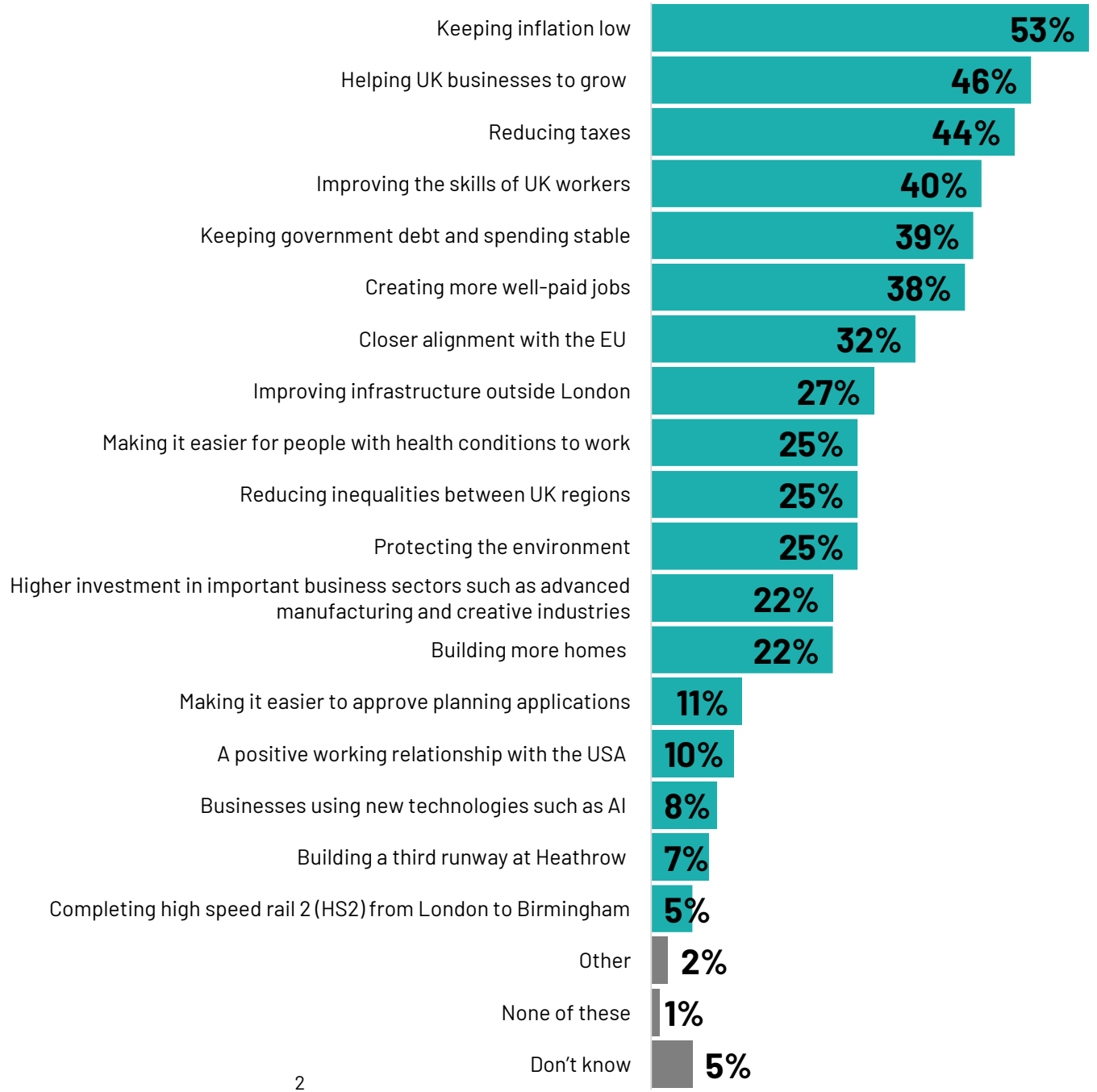
Economy Polling

October 2026



Half of Britons think keeping inflation low is most important for growing the UK economy

Thinking about the following, which would you say are the most important for growing the UK economy?

