



UBI Polling Report

July 2025

Methodology



This survey was carried out by YouGov for the GLA between 18th to 25th July 2025, with a response of 1,026 London residents aged 18+.



The figures have been weighted to be representative of all London adults.



Respondents completed the surveys online from an email link.



Data is analysed by gender, age, ethnicity, social grade, income, home ownership, disability, inner/outer London, benefit claimants*, employment status, and parental status. Where these are not mentioned there are no significant differences.

*This includes anyone who claims one or more of the following: Council tax benefit, Disability benefit (e.g PIP, ESA, DLA), Carers allowance, Attendance allowance, Housing benefit, Winter fuel allowance, Child benefit, Child tax credit, Working tax credit, Income support, Pension credit, Jobseekers Allowance (JSA), Universal credit

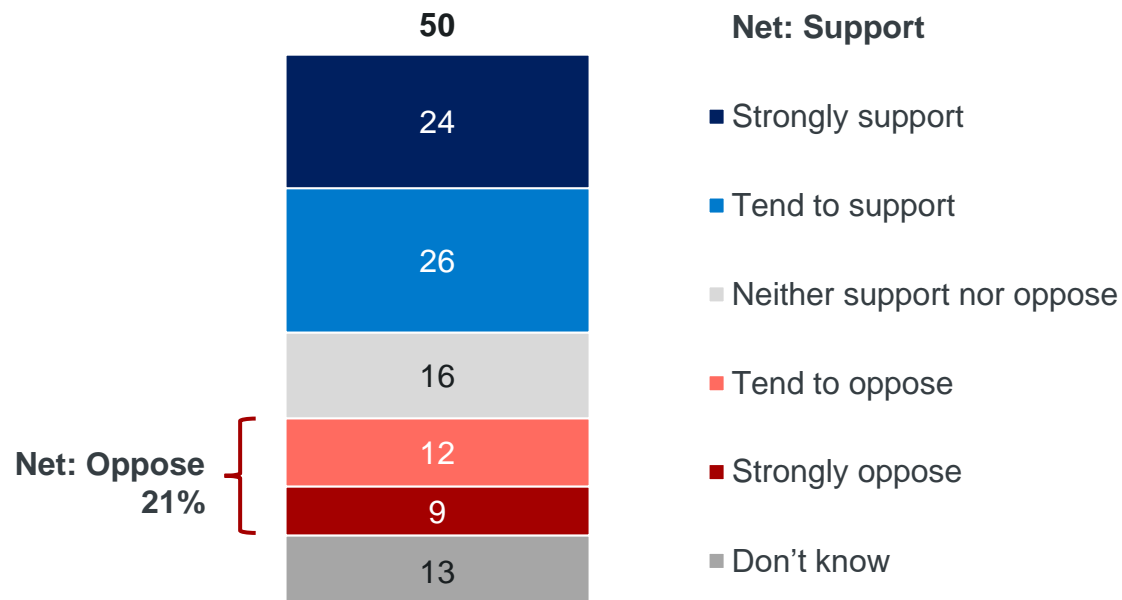


Summary

- Half of Londoners (50%) support an **introduction of UBI to London**, with six in ten (59%) supporting at least a **trial**. This is despite the majority (64%) saying that the UK government **cannot afford** it.
- Half of Londoners (49%) expect UBI to **improve their quality of life**, and a further three in ten (29%) think it would make **no real difference**.
- Support for and expected benefit of UBI is consistently higher among **younger** people, **inner** Londoners, **private renters**, **disabled** Londoners, and Londoners claiming any **benefits**.
- Londoners are more likely to think that UBI should **cover just some living costs** (50%) compared to those saying it should **cover all basic living costs regardless of income** (31%).
- Londoners are equally likely to say that UBI should be **funded by cuts to government spending** (32%) as well as **increased taxes** (29%). A further quarter (24%) say they don't know how it should be funded.

Half of Londoners (50%) **support the introduction of UBI** in London, with two in ten (21%) opposing.

