



More in
Common

Let's do the Doom Loop again

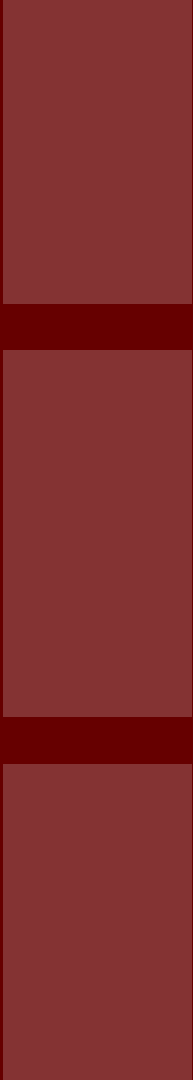
Britons and the Budget

Deja vu

In October 2024, More in Common published [Doom Loop](#), a report on public opinion on the economy ahead of the Autumn Budget. That study set out the scale of the challenges facing the new government as it prepared for its first fiscal event. It argued that Labour had misread the public mood, and risked deepening people's sense of dread unless it could tell a more positive story.

On the eve of the government's second Budget, the doom loop feels deeper still. Most Britons now think the UK is in a recession, and although the cost of living crisis may no longer dominate the headlines, the public feels its impact more sharply than ever. Nearly three in five Britons worry it may never end.

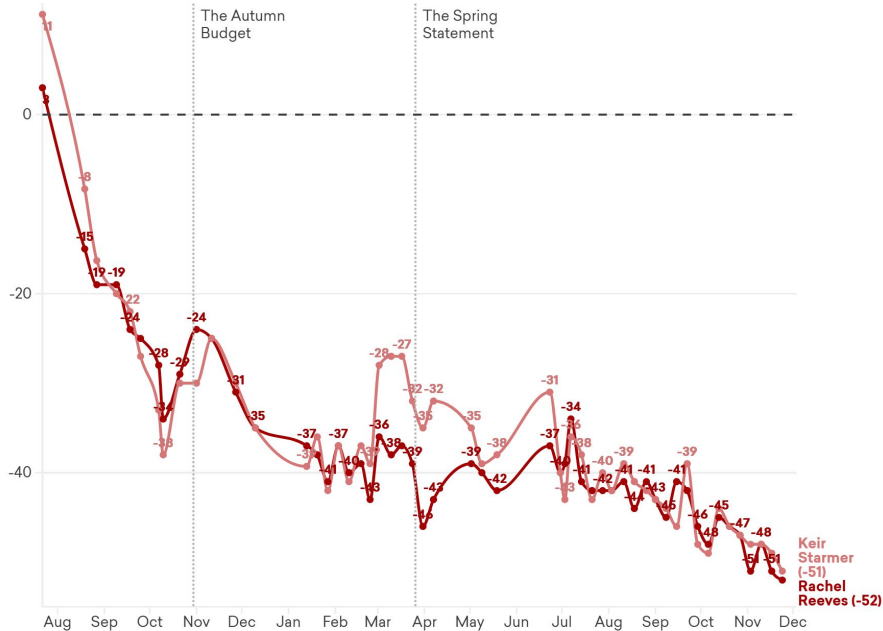
In this bleak economic context, people recognise the severity of the task facing the Chancellor. Yet the chaos of recent weeks, unpopular decisions over the past year and a failure to communicate a positive message about what this is all for has undermined confidence in the government.



The public mood

The state of play: the PM and Chancellor hit a new low approval

Approval: Rachel Reeves and Keir Starmer
Net approval rating



Source: More in Common • Proportion who think each person is doing a "somewhat good" or "very good" job, minus those who think they are doing a "somewhat bad" or "very bad" job
Last fieldwork: 22 - 24 November 2025

On the week of the budget, the Prime Minister and the Chancellor have both hit an all-time-low in their net approval ratings.

The Prime Minister's approval rating has fallen to -51 for the first time: 68 per cent of Britons think that Keir Starmer is doing a bad job, compared to just 17 per cent who think he is doing a good job.

Meanwhile the Chancellor's approval rating is at -52, also the lowest More in Common has recorded for her. Rachel Reeves' falling approval rating tends to coincide with fiscal events: it fell to a previous low ahead of last year's Budget, and again ahead of the Spring Statement.

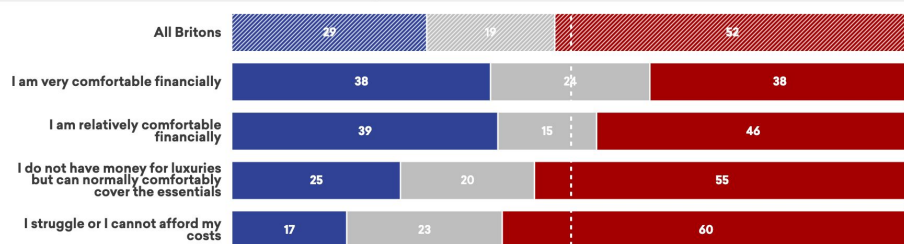
Most think the UK is in a recession

Most Britons believe the UK is in a recession

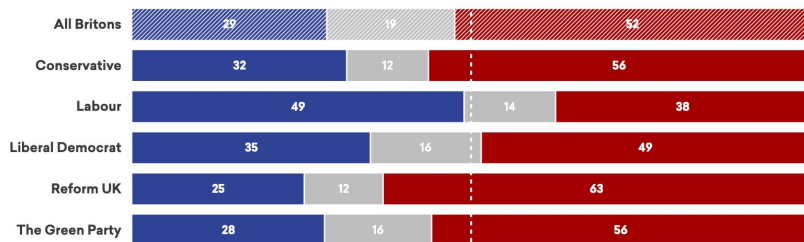
Which of the following comes closest to your view?

● The UK is NOT currently in a recession ● Don't know ● The UK is currently in a recession

By financial comfort



By voting intention



A majority of Britons (52 per cent) believe that the UK is in a recession, compared to just 29 per cent who believe the UK is not in a recession.

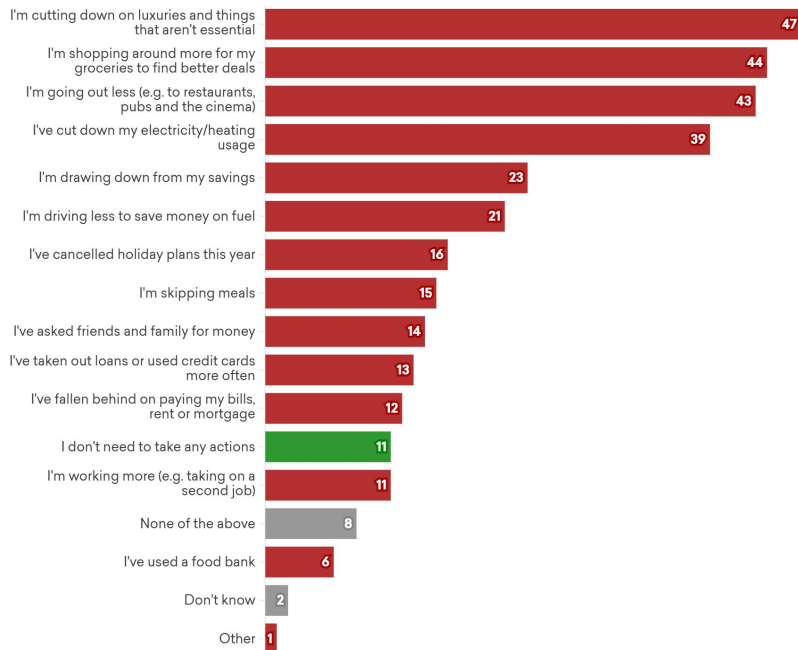
Nearly two-thirds of current Reform voters (63 per cent) believe the UK is in a recession, higher than any other voter group, compared to just 38 per cent of current Labour voters.

Financial wellbeing shapes how Britons see the economy: among those who struggle to make ends meet, three in five (60 per cent) say the UK is in a recession, dropping to 46 per cent of those who describe themselves as relatively comfortable financially.