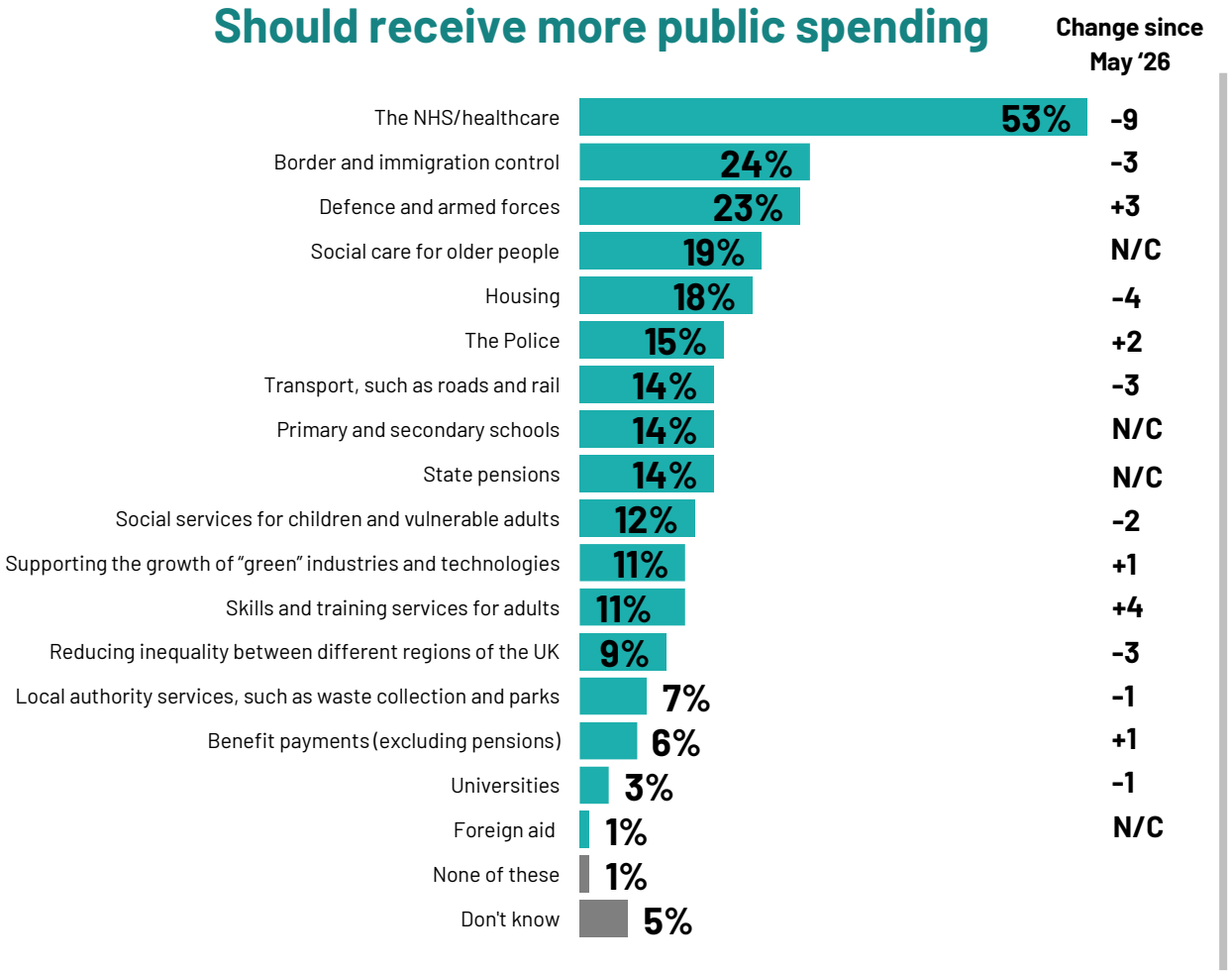


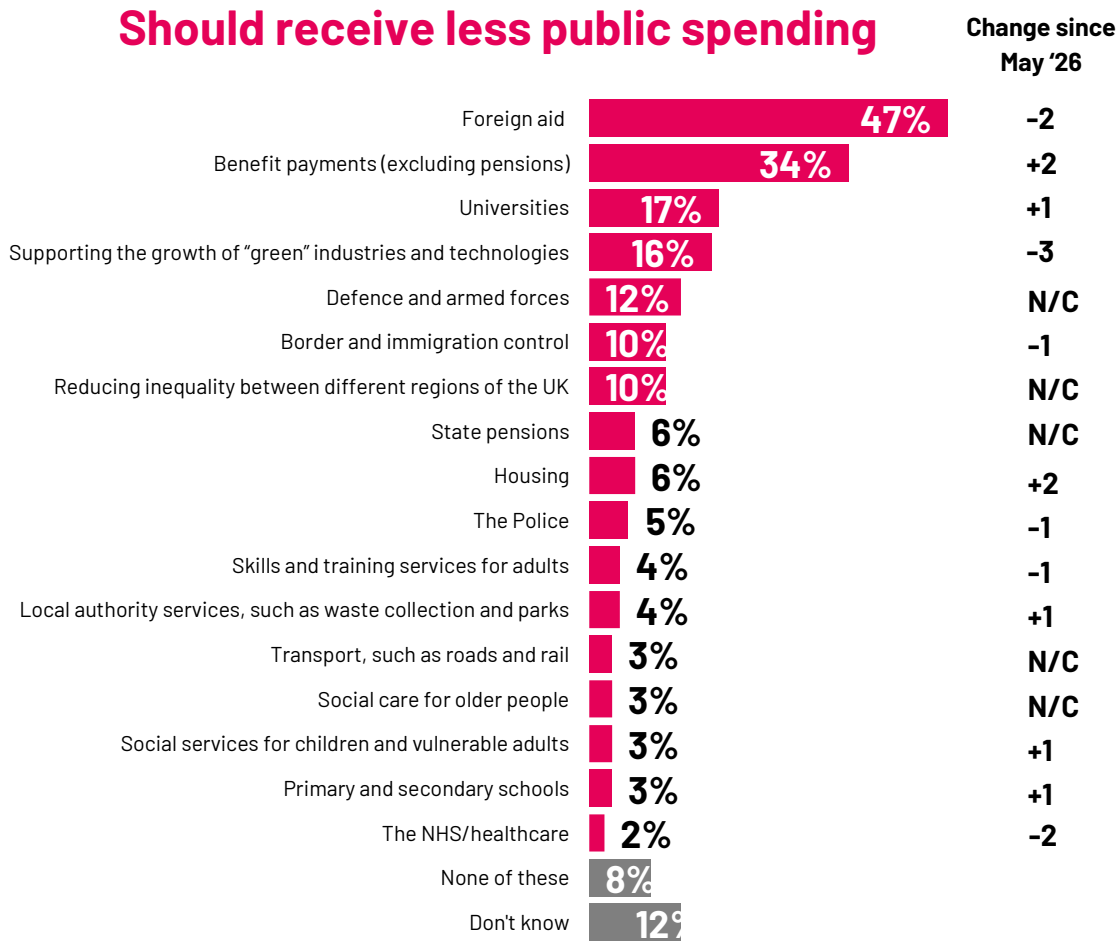
Base: 1,082 Online British adults aged 18-75, 16 – 20 October 2026

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Half of Britons think the NHS/ healthcare should be prioritised to receive more public spending, whilst nearly half think foreign aid should receive 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?





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Labour and Conservative voters are more likely to prioritise spending on the NHS, while Reform UK voters, and to some extend Conservative voters, are focused on border and immigration control

