

Ipsos Economy Polling

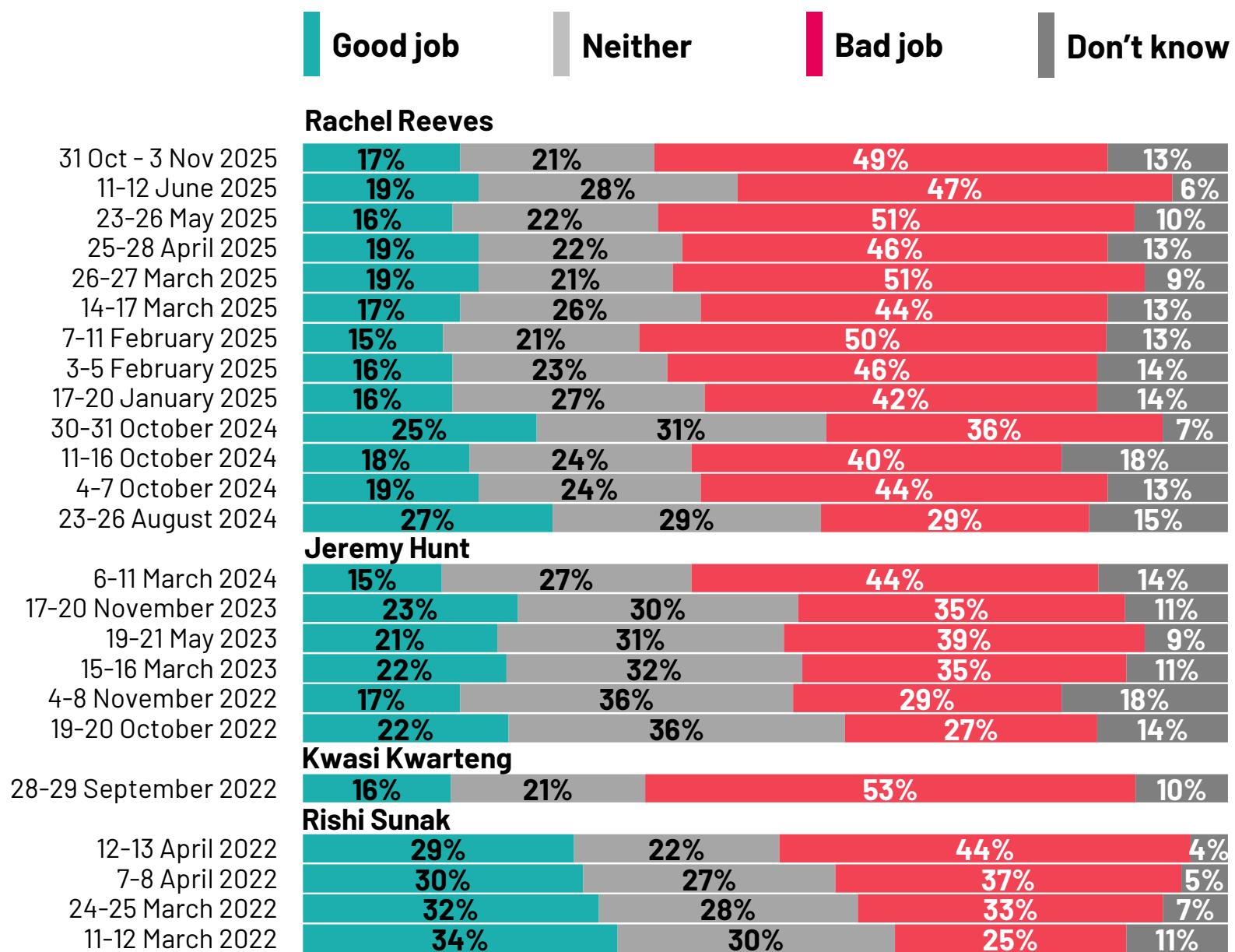
November 2025



Almost half of Britons think Rachel Reeves has been doing a bad job in her role as Chancellor of the Exchequer

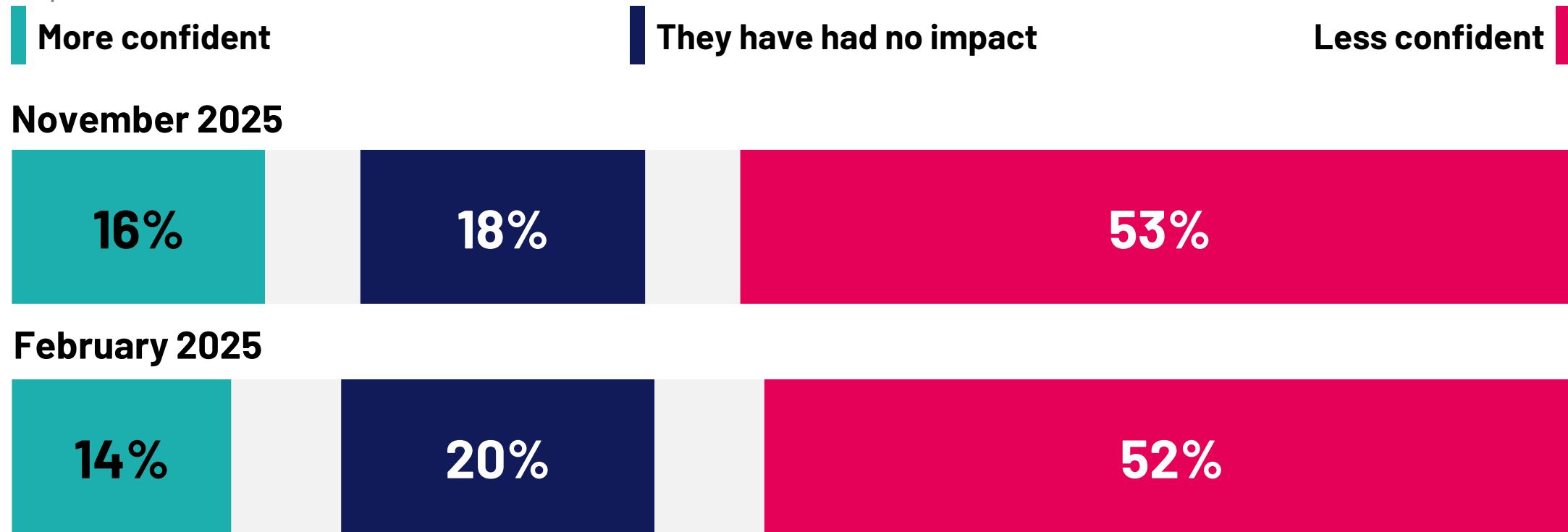
To what extent, if at all, do you think Rachel Reeves has been doing a good job or a bad job, in her role as Chancellor of the Exchequer, or neither?