The cost of living crisis still hitting hard

How are Britons coping with the cost of living crisis?

Which, if any, of the following actions have you taken in recent months? Select any which apply



We are approaching four years since the term 'cost of living crisis' entered our everyday vocabulary. With inflation subdued and the pandemic further behind us, the cost of living no longer garners headlines as it did in 2021.

Yet for the public it remains front of mind, and continues to shape daily life:

- 47 per cent say they're cutting down on luxuries to cope with the cost of living.
- 43 per cent are going out less to restaurants, pubs and the cinema.
- 39 per cent are cutting down on electricity or heating.
- More than a fifth (22 per cent) have gone into debt or borrowed from friends and families.

"Don't put your heating on even though you're cold, even though you should be able to because you know that your bills are so high, you've got to try and think, right, I'll put an extra layer on or something like that"

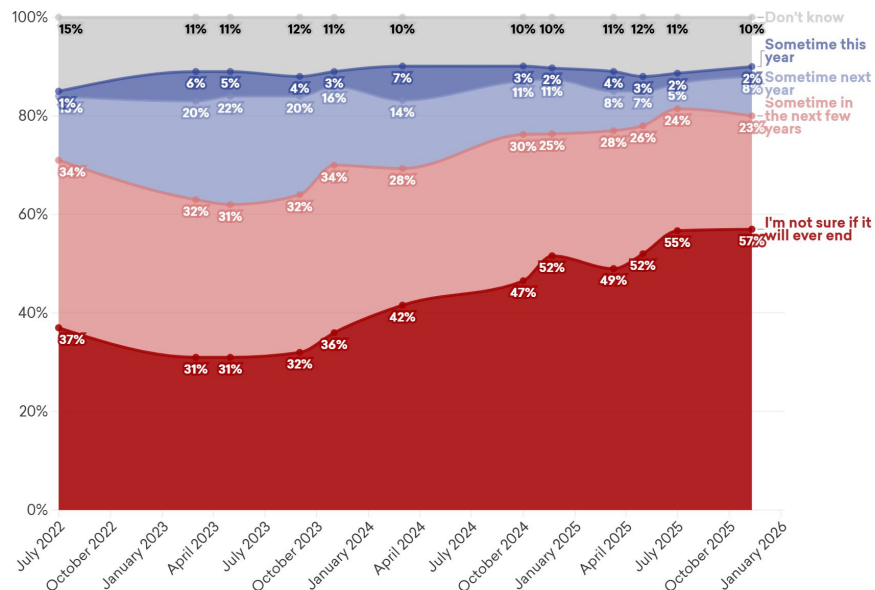
Bev, grocer, Leigh

"Cutbacks on the quality of living, like I said, rather putting on extra layers rather than keeping the heating on for so long when you're going shopping, obviously having to make adjustments to what you buy because you don't able to get much for your money these days" Lee, postman, Leigh

The never-ending cost of living crisis

Nearly three in five Britons think the cost of living crisis may never end

While economic conditions are difficult to predict, when do you expect the cost of living crisis to end?



For many, the unmanageable cost of living feels like a permanent state: 57 per cent say they are unsure whether the cost of living crisis will ever end.

At 57 per cent, the proportion of Britons who think the cost of living crisis will never end has reached its highest point since More in Common began tracking in July 2022. It has risen from a low of 32 per cent.

The public is now more pessimistic than ahead of the past two budgets: When Jeremy Hunt revealed his budget in November 2023, just over a third (36 per cent) of Britons were unsure if the cost of living crisis would ever end. When Rachel Reeves revealed her first budget in October of last year, nearly half of Britons (47 per cent) said they were unsure. That has since risen by another 10 points.

"It's like we've just learned to accept it now it's like cost inflation went to something crazy like 12%, so obviously everything goes up but now it's come back down, the price hasn't come, and it's because you get used to paying it, they're never going to just bring it down again to what it was."

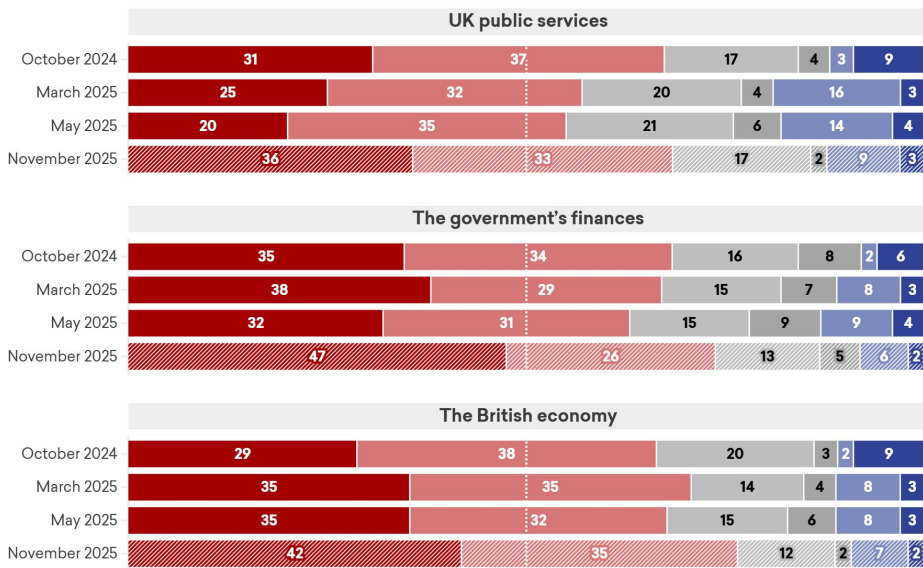
Gaz, anti-social behaviour officer, Leigh

The state of play has worsened

Dissatisfaction with public services, government finances and the economy has risen since the last budget

For each of the following, would you say they are in a good or bad state at the moment?

● Very bad ● Somewhat bad ● Neither good nor bad ● Don't know ● Somewhat good ● Very good



Majorities believe that public services (69 per cent), government finances (73 per cent) and the British economy (77 per cent) are in a bad state. Each of these figures has risen since the last budget.

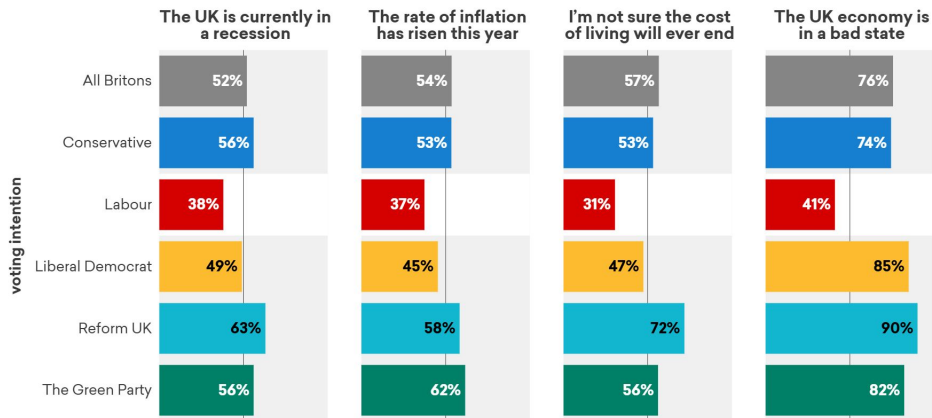
"It is just a nightmare and even all the pubs are closing. There's nothing much of a nightlife to draw people out to put more money back into the economy in the town centre. I mean I can only judge by Leigh Town Centre, but there's going to be other places that's going to be the same."

Sharon, pharmaceutical assistant, Leigh

Are Labour voters becoming outliers on the economy?

Labour supporters are far less pessimistic than other voters about the state of the economy

(Proportion who agree with each statement)



As public opinion on the economy becomes more gloomy, Labour's remaining voters stand out in their (relative) optimism, while Reform UK voters are the most pessimistic about the economy.