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 – top 5 priorities by 2024 General Election vote

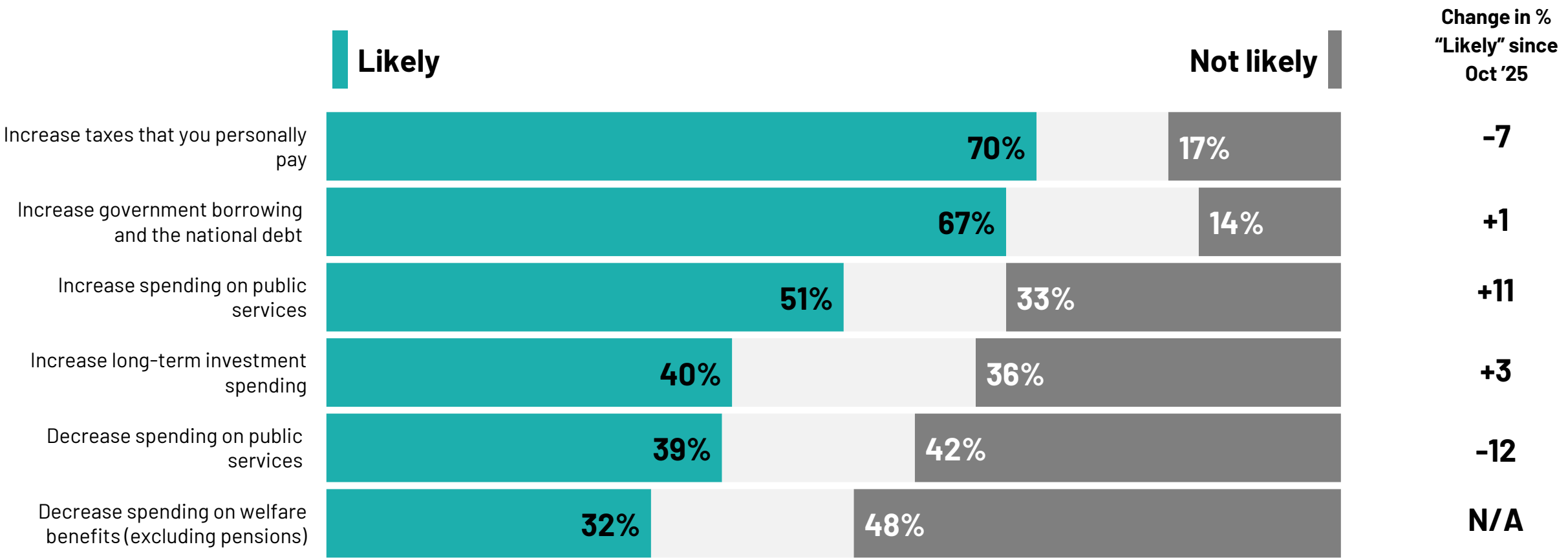
Labour	Conservative	Reform UK
NHS/Healthcare 63%	NHS/Healthcare 53%	Border and immigration control 55%
Social care for older people 24%	Border and immigration control 39%	NHS/Healthcare 37%
Housing 22%	Defence and armed forces 37%	Defence and armed forces 34%
Defence and armed forces 19%	Social care for older people 17%	Police 22%
Primary and secondary education 19%	State pensions 16%	State pensions, Transport such as roads and rail 21%