Base: 1,087 Online British adults aged 18-75, 31 October – 3 November 2025



Half of Britons say that the decisions Rachel Reeves has made have made them less confident that the economy will grow

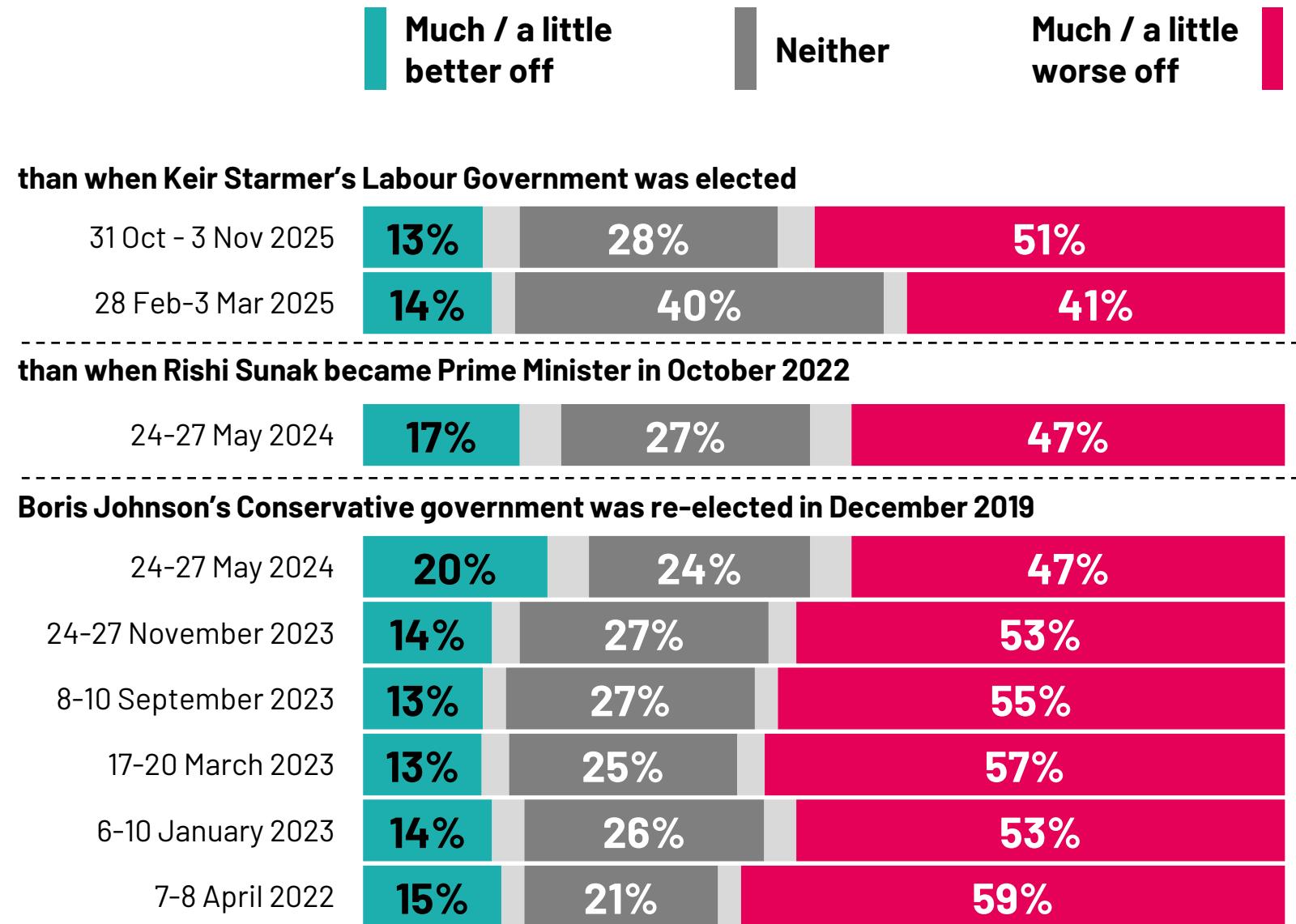
And have her decisions made you more or less confident that the economy will grow, or have they had no impact?



