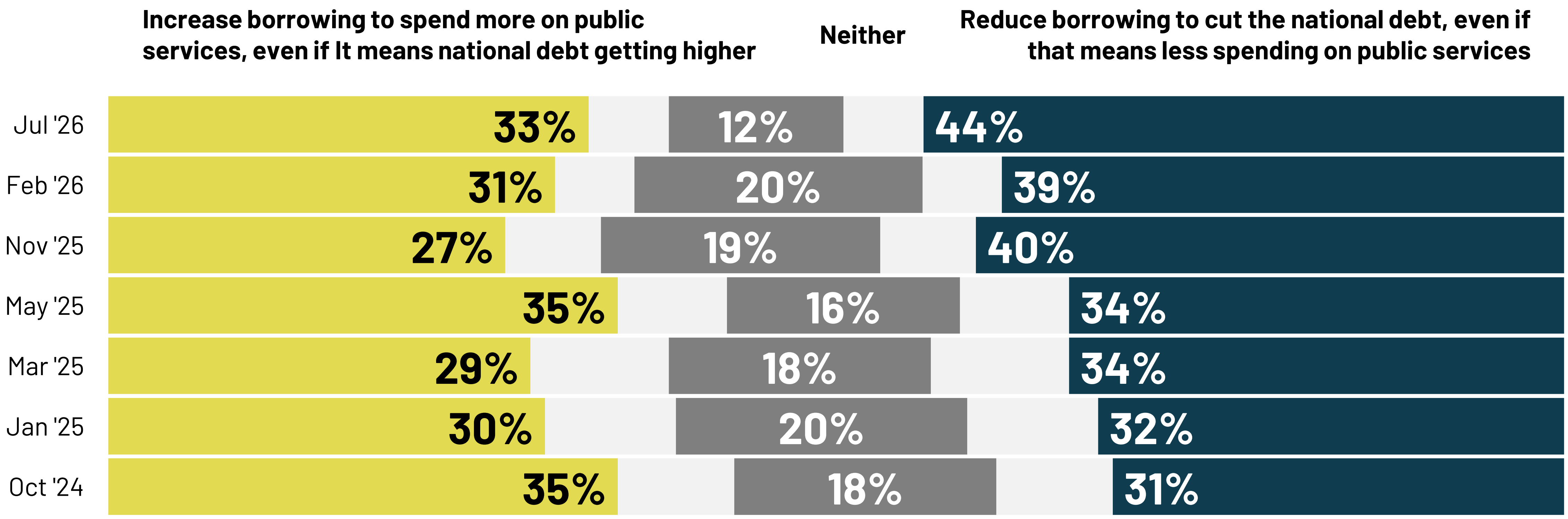
IPSOS UK
Tax polling

July 2026

Britons continue to prefer reducing borrowing to cut the national debt, even if it means less spending on public spending, rather than more borrowing for more spending

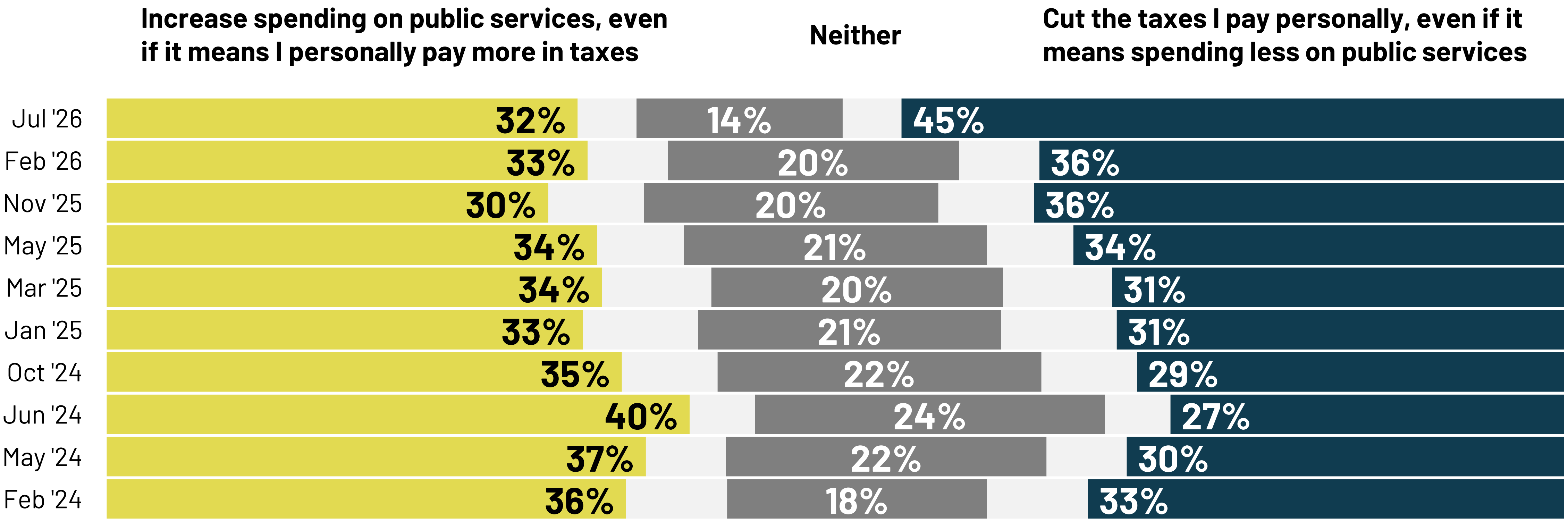
Imagine the Chancellor had the choice between increasing borrowing to spend more on public services, even if it means the national debt gets higher, or reducing borrowing to cut the national debt even if it means less spending on public services. Which of the following would you prefer?