Base: 1,082 Online British adults aged 18-75 including 2024 Labour voters (324), Conservative voters (142), Reform UK voters (112), 16 – 20 October 2026

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7 in 10 Britons think it is likely that Labour will increase taxes that they personally pay over the next year

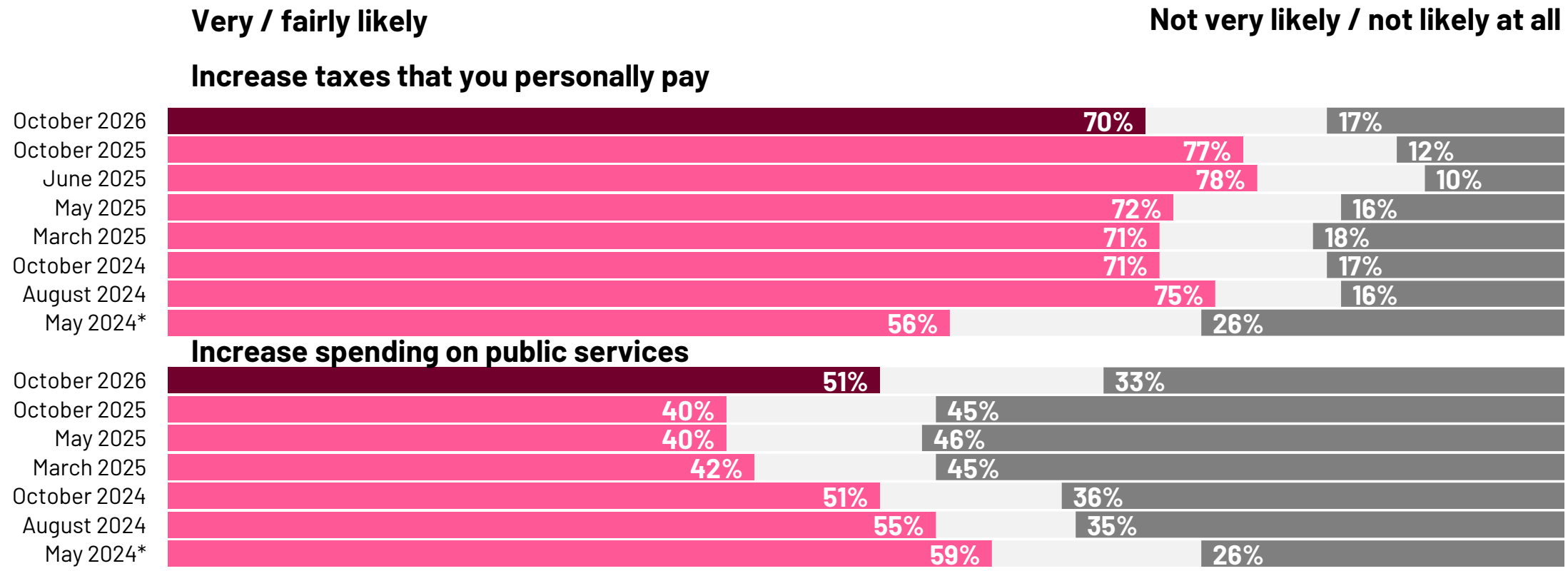
How likely, if at all, do you think the Labour party will be to do each of the following over the next year?



