

22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax

Adults aged 18-75 GB

Q1. Below is a list of different types of tax paid by individuals and businesses in the UK. How much, if at all, would you say you understand about each of the following? - Summary  
All Adults aged 18-75 in Great Britain

Q1. Below is a list of different types of tax paid by individuals and businesses in the UK. How much, if at all, would you say you understand about each of the following?											
	Income tax	National insurance	VAT	Corporation tax	Council tax	Capital gains tax	Stamp duty	Inheritance tax	Business rates	Fuel duty	Tobacco and alcohol duty
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
Weighted base	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
A great deal	210 19% CDFGHJK	192 18% DFGHJK	178 17% DFGHJK	87 8% ABCD	244 23% FGHIJK	102 9% DI	125 12% DI	109 10% DI	85 8% DI	101 9% DI	122 11% DI
A fair amount	524 49% DFGHJK	534 50% CDFGHJK	486 45% DFGHJK	249 23% DFGHJK	516 48% DFGHJK	274 25% DFGHJK	363 34% DFI	353 33% DFI	247 23% DFI	419 39% DFGHI	417 39% DFGHI
Not very much	216 20% E	235 22% E	268 25% ABE	400 37% ABCEJK	219 20% ABCEJK	377 35% ABCEJK	362 34% ABCE	384 36% ABCEJK	417 39% ABCEFGJK	330 31% ABCE	331 31% ABCE
Nothing at all	63 6% E	61 6% E	81 8% ABE	252 23% ABCEGHJK	47 4% ABCEGHJK	243 23% ABCEGHJK	168 16% ABCEK	159 15% ABCE	246 23% ABCEGHJK	155 14% ABCE	139 13% ABCE
Don't know	65 6% E	56 5% E	65 6% E	89 8% ABCEGHJK	53 5% ABCEGHJK	82 8% ABCEG	60 6% BE	73 7% BE	83 8% ABCEG	73 7% BE	69 6% E

NET: A great deal/A fair amount	734 68% CDFGHJK	726 67% CDFGHJK	665 62% DFGHJK	336 31% BCD	759 70% BCDFGHJK	376 35% DI	488 45% DFI	462 43% DFI	332 31% DFI	520 48% DFHI	539 50% DFGHI
NET: Not very much/Nothing at all	279 26% E	296 27% E	349 32% ABE	652 61% ABCEFGHIJK	265 25% ABCEGHJK	620 58% ABCEGHJK	530 49% ABCEJK	543 50% ABCEJK	663 61% ABCEFGHIJK	485 45% ABCE	470 44% ABCE

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC

Tax  
Adults aged 18-75 GB

Q1. Below is a list of different types of tax paid by individuals and businesses in the UK. How much, if at all, would you say you understand about each of the following? - Income tax  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	CZDE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)			
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339			
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367			
A great deal	210 19%	127 24%	82 15%	20 16%	44 21%	37 19%	27 13%	82 23%	64 16%	65 19%	82 23%	127 21%	83 19%	137 20%	73 19%	47 19%	55 20%	55 22%	27 18%	12 24%	13 14%	79 22%	131 18%	132 21%	59 17%	19 21%	33 16%	75 19%	55 25%	47 18%	71 20%	139 19%	175 19%	35 25%	75 24%	52 18%	20% -	30% -	83 20%	91 25%			
A fair amount	524 49%	262 49%	258 48%	55 46%	81 39%	84 44%	114 56%	189 53%	136 42%	199 50%	314 51%	211 46%	353 50%	172 46%	115 46%	143 51%	117 48%	82 53%	22 43%	46 49%	194 54%	330 46%	310 49%	165 47%	49 52%	110 54%	197 49%	95 43%	123 48%	166 47%	359 49%	451 49%	69 49%	180 57%	142 50%	51 57%	65 49%	226 54%	180 49%				
Not very much	216 20%	89 17%	125 23%	23 19%	48 23%	32 17%	50 24%	63 18%	71 22%	82 21%	63 18%	106 17%	109 24%	121 17%	94 25%	53 21%	55 20%	49 20%	26 17%	8 16%	24 26%	66 18%	150 21%	123 19%	75 21%	18 19%	45 22%	80 20%	40 18%	51 20%	61 17%	155 21%	190 21%	23 16%	40 13%	63 22%	11 13%	26 19%	74 18%	65 18%			
Nothing at all	63 6%	24 5%	39 7%	13 11%	15 7%	16 8%	10 5%	9 3%	28 9%	26 6%	9 3%	34 5%	29 6%	45 6%	19 5%	19 8%	15 4%	11 6%	9 7%	4 5%	5 3%	12 3%	51 7%	35 8%	28 8%	- -	9 4%	22 6%	18 8%	14 5%	21 6%	42 6%	55 6%	5 3%	13 4%	14 5%	6 7%	5 4%	22 5%	12 3%			
Don't know	65 6%	29 5%	35 7%	10 8%	18 9%	21 11%	4 2%	12 3%	28 9%	25 6%	12 3%	35 6%	30 6%	46 7%	19 5%	18 7%	11 4%	14 6%	11 7%	5 10%	6 7%	9 3%	56 8%	31 5%	27 8%	8 4%	7 6%	23 7%	15 8%	20 8%	32 9%	33 5%	50 5%	10 7%	9 3%	15 5%	3 3%	7 5%	13 3%	19 5%			
NET: A great deal/A fair amount	734 68%	390 73%	340 63%	75 62%	124 60%	122 64%	142 69%	271 76%	200 61%	263 67%	271 76%	441 72%	294 64%	490 70%	244 65%	162 64%	198 71%	172 70%	109 70%	34 66%	60 63%	272 76%	462 64%	442 70%	234 63%	69 73%	143 70%	272 68%	150 67%	169 67%	236 68%	498 68%	625 68%	104 73%	256 80%	193 68%	69 77%	95 72%	309 74%	271 74%			
NET: Not very much/Nothing at all	279 26%	114 21%	164 30%	36 29%	64 31%	48 25%	60 29%	72 20%	99 30%	108 27%	72 20%	140 23%	139 30%	166 24%	113 30%	72 29%	70 25%	59 24%	35 23%	12 24%	29 31%	78 22%	201 28%	158 25%	103 29%	18 19%	53 26%	103 26%	58 26%	64 25%	82 23%	197 27%	245 27%	27 19%	53 17%	76 27%	17 19%	31 23%	97 23%	77 21%			

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Overlap formulae used  
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d,e,f,g,h,i,j/k/l/m/n Minimum Base: 30 (\*\*) Small Base: 100 (\*)  
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d,e,f,g,h,i,j/k/l/m/n Minimum Base: 30 (\*\*) Small Base: 100 (\*)

PUBLIC

Tax

Adults aged 18-75 GB

Q1. Below is a list of different types of tax paid by individuals and businesses in the UK. How much, if at all, would you say you understand about each of the following? - National insurance

All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)			
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339			
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367			
A great deal	192 18%	119 22%	72 13%	19 16%	46 22%	35 19%	30 14%	62 17%	65 20%	65 16%	62 17%	119 19%	73 16%	142 20%	50 13%	36 14%	53 19%	50 20%	31 20%	12 23%	10 11%	75 21%	117 16%	127 20%	52 15%	12 13%	22 11%	79 20%	43 19%	48 19%	73 21%	119 16%	161 17%	161 17%	29 21%	68 16%	47 21%	19 21%	30 21%	86 21%	66 18%		
A fair amount	534 50%	257 48%	273 51%	54 45%	78 38%	94 49%	118 58%	190 54%	132 40%	213 54%	190 54%	308 50%	227 49%	353 50%	181 48%	123 49%	149 53%	123 50%	73 47%	19 37%	48 51%	198 55%	336 47%	320 51%	167 47%	47 50%	113 56%	189 47%	107 48%	126 49%	169 48%	365 50%	464 50%	66 47%	183 58%	139 49%	55 61%	64 48%	209 50%	208 57%			
Not very much	235 22%	108 20%	125 23%	23 19%	54 26%	35 18%	46 22%	77 22%	77 24%	81 20%	77 22%	124 20%	111 24%	134 19%	101 27%	68 27%	48 17%	53 22%	27 17%	12 24%	25 27%	67 19%	168 23%	132 21%	77 22%	26 27%	49 24%	92 23%	47 21%	47 19%	66 19%	169 23%	207 22%	28 20%	50 16%	73 26%	11 12%	23 17%	95 23%	59 16%			
Nothing at all	61 6%	24 4%	38 7%	18 15%	12 6%	9 4%	7 4%	15 4%	31 9%	16 4%	15 4%	36 6%	25 5%	38 5%	23 6%	11 5%	16 6%	10 4%	16 10%	4 7%	5 5%	10 3%	51 7%	28 9%	33 9%	- 5%	9 5%	20 5%	13 6%	19 7%	20 6%	41 6%	44 5%	11 8%	10 3%	11 4%	5 6%	9 7%	18 4%	20 5%			
Don't know	56 5%	24 5%	31 6%	7 6%	16 8%	18 10%	4 2%	11 3%	23 7%	22 6%	11 3%	30 5%	26 6%	35 5%	21 5%	13 5%	14 4%	9 6%	9 6%	4 8%	7 7%	10 3%	46 6%	23 4%	24 7%	9 10%	10 5%	18 5%	13 6%	14 6%	21 6%	35 5%	44 5%	7 5%	7 2%	16 6%	- k	- k	7 5%	11 3%	14 4%		
NET: A great deal/A fair amount	726 67%	376 71%	345 64%	73 60%	124 60%	130 68%	148 72%	252 71%	197 60%	278 70%	252 71%	426 69%	300 65%	494 70%	232 62%	159 63%	202 72%	172 70%	104 67%	31 60%	59 61%	273 76%	453 63%	447 71%	220 62%	59 63%	135 66%	268 67%	150 67%	174 69%	243 69%	484 66%	625 68%	95 67%	251 79%	186 65%	74 83%	94 71%	295 70%	275 75%			
NET: Not very much/Nothing at all	296 27%	132 25%	163 30%	41 34%	67 32%	43 23%	53 26%	92 26%	108 33%	96 24%	92 26%	160 26%	136 29%	172 24%	124 33%	80 32%	64 23%	64 26%	43 27%	16 32%	30 31%	77 21%	218 30%	160 25%	110 31%	26 27%	58 28%	112 28%	60 27%	66 26%	86 25%	210 29%	251 27%	39 28%	60 19%	83 29%	16 17%	31 23%	113 27%	79 21%			

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d,e,f,g,h,i,j,k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d,e,f,g,h,i,j,k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

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PUBLIC

Tax

Adults aged 18-75 GB

Q1. Below is a list of different types of tax paid by individuals and businesses in the UK. How much, if at all, would you say you understand about each of the following? - VAT

All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity			General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)	
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339	
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367	
A great deal	178 17%	120 23%	57 10%	17 14%	31 15%	38 20%	27 13%	65 18%	48 15%	66 17%	65 18%	109 18%	69 15%	125 18%	53 14%	35 14%	42 15%	49 20%	31 20%	8 16%	14 14%	69 19%	110 15%	115 18%	48 14%	16 17%	28 14%	74 19%	38 17%	38 15%	60 17%	118 16%	154 17%	24 17%	68 21%	47 17%	16 18%	29 22%	80 19%	66 18%	
A fair amount	486 45%	242 45%	241 45%	47 39%	76 37%	83 44%	103 50%	177 50%	123 38%	186 47%	177 50%	290 47%	196 42%	324 46%	162 43%	110 44%	133 47%	105 43%	73 47%	22 42%	43 46%	186 52%	300 42%	284 45%	160 45%	42 45%	104 51%	169 43%	103 46%	110 43%	150 43%	336 46%	412 45%	71 50%	168 53%	118 42%	46 51%	63 48%	195 46%	191 52%	
Not very much	268 25%	114 21%	153 28%	30 25%	61 30%	42 22%	54 26%	80 23%	91 28%	96 24%	80 23%	141 23%	126 27%	157 22%	110 29%	70 28%	66 24%	62 25%	29 19%	13 25%	28 29%	79 22%	188 26%	154 24%	87 25%	27 28%	51 25%	97 24%	56 25%	64 25%	82 24%	185 25%	241 26%	24 17%	58 18%	85 30%	17 19%	21 16%	102 24%	74 20%	
Nothing at all	81 8%	35 7%	46 9%	14 12%	19 9%	9 5%	17 9%	22 6%	33 10%	26 7%	22 6%	41 7%	40 9%	51 7%	30 8%	21 8%	19 7%	18 7%	13 8%	4 7%	7 4%	15 4%	66 9%	47 7%	33 9%	2 2%	10 5%	38 10%	17 7%	17 6%	26 7%	56 8%	63 7%	15 10%	16 5%	20 7%	11 12%	9 7%	29 7%	22 6%	
Don't know	65 6%	22 4%	42 8%	12 10%	19 9%	18 10%	4 2%	11 3%	31 10%	22 6%	11 3%	33 5%	31 7%	44 6%	20 5%	15 6%	20 7%	12 5%	9 6%	5 10%	4 4%	11 3%	53 7%	31 5%	25 7%	8 9%	11 5%	19 5%	10 4%	25 10%	32 9%	33 5%	51 6%	9 6%	8 3%	14 5%	-- 5%	10 7%	13 3%	15 4%	
NET: A great deal/A fair amount	665 62%	362 68%	298 55%	64 53%	107 52%	122 64%	130 63%	241 68%	171 52%	252 64%	241 65%	400 65%	265 57%	449 64%	215 57%	145 58%	174 62%	154 63%	104 67%	30 58%	57 60%	255 71%	410 57%	398 63%	208 59%	58 61%	132 65%	243 61%	141 63%	148 58%	210 60%	454 62%	565 61%	94 67%	236 74%	165 58%	62 69%	93 70%	275 66%	256 70%	
NET: Not very much/Nothing at all	349 32%	148 28%	199 37%	45 37%	80 39%	51 27%	71 35%	102 29%	125 38%	122 31%	102 29%	182 30%	166 36%	208 30%	140 37%	91 36%	85 31%	79 32%	42 27%	16 32%	34 36%	94 26%	255 35%	201 32%	120 34%	28 30%	60 30%	136 34%	72 32%	80 32%	108 31%	241 33%	304 33%	38 27%	74 23%	105 37%	28 31%	30 23%	132 31%	96 26%	

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 ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c/d,e,f,g,h,i,j/n/n/n/n Minimum Base: 30 (\*\* Small Base: 100 \*)

PUBLIC

Tax  
Adults aged 18-75 GB

Q1. Below is a list of different types of tax paid by individuals and businesses in the UK. How much, if at all, would you say you understand about each of the following? - Corporation tax  
All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
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Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339		
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367		
A great deal	87	60	27	22	24	21	5	16	45	26	16	55	32	69	18	18	22	20	21	3	3	43	44	55	25	7	10	23	23	31	44	43	70	17	28	21	14	18	36	35		
	8%	11%	5%	18%	12%	11%	2%	5%	14%	6%	5%	9%	7%	10%	5%	7%	8%	8%	14%	6%	3%	12%	6%	9%	7%	7%	5%	6%	10%	12%	13%	6%	8%	12%	9%	8%	16%	14%	9%	9%		
		C		GHIK	GHK	GHIK			GHIK	G			O					U	*	*	W							ab	f					J*								
A fair amount	249	151	95	29	46	55	47	71	75	103	71	150	99	186	63	56	67	61	39	8	19	106	143	164	70	15	42	82	61	64	102	147	207	39	83	68	27	37	100	93		
	23%	28%	18%	24%	22%	29%	23%	20%	23%	26%	20%	24%	21%	27%	17%	22%	24%	25%	15%	19%	29%	20%	26%	20%	16%	21%	21%	27%	25%	29%	20%	22%	27%	26%	24%	30%	28%	24%	25%			
		C		GHIK	GHK	HK			GHIK	G			O						U	*	*	W						ab	f					J*								
Not very much	400	195	204	29	66	56	92	158	95	147	158	241	159	246	154	105	97	91	49	23	35	138	262	231	132	37	90	163	71	76	106	294	359	40	125	112	29	48	175	135		
	37%	37%	38%	24%	32%	29%	45%	45%	29%	37%	45%	39%	34%	35%	41%	42%	35%	37%	31%	45%	37%	38%	37%	37%	37%	39%	44%	41%	32%	30%	30%	40%	39%	28%	39%	40%	33%	36%	42%	37%		
					DEFU	DEFU		DEFU	DEFU	DEFU	DEFU			DEFU						*	*						cd	cd			e	h				*						
Nothing at all	252	88	162	33	44	33	55	87	77	88	87	126	127	142	111	51	73	56	30	11	32	60	193	131	93	28	49	93	53	57	58	194	220	26	67	58	19	19	86	81		
	23%	17%	30%	27%	21%	17%	27%	25%	24%	22%	25%	20%	27%	20%	29%	20%	26%	23%	19%	21%	33%	17%	27%	21%	26%	30%	24%	23%	24%	22%	17%	27%	24%	18%	21%	20%	21%	15%	21%	22%		
			B	F		FJ			F		L			N						PS*		V								e					*							
Don't know	89	38	50	9	26	26	6	22	35	33	22	44	46	58	31	21	21	17	17	7	7	13	76	48	34	8	12	37	15	26	39	50	64	20	15	25	-	10	22	25		
	8%	7%	9%	7%	13%	14%	3%	6%	11%	8%	6%	7%	10%	8%	8%	8%	7%	7%	11%	13%	8%	4%	11%	8%	10%	8%	6%	9%	7%	10%	11%	7%	7%	14%	5%	9%	-	8%	5%	7%		
				GHE	GHIK			G	G										*	*	V				*		f			f		g		k								
NET: A great deal/A fair amount	336	211	122	51	69	76	52	87	120	128	87	205	131	256	80	74	89	80	60	11	22	149	187	220	95	21	52	105	84	95	146	191	277	56	111	89	41	55	136	127		
	31%	40%	23%	42%	34%	40%	25%	25%	37%	32%	25%	33%	28%	36%	21%	30%	32%	33%	39%	21%	23%	41%	26%	35%	27%	23%	26%	26%	38%	37%	42%	26%	30%	39%	35%	31%	46%	42%	32%	35%		
		C		GHE	HK	GHIK			GHIK	GHIK				O				TU	*	*	W			YZ		*		ab	ab	f				e		J*						
NET: Not very much/Nothing at all	652	283	367	62	110	88	147	245	172	235	245	367	285	388	265	156	170	148	78	34	66	198	455	363	224	65	139	256	124	133	165	488	579	66	193	171	48	67	261	215		
	61%	53%	68%	51%	54%	46%	72%	69%	53%	59%	69%	60%	62%	55%	70%	62%	61%	60%	50%	66%	70%	55%	63%	58%	63%	69%	68%	64%	56%	52%	47%	67%	63%	47%	60%	60%	54%	51%	62%	59%		
			B				DEFU	DEFU		F	DEFU			N	S					*	S*	V				*	cd	d			e	h			*							

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
ColumnProportions (5%): A,B,C,D,E,F,I,G,H,V,U,K,L,M,N,O,P,Q,R/S,T/U,V,W,X,Y,Z,a/b/c/d,e,f,g,h,i,j/n/m/h Minimum Base: 30 (\*\* Small Base: 100 \*)  
ColumnMeans (5%): A,B,C,D,E,F,I,G,H,V,U,K,L,M,N,O,P,Q,R/S,T/U,V,W,X,Y,Z,a/b/c/d,e,f,g,h,i,j/n/m/h Minimum Base: 30 (\*\* Small Base: 100 \*)

PUBLIC

Tax

Adults aged 18-75 GB

Q1. Below is a list of different types of tax paid by individuals and businesses in the UK. How much, if at all, would you say you understand about each of the following? - Council tax  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region								Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339		
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367		
A great deal	244 23%	142 27%	100 19%	24 20%	47 23%	34 18%	46 22%	94 26%	71 22%	79 20%	94 26%	143 23%	101 23%	163 23%	81 19%	49 25%	70 26%	63 24%	33 21%	13 25%	16 17%	87 24%	156 22%	142 23%	77 22%	25 26%	48 24%	106 27%	37 17%	52 21%	72 21%	172 22%	204 22%	38 27%	88 28%	68 24%	17 19%	35 25%	107 27%	93 25%		
A fair amount	516 48%	246 46%	268 50%	41 34%	85 41%	103 54%	100 49%	186 52%	126 39%	204 51%	186 52%	299 49%	216 47%	334 48%	181 48%	118 47%	135 48%	121 50%	76 49%	21 40%	44 47%	197 55%	319 44%	324 51%	145 41%	47 49%	101 50%	180 45%	123 55%	112 44%	171 49%	345 47%	467 51%	46 33%	178 56%	129 45%	58 65%	57 43%	208 50%	192 52%		
Not very much	219 20%	103 19%	113 21%	29 24%	49 24%	33 17%	49 24%	59 16%	78 24%	82 21%	59 16%	115 19%	103 22%	137 20%	82 22%	53 21%	53 19%	45 18%	27 18%	12 23%	29 31%	58 16%	161 22%	121 19%	81 23%	16 17%	41 20%	79 20%	38 17%	60 24%	68 19%	151 21%	172 19%	43 31%	35 11%	60 21%	10 11%	30 11%	79 22%	55 15%		
Nothing at all	47 4%	18 3%	29 5%	14 12%	17 8%	2 1%	6 3%	6 2%	32 10%	9 2%	6 2%	28 5%	19 4%	29 4%	18 5%	16 6%	11 4%	7 3%	9 6%	2 5%	2 3%	10 3%	36 5%	17 3%	30 9%	- 3%	5 3%	12 3%	16 7%	14 5%	13 4%	34 5%	38 4%	5 4%	10 3%	10 3%	3 3%	8 6%	12 3%	17 5%		
Don't know	53 5%	24 4%	28 5%	12 10%	8 4%	18 10%	4 2%	11 3%	21 6%	22 6%	11 3%	30 5%	23 5%	39 5%	15 4%	16 6%	11 4%	8 3%	10 6%	4 8%	4 4%	7 2%	46 6%	27 4%	20 6%	7 7%	7 3%	21 5%	10 4%	16 6%	27 8%	27 4%	39 4%	9 6%	7 2%	17 6%	2 2%	2 2%	14 3%	11 3%		
NET: A great deal/A fair amount	759 70%	388 73%	368 68%	65 54%	132 64%	137 72%	146 71%	279 79%	197 60%	283 71%	279 79%	442 72%	317 69%	497 71%	262 70%	167 73%	205 75%	185 75%	109 70%	33 65%	60 63%	284 79%	475 66%	466 74%	222 63%	72 76%	150 74%	286 72%	160 72%	164 65%	243 69%	517 71%	671 73%	84 59%	266 84%	197 69%	75 84%	92 70%	315 75%	285 77%		
NET: Not very much/Nothing at all	265 25%	120 23%	142 26%	44 36%	66 32%	36 19%	56 27%	65 18%	110 34%	91 23%	65 18%	143 23%	122 26%	166 24%	100 26%	68 27%	64 23%	52 21%	36 23%	14 27%	31 32%	68 19%	197 27%	138 22%	111 31%	16 17%	46 23%	91 23%	54 24%	74 29%	80 23%	185 25%	210 23%	48 34%	14 14%	45 25%	70 14%	13 14%	38 29%	92 22%	72 19%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d,e,f,g/h,i/j/n/m/h Minimum Base: 30 (\*\* Small Base: 100 \*)  
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d,e,f,g/h,i/j/n/m/h Minimum Base: 30 (\*\* Small Base: 100 \*)