Support for introducing UBI in London (%)



Demographics

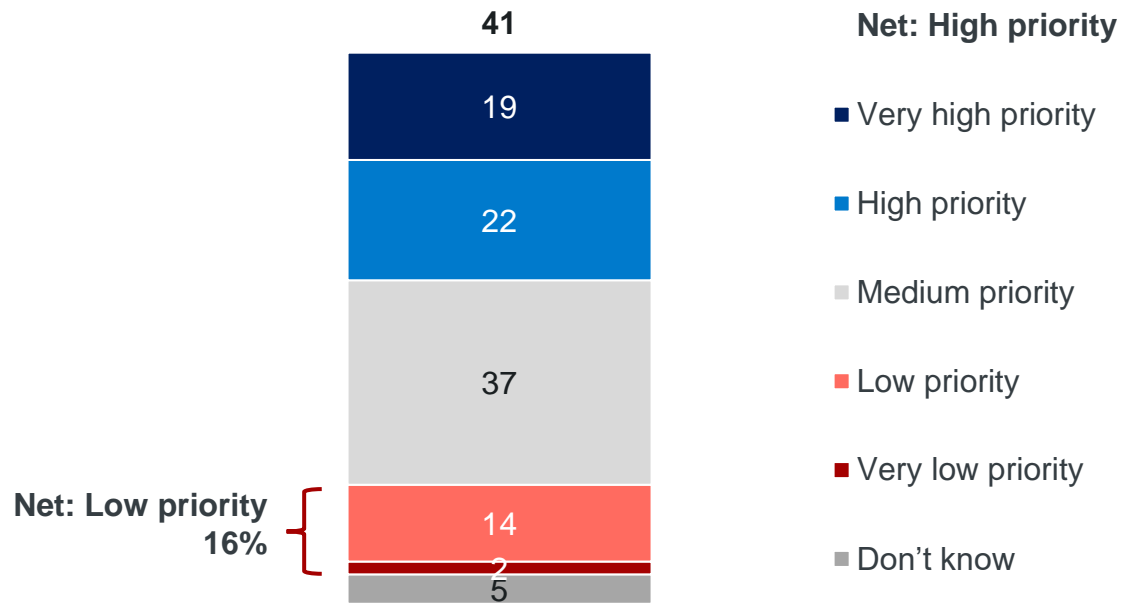
Support for UBI in London is higher among **men**, those aged **18 to 49**, **inner** Londoners, **private renters**, **disabled** Londoners, and those claiming any **benefits**.

Question: Universal basic income refers to an unconditional cash payment, paid for by general taxes, to all individuals, regardless of their income, wealth, employment, or any other factors. The payment is paid to individuals rather than households and issued periodically, for example every month. In principle, to what extent, if at all, would you support or oppose the introduction of a universal basic income in London?

Base: All Londoners (1026)

Of those who support the introduction of a UBI, four in ten (41%) say this is a **high priority**.

UBI priority in context of other spending priorities (% of those who support UBI in London)



Demographics

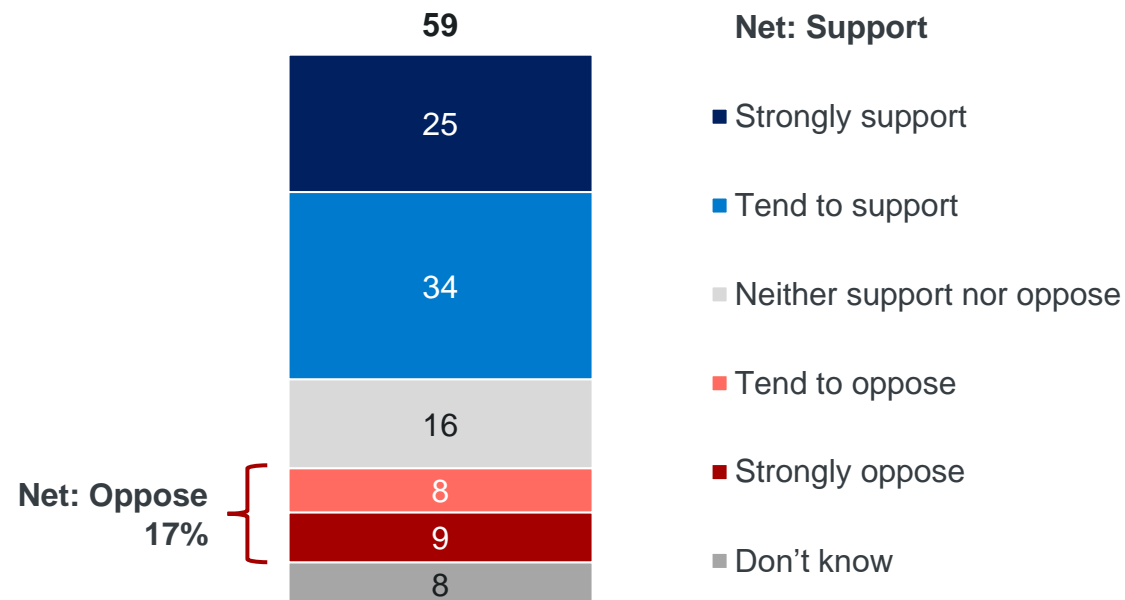
Disabled Londoners are more likely say UBI is a high priority.

