* Note low base size



# Over half of British adults think that Labour’s plans to change the welfare benefits systems are not focused enough on protecting the vulnerable in society

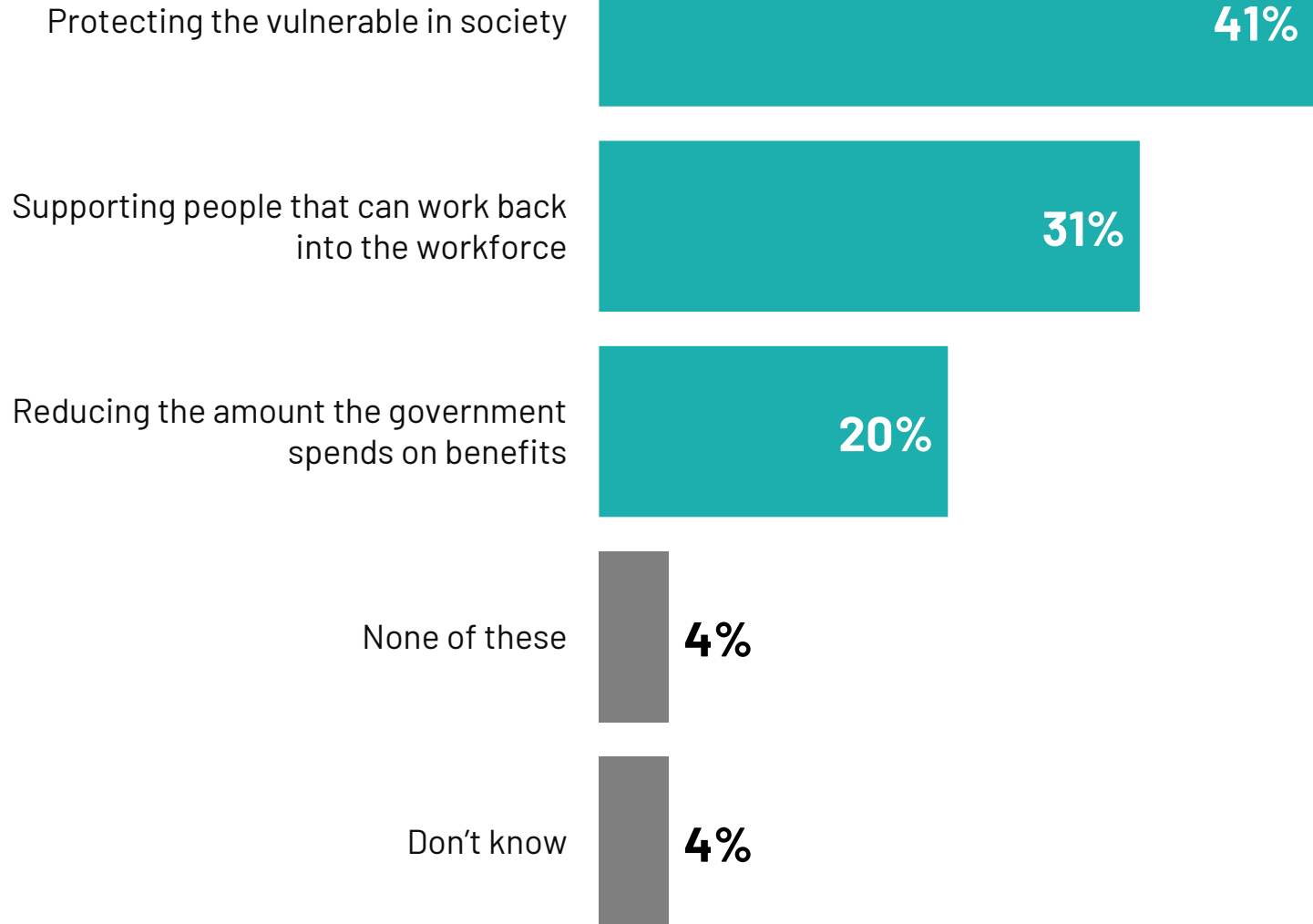
Based on what you know about Labour’s plans to change the way the benefits system works in the UK, do you think the government’s plans are too focused on the following areas, not focused enough or getting the balance about right?