Those who still say they would vote Labour are the only voter group who do not believe the UK is in a recession, they are far less likely to believe the rate of inflation has risen this year, and the only group where fewer than half (41 per cent) say the economy is in a bad state.

Across each of these measures, Reform voters are among the most pessimistic: 63 per cent think the UK is in a recession, 58 per cent believe inflation has risen this year (second only to Green voters, on 62 per cent), 72 per cent believe the cost of living crisis may never end and 90 per cent believe the economy is in a bad state.

In a word...

In a word or two, how would you describe the British economy at the moment?



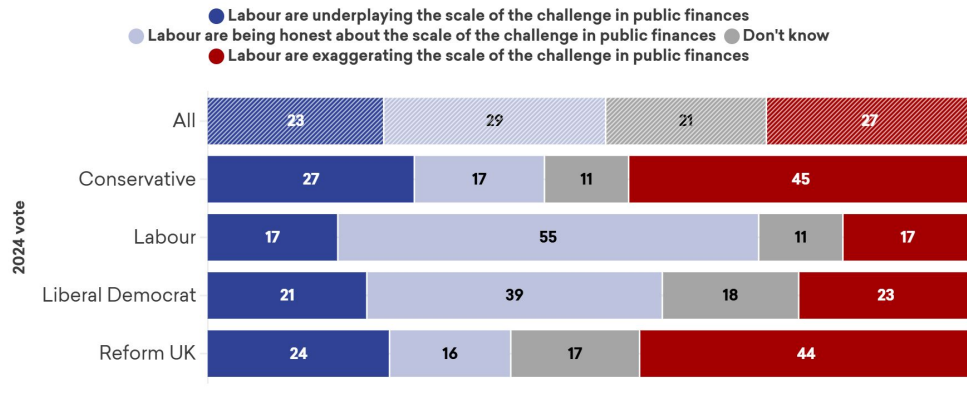
"They came into power with a, what was it? 20? I might be bad on the numbers, but 20 billion black hole that they kept saying that the last party left them with and it's got worse and they're putting tax up. They said they'd do the opposite. I don't know enough about accounting to know more than that, but the results don't show great. I think it's got horrifically worse actually, hasn't it? I think it's more than triple the black hole now" Terran, Assistant architect,

"I think (the Labour Party) are worst to be honest. And that's why I voted for them. I voted for them because I felt that the Tories were indifferent, they've been there too long, they didn't have any passion and at least Keir Starmer looked like he had some passion to deliver change, but the only change I feel is delivered is for the worst." Carl, Project officer, Chester

Britons recognise the scale of the challenge

Britons tend to think the government is underplaying or being honest about the state of public finances

Which of the following comes closer to your view?



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"Cut spending, and I'm not saying that it should be cut in any certain area. But, in general it's hard to say no and it's easy to say yes. So raising taxes is an easy fix, but cutting spending is hard. You've got to say no to people and the electricity companies do not like being told, no, they don't like being told they can't have things, so it's difficult. That's the difficult choice, but they're unwilling to do it and I don't think that they'll get the support now seeing them in action, I just don't feel they'll get support from the back benchers." Carl, Project Officer

If there is a silver lining for the Chancellor, it's that Briton's share her assessment that the economy is currently in a bad shape.

Only 27 per cent of Britons think Labour is exaggerating the challenge in public finances, compared to 52 per cent who think that they are downplaying it or being honest.

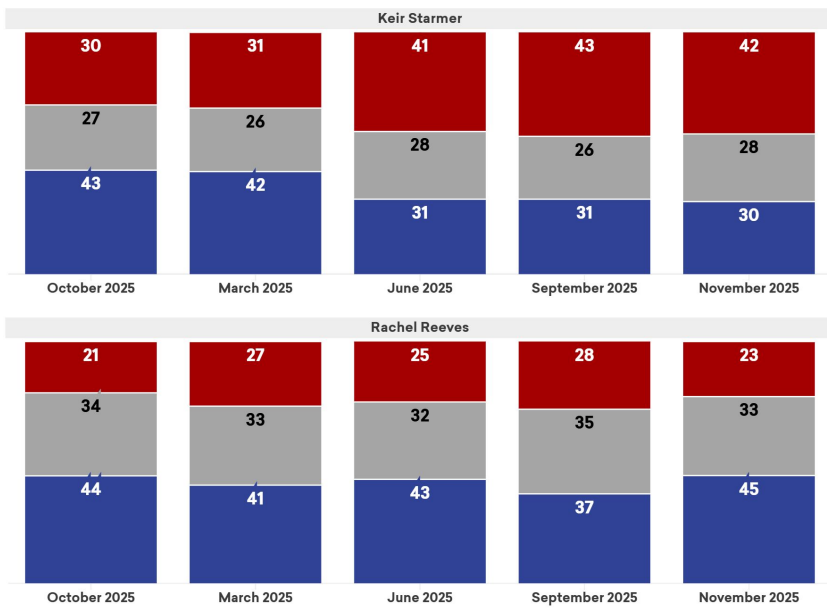
In this context, the public recognise the difficult choices facing the Chancellor.

Many think the Chancellor is willing to make tough choices

Britons tend to think that Rachel Reeves makes difficult decisions, whereas Keir Starmer tends to do what is popular

Thinking about [Rachel Reeves, the Chancellor/Keir Starmer, the Prime Minister], which comes closest to your view?

- Tends to make difficult decisions, even if they are politically unpopular
- Don't know
- Tends to do what is popular, even if it is not right for the country



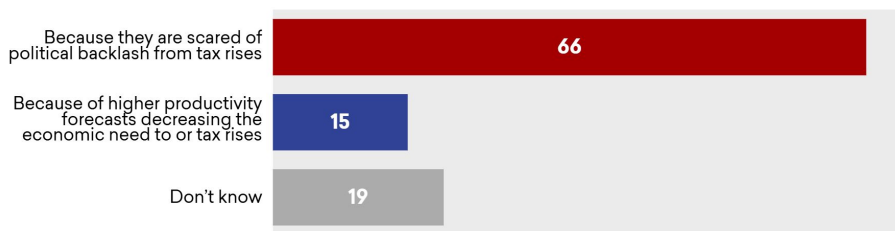
By a margin of 45 per cent to 23 per cent, Britons think Rachel Reeves tends to make difficult decisions, even when they are politically unpopular.

In contrast, Britons increasingly feel the Prime Minister is swayed by public opinion: by a margin of 42 per cent to 30 per cent, Britons think Starmer does what is popular even if it is not right for the country - a figure that has flipped since last October.

But briefings and u-turns have undermined trust

Most Britons think the Government u-turned on income tax due to political backlash

The Government claims that higher-than-expected productivity forecasts means there is less of a need to raise income tax in this budget. In your view, did the Government decide not to raise income tax...



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“...be more cohesive and be a lot stronger than Keir Starmer has been because he's done so many U-turns, he announced things and then there's backlash and he takes it back. I just think they need someone to just stick to their guns.”

Jess, admin assistant, Chester

Most Britons (53 per cent) believe that u-turning on a rumoured income tax hike was the right decision, compared to only 25 per cent who think it was the wrong thing to do.

However, few believe the government's reasoning: only 15 per cent say that the decision was driven by higher productivity forecasts decreasing the economic need for tax rises; 66 per cent think it was a response to political backlash.

“They keep leaking bits of it to see if it's popular and when they find out it isn't, they cancel it. And the only bit that I can say with probable certainty is there'll be a lift on tax”

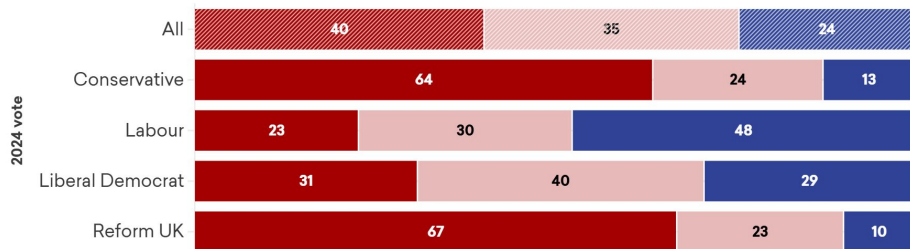
Carl, project officer, Chester

The stakes are high

Three quarters of the public say this government is at least as chaotic as the last - including 53 per cent of Labour's 2024 voters

Compared to the previous Conservative government, would you say the current Labour government is...