Base: 998 Online British adults aged 18-75, 23rd - 24th July 2026

The share of Britons who would prefer to have their personal taxes cut, even if it means spending less on public services, has grown by 9ppts since February of this year, while support for increased public spending remains constant at around 1 in 3

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?



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Conservative and Reform 2024 voters increasingly favour cutting taxes even if it means spending less on public services

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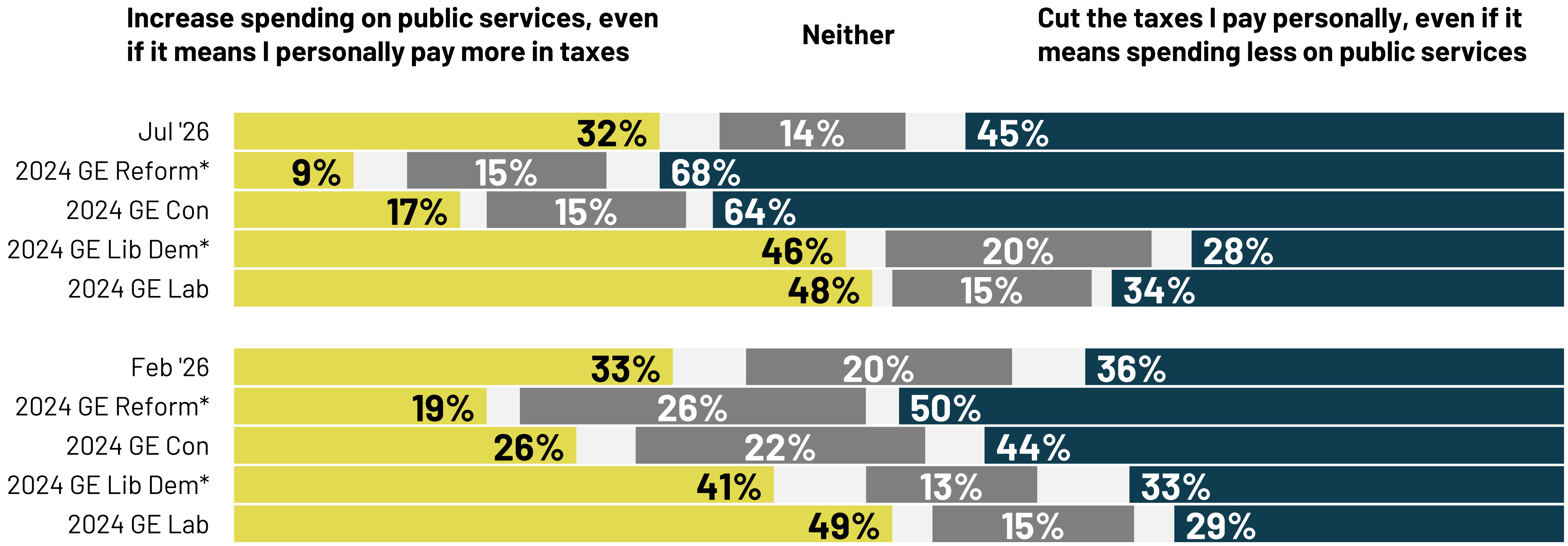
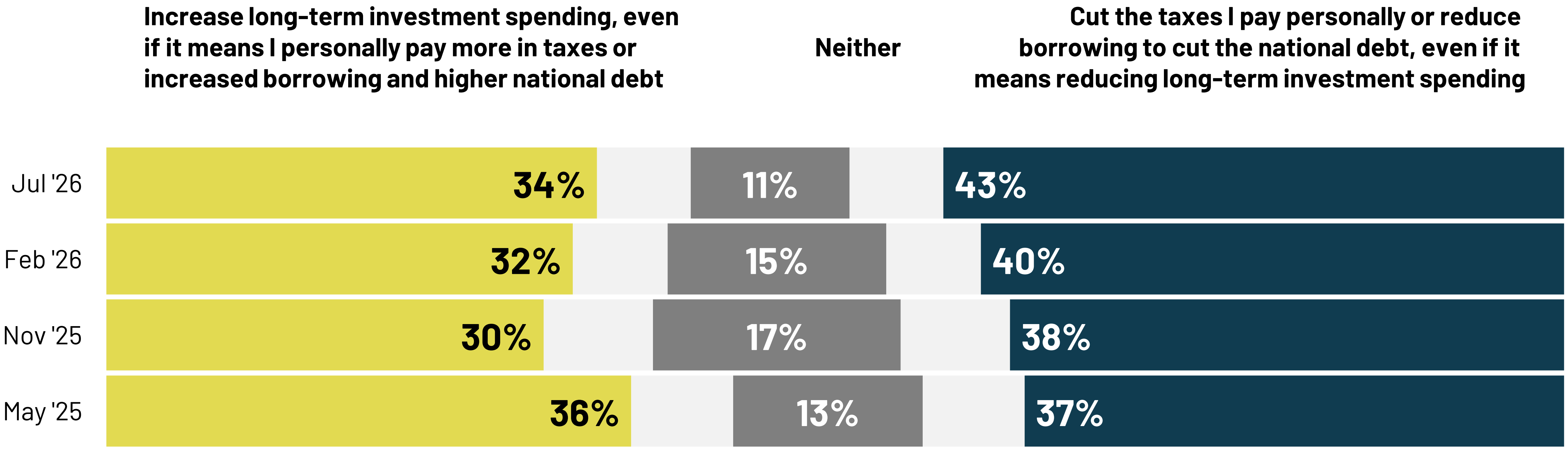


