

Ipsos Economy Polling

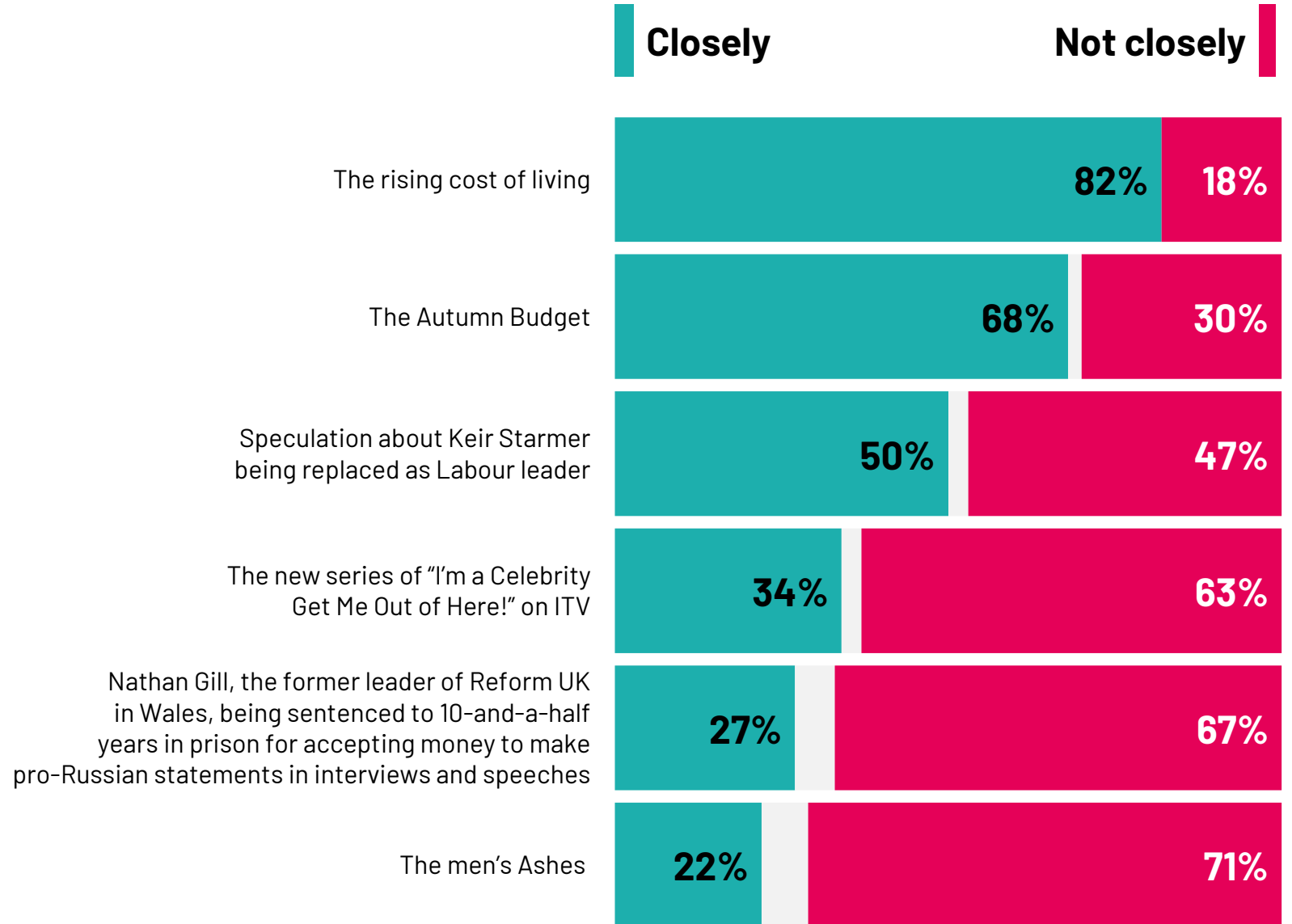
November 2025



Two thirds of Britons have been following stories about the budget closely

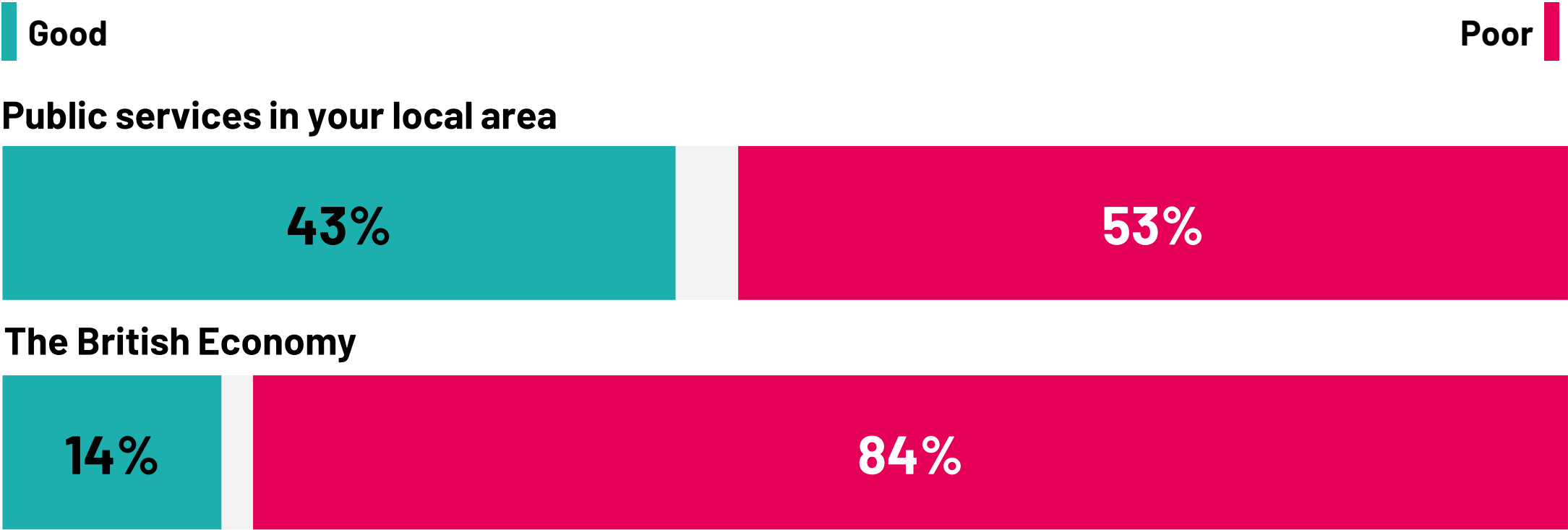
How closely, if at all, have you been following stories about...?

Base: 1,043 Online British adults aged 18-75, 26-27 November 2025



More than eight in ten Britons think the British economy is in a poor state

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

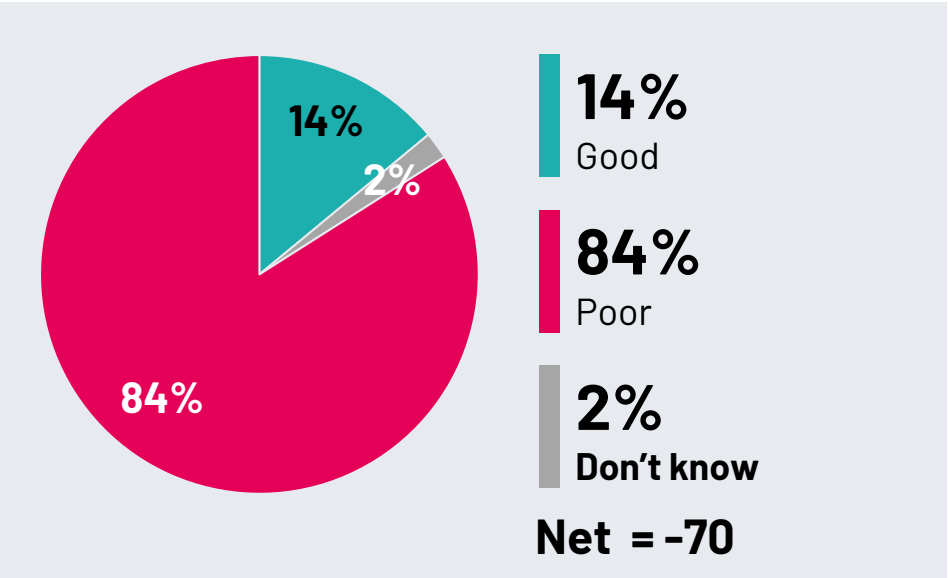


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Perceptions of the British economy: Trend

