YouGov Survey Results

Sample Size: 2112 GB Adults
Fieldwork: 16th - 17th November 2025

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	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
Weighted Sample	**2112**	239	277	192	433	287	380	543	194	228	124	741	754	1022	1090	222	872	522	496	1202	897	1827	101	184	501	346	256	724
Unweighted Sample	**2112**	239	302	212	432	285	340	593	215	258	135	851	746	912	1200	177	753	576	606	1290	814	1814	110	188	498	364	203	749
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Below are some measures that people have suggested the Chancellor may be considering in the budget. All things considered, in each case, please say whether you think the policy would be the right or wrong thing to do at the present time.																												
Increasing the basic rate of income tax by 2p																												
Right thing to do	**20**	26	29	24	12	23	20	22	28	12	22	24	17	22	18	22	16	21	23	22	17	20	20	17	19	16	21	23
Wrong thing to do	**59**	64	50	59	78	47	69	58	49	75	45	55	71	64	54	43	58	61	64	59	59	59	51	60	61	59	55	59
Don't know	**21**	11	21	17	10	31	11	20	24	13	32	21	13	14	28	34	25	18	12	19	24	21	29	23	20	25	23	19
Increasing the basic rate of income tax by 2p but decreasing National Insurance by the same amount																												
Right thing to do	**19**	18	29	24	16	21	16	23	26	16	17	24	15	22	16	19	20	20	17	21	17	19	17	19	20	19	19	19
Wrong thing to do	**43**	57	37	46	58	29	60	39	37	59	33	41	55	46	40	30	36	48	58	45	41	44	39	42	46	44	39	44
Don't know	**38**	25	35	30	26	50	25	38	37	25	50	35	30	31	43	51	44	32	25	34	42	37	45	38	34	37	42	37
Removing the current two-child limit on benefits																												
Right thing to do	**31**	18	43	35	16	56	17	41	34	12	45	37	18	32	29	48	31	27	25	33	27	30	33	34	30	24	37	30
Wrong thing to do	**53**	73	42	52	74	26	73	44	51	76	38	47	71	53	53	33	49	61	61	53	53	54	49	47	54	58	42	56
Don't know	**16**	10	16	13	10	18	10	15	15	12	17	16	11	15	18	19	20	12	13	14	20	16	18	18	15	17	21	14
Increasing taxes on gambling companies																												
Right thing to do	**82**	83	87	90	73	92	79	87	92	71	90	87	77	79	84	86	80	80	84	85	77	82	79	77	82	82	81	83
Wrong thing to do	**9**	10	6	6	16	4	13	5	4	17	3	6	12	12	5	5	9	11	7	7	10	8	9	11	9	7	10	8
Don't know	**10**	7	7	3	11	4	9	8	4	12	8	7	11	9	11	9	11	9	9	8	13	10	12	12	9	11	9	9
Increasing fuel duty																												
Right thing to do	**17**	10	29	27	11	26	10	24	29	8	25	25	10	21	12	19	18	15	15	20	11	17	14	15	19	14	23	15
Wrong thing to do	**63**	83	49	55	81	38	84	54	49	84	42	55	81	65	61	33	56	74	76	59	69	63	63	62	63	67	49	66
Don't know	**21**	7	22	18	7	35	6	22	23	8	33	20	9	14	27	48	26	11	9	21	20	20	23	23	18	19	28	19
Reducing the amount of money people can put into a Cash ISA each year																												
Right thing to do	**9**	5	14	9	9	10	6	11	10	5	9	10	8	12	6	8	9	8	10	9	9	9	15	7	10	9	6	8
Wrong thing to do	**72**	84	65	79	83	68	85	70	74	85	68	72	78	73	72	65	70	76	75	75	68	74	53	68	72	75	72	75
Don't know	**19**	11	21	12	9	21	9	18	16	10	24	18	14	16	22	27	21	16	15	16	23	18	32	24	18	16	22	17