Base: 1,087 Online British adults aged 18-75, 31 October – 3 November 2025

Half of Britons think they are worse off than when Keir Starmer's Labour government was elected

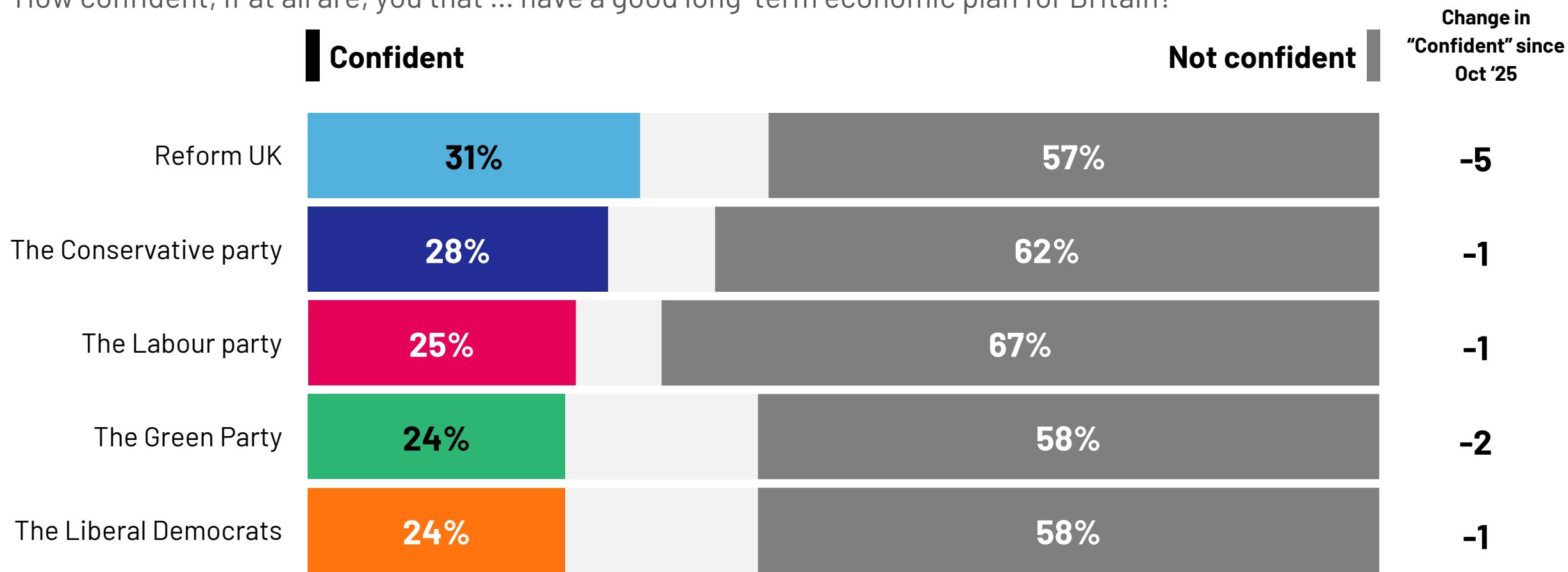
Do you think you are better or worse off, if either, than when...?



Base: 1,135 Online British adults aged 18+, 31 October – 3 November 2025

Around three in ten Britons are confident that Reform UK have a good long-term economic plan for Britain. A sizeable proportion of Britons are not confident that any of the main political parties have a good long-term economic plan for Britain.

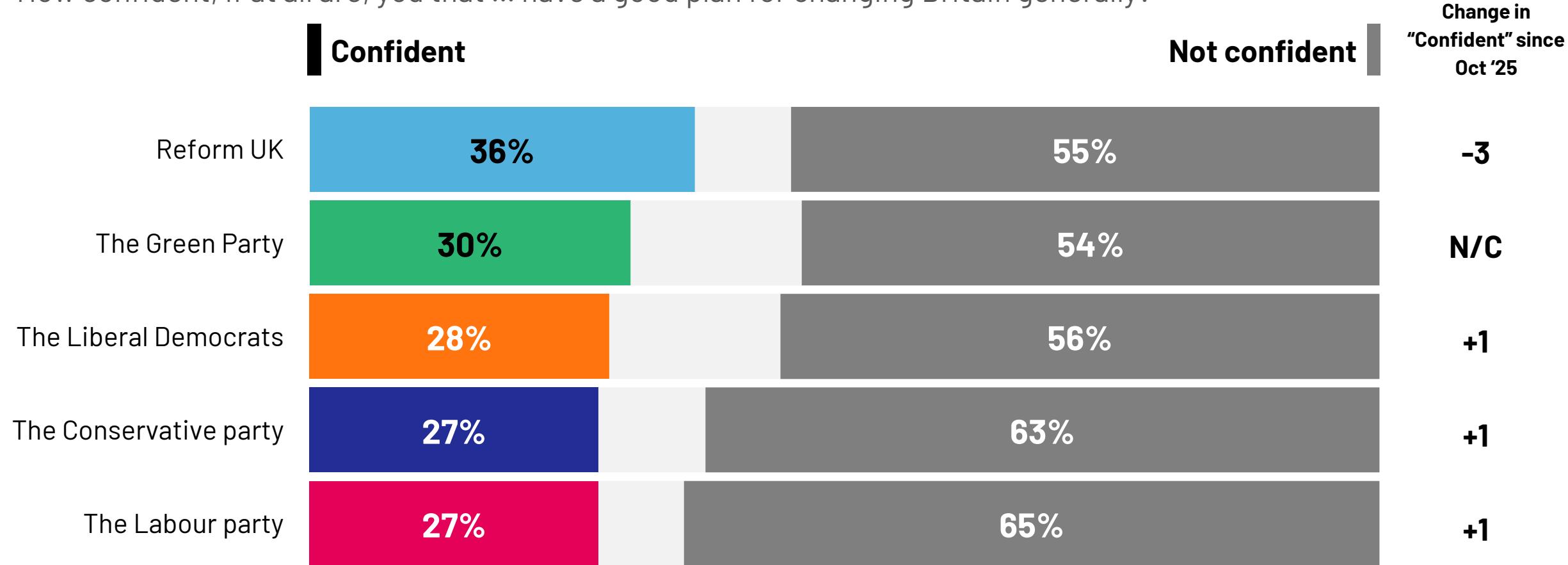
How confident, if at all are, you that ... have a good long-term economic plan for Britain?



Base: 1,087 Online British adults aged 18-75, 31 October – 3 November 2025

Over half of Britons not confident that any of political parties have a good plan for changing Britain generally. Britons are most likely to be confident in Reform UK, but levels of confidence are down compared to last month.