PUBLIC

Tax  
Adults aged 18-75 GB

Q1. Below is a list of different types of tax paid by individuals and businesses in the UK. How much, if at all, would you say you understand about each of the following? - Capital gains tax  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339		
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367		
A great deal	102	74	26	16	25	22	15	24	41	37	24	64	38	82	19	28	20	24	21	3	5	48	54	67	31	3	14	31	28	29	48	53	86	16	36	26	15	16	45	41		
	9%	14%	5%	13%	12%	11%	7%	7%	12%	9%	7%	10%	8%	12%	5%	11%	7%	10%	14%	6%	5%	13%	7%	9%	4%	7%	8%	13%	11%	14%	7%	9%	11%	14%	7%	9%	11%	17%	12%	11%	11%	
				HK				HK						Ø						+	+	w									f											
A fair amount	274	157	115	32	58	53	45	87	90	98	87	171	103	187	88	53	76	70	43	13	19	117	157	171	79	25	44	100	57	73	106	169	229	42	98	61	30	48	106	105		
	25%	29%	21%	26%	28%	28%	22%	24%	27%	25%	24%	28%	22%	27%	23%	21%	27%	29%	28%	25%	20%	33%	22%	27%	22%	26%	22%	25%	26%	29%	30%	23%	25%	30%	31%	22%	34%	36%	25%	29%		
																				+	+	w									f											
Not very much	377	181	194	29	50	60	89	149	79	149	149	227	149	238	138	91	94	96	47	18	30	131	246	225	117	34	95	139	68	74	103	273	333	41	117	113	29	37	162	127		
	35%	34%	36%	24%	24%	31%	43%	42%	24%	38%	42%	37%	32%	34%	37%	36%	34%	39%	30%	36%	31%	36%	34%	36%	33%	36%	47%	35%	31%	29%	30%	38%	36%	29%	37%	40%	32%	28%	39%	35%		
							DEFU	DEF		DEF										+	+						bcd				e											
Nothing at all	243	92	150	34	53	31	49	76	88	80	76	115	128	139	104	59	67	46	28	12	32	50	193	124	94	25	41	92	54	57	58	185	212	26	58	60	14	24	81	73		
	23%	17%	28%	28%	26%	16%	24%	21%	27%	20%	21%	19%	28%	20%	28%	23%	24%	19%	18%	23%	34%	14%	27%	20%	27%	26%	20%	23%	24%	22%	17%	25%	23%	19%	18%	21%	16%	18%	19%	20%		
									F				L	N							RS*					x					e											
Don't know	82	28	53	10	20	25	8	19	30	33	19	37	44	55	27	21	22	8	16	5	9	13	69	42	32	8	9	36	16	21	35	47	61	15	11	25	1	8	26	21		
	8%	5%	10%	9%	10%	13%	4%	5%	9%	8%	5%	6%	10%	8%	7%	8%	8%	3%	10%	10%	10%	4%	10%	7%	9%	8%	4%	9%	7%	8%	10%	6%	7%	11%	3%	9%	1%	6%	6%	6%		
							GHK		G	G					R			R		+	+	v				+																
NET: A great deal/A fair amount	376	231	142	48	83	75	60	111	130	135	111	236	141	269	107	81	96	94	65	16	24	165	211	238	110	28	58	131	85	102	154	222	314	58	133	87	45	64	151	146		
	35%	43%	26%	39%	40%	39%	29%	31%	40%	34%	31%	38%	30%	38%	28%	32%	34%	38%	42%	31%	26%	46%	29%	38%	31%	30%	29%	33%	38%	40%	44%	31%	34%	41%	42%	31%	51%	48%	36%	40%		
									GHK											+	+	w																				
NET: Not very much/Nothing at all	620	273	344	63	104	91	138	225	167	228	225	343	277	378	242	150	161	142	74	30	62	182	439	350	211	59	136	231	122	131	161	459	545	67	174	173	43	61	243	200		
	58%	51%	64%	52%	50%	47%	67%	63%	51%	58%	63%	56%	60%	54%	64%	59%	58%	58%	48%	59%	65%	50%	61%	56%	60%	62%	67%	58%	55%	52%	46%	63%	59%	48%	55%	61%	48%	46%	58%	55%		
							DEFU	DEF		F	DEF			N						+	S*	v				+	cd				e											

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Overlap formulae used  
ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z,a/b/c/d,e,f,g/h,i/j/n/m/h Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z,a/b/c/d,e,f,g/h,i/j/n/m/h Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC

Tax  
Adults aged 18-75 GB

Q1. Below is a list of different types of tax paid by individuals and businesses in the UK. How much, if at all, would you say you understand about each of the following? - Stamp duty  
All Adults aged 18-75 in Great Britain

	Gender			Age									Social grade		Employment status		Region								Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)			
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339			
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367			
A great deal	125 12%	74 14%	51 9%	12 10%	35 17%	29 15%	12 6%	37 10%	47 14%	41 10%	37 13%	83 9%	42 9%	95 14%	29 8%	25 10%	33 12%	28 11%	25 16%	5 9%	9 10%	51 14%	74 10%	84 13%	29 8%	13 13%	18 9%	45 11%	29 13%	33 13%	48 14%	76 10%	108 12%	16 11%	51 16%	29 10%	13 14%	21 16%	50 12%	54 15%			
A fair amount	363 34%	198 37%	163 30%	29 24%	56 27%	62 33%	72 35%	144 41%	85 26%	134 34%	144 41%	221 36%	143 31%	246 35%	117 31%	74 U	109 PU	97 PU	52 U	18 U*	14 *	146 W	217 30%	238 38%	93 26%	32 34%	69 34%	143 36%	72 32%	79 31%	121 35%	242 33%	312 34%	48 34%	141 44%	86 30%	39 44%	45 34%	154 37%	138 38%			
Not very much	362 34%	174 33%	187 35%	32 26%	66 32%	61 32%	80 39%	122 35%	98 30%	142 36%	122 35%	207 34%	155 34%	222 32%	140 37%	98 39%	84 30%	74 30%	43 28%	20 38%	43 45%	117 33%	245 34%	198 31%	133 38%	31 33%	82 40%	125 32%	80 36%	75 30%	102 29%	260 36%	320 35%	39 28%	85 27%	117 41%	27 30%	44 33%	154 37%	115 31%			
Nothing at all	168 16%	65 12%	101 19%	40 33%	35 17%	19 10%	34 16%	40 11%	75 23%	53 13%	40 11%	76 12%	92 20%	99 14%	69 18%	41 16%	40 14%	35 14%	23 15%	5 9%	24 25%	35 10%	133 19%	78 12%	80 23%	11 11%	26 13%	68 17%	32 14%	43 17%	45 13%	123 17%	136 15%	28 20%	34 11%	36 13%	9 11%	20 15%	49 12%	47 13%			
Don't know	60 6%	21 4%	38 7%	8 7%	15 7%	8 4%	15 7%	19 10%	7 3%	11 3%	23 7%	26 7%	11 3%	29 7%	30 7%	39 6%	39 5%	20 7%	14 5%	14 4%	11 7%	11 7%	4 3%	6 7%	11 5%	49 5%	32 5%	19 5%	8 5%	7 4%	17 4%	11 5%	25 10%	33 10%	26 4%	44 5%	10 7%	7 2%	16 5%	* 1%	3 2%	12 3%	13 4%
NET: A great deal/A fair amount	488 45%	272 51%	214 40%	41 34%	91 44%	92 48%	84 41%	181 51%	132 40%	175 44%	181 51%	303 49%	185 40%	341 49%	147 39%	99 U	142 PU	124 PU	77 U	23 U*	23 *	197 W	291 41%	322 51%	121 34%	45 47%	88 43%	188 47%	101 45%	112 44%	169 48%	319 44%	421 46%	64 45%	192 60%	115 41%	52 58%	66 49%	204 49%	192 52%			
NET: Not very much/Nothing at all	530 49%	239 45%	288 53%	72 59%	101 49%	81 42%	114 56%	163 46%	173 53%	195 49%	163 46%	283 46%	247 54%	321 46%	209 N	139 QRS	124 44%	110 45%	67 43%	24 *	67 70%	152 42%	378 53%	276 44%	213 60%	42 44%	108 53%	193 49%	112 50%	118 46%	147 42%	383 53%	456 50%	68 48%	119 37%	154 54%	37 41%	64 48%	204 49%	162 44%			

Overlap formulae used  
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T/U,V,W,X,Y,Z,a/b/c/d,e,f,g,h,i,j/n/n/n/n Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T/U,V,W,X,Y,Z,a/b/c/d,e,f,g,h,i,j/n/n/n/n Minimum Base: 30(\*\*) Small Base: 100(\*)

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax  
Adults aged 18-75 GB

Q1. Below is a list of different types of tax paid by individuals and businesses in the UK. How much, if at all, would you say you understand about each of the following? - Inheritance tax  
All Adults aged 18-75 in Great Britain

	Gender			Age									Social grade		Employment status		Region								Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)			
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339			
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367			
A great deal	109 10%	68 13% c	40 7% g	19 15% g	18 9% g	25 13% g	10 5% g	37 11% g	37 11% g	35 9% g	37 11% g	70 8% g	39 11% g	76 9% g	33 8% g	19 10% g	28 11% g	27 11% g	26 17% FU	4 8% +	4 4% +	43 12% w	66 9% w	69 11% w	30 8% w	10 10% w	18 9% w	38 10% w	23 10% w	31 12% w	43 12% w	65 9% w	90 10% w	18 13% w	42 9% w	26 16% w	14 11% w	15 10% w	41 13% w	47 35% w			
A fair amount	353 33%	189 36%	162 30%	42 35%	64 31%	58 30%	68 33%	121 34%	106 32%	126 34%	121 34%	216 35%	137 30%	245 35%	108 29%	78 31%	96 34%	78 32%	54 35%	19 37% +	29 30% +	149 41% w	204 28% w	217 35% w	110 31% w	26 27% +	74 37% w	133 33% w	74 33% w	72 28% w	112 32% w	241 33% w	306 33% w	43 31% w	117 37% w	91 32% w	33 36% +	57 43% +	151 36% +	128 35% +			
Not very much	384 36%	185 35%	199 37%	28 23%	65 32%	64 34%	87 42% DI	140 39% DI	93 29% DI	151 38% DI	140 39% DI	214 35% DI	171 37% DI	235 34% DI	149 40% DI	103 41% DI	85 30% DI	99 40% DI	44 28% DI	17 33% +	37 38% +	118 33% w	266 37% w	227 36% w	121 34% w	36 38% +	71 35% w	140 35% w	82 37% w	92 36% w	115 33% w	269 37% w	343 37% w	40 29% w	113 35% w	108 38% w	34 38% +	39 30% w	161 38% w	133 36% w			
Nothing at all	159 15%	62 12%	94 18% B PHK	25 21% PHK	43 21% PHK	21 11% PHK	28 14% PHK	42 21% PHK	68 12% PHK	48 12% PHK	42 12% PHK	78 13% PHK	80 17% PHK	98 14% PHK	61 16% PHK	34 13% PHK	53 19% PHK	28 12% PHK	18 11% PHK	5 10% PHK	20 21% PHK	36 10% PHK	123 17% PHK	77 12% PHK	68 19% PHK	13 14% PHK	32 16% PHK	58 15% PHK	31 14% PHK	37 15% PHK	41 12% PHK	117 16% PHK	131 14% PHK	21 15% PHK	32 10% PHK	39 14% PHK	8 9% PHK	15 12% PHK	45 11% PHK	43 12% PHK			
Don't know	73 7%	28 5%	44 8%	8 6%	16 8%	23 12% HK	12 6% HK	14 4% HK	23 7% HK	36 9% GHE	14 4% GHE	38 6% GHE	36 8% GHE	48 7% GHE	25 7% GHE	18 7% GHE	17 6% GHE	13 5% GHE	14 9% GHE	6 12% +	6 6% +	14 4% V	59 8% V	39 6% V	24 7% V	9 10% +	8 4% V	30 7% V	13 6% V	22 9% V	38 11% f	35 5% f	50 5% f	18 13% g	15 5% k	21 7% k	-- -	6 5% -	22 5% -	17 5% -			
NET: A great deal/A fair amount	462 43%	257 48% c	202 38% g	61 50% g	82 40% g	83 43% g	78 38% g	158 45% g	143 44% g	161 41% g	158 45% g	286 46% M	176 38% M	321 46% O	141 37% O	97 39% O	124 45% O	105 43% O	80 52% FU	23 45% +	33 34% +	192 53% w	270 38% w	287 45% w	140 40% w	35 38% +	92 45% w	170 43% w	97 44% w	102 40% w	156 45% w	306 42% w	396 43% w	62 44% w	159 50% w	117 41% w	47 52% +	72 54% J	193 46% J	175 48% J			
NET: Not very much/Nothing at all	543 50%	247 46% B	293 54% B	53 44% B	108 52% B	85 45% B	115 56% DI	182 51% DI	161 49% DI	200 50% DI	182 51% DI	292 47% DI	251 54% DI	333 47% DI	210 56% N	137 54% S	138 49% S	127 52% S	61 40% S	22 43% +	57 60% S*	154 43% V	389 54% V	304 48% V	189 53% V	50 52% +	103 51% V	198 50% V	113 51% V	129 51% V	156 45% e	387 53% e	474 51% e	62 44% e	145 45% e	147 51% e	42 48% +	55 41% +	205 49% +	175 48% +			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
ColumnProportions (5%): A,B,C,D,E,F,I,G,H,V,U,K,L,M,N,O,P,Q,R/S,T/U,W,X,Y,Z,a/b/c/d,e,f,g,h,i,j/n/m/h Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B,C,D,E,F,I,G,H,V,U,K,L,M,N,O,P,Q,R/S,T/U,W,X,Y,Z,a/b/c/d,e,f,g,h,i,j/n/m/h Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC

Tax  
Adults aged 18-75 GB

Q1. Below is a list of different types of tax paid by individuals and businesses in the UK. How much, if at all, would you say you understand about each of the following? - Business rates  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)	
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339	
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367	
A great deal	85 8%	57 11%	28 5%	18 GHK	23 11%	21 GHK	5 3%	18 5%	41 7%	26 G	18 5%	53 7%	32 4%	68 10%	17 4%	25 10%	23 8%	14 6%	15 10%	4 9%	3 10%	37 10%	48 7%	57 9%	21 6%	6 7%	9 4%	28 7%	21 10%	27 11%	44 13%	41 6%	71 8%	14 10%	25 8%	24 8%	14 16%	16 12%	35 8%	34 9%	
A fair amount	247 23%	139 26%	105 20%	33 GHK	47 27%	55 29%	47 23%	66 18%	80 24%	102 HK	102 18%	146 24%	101 22%	189 27%	58 15%	45 18%	57 20%	66 27%	52 34%	9 17%	19 20%	103 29%	144 20%	159 25%	72 20%	17 18%	33 16%	77 19%	74 25%	64 33%	106 30%	141 19%	201 22%	43 31%	79 25%	61 21%	31 35%	35 26%	102 24%	93 25%	
Not very much	417 39%	204 38%	213 40%	33 27%	73 36%	57 30%	90 44%	163 46%	106 32%	148 37%	163 46%	242 39%	175 38%	247 35%	170 45%	116 46%	109 39%	91 37%	48 31%	22 42%	30 32%	146 41%	271 38%	234 37%	144 41%	38 40%	94 46%	159 40%	71 32%	93 37%	114 32%	303 42%	371 40%	45 32%	123 39%	125 44%	29 33%	51 39%	180 43%	135 37%	
Nothing at all	246 23%	96 18%	147 27%	26 22%	43 21%	33 17%	54 25%	90 21%	69 22%	87 25%	90 22%	134 24%	112 24%	142 20%	104 28%	52 21%	65 23%	56 23%	27 17%	10 20%	36 38%	62 17%	184 26%	139 22%	82 23%	25 27%	51 25%	104 26%	45 20%	46 18%	52 15%	194 27%	217 24%	22 16%	74 23%	54 19%	14 16%	20 15%	83 20%	83 22%	
Don't know	83 8%	36 7%	46 9%	11 10%	20 13%	26 GHK	8 4%	19 5%	31 9%	33 8%	19 5%	41 7%	42 9%	55 8%	28 7%	14 6%	26 9%	16 7%	13 8%	7 13%	7 8%	11 3%	72 10%	41 6%	35 10%	8 8%	16 8%	11 8%	12 5%	24 9%	34 10%	49 7%	60 7%	17 12%	17 5%	21 7%	* k	11 8%	20 5%	23 6%	
NET: A great deal/A fair amount	332 31%	196 37%	133 25%	52 GHK	69 HK	76 GHK	53 26%	83 24%	121 GHK	128 GHK	83 24%	199 32%	133 29%	257 37%	75 20%	69 27%	80 29%	81 33%	67 44%	13 25%	22 23%	141 39%	192 27%	216 34%	93 26%	23 25%	42 21%	104 26%	95 36%	91 43%	150 43%	182 25%	272 30%	57 41%	105 33%	85 30%	46 51%	51 38%	137 33%	127 34%	
NET: Not very much/Nothing at all	663 61%	300 56%	360 67%	59 49%	117 57%	90 47%	145 71%	253 71%	176 54%	234 59%	253 71%	376 61%	287 62%	389 55%	274 73%	169 67%	174 62%	148 60%	75 48%	32 62%	66 69%	208 58%	455 63%	373 59%	226 64%	63 67%	145 71%	263 66%	116 52%	139 55%	166 47%	497 68%	588 64%	67 47%	196 62%	179 63%	43 48%	71 53%	263 63%	217 59%	

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Overlap formulae used  
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c/d,e,f,g,h,i,j/n/m/h Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c/d,e,f,g,h,i,j/n/m/h Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC

Tax  
Adults aged 18-75 GB

Q1. Below is a list of different types of tax paid by individuals and businesses in the UK. How much, if at all, would you say you understand about each of the following? - Fuel duty  
All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367
A great deal	101 9%	72 14%	29 5%	11 9%	24 12%	25 13%	9 5%	31 9%	35 11%	34 9%	31 9%	69 11%	32 7%	71 10%	23 9%	27 10%	21 9%	15 10%	8 16%	6 7%	42 12%	59 8%	64 10%	28 8%	9 9%	18 9%	35 10%	22 10%	26 10%	33 9%	68 9%	89 10%	8 8%	45 14%	21 7%	12 14%	19 14%	35 8%	53 14%	
A fair amount	419 39%	245 46%	172 32%	34 28%	61 30%	76 40%	75 37%	173 49%	95 29%	151 38%	173 49%	245 40%	175 38%	289 41%	130 35%	99 39%	104 37%	108 44%	55 35%	19 36%	35 36%	154 43%	266 37%	266 42%	119 34%	34 36%	86 42%	155 39%	83 37%	96 38%	140 40%	279 38%	369 40%	48 34%	152 48%	105 37%	46 51%	62 47%	168 40%	177 48%
Not very much	330 31%	131 25%	196 36%	35 29%	55 27%	40 21%	90 44%	109 31%	90 28%	131 33%	109 31%	179 33%	151 28%	199 35%	131 28%	71 28%	93 33%	76 31%	46 29%	16 31%	28 30%	113 31%	217 30%	189 30%	103 29%	37 39%	61 30%	129 32%	69 31%	70 28%	90 26%	240 33%	291 32%	37 26%	83 26%	100 35%	22 25%	29 22%	150 36%	85 23%
Nothing at all	155 14%	55 10%	98 18%	33 27%	46 22%	25 13%	22 11%	29 8%	79 24%	47 12%	29 8%	86 14%	70 15%	90 13%	65 17%	42 16%	34 12%	30 12%	24 15%	4 8%	22 23%	38 11%	117 16%	74 12%	74 21%	7 7%	27 13%	50 17%	38 16%	39 14%	47 15%	108 13%	124 13%	25 18%	29 9%	33 12%	10 11%	18 13%	48 11%	38 10%
Don't know	73 7%	28 5%	44 8%	7 6%	20 10%	25 13%	8 4%	13 4%	27 8%	33 8%	13 4%	37 6%	36 8%	52 7%	21 6%	18 7%	22 8%	9 4%	16 10%	4 8%	4 4%	13 4%	60 8%	37 6%	28 8%	8 8%	11 5%	28 7%	11 5%	22 9%	39 11%	34 5%	47 5%	20 14%	9 3%	26 9%	-- 9%	5 4%	19 5%	15 4%
NET: A great deal/A fair amount	520 48%	318 60%	200 37%	46 38%	85 41%	101 53%	84 41%	204 58%	131 40%	185 47%	204 58%	314 51%	206 45%	361 51%	160 42%	122 48%	131 47%	129 53%	70 45%	27 53%	41 43%	196 54%	325 45%	330 52%	147 42%	43 45%	104 51%	190 48%	105 47%	122 48%	173 50%	347 48%	458 50%	59 42%	197 62%	126 44%	58 65%	81 61%	203 48%	230 62%
NET: Not very much/Nothing at all	485 45%	186 35%	294 55%	69 57%	101 49%	65 34%	113 55%	138 39%	169 52%	178 45%	138 39%	265 43%	220 48%	289 41%	196 52%	112 44%	127 45%	106 43%	69 45%	20 39%	51 53%	151 42%	334 47%	263 42%	178 50%	44 47%	88 43%	179 45%	108 48%	110 43%	137 39%	348 48%	415 45%	62 44%	112 35%	133 47%	32 35%	47 35%	197 47%	123 34%