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		Labour switchers			
	Total	Labour 2024, not Labour now	Labour to left defector	Labour to right defector	Labour to WNV/DK
Weighted Sample	2112	314	160	55	94
Unweighted Sample	2112	341	173	58	104
	%	%	%	%	%
Below are some measures that people have suggested the Chancellor may be considering in the budget. All things considered, in each case, please say whether you think the policy would be the right or wrong thing to do at the present time.					
Increasing the basic rate of income tax by 2p					
Right thing to do	**20**	18	23	11	16
Wrong thing to do	**59**	63	56	81	63
Don't know	**21**	19	22	9	21
Increasing the basic rate of income tax by 2p but decreasing National Insurance by the same amount					
Right thing to do	**19**	20	20	16	20
Wrong thing to do	**43**	41	36	60	38
Don't know	**38**	39	44	24	42
Removing the current two-child limit on benefits					
Right thing to do	**31**	38	51	20	26
Wrong thing to do	**53**	46	35	68	51
Don't know	**16**	16	14	11	23
Increasing taxes on gambling companies					
Right thing to do	**82**	87	93	77	84
Wrong thing to do	**9**	4	2	13	2
Don't know	**10**	9	5	11	14
Increasing fuel duty					
Right thing to do	**17**	21	26	17	12
Wrong thing to do	**63**	58	52	81	56
Don't know	**21**	21	22	1	32
Reducing the amount of money people can put into a Cash ISA each year					
Right thing to do	**9**	9	10	12	6
Wrong thing to do	**72**	75	77	81	68
Don't know	**19**	16	13	7	26

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		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	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
Weighted Sample	**2112**	239	277	192	433	287	380	543	194	228	124	741	754	1022	1090	222	872	522	496	1202	897	1827	101	184	501	346	256	724
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Introducing a pay-per-mile tax for electric vehicles																												
Right thing to do	**30**	39	30	31	38	19	38	28	31	37	19	28	38	35	25	16	23	32	44	29	31	30	28	30	27	34	24	32
Wrong thing to do	**47**	43	48	50	49	51	46	51	46	47	46	49	45	50	44	51	51	48	36	49	44	47	40	51	50	40	51	46
Don't know	**24**	17	22	19	13	30	16	21	23	16	35	23	18	16	31	32	26	20	19	22	25	24	32	19	22	26	26	22
Introducing new taxes on the most expensive houses																												
Right thing to do	**60**	47	77	74	46	78	41	76	69	42	75	68	52	63	58	64	64	60	53	64	56	60	67	59	63	60	58	58
Wrong thing to do	**22**	37	10	15	40	9	43	12	14	40	11	17	32	23	22	16	18	23	31	22	22	23	13	20	20	23	23	25
Don't know	**18**	16	13	11	14	13	16	13	17	18	14	16	16	15	20	20	18	17	16	14	22	17	20	20	18	17	19	17
Removing VAT from energy bills																												
Right thing to do	**76**	81	72	74	87	71	81	75	73	87	74	73	85	77	75	62	73	79	86	74	80	76	75	77	80	76	72	75
Wrong thing to do	**9**	13	14	12	5	9	10	11	13	6	10	13	6	12	7	11	10	10	7	12	6	9	6	10	8	9	13	9
Don't know	**14**	6	15	14	8	20	8	14	14	6	16	15	8	10	18	27	18	11	7	15	14	14	19	13	11	15	15	16
Subsidising companies to offer jobs to young unemployed people																												
Right thing to do	**60**	58	69	72	60	61	60	68	63	57	62	61	59	59	61	70	57	59	62	62	56	60	57	57	63	57	60	60
Wrong thing to do	**19**	23	16	18	26	18	24	16	18	25	19	19	23	24	15	9	21	20	19	19	19	19	14	22	19	18	21	20
Don't know	**21**	19	15	11	14	21	16	16	20	17	19	20	18	17	25	21	22	21	20	18	25	21	29	21	18	25	19	21
Removing the cost of environmental policies from utility bills and funding them from taxation instead																												
Right thing to do	**38**	47	41	42	46	36	46	39	37	43	35	38	45	43	34	33	31	42	51	38	39	38	35	41	39	38	35	39
Wrong thing to do	**22**	24	26	24	23	23	22	23	21	25	22	25	19	26	18	24	24	22	16	25	17	22	20	19	24	20	23	22
Don't know	**40**	29	33	34	32	42	32	37	42	32	43	38	35	31	47	43	45	36	33	37	44	39	45	39	37	42	42	39
Keeping the amount people can earn before paying the higher rate of income tax the same, rather than increasing it with inflation																												
Right thing to do	**34**	35	44	40	36	27	37	36	32	32	26	36	34	34	34	28	32	37	35	34	34	34	36	33	38	30	36	31
Wrong thing to do	**43**	51	40	45	49	45	52	42	49	45	42	44	48	48	39	41	42	43	48	48	37	44	40	44	38	47	41	46
Don't know	**23**	13	16	15	14	29	11	22	19	23	32	20	18	18	27	31	26	19	18	19	29	23	24	24	23	23	22	22
Keeping the amount people can earn before paying any income tax the same, rather than increasing it with inflation																												
Right thing to do	**30**	27	35	31	34	21	30	32	27	34	27	29	31	30	30	24	31	32	28	30	30	30	35	31	31	27	36	28
Wrong thing to do	**51**	62	48	56	57	54	60	50	58	52	48	53	56	55	47	46	46	53	59	55	45	51	44	49	50	52	48	53
Don't know	**19**	10	17	13	9	25	10	18	15	15	25	17	13	15	23	30	23	15	12	15	24	19	21	20	19	20	16	19