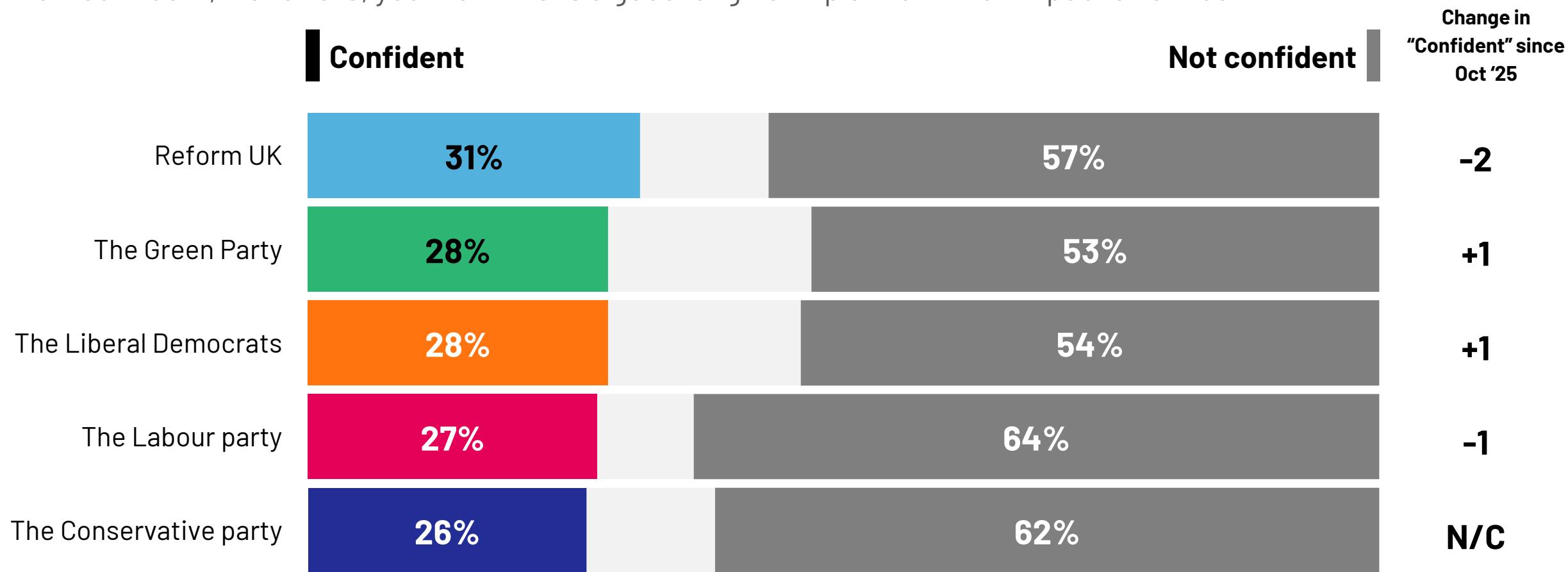
How confident, if at all are, you that ... have a good plan for changing Britain generally?



Base: 1,087 Online British adults aged 18-75, 31 October – 3 November 2025

Out of the main parties, Britons are most confident that Reform UK have a good long-term plan for Britain's public services. Although over half are not confident that any of the main parties have a long-term plan for public services

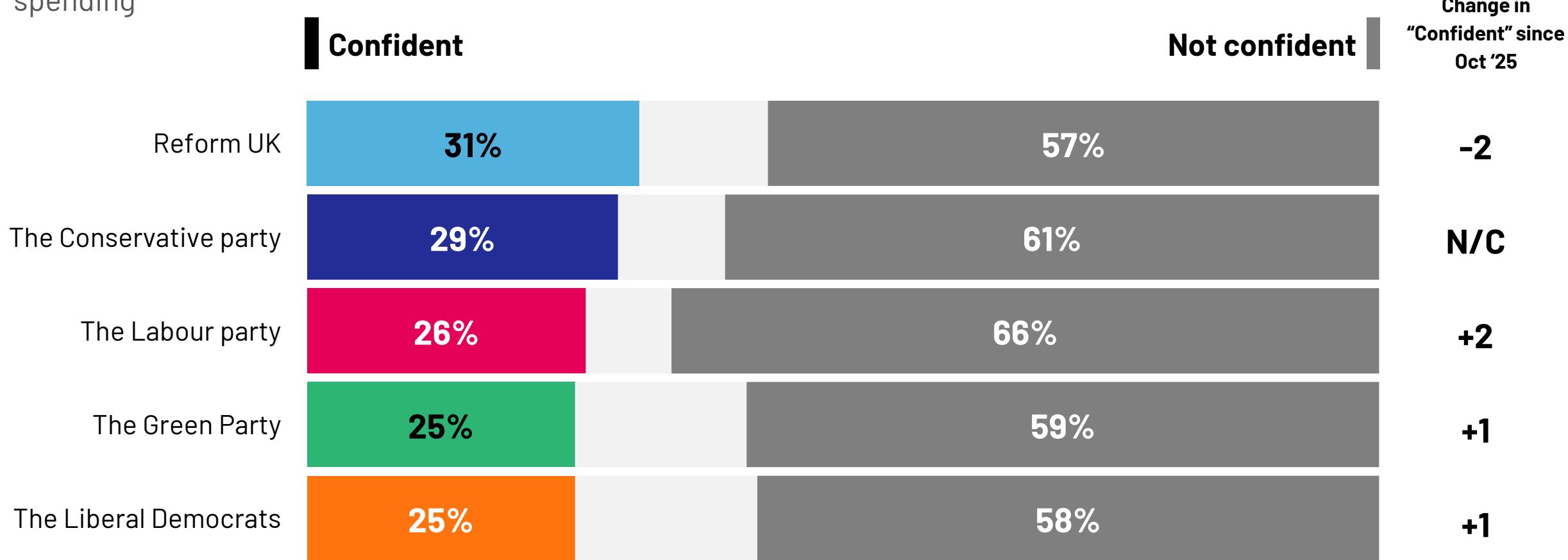
How confident, if at all are, you that ... have a good long-term plan for Britain's public services?