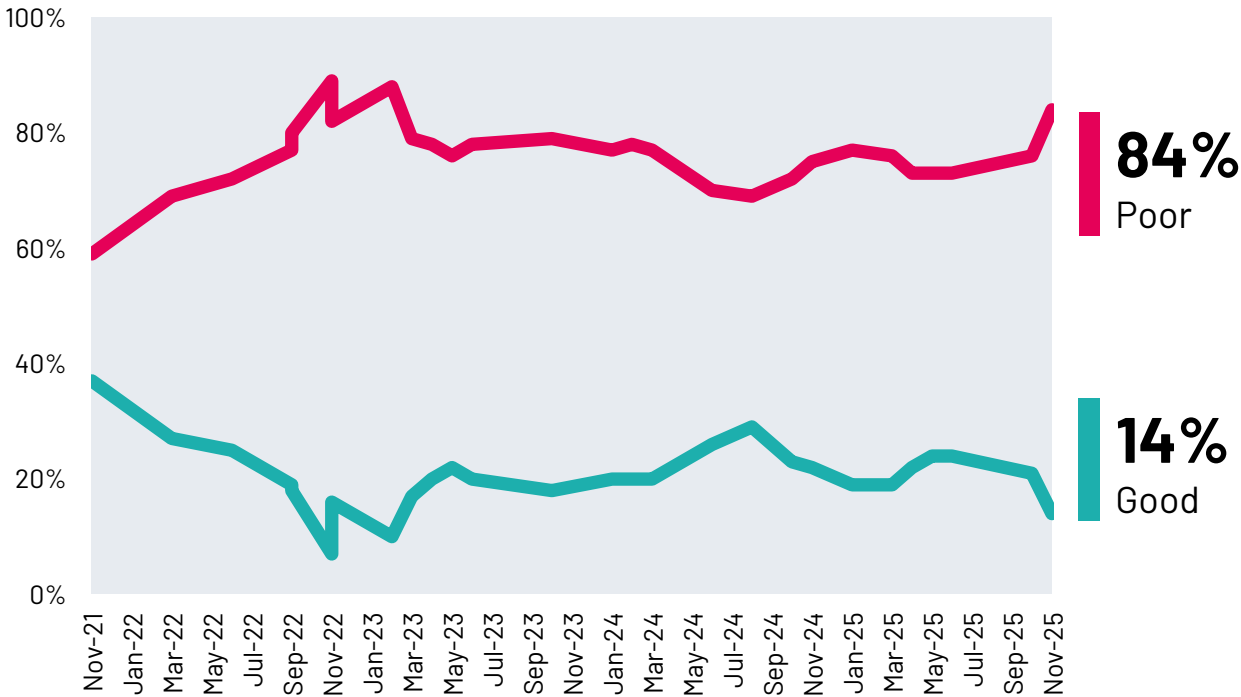
How would you describe the current state of the British economy? Would you say it is...?

November 2025



Base: 1,043 Online British adults aged 18-75, 26-27 November 2025

November 2021 – November 2025



Perceptions of public services: Trend

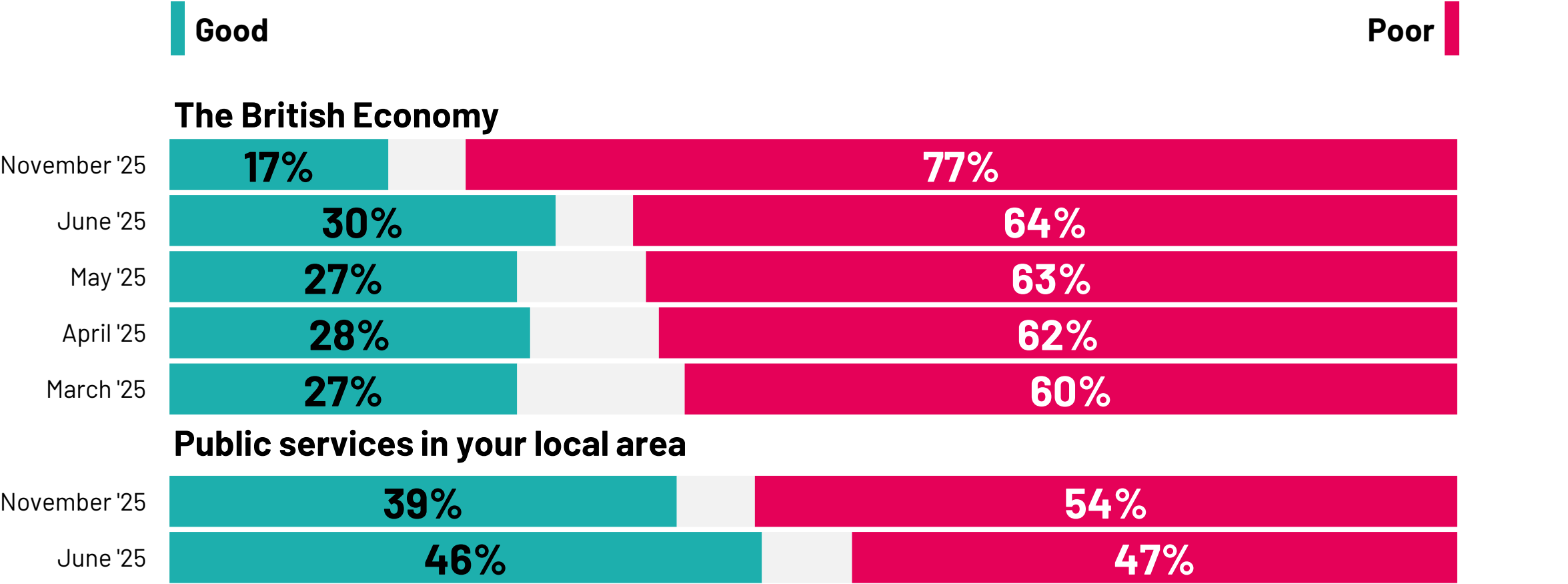
How would you describe the current state of the public services in your local area? Would you say it is...?



Base: 1,043 Online British adults aged 18-75, 26-27 November 2025

Around three quarters of Britons expect the British economy to be in a poor state in one year's time

And thinking ahead to one year's time, to what extent do you expect each of the following to be in a good or poor state?



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Following the Autumn Budget, over half of Britons think Rachel Reeves is doing a bad job as Chancellor – her worst rating since taking up the role

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: 1,043 Online British adults aged 18-75, 26-27 November 2025