Base: 1,080 Online British adults aged 18-75, 27-30 June 2025

# Britons are most likely to think that the government should prioritise protecting the vulnerable in society when making changes to the benefits system

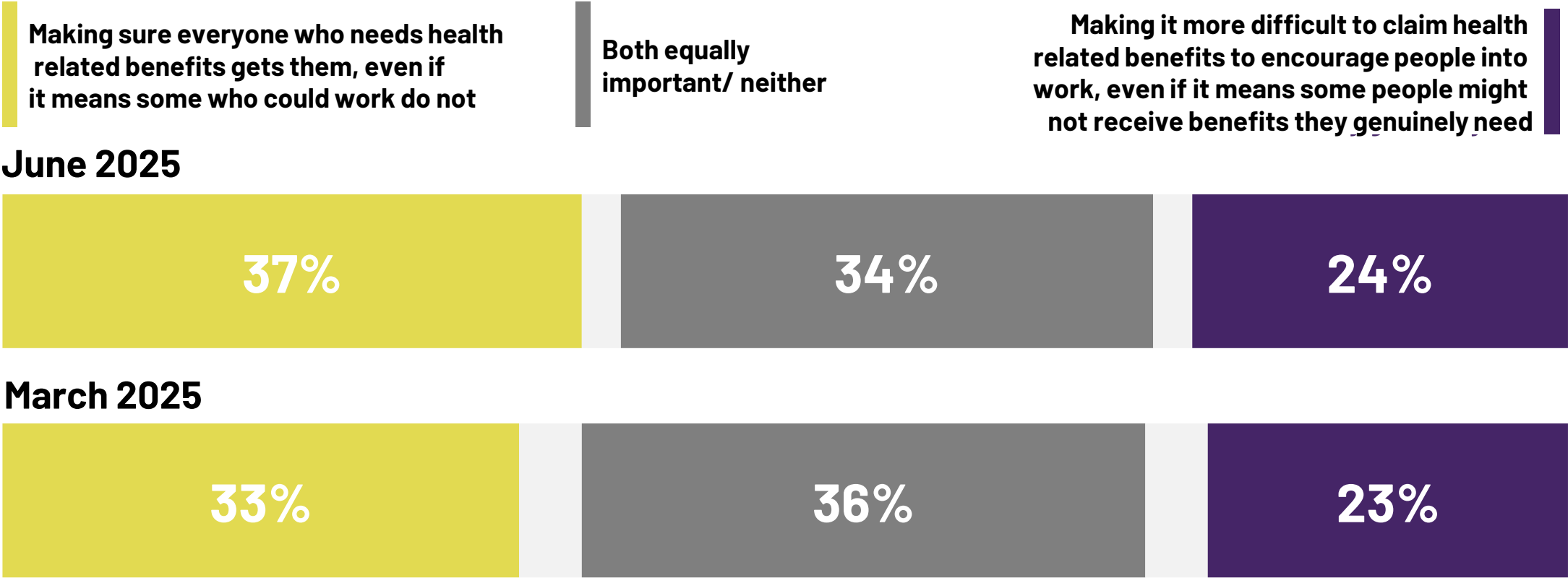
And which of the following, if any, do you think should be the Labour government's main priority when making changes to the benefits system in the UK?



Base: 1,080 Online British adults aged 18-75, 27-30 June 2025

# Britons continue to be more likely to think the Government should prioritise making sure everyone who needs health related benefits gets them, even if it means some who could work do not