Base: 1,087 Online British adults aged 18-75, 31 October – 3 November 2025

Two thirds of Britons are not confident that Labour will get the balance right between taxation, borrowing and public spending

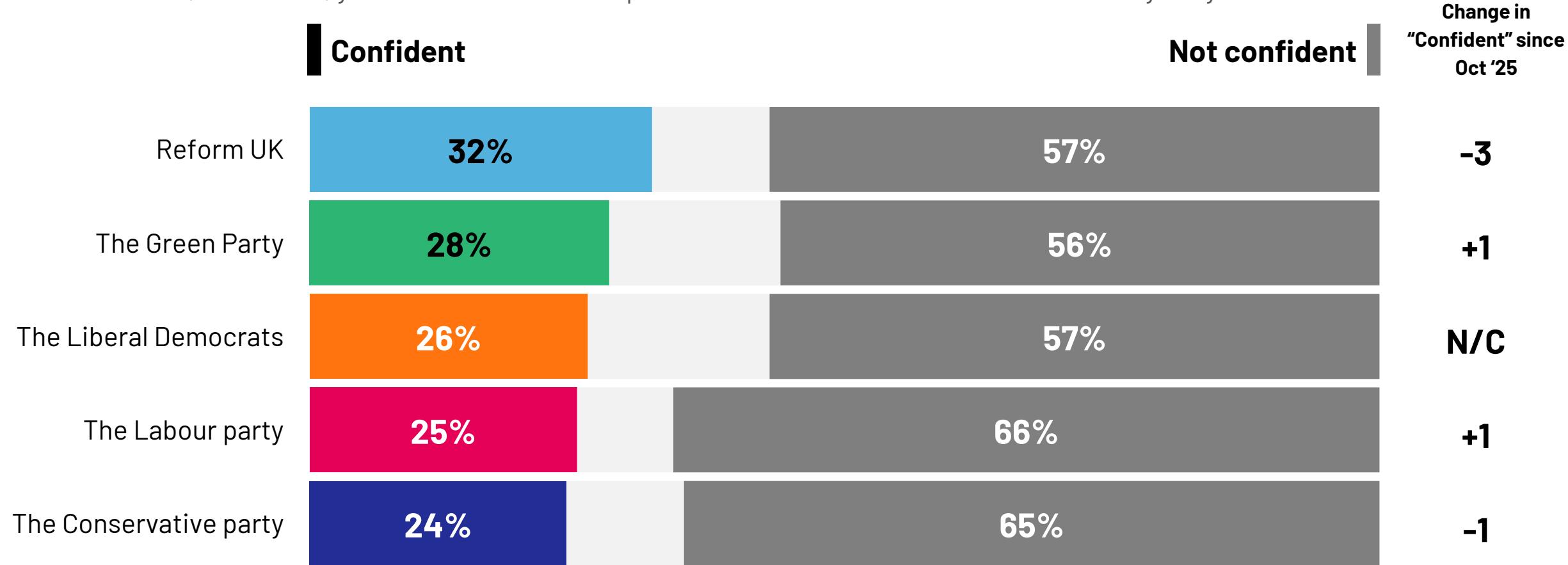
How confident, if at all are, you that ... will get the right balance between taxation, borrowing and public spending



Base: 1,087 Online British adults aged 18-75, 31 October – 3 November 2025

Two thirds of Britons are not confident that Labour or the Conservatives will deliver improvements that will make a difference to their daily life. Over half lack confidence in Reform UK, the Green party and Liberal Democrats

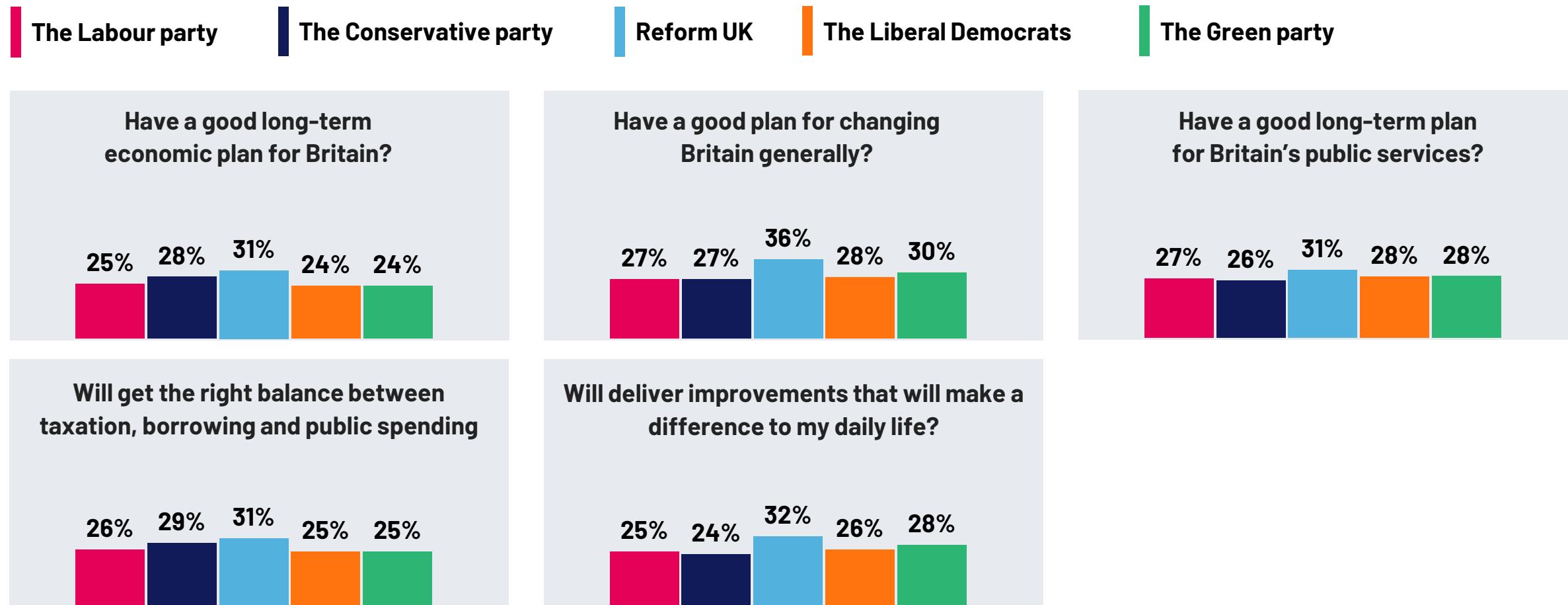
How confident, if at all are, you that ... will deliver improvements that will make a difference to my daily life