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Weighted Sample	2112	314	160	55	94
Unweighted Sample	2112	341	173	58	104
	%	%	%	%	%
Introducing a pay-per-mile tax for electric vehicles					
Right thing to do	**30**	25	22	30	25
Wrong thing to do	**47**	52	56	61	39
Don't know	**24**	23	21	9	36
Introducing new taxes on the most expensive houses					
Right thing to do	**60**	74	84	63	63
Wrong thing to do	**22**	12	8	26	11
Don't know	**18**	14	8	11	26
Removing VAT from energy bills					
Right thing to do	**76**	78	78	93	69
Wrong thing to do	**9**	7	9	5	6
Don't know	**14**	15	13	2	25
Subsidising companies to offer jobs to young unemployed people					
Right thing to do	**60**	65	69	66	58
Wrong thing to do	**19**	17	16	24	13
Don't know	**21**	19	16	10	29
Removing the cost of environmental policies from utility bills and funding them from taxation instead					
Right thing to do	**38**	39	38	53	32
Wrong thing to do	**22**	20	24	21	15
Don't know	**40**	41	39	27	54
Keeping the amount people can earn before paying the higher rate of income tax the same, rather than increasing it with inflation					
Right thing to do	**34**	31	35	37	22
Wrong thing to do	**43**	43	42	50	41
Don't know	**23**	26	23	13	37
Keeping the amount people can earn before paying any income tax the same, rather than increasing it with inflation					
Right thing to do	**30**	29	28	32	30
Wrong thing to do	**51**	51	51	62	46
Don't know	**19**	20	21	6	24