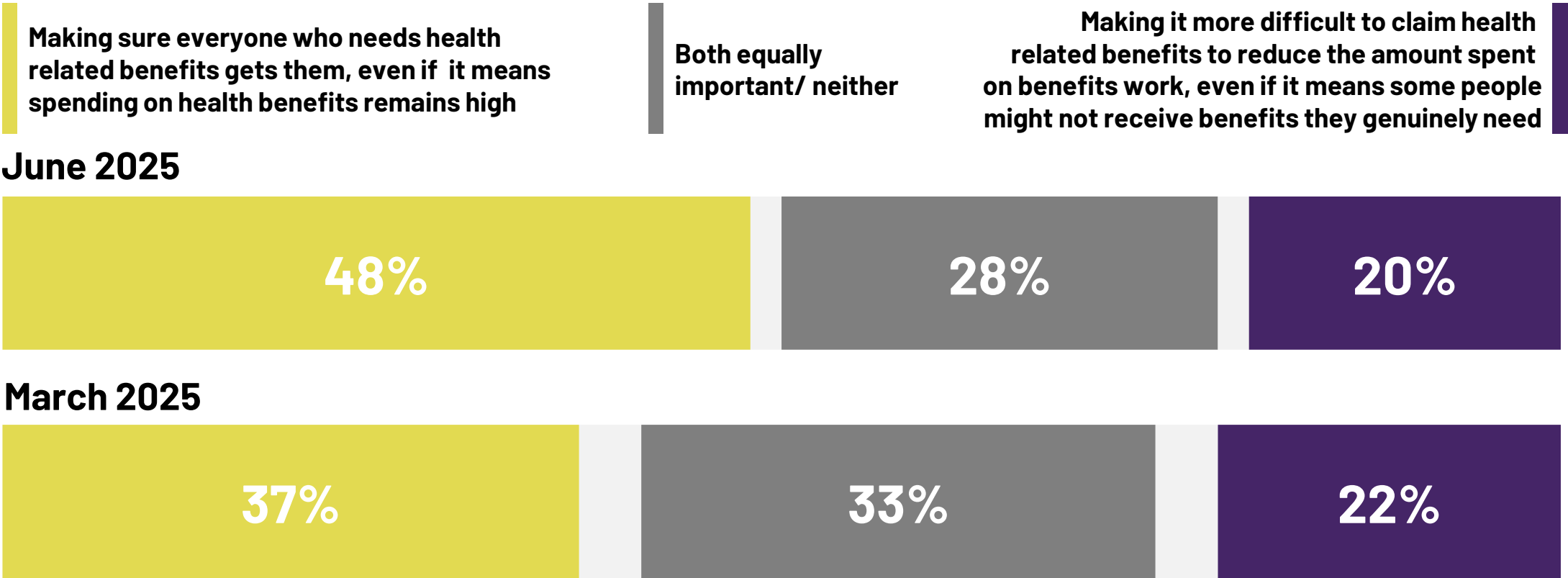
Which of the below do you think the government should prioritise?



Base: 1,080 Online British adults aged 18-75, 27-30 June 2025

# Almost half of Britons think the government should prioritise making sure everyone who needs health related benefits gets them, even if it means spending on health benefits remains high