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ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/n/n/n Minimum Base: 30 (\*\*) Small Base: 100 (\*)

PUBLIC

Tax  
Adults aged 18-75 GB

Q1. Below is a list of different types of tax paid by individuals and businesses in the UK. How much, if at all, would you say you understand about each of the following? - Tobacco and alcohol duty  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region								Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339		
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367		
A great deal	122 11%	79 15%	43 8%	13 11%	41 20%	24 13%	16 8%	28 8%	54 10%	40 8%	28 13%	80 9%	42 9%	96 14%	26 7%	27 11%	34 12%	25 10%	24 15%	6 12%	7 7%	50 14%	72 10%	81 13%	32 9%	19 9%	36 9%	33 15%	33 13%	59 17%	63 9%	103 11%	18 13%	33 10%	33 14%	12 13%	24 18%	59 14%	41 11%			
A fair amount	417 39%	221 42%	191 35%	41 34%	62 30%	71 37%	90 44%	152 43%	103 32%	161 41%	152 43%	243 40%	174 38%	282 40%	135 36%	102 40%	108 38%	102 42%	52 34%	19 37%	34 36%	157 44%	260 36%	245 39%	132 37%	40 42%	85 42%	157 39%	85 38%	90 35%	128 36%	289 40%	364 40%	50 36%	148 46%	102 36%	38 42%	63 40%	168 40%	167 45%		
Not very much	331 31%	160 30%	170 32%	34 28%	53 26%	57 30%	68 33%	118 33%	87 27%	126 32%	118 33%	188 31%	143 31%	200 29%	131 35%	74 29%	86 31%	66 27%	50 32%	15 29%	41 43%	111 31%	220 31%	199 32%	106 30%	27 28%	61 30%	127 32%	73 33%	69 27%	89 26%	241 33%	290 32%	36 25%	94 30%	98 34%	27 31%	29 22%	137 33%	107 29%		
Nothing at all	139 13%	49 9%	90 17%	22 18%	35 17%	14 7%	25 12%	43 18%	57 10%	38 12%	43 11%	67 16%	72 16%	75 11%	64 17%	34 14%	36 13%	36 15%	16 10%	6 12%	11 12%	31 9%	108 11%	70 17%	59 11%	10 11%	27 13%	53 9%	20 15%	39 12%	41 13%	98 12%	114 12%	23 16%	36 11%	28 10%	11 12%	11 8%	40 10%	41 11%		
Don't know	69 6%	23 4%	45 8%	11 9%	15 7%	15 13%	24 4%	6 8%	13 8%	26 8%	30 4%	13 6%	36 7%	33 7%	47 6%	22 6%	15 6%	16 7%	17 9%	14 10%	5 3%	3 3%	11 8%	58 6%	35 7%	25 10%	9 5%	11 6%	25 5%	11 9%	33 5%	36 5%	49 5%	14 10%	7 2%	16 6%	1 2%	5 4%	15 4%	12 3%		
NET: A great deal/A fair amount	539 50%	301 56%	234 43%	54 45%	103 50%	96 50%	106 52%	180 51%	157 48%	202 51%	180 51%	324 53%	215 47%	379 54%	160 43%	129 51%	141 51%	127 52%	76 49%	25 49%	41 43%	207 58%	332 46%	326 46%	164 47%	49 52%	104 51%	193 49%	118 53%	124 49%	186 53%	353 48%	467 51%	69 49%	181 57%	143 50%	50 56%	88 66%	227 54%	208 57%		
NET: Not very much/Nothing at all	470 44%	208 39%	261 48%	56 46%	88 43%	71 37%	93 45%	162 46%	144 44%	164 41%	162 46%	255 41%	215 46%	275 39%	195 52%	108 43%	122 44%	102 42%	65 42%	21 41%	52 54%	142 39%	328 46%	269 43%	164 47%	37 39%	88 43%	180 45%	94 42%	108 43%	130 37%	340 47%	404 44%	58 41%	130 41%	126 44%	38 43%	40 30%	177 42%	147 40%		

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Overlap formulae used  
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ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c/d,e,f,g,h,i,j/n/n/n Minimum Base: 30(\*\*) Small Base: 100(\*)

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Tax

Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Summary

All Adults aged 18-75 in Great Britain

	Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least.										
	First rank (A)	Second rank (B)	Third rank (C)	Fourth rank (D)	Fifth rank (E)	Sixth rank (F)	Seventh rank (G)	Eighth rank (H)	Ninth rank (I)	Tenth rank (J)	Eleventh rank (K)
Unweighted base	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
Weighted base	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
Income tax	273 25% BCDEFGHIJK	122 11% DEFGHIJK	100 9% DEFGHIJK	47 4% IJK	42 4% IJK	37 3% IJK	56 5% IJK	38 4% IJK	31 3% IJK	33 3% IJK	36 3% IJK
VAT	98 9% FGHIJK	123 11% EFGHIJK	123 11% EFGHIJK	91 8% GHIJK	81 7% GHIJK	65 6% HIJK	54 5% IJK	60 6% IJK	45 4% IJK	40 4% IJK	35 3% IJK
Corporation tax	83 8% K	80 7% K	79 7% K	100 9% FGHIJK	89 8% K	66 6% IJK	68 6% IJK	64 6% IJK	68 6% IJK	72 7% K	46 4% IJK
Fuel duty	72 7% K	71 7% K	86 8% K	62 6% IJK	85 8% K	79 7% K	75 7% K	78 7% K	75 7% K	89 8% K	43 4% K
Tobacco and alcohol duty	59 5% IJK	81 8% IJK	58 5% IJK	60 6% IJK	64 6% IJK	93 9% ACDE	83 8% IJK	77 7% IJK	81 8% IJK	76 7% IJK	83 8% IJK
National insurance	58 5% AFGHIJK	100 9% AFGHIJK	113 10% AEFGHIJK	116 11% AEFGHIJK	75 7% IJK	70 6% IJK	62 6% IJK	58 5% IJK	50 5% IJK	59 6% IJK	55 5% IJK
Council tax	56 5% IJK	63 6% IJK	69 6% IJK	89 8% AIJK	87 8% AIJK	89 8% AIJK	88 8% AIJK	76 7% IJK	72 7% IJK	57 5% IJK	71 7% IJK
Business rates	41 4% A	72 7% A	75 7% AIJK	96 9% AIJK	99 9% AIJK	107 10% ABCGHIJK	75 7% AIJK	75 7% AIJK	62 6% IJK	49 5% IJK	63 6% IJK
Inheritance tax	29 3% IJK	33 3% IJK	41 4% IJK	52 5% A	62 6% AB	51 5% A	82 8% ABCDEF	85 8% ABCDEF	110 10% ABCDEF	115 11% ABCDEF	156 14% ABCDEFGHIJK
Stamp duty	27 3% IJK	34 3% IJK	27 3% IJK	40 4% IJK	53 5% AC	61 6% ABC	85 8% ABCDE	103 10% ABCDEF	108 10% ABCDEF	129 12% ABCDEF	148 14% ABCDEFGHIJK
Capital gains tax	20 2% A	37 3% A	43 4% A	62 6% AB	77 7% ABC	98 9% ABCD	88 8% ABC	103 10% ABCD	112 10% ABCDE	97 9% ABC	79 7% ABC
Don't know	263 24%	263 24%	263 24%	263 24%	263 24%	263 24%	263 24%	263 24%	263 24%	263 24%	263 24%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
 ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K Minimum Base: 30(\*\*) Small Base: 100(\*)

22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - First rank All Adults aged 18-75 in Great Britain

Table with 38 columns: Total, Gender (Male, Female), Age (18-24 to 55-75), Social grade (ABC1, C2DE), Employment status (ANY WORKING, ANY NOT WORKING), Region (North, Midlands, South, Greater London, Wales, Scotland), Education (Graduate, Non-graduate), Marital Status (Married/Living as Married, Single, Widowed/Divorced/Separated), Household Size (1-4+), Presence of children HH (ANY, NONE), Ethnicity (White ethnic group, Ethnic minority), General Election 2019 Vote (Conservative, Labour, Liberal Democrats, Other), Referendum 2016 vote (Remain, Leave).

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
ColumnProportions (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n  
ColumnMeans (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Second rank  
All Adults aged 18-75 in Great Britain

	Gender			Age									Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non- graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservati ve (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339		
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367		
VAT	123 11%	75 14%	48 9%	7 6%	24 12%	21 11%	29 14%	42 12%	31 10%	50 13%	42 12%	66 11%	57 12%	71 10%	52 14%	36 14%	30 11%	26 11%	18 11%	5 9%	8 9%	47 13%	76 11%	83 13%	30 9%	10 10%	22 11%	45 11%	26 11%	30 12%	32 9%	91 12%	109 12%	13 9%	50 16%	31 11%	11 12%	13 10%	48 11%	58 16%		
Income tax	122 11%	65 12%	57 11%	13 11%	22 11%	22 11%	29 14%	36 10%	35 11%	51 13%	36 10%	59 10%	63 14%	79 11%	43 11%	19 8%	31 11%	37 15%	17 11%	4 8%	13 14%	33 9%	89 12%	69 11%	43 12%	10 11%	14 7%	50 13%	28 13%	30 12%	39 11%	83 11%	105 11%	16 11%	36 11%	38 13%	8 9%	14 11%	48 12%	44 12%		
National insurance	100 9%	53 10%	46 9%	11 9%	17 8%	15 8%	15 7%	43 12%	27 8%	29 7%	43 12%	64 10%	35 8%	63 9%	36 10%	17 7%	31 11%	26 11%	12 8%	3 7%	10 10%	41 11%	59 8%	62 10%	30 9%	8 8%	20 10%	42 10%	23 10%	15 6%	23 7%	76 10%	84 9%	16 11%	26 8%	35 12%	10 11%	9 7%	54 13%	31 9%		
Tobacco and alcohol duty	81 8%	40 8%	41 8%	6 5%	16 8%	8 4%	24 12%	27 8%	22 7%	32 8%	27 8%	46 8%	36 8%	53 8%	28 7%	16 6%	25 9%	21 9%	8 5%	2 3%	9 10%	23 6%	58 8%	53 8%	18 5%	11 11%	17 9%	36 7%	15 5%	13 5%	23 7%	58 8%	74 8%	7 5%	28 9%	20 7%	5 6%	7 5%	33 8%	28 8%		
Corporation tax	80 7%	44 8%	35 7%	11 9%	9 5%	12 6%	12 12%	24 7%	20 6%	36 9%	24 7%	53 9%	27 6%	53 8%	27 7%	19 8%	16 6%	21 9%	10 7%	8 16%	5 5%	31 9%	49 7%	45 7%	28 8%	7 8%	19 9%	29 7%	11 5%	21 8%	26 7%	55 8%	69 7%	10 7%	37 12%	14 5%	3 4%	13 10%	29 7%	28 8%		
Business rates	72 7%	33 6%	36 7%	9 8%	11 6%	16 8%	12 6%	24 7%	21 6%	27 7%	24 7%	48 8%	24 5%	48 7%	24 6%	18 7%	17 6%	20 8%	11 7%	3 6%	3 3%	24 7%	48 7%	44 7%	21 6%	7 8%	6 3%	31 8%	14 6%	21 5%	30 8%	41 6%	62 7%	10 7%	25 8%	14 5%	9 10%	13 10%	26 6%	32 9%		
Fuel duty	71 7%	44 8%	27 5%	7 6%	11 5%	13 7%	8 4%	32 9%	18 6%	21 5%	32 9%	41 7%	30 7%	51 7%	20 5%	20 6%	16 4%	10 4%	9 6%	5 9%	11 12%	27 7%	44 6%	50 8%	15 4%	5 4%	14 7%	26 5%	12 5%	19 8%	21 6%	50 7%	65 7%	6 4%	30 9%	18 6%	7 6%	7 6%	27 7%	28 8%		
Council tax	63 6%	25 5%	38 7%	10 8%	20 10%	17 9%	9 4%	6 2%	30 9%	26 7%	6 2%	34 6%	29 6%	44 6%	19 5%	4 4%	19 7%	15 6%	11 7%	1 2%	6 7%	22 6%	41 6%	26 4%	31 2%	6 7%	13 6%	16 4%	17 7%	18 7%	27 8%	36 5%	53 6%	9 6%	17 4%	12 8%	8 9%	8 6%	23 5%	20 5%		
Capital gains tax	37 3%	15 3%	21 4%	4 3%	11 5%	5 3%	7 3%	10 3%	14 4%	12 3%	17 3%	20 3%	26 4%	11 3%	9 4%	11 4%	3 1%	12 8%	1 2%	2 2%	19 5%	18 2%	18 3%	18 3%	5 2%	2 2%	10 5%	11 3%	10 4%	6 2%	11 3%	26 4%	31 3%	6 4%	9 3%	13 4%	4 4%	7 6%	16 4%	11 3%		
Stamp study	34 3%	17 3%	17 3%	5 5%	8 4%	5 3%	2 1%	13 4%	14 4%	7 2%	13 4%	25 4%	9 2%	24 3%	10 3%	13 5%	6 2%	3 1%	7 5%	2 4%	2 3%	12 3%	21 3%	18 3%	15 4%	1 1%	9 4%	11 3%	5 2%	9 3%	12 4%	21 3%	29 3%	5 3%	9 3%	11 4%	1 1%	8 6%	14 3%	10 3%		
Inheritance tax	33 3%	15 3%	18 3%	6 5%	6 3%	10 5%	5 2%	7 2%	11 3%	14 3%	7 2%	18 3%	14 3%	21 3%	12 3%	8 3%	8 3%	9 4%	1 1%	3 5%	3 3%	11 3%	22 3%	23 4%	10 3%	- 2%	3 2%	6 3%	7 3%	16 6%	18 5%	15 2%	27 3%	4 3%	6 2%	7 2%	5 6%	8 6%	11 3%	11 3%		
Don't know	263 24%	106 20%	155 29%	33 27%	51 25%	47 25%	43 21%	90 25%	84 26%	90 23%	90 25%	145 24%	118 26%	169 24%	94 25%	66 26%	70 25%	53 22%	37 24%	15 29%	22 23%	70 19%	193 27%	140 22%	95 27%	28 29%	55 27%	96 24%	56 25%	56 22%	87 25%	176 24%	214 23%	41 29%	46 14%	74 26%	18 20%	26 19%	90 22%	66 18%		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Small Base: 100

ColumnMeans (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Small Base: 100

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Third rank  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region								Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non- graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservati ve (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339		
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367		
VAT	123 11%	65 12%	56 10%	14 11%	22 11%	17 9%	31 15%	39 11%	36 11%	48 12%	39 11%	67 11%	56 12%	78 11%	45 12%	27 11%	35 12%	31 13%	14 9%	6 11%	11 11%	42 12%	81 11%	68 11%	38 18%	17 13%	26 13%	43 13%	29 10%	25 12%	31 10%	92 13%	110 12%	10 7%	38 12%	32 11%	15 17%	13 10%	55 13%	41 11%		
National insurance	113 10%	55 10%	58 11%	13 11%	15 7%	21 11%	21 10%	42 12%	28 9%	42 11%	42 12%	71 11%	42 9%	64 9%	49 13%	30 12%	23 8%	33 13%	15 10%	4 8%	7 7%	40 11%	73 10%	66 10%	37 10%	10 12%	24 10%	38 9%	21 12%	29 10%	37 10%	76 11%	97 10%	14 10%	45 14%	26 9%	10 11%	13 10%	45 11%	43 12%		
Income tax	100 9%	59 11%	40 7%	13 11%	23 11%	11 6%	16 8%	37 10%	36 11%	28 7%	37 10%	56 9%	44 10%	57 8%	43 11%	24 10%	20 7%	19 8%	21 13%	7 13%	9 9%	37 10%	63 9%	48 8%	39 11%	12 13%	19 10%	36 9%	23 10%	22 9%	33 9%	67 9%	85 9%	14 10%	34 11%	27 10%	9 10%	11 9%	39 9%	34 9%		
Fuel duty	86 8%	56 10%	30 6%	6 5%	10 5%	20 10%	20 10%	30 8%	16 5%	40 10%	30 8%	48 8%	38 8%	61 9%	25 7%	17 7%	36 13%	21 9%	5 3%	3 6%	3 4%	23 6%	63 9%	57 9%	21 6%	8 9%	18 9%	32 5%	12 10%	24 10%	30 9%	56 8%	80 9%	6 4%	36 11%	20 7%	7 7%	13 10%	35 8%	38 10%		
Corporation tax	79 7%	39 7%	40 7%	6 5%	22 11%	17 9%	14 7%	20 6%	28 9%	31 8%	20 6%	58 9%	21 5%	59 8%	20 5%	12 5%	20 7%	13 5%	17 11%	5 10%	14 14%	34 10%	45 6%	49 8%	29 8%	1 1%	13 7%	30 7%	19 9%	17 7%	27 8%	52 7%	69 8%	8 5%	20 6%	18 6%	7 7%	15 12%	41 10%	27 7%		
Business rates	75 7%	38 7%	36 7%	10 8%	10 5%	15 8%	15 7%	25 7%	20 6%	30 8%	25 7%	39 6%	36 8%	51 7%	24 6%	16 6%	25 9%	15 6%	9 6%	4 7%	6 7%	27 7%	48 7%	47 8%	25 7%	2 6%	13 6%	36 4%	9 7%	17 7%	23 7%	51 7%	65 7%	10 7%	25 8%	21 7%	6 7%	7 5%	29 7%	27 7%		
Council tax	69 6%	30 6%	38 7%	12 10%	15 7%	9 5%	17 8%	16 5%	27 8%	26 7%	16 5%	33 5%	36 8%	44 6%	25 7%	23 9%	10 3%	18 7%	9 6%	1 2%	8 9%	23 6%	46 6%	39 6%	23 7%	7 7%	8 4%	23 6%	16 7%	22 9%	20 6%	49 7%	59 6%	10 7%	18 6%	19 7%	6 6%	12 9%	24 6%	22 6%		
Tobacco and alcohol duty	58 5%	30 6%	28 5%	4 3%	10 5%	13 7%	5 3%	26 7%	14 4%	19 5%	26 7%	35 6%	23 5%	37 6%	21 4%	11 4%	11 4%	12 8%	12 8%	5 10%	7 7%	20 6%	38 5%	40 6%	13 4%	5 6%	10 5%	25 6%	13 6%	11 4%	18 5%	41 6%	46 5%	13 9%	20 6%	16 6%	3 4%	6 5%	24 6%	25 7%		
Capital gains tax	43 4%	28 5%	14 3%	6 5%	9 5%	12 6%	8 4%	8 2%	15 5%	20 5%	8 2%	26 4%	18 4%	35 5%	9 2%	11 4%	12 4%	11 5%	6 4%	1 2%	2 2%	20 6%	23 3%	28 4%	12 4%	3 3%	5 2%	12 3%	10 5%	17 7%	23 6%	21 3%	37 4%	6 5%	16 5%	13 4%	2 4%	5 3%	14 4%	13 3%		
Inheritance tax	41 4%	16 3%	25 5%	3 3%	9 4%	4 2%	7 3%	18 5%	12 4%	11 3%	18 5%	26 4%	15 3%	25 4%	16 4%	10 4%	8 3%	14 6%	3 2%	1 1%	5 6%	11 3%	30 4%	24 4%	15 4%	1 4%	9 4%	17 4%	9 4%	6 2%	10 3%	31 4%	38 4%	3 2%	13 4%	9 3%	4 3%	7 5%	13 3%	19 5%		
Stamp duty	27 3%	9 2%	19 3%	2 2%	9 5%	5 3%	7 4%	3 1%	12 4%	12 3%	3 1%	14 3%	13 3%	22 3%	5 1%	5 2%	10 4%	4 2%	6 4%	1 2%	1 1%	12 3%	16 2%	22 3%	5 1%	- 2%	3 2%	9 2%	6 2%	9 4%	12 3%	15 2%	20 5%	8 2%	8 3%	8 3%	3 3%	4 3%	10 2%	12 3%		
Don't know	263 24%	106 20%	155 29%	33 27%	51 25%	47 25%	43 21%	90 25%	84 26%	90 23%	90 25%	145 24%	118 26%	169 24%	94 25%	66 26%	70 25%	53 22%	37 24%	15 29%	22 23%	70 19%	193 27%	140 22%	95 27%	28 29%	55 27%	96 24%	56 25%	56 22%	87 25%	176 24%	234 23%	41 29%	46 14%	74 26%	18 20%	26 19%	90 22%	66 18%		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
ColumnProportions (5%): A-B/C,D/E/F/G/H/I/J/K/L/M,N/O/P/Q/R/S/T/U/V,W,X/Y,Z,a/b/c/d,e/f,g/h,i/j,k/l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A-B/C,D/E/F/G/H/I/J/K/L/M,N/O/P/Q/R/S/T/U,V,W,X/Y,Z,a/b/c/d,e/f,g/h,i/j,k/l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)



PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Fourth rank  
All Adults aged 18-75 in Great Britain

	Gender			Age									Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339		
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367		
National insurance	116	64	51	12	18	26	29	32	29	55	32	64	52	75	42	22	26	35	15	7	11	41	75	67	33	16	26	47	24	19	30	86	108	7	49	29	8	8	42	44		
	11%	12%	9%	10%	9%	13%	14%	9%	9%	14%	10%	10%	11%	11%	11%	9%	9%	14%	10%	14%	11%	11%	11%	9%	17%	13%	12%	11%	7%	9%	12%	12%	12%	12%	5%	16%	10%	9%	6%	10%	12%	
Corporation tax	100	52	45	9	19	4	13	54	28	18	54	50	50	58	41	25	23	29	8	5	9	27	73	65	26	8	15	42	16	26	27	73	83	15	25	44	3	11	49	34		
	9%	10%	8%	8%	9%	2%	6%	15%	9%	4%	8%	8%	11%	8%	11%	10%	8%	12%	5%	10%	7%	10%	10%	10%	7%	9%	7%	11%	7%	10%	8%	10%	9%	10%	8%	15%	3%	9%	12%	9%		
Business rates	96	52	44	5	21	19	21	31	25	40	31	57	39	66	30	25	24	20	14	4	9	35	61	53	37	7	20	36	13	28	29	67	84	11	39	24	6	11	45	32		
	9%	10%	8%	4%	10%	10%	10%	9%	8%	10%	9%	9%	8%	9%	8%	10%	9%	8%	9%	8%	10%	10%	9%	8%	10%	8%	10%	9%	6%	11%	8%	9%	9%	9%	7%	12%	9%	7%	8%	11%	9%	
VAT	91	45	45	11	13	19	16	31	25	35	31	60	31	55	36	21	18	23	13	6	9	30	61	39	40	13	25	25	22	19	25	66	80	10	34	16	7	10	32	28		
	8%	8%	8%	9%	6%	10%	8%	9%	8%	9%	10%	7%	8%	10%	8%	6%	10%	9%	13%	9%	13%	9%	8%	9%	6%	11%	13%	12%	6%	10%	8%	7%	9%	9%	7%	11%	6%	8%	8%	8%		
Council tax	89	53	35	8	13	18	14	36	22	32	36	55	34	59	30	26	28	14	17	2	2	34	55	62	21	6	14	38	23	14	25	64	79	9	23	30	13	11	45	27		
	8%	10%	6%	7%	7%	10%	7%	10%	7%	8%	10%	9%	7%	8%	8%	10%	10%	6%	11%	5%	2%	10%	8%	10%	6%	6%	7%	10%	10%	6%	7%	9%	9%	9%	7%	7%	10%	14%	8%	11%	7%	
Capital gains tax	62	23	39	6	11	12	18	15	17	29	15	39	23	42	20	12	13	18	10	2	7	22	40	40	18	4	10	24	11	17	30	32	50	12	23	14	8	5	23	26		
	6%	4%	7%	5%	5%	6%	9%	4%	5%	7%	4%	6%	5%	6%	5%	5%	5%	8%	6%	3%	8%	6%	6%	6%	5%	4%	5%	6%	5%	7%	8%	4%	5%	8%	7%	5%	9%	4%	6%	7%		
Fuel duty	62	30	31	9	14	11	10	18	23	21	18	32	30	42	19	21	20	5	10	1	4	26	35	47	12	2	7	22	12	20	27	35	51	9	21	16	7	8	28	24		
	6%	6%	6%	7%	7%	5%	5%	7%	5%	5%	5%	6%	6%	5%	5%	8%	7%	2%	6%	3%	4%	7%	5%	8%	3%	2%	4%	6%	5%	8%	8%	5%	6%	7%	7%	5%	8%	6%	7%			
Tobacco and alcohol duty	60	36	24	10	9	6	19	15	20	26	15	34	27	36	25	8	24	12	5	3	9	24	36	28	27	5	12	25	12	12	13	47	55	5	18	10	3	14	17	28		
	6%	7%	5%	9%	4%	3%	9%	4%	6%	4%	5%	6%	5%	7%	3%	9%	5%	3%	6%	6%	9%	7%	5%	4%	8%	2%	6%	5%	5%	5%	4%	7%	6%	4%	6%	3%	10%	3%	14	17		
Inheritance tax	52	25	27	7	14	13	5	13	21	19	13	32	21	39	13	12	9	9	12	3	6	21	32	33	19	-	6	15	14	17	21	31	43	10	13	14	4	9	21	21		
	5%	5%	5%	6%	7%	7%	3%	4%	6%	5%	4%	5%	4%	6%	3%	5%	3%	4%	8%	6%	7%	6%	4%	5%	5%	-	3%	4%	6%	7%	6%	4%	5%	7%	4%	5%	5%	7%	5%	6%		
Income tax	47	21	26	7	8	10	9	13	15	19	13	27	20	30	17	14	10	13	7	2	1	19	28	33	13	1	7	18	8	13	18	29	43	4	18	9	7	9	19	17		
	4%	4%	5%	5%	4%	5%	4%	4%	4%	5%	4%	4%	4%	4%	4%	6%	3%	5%	4%	4%	1%	5%	4%	5%	4%	1%	4%	5%	4%	5%	5%	4%	5%	3%	6%	3%	7%	7%	5%			
Stamp duty	40	25	15	4	15	5	8	7	19	13	7	21	18	31	9	1	14	12	7	-	6	11	28	23	13	4	6	10	11	13	19	21	31	9	9	6	6	12	9	20		
	4%	5%	3%	3%	7%	3%	4%	2%	6%	3%	2%	3%	4%	4%	2%	*	5%	5%	4%	-	6%	3%	4%	4%	4%	4%	4%	3%	2%	5%	5%	3%	3%	6%	3%	2%	6%	9%	2%	6%		
Don't know	263	106	155	33	51	47	43	90	84	90	90	145	118	169	94	66	70	53	37	15	22	70	193	140	95	28	55	96	56	56	87	176	214	41	46	74	18	26	90	66		
	24%	20%	29%	27%	25%	21%	25%	26%	23%	25%	24%	26%	24%	25%	26%	25%	22%	24%	29%	23%	19%	27%	22%	27%	29%	27%	27%	24%	25%	22%	25%	24%	23%	29%	14%	26%	20%	19%	22%	18%		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n Minimum Base: 30 Small Base: 100  
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n Minimum Base: 30 Small Base: 100

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Fifth rank  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region								Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)				
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339				
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367				
Business rates	99	48	50	12	18	16	18	35	30	34	35	56	43	51	48	19	29	19	18	6	9	36	63	63	31	5	17	38	21	24	28	71	89	6	33	29	8	15	38	39				
Corporation tax	89	52	37	8	9	20	13	39	18	33	39	44	45	52	38	24	20	22	10	1	13	37	53	56	23	10	14	31	19	25	26	63	80	10	37	21	9	10	26	45				
Council tax	87	47	40	10	18	13	15	31	28	28	31	46	41	61	26	22	31	10	12	4	8	30	57	41	38	8	26	27	18	15	22	65	76	11	26	22	10	14	36	33				
Fuel duty	85	45	41	11	10	11	25	29	21	35	29	53	33	49	36	27	19	23	6	2	9	33	52	50	27	9	17	29	18	21	22	64	72	13	33	21	6	6	36	27				
VAT	81	40	41	10	21	9	17	23	31	26	23	55	26	62	19	15	18	22	10	4	11	31	50	49	26	5	17	33	14	16	27	54	69	12	25	28	6	10	39	29				
Capital gains tax	77	32	44	10	22	12	12	21	32	24	21	54	23	56	20	14	24	17	16	1	5	28	49	44	23	10	14	28	18	18	30	47	64	13	15	18	12	12	35	22				
National Insurance	75	38	36	10	12	15	16	22	22	31	22	41	35	54	21	17	17	22	8	5	6	25	50	35	36	5	17	29	14	16	19	57	63	12	20	18	8	13	31	27				
Tobacco and alcohol duty	64	42	21	4	5	13	21	20	9	34	20	37	27	42	22	10	13	9	12	5	5	22	42	42	18	4	7	27	14	16	19	44	56	7	24	18	4	9	29	25				
Inheritance tax	62	35	26	7	13	13	15	14	20	28	14	35	28	46	16	16	20	9	10	4	4	18	45	46	14	2	5	19	18	20	34	28	55	7	27	13	4	6	24	23				
Stamp duty	53	25	27	5	11	15	8	14	16	23	14	30	23	37	16	17	8	15	8	2	3	20	33	33	14	7	10	18	5	20	22	31	46	5	19	11	1	7	23	16				
Income tax	42	22	20	2	15	7	3	16	17	10	16	21	21	23	19	6	10	15	7	4	1	11	31	31	9	3	2	23	9	7	14	28	36	6	15	11	3	5	13	17				
Don't know	263	106	155	33	51	47	43	90	84	90	90	145	118	169	94	66	70	53	37	15	22	70	193	140	95	28	55	96	56	56	87	176	214	41	46	74	18	26	90	66				

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
ColumnProportions (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Small Base: 100  
ColumnMeans (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Small Base: 100

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Sixth rank  
All Adults aged 18-75 in Great Britain

	Gender			Age									Social grade		Employment status		Region								Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)					
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339					
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367					
Business rates	107	66	41	11	27	16	21	31	38	38	31	60	46	71	36	25	32	25	14	5	6	32	74	63	34	9	21	31	36	18	33	74	98	9	33	32	11	8	48	35					
Capital gains tax	98	41	57	13	12	20	13	39	25	33	39	59	39	56	42	14	26	23	14	8	13	31	66	64	30	3	18	42	13	24	23	74	89	7	38	20	7	14	36	36					
Tobacco and alcohol duty	93	39	53	10	15	16	16	36	26	31	36	50	43	53	39	32	20	22	13	2	4	34	59	48	32	13	19	44	12	18	23	70	76	12	35	32	5	4	40	35					
Council tax	89	49	38	8	18	12	27	25	26	39	25	51	38	59	30	17	27	19	10	4	11	32	56	60	24	5	11	33	18	27	28	61	81	7	27	26	6	14	33	37					
Fuel duty	79	35	43	4	7	21	21	25	12	42	25	46	32	56	23	20	10	24	13	2	8	30	49	45	26	8	16	27	16	19	34	45	68	10	27	17	10	11	32	32					
National insurance	70	43	27	9	16	14	10	21	25	25	21	35	35	48	22	18	17	9	15	4	6	31	39	43	25	2	12	20	15	23	28	42	54	17	18	23	5	8	32	20					
Corporation tax	66	38	28	8	10	14	15	19	18	29	19	46	20	40	25	17	13	16	10	6	4	25	41	39	23	4	15	25	15	11	20	46	56	10	24	18	6	8	32	20					
VAT	65	38	27	8	10	8	12	28	19	19	28	30	36	44	21	7	22	16	11	1	8	22	43	45	17	4	10	22	11	21	22	44	50	16	18	16	4	11	22	26					
Stamp duty	61	33	27	5	11	11	14	20	16	25	20	38	23	45	16	20	17	11	7	1	6	19	42	34	16	11	11	24	11	15	23	38	57	4	24	11	8	7	22	22					
Inheritance tax	51	24	27	4	21	3	4	19	25	7	19	33	18	29	22	8	16	16	6	2	3	17	34	27	19	5	9	17	12	13	17	34	45	6	17	8	5	14	15	26					
Income tax	37	21	15	7	8	10	9	4	15	18	4	23	14	32	5	8	10	11	4	1	3	17	20	21	13	3	6	15	8	8	13	24	33	4	12	6	5	7	18	12					
Don't know	263	106	155	33	51	47	43	90	84	90	145	118	169	94	66	70	53	37	15	22	70	193	140	95	28	55	96	56	56	87	176	214	41	46	74	18	26	90	66						

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
ColumnProportions (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 (\*\*); Small Base: 100 (\*\*)  
ColumnMeans (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 (\*\*); Small Base: 100 (\*\*)

22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Seventh rank  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region								Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339		
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367		
Council tax	88 8%	45 8%	43 8%	10 8%	13 6%	18 9%	17 9%	30 8%	23 7%	35 30	30 8%	50 8%	38 8%	55 8%	33 9%	20 8%	18 6%	30 12%	10 7%	9 18%	1 1%	29 8%	59 8%	52 8%	32 9%	3 3%	11 6%	45 11%	18 8%	13 5%	25 7%	63 9%	74 8%	13 9%	39 12%	21 7%	6 6%	2 2%	34 8%	33 9%		
Capital gains tax	88 8%	45 8%	41 8%	9 7%	15 7%	7 4%	20 10%	36 10%	24 7%	27 10%	36 10%	51 8%	37 8%	55 8%	33 9%	18 7%	21 8%	19 8%	10 7%	10 15%	8 12%	35 10%	53 7%	52 8%	24 7%	12 12%	19 9%	35 9%	16 7%	18 7%	23 6%	65 9%	74 8%	12 9%	31 9%	25 3%	3 3%	12 9%	33 8%	34 9%		
Stamp duty	85 8%	40 7%	45 8%	7 6%	13 6%	18 9%	17 8%	30 8%	21 6%	35 9%	30 8%	47 8%	38 8%	50 7%	36 9%	12 5%	28 10%	22 9%	11 7%	4 8%	8 9%	28 8%	57 8%	54 9%	27 8%	4 4%	15 8%	32 8%	22 10%	17 7%	32 9%	54 7%	78 8%	7 5%	36 11%	19 7%	7 8%	9 7%	30 7%	44 12%		
Tobacco and alcohol duty	83 8%	53 10%	31 6%	6 5%	19 9%	13 7%	18 9%	28 8%	25 8%	30 8%	28 8%	45 7%	39 8%	57 8%	26 7%	18 7%	19 6%	16 6%	22 14%	1 2%	8 8%	26 7%	57 8%	51 8%	27 8%	5 5%	16 8%	18 4%	20 9%	30 12%	34 10%	49 7%	72 8%	12 8%	31 10%	22 8%	11 12%	15 11%	40 10%	29 8%		
Inheritance tax	82 8%	43 8%	38 7%	16 13%	12 6%	16 9%	14 7%	23 7%	28 9%	30 8%	23 7%	49 8%	33 7%	55 8%	27 7%	9 4%	27 10%	23 9%	17 11%	2 4%	4 4%	27 8%	54 8%	45 7%	27 8%	9 10%	10 5%	39 10%	14 6%	19 7%	18 5%	64 9%	71 8%	9 6%	28 9%	19 7%	6 7%	7 6%	33 8%	24 7%		
Fuel duty	75 7%	38 7%	38 7%	8 7%	15 7%	12 6%	13 6%	27 8%	23 7%	25 6%	27 8%	47 8%	29 6%	47 7%	29 8%	20 8%	23 8%	18 7%	10 6%	1 2%	4 4%	26 7%	49 7%	40 6%	25 7%	11 11%	18 9%	25 6%	22 10%	12 5%	18 5%	57 8%	71 8%	5 3%	23 7%	23 8%	4 5%	7 5%	27 6%	24 7%		
Business rates	75 7%	42 8%	31 6%	6 5%	18 9%	10 5%	11 5%	31 9%	23 7%	21 5%	31 9%	47 8%	28 6%	44 6%	30 8%	20 4%	12 8%	19 8%	10 7%	4 10%	9 10%	31 9%	44 6%	46 7%	19 5%	10 11%	11 6%	29 7%	16 7%	19 7%	25 7%	49 7%	58 6%	16 12%	22 7%	20 7%	7 10%	11 8%	32 8%	32 9%		
Corporation tax	68 6%	34 6%	33 6%	4 4%	15 7%	17 9%	15 5%	17 7%	19 6%	32 8%	17 5%	36 7%	32 7%	55 8%	12 3%	22 9%	18 7%	13 5%	10 6%	- 5%	5 5%	25 7%	43 6%	44 7%	18 4%	6 6%	16 8%	12 6%	12 5%	16 6%	24 7%	43 6%	60 7%	7 5%	18 6%	20 7%	10 12%	13 10%	32 8%	28 8%		
National insurance	62 6%	40 7%	21 4%	9 7%	7 4%	10 5%	15 8%	20 6%	16 5%	26 7%	20 6%	34 6%	28 6%	38 5%	24 6%	22 9%	18 6%	9 4%	5 3%	1 3%	8 8%	24 7%	38 5%	37 6%	21 6%	4 4%	10 5%	21 5%	9 4%	22 9%	19 5%	43 6%	54 6%	7 5%	19 6%	11 4%	6 7%	11 9%	22 5%	20 5%		
Income tax	56 5%	24 5%	31 6%	8 6%	13 6%	17 9%	9 4%	9 3%	21 7%	26 7%	9 3%	29 5%	27 6%	38 5%	17 5%	10 4%	12 4%	9 4%	8 5%	3 6%	13 14%	21 6%	35 5%	38 5%	17 5%	- 5%	13 6%	12 3%	12 5%	19 5%	26 7%	30 4%	48 5%	5 4%	13 4%	11 4%	5 5%	14 10%	25 6%	16 4%		
VAT	54 5%	23 4%	31 6%	6 5%	15 7%	6 3%	13 6%	14 4%	21 6%	19 4%	14 6%	37 4%	16 5%	38 5%	16 4%	16 6%	15 5%	15 6%	4 2%	3 5%	2 2%	18 5%	36 5%	30 5%	20 6%	3 4%	9 4%	23 6%	8 4%	14 6%	20 6%	34 5%	46 5%	6 5%	12 4%	19 7%	6 7%	6 4%	22 5%	17 5%		
Don't know	263 24%	106 20%	155 29%	33 27%	51 25%	47 25%	43 21%	90 25%	84 26%	90 23%	90 25%	145 24%	118 26%	169 24%	94 25%	66 26%	70 25%	53 22%	37 24%	15 29%	22 23%	70 19%	193 27%	140 22%	95 27%	28 29%	55 27%	96 24%	56 25%	56 22%	87 25%	176 24%	214 23%	41 29%	46 14%	74 26%	18 20%	26 19%	90 22%	66 18%		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
ColumnProportions (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Small Base: 100  
ColumnMeans (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Small Base: 100

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Eighth rank  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region								Education		Marital Status		Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)	
Unweighted base	1078	530	541	149	205	181	207	336	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	350	721	912	151	295	295	102	150	456	339		
Weighted base	1078	532	539	121	206	191	205	355	327	396	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367		
Capital gains tax	103	64	39	9	17	14	21	42	26	35	61	41	60	43	31	20	23	14	6	9	37	65	61	29	12	19	34	21	29	30	73	90	13	35	27	11	12	43	41		
Stamp duty	103	49	53	9	14	26	29	24	23	55	49	54	67	36	27	25	22	12	9	8	35	68	62	32	10	15	42	20	25	36	67	94	9	35	27	9	12	46	30		
Inheritance tax	85	47	37	14	14	14	13	29	28	27	45	39	55	30	18	28	16	14	2	7	31	54	52	29	4	18	32	15	21	27	58	67	17	23	33	7	7	37	26		
Fuel duty	78	41	36	13	25	13	12	15	37	26	43	35	56	22	13	19	22	13	3	7	29	48	36	37	5	15	21	24	18	22	56	61	15	14	23	5	14	39	17		
Tobacco and alcohol duty	77	42	34	5	15	12	16	28	21	28	48	29	47	30	17	20	14	10	4	13	34	43	52	22	3	14	32	15	16	23	54	68	8	32	13	4	10	24	34		
Council tax	76	39	36	4	13	15	13	30	17	28	48	28	48	27	12	16	30	12	2	4	32	44	39	30	7	20	24	14	18	22	53	65	10	31	19	6	9	33	33		
Business rates	75	39	36	8	6	8	18	35	14	26	44	32	43	32	19	15	19	13	3	6	24	51	44	21	10	16	35	11	13	19	56	64	11	28	17	8	7	28	33		
Corporation tax	64	34	29	9	16	12	13	13	26	25	35	29	47	16	14	24	16	6	2	2	21	43	39	18	7	11	20	16	16	23	40	54	8	15	17	11	9	22	23		
VAT	60	24	36	10	11	11	10	19	21	20	36	24	44	16	15	16	14	9	2	4	19	41	38	18	4	8	28	11	13	18	42	58	2	24	13	3	10	29	21		
National insurance	58	32	24	4	13	10	11	20	17	21	37	20	39	19	15	16	13	7	2	6	15	43	40	13	4	8	16	15	19	27	31	52	3	23	11	6	10	22	22		
Income tax	38	13	23	3	11	9	6	10	14	14	24	14	27	11	8	11	3	8	1	7	13	25	28	9	1	3	17	6	11	17	21	33	5	12	10	2	7	8	22		
Don't know	263	106	155	33	51	47	43	90	84	90	145	118	169	94	66	70	53	37	15	22	70	193	140	95	28	55	96	56	56	87	176	214	41	46	74	18	26	90	66		
	24%	20%	29%	27%	25%	25%	21%	25%	26%	25%	24%	26%	24%	25%	26%	25%	22%	24%	29%	23%	19%	27%	22%	27%	29%	27%	24%	25%	22%	25%	24%	23%	29%	14%	26%	20%	19%	22%	18%		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n Minimum Base: 30 Small Base: 100  
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n Minimum Base: 30 Small Base: 100