Base: 1,087 Online British adults aged 18-75, 31 October – 3 November 2025

Do the main parties have good plans for...

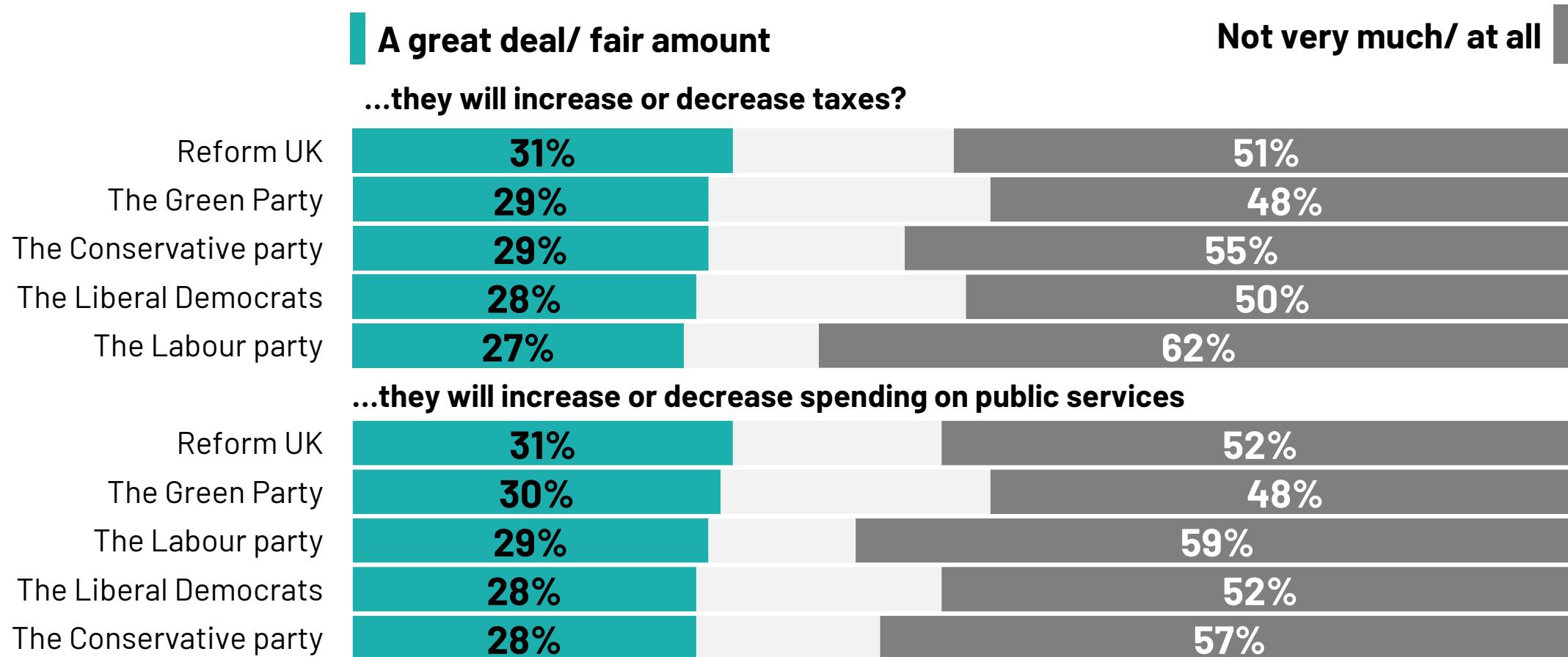
How confident, if at all are you that... % confident



Base: 1,087 Online British adults aged 18-75, 31 October – 3 November 2025

Britons are more likely to say they do not trust, rather than trust, any of the main political parties to keep their promises on whether they will increase or decrease taxes and spending on public services

