

YouGov Survey Results

Sample Size: 2109 GB Adults
Fieldwork: 29th - 30th October 2025

Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	2109	380	542	194	228	114	740	753	1021	1088	221	871	521	496	1198	897	1824	101	183	500	346	255	723
	2109	346	565	216	233	127	826	772	950	1159	156	803	558	592	1235	863	1832	93	184	537	346	208	741
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Before the general election, Labour made promises on what they would do about income tax, VAT and national insurance. From your understanding of what Labour promised, do you think the following changes would or would not break their promise? Please answer each item on whether or not you think it breaks Labour's promises, regardless of whether you support or oppose the particular measure.

Increasing the basic rate of income tax paid on income under £50,270

Would be breaking their promises	69	84	68	70	81	65	71	78	78	60	51	64	75	79	71	67	70	67	61	69	68	64	72
Would NOT be breaking their promises	4	3	6	3	2	3	5	3	5	3	6	4	4	4	4	4	4	2	4	4	5	7	3
Don't know	27	12	26	27	18	32	24	19	18	36	43	33	21	17	25	29	26	31	35	27	27	29	25

Increasing the higher rate of income tax paid on income between £50,270 and £125,140

Would be breaking their promises	45	65	36	40	62	33	40	55	54	36	40	39	50	50	45	44	45	34	41	45	43	46	47
Would NOT be breaking their promises	21	14	33	26	9	30	28	16	22	21	22	22	22	19	23	19	21	23	19	20	23	21	21
Don't know	34	21	31	33	29	37	31	29	25	43	39	39	28	30	32	38	33	43	39	35	34	33	32

Increasing the additional rate of income tax paid on income over £125,140

Would be breaking their promises	34	55	22	32	49	19	29	46	41	27	23	27	40	43	33	35	35	23	30	33	35	35	36
Would NOT be breaking their promises	30	18	46	37	17	46	38	21	32	28	39	33	27	24	34	24	30	28	28	30	31	29	30
Don't know	36	27	33	30	34	35	33	33	27	46	39	39	33	33	33	40	35	49	42	37	34	36	34

Keeping the amount of money you can earn before paying the higher rate of income tax the same, rather than increasing it with inflation

Would be breaking their promises	30	39	23	27	39	27	25	39	34	26	24	25	33	37	28	32	31	20	19	31	31	32	32
Would NOT be breaking their promises	26	29	34	36	20	22	32	23	30	22	26	24	30	24	30	21	26	24	26	26	28	22	27
Don't know	44	32	43	37	41	51	43	39	36	52	50	50	37	38	42	47	43	56	54	43	41	46	42

Increasing the basic rate of income tax, but decreasing national insurance by the same amount

Would be breaking their promises	36	53	29	32	54	26	32	48	45	29	26	29	41	48	37	36	37	27	32	35	39	32	40
Would NOT be breaking their promises	16	12	23	21	11	19	21	10	19	13	22	18	15	12	18	13	16	20	16	18	14	16	16
Don't know	47	36	47	47	34	55	47	41	36	58	52	52	44	40	45	51	47	53	52	47	47	52	44

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		Personal income (£)					
	Total	Under 20k	20-30k	30-40k	40-50k	50-70k	70k+
Weighted Sample	2109	616	342	282	145	144	109
Unweighted Sample	2109	614	345	287	150	145	108
	%	%	%	%	%	%	%

Before the general election, Labour made promises on what they would do about income tax, VAT and national insurance. From your understanding of what Labour promised, do you think the following changes would or would not break their promise? Please answer each item on whether or not you think it breaks Labour's promises, regardless of whether you support or oppose the particular measure.

Increasing the basic rate of income tax paid on income under £50,270

Would be breaking their promises	69	65	73	71	77	76	79
Would NOT be breaking their promises	4	5	3	4	6	4	5
Don't know	27	30	24	25	17	21	15

Increasing the higher rate of income tax paid on income between £50,270 and £125,140

Would be breaking their promises	45	43	41	45	40	58	65
Would NOT be breaking their promises	21	21	25	26	31	20	18
Don't know	34	36	35	30	29	22	17

Increasing the additional rate of income tax paid on income over £125,140

Would be breaking their promises	34	32	34	32	31	38	52
Would NOT be breaking their promises	30	31	30	35	40	38	28
Don't know	36	38	36	33	30	24	20

Keeping the amount of money you can earn before paying the higher rate of income tax the same, rather than increasing it with inflation

Would be breaking their promises	30	30	30	31	30	27	33
Would NOT be breaking their promises	26	25	23	31	39	31	45
Don't know	44	46	47	38	31	43	22

Increasing the basic rate of income tax, but decreasing national insurance by the same amount

Would be breaking their promises	36	36	37	37	37	33	46
Would NOT be breaking their promises	16	16	15	17	26	24	26
Don't know	47	49	48	46	37	43	29

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	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Combining national insurance and income tax into a single tax

Would be breaking their promises	24	36	15	22	38	11	19	33	27	21	16	17	28	34	23	26	24	23	18	23	23	25	26
Would NOT be breaking their promises	24	22	33	31	18	33	29	19	32	17	38	27	22	15	28	19	25	19	24	24	25	23	25
Don't know	52	42	51	46	44	56	52	48	41	62	46	55	50	50	49	55	51	58	58	53	52	52	49

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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	%	%	%	%	%	%	%

Combining national insurance and income tax into a single tax

Would be breaking their promises	24	24	26	24	23	19	28
Would NOT be breaking their promises	24	23	21	32	32	38	40
Don't know	52	53	54	44	46	43	32

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*