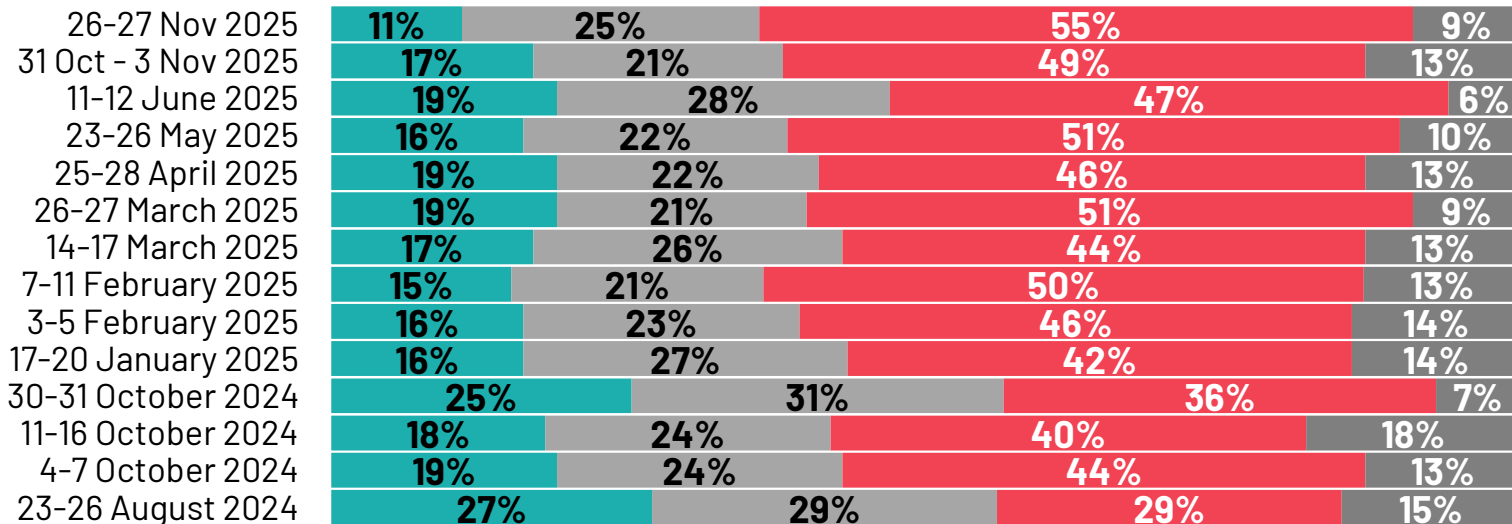
Good job

Neither

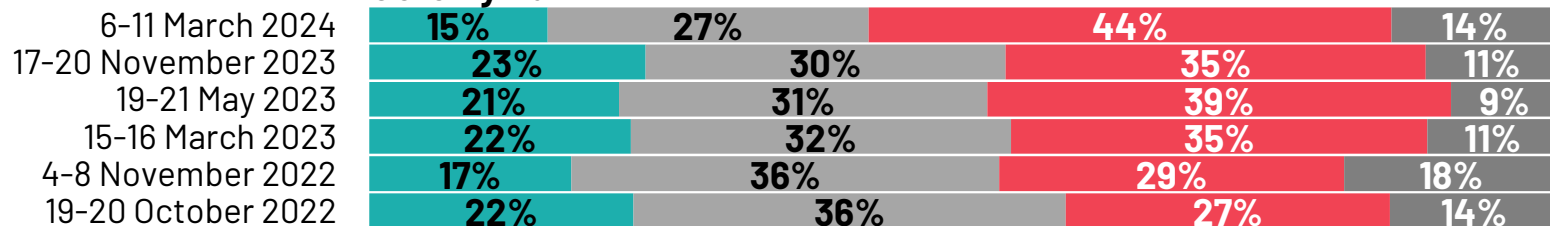
Bad job

Don't know

Rachel Reeves



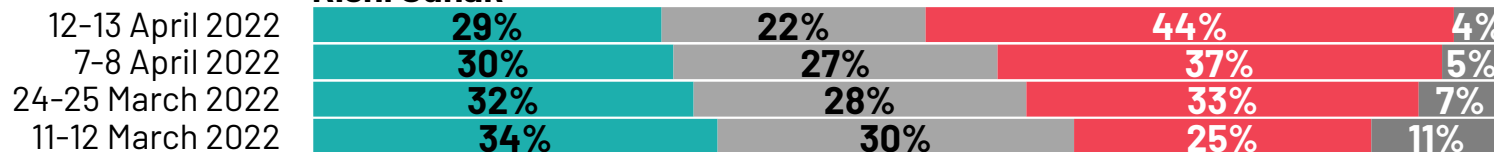
Jeremy Hunt



Kwasi Kwarteng



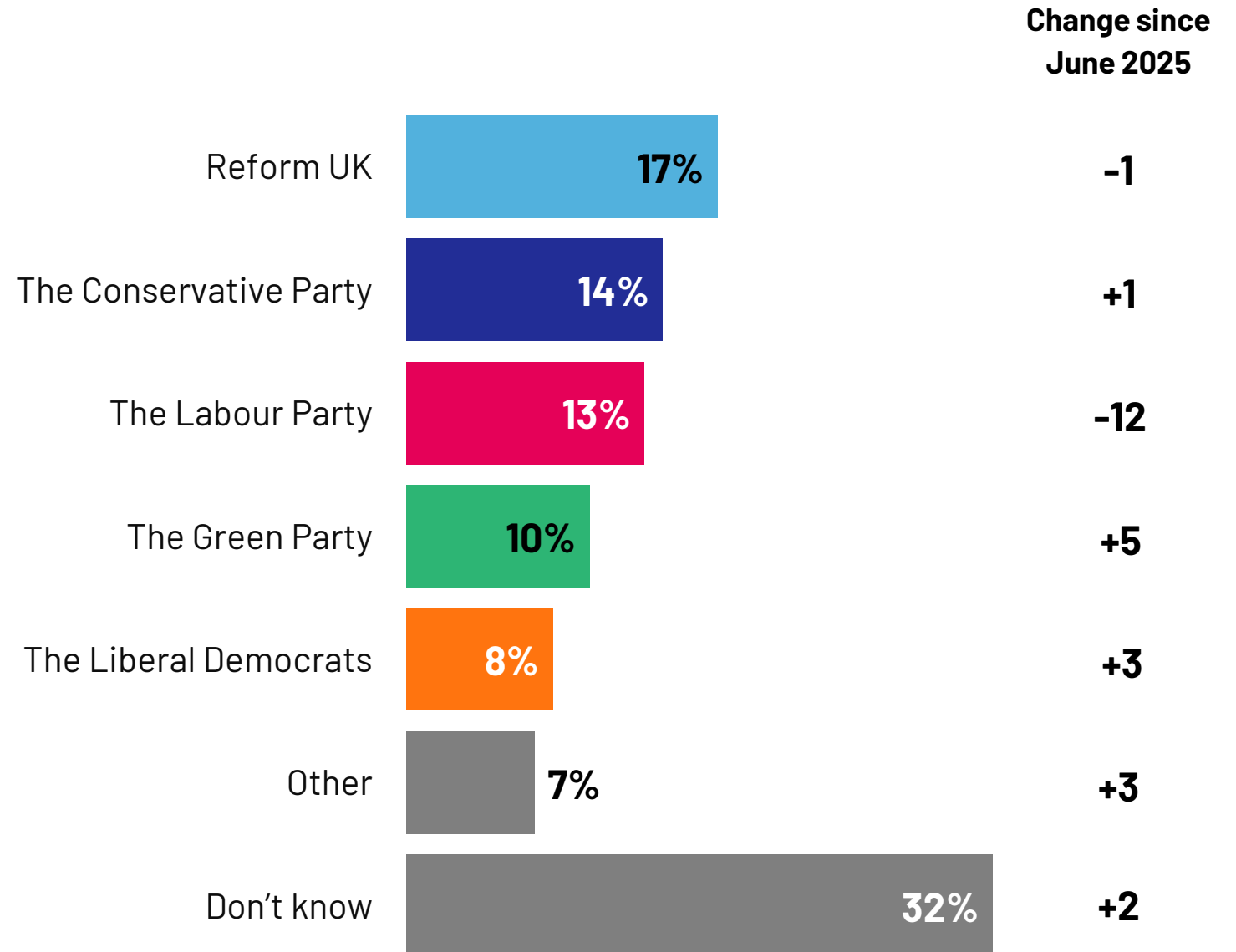
Rishi Sunak



Reform UK are most trusted to manage the economy, but a third say they don't know