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
And regardless of whether or not you support them, do you think the Chancellor WILL or WILL NOT do each of these things in the budget?																												
Increasing the basic rate of income tax by 2p																												
Probably will do	**38**	37	32	32	47	41	38	35	26	47	45	32	44	33	43	35	43	37	33	36	41	39	31	33	38	39	43	39
Probably will not do	**35**	46	42	47	38	29	48	37	45	35	25	42	36	45	26	29	27	40	49	38	31	34	30	47	37	34	25	36
Don't know	**26**	16	27	20	15	30	14	28	29	18	30	25	20	22	31	35	31	23	19	26	27	26	39	19	25	27	32	25
Increasing the basic rate of income tax by 2p but decreasing National Insurance by the same amount																												
Probably will do	**28**	30	25	26	34	29	32	25	23	34	30	26	30	26	29	28	28	27	27	27	28	28	26	23	27	30	30	28
Probably will not do	**37**	48	43	43	43	29	46	39	42	40	24	40	39	44	30	27	31	42	45	38	35	36	30	43	40	34	30	37
Don't know	**36**	22	31	31	23	43	23	36	35	26	47	33	31	30	41	45	41	31	28	34	37	35	43	34	33	37	40	35
Removing the current two-child limit on benefits																												
Probably will do	**45**	65	46	49	62	30	65	45	48	64	28	46	59	48	43	21	38	56	59	48	42	46	50	36	50	47	40	45
Probably will not do	**29**	24	29	30	23	41	22	30	24	21	43	29	21	29	30	50	32	24	22	28	31	29	16	42	28	27	30	30
Don't know	**25**	11	25	21	16	29	13	26	27	16	29	24	20	22	28	29	30	20	20	24	26	25	34	22	22	26	30	25
Increasing taxes on gambling companies																												
Probably will do	**51**	64	58	52	64	39	64	53	49	60	40	54	59	57	45	32	45	58	61	51	51	51	40	53	54	53	48	50
Probably will not do	**24**	23	21	25	21	34	22	24	22	21	34	24	19	23	25	40	25	22	19	25	23	24	23	27	25	22	25	24
Don't know	**25**	12	21	23	15	27	14	23	29	19	26	22	21	20	30	28	30	20	20	24	26	25	37	20	21	25	27	26
Increasing fuel duty																												
Probably will do	**58**	71	50	55	76	43	74	54	50	71	45	56	70	60	56	35	54	69	65	56	61	58	52	62	58	63	51	59
Probably will not do	**15**	16	22	18	11	19	15	17	19	12	19	18	13	18	12	21	13	14	18	17	13	15	12	17	18	11	18	14
Don't know	**27**	12	28	27	12	37	12	28	31	17	36	26	18	21	32	44	33	18	18	27	26	27	36	22	24	26	31	28
Reducing the amount of money people can put into a Cash ISA each year																												
Probably will do	**52**	67	48	54	66	47	67	51	51	64	47	53	59	55	50	43	49	56	59	54	50	52	46	53	53	51	50	53
Probably will not do	**18**	18	23	17	14	21	17	19	18	12	23	19	17	20	17	22	17	19	19	19	17	18	16	21	21	18	19	16
Don't know	**30**	15	29	29	20	32	16	30	31	24	30	28	24	25	34	35	35	25	23	27	33	29	37	26	26	31	31	30
Introducing a pay-per-mile tax for electric vehicles																												
Probably will do	**48**	57	45	46	64	38	62	48	44	59	33	47	58	51	45	32	44	55	55	46	51	48	47	49	49	49	44	49
Probably will not do	**22**	24	25	24	18	24	20	22	23	20	25	24	18	23	21	30	20	21	21	23	19	22	14	26	23	19	23	22
Don't know	**30**	19	30	30	18	37	19	30	33	21	41	29	24	26	34	38	36	24	24	31	30	30	39	25	28	31	33	30
Introducing new taxes on the most expensive houses																												
Probably will do	**50**	69	50	47	69	29	73	46	44	64	30	50	61	54	46	35	44	56	60	51	49	51	39	46	51	52	49	51
Probably will not do	**26**	21	28	30	15	41	15	29	29	18	42	28	19	25	26	37	28	22	21	27	24	25	24	36	28	23	22	25
Don't know	**24**	10	23	23	15	30	12	25	27	18	28	22	20	20	28	28	29	21	19	23	27	24	36	17	22	25	29	25

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And regardless of whether or not you support them, do you think the Chancellor WILL or WILL NOT do each of these things in the budget?					
Increasing the basic rate of income tax by 2p					
Probably will do	**38**	37	33	50	37
Probably will not do	**35**	35	39	43	24
Don't know	**26**	27	28	7	39
Increasing the basic rate of income tax by 2p but decreasing National Insurance by the same amount					
Probably will do	**28**	26	27	23	26
Probably will not do	**37**	38	36	59	27
Don't know	**36**	36	37	18	47
Removing the current two-child limit on benefits					
Probably will do	**45**	42	41	57	34
Probably will not do	**29**	31	32	34	27
Don't know	**25**	27	28	9	38
Increasing taxes on gambling companies					
Probably will do	**51**	49	45	75	41
Probably will not do	**24**	26	31	21	21
Don't know	**25**	25	25	5	38
Increasing fuel duty					
Probably will do	**58**	57	53	81	49
Probably will not do	**15**	14	17	12	12
Don't know	**27**	29	31	7	39
Reducing the amount of money people can put into a Cash ISA each year					
Probably will do	**52**	52	50	68	44
Probably will not do	**18**	17	18	21	14
Don't know	**30**	30	32	11	42
Introducing a pay-per-mile tax for electric vehicles					
Probably will do	**48**	48	38	83	43
Probably will not do	**22**	20	26	12	14
Don't know	**30**	32	36	5	43
Introducing new taxes on the most expensive houses					
Probably will do	**50**	42	37	60	41
Probably will not do	**26**	29	32	30	23
Don't know	**24**	28	31	10	35