22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Ninth rank  
All Adults aged 18-75 in Great Britain

	Gender			Age										Social grade		Employment status		Region										Education		Marital Status		Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)							
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	252	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339							
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367							
Capital gains tax	112	56	56	14	24	20	21	33	39	41	33	58	54	74	38	31	35	24	12	3	7	35	77	64	41	8	19	42	24	26	37	75	93	18	41	29	10	16	45	51							
Inheritance tax	110	67	42	10	19	16	29	35	29	45	35	56	53	70	40	21	28	21	17	8	15	37	73	65	37	7	23	44	19	25	28	81	92	16	32	37	7	11	46	38							
Stamp duty	108	67	41	9	15	16	18	50	24	34	50	68	40	66	42	25	25	27	15	4	12	44	64	68	35	6	23	44	21	19	24	84	92	15	45	25	10	10	49	35							
Tobacco and alcohol duty	81	36	43	9	19	18	16	19	28	34	19	52	28	59	22	23	26	16	11	3	2	25	56	46	31	4	18	21	21	21	31	50	69	12	20	17	9	15	30	26							
Fuel duty	75	38	38	8	22	4	14	28	30	18	28	46	29	37	38	13	22	21	9	6	4	27	49	41	26	8	13	35	19	8	17	58	70	5	22	22	9	9	29	28							
Council tax	72	41	31	6	13	9	10	34	19	19	34	53	19	45	27	16	14	21	5	5	12	24	48	49	13	10	17	24	9	21	19	53	65	5	34	15	4	7	31	28							
Corporation tax	68	35	34	11	8	12	20	18	19	32	18	28	40	43	25	18	14	16	12	2	6	23	46	39	22	7	8	29	17	14	24	44	59	9	17	15	7	8	21	26							
Business rates	62	29	34	6	10	13	12	21	16	25	21	36	26	45	18	9	17	17	7	2	10	23	40	35	17	10	15	21	11	16	17	45	53	8	23	13	3	11	23	24							
National insurance	50	18	32	6	12	10	9	12	19	19	12	31	19	38	12	13	13	9	9	2	3	21	28	36	12	2	1	22	9	17	22	28	45	4	13	17	4	7	26	12							
VAT	45	25	18	5	10	13	6	12	15	19	12	26	20	32	13	8	7	12	15	1	2	18	28	26	15	4	7	13	10	15	25	21	38	7	13	12	3	10	17	16							
Income tax	31	16	16	3	5	13	6	5	7	19	5	15	16	22	9	9	9	7	4	1	1	14	18	22	9	*	3	6	7	15	19	13	30	2	13	7	4	3	11	17							
Don't know	263	106	155	33	51	47	43	90	84	90	90	145	118	169	94	66	70	53	37	15	22	70	193	140	95	28	55	96	56	56	87	176	214	41	46	74	18	26	90	66							

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Overlap formulae used  
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm,nn Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm,nn Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Tenth rank  
All Adults aged 18-75 in Great Britain

	Gender			Age										Social grade		Employment status		Region										Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)						
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339						
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367						
Stamp duty	129	65	61	20	15	15	31	48	35	46	48	75	54	78	51	31	30	34	21	4	9	49	80	76	41	12	30	49	21	27	31	98	109	19	39	42	10	15	62	48						
Inheritance tax	115	64	49	4	15	20	25	50	20	45	50	69	46	69	46	28	33	27	9	8	9	42	73	68	32	15	21	49	29	16	31	83	109	6	44	26	13	12	52	38						
Capital gains tax	97	53	44	10	18	21	19	28	28	40	28	46	51	63	34	32	26	22	9	4	6	33	64	54	33	10	20	34	22	21	26	71	88	8	35	24	6	9	38	39						
Fuel duty	89	48	39	9	25	11	16	28	34	27	28	50	39	61	28	14	11	25	23	6	9	25	64	54	30	6	14	33	14	28	35	54	70	15	25	24	9	14	40	30						
Tobacco and alcohol duty	76	38	38	16	16	17	4	24	31	20	24	43	33	49	27	21	21	19	6	5	4	30	46	46	28	3	8	27	15	26	27	49	61	14	19	24	8	8	25	29						
Corporation tax	72	34	38	7	19	11	13	22	26	24	22	52	20	44	28	14	20	14	14	3	7	22	49	43	23	5	9	27	15	20	24	47	63	9	28	15	5	8	26	23						
National Insurance	59	27	33	3	14	9	10	25	17	18	25	37	22	41	18	9	19	8	11	2	11	21	39	38	16	5	10	28	9	12	20	39	50	9	24	14	4	11	23	28						
Council tax	57	33	24	4	10	14	13	15	15	27	15	37	20	46	11	14	13	14	8	3	4	24	33	39	13	4	10	21	4	21	22	35	50	5	18	14	2	13	25	18						
Business rates	49	31	18	7	11	11	14	6	18	25	6	22	27	33	16	9	12	12	9	1	6	21	28	28	19	2	9	9	19	12	21	28	44	5	15	13	4	8	19	17						
VAT	40	18	22	3	6	8	9	14	9	17	14	24	16	26	14	8	17	8	3	-	4	17	23	26	11	3	9	13	10	8	16	24	35	4	13	6	9	6	13	19						
Income tax	33	16	17	7	6	7	9	5	12	16	5	16	17	24	9	7	8	5	1	3	7	27	20	13	1	7	11	9	6	10	23	28	5	13	6	1	3	8	12							
Don't know	263	106	155	33	51	47	43	90	84	90	145	118	169	94	66	70	53	37	15	22	29	70	193	140	95	28	55	96	56	56	87	176	214	41	46	74	18	26	90	66						

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Overlap formulae used  
ColumnProportions (5%): A-B/C,D/E/F/G/H/I/J/K/L/M,N/O/P/Q/R/S/T/U/V,W,X/Y,Z,a/b/c/d,e,f,g/h,i/j,k/l,m/n Minimum Base: 30 Small Base: 100  
ColumnMeans (5%): A-B/C,D/E/F/G/H/I/J/K/L,M,N/O/P/Q/R/S/T/U,V,W,X/Y,Z,a/b/c/d,e,f,g/h,i/j,k/l,m/n Minimum Base: 30 Small Base: 100

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Eleventh rank  
All Adults aged 18-75 in Great Britain

	Gender			Age									Social grade		Employment status		Region								Education		Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non- graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservati ve (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)				
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339				
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367				
Inheritance tax	156 14%	78 15%	76 14%	14 12%	22 10%	33 17%	40 19%	47 13%	36 11%	73 18%	47 13%	91 15%	64 14%	103 15%	53 14%	51 20%	26 9%	39 16%	23 15%	4 9%	12 13%	63 17%	93 13%	89 14%	48 14%	19 20%	36 18%	55 14%	25 11%	40 16%	48 15%	108 15%	133 14%	21 15%	63 20%	36 12%	11 13%	15 11%	64 15%	64 17%				
Stamp duty	148 14%	79 15%	68 13%	17 14%	32 15%	23 12%	23 11%	54 15%	48 15%	46 12%	54 15%	85 14%	63 14%	94 13%	54 14%	27 11%	42 15%	38 16%	14 9%	10 20%	16 17%	51 14%	98 14%	85 14%	50 14%	13 14%	19 9%	58 15%	37 17%	34 13%	39 11%	110 15%	131 14%	13 9%	46 15%	38 13%	12 14%	18 13%	51 12%	56 15%				
Tobacco and alcohol duty	83 8%	44 8%	38 7%	12 10%	20 10%	13 7%	16 8%	21 6%	32 10%	29 7%	21 6%	49 8%	34 7%	59 8%	23 6%	17 7%	18 6%	28 12%	12 8%	2 5%	6 6%	33 9%	50 7%	52 8%	25 7%	7 7%	16 8%	26 6%	19 8%	23 9%	35 10%	48 7%	75 8%	8 6%	25 8%	21 7%	16 18%	12 9%	44 11%	19 5%				
Capital gains tax	79 7%	54 10%	26 5%	6 5%	8 4%	14 8%	21 10%	29 8%	15 4%	36 9%	29 8%	46 7%	33 7%	54 8%	26 7%	14 6%	19 7%	24 10%	13 8%	4 7%	6 6%	22 6%	57 8%	49 8%	27 3%	3 7%	15 9%	34 8%	19 8%	12 5%	21 6%	58 8%	74 8%	6 4%	26 8%	21 7%	7 8%	11 8%	37 9%	26 7%				
Council tax	71 7%	38 7%	33 6%	9 7%	10 5%	5 3%	12 6%	35 10%	19 6%	17 4%	35 10%	38 6%	33 7%	37 5%	34 9%	15 6%	16 6%	8 3%	13 8%	4 8%	15 16%	22 6%	49 7%	47 7%	19 5%	5 5%	11 9%	35 7%	15 7%	10 4%	20 6%	51 7%	63 7%	8 6%	26 8%	17 6%	8 9%	9 7%	30 7%	28 8%				
Business rates	63 6%	28 5%	35 6%	6 5%	16 8%	11 6%	11 5%	19 5%	22 7%	22 6%	19 5%	41 7%	23 5%	44 6%	19 5%	12 5%	18 7%	18 7%	8 5%	3 6%	5 5%	20 6%	44 6%	37 6%	23 6%	3 6%	15 c	29 c	6 c	14 c	16 5%	48 7%	52 6%	11 8%	20 6%	17 6%	6 6%	12 9%	32 8%	20 6%				
National Insurance	55 5%	33 6%	21 4%	6 5%	14 7%	6 3%	12 6%	17 5%	20 6%	18 4%	17 5%	25 4%	30 6%	30 4%	25 7%	13 5%	15 5%	8 3%	11 7%	6 11%	3 3%	17 5%	38 5%	38 6%	12 3%	5 5%	6 3%	23 6%	13 5%	13 5%	18 5%	36 5%	47 5%	8 5%	20 6%	15 5%	2 2%	10 7%	14 3%	29 8%				
Corporation tax	46 4%	23 4%	23 4%	7 5%	10 5%	13 7%	4 2%	12 3%	17 5%	17 4%	12 3%	26 4%	19 4%	30 4%	16 4%	10 4%	21 7%	4 2%	8 5%	1 2%	2 2%	17 5%	29 4%	26 4%	15 4%	5 5%	10 3%	10 6%	13 6%	13 5%	19 27%	27 4%	37 4%	8 6%	15 5%	14 5%	2 2%	4 3%	14 3%	16 4%				
Fuel duty	43 4%	18 3%	24 4%	6 5%	8 4%	6 3%	10 5%	13 4%	14 4%	16 4%	13 4%	27 4%	16 4%	29 4%	14 4%	6 3%	11 4%	11 4%	9 6%	2 3%	4 4%	20 5%	24 3%	19 3%	21 3%	3 4%	8 4%	17 4%	6 3%	12 5%	14 4%	29 4%	32 4%	11 8%	9 3%	14 5%	2 2%	6 4%	13 3%	19 5%				
Income tax	36 3%	16 3%	20 4%	2 1%	10 5%	7 4%	9 4%	8 2%	12 4%	16 4%	8 2%	25 4%	10 2%	30 4%	5 1%	9 4%	12 4%	8 3%	5 3%	- -	1 1%	14 4%	22 3%	21 3%	12 3%	3 3%	9 4%	6 2%	10 4%	11 4%	14 4%	21 3%	32 3%	3 2%	12 4%	9 3%	3 3%	8 6%	13 3%	17 5%				
VAT	35 3%	15 3%	20 4%	3 3%	6 3%	12 6%	5 2%	9 3%	10 3%	16 3%	9 3%	17 3%	18 4%	21 3%	13 4%	12 5%	12 4%	4 2%	3 2%	* 1%	4 4%	12 3%	22 3%	26 4%	7 2%	2 2%	3 1%	10 2%	5 2%	18 7%	19 5%	16 2%	29 3%	3 2%	9 3%	9 3%	3 3%	3 3%	16 4%	7 2%				
Don't know	263 24%	106 20%	155 29%	33 27%	51 25%	47 25%	43 21%	90 25%	84 26%	90 23%	90 25%	145 24%	118 26%	169 24%	94 25%	66 26%	70 25%	53 22%	37 24%	15 29%	22 23%	70 19%	193 27%	140 22%	95 27%	28 29%	55 27%	96 24%	56 25%	56 22%	87 25%	176 24%	214 23%	41 29%	46 14%	74 26%	18 20%	26 19%	90 22%	66 18%				

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T/U,V,W,X,Y,Z,a/b/c/d/e/f/g/h,i/j/k/l/m/n Minimum Base: 30 Small Base: 100

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h,i/j/k/l/m/n Minimum Base: 30 Small Base: 100



PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - First rank All Adults aged 18-75 in Great Britain

	Gender			Age										Social grade		Employment status		Region										Education		Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)							
Unweighted base	830	437	388	111	160	140	164	255	271	304	255	542	288	574	256	192	212	191	123	39	73	482	348	501	265	64	156	292	168	214	276	554	712	111	249	221	88	124	367	278							
Weighted base	815	426	383	89	155	144	162	265	244	306	265	471	344	532	283	186	210	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301							
Income tax	273	153	118	25	36	31	58	123	61	89	123	177	96	169	104	71	75	61	31	14	21	105	168	160	80	33	64	107	46	56	59	213	234	36	96	78	24	25	128	94							
VAT	98	58	40	11	16	20	16	34	27	37	34	54	44	61	37	22	19	21	17	8	11	35	63	60	36	2	11	47	21	19	30	67	82	16	36	28	3	13	38	40							
Corporation tax	83	41	41	9	18	12	17	28	26	29	28	43	41	50	33	13	22	27	13	3	6	28	55	45	32	6	16	35	13	20	23	60	76	7	37	15	9	7	38	30							
Fuel duty	72	35	37	7	9	21	14	21	16	35	21	38	34	44	27	14	22	11	9	5	9	24	48	51	19	2	7	34	14	16	24	48	65	6	33	13	6	12	23	33							
Tobacco and alcohol duty	59	26	32	6	11	15	8	19	16	23	19	32	26	40	19	13	14	13	6	5	8	19	40	32	18	8	11	22	12	13	18	41	54	4	21	17	4	9	22	25							
National insurance	58	24	33	7	17	9	14	11	24	23	11	31	27	44	14	10	14	19	9	1	4	15	43	28	24	5	12	16	15	15	19	39	52	5	16	12	8	6	17	23							
Council tax	56	26	29	7	12	14	15	8	19	29	8	26	30	35	21	12	17	13	11	1	2	18	38	36	14	6	7	15	15	18	32	24	42	12	13	14	4	9	16	22							
Business rates	41	20	22	8	9	9	9	7	17	18	7	20	21	37	4	15	10	8	3	1	4	17	25	30	11	1	4	8	13	16	21	20	38	4	11	8	3	5	11	10							
Inheritance tax	29	12	17	2	11	3	4	9	13	7	9	18	11	21	8	6	6	7	6	-	3	13	16	18	7	4	8	10	5	7	11	18	26	3	6	7	3	10	14	12							
Stamp duty	27	16	11	5	11	4	5	2	16	9	2	18	9	20	7	9	6	2	9	-	1	9	18	14	12	*	6	5	7	9	15	12	20	7	1	11	5	6	13	8							
Capital gains tax	20	15	4	2	7	6	2	3	9	8	3	14	6	12	8	2	4	7	2	-	4	8	12	16	4	-	1	6	4	9	11	9	17	1	2	6	1	4	9	4							

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Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c/d,e,f,g/h,i/j/n/n/n Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c/d,e,f,g/h,i/j/n/n/n Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Second rank  
All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	830	437	388	111	160	140	164	255	271	304	255	542	288	574	256	192	212	191	123	39	73	482	348	501	265	64	156	292	168	214	276	554	712	111	249	221	88	124	367	278		
Weighted base	815	426	383	89	155	144	162	265	244	306	265	471	344	532	283	186	210	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301		
VAT	123	75	48	7	24	21	29	42	31	50	42	66	57	71	52	36	30	26	18	5	8	47	76	83	30	10	22	45	26	30	32	91	109	13	50	31	11	13	48	58		
Income tax	122	65	57	13	22	22	29	36	35	51	36	59	63	79	43	19	31	37	17	4	13	33	89	69	43	10	14	50	28	30	39	83	105	16	36	38	8	14	48	44		
National insurance	100	53	46	11	17	15	15	43	27	29	43	64	35	63	36	17	31	26	12	3	10	41	59	62	30	8	20	42	23	15	23	76	84	16	26	35	10	9	54	31		
Tobacco and alcohol duty	81	40	41	6	16	8	24	27	22	32	27	46	36	53	28	16	25	21	8	2	9	23	58	53	18	11	17	36	15	13	23	58	74	7	28	20	5	7	33	28		
Corporation tax	80	44	35	11	9	12	24	24	20	36	24	53	27	53	27	19	16	21	10	8	5	31	40	45	28	7	19	29	11	21	26	55	69	10	37	14	3	13	29	28		
Business rates	72	33	36	9	11	16	12	24	21	27	24	48	24	48	24	18	17	20	11	3	3	24	48	44	21	7	6	31	14	21	30	41	62	10	25	14	9	13	26	32		
Fuel duty	71	44	27	7	11	13	8	32	18	21	32	41	30	51	20	20	16	10	9	5	11	27	44	50	15	5	14	26	12	19	21	50	65	6	30	18	7	27	28			
Council tax	63	25	38	10	20	17	9	6	30	26	6	34	29	44	19	10	19	15	1	6	22	41	26	31	6	13	16	17	18	27	36	53	9	17	12	8	8	23	20			
Capital gains tax	37	15	21	4	11	5	7	10	14	12	10	17	20	26	11	9	11	3	12	1	2	19	18	18	17	2	10	11	10	6	11	26	31	6	9	13	4	7	16	11		
Stamp duty	34	17	17	5	8	5	2	13	14	7	13	25	9	24	10	13	6	3	7	2	2	12	21	18	15	1	9	11	5	9	12	21	29	5	9	11	1	8	14	10		
Inheritance tax	33	15	18	6	6	10	5	7	11	14	7	18	14	21	12	8	8	9	1	3	3	11	22	23	10	-	3	6	7	16	18	15	27	4	6	7	5	8	11	11		

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Overlap formulae used  
Column=Proportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c/d,e,f,g,h,i,j,k,l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)  
Column=Means (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c/d,e,f,g,h,i,j,k,l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC

Tax

Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Third rank  
All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote			
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	830	437	388	111	160	140	255	271	304	255	542	288	574	256	192	212	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301			
Weighted base	815	426	383	89	155	144	162	265	244	306	265	471	344	532	283	186	210	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301		
VAT	123	65	56	14	22	17	31	39	36	48	39	67	56	78	45	27	35	31	14	6	11	42	81	68	38	17	26	43	29	25	31	92	110	10	38	32	15	13	55	41		
	15%	15%	15%	15%	14%	12%	19%	15%	15%	16%	15%	14%	16%	15%	16%	15%	17%	16%	12%	15%	14%	14%	15%	14%	15%	25%	17%	14%	18%	12%	12%	17%	16%	10%	14%	15%	22%	12%	17%	14%		
National insurance	113	55	58	13	15	21	21	42	28	42	42	71	42	64	49	30	23	33	15	4	7	40	73	66	37	10	24	38	21	29	37	76	97	14	45	26	10	13	45	43		
	14%	13%	15%	15%	10%	15%	13%	16%	12%	14%	16%	15%	12%	12%	17%	16%	11%	17%	13%	11%	10%	14%	14%	13%	14%	15%	17%	13%	12%	15%	14%	14%	14%	14%	14%	16%	12%	14%	13%	14%	14%	
Income tax	100	59	40	13	23	11	16	37	36	28	37	56	44	57	43	24	20	19	21	7	9	37	63	48	39	12	19	36	23	22	33	67	85	14	34	27	9	11	39	34		
	12%	14%	10%	15%	15%	8%	10%	14%	15%	9%	14%	12%	13%	11%	15%	13%	10%	10%	18%	18%	12%	13%	12%	10%	15%	19%	13%	12%	14%	11%	12%	12%	12%	12%	14%	12%	13%	12%	11%	12%	11%	
Fuel duty	86	56	30	6	10	20	20	30	16	40	30	48	38	61	25	17	36	21	5	3	3	23	63	57	21	8	18	32	12	24	30	56	80	6	36	20	7	13	35	38		
	11%	13%	8%	7%	6%	14%	12%	11%	7%	13%	11%	10%	11%	11%	9%	9%	17%	11%	5%	9%	5%	8%	12%	8%	12%	12%	11%	7%	12%	11%	10%	11%	11%	11%	6%	13%	10%	9%	12%	11%	13%	
Corporation tax	79	39	40	6	22	17	14	20	28	31	20	58	21	59	20	12	20	13	17	5	14	34	45	49	29	1	13	30	19	17	27	52	69	8	20	18	7	15	41	27		
	10%	9%	10%	7%	14%	12%	9%	7%	11%	7%	12%	6%	11%	7%	6%	9%	7%	14%	14%	19%	12%	9%	10%	11%	2%	9%	10%	11%	9%	10%	9%	10%	8%	7%	9%	9%	9%	9%	14%	12%	9%	
Business rates	75	38	36	10	10	15	15	25	20	30	25	39	36	51	24	16	25	15	9	4	6	27	48	47	25	2	13	36	9	17	23	51	65	10	25	21	6	7	29	27		
	9%	9%	10%	11%	6%	10%	9%	9%	8%	10%	9%	8%	10%	10%	9%	8%	12%	8%	8%	10%	9%	9%	9%	10%	10%	10%	3%	9%	12%	5%	9%	9%	9%	9%	9%	9%	10%	9%	10%	6%	9%	9%
Council tax	69	30	38	12	15	9	17	16	27	26	16	33	36	44	25	23	10	18	9	1	8	23	46	39	23	7	8	23	16	22	20	49	59	10	18	19	6	12	24	22		
	8%	7%	10%	14%	10%	6%	11%	6%	11%	8%	6%	7%	11%	8%	9%	12%	5%	9%	8%	3%	11%	8%	9%	8%	9%	10%	5%	8%	10%	11%	8%	9%	8%	10%	7%	9%	9%	8%	11%	7%	7%	
Tobacco and alcohol duty	58	30	28	4	10	13	5	26	14	19	26	35	23	37	21	11	11	12	5	7	20	38	40	13	5	10	25	13	11	18	41	46	13	20	16	3	6	24	25			
	7%	7%	7%	4%	7%	9%	3%	10%	6%	10%	7%	7%	7%	7%	6%	5%	6%	5%	11%	14%	9%	7%	7%	8%	5%	8%	7%	8%	8%	7%	7%	7%	7%	12%	6%	7%	4%	6%	7%	8%		
Capital gains tax	43	28	14	6	9	12	8	8	15	20	8	26	18	35	9	11	12	11	6	1	2	20	23	28	12	3	5	12	10	17	23	21	37	6	16	13	2	5	14	13		
	5%	7%	4%	6%	6%	8%	5%	3%	6%	7%	3%	5%	5%	7%	3%	6%	6%	6%	5%	2%	3%	7%	4%	6%	5%	4%	3%	4%	6%	9%	9%	4%	5%	6%	6%	6%	3%	3%	5%	4%	4%	
Inheritance tax	41	16	25	3	9	4	7	18	12	11	18	26	15	25	16	10	8	14	3	1	5	11	30	24	15	1	9	17	9	6	10	31	38	3	13	9	4	7	13	19		
	5%	4%	6%	4%	6%	3%	4%	7%	5%	3%	7%	5%	4%	5%	6%	6%	4%	8%	2%	1%	7%	4%	6%	5%	6%	2%	6%	6%	6%	3%	4%	6%	5%	3%	5%	4%	6%	4%	7%	4%	6%	
Stamp duty	27	9	19	2	9	5	7	3	12	12	3	14	13	22	5	5	10	4	6	1	1	12	16	22	5	-	3	9	6	9	12	15	20	8	8	8	3	4	10	12		
	3%	2%	5%	3%	6%	3%	5%	1%	5%	4%	1%	3%	4%	4%	2%	3%	5%	2%	5%	3%	1%	4%	3%	5%	2%	-	2%	3%	3%	5%	5%	3%	3%	8%	3%	4%	4%	4%	3%	3%	4%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T/U,V,W,X,Y,Z,a,b/c/d,e,f,g/h,i/j,k/l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T/U,V,W,X,Y,Z,a,b/c/d,e,f,g/h,i/j,k/l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC

Tax

Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Fourth rank  
All Adults aged 18-75 in Great Britain

	Gender			Age										Social grade		Employment status		Region										Education		Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1	C2DE	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non- graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservati ve (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)							
Unweighted base	830	437	388	111	160	140	164	255	271	304	255	542	288	574	256	192	212	191	123	39	73	482	348	501	265	64	156	292	168	214	276	554	712	111	249	221	88	124	367	278							
Weighted base	815	426	383	89	155	144	162	265	244	306	265	471	344	532	283	186	210	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301							
National insurance	116 14%	64 15%	51 13%	12 13%	18 11%	26 18%	29 18%	32 12%	29 12%	55 18%	32 12%	64 14%	52 15%	75 14%	42 15%	22 12%	26 13%	35 18%	15 13%	7 19%	11 15%	41 14%	75 14%	67 14%	33 13%	16 24%	26 18%	47 16%	24 15%	19 9%	30 12%	86 16%	108 15%	7 7%	49 18%	29 14%	8 12%	8 8%	42 13%	44 15%							
Corporation tax	100 12%	52 12%	45 12%	9 10%	19 13%	4 3%	13 8%	54 20%	28 12%	18 6%	54 20%	50 11%	50 14%	58 11%	41 15%	25 14%	23 11%	29 15%	8 7%	5 *	9 *	27 9%	73 14%	65 13%	26 10%	8 13%	15 10%	42 14%	16 10%	26 13%	27 10%	73 13%	83 12%	15 15%	25 9%	44 21%	4 4%	3 11%	11 15%	49 11%	34 11%						
Business rates	96 12%	52 12%	44 12%	5 5%	21 13%	19 14%	21 13%	31 12%	25 10%	40 13%	31 12%	57 12%	39 11%	66 12%	30 11%	25 14%	24 11%	20 10%	14 12%	4 11%	9 13%	35 12%	61 12%	53 11%	37 14%	7 11%	20 14%	36 12%	13 8%	28 14%	29 11%	67 12%	84 12%	11 10%	39 14%	24 11%	6 9%	11 9%	45 10%	32 11%							
VAT	91 11%	45 10%	45 12%	11 13%	13 8%	19 13%	16 10%	31 12%	25 10%	35 11%	31 12%	60 13%	31 9%	55 10%	36 13%	21 11%	18 9%	23 12%	13 11%	6 18%	9 12%	30 10%	61 12%	39 8%	40 15%	13 19%	25 17%	25 8%	22 13%	19 10%	25 9%	66 12%	80 11%	10 10%	34 12%	16 8%	7 9%	10 9%	32 10%	28 9%							
Council tax	89 11%	53 13%	35 9%	8 9%	13 9%	18 13%	14 8%	36 13%	22 9%	32 10%	36 13%	55 12%	34 10%	59 11%	30 11%	26 14%	28 13%	14 7%	17 14%	2 7%	2 3%	34 12%	55 10%	62 13%	21 8%	6 9%	14 9%	38 13%	23 14%	14 7%	25 10%	64 12%	79 11%	9 9%	23 9%	30 14%	13 18%	11 10%	45 14%	27 9%							
Capital gains tax	62 8%	23 5%	39 10%	6 7%	11 7%	12 8%	18 11%	15 6%	17 7%	29 10%	15 6%	39 8%	23 7%	42 8%	20 7%	12 6%	13 6%	18 10%	10 8%	2 5%	7 10%	22 8%	40 8%	40 8%	18 7%	4 *	10 7%	24 8%	11 7%	17 9%	30 11%	32 6%	50 7%	12 12%	23 8%	14 7%	8 12%	5 4%	23 7%	26 8%							
Fuel duty	62 8%	30 7%	31 8%	9 10%	14 9%	11 7%	10 6%	18 7%	23 7%	21 7%	18 7%	32 7%	30 9%	42 8%	19 7%	21 11%	20 10%	5 3%	10 8%	1 4%	4 5%	26 9%	35 7%	47 10%	12 5%	2 3%	7 5%	22 7%	12 7%	20 10%	27 10%	35 6%	51 7%	9 9%	21 8%	16 7%	7 10%	8 7%	28 8%	24 8%							
Tobacco and alcohol duty	60 7%	36 8%	24 6%	10 12%	9 6%	6 4%	19 12%	15 8%	20 8%	26 8%	15 6%	34 7%	27 8%	36 9%	25 4%	8 12%	24 6%	12 4%	5 8%	3 12%	9 12%	24 8%	36 7%	28 10%	27 6%	5 10%	12 8%	25 8%	12 7%	12 6%	13 5%	47 9%	55 8%	5 5%	18 7%	10 5%	3 4%	14 13%	17 5%	28 9%							
Inheritance tax	52 6%	25 6%	27 7%	7 8%	14 9%	13 9%	5 3%	13 5%	21 9%	19 6%	32 7%	21 6%	39 7%	13 5%	12 6%	9 4%	9 5%	12 10%	3 9%	6 9%	6 7%	21 6%	32 6%	33 7%	19 7%	- *	6 4%	15 5%	14 8%	17 9%	21 8%	31 6%	43 6%	10 10%	13 5%	14 7%	4 6%	9 9%	21 6%	21 7%							
Income tax	47 6%	21 5%	26 7%	7 7%	8 5%	10 7%	9 5%	13 5%	15 6%	19 6%	13 5%	27 6%	20 6%	30 6%	17 6%	14 8%	10 5%	13 7%	7 6%	2 5%	1 1%	19 7%	28 5%	33 7%	13 5%	1 1%	7 5%	18 6%	8 5%	13 7%	18 7%	29 5%	43 6%	4 4%	18 6%	9 4%	7 9%	9 8%	19 6%	17 6%							
Stamp duty	40 5%	25 6%	15 4%	4 5%	15 10%	5 4%	8 5%	7 3%	19 4%	13 3%	7 5%	21 5%	18 5%	31 6%	9 3%	1 *	14 7%	12 6%	7 6%	- *	6 8%	11 4%	28 5%	23 5%	13 5%	4 6%	6 4%	10 3%	11 7%	13 7%	19 7%	21 4%	31 4%	9 9%	9 3%	6 3%	6 8%	12 11%	9 3%	20 7%							

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z, a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z, a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Fifth rank  
All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)
Unweighted base	830	437	388	111	160	140	164	255	271	304	255	542	288	574	256	192	212	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301
Weighted base	815	426	383	89	155	144	162	265	244	306	265	471	344	532	283	186	210	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301
Business rates	99	48	50	12	18	16	18	35	30	34	35	56	43	51	48	19	29	19	18	6	9	36	63	63	31	5	17	38	21	24	28	71	89	6	33	29	8	15	38	39
Corporation tax	89	52	37	8	9	20	13	39	18	33	39	44	45	52	38	24	20	22	10	1	13	37	53	56	23	10	14	31	19	25	26	63	80	10	37	21	9	10	26	45
Council tax	87	47	40	10	18	13	15	31	28	28	31	46	41	61	26	22	31	10	12	4	8	30	57	41	38	8	26	27	18	15	22	65	76	11	26	22	10	14	36	33
Fuel duty	85	45	41	11	10	11	25	29	21	35	29	53	33	49	36	27	19	23	6	2	9	33	52	50	27	9	17	29	18	21	22	64	72	13	33	21	6	6	36	27
VAT	81	40	41	10	21	9	17	23	31	26	23	55	26	62	19	15	18	22	10	4	11	31	50	49	26	5	17	33	14	16	27	54	69	12	25	28	6	10	39	29
Capital gains tax	77	32	44	10	22	12	12	21	32	24	21	54	23	56	20	14	24	17	16	1	5	28	49	44	23	10	14	28	18	18	30	47	64	13	15	18	12	12	35	22
National insurance	75	38	36	10	12	15	16	22	22	31	22	41	35	54	21	17	17	22	8	5	6	25	50	35	36	5	17	29	14	16	19	57	63	12	20	18	8	13	31	27
Tobacco and alcohol duty	64	42	21	4	5	13	21	20	9	34	20	37	27	42	22	10	13	19	12	5	5	22	42	42	18	4	7	27	14	16	19	44	56	7	24	18	4	9	29	25
Inheritance tax	62	35	26	7	13	13	15	14	20	28	14	35	28	46	16	16	20	9	10	4	4	18	45	46	14	2	5	19	18	20	34	28	55	7	27	13	4	6	24	23
Stamp duty	53	25	27	5	11	15	8	14	16	23	14	30	23	37	16	17	8	15	8	2	3	20	33	33	14	7	10	18	5	20	22	31	46	5	19	11	1	7	23	16
Income tax	42	22	20	2	15	7	3	16	17	10	16	21	21	23	19	6	10	15	7	4	1	11	31	31	9	3	2	23	9	7	14	28	36	6	15	11	3	5	13	17

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c/d,e,f,g/h,i/j/n/m Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c/d,e,f,g/h,i/j/n/m Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Sixth rank  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)	
Unweighted base	830	437	388	111	160	140	164	255	271	304	255	542	288	574	256	192	212	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301	
Weighted base	815	426	383	89	155	144	162	265	244	306	265	471	344	532	283	186	210	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301	
Business rates	107	66	41	11	27	16	21	31	38	38	31	60	46	71	36	25	32	25	14	5	6	32	74	63	34	9	21	31	36	18	33	74	98	9	33	32	11	8	48	35	
Capital gains tax	98	41	57	13	12	20	13	39	25	33	39	59	39	56	42	14	26	23	14	8	13	31	66	64	30	3	18	42	13	24	23	74	89	7	38	20	7	14	36	36	
Tobacco and alcohol duty	93	39	53	10	15	16	16	36	26	31	36	50	43	53	39	32	20	22	13	2	4	34	59	48	32	13	19	44	12	18	23	70	76	12	35	32	5	4	40	35	
Council tax	89	49	38	8	18	12	27	25	26	39	25	51	38	59	30	17	27	19	10	4	11	32	56	60	24	5	11	33	18	27	28	61	81	7	27	26	6	14	33	37	
Fuel duty	79	35	43	4	7	21	21	25	12	42	25	46	32	56	23	20	10	24	13	2	8	30	49	45	26	8	16	27	16	19	34	45	68	10	27	17	10	11	32	32	
National insurance	70	43	27	9	16	14	10	21	25	25	21	35	35	48	22	18	17	9	15	4	6	31	39	43	25	2	12	20	15	23	28	42	54	17	18	23	5	8	32	20	
Corporation tax	66	38	28	8	10	14	15	19	18	29	19	46	20	40	25	17	13	16	10	6	4	25	41	39	23	4	15	25	15	11	20	46	56	10	24	18	6	8	32	20	
VAT	65	38	27	8	10	8	12	28	19	19	28	30	36	44	21	7	22	16	11	1	8	22	43	45	17	4	10	22	11	21	22	44	50	16	18	16	4	11	22	26	
Stamp duty	61	33	27	5	11	11	14	20	16	25	20	38	23	45	16	20	17	11	7	1	6	19	42	34	16	11	11	24	11	15	23	38	57	4	24	11	8	7	22	22	
Inheritance tax	51	24	27	4	21	3	4	19	25	7	19	33	18	29	22	8	16	16	6	2	3	17	34	27	19	5	9	17	12	13	17	34	45	6	17	8	5	14	15	26	
Income tax	37	21	15	7	8	10	9	4	15	18	4	23	14	32	5	8	10	11	4	1	3	17	20	21	13	3	6	15	8	8	13	24	33	4	12	6	5	7	18	12	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
Column=Proportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Seventh rank  
All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status		Region							Education		Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)	
Unweighted base	830	437	388	111	160	140	164	255	271	304	255	542	288	574	256	192	212	191	123	39	73	482	348	501	265	64	156	292	168	214	276	554	712	111	249	221	88	124	367	278	
Weighted base	815	426	383	89	155	144	162	265	244	306	265	471	344	532	283	186	210	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301	
Council tax	88	45	43	10	13	18	17	30	23	35	30	50	38	55	33	20	18	30	10	9	1	29	59	52	32	3	11	45	18	13	25	63	74	13	39	21	6	2	34	33	
Capital gains tax	88	45	41	9	15	7	20	36	24	27	36	51	37	55	33	18	21	19	10	8	12	35	53	52	24	12	19	35	16	18	23	65	74	12	31	25	3	12	33	34	
Stamp duty	85	40	45	7	13	18	17	30	21	35	30	47	38	50	36	12	28	22	11	4	8	28	57	54	27	4	15	32	22	17	32	54	78	7	36	19	7	9	30	44	
Tobacco and alcohol duty	83	53	31	6	19	13	18	28	25	30	28	45	39	57	26	18	19	16	22	1	8	26	57	51	27	5	16	18	20	30	34	49	72	12	31	22	11	15	40	29	
Inheritance tax	82	43	38	16	12	16	14	23	28	30	23	49	33	55	27	9	27	23	17	2	4	27	54	45	27	9	10	39	14	19	18	64	71	9	28	19	6	7	33	24	
Fuel duty	75	38	38	8	15	12	13	27	23	25	27	47	29	47	29	20	23	18	10	1	4	26	49	40	25	11	18	25	22	12	18	57	71	5	23	23	4	7	27	24	
Business rates	75	42	31	6	18	10	11	31	23	21	31	47	28	44	30	20	12	19	10	4	9	31	44	46	19	10	11	29	16	19	25	49	58	16	22	20	7	11	32	32	
Corporation tax	68	34	33	4	15	17	15	17	19	32	17	36	32	55	12	22	18	13	10	-	5	25	43	44	18	6	16	24	12	16	24	43	60	7	18	20	10	13	32	28	
National insurance	62	40	21	9	7	10	15	20	16	26	20	34	28	38	24	22	18	9	5	1	8	24	38	37	21	4	10	21	9	22	19	43	54	7	19	11	6	11	22	20	
Income tax	56	24	31	8	13	17	9	9	21	26	9	29	27	38	17	10	12	9	8	3	13	21	35	38	17	-	13	12	12	19	26	30	48	5	13	11	5	14	25	16	
VAT	54	23	31	6	15	6	13	14	21	19	14	37	16	38	16	16	15	15	4	3	2	18	36	30	20	3	9	23	8	14	20	34	46	6	12	19	6	6	22	17	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c/L,r,f,g,h,i,j/n,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c/L,r,f,g,h,i,j/n,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Eighth rank  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non- graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservati ve (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)	
Unweighted base	830	437	388	111	160	140	164	255	271	304	255	542	288	574	256	192	212	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301	
Weighted base	815	426	383	89	155	144	162	265	244	306	265	471	344	532	283	186	210	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301	
Capital gains tax	103	64	39	9	17	14	21	42	26	35	42	61	41	60	43	31	20	23	14	6	9	37	65	61	29	12	19	34	21	29	30	73	90	13	35	27	11	12	43	41	
Stamp duty	103	49	53	9	14	26	29	24	23	55	24	49	54	67	36	27	25	22	12	9	8	35	68	62	32	10	15	42	20	25	36	67	94	9	35	27	9	12	46	30	
Inheritance tax	85	47	37	14	14	14	13	29	28	27	29	45	39	55	30	18	28	16	14	2	7	31	54	52	29	4	18	32	15	21	27	58	67	17	23	33	7	7	37	26	
Fuel duty	78	41	36	13	25	13	12	15	37	26	15	43	35	56	22	13	19	22	13	3	7	29	48	36	37	5	15	21	24	18	22	56	61	15	14	23	5	14	39	17	
Tobacco and alcohol duty	77	42	34	5	15	12	16	28	21	28	28	48	29	47	30	17	20	14	10	4	13	34	43	52	22	3	14	32	15	16	23	54	68	8	32	13	4	10	24	34	
Council tax	76	39	36	4	13	15	13	30	17	28	30	48	28	48	27	12	16	30	12	2	4	32	44	39	30	7	20	24	14	18	22	53	65	10	31	19	6	9	33	33	
Business rates	75	39	36	8	6	8	18	35	14	26	35	44	32	43	32	19	15	19	13	3	6	24	51	44	21	10	16	35	11	13	19	56	64	11	28	17	8	7	28	33	
Corporation tax	64	34	29	9	16	12	13	13	26	25	13	35	29	47	16	14	24	16	6	2	2	21	43	39	18	7	11	20	16	16	23	40	54	8	15	17	11	9	22	23	
VAT	60	24	36	10	11	11	10	19	21	20	19	36	24	44	16	15	16	14	9	2	4	19	41	38	18	4	8	28	11	13	18	42	58	2	24	13	3	10	29	21	
National insurance	58	32	24	4	13	10	11	20	17	21	20	37	20	39	19	15	16	13	7	2	6	15	43	40	13	4	8	16	15	19	27	31	52	3	23	11	6	10	22	22	
Income tax	38	13	23	3	11	9	6	10	14	14	10	24	14	27	11	8	11	3	8	1	7	13	25	28	9	1	3	17	6	11	17	21	33	5	12	10	2	7	8	22	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
Column=Proportions (5%); A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T/U,V,W,X,Y,Z,a,b/c/d,e,f,g/h,i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)  
Column=Means (5%); A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T/U,V,W,X,Y,Z,a,b/c/d,e,f,g/h,i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)



PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Ninth rank  
All Adults aged 18-75 in Great Britain

	Gender			Age									Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)				
Unweighted base	830	437	388	111	160	140	164	255	271	304	255	542	288	574	256	192	212	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301				
Weighted base	815	426	383	89	155	144	162	265	244	306	265	471	344	532	283	186	210	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301				
Capital gains tax	112	56	56	14	24	20	21	33	39	41	33	58	54	74	38	31	35	24	12	3	7	35	77	64	41	8	19	42	24	26	37	75	93	18	41	29	10	16	45	51				
Inheritance tax	110	67	42	10	19	16	29	35	29	45	35	56	53	70	40	21	28	21	17	8	15	37	73	65	37	7	23	44	19	25	28	81	92	16	32	37	7	11	46	38				
Stamp duty	108	67	41	9	15	16	18	50	24	34	50	68	40	66	42	25	25	27	15	4	12	44	64	68	35	6	23	44	21	19	24	84	92	15	45	25	10	10	49	35				
Tobacco and alcohol duty	81	36	43	9	19	18	16	19	28	34	19	52	28	59	22	23	26	16	11	3	2	25	56	46	31	4	18	21	21	21	31	50	69	12	20	17	9	15	30	26				
Fuel duty	75	38	38	8	22	4	14	28	30	18	28	46	29	37	38	13	22	21	9	6	4	27	40	41	26	8	13	35	19	8	17	58	70	5	22	22	9	9	29	28				
Council tax	72	41	31	6	13	9	10	34	19	19	34	53	19	45	27	16	14	21	5	5	12	24	48	49	13	10	17	24	9	21	19	53	65	5	34	15	4	7	31	28				
Corporation tax	68	35	34	11	8	12	20	18	19	32	18	28	40	43	25	18	14	16	12	2	6	23	46	39	22	7	8	29	17	14	24	44	59	9	17	15	7	8	21	26				
Business rates	62	29	34	6	10	13	12	21	16	25	21	36	26	45	18	9	17	17	7	2	10	23	40	35	17	10	15	21	11	16	17	45	53	8	23	13	3	11	23	24				
National insurance	50	18	32	6	12	10	9	12	19	19	12	31	19	38	12	13	13	9	9	2	3	21	28	36	12	2	1	22	9	17	22	28	45	4	13	17	4	7	26	12				
VAT	45	25	18	5	10	13	6	12	15	19	12	26	20	32	13	8	7	12	15	1	2	18	28	26	15	4	7	13	10	15	25	21	38	7	13	12	3	10	17	16				
Income tax	31	16	16	3	5	13	6	5	7	19	5	15	16	22	9	9	7	4	1	1	14	18	22	9	*	3	6	7	15	19	13	30	2	13	7	4	3	11	17					