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

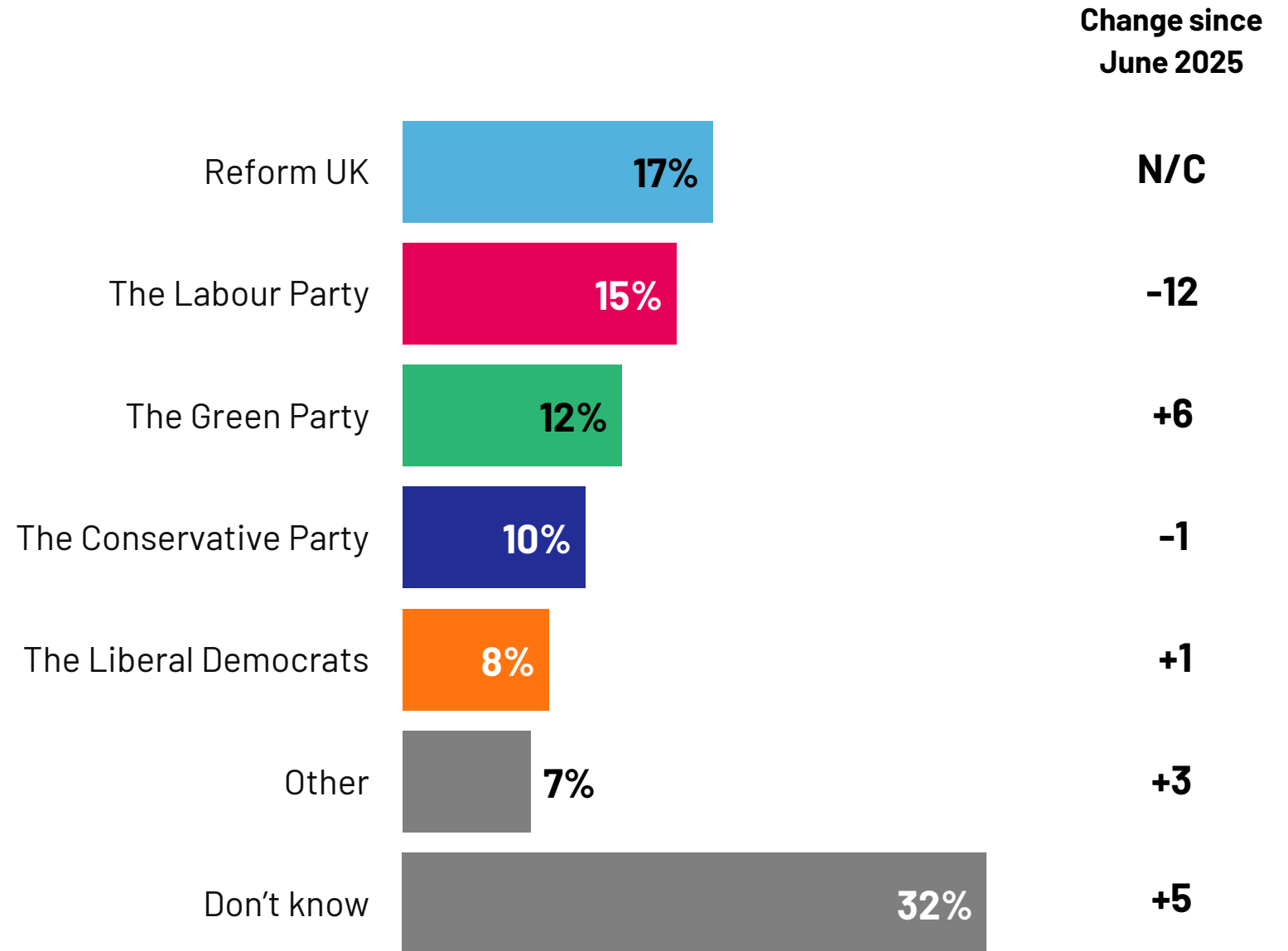
Base: 1,043 Online British adults aged 18-75, 26-27 November 2025



Labour have lost a substantial lead as the most trusted party to improve public services, while a third say they don't know which of the main parties they trust most

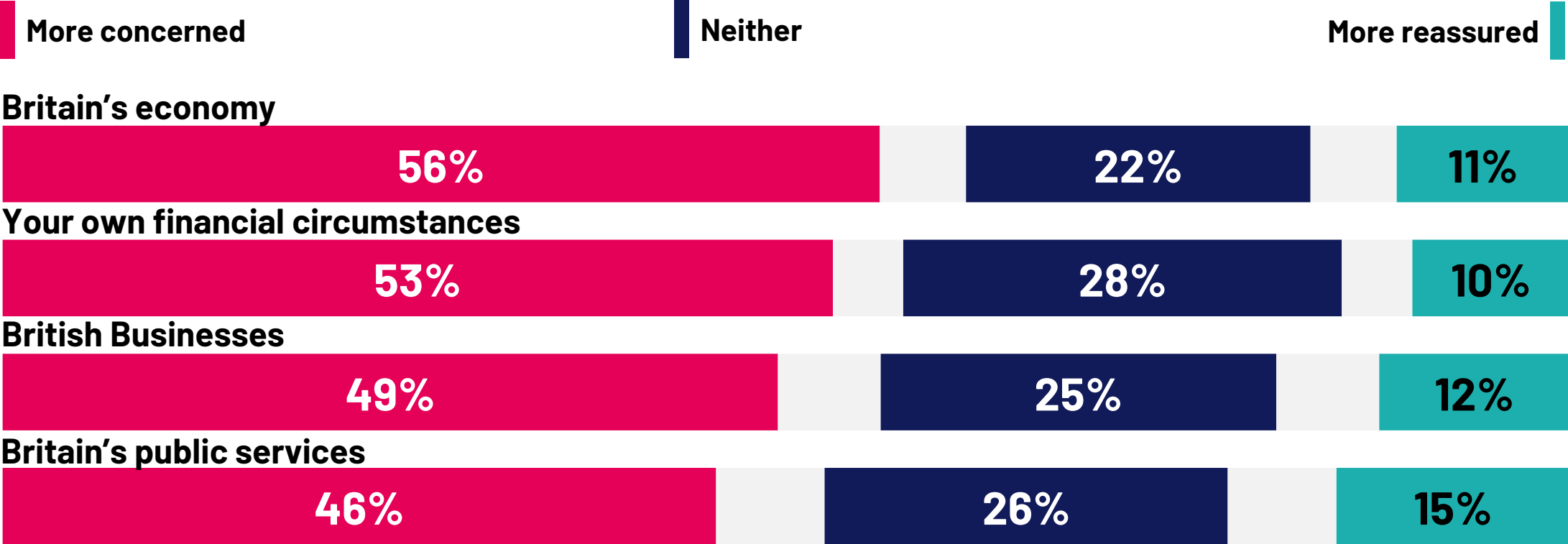
Which party, if any, do you trust most to improve Britain's public services?

Base: 1,043 Online British adults aged 18-75, 26-27 November 2025



Over half say the Autumn Budget makes them more concerned about Britain's economy and their own financial circumstances

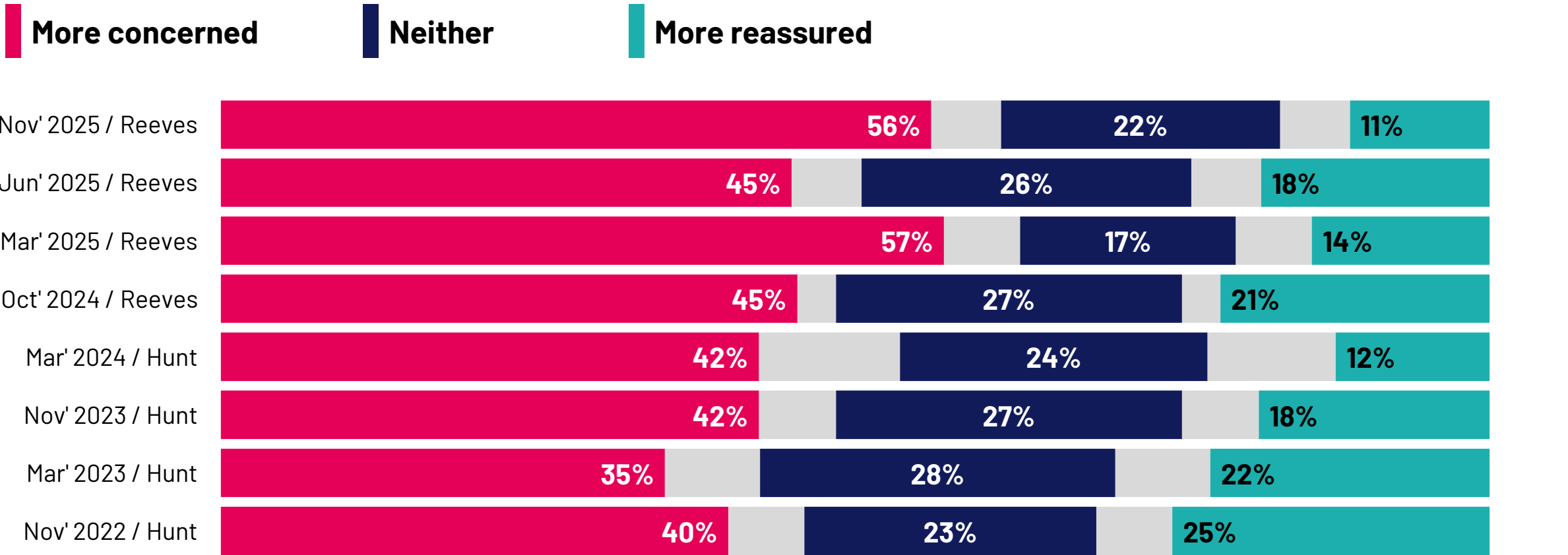
As you may know, Chancellor Rachel Reeves announced her Autumn Budget this Wednesday. From what you may have seen, read or heard about the Autumn Budget, would you say it makes you feel more reassured or concerned, if either, about the following?