Question: In your opinion, how important a priority is the introduction of a universal basic income, bearing in mind other government spending priorities (such as health, education, policing, defence, and housing)?

Base: All Londoners who support introducing UBI in London (508)

Six in ten Londoners (59%) support the **introduction of a UBI trial** in London

Support for UBI trials in London (%)



Demographics

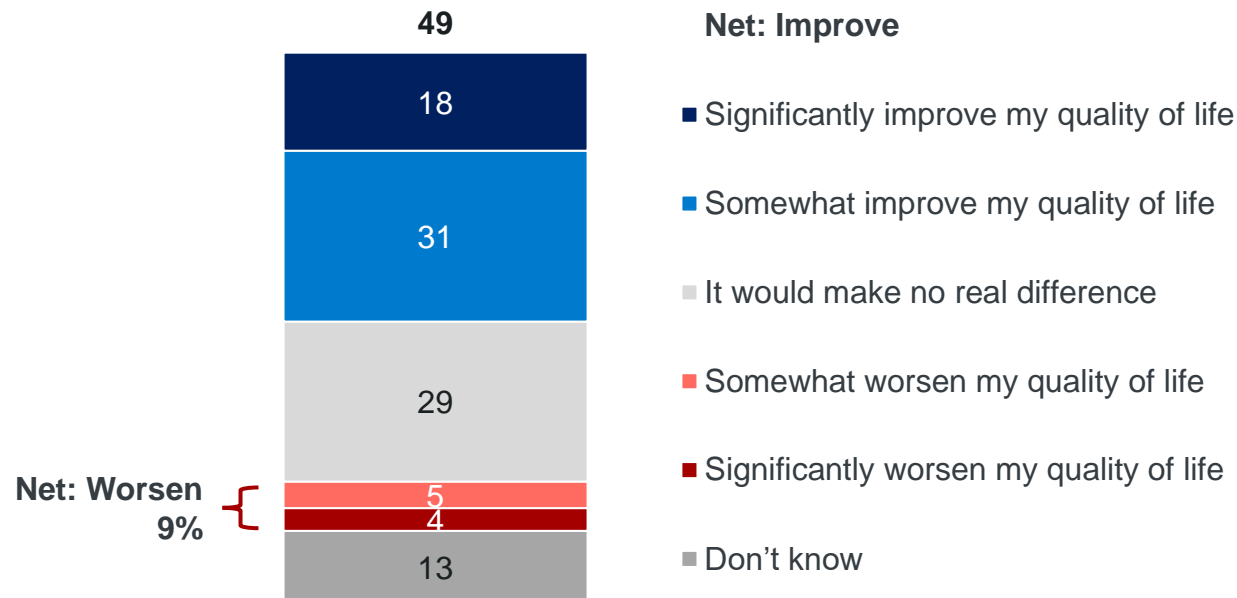
Support is higher among Londoners aged **18 to 49**, **Black** Londoners, **inner** Londoners, **disabled** Londoners, **private renters**, **parents** of children aged 0 to 18, and those claiming any **benefits**.

Question: Universal basic income trials test the positives and negatives of introducing a universal basic income. To what extent would you support or oppose a universal basic income trial taking place in London?

Base: All Londoners (1026)

Around a half of Londoners (49%) say that UBI would **improve their quality of life**, with two in ten (18%) saying it would do so **significantly**.