Base: 1,082 Online British adults aged 18-75, 16 – 20 October 2026

Britons continue to think it is likely the Labour party will increase the taxes people personally pay; half now think it is likely they will increase public service spending

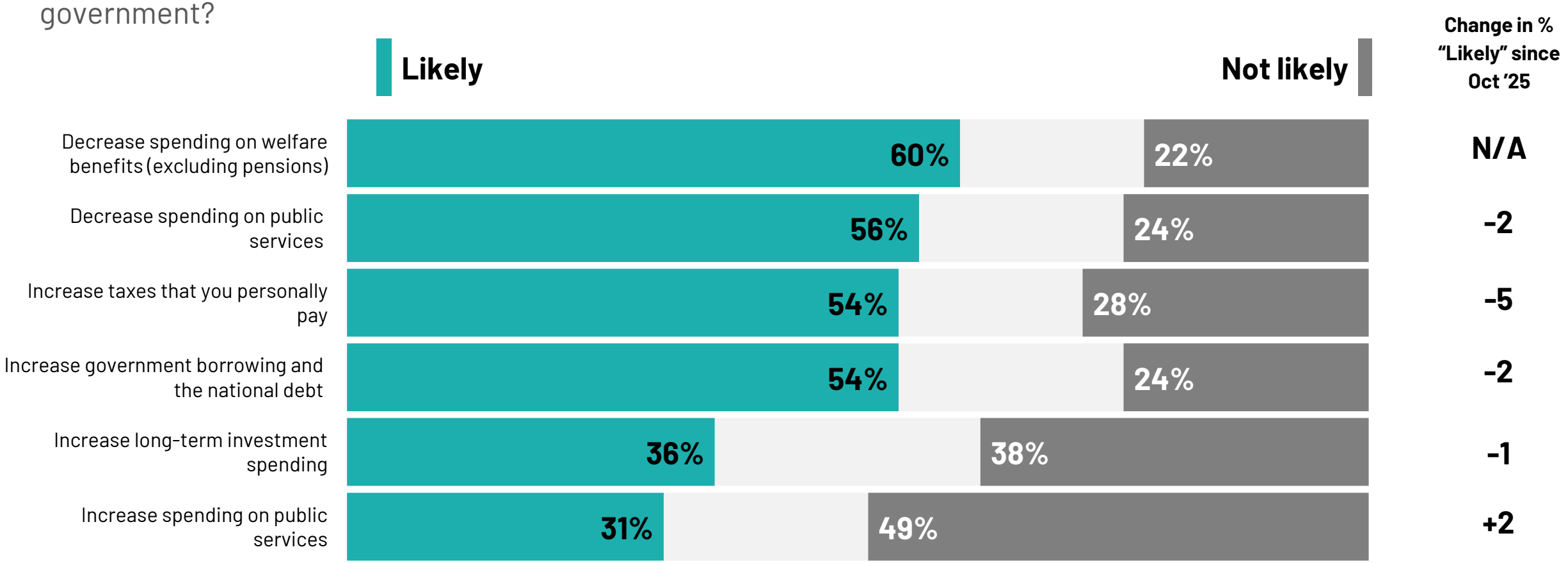
How likely, if at all, do you think the Labour party will be to do each of the following over the next year?



Base: 1,082 Online British adults aged 18-75, 16 – 20 October 2026

Three in five Britons think it likely that if the Conservatives were in government, they would increase taxes and just over half think they would decrease spending on public services

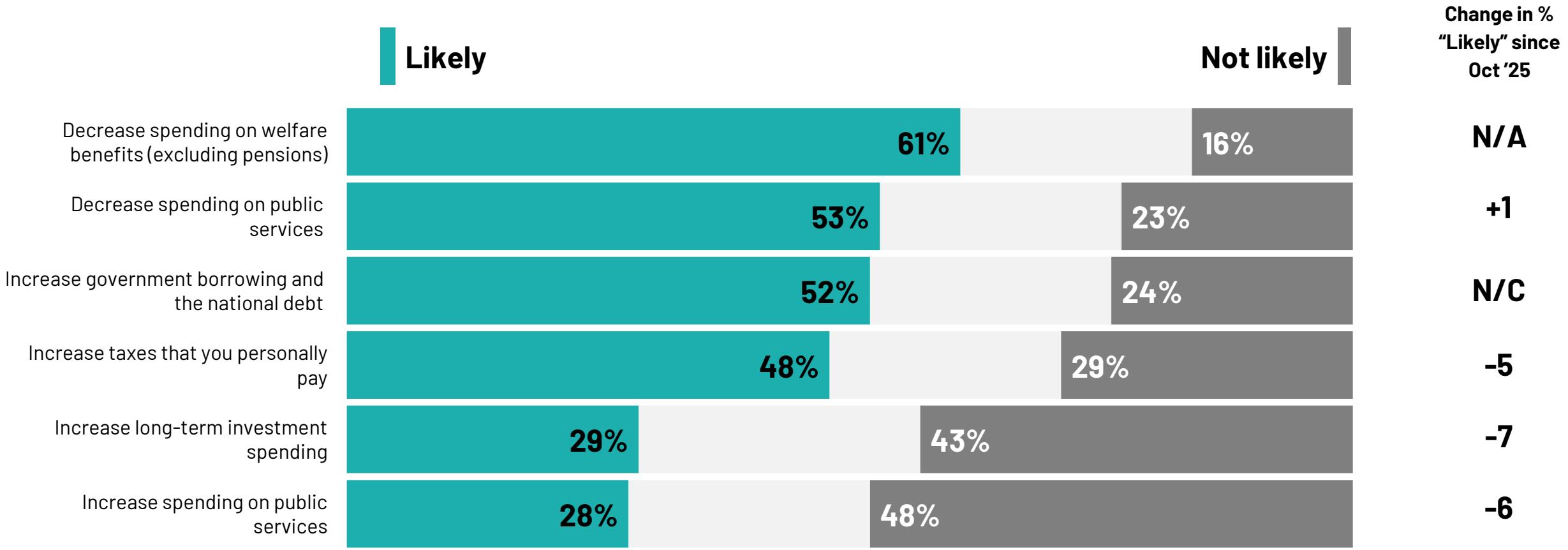
How likely, if at all, do you think the Conservative party would be to do each of the following if they were in government?