● More Chaotic ● About the same ● Less Chaotic



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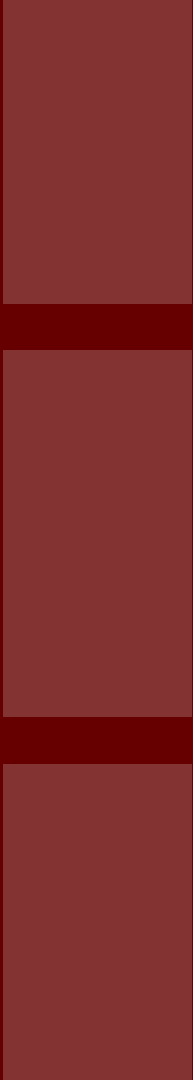
"I don't trust this Labour Party, think they're worse. I think we've jumped out the frying pan into the fire. I think they're so much worse. And given the track record, when I look back at the Labour party, they've never left the country in a better state than they found it and they've proven it again. I think probably right now I would just take a punt with Nigel Farage purely because he's not the two parties that have been in power."

Carl, Project officer, Chester

More broadly, the infighting, briefings and u-turns of the past few weeks have eroded trust in the government.

Three in four Britons think this government is just as chaotic as the last (including 40 per cent who say it is more chaotic. Even among Labour's 2024 voters, most (53 per cent) say this government is at least as chaotic as the Conservatives.

In focus groups, it's clear that fears around the budget and a perception of chaos have de-risked Reform UK and the Green Party for some voters.



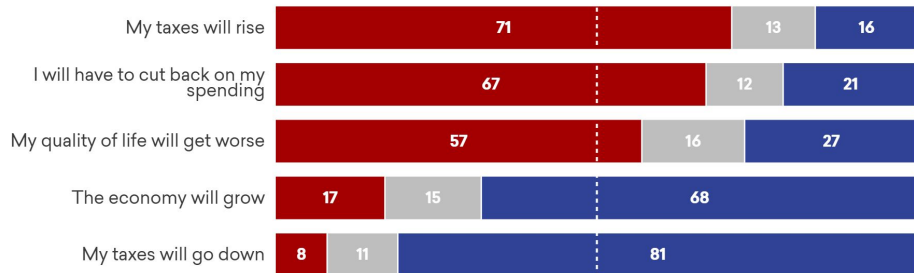
Public expectations

Britons are expecting the worst

Seven in ten Britons think their taxes will increase in the budget

And thinking about the upcoming budget, do you expect any of the following to happen?

● I expect this to happen ● Don't know ● I do not expect this to happen



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"I feel like they're dealing with the budget in the same way that they've dealt with coming into power. They're reactionary, there's no plan. They keep leaking bits of it to see if it's popular and when they find out it isn't, they cancel it...I dunno, they just seem reactionary. They're always trying to choose the least unpopular thing rather than doing the hard things that are required to fix the economy."

Carl, Project Officer, Chester

Briefings ahead of the budget have gone beyond expectation management, and many now believe that tax rises are inevitable.

Seven in ten Britons (71 per cent) expect their taxes to rise in the budget; this rises to 81 per cent among those who are on either side of the upper rate bracket (£40k to £60k personal income).

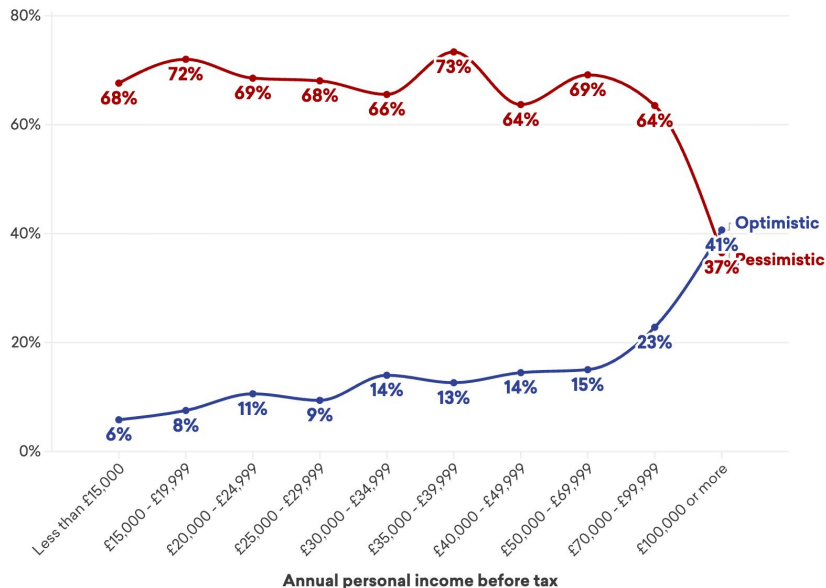
Two-thirds (67 per cent) believe that they will have to cut back on their spending as a result of the budget, rising to 84 per cent of those who struggle to make ends meet. 57 per cent expect their quality of life to worsen, which rises to 76 per cent of those who struggle to make ends meet.

Only 17 per cent of Britons think that the budget will lead to growth, while 68 per cent believe this will not happen.

Most people are feeling pessimistic

Only the UK's highest earners - those earning over £100,000 annually - are feeling more optimistic than pessimistic about the upcoming budget

Would you say you are feeling pessimistic or optimistic about the upcoming budget?



Two-thirds of Britons (66 per cent) say they feel pessimistic about the upcoming budget, compared to just 12 per cent who say they feel optimistic.

Pensioners and Reform voters are feeling the most pessimistic: four in five retired Britons (81 per cent) say that they feel pessimistic about the budget, alongside nearly nine in ten (88 per cent) Reform voters.

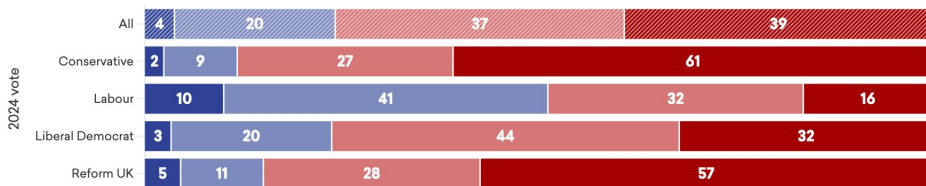
Only Labour voters and high earners are optimistic about the budget: current Labour voters are the only voter group who are more likely to be feeling optimistic (40 per cent) than pessimistic (34 per cent) about the upcoming budget. Looking at personal income, only among those earning more than £100 thousand a year does optimism (41 per cent) outweigh pessimism (37 per cent).

Low confidence in the Chancellor

Less than one quarter of the public have confidence in Rachel Reeves to handle the economy

How much confidence, if any, do you have in Rachel Reeves to handle the British economy?

● A great deal ● A fair amount ● Not much ● None at all



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"My confidence, it's really low, the bar's really low to begin with, so no, not really. I was hoping for some change, but like everybody said, there hasn't been anything that they've promised."

Sharon, teacher, Chester

"I think she [Rachel Reeves] completely unqualified and should not be anywhere near the accounts." Carl, Project Officer

Three quarters (76 per cent) have little or no confidence in Rachel Reeves to handle the economy. Even among those who voted for Labour in the General Election, nearly half (48 per cent) say they lack confidence in the Chancellor.