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z, a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*) Small Base: 100(\*)  
ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z, a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*) Small Base: 100(\*)

PUBLIC

Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Tenth rank  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region							Education		Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non- graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservati ve (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	830	437	388	111	160	140	164	255	271	304	255	542	288	574	256	192	212	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301		
Weighted base	815	426	383	89	155	144	162	265	244	306	265	471	344	532	283	186	210	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301		
Stamp duty	129 16%	65 15%	61 16%	20 22%	15 10%	15 10%	31 19%	48 18%	35 14%	46 15%	48 18%	75 16%	54 16%	78 15%	51 18%	31 16%	30 14%	34 18%	21 11%	4 13%	9 17%	49 15%	80 15%	76 15%	41 16%	12 17%	30 21%	49 16%	21 13%	27 14%	31 12%	98 18%	109 15%	19 19%	39 14%	42 20%	10 14%	15 14%	62 19%	48 16%		
Inheritance tax	115 14%	64 15%	49 13%	4 5%	15 10%	20 14%	25 16%	50 19%	20 8%	45 15%	50 19%	69 15%	46 13%	69 13%	46 16%	28 15%	33 16%	27 14%	9 8%	8 23%	9 12%	42 14%	73 14%	68 14%	32 12%	15 22%	21 14%	49 16%	29 17%	16 8%	31 12%	83 15%	109 15%	6 6%	44 16%	26 13%	13 19%	12 11%	52 16%	38 13%		
Capital gains tax	97 12%	53 12%	44 12%	10 11%	18 12%	21 15%	19 12%	28 11%	28 12%	40 13%	28 11%	46 10%	51 15%	63 12%	34 12%	32 17%	26 12%	22 11%	9 7%	4 10%	6 8%	33 11%	64 12%	54 11%	33 13%	10 15%	20 13%	34 11%	22 13%	21 11%	26 10%	71 13%	88 12%	8 8%	35 13%	24 12%	6 8%	9 9%	38 12%	39 13%		
Fuel duty	89 11%	48 11%	39 10%	9 10%	25 16%	11 8%	16 10%	28 11%	34 14%	27 9%	28 11%	50 11%	39 11%	61 11%	28 10%	14 8%	11 5%	25 13%	23 19%	6 18%	9 13%	25 9%	64 12%	54 11%	30 12%	6 9%	14 11%	33 8%	14 14%	28 10%	35 10%	54 10%	70 10%	15 15%	25 9%	24 12%	9 12%	14 13%	40 12%	30 10%		
Tobacco and alcohol duty	76 9%	38 9%	38 10%	16 18%	17 10%	4 12%	24 2%	31 9%	20 13%	24 7%	43 9%	33 10%	49 9%	27 10%	21 11%	21 10%	19 10%	6 12%	5 7%	4 9%	30 15%	46 9%	46 9%	28 11%	3 5%	8 6%	27 9%	15 9%	26 9%	27 13%	49 10%	61 9%	14 14%	19 7%	24 11%	8 11%	8 8%	25 8%	29 10%			
Corporation tax	72 9%	34 8%	38 10%	7 7%	19 12%	11 8%	13 8%	22 8%	26 10%	24 8%	22 8%	52 11%	20 6%	44 8%	28 10%	14 7%	20 10%	14 8%	14 12%	3 7%	7 9%	22 8%	49 9%	43 9%	23 9%	5 8%	9 6%	27 9%	15 9%	20 10%	24 9%	47 9%	63 9%	9 9%	28 10%	15 7%	5 6%	8 7%	26 8%	23 8%		
National Insurance	59 7%	27 6%	33 9%	3 3%	14 9%	9 6%	10 6%	25 9%	17 6%	18 6%	25 9%	37 8%	22 7%	41 8%	18 6%	9 5%	19 9%	8 4%	11 4%	2 5%	11 15%	21 7%	39 7%	38 8%	16 6%	5 8%	10 7%	28 9%	9 5%	12 6%	20 8%	39 7%	50 7%	9 7%	24 9%	14 7%	4 6%	11 10%	23 7%	28 9%		
Council tax	57 7%	33 8%	24 6%	4 5%	10 7%	14 10%	13 8%	15 6%	15 6%	27 9%	15 6%	37 8%	20 6%	46 9%	11 4%	14 8%	13 6%	14 8%	8 7%	3 8%	4 6%	24 8%	33 6%	39 8%	13 3%	4 5%	10 7%	21 3%	4 11%	21 8%	22 8%	35 6%	50 7%	7 7%	18 7%	14 7%	2 3%	13 12%	25 7%	18 6%		
Business rates	49 6%	31 7%	18 5%	7 8%	11 7%	11 9%	14 2%	6 7%	18 2%	25 8%	6 2%	22 5%	27 8%	27 6%	33 5%	16 6%	9 6%	12 6%	12 6%	9 7%	1 2%	6 9%	21 7%	28 5%	28 6%	19 7%	2 3%	9 6%	9 3%	19 11%	12 6%	21 8%	28 5%	44 6%	5 5%	15 6%	13 6%	4 6%	8 7%	19 6%	17 6%	
VAT	40 5%	18 4%	22 6%	3 3%	6 4%	8 6%	9 5%	14 5%	9 4%	17 5%	14 5%	24 5%	16 5%	26 5%	14 5%	8 4%	17 8%	8 4%	3 2%	- 5%	4 5%	17 6%	23 4%	26 5%	11 4%	3 5%	9 6%	13 4%	10 6%	8 4%	16 6%	24 4%	35 5%	4 4%	13 5%	6 3%	9 13%	6 6%	13 4%	19 6%		
Income tax	33 4%	16 4%	17 4%	7 8%	6 4%	7 5%	9 2%	5 2%	12 5%	16 5%	5 2%	16 3%	17 5%	24 4%	9 3%	7 4%	8 4%	8 4%	5 4%	1 4%	3 4%	7 2%	27 5%	20 4%	13 5%	1 5%	7 4%	11 6%	9 6%	6 3%	10 4%	23 4%	28 4%	5 4%	13 5%	6 3%	1 2%	3 3%	8 2%	12 4%		

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Overlap formulae used  
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c/d,e,f,g/h,i/j,k/l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c/d,e,f,g/h,i/j,k/l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC

Tax

Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Eleventh rank  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region							Education		Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non- graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservati ve (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)			
Unweighted base	830	437	388	111	160	140	164	255	271	304	255	542	288	574	256	192	212	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301			
Weighted base	815	426	383	89	155	144	162	265	244	306	265	471	344	532	283	186	210	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301			
Inheritance tax	156 19%	78 18%	76 20%	14 16%	22 14%	33 23%	40 25%	47 18%	36 15%	73 24%	47 18%	91 19%	64 19%	103 19%	53 19%	51 27%	26 13%	39 20%	23 19%	4	12	63	93	89	48	19	36	55	25	40	48	108	133	21	63	36	11	15	64	64			
Stamp duty	148 18%	79 18%	68 18%	17 19%	32 20%	23 16%	23 14%	54 20%	48 20%	46 15%	54 20%	85 18%	63 18%	94 18%	54 19%	54 15%	27 20%	38 20%	14 12%	10 5*	16	51	98	85	50	13	19	58	37	34	39	110	131	13	46	38	12	18	51	56			
Tobacco and alcohol duty	83 10%	44 10%	38 10%	12 14%	20 13%	13 9%	16 10%	21 8%	32 13%	29 10%	21 8%	49 10%	34 10%	59 11%	23 8%	17 9%	18 8%	28 15%	12 10%	2	6	33	50	52	25	7	16	26	19	23	35	48	75	8	25	21	16	12	44	19			
Capital gains tax	79 10%	54 13%	26 7%	6 7%	8 5%	14 10%	21 11%	29 11%	15 6%	36 12%	29 11%	46 10%	33 10%	54 10%	26 9%	14 7%	19 9%	24 13%	13 11%	4	6	22	57	49	27	3	15	34	19	12	21	58	74	6	26	21	7	11	37	26			
Council tax	71 9%	38 9%	33 9%	9 10%	10 6%	5 3%	12 7%	35 13%	19 8%	17 5%	35 13%	38 8%	33 10%	37 7%	34 12%	15 8%	16 8%	8 4%	13 11%	4	15	22	40	47	19	5	11	35	15	10	20	51	63	8	26	17	8	9	30	28			
Business rates	63 8%	28 7%	35 9%	6 7%	16 10%	11 8%	11 7%	19 7%	22 9%	22 7%	19 7%	41 9%	23 7%	44 8%	19 7%	12 6%	18 8%	18 9%	8 6%	3 9%	5 7%	20 7%	44 8%	37 8%	23 9%	3 *	15 c	29 c	6	14	16	48	52	11	20	17	6	12	32	20			
National Insurance	55 7%	33 8%	21 6%	6 7%	14 9%	6 4%	12 7%	17 6%	20 8%	18 6%	17 6%	25 5%	30 9%	30 6%	25 9%	13 7%	15 7%	8 4%	11 9%	6 15%	3 4%	17	38	38	12	5	6	23	13	13	18	36	47	8	20	15	2	10	14	29			
Corporation tax	46 6%	23 5%	23 6%	7 8%	10 6%	13 9%	4 2%	12 5%	17 7%	17 6%	12 5%	26 6%	19 6%	30 6%	16 6%	10 5%	21 10%	4 2%	8 7%	1	2	17	29	26	15	5	10	10	13	13	19	27	37	8	15	14	2	4	14	16			
Fuel duty	43 5%	18 4%	24 6%	6 7%	8 5%	6 4%	10 6%	13 5%	14 6%	16 5%	13 5%	27 6%	16 5%	29 5%	14 5%	6 3%	11 5%	11 6%	9 8%	2 4%	4	20	24	19	21	3	8	17	6	12	14	29	32	11	9	14	2	6	13	19			
Income tax	36 4%	16 4%	20 5%	2 2%	10 6%	7 5%	9 5%	8 3%	12 5%	16 5%	8 3%	25 5%	10 3%	30 6%	5 2%	9 5%	12 6%	8 4%	5 4%	-	1	14	22	21	12	3	9	6	10	11	14	21	32	3	12	9	3	8	13	17			
VAT	35 4%	15 3%	20 5%	3 4%	6 4%	12 8%	5 3%	9 3%	10 4%	16 5%	9 3%	17 4%	18 5%	21 4%	13 5%	12 6%	12 2%	4 3%	3 1%	*	4	12	22	26	7	2	3	10	5	18	19	16	29	3	9	9	3	3	16	7			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overtop formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC

Tax

Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Summary

All Adults aged 18-75 in Great Britain

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least.												
	First rank	Second rank	Third rank	Fourth rank	Fifth rank	Sixth rank	Seventh rank	Eighth rank	Ninth rank	Tenth rank	Eleventh rank	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	
Unweighted base	830	830	830	830	830	830	830	830	830	830	830	830
Weighted base	815	815	815	815	815	815	815	815	815	815	815	815
Income tax	273 33% BCDEFGHIJK	122 15% DEFGHIJK	100 12% DEFGHIJK	47 6%	42 5%	37 5%	56 7%	38 5%	31 4%	33 4%	36 4%	36 4%
VAT	98 12% FGHIJK	123 15% EFGHIJK	123 15% EFGHIJK	91 11% GHIJK	81 10% GHIJK	65 8% JK	54 7%	60 7%	45 6%	40 5%	35 4%	35 4%
Corporation tax	83 10% K	80 10% K	79 10% K	100 12% FGHIJK	89 11% K	66 8%	68 8%	64 8%	68 8%	72 9%	46 6%	46 6%
Fuel duty	72 9% K	71 9% K	86 11% K	62 8%	85 10% K	79 10% K	75 9% K	78 10% K	75 9% K	89 11% K	43 5%	43 5%
Tobacco and alcohol duty	59 7%	81 10%	58 7%	60 7%	64 8%	93 11% ACDE	83 10%	77 9%	81 10%	76 9%	83 10%	83 10%
National insurance	58 7%	100 12% AFGHIJK	113 14% AEFGHIJK	116 14% AEFGHIJK	75 9% I	70 9%	62 8%	58 7%	50 6%	59 7%	55 7%	55 7%
Council tax	56 7%	63 8%	69 8%	89 11% AJ	87 11% AJ	89 11% AJ	88 11% AJ	76 9%	72 9%	57 7%	71 9%	71 9%
Business rates	41 5%	72 9% A	75 9% AJ	96 12% AIJK	99 12% AIJK	107 13% ABCGHIJK	75 9% AJ	75 9% AJ	62 8%	49 6%	63 8%	63 8%
Inheritance tax	29 4%	33 4%	41 5%	52 6% A	62 8% AB	51 6% A	82 10% ABCD	85 10% ABCD	110 13% ABCDEF	115 14% ABCDEF	156 19% ABCDEF	156 19% ABCDEF
Stamp study	27 3%	34 4%	27 3%	40 5%	53 7% AC	61 7% ABC	85 10% ABCDE	103 13% ABCDEF	108 13% ABCDEF	129 16% ABCDEF	148 18% ABCDEF	148 18% ABCDEF
Capital gains tax	20 2%	37 5% A	43 5% A	62 8% AB	77 9% ABC	98 12% ABCD	88 11% ABC	103 13% ABCD	112 14% ABCDE	97 12% ABCD	79 10% ABC	79 10% ABC

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Summary

All Adults aged 18-75 in Great Britain

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least.												
	First rank	Second rank	Third rank	Fourth rank	Fifth rank	Sixth rank	Seventh rank	Eighth rank	Ninth rank	Tenth rank	Eleventh rank	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	
Unweighted base	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
Weighted base	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
Income tax	273 25% BCDEFGHIJK	122 11% DEFGHIJK	100 9% DEFGHIJK	47 4%	42 4%	37 3%	56 5% IJ	38 4%	31 3%	33 3%	36 3%	36 3%
VAT	98 9% FGHIJK	123 11% EFGHIJK	123 11% EFGHIJK	91 8% GHIJK	81 7% GHIJK	65 6% JK	54 5% K	60 6% K	45 4% K	40 4% K	35 3%	35 3%
Corporation tax	83 8% K	80 7% K	79 7% K	100 9% FGHIJK	89 8% K	66 6%	68 6%	64 6%	68 6%	72 7% K	46 4%	46 4%
Fuel duty	72 7% K	71 7% K	86 8% K	62 6%	85 7% K	79 7% K	75 6% K	78 6% K	75 6% K	89 7% K	43 4%	43 4%
Tobacco and alcohol duty	59 5%	81 8%	58 5%	60 6%	64 6%	93 9% ACDE	83 8%	77 7%	81 7%	76 7%	83 8%	83 8%
National insurance	58 5%	100 9% AFGHIJK	113 10% AEFGHIJK	116 11% AEFGHIJK	75 7% I	70 6%	62 5%	58 5%	50 5%	59 6%	55 5%	55 5%
Council tax	56 5%	63 6%	69 6%	89 8% AJ	87 8% AJ	89 8% AJ	88 8% AJ	76 7% AJ	72 7% AJ	57 5% AJ	71 7% AJ	71 7% AJ
Business rates	41 4%	72 7% A	75 7% AJ	96 9% AIJK	99 9% AIJK	107 10% ABCGHIJK	75 7% AJ	75 7% AJ	62 6% AJ	49 5% AJ	63 6% AJ	63 6% AJ
Inheritance tax	29 3%	33 3%	41 4%	52 5% A	62 6% AB	51 5% A	82 8% ABCD	85 8% ABCD	110 10% ABCDEF	115 11% ABCDEF	156 14% ABCDEF	156 14% ABCDEF
Stamp study	27 3%	34 3%	27 3%	40 4%	53 5% AC	61 5% ABC	85 8% ABCDE	103 10% ABCDEF	108 10% ABCDEF	129 12% ABCDEF	148 14% ABCDEF	148 14% ABCDEF
Capital gains tax	20 2%	37 3% A	43 4% A	62 6% AB	77 7% ABC	98 8% ABCD	88 7% ABC	103 8% ABCD	112 8% ABCDE	97 7% ABCD	79 6% ABC	79 6% ABC
Don't know	263 24%	263 24%	263 24%	263 24%	263 24%	263 24%	263 24%	263 24%	263 24%	263 24%	263 24%	263 24%

PUBLIC  
Tax  
Adults aged 18-75 GB

Q2. To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least. - Mean rank Summary  
All Adults aged 18-75 in Great Britain

	Gender			Age									Social grade		Employment status		Region							Education		Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)			
Unweighted base	830	437	388	111	160	140	164	255	271	304	255	542	288	574	256	192	212	191	123	39	73	482	348	501	265	64	156	292	168	214	276	554	712	111	249	221	88	124	367	278			
Weighted base	815	426	383	89	155	144	162	265	244	306	265	471	344	532	283	186	210	191	118	37	73	290	525	490	258	67	148	302	167	198	263	552	706	101	272	211	71	107	329	301			
Stamp duty	7.70	7.75	7.63	7.68	6.93	7.47	7.82	8.22	7.20	7.65	8.22	7.64	7.78	7.50	8.07	7.46	7.72	8.06	7.07	8.46	7.98	7.74	7.68	7.67	7.68	8.01	7.59	8.01	7.75	7.27	7.03	8.02	7.77	7.15	7.93	7.72	7.48	7.02	7.76	7.69			
Inheritance tax	7.54	7.72	7.31	7.09	6.80	7.61	8.10	7.73	6.91	7.87	7.73	7.49	7.60	7.46	7.68	7.82	7.46	7.46	7.39	7.69	7.35	7.65	7.47	7.41	7.51	8.51	7.88	7.76	7.27	7.16	7.09	7.75	7.55	7.49	7.88	7.66	7.27	6.43	7.67	7.45			
Capital gains tax	7.03	7.22	6.84	6.87	6.57	6.92	7.20	7.30	6.68	7.07	7.30	6.89	7.22	6.96	7.14	7.36	7.03	7.09	6.48	7.38	6.71	6.72	7.20	6.95	7.12	7.23	7.20	7.18	7.08	6.62	6.56	7.25	7.09	6.71	7.25	6.96	6.82	6.80	7.10	7.27			
Tobacco and alcohol duty	6.27	6.29	6.25	6.92	6.62	6.35	5.89	6.04	6.73	6.11	6.04	6.34	6.18	6.35	6.13	6.54	6.22	6.42	6.30	5.83	5.54	6.47	6.16	6.29	6.47	5.31	6.16	5.92	6.39	6.80	6.66	6.08	6.23	6.53	6.09	6.24	7.35	6.42	6.36	5.99			
Council tax	6.04	6.21	5.86	5.59	5.60	5.59	5.86	6.81	5.59	5.73	6.81	6.26	5.75	5.99	6.15	5.91	5.72	6.16	5.76	7.15	6.90	6.11	6.01	6.21	5.76	5.88	6.23	6.37	5.48	5.89	5.67	6.22	6.11	5.60	6.54	5.96	5.65	5.92	6.22	6.15			
Fuel duty	5.90	5.75	6.04	6.15	6.71	5.14	5.95	5.73	6.50	5.57	5.73	5.99	5.78	5.85	6.01	5.48	5.45	6.47	6.63	5.97	5.58	5.94	5.88	5.54	6.51	6.23	6.05	5.83	6.09	5.74	5.84	5.93	5.78	6.59	6.59	6.26	5.85	5.95	5.99	5.65			
Business rates	5.90	5.93	5.86	5.68	6.02	5.70	6.00	5.94	5.90	5.85	5.94	5.90	5.89	5.82	6.04	5.55	5.83	6.10	5.96	5.89	6.32	5.88	5.91	5.81	5.94	6.40	6.39	5.88	5.88	5.56	5.59	6.04	5.85	6.22	5.86	5.98	5.81	6.17	6.07	5.91			
Corporation tax	5.57	5.53	5.65	5.82	5.73	6.00	5.44	5.24	5.77	5.70	5.24	5.54	5.61	5.62	5.49	5.76	5.97	5.13	5.78	4.76	5.18	5.47	5.63	5.59	5.43	5.97	5.39	5.38	6.01	5.63	5.83	5.45	5.54	5.92	5.30	5.68	5.79	5.44	5.27	5.57			
National insurance	5.39	5.46	5.32	5.16	5.70	5.25	5.37	5.38	5.50	5.31	5.38	5.33	5.48	5.40	5.38	5.57	5.54	4.67	5.69	5.81	5.72	5.38	5.40	5.62	5.05	5.07	4.79	5.55	5.26	5.70	5.75	5.38	5.48	5.49	5.33	4.89	6.07	5.26	5.57				
VAT	4.81	4.53	5.11	5.00	4.90	5.13	4.58	4.66	4.94	4.84	4.66	4.85	4.76	4.95	4.55	4.77	5.13	4.74	4.81	3.88	4.66	4.82	4.81	4.89	4.67	4.78	4.70	4.64	4.61	5.31	5.38	4.54	4.81	4.71	4.56	4.74	5.23	5.17	4.82	4.60			
Income tax	3.85	3.60	4.13	4.04	4.41	4.85	3.80	2.94	4.28	4.29	2.94	3.78	3.94	4.11	3.36	3.78	3.94	3.71	4.11	3.19	4.07	3.82	3.87	4.01	3.86	2.60	3.62	3.48	4.17	4.31	4.58	3.50	3.89	3.58	3.85	3.46	3.87	4.60	3.47	4.14			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
 ColumnProportions (5%): A-B/C,D/E/F/G/H/I/J/K/L/M,N/O,P/Q/R/S/T/U/V/W,X/Y,Z,a/b/c/d,e/f,g/h,i/j,k/l,m/n Minimum Base: 30 Small Base: 100  
 ColumnMeans (5%): A-B/C,D/E/F/G/H/I/J/K/L/M,N/O,P/Q/R/S/T/U/V,W,X/Y,Z,a/b/c/d,e,f,g/h,i/j,k/l,m/n Minimum Base: 30 Small Base: 100