Base: 1,082 Online British adults aged 18-75, 16 – 20 October 2026

Three in five think it is likely Reform UK would decrease spending on welfare if they were in government

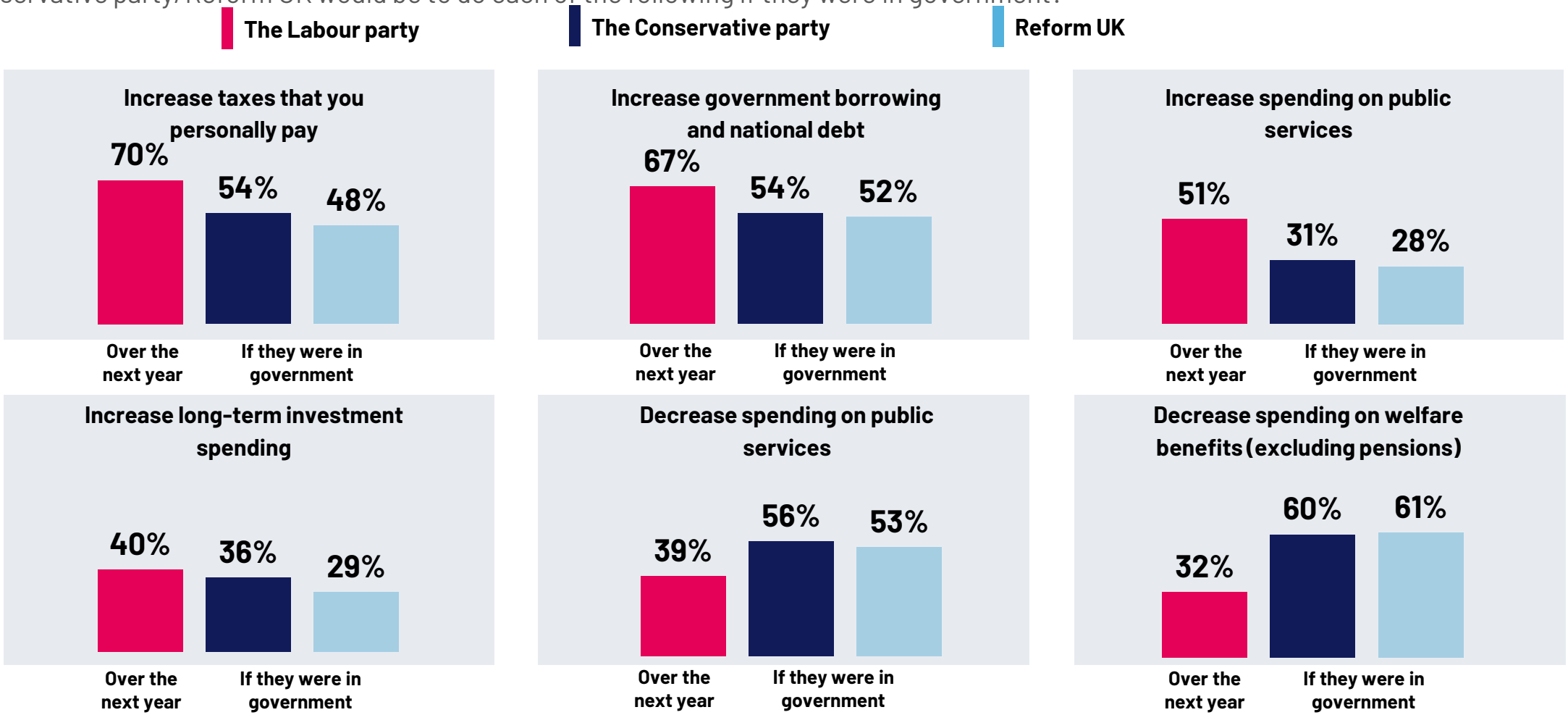
How likely, if at all, do you think Reform UK would be to do each of the following if they were in government?