Expected impact of UBI on quality of life (%)



Demographics

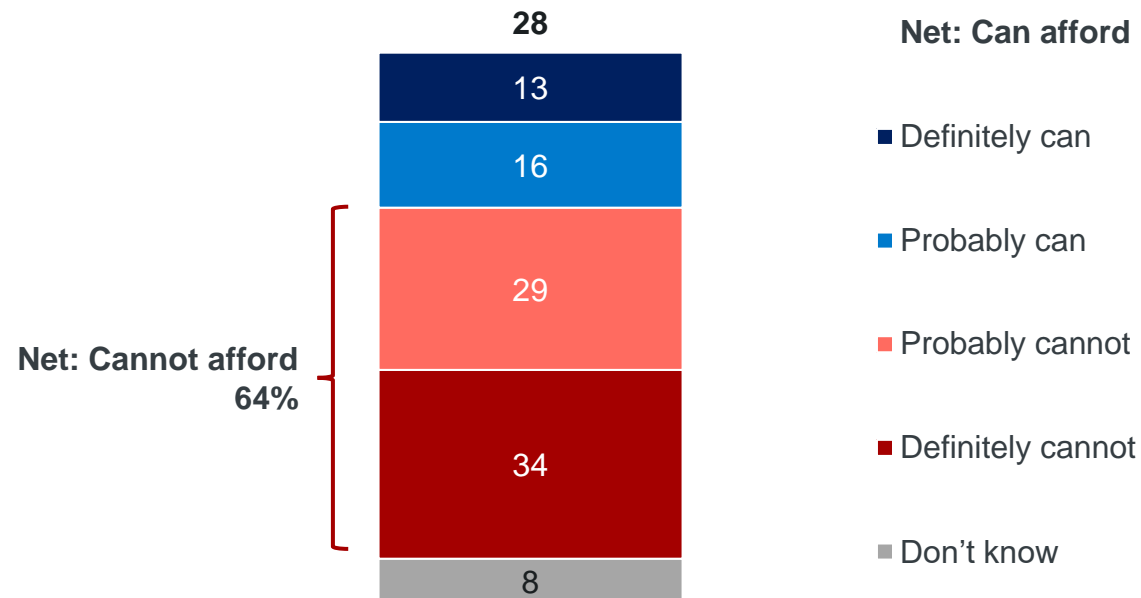
Londoners aged **18 to 49**, **C2DE** Londoners, **Black and Mixed/Other ethnicity** Londoners, **inner** Londoners, **disabled** Londoners, **private and social renters**, **parents** of children aged 0 to 18, and those claiming any **benefits** are all more likely to say that UBI would improve their quality of life.

Question: If a universal basic income were introduced in London, along with the measures to pay for it, do you think it would improve or worsen your quality of life, or would it make no real difference?

Base: All Londoners (1026)

Despite general support, nearly **two thirds of Londoners** (64%) say that the UK government **cannot afford** giving everyone a UBI at this time.

Whether UK government can afford UBI (%)