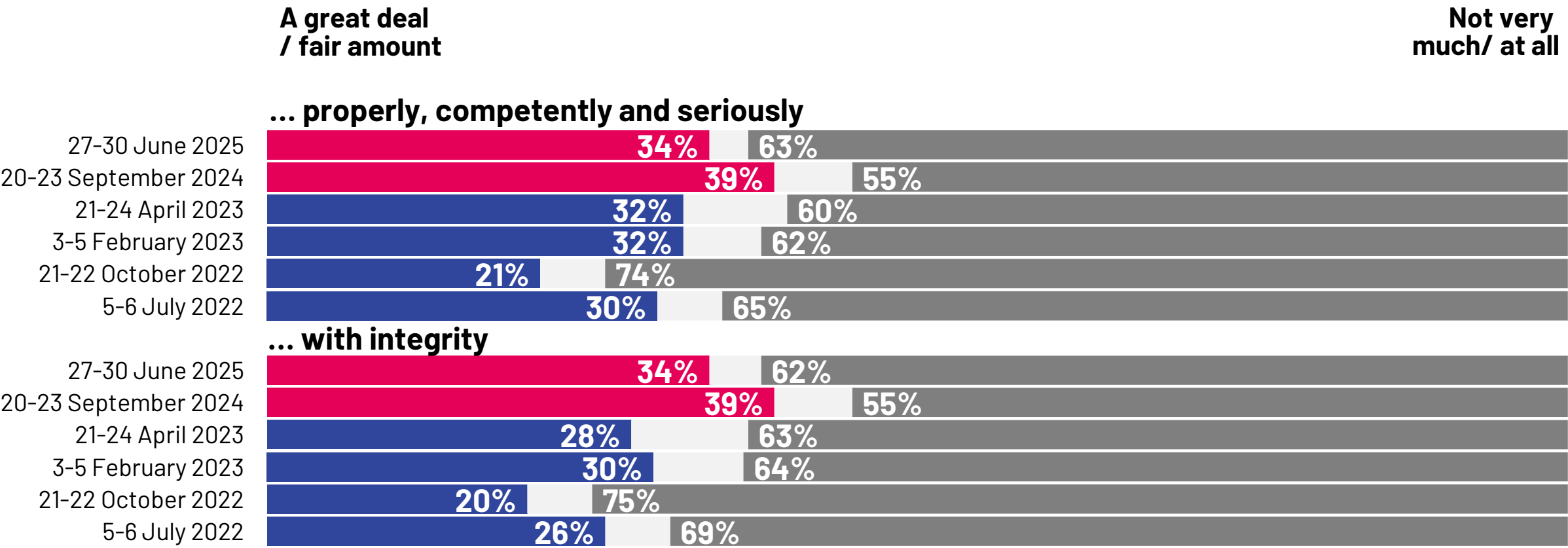
Which of the below do you think the government should prioritise?



Base: 1,080 Online British adults aged 18-75, 27-30 June 2025

# Over three in five Britons do not have confidence that the UK government is running the country properly, competently and seriously, nor with integrity. These ratings are in line with ratings under Boris Johnson and Rish Sunak's governments

How much confidence, if any, do you have that the UK Government is running the country...?