Base: 1,043 Online British adults aged 18-75, 26-27 November 2025

Concern about Britain's economy following the Autumn Budget/ Spring Statement/ Spending Review: *Trend*

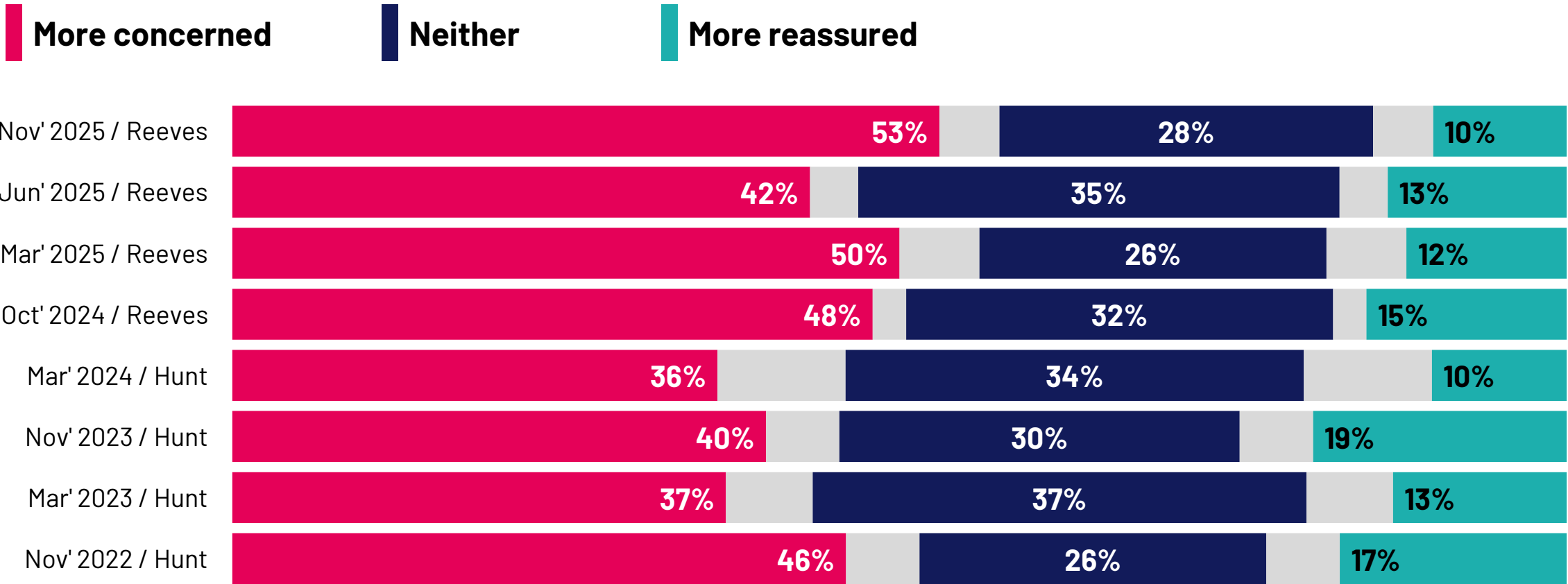
As you may know, Chancellor Rachel Reeves announced her Autumn Budget this Wednesday. From what you may have seen, read or heard about the Autumn Budget, would you say it makes you feel more reassured or concerned, if either, about the following? *Britain's economy*



Base: 1,043 Online British adults aged 18-75, 26-27 November 2025

Concern about Briton’s own financial circumstances following the Autumn Budget/ Spring Statement/ Spending Review: *Trend*

As you may know, Chancellor Rachel Reeves announced her Autumn Budget this Wednesday. From what you may have seen, read or heard about the Autumn Budget, would you say it makes you feel more reassured or concerned, if either, about the following ***Your own financial circumstances***

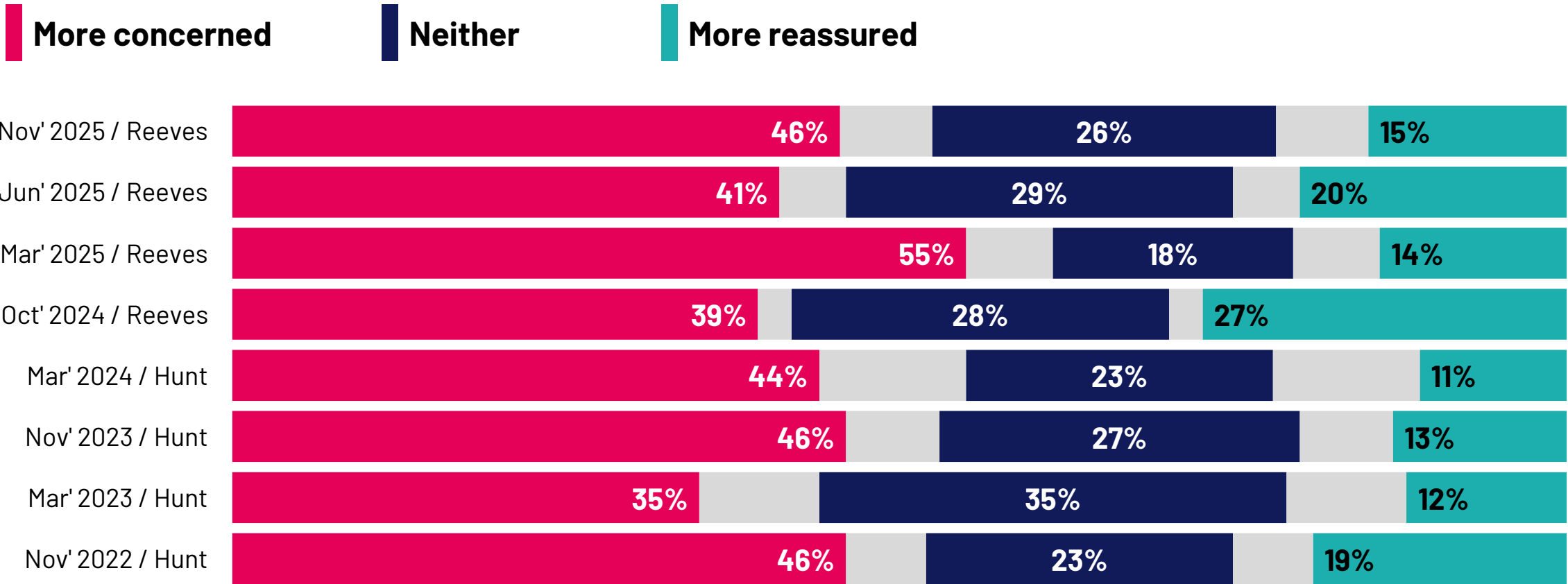


Base: 1,043 Online British adults aged 18-75, 26-27 November 2025



Concern about Britain’s public services following the Autumn Budget/ Spring Statement/ Spending Review: *Trend*

As you may know, Chancellor Rachel Reeves announced her Autumn Budget this Wednesday. From what you may have seen, read or heard about the Autumn Budget, would you say it makes you feel more reassured or concerned, if either, about the following? **Britain’s public services**