"Well I don't think that the labour MPs that I see now look as though they've got experience, especially Rachel Reeves. I look at her and think, what is she doing? Does she know anything about economics? I don't see the experience in this Labour party." Helen, NHS worker, Chester

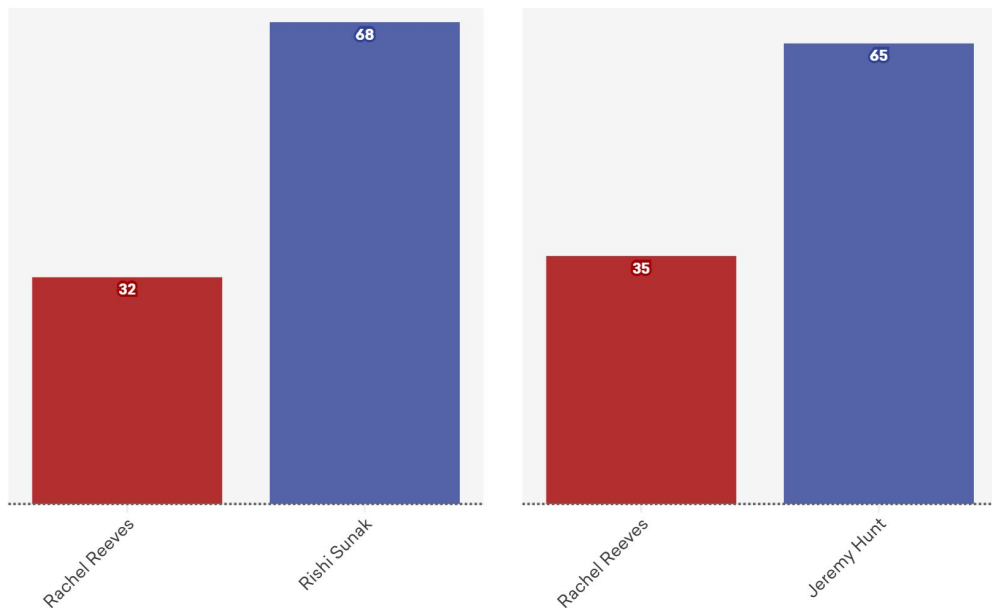
"Along the same lines again, I haven't got a lot of confidence in what is coming next. Not at all, which is sad really, isn't it? But that is the truth, that is how I feel. I haven't got any confidence that she can do the job"

Sharon, Teacher, Chester

Many Britons would prefer Sunak and Hunt over Reeves

Britons think Hunt and Sunak would be better Chancellors than Rachel Reeves

Knowing what you know now, who would make a better Chancellor?



Britons think Hunt and Sunak would be better Chancellors than Rachel Reeves.

Asked about the previous Chancellors, 68 per cent of Britons say Rishi Sunak would do a better job than Reeves, and 65 per cent think Jeremy Hunt would do a better job.

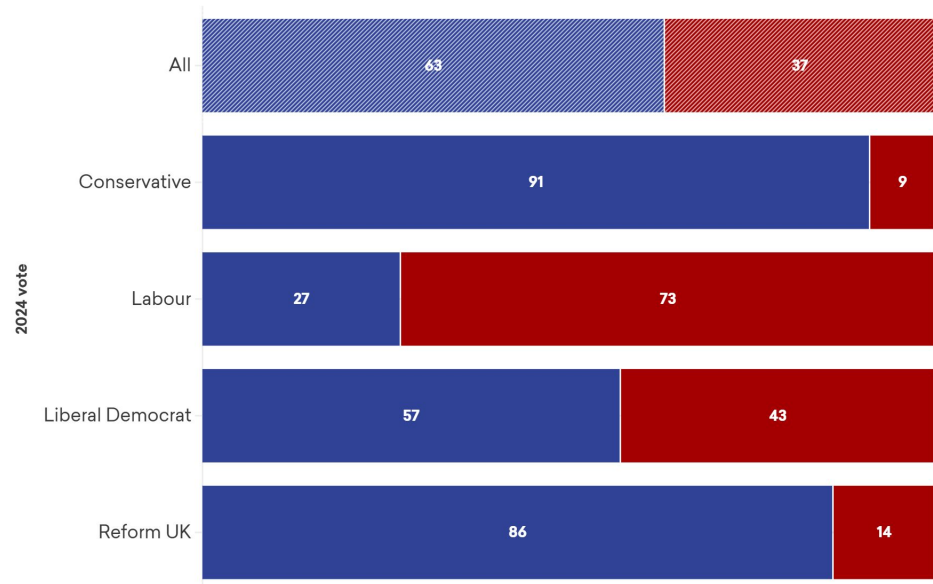
This preference for the former Chancellors extends far beyond the Conservatives' own voters: while 91 per cent of 2024 Conservatives say Hunt would do a better job than Reeves, 86 per cent of Reform UK voters and 64 per cent of Liberal Democrat voters also share this view. Even among Labour voters, a significant minority (40 per cent) say Jeremy Hunt would do a better job than Rachel Reeves.

And nearly two-thirds would choose Sunak over Starmer

Nearly two-thirds of Britons think Sunak would be a better PM than Starmer - including 27 per cent of Labour voters

Knowing what you know now, who would make a better Prime Minister?

● Rishi Sunak ● Keir Starmer



Looking back, nearly two-thirds of Britons (63 per cent) see Rishi Sunak as a better Prime Minister than Keir Starmer:

Even among those who voted Labour in 2024, 27 per cent say that Rishi Sunak would be a better Prime Minister than Keir Star

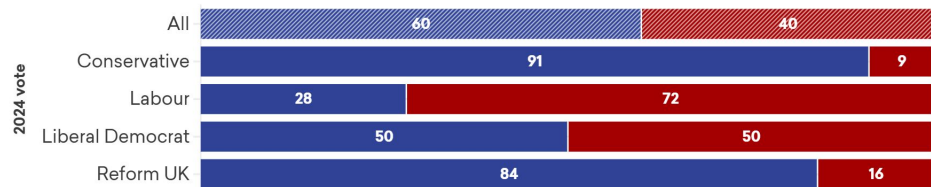
91 per cent of 2024 Conservative voters, 86 per cent of Reform voters, and 57 per cent of Liberal Democrat voters also prefer Sunak over Starmer.

Many think the PM was dishonest during the election

Three in ten Britons believe Rishi Sunak was closer to telling the truth on the economy than Keir Starmer

Before last year's General Election, who do you think was closer to telling the truth on the economy?

● Rishi Sunak ● Keir Starmer



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"Labour sold us down the river completely and look at where they are now. They're in power and they've not followed through with anything." Adam, works for the council, Huddersfield

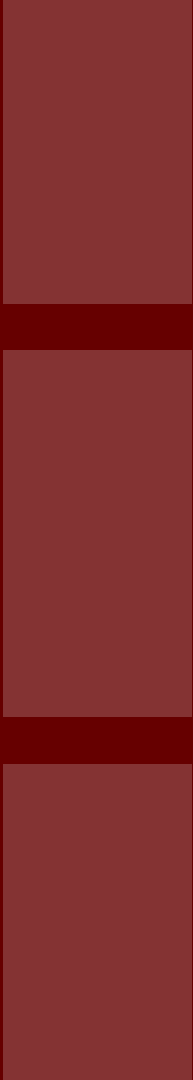
"i feel like all the strap lines that they used at top of my head like smash the gangs, they promised not to put up taxes. I don't think I've seen one thing that they've actually followed through on that they promised at the time." Carl, Project Officer, Chester

The legacy of Labour's promises during their election campaign still hangs heavy over the government. Looking back, Britons now think that Rishi Sunak was closer to telling the truth during the election than Keir Starmer.

Asked which leader was closer to telling the truth on the economy, three in five Britons (60 per cent) say that Rishi Sunak was closer than Keir Starmer.

However, while Britons may think that Sunak was closer to telling the truth, few think that taxes would be lower under his leadership.

Just 19 per cent of the public believe that taxes would be lower if the Conservatives had won the 2024 General Election, 20 per cent say they would be higher, and 45 per cent say they would be about the same.