Base: 1,082 Online British adults aged 18-75, 16 – 20 October 2026

How likely each party is / would be to ...

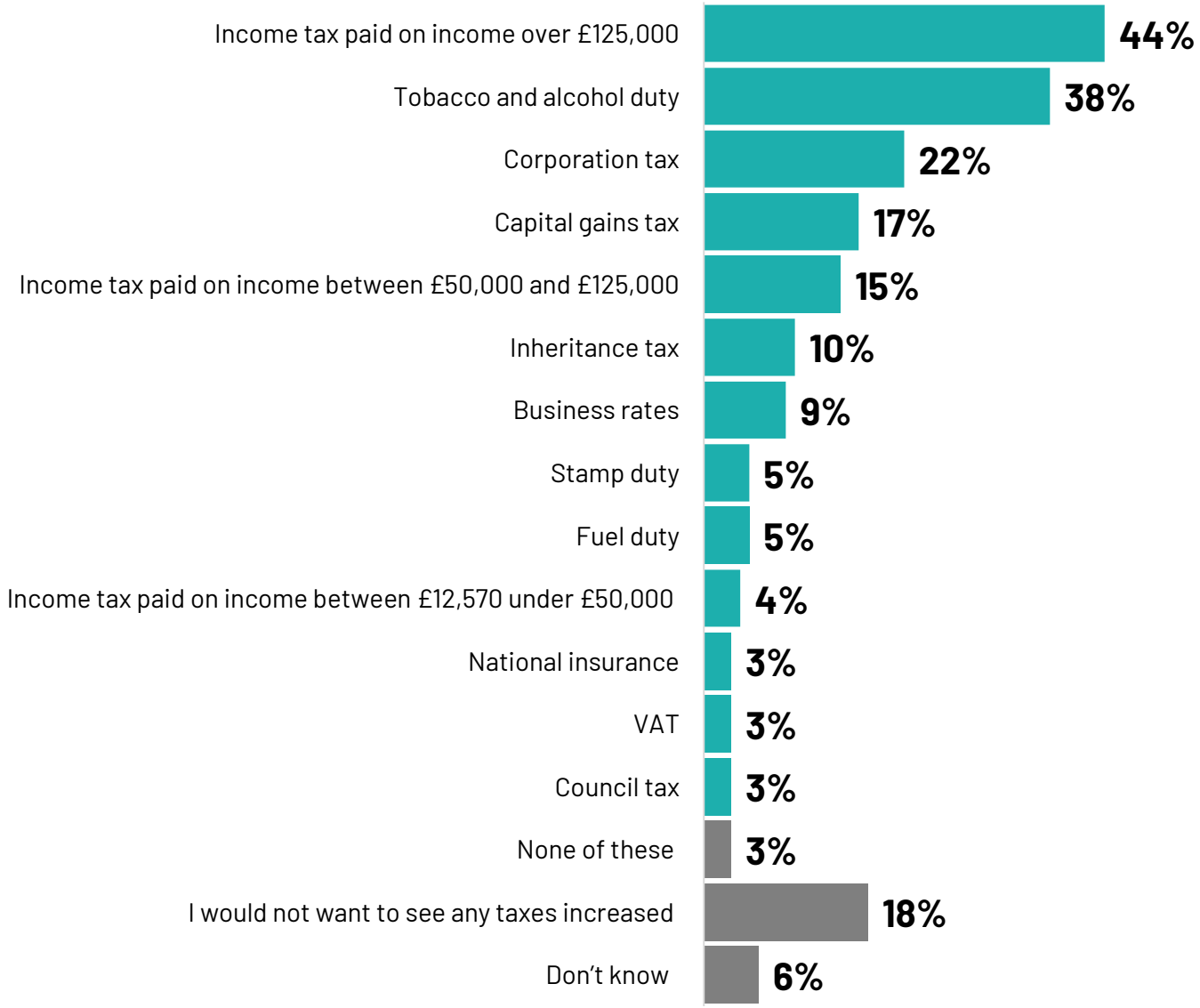
How likely, if at all, do you think the Labour party will be to do each of the following over the next year? How likely, if at all, do you think the Conservative party/Reform UK would be to do each of the following if they were in government?