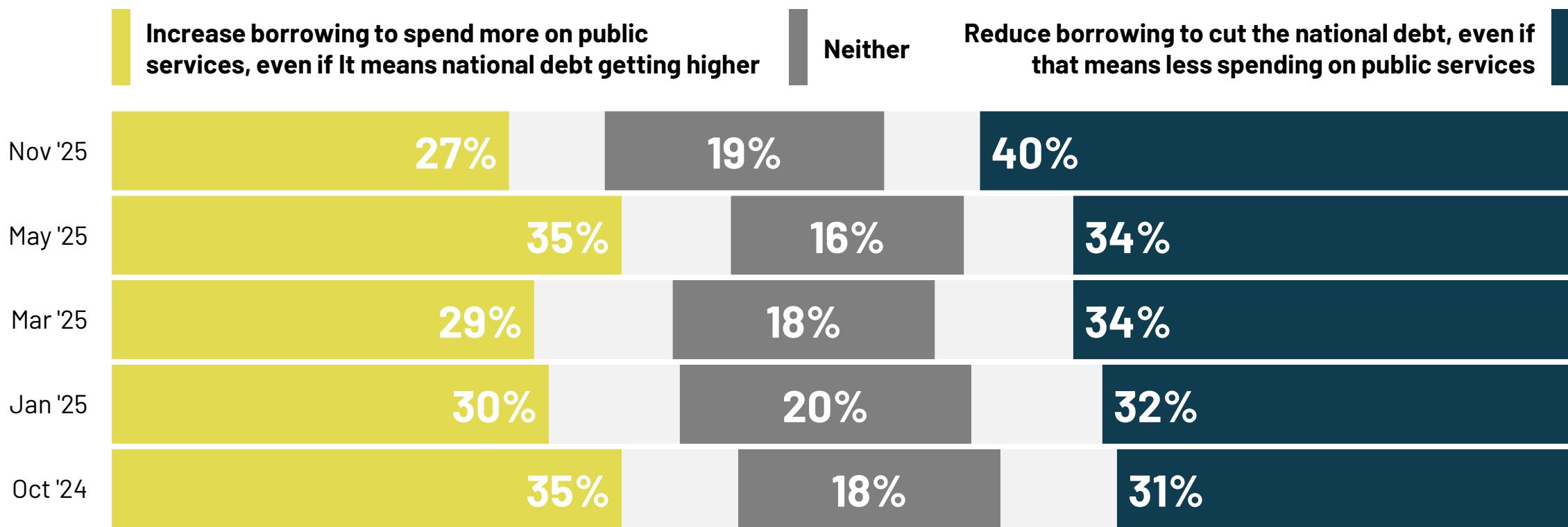
How much, if at all, do you trust ... to keep their promises on whether or not...



Base: 1,135 Online British adults aged 18+, 31 October – 3 November 2025

Two in Five Britons would prefer for the Chancellor to reduce borrowing to cut the national debt, even if means less spending on public services rather than increase borrowing to spend more on public services

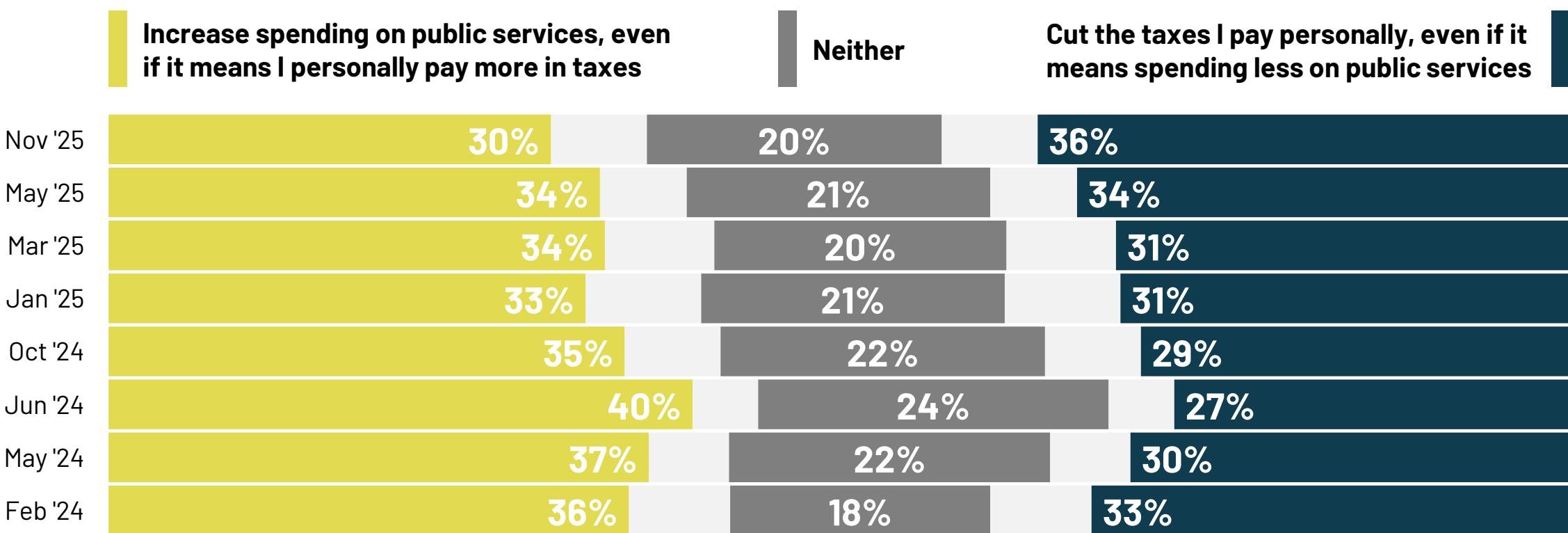
Imagine the Chancellor had the choice between increasing borrowing to spend more on public services, even if it means the national debt gets higher, or reducing borrowing to cut the national debt even if it means less spending on public services. Which of the following would you prefer?