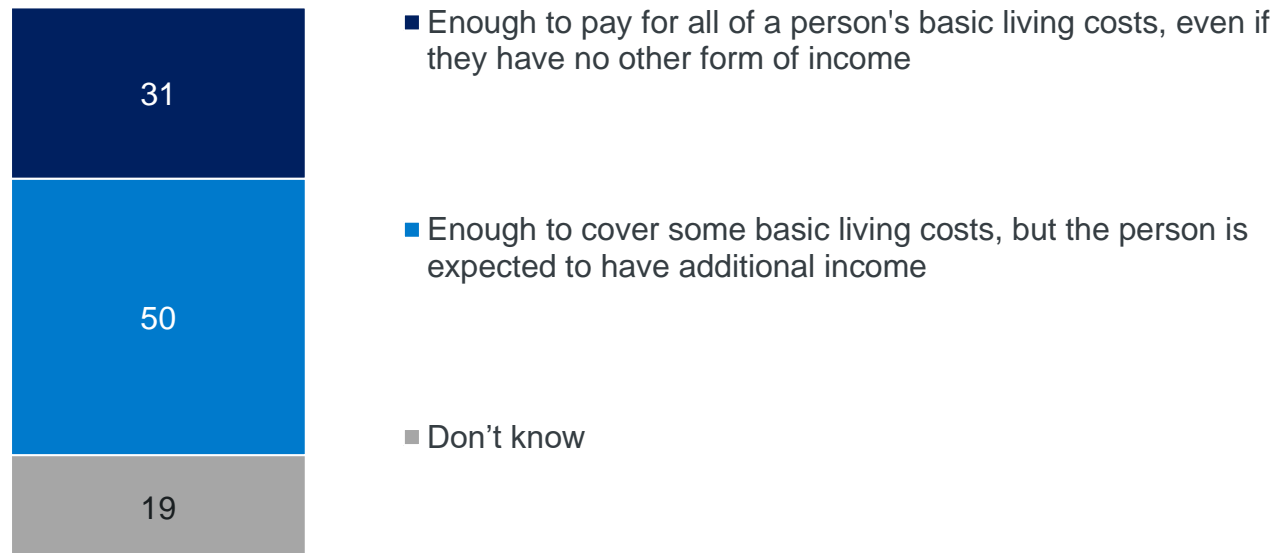


Demographics

Londoners aged **65 and over**, **White** Londoners, **outer** Londoners, **non-disabled** Londoners, those earning **£40k and above**, **homeowners**, Londoners **without children** aged 0 to 18, and those **not claiming any benefits** are more likely to say that the UK government **cannot afford giving everyone a UBI**.

Londoners are more likely to say that a UBI should cover **some basic living costs** but with the expectation of additional income (50%), compared to three in ten (31%) who say it should cover **all basic living costs**.

How much London UBI should pay (%)



Demographics

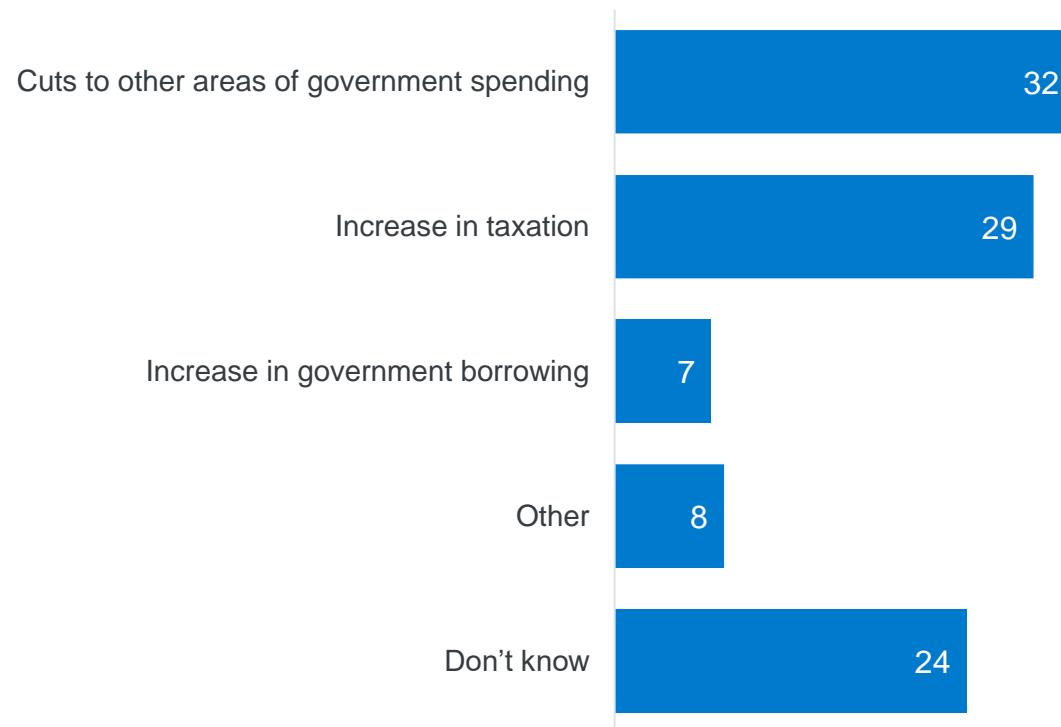
18 to 24 year olds, disabled Londoners, private renters, and those claiming any benefits are more likely to want UBI to pay for **all** basic living costs even if they have no other income.

Question: If a universal basic income were introduced in London, how much do you think it should pay?

Base: All Londoners (1026)

An equal proportion of Londoners think UBI should be funded by **cuts to spending** (32%) as well as **increases in taxation** (29%).

How UBI should be primarily funded (%)



Demographics

- **18 to 24** year olds, **Black** Londoners, **inner** Londoners, and those earning between **£40k and £70k** are more likely to support cuts to spending.
- **Men**, **ABC1** Londoners, **White** Londoners, and those who **do not claim any benefits** are more likely to support increasing taxes.

Question: If a universal basic income were to be introduced, how do you think it should be primarily funded?
Base: All Londoners (1026)



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