Invest in Britain

Labour voter coalition united in opposition to spending cuts

The 2025 Comprehensive Spending Review will lock in departmental spending limits for the next three years. Cuts to current spending budgets are anticipated in order to meet the Chancellor's fiscal rules. New polling conducted by YouGov for the Invest in Britain campaign shows a clear majority of Labour's winning 2024 voter coalition oppose spending cuts, and would prefer more borrowing or increased taxes as an alternative:

- 59% of Labour 2024 voters would prefer to see taxes or borrowing rise rather than cuts to spending for public services, while only 13% would prefer cuts to public services over increases to taxes or borrowing.
- 66% of 2024 Labour voters who still support the party don't want to see spending for public services cut even if that means raising taxes or borrowing. This number is even higher for Labour-Green switchers (68%) and Labour-Liberal Democrat switchers (70%).
- 41% of voters who backed Labour in 2024 but who now intend to vote for Reform also prefer tax or borrowing increases to public service spending cuts. This is compared to only 27% of Labour-Reform switchers who would prefer to see spending for public services cut rather than raise taxes or borrowing.

The results of this polling, as well as parallel polling of MPs conducted by Survation for the Invest in Britain campaign, were covered in the Times here.

All national-level figures, unless otherwise stated, are from YouGov Plc. Total sample size was 4,276 adults. Fieldwork was undertaken between 12th – 14th May 2025. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+). Full tables can be accessed on YouGov's website.

Invest in Britain is a campaign calling on politicians to start focusing on the long-term interests of the country by delivering a substantial uplift in public investment in public services, clean energy infrastructure, and just transition to good jobs in greener industries.

Invest in Britain is a project of the Economic Change Unit (ECU), a non-profit organisation that campaigns to change the way the economy works so everyone has the freedom and security to live a good life.