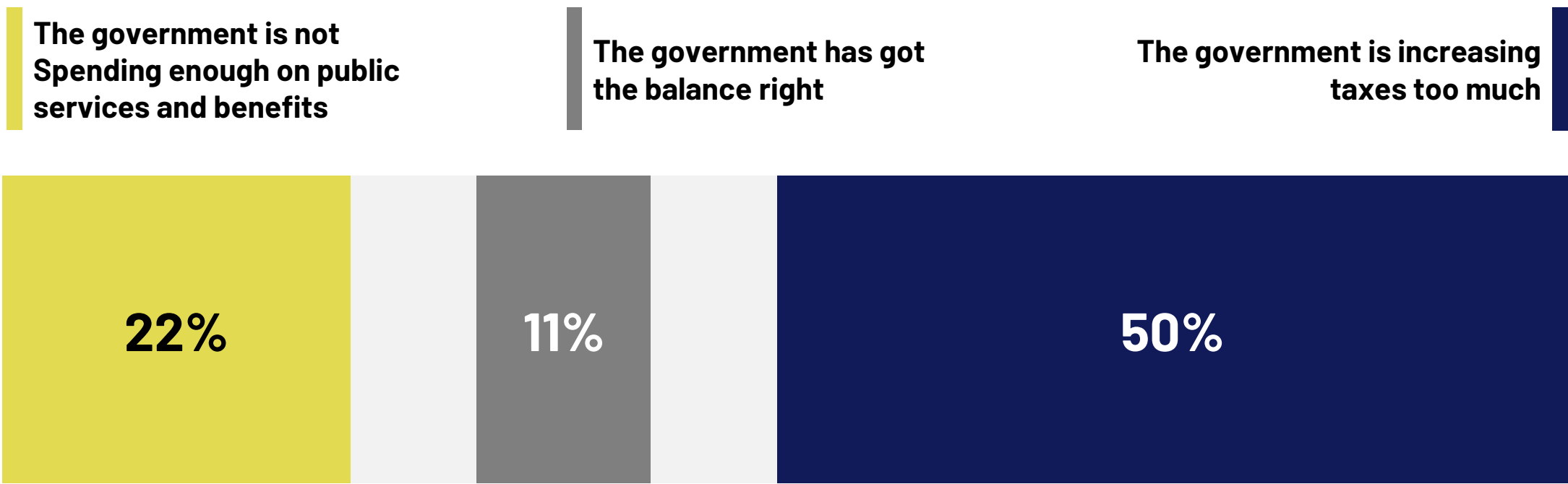


Base: 1,043 Online British adults aged 18-75, 26-27 November 2025



Half of Britons think the government is increasing taxes too much

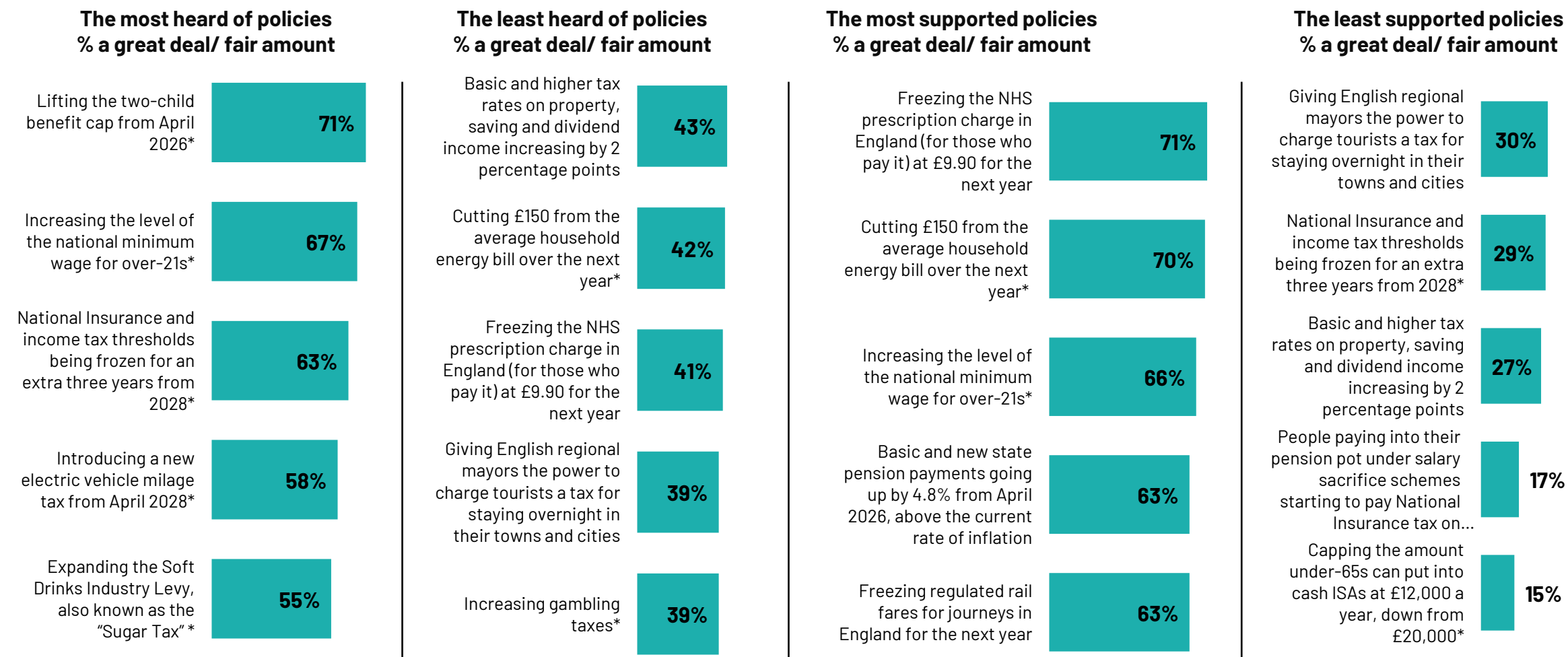
Which of the following best represents your view about the current level of taxation and government spending on public services and benefits?



Base: 1,043 Online British adults aged 18-75, 26-27 November 2025

The Autumn Budget overview: Top and bottom 5 policies

How much, if anything, have you seen or heard about each of these announcements? / To what extent, if at all, do you support or oppose each?



Base: 1,043 Online British adults aged 18-75, 26-27 November 2025. * Answer codes shortened. Full answer codes can be found in the data tables

Out of a list of policies announced in the Autumn Budget Britons are most likely to have heard of lifting the two-child benefit cap and increase to the national minimum wage

Below is a list of announcements made by Chancellor Rachel Reeves in the Autumn Budget on Wednesday. How much, if anything, have you seen or heard about each of these announcements?

Base: 1,043 Online British adults aged 18-75, 26-27 November 2025

A great deal/ fair amount Not very much Nothing

Lifting the two-child benefit cap from April 2026, so parents can claim benefits for all their children as opposed to the previous maximum of two children

71% 17% 9%

Increasing the level of the national minimum wage for over-21s from £12.21 to £12.71 per hour and for 18-20 year olds from £10 to £10.85 per hour

67% 18% 11%

National Insurance and income tax thresholds being frozen for an extra three years from 2028, bringing more people into paying higher tax bands as their income increases

63% 20% 13%

Introducing a new electric vehicle mileage tax from April 2028 (at 3p per mile for battery electric cars and 1.5p for plug-in hybrid cars)

58% 22% 16%

Expanding the Soft Drinks Industry Levy, also known as the "Sugar Tax" to apply to drinks with 4.5g sugar per 100ml (instead of 5g per 100ml) and to packaged milk-based drinks (eg. Milkshakes, canned lattes)

55% 21% 20%

Capping the amount under-65s can put into cash ISAs at £12,000 a year, down from £20,000 (with the rest of the allowance reserved for investments)

54% 21% 20%

Introducing a council tax surcharge for properties in England worth more than £2m of £2,500 a year, rising to £7,500 a year for properties worth more than £5m

53% 22% 20%

Basic and new state pension payments going up by 4.8% from April 2026, above the current rate of inflation

51% 26% 20%

Freezing regulated rail fares for journeys in England for the next year

48% 23% 24%

Out of a list of Autumn Budget announcements, Britons are least likely to have heard about increases to gambling taxes and giving English regional mayors power to charge tourists a tax for staying overnight in their towns and cities

Below is a list of announcements made by Chancellor Rachel Reeves in the Autumn Budget on Wednesday. How much, if anything, have you seen or heard about each of these announcements?