Base: 1,082 Online British adults aged 18-75, 16 – 20 October 2026

If the government decided to raise taxes, two in five Britons would prefer to see income tax on incomes over £125,000 raised

Imagine that the government has decided to raise taxes. Which, if any, of the following types of tax would you prefer to see increased in this scenario? Please choose up to three from the list below.

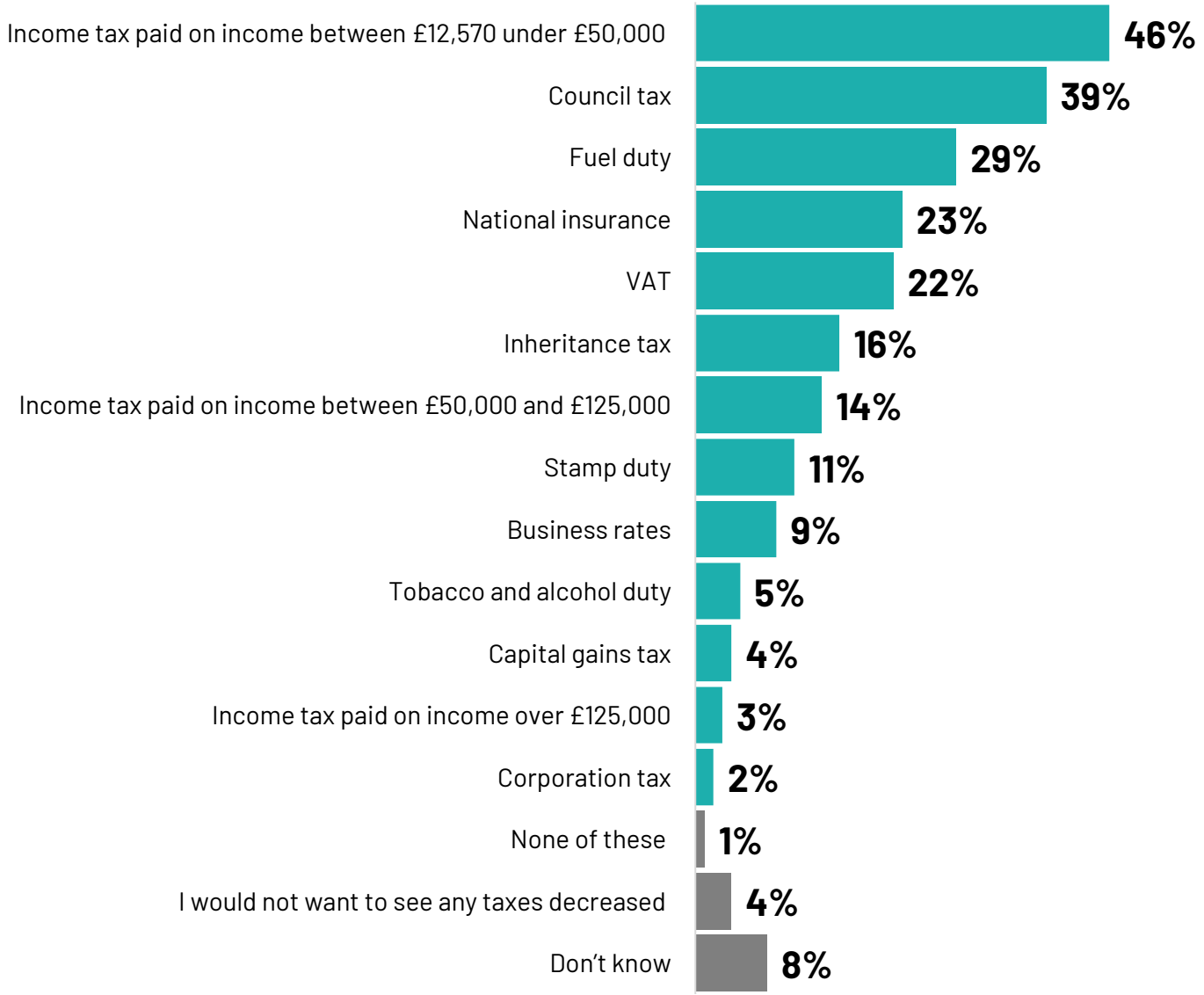


Base: 1,082 Online British adults aged 18-75, 16 – 20 October 2026

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If the government decided to cut taxes, nearly half of Britons would prefer to see income tax on incomes between £12,570 and £50,000 reduced

Imagine that the government has decided to cut taxes. Which, if any, of the following types of tax would you prefer to see decreased in this scenario? Please choose up to three from the list below.



Base: 1,082 Online British adults aged 18-75, 16 – 20 October 2026

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