The tax conundrum

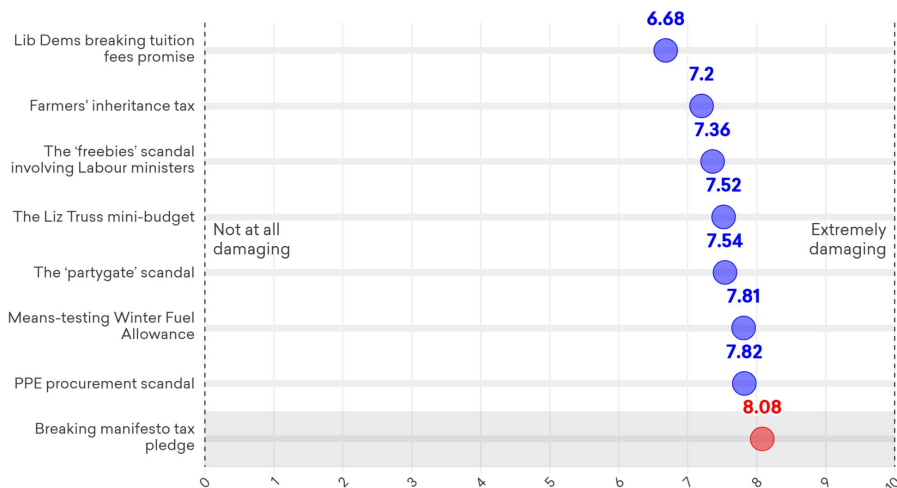
Breaking the tax pledge - worse than Partygate?

Britons think that breaking Labour's manifesto tax pledge could be worse than Partygate or means-testing the Winter Fuel Allowance

For each of the following government scandals and controversies, please use the scale below to indicate how damaging you think they were to the government of the day, where 0 means not at all damaging, and 10 means extremely damaging

And how damaging do you think it would be if the current government were to break their manifesto pledge and put up taxes on working people?

(average scores shown)



The Government's decision to row back from an increase in income tax may have averted a public opinion catastrophe: in the public's eyes, breaking Labour's manifesto tax pledge would be a breach of trust on par with many of the worst scandals of recent years.

More in Common asked Britons to place various scandals on a scale from one to ten, depending on how damaging they think they were for the government of the day, and compared them to how damaging it would be if the government increased taxes on working people.

On the scale from "0 - not at all damaging" to "10 - extremely damaging", Britons place a potential manifesto break 8.08 - **higher than Partygate** (7.54), the Winter Fuel Allowance (7.81) or the PPE scandal (7.82).

"They suggested it's not going to do but she's not saying anything so chances are they could go up and they said they wouldn't. You just feel like no matter what they say, they're just telling lies and you can't trust any of them"

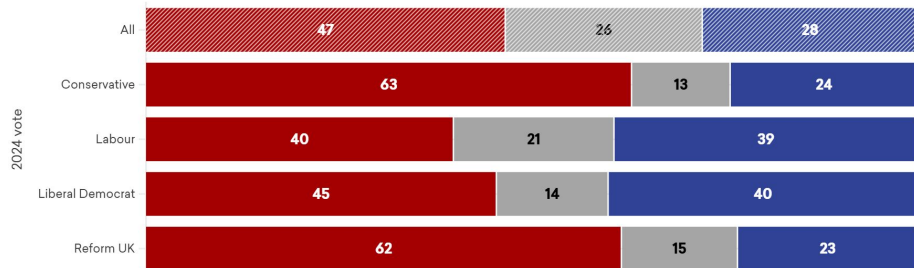
Julianne, Legal worker, Leigh

Nearly half see freezing tax bands as a broken promise

Britons tend to see freezing tax bands as a breach of the manifesto promise, including 40 percent of Labour 2024 voters

In their Manifesto, the Labour Party promised they would not raise taxes on working people. It has been rumoured that in the upcoming budget, the Government will continue a freeze on income tax bands (rather than raising the bands with inflation). This means more people will fall into higher bands if their salaries go up with inflation. Which of the following comes closest to your view?

● Freezing income tax bands WOULD count as a breach of their promise not to put up income tax ● Don't know
● Freezing income tax bands WOULD NOT count as a breach of their promise not to put up income tax



Britons tend to see freezing tax bands as a breach of the manifesto promise.

Almost half (47 per cent) of Britons say that freezing income tax bands would be a breach of the promise in Labour's manifesto to not increase taxes on working people, compared to just 28 per cent who disagree.

Among those who voted for Labour in 2024, 40 per cent say that this would be a breach of the manifesto pledge.

"They're still taxing you more aren't they? If the rate before you start paying tax comes down, it's still a tax rise. It's just not called a tax rise" Gaz, Council worker, Leigh

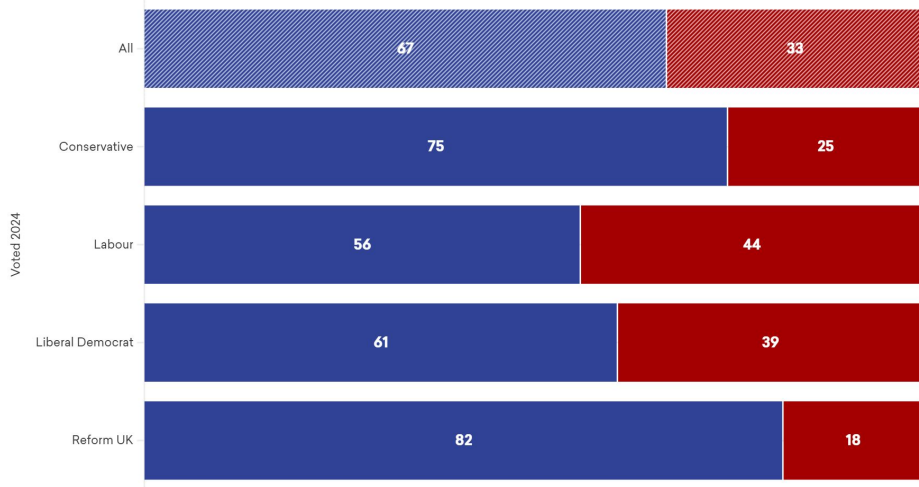
"Yeah, a hundred percent [is a break of the promises made in the manifesto]. It's just a way around it, a way of them putting a nicer spin on it." Kevin, Recruiter, Leigh

Britons would choose spending cuts over tax hikes

Britons would prefer to cut spending than increase tax by a margin of 2 to 1

Which of the following would you rather the Government do in the upcoming budget?

● Cut spending on public services ● Put up taxes on working people



Two thirds of Britons (67 per cent) now say they would rather the Government cut public spending than raise taxes on working people.

"I think too much as well. I'll go with the general consensus and I feel like I don't really see enough for what the large amount of it is, if that makes sense. And obviously you hear about government waste and various things and it makes it even harder, even harder pill to swallow I guess with things like that."
Ollie, delivery driver, Norfolk

Public opinion hardening against tax

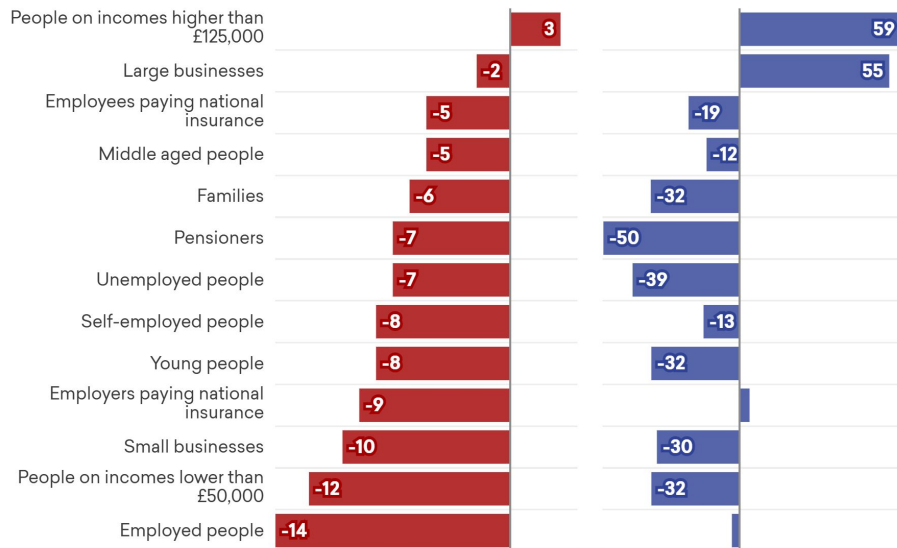
Opposition to most tax increases have hardened since June

If taxes were to increase this year, for which of the following would you support or oppose each of these groups paying higher taxes?