Base: 1,043 Online British adults aged 18-75, 26-27 November 2025

A great deal/ fair amount Not very much Nothing

People paying into their pension pot under salary sacrifice schemes starting to pay National Insurance tax on contributions above £2,000 a year from 2029

46%

28%

23%

Premium cars being excluded from the Motability scheme, which allows people on certain disability benefits to lease vehicles more cheaply

45%

24%

27%

Freezing fuel duty at its current rate until September 2026, after which it will increase by inflation

44%

29%

23%

Basic and higher tax rates on property, saving and dividend income increasing by 2 percentage points

43%

30%

23%

Cutting £150 from the average household energy bill over the next year by ending the energy company obligation (which made energy companies pay for measures like insulation and heating systems for low income households) and moving some costs for renewable

42%

29%

25%

Freezing the NHS prescription charge in England (for those who pay it) at £9.90 for the next year

41%

28%

27%

Giving English regional mayors the power to charge tourists a tax for staying overnight in their towns and cities

39%

26%

32%

Increasing gambling taxes such as the tax on profits made by online casinos being raised from 21% to 40% and duty on online betting increasing from 15% to 25% (except for horse racing)

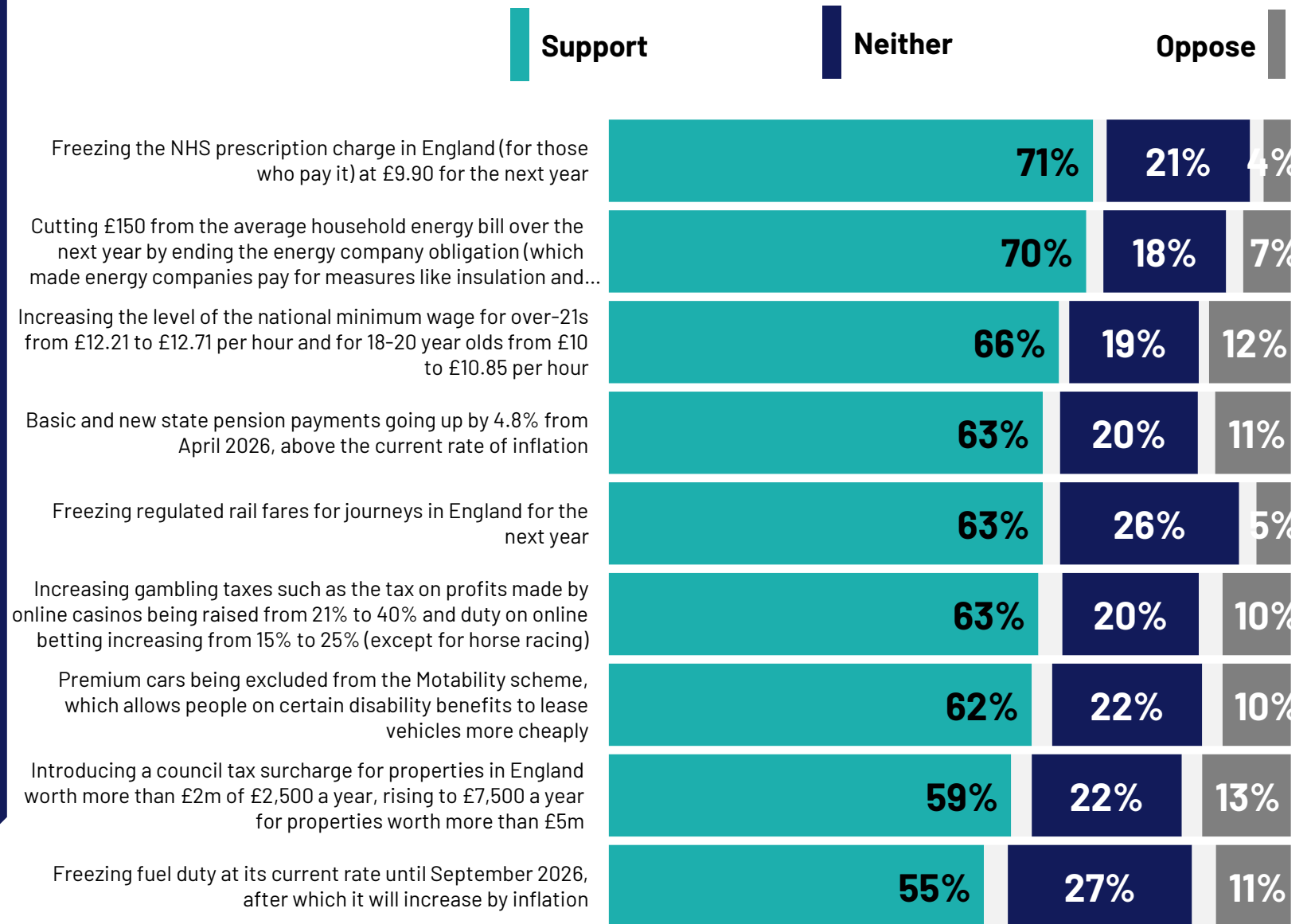
39%

29%

28%

Out of a list of Budget announcements, Britons are most likely to support freezing the NHS prescription charge for those who pay it and cutting £150 from the average energy bill

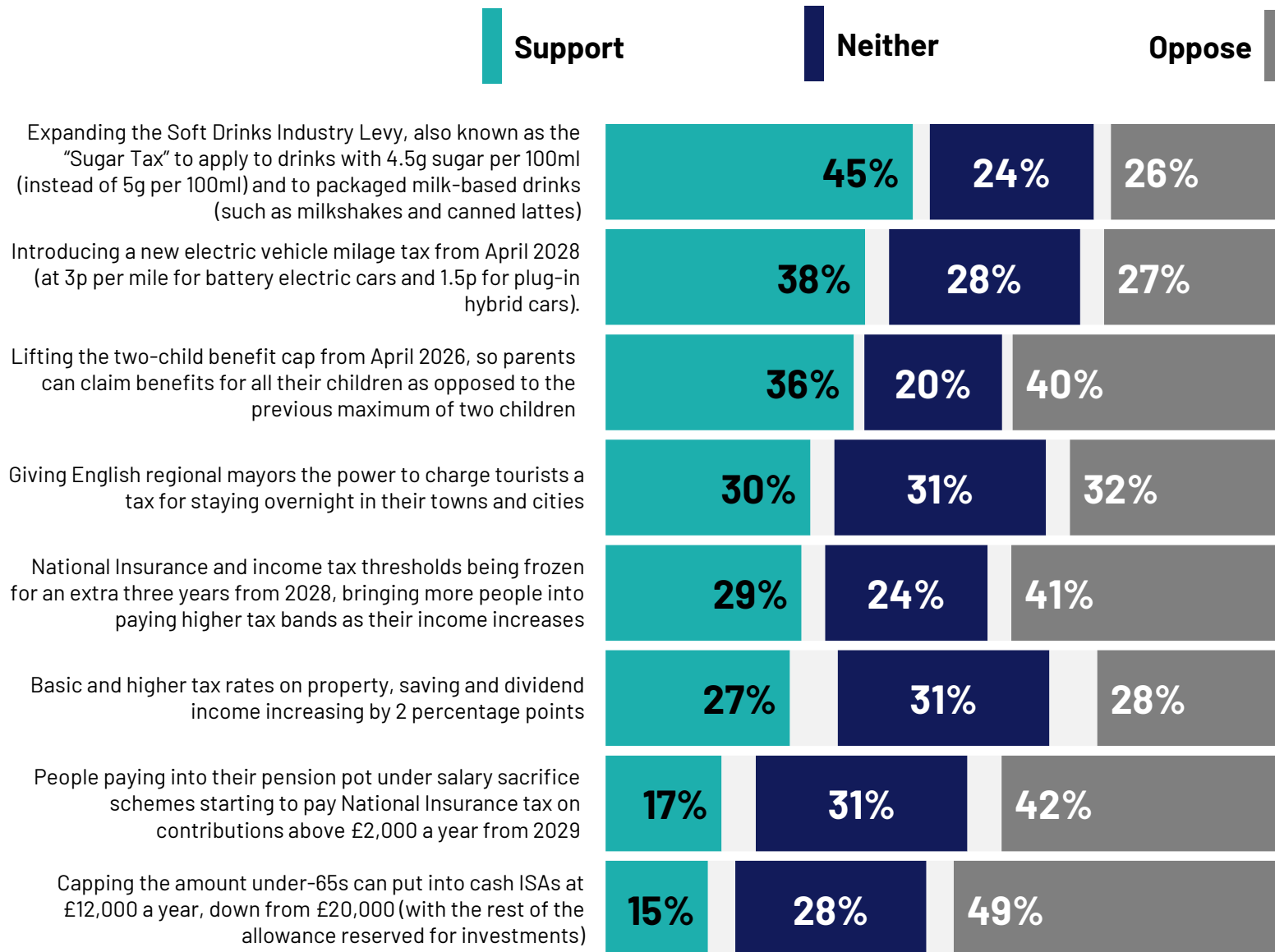
Below is a list of announcements made by Chancellor Rachel Reeves in the Autumn Budget on Wednesday. To what extent, if at all, do you support or oppose each?