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Removing VAT from energy bills																												
Probably will do	**8**	9	13	6	7	10	8	11	6	7	8	9	6	10	6	8	8	9	7	9	7	8	7	7	9	7	12	7
Probably will not do	**65**	80	57	67	76	57	76	61	61	76	61	63	75	67	65	56	59	70	76	64	67	65	57	71	68	66	58	66
Don't know	**27**	11	30	27	17	33	16	28	33	17	31	27	19	23	30	36	33	21	18	27	26	27	36	22	23	28	30	27
Subsidising companies to offer jobs to young unemployed people																												
Probably will do	**29**	36	35	34	31	26	34	32	31	33	26	32	32	30	27	21	29	32	29	31	27	29	25	25	32	25	27	30
Probably will not do	**38**	42	34	41	41	40	41	37	39	38	42	36	36	41	35	50	33	39	40	38	38	38	31	46	36	38	36	39
Don't know	**33**	22	32	25	28	34	25	32	30	29	33	32	33	29	38	29	38	29	32	32	35	33	44	29	32	37	37	31
Removing the cost of environmental policies from utility bills and funding them from taxation instead																												
Probably will do	**13**	14	16	16	15	10	13	14	15	16	12	15	12	14	12	13	16	11	11	14	13	14	10	10	13	10	17	15
Probably will not do	**49**	59	48	52	57	44	58	46	47	55	43	49	55	53	44	42	41	56	59	50	48	48	42	56	53	50	41	47
Don't know	**38**	27	36	32	27	46	28	40	38	29	45	36	33	32	43	45	43	33	31	37	40	38	48	34	34	40	42	38
Keeping the amount people can earn before paying the higher rate of income tax the same, rather than increasing it with inflation																												
Probably will do	**45**	60	46	54	51	40	55	47	52	49	40	51	47	53	38	41	40	50	50	49	40	45	30	49	42	43	47	49
Probably will not do	**25**	22	25	22	29	24	28	23	18	23	24	22	26	23	26	22	23	26	26	23	27	24	27	25	28	25	23	22
Don't know	**30**	18	29	24	20	36	17	30	29	28	36	27	27	25	36	37	37	24	23	28	34	30	43	26	30	32	30	30
Keeping the amount people can earn before paying any income tax the same, rather than increasing it with inflation																												
Probably will do	**47**	61	53	53	52	41	59	49	53	54	40	54	50	53	41	34	43	55	53	51	42	47	35	50	46	46	44	50
Probably will not do	**23**	23	18	22	28	24	23	20	17	23	29	20	25	23	23	26	22	22	24	21	25	23	18	24	25	23	24	22
Don't know	**30**	16	29	26	19	35	17	31	30	23	31	26	25	24	35	40	35	23	23	27	33	29	47	26	29	31	31	28

**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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Sample Size: 2112 GB Adults
Fieldwork: 16th - 17th November 2025

		Labour switchers			
	Total	Labour 2024, not Labour now	Labour to left defector	Labour to right defector	Labour to WNV/DK
Weighted Sample	2112	314	160	55	94
Unweighted Sample	2112	341	173	58	104
	%	%	%	%	%
Removing VAT from energy bills					
Probably will do	**8**	9	11	12	5
Probably will not do	**65**	63	58	82	58
Don't know	**27**	28	31	6	36
Subsidising companies to offer jobs to young unemployed people					
Probably will do	**29**	30	30	37	25
Probably will not do	**38**	38	37	47	32
Don't know	**33**	32	32	16	43
Removing the cost of environmental policies from utility bills and funding them from taxation instead					
Probably will do	**13**	12	9	23	12
Probably will not do	**49**	45	47	58	34
Don't know	**38**	42	44	19	54
Keeping the amount people can earn before paying the higher rate of income tax the same, rather than increasing it with inflation					
Probably will do	**45**	47	45	66	38
Probably will not do	**25**	22	24	22	20
Don't know	**30**	31	31	11	42
Keeping the amount people can earn before paying any income tax the same, rather than increasing it with inflation					
Probably will do	**47**	45	47	48	40
Probably will not do	**23**	22	20	38	18
Don't know	**30**	33	34	14	42

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