(X axes not to scale)

Change in net support since June

Net support



Attitudes to tax have hardened over the past year.

Since June 2025, opposition to tax rises has grown across the board. There has been a statistically significant increase in net opposition to every potential tax rise tested. Support for higher taxes on top earners and large businesses is broadly unchanged, but support for increasing taxes on employed people has fallen sharply - a fourteen-point drop in net support.

Does the Chancellor have a choice?

Most Britons think the Chancellor could avoid putting up taxes

Thinking about the upcoming budget, which of the following comes closest to your view?

- There are good options the Chancellor could pursue that don't involve putting up taxes
- Don't know
- The Chancellor has no choice but to put up taxes, because of the economic situation in the country



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"To be honest, I think I raising taxes might not be something that we should be concentrating on. I think ultimately there's probably enough money being collected at the moment but it's just not being used correctly. I just feel like the government's extremely inefficient as to how they manage their resources and how the money's spent. So just by raising more taxes that doesn't really correct the mechanism that isn't working correctly." Jenifer, Semi-retired, Northamptonshire

While Britons acknowledge the economic challenge facing the Chancellor, the government has failed to convince the public that tax rises are necessary to address them.

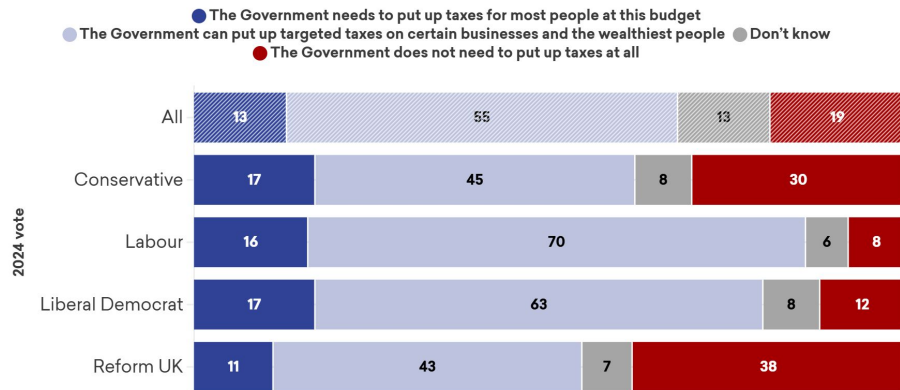
Only a quarter of Britons believe that the Chancellor needs to raise tax because of the economic situation in the country, while 57 per cent think there are other good options we could pursue.

Reform 2024 voters are particularly unconvinced by the need for tax hikes: three quarters say there are other good options available.

Broad tax hikes or 'broadest shoulders'?

Most think the Government could avoid putting up taxes on working people by targeting businesses and wealthy people

Which of the following comes closest to your view? In order to raise enough money to address the country's financial position...



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"I say I'm worried about what they're classing as working class and middle class and what brackets people are going to be in. It sounds like they're considering that anybody who's middle management is rich and is going to be taxed more heavily.

So yeah, I'm worried about what's going to happen there. I dunno. I consider myself working class. I don't think that labor's representing me at the moment. It sounds like a worry to me" Helen, NHS worker

The Government faces a difficult task in making the case for any broad tax rise, because the public does not think ordinary people *need* to carry the burden.

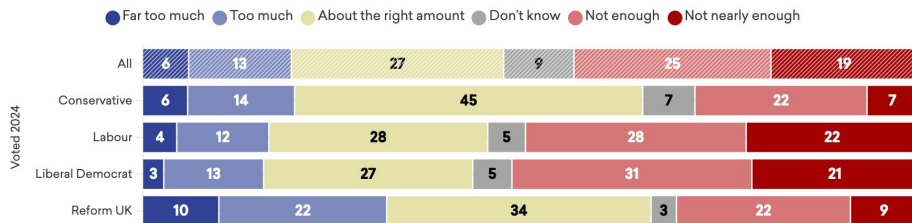
Most Britons (55 per cent) believe the country's financial challenges could be addressed by raising targeted taxes on certain businesses and the wealthiest people, while only 13 per cent think taxes need to rise for most people.

This is especially challenging for Labour: seven in ten of its 2024 voters think the Government could avoid higher taxes on ordinary people by focusing on businesses and the wealthy.

Appetite for taxing the rich

More Britons think the amount of money wealthy people pay in tax is not enough, rather than too much

Which of the following comes closest to your view? The amount of money wealthy Britons currently pay in tax is...



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"I've seen the adverts for gambling aware and it's just another advert for gambling just painted in a different way and on Carl's note, instead of taxing the rich, maybe just close some of the loopholes that they do to avoid it so that actually they do pay some tax instead of managed to figure out how to pay zero."

Terran Assistant architect, Chester

Many Britons think we should tax wealthy people more.

The highest proportion of Britons (44 per cent) think the amount of money wealthy Britons pay in tax is not enough, 19 per cent think it is too much, 27 per cent think it is about the right amount.

Britons are split on capital flight

Britons are split on whether the government considers capital-flight risks when taxing the wealthy

Which of the following comes closest to your view?

- The government should be careful about increasing taxes on wealthy Britons in case they leave the country ● Don't know
● The government should not worry about the possibility of wealthy Britons leaving the country when making decisions about tax



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"I do feel that clearly, right, that the people with the broadest shoulders should bear some of the more costs and they do in their very nature that they'll pay more in tax. But my issue is it is a pure numerical one that if they're not in the country they're paying nothing. So if you are, which we've seen them leaving in droves, the millionaires or the billionaires, well I dunno whatever level that is, but if they're not actually in the country and they're in America, they're wherever, then 90% of nothing is nothing. Whereas 50% of a million is still a lot of money. So I don't get that you tax them out of the system so we get nothing off them. I just don't understand the thinking behind that." Carl, Project Officer

Britons are torn as to whether the government should consider the risk of capital flight when taxing wealthy Britons: 41 per cent think the government should be careful of this issue, whereas 44 per cent think it is not a point for concern.

Supporters of right leaning parties are more likely to think capital flight is a concern: 65 percent of 2024 Conservative voters think the government should proceed with caution on this issue; 58 per cent of Reform UK supporters think the same.

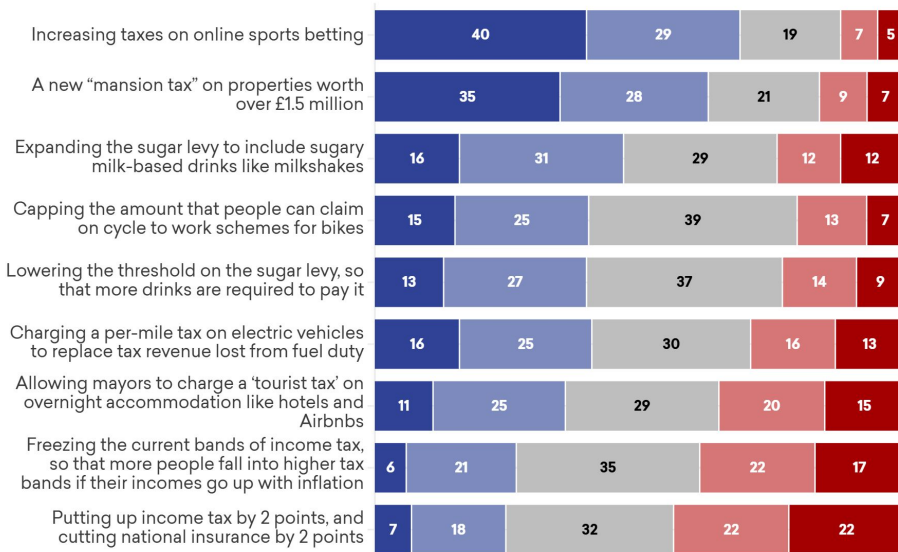
Concern is lower for Labour voters: 34 per cent believe the government should be careful, whereas the majority (57 percent) think they should not.