Base: 998 Online British adults aged 18-75, 23rd - 24th July 2026, including 2024 Labour voters (295), Reform UK (91*), Conservative (156) , Liberal Democrats (92*); * Small base

Britons continue to prefer cutting taxes they pay or reducing borrowing to cut the national debt, even if it means reduce long-term investment spending

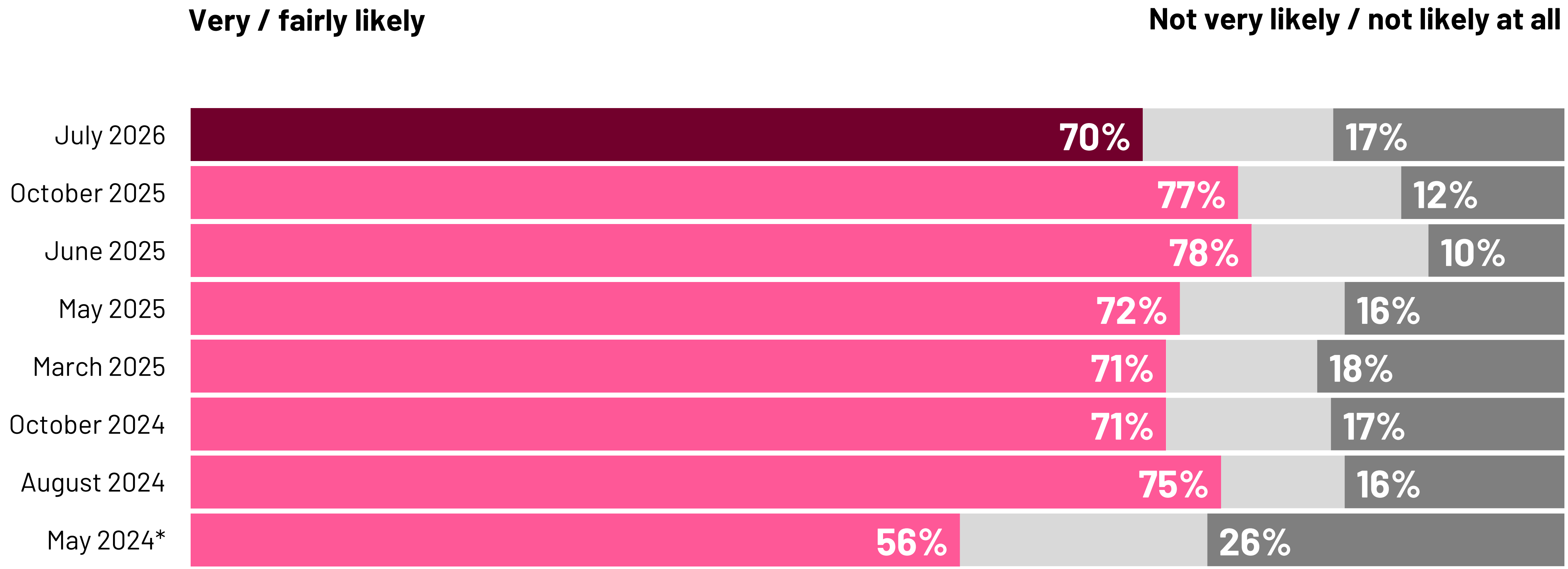
Imagine the Chancellor had the choice between spending more on long-term investment (e.g. buildings and equipment for hospitals or schools or roads or power and energy infrastructure, not day-to-day costs such as staff or pensions) even if that meant increasing taxes you personally pay or borrowing more,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



Base: 998 Online British adults aged 18-75, 23rd - 24th July 2026

7 in 10 Britons think it is likely that Labour will increase taxes over the next year, a fall of 7ppts since October 2025

How likely, if at all, do you think the Labour party will increase the taxes that you personally pay over the next year?



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