Base: 1,087 Online British adults aged 18-75, 31 October – 3 November 2025

Britons are now more likely to say they would prefer to see taxes cut that they personally pay even if it means less spending on public services rather than increase spending on public services

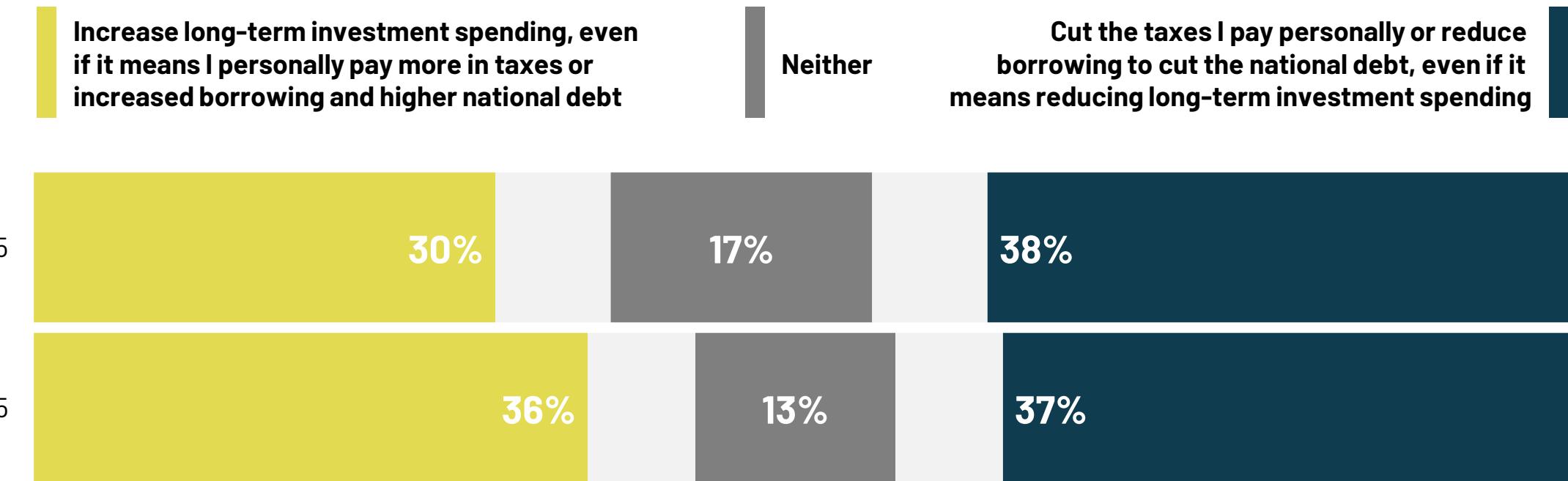
Imagine the Chancellor had the choice between cutting taxes for individuals, meaning you personally pay less tax even if it means spending less on public services, or spending more money on public services, even if it means you personally paying more in taxes. Which of the following would you prefer?



Base: 1,087 Online British adults aged 18-75, 31 October - 3 November 2025

Britons are now more likely to prefer to see taxes that they pay personally or borrowing reduced, rather than increasing long-term investment spending

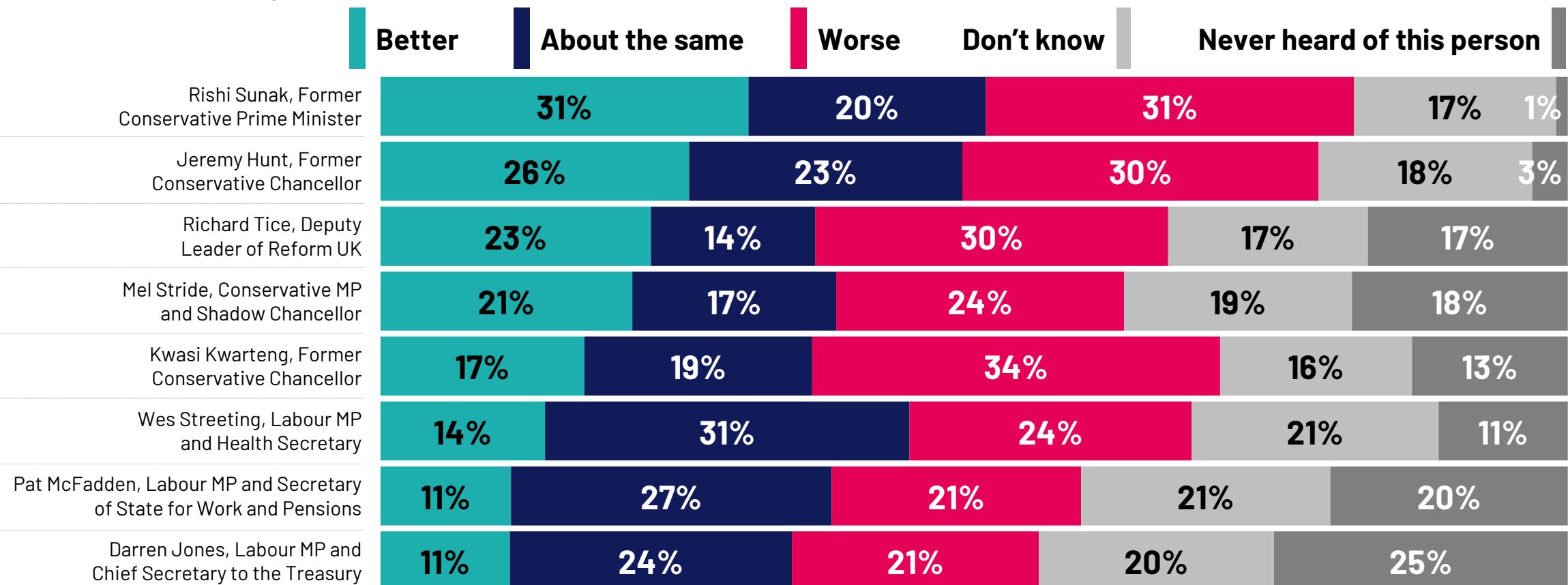
Imagine the Chancellor had the choice between spending more on long-term investment (e.g. buildings and equipment for hospitals or schools or roads or power and energy infrastructure, not day-to-day costs such as staff or pensions) even if that meant increasing taxes you personally pay or borrowing more, 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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Out of a list of former Chancellors and current politicians, the public are split on whether Rishi Sunak would do a better or worse job than Rachel Reeves

Do you think each of the following would currently do a better or worse job as Chancellor of the Exchequer than Rachel Reeves, or would they be about the same?



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For more information

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