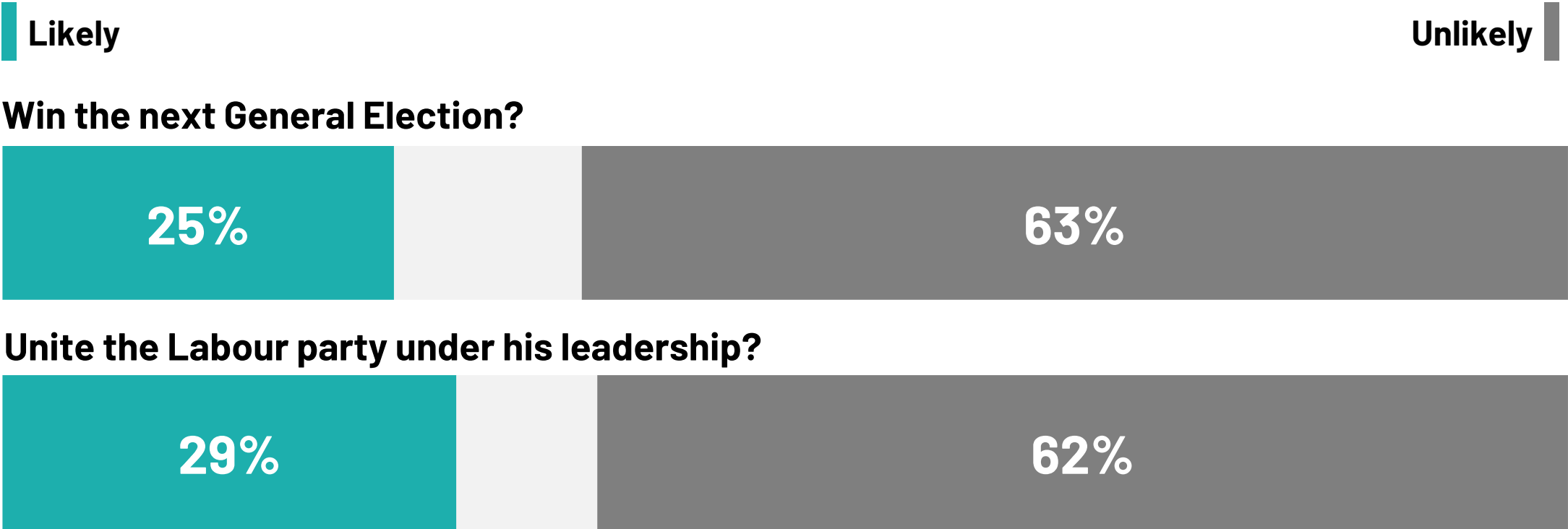


Base: 1,080 Online British adults aged 18-75, 27-30 June 2025



# Just a quarter of British adults think it is likely that Keir Starmer will win the next General Election

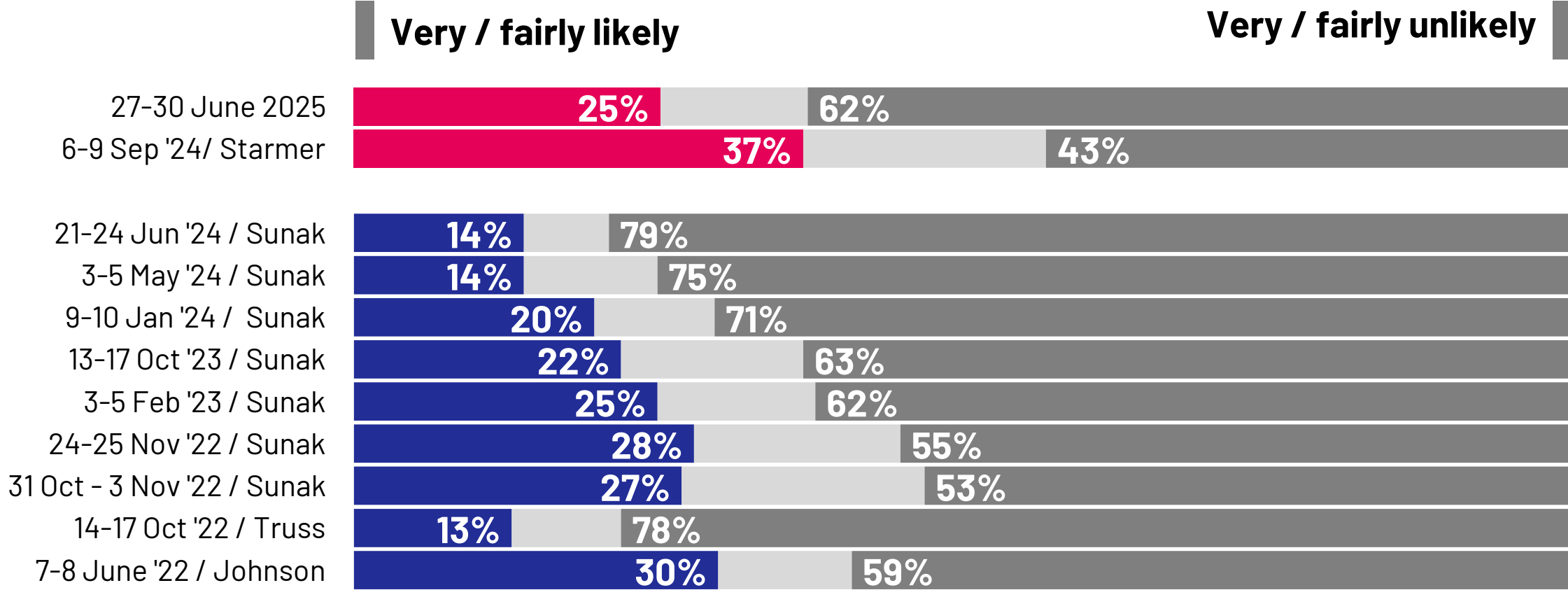
How likely or unlikely do you think it is that Keir Starmer will...



Base: 1,080 Online British adults aged 18-75, 27-30 June 2025

# Three in five Britons think Keir Starmer is unlikely to win the next General Election

How likely or unlikely do you think it is that Keir Starmer will win the next General Election?



Base: 1,080 Online British adults aged 18-75, 27-30 June 2025



June 2025  
Welfare reform

**For more information**

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