The specifics

What do Britons think about the potential tax measures in the upcoming budget?

Below is a list of tax measures that have been rumoured for the upcoming budget. For each of them, please indicate whether you support or oppose them.

● Strongly support ● Somewhat support ● Neither support nor oppose ● Somewhat oppose ● Strongly oppose



Many of the tax policies reportedly under consideration are not unpopular in isolation.

Seven in ten Britons (69 per cent) support increasing tax on online sports betting, and more than three in five (63 per cent) support a 'mansion tax' on properties worth more than £1.5 million.

However, Britons are far more likely to oppose (44 per cent) than support (24 per cent) the rumoured idea to put up income tax while reducing national insurance.

"Yeah, I think these companies should be taxed [betting companies] because I was watching something recently where they're all moving to, I think it was either Gibraltar or tax, tax-free Havens allowing it online but not paying the relevant tax in these countries. So I think those loopholes need to be closed down and regulated better." Carl, Project Officer, Chester

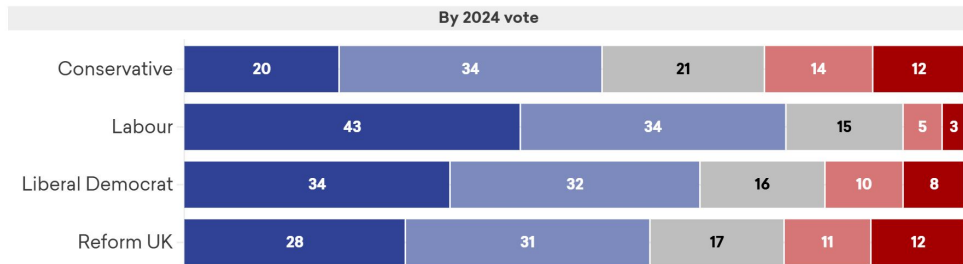
Majority support for a 'mansion tax'

Nearly two-thirds of Britons support a new 'mansion tax'

Below is a list of tax measures that have been rumoured for the upcoming budget. For each of them, please indicate whether you support or oppose them.

A new "mansion tax" on properties worth over £1.5 million

● Strongly support ● Somewhat support ● Neither support nor oppose ● Somewhat oppose ● Strongly oppose



Nearly two-thirds (63 per cent) support a 'mansion tax' on properties worth more than £1.5 million. Only 16 per cent of Britons oppose the policy.

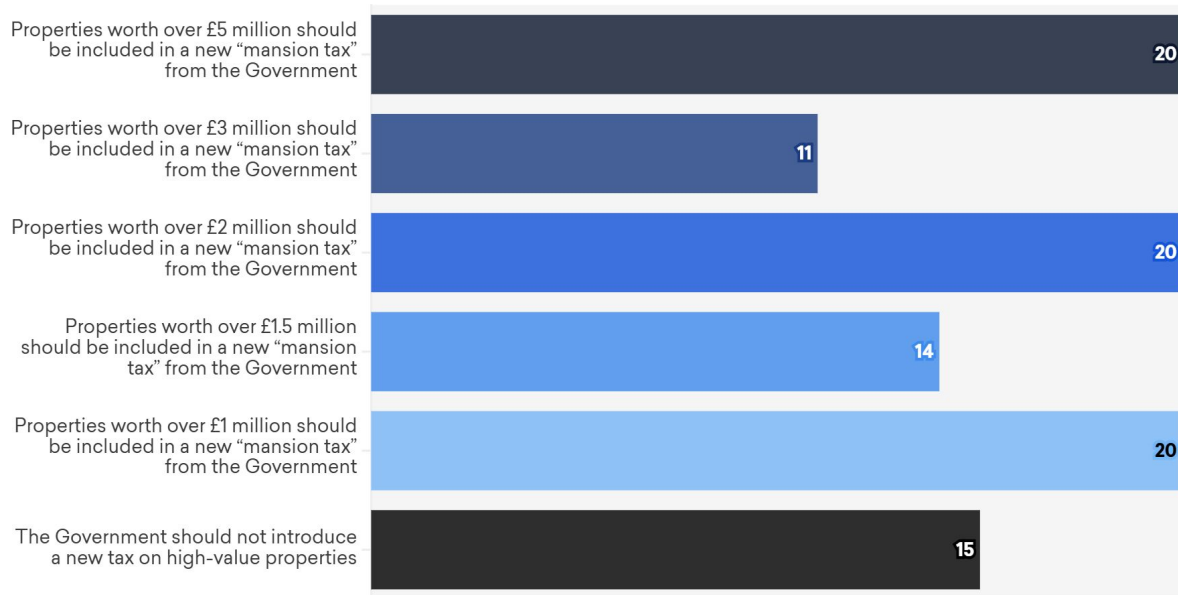
This support spans across politics, with majorities of 2024 Labour (77 per cent), Reform (59 per cent) and even Conservative voters (54 per cent).

Notably, Londoners are less supportive of a mansion tax: 55 per cent of those living in London support the policy, compared to 64 per cent of those outside of London. 21 per cent of Londoners oppose the mansion tax, compared to 15 per cent of those outside of London.

Many Britons set the bar for the mansion tax higher or lower than £2 million.

Where do Britons set the bar for a 'mansion tax'?

Which of the following comes closest to your view?



Asked where the threshold should fall for a 'mansion tax', 20 per cent of Britons believe that the reported £2 million cutoff is the right level.

31 per cent believe the threshold should fall higher, including 11 per cent who say that only properties worth more than £3 million should be included, and 20 per cent who think that only those worth more than £5 million should be included.

34 per cent would support a lower limit: 14 per cent say that £1.5 million would be the correct cutoff, while 20 per cent said that it should be £1 million.

'Backhanded' taxation?

But while some individual tax measures are not unpopular in principle, many Britons in focus groups describe attempts to raise smaller taxes (such as a per-mile tax on EVs) as dishonest or 'backhanded'.

Public expectations may already be so low that even a 'smorgasbord' of smaller measures may be perceived as an attempt to increase taxes through stealth.

"I feel like there probably should be some kind of tax (on EVs) because they're really heavy cars so they do quite a lot of damage to the road itself. So I feel like as everyone who transitions eventually from petrol and diesel to hybrids to electrics, we should still be paying some kind of tax." Jess, Admin Assistant, Chester

"Think it comes down to that labor's being lying to us again, I think if they've just been honest and said that everyone needs to fix it, but it's the fact that there's been a solution that cars are green, go get that. It'll be cheaper to run and we're not going to tax you. Oh wait, actually we're going to tax you now." Terran, assistant architect, Chester

"Yeah, so I've heard that Rachel Reeves is putting a tax on price per mile and I just think that is absolutely ludicrous on price per, so we drive 10 miles, we get taxed on it, whereas we've already paid road tax, we're already paying tax on his vehicle, we're already paying council tax. It's just absolutely diabolical what they're trying to do." Adam, works for the council, Huddersfield

"If I remember rightly, I heard that was on electric cars, yet they wanted people to go electric and get electric cars. So I think it's like kind of you do one thing and then they take it away in another way as well." Irene, legal administrator, Huddersfield

"Yeah, it's completely backhanded. I mean we've just gone and bought and all the electric vehicle so that we can cut down as costs on fuel for us now to have to pay tax on prices, the mileage that we do is absolutely ridiculous because how is that ensuring that we're a greener community?" Adam, works for the council, Huddersfield

Methodology

Based on two nationally representative polls and two focus groups.

**Fieldwork: 17 - 19 November; 22 - 24 November 2025
N = 2,007; 2,062 GB adults (excludes Northern Ireland)**

**Respondents have been weighted according to age/sex interlocked,
2024 General Election vote, ethnicity, and education level.**