Base: 1,043 Online British adults aged 18-75, 26-27 November 2025

Out of a list of policies announced in the budget, Britons are least likely to support changes to cash ISAs and salary sacrifice schemes

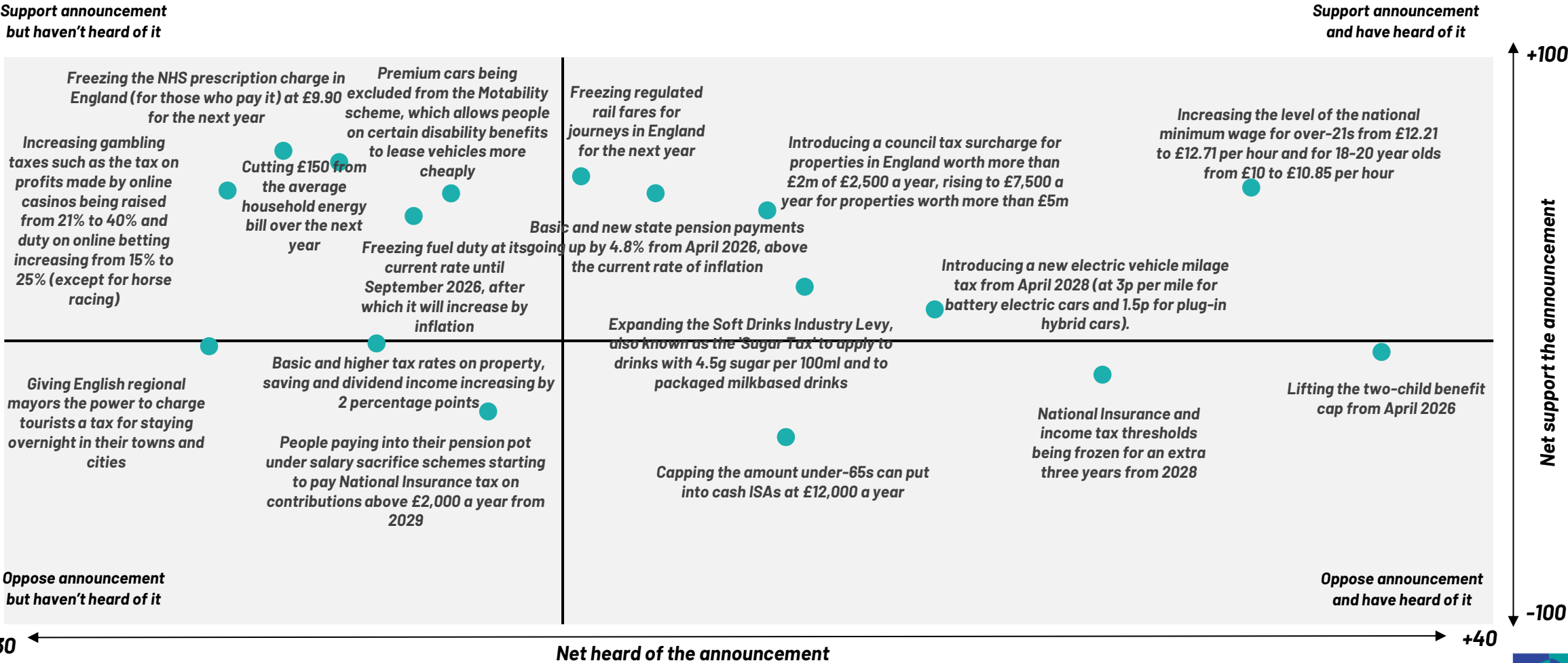
Below is a list of announcements made by Chancellor Rachel Reeves in the Autumn Budget on Wednesday. To what extent, if at all, do you support or oppose each?



Base: 1,043 Online British adults aged 18-75, 26-27 November 2025

Some of the most supported policies announced in the budget, like cutting £150 from energy bills, increasing gambling taxes, and freezing the NHS prescription charge are among the least well-known announcements

How much, if anything, have you seen or heard about each of these announcements? / To what extent, if at all, do you support or oppose each?



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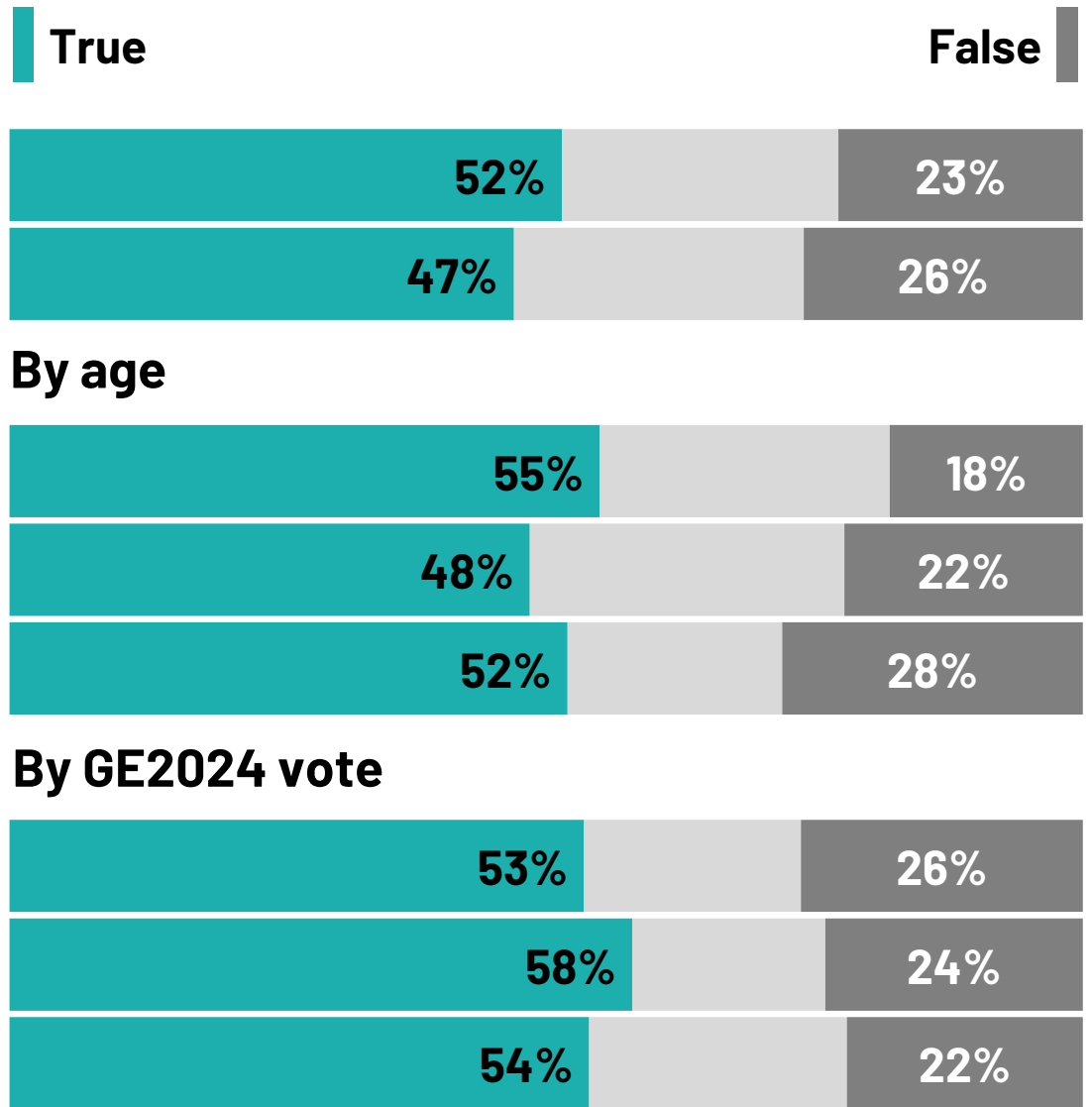


Half of Britons think the UK is currently experiencing austerity

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: 1043 Online British adults aged 18-75, including (192) 18-34-year-olds, (407) 35-54s, (444) 55-75s, (354) Labour voters, (144) Conservative voters, (135) Reform UK voters, 26-27 November 2025





November 2025 Economy polling

For more information

Gideon Skinner

Research Director

gideon.skinner@ipsos.com

Cameron Garrett

Associate Director

cameron.garrett@ipsos.com

Keiran Pedley

Research Director

keiran.pedley@ipsos.com

Ben Roff

Senior Research Executive

ben.roff@ipsos.com