22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax

Adults aged 18-75 GB

Q2b. To the best of your knowledge, please rank the following groups of people based on how much income tax is raised from them as a group from most to least. - Summary  
All Adults aged 18-75 in Great Britain

	Q2b. To the best of your knowledge, please rank the following groups of people based on how much income tax is raised from them as a group from most to least.		
	First rank	Second rank	Third rank
	(A)	(B)	(C)
Unweighted base	1078	1078	1078
Weighted base	1078	1078	1078
People earning more than £125,000 a year	276	178	362
	26%	16%	34%
	B		AB
People earning between £12,570 and £50,000 a year	271	201	344
	25%	19%	32%
	B		AB
People earning between £50,000 and £125,000 a year	269	437	110
	25%	41%	10%
	C	AC	
Don't know	262	262	262
	24%	24%	24%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC  
Tax  
Adults aged 18-75 GB

Q2b. To the best of your knowledge, please rank the following groups of people based on how much income tax is raised from them as a group from most to least. - First rank All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)	
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339	
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367	
People earning more than £125,000 a year	276 26%	134 25%	139 26%	37 31%	55 27%	55 29%	46 22%	83 23%	92 28%	101 26%	83 23%	146 24%	130 28%	169 24%	107 28%	61 24%	76 27%	65 27%	49 31%	9 17%	16 17%	89 25%	187 26%	170 27%	91 26%	15 16%	46 23%	101 25%	60 27%	69 27%	98 28%	178 24%	238 26%	34 24%	111 35%	64 22%	26 29%	21 16%	105 25%	107 29%	
People earning between £12,570 and £50,000 a year	271 25%	156 29%	114 21%	25 20%	56 27%	38 20%	51 25%	101 28%	81 25%	89 23%	101 28%	150 24%	121 26%	174 25%	97 26%	68 27%	58 21%	61 25%	38 25%	16 31%	29 30%	103 29%	168 23%	163 26%	83 23%	25 26%	63 31%	87 22%	49 22%	73 29%	84 24%	187 26%	239 26%	31 22%	78 25%	69 24%	19 21%	48 36%	104 25%	108 29%	
People earning between £50,000 and £125,000 a year	269 25%	129 24%	138 26%	27 22%	49 24%	44 23%	57 28%	92 26%	76 23%	101 26%	92 26%	180 29%	89 19%	185 26%	84 22%	59 24%	73 26%	70 29%	32 21%	11 21%	24 25%	102 28%	167 23%	167 27%	77 22%	25 26%	46 23%	112 28%	55 25%	56 22%	81 23%	188 26%	231 25%	35 25%	83 26%	74 26%	29 32%	37 28%	121 29%	89 24%	
Don't know	262 24%	113 21%	147 27%	32 27%	46 22%	53 28%	51 25%	79 22%	78 24%	105 26%	79 22%	140 23%	122 26%	174 25%	88 23%	63 25%	72 26%	49 20%	36 23%	16 31%	26 27%	65 18%	197 27%	130 21%	102 29%	30 32%	48 24%	98 25%	60 27%	56 22%	87 25%	175 24%	212 23%	42 29%	46 14%	78 27%	16 17%	27 20%	89 21%	63 17%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

Q2b. To the best of your knowledge, please rank the following groups of people based on how much income tax is raised from them as a group from most to least. - Second rank  
All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367
People earning between £50,000 and £125,000 a year	437 41%	230 43%	204 38%	43 35%	90 44%	68 36%	88 43%	148 42%	132 40%	156 39%	148 42%	246 40%	191 41%	274 39%	163 43%	96 38%	112 40%	99 40%	77 49%	20 39%	33 35%	164 46%	273 38%	248 39%	156 44%	33 35%	101 50%	142 36%	82 37%	112 44%	133 38%	304 42%	383 42%	53 37%	151 47%	109 38%	29 32%	60 46%	173 41%	170 46%
People earning between £12,570 and £50,000 a year	201 19%	106 20%	95 18%	26 21%	38 19%	35 18%	41 20%	61 17%	64 20%	76 19%	61 17%	127 21%	75 16%	142 20%	59 16%	47 19%	52 19%	47 19%	29 19%	6 12%	19 20%	65 18%	136 19%	129 21%	53 15%	19 20%	33 16%	80 20%	47 21%	42 17%	72 21%	129 18%	169 18%	26 18%	62 19%	52 18%	28 31%	23 17%	85 20%	70 19%
People earning more than £125,000 a year	178 16%	83 16%	93 17%	21 17%	32 15%	34 18%	25 12%	66 19%	53 16%	59 15%	66 19%	103 17%	75 16%	111 16%	66 18%	46 15%	43 20%	50 20%	13 8%	9 18%	17 18%	65 18%	113 16%	123 19%	42 12%	12 13%	20 10%	78 20%	35 16%	44 17%	58 16%	120 16%	156 17%	22 15%	60 19%	47 17%	17 19%	22 17%	72 17%	64 17%
Don't know	262 24%	113 21%	147 27%	32 27%	46 22%	53 28%	51 25%	79 22%	78 24%	105 26%	79 22%	140 23%	122 26%	174 25%	88 23%	63 25%	72 26%	49 20%	36 23%	16 31%	26 27%	65 18%	197 27%	130 21%	102 29%	30 32%	48 24%	60 27%	56 22%	87 25%	175 24%	212 23%	42 29%	46 14%	78 27%	16 17%	27 20%	89 21%	63 17%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/h Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/h Minimum Base: 30(\*\*) Small Base: 100(\*)



PUBLIC

Tax

Adults aged 18-75 GB

Q2b. To the best of your knowledge, please rank the following groups of people based on how much income tax is raised from them as a group from most to least. - Third rank  
All Adults aged 18-75 in Great Britain

	Gender			Age									Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)			
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339			
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367			
People earning more than £125,000 a year	362 34%	203 38%	159 29%	31 26%	74 36%	48 25%	83 40%	126 36%	105 32%	131 33%	126 36%	227 37%	136 29%	247 35%	115 31%	82 32%	88 32%	81 33%	57 37%	18 35%	36 38%	140 39%	222 31%	207 33%	118 33%	37 39%	88 43%	121 30%	69 31%	84 33%	107 31%	255 35%	314 34%	44 31%	101 32%	96 34%	31 34%	63 47%	153 36%	133 36%			
People earning between £12,570 and £50,000 a year	344 32%	157 30%	182 34%	39 32%	65 32%	64 34%	62 30%	113 32%	104 32%	126 32%	113 32%	199 32%	144 31%	212 30%	132 35%	74 29%	97 35%	88 36%	51 33%	13 26%	21 22%	126 35%	217 30%	208 33%	115 33%	21 22%	59 29%	133 34%	69 31%	83 33%	107 30%	237 33%	300 53%	43 31%	133 42%	87 30%	27 30%	35 26%	141 34%	126 34%			
People earning between £50,000 and £125,000 a year	110 10%	60 11%	50 9%	19 16%	21 10%	25 13%	9 4%	36 10%	40 12%	34 9%	36 10%	50 8%	60 13%	69 10%	41 11%	34 13%	23 8%	27 11%	10 7%	4 9%	12 12%	28 8%	82 11%	85 13%	18 5%	7 8%	8 4%	46 11%	26 12%	30 12%	49 14%	61 8%	94 10%	12 9%	38 12%	24 8%	16 18%	8 6%	36 9%	45 12%			
Don't know	262 24%	113 21%	147 27%	32 27%	46 22%	53 28%	51 25%	79 22%	78 24%	105 26%	79 22%	140 23%	122 26%	174 25%	88 23%	63 25%	72 26%	49 20%	36 23%	16 31%	26 27%	65 18%	197 27%	130 21%	102 29%	30 32%	48 24%	98 25%	60 27%	56 22%	87 25%	175 24%	212 23%	42 29%	46 14%	78 27%	16 17%	27 20%	89 21%	63 17%			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax

Adults aged 18-75 GB

Q2b. To the best of your knowledge, please rank the following groups of people based on how much income tax is raised from them as a group from most to least. - Summary

All Adults aged 18-75 in Great Britain

	Q2b. To the best of your knowledge, please rank the following groups of people based on how much income tax is raised from them as a group from most to least.		
	First rank	Second rank	Third rank
	(A)	(B)	(C)
Unweighted base	839	839	839
Weighted base	816	816	816
People earning more than £125,000 a year	276 34% B	178 22% AB	362 44% AB
People earning between £12,570 and £50,000 a year	271 33% B	201 25% AB	344 42% AB
People earning between £50,000 and £125,000 a year	269 33% C	437 54% AC	110 13%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC  
Tax  
Adults aged 18-75 GB

Q2b. To the best of your knowledge, please rank the following groups of people based on how much income tax is raised from them as a group from most to least. - First rank All Adults aged 18-75 in Great Britain

	Gender			Age									Social grade		Employment status		Region							Education		Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)			
Unweighted base	839	434	400	114	163	136	160	266	277	296	266	553	286	574	265	197	212	197	124	38	71	493	346	509	267	63	166	288	166	219	281	558	719	113	252	223	90	121	370	284			
Weighted base	816	419	391	89	160	138	154	275	249	291	275	476	340	528	288	189	207	196	119	35	69	294	521	500	251	65	155	300	164	198	263	553	708	100	272	207	74	106	331	304			
People earning more than £125,000 a year	276 34%	134 32%	139 36%	37 42%	55 34%	55 40%	46 30%	83 30%	92 37%	101 35%	83 30%	146 31%	130 38%	169 32%	107 37%	61 32%	76 37%	65 33%	49 41%	9 24%	16 23%	89 30%	187 36%	170 34%	91 36%	15 23%	46 30%	101 34%	60 37%	69 35%	98 37%	178 32%	238 34%	34 34%	111 41%	64 31%	26 36%	21 20%	105 32%	107 35%			
People earning between £12,570 and £50,000 a year	271 33%	156 37%	114 29%	25 28%	56 35%	38 28%	51 33%	101 37%	81 33%	89 31%	101 37%	150 31%	121 36%	174 33%	97 34%	68 36%	58 28%	61 31%	38 32%	16 45%	29 42%	103 35%	168 32%	163 33%	83 33%	25 39%	63 41%	87 29%	49 30%	73 37%	84 32%	187 34%	239 34%	31 31%	78 29%	69 33%	19 25%	48 45%	104 32%	108 35%			
People earning between £50,000 and £125,000 a year	269 33%	129 31%	138 35%	27 30%	49 31%	44 32%	57 37%	92 33%	76 31%	101 35%	92 33%	180 38%	89 26%	185 35%	84 29%	59 31%	73 35%	70 36%	32 27%	11 31%	24 35%	102 35%	167 32%	167 33%	77 31%	25 38%	46 30%	112 38%	55 34%	56 28%	81 31%	188 34%	231 33%	35 35%	83 31%	74 36%	29 39%	37 35%	121 37%	89 29%			

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Overlap formulae used  
ColumnProportions (5%): A,B/C,D,E/F/G/H/I/J/K,L,M,N/O,P/Q/R/S/T/U/V,W,X/Y,Z,a/b/c/d,e,f,g/h,i/j,k/l,m/n Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
ColumnMeans (5%): A,B/C,D,E/F/G/H/I/J/K,L,M,N/O,P/Q/R/S/T/U,V,W,X/Y,Z,a/b/c/d,e,f,g/h,i/j,k/l,m/n Minimum Base: 30 (\*\*), Small Base: 100 (\*)

PUBLIC  
Tax  
Adults aged 18-75 GB

Q2b. To the best of your knowledge, please rank the following groups of people based on how much income tax is raised from them as a group from most to least. - Second rank  
All Adults aged 18-75 in Great Britain

	Gender			Age									Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	839	434	400	114	163	136	160	266	277	296	266	553	286	574	265	197	212	197	124	38	71	493	346	509	267	63	166	288	166	219	281	558	719	113	252	223	90	121	370	284		
Weighted base	816	419	391	89	160	138	154	275	249	291	275	476	340	528	288	189	207	196	119	35	69	294	521	500	251	65	155	300	164	198	263	553	708	100	272	207	74	106	331	304		
People earning between £50,000 and £125,000 a year	437	230	204	43	90	68	88	148	132	156	148	246	191	274	163	96	112	99	77	20	33	164	273	248	156	33	101	142	82	112	133	304	383	53	151	109	29	60	173	170		
	54%	55%	52%	48%	56%	50%	57%	54%	53%	54%	54%	52%	56%	52%	57%	51%	54%	50%	64%	57%	48%	56%	52%	50%	62%	51%	65%	47%	50%	56%	51%	55%	54%	53%	55%	52%	39%	57%	52%	56%		
				*														PR*	**	*				x	*	bc								k			*					
People earning between £12,570 and £50,000 a year	201	106	95	26	38	35	41	61	64	76	61	127	75	142	59	47	52	47	29	6	19	65	136	129	53	19	33	80	47	42	72	129	169	26	62	52	28	23	85	70		
	25%	25%	24%	29%	24%	25%	27%	22%	26%	26%	22%	27%	22%	27%	20%	25%	25%	24%	25%	17%	27%	22%	26%	26%	21%	30%	21%	27%	28%	21%	27%	23%	24%	26%	23%	25%	25%	38%	22%	26%	23%	
				*															*	**	*				*	*																
People earning more than £125,000 a year	178	83	93	21	32	34	25	66	53	59	66	103	75	111	66	46	43	50	13	9	17	65	113	123	42	12	20	78	35	44	58	120	156	22	60	47	17	22	72	64		
	22%	20%	24%	23%	20%	25%	16%	24%	21%	20%	24%	22%	22%	21%	23%	24%	21%	25%	11%	26%	24%	22%	22%	25%	17%	19%	13%	26%	21%	22%	22%	22%	22%	22%	22%	23%	23%	21%	22%	21%	21%	
				*												s		s	*	**	s*			y	*	*	a															

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Overlap formulae used  
ColumnProportions (5%): A,B/C,D,E,F/G,H/I/J,K,L,M,N,O,P/Q,R/S/T/U,V,W,X/Y,Z,a/b/c/d,e,f,g/h,i/j,k/l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D,E,F/G,H/I/J,K,L,M,N,O,P/Q,R/S/T/U,V,W,X/Y,Z,a/b/c/d,e,f,g/h,i/j,k/l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC  
Tax  
Adults aged 18-75 GB

Q2b. To the best of your knowledge, please rank the following groups of people based on how much income tax is raised from them as a group from most to least. - Third rank  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region							Education		Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	839	434	400	114	163	136	160	266	277	296	266	553	286	574	265	197	212	197	124	38	71	493	346	509	267	63	166	288	166	219	281	558	719	113	252	223	90	121	370	284		
Weighted base	816	419	391	89	160	138	154	275	249	291	275	476	340	528	288	189	207	196	119	35	69	294	521	500	251	65	155	300	164	198	263	553	708	100	272	207	74	106	331	304		
People earning more than £125,000 a year	362 44%	203 48%	159 41%	31 35%	74 46%	48 35%	83 54%	126 46%	105 42%	131 45%	126 46%	227 48%	136 40%	247 47%	115 40%	82 43%	88 42%	81 41%	57 48%	18 50%	36 52%	140 48%	222 43%	207 41%	118 47%	37 57%	88 57%	121 40%	69 42%	84 43%	107 41%	255 46%	314 44%	44 44%	101 37%	96 46%	31 42%	63 59%	153 46%	133 44%		
People earning between £12,570 and £50,000 a year	344 42%	157 38%	182 47%	39 43%	65 41%	64 47%	62 40%	113 41%	104 42%	126 43%	113 41%	199 42%	144 42%	212 40%	132 46%	74 39%	97 47%	88 45%	51 43%	13 37%	21 31%	126 43%	217 42%	208 42%	115 46%	21 32%	59 38%	133 44%	69 42%	83 42%	107 41%	237 43%	300 42%	43 43%	133 49%	87 42%	27 37%	35 33%	141 43%	126 41%		
People earning between £50,000 and £125,000 a year	110 13%	60 14%	50 13%	19 22%	21 13%	25 18%	9 6%	36 13%	40 16%	34 12%	36 13%	50 10%	60 18%	69 13%	41 14%	34 18%	23 11%	27 14%	10 9%	4 12%	12 17%	28 10%	82 16%	85 17%	18 7%	7 11%	8 5%	46 15%	26 16%	30 15%	49 19%	61 11%	94 13%	12 12%	38 14%	24 12%	16 22%	8 7%	36 11%	45 15%		

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Overlap formulae used  
Column#Proportions (5%): A,B/C,D,E/F/G/H/I/J/K,L,M,N/O,P/Q/R/S/T/U/V,W,X/Y,Z,a/b/c/d,e,f,g/h,i/j,k/l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)  
Column#Means (5%): A,B/C,D,E/F/G/H/I/J/K,L,M,N/O,P/Q/R/S/T/U,V,W,X/Y,Z,a/b/c/d,e,f,g/h,i/j,k/l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC  
Tax  
Adults aged 18-75 GB

Q2b. To the best of your knowledge, please rank the following groups of people based on how much income tax is raised from them as a group from most to least. - Mean rank Summary  
All Adults aged 18-75 in Great Britain

	Gender			Age									Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	839	434	400	114	163	136	160	266	277	296	266	553	286	574	265	197	212	197	124	38	71	493	346	509	267	63	166	288	166	219	281	558	719	113	252	223	90	121	370	284		
Weighted base	816	419	391	89	160	138	154	275	249	291	275	476	340	528	288	189	207	196	119	35	69	294	521	500	251	65	155	300	164	198	263	553	708	100	272	207	74	106	331	304		
People earning more than £125,000 a year	2.11	2.16	2.05	1.93 *	2.12	1.95	2.24 D*	2.16 D	2.05	2.10 F	2.16 D	2.17 M	2.02	2.15	2.03	2.11	2.06	2.08	2.07 *	2.26 **	2.29 *	2.17	2.07	2.08	2.11	2.34 x*	2.27 bc	2.07	2.05	2.08	2.03	2.14	2.11	2.10 *	1.96	2.16 i	2.06 *	2.40 y*	2.14	2.09		
People earning between £12,570 and £50,000 a year	2.09	2.00	2.17 B	2.15 *	2.06	2.19	2.07	2.05	2.09	2.13	2.05	2.10	2.07	2.07	2.12	2.03	2.18 U	2.14	2.11 *	1.92 **	1.89 *	2.08	2.09	2.09	2.13	1.93 *	1.97	2.16	2.12	2.05	2.09	2.09	2.09	2.12 *	2.20 j	2.09	2.11 *	1.88 *	2.11	2.06		
People earning between £50,000 and £125,000 a year	1.81	1.83	1.78	1.91 G*	1.82	1.86 G	1.69	1.80	1.86 G	1.77 G	1.80	1.73	1.92 L	1.78	1.85	1.86	1.76	1.78	1.82 *	1.82 **	1.82 *	1.75	1.84	1.84	1.76	1.73 *	1.75	1.78	1.83	1.87	1.88 f	1.77	1.81	1.78 *	1.83	1.76	1.83 *	1.72 *	1.74	1.85		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used  
ColumnProportions (5%): A,B/C,D,E/F/G/H/I/J,K,L/M,N/O,P/Q/R/S/T/U/V,W,X/Y,Z,a/b/c/d,e,f,g/h,i,j,k/l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A,B/C,D,E/F/G/H/I/J,K,L/M,N/O,P/Q/R/S/T/U/V,W,X/Y,Z,a/b/c/d,e,f,g/h,i,j,k/l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

**PUBLIC**  
**Tax**  
**Adults aged 18-75 GB**

Q3. Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? - Summary  
All Adults aged 18-75 in Great Britain

	Q3. Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either?												
	Income tax paid on income between £12,570 and £50,000	Income tax paid on income between £50,000 and £125,000	Income tax paid on income over £125,000	National Insurance	VAT	Corporation tax	Council tax	Capital gains tax	Stamp duty	Inheritance tax	Business rates	Fuel duty	Tobacco and alcohol duty
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
Weighted base	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078	1078
Very fair (2)	77 7% EGI	114 11% ADEGHJKL	197 18% ABCDEFGHIJKL	82 8% EGIL	51 5% EGIL	93 9% EGIL	51 5% EGIL	85 8% EGIL	48 4% EGIL	73 7% I	81 8% EGIL	57 5% EGIL	224 21% ABCDEFGHIJKL
Mostly fair (1)	303 28% GHUL	397 37% ACEFGHIJKL	335 31% FGHIL	383 36% ACEFGHIJKL	299 28% GHUL	279 26% HIL	259 24% HIL	219 20% J	200 19% HIL	176 16% HIL	296 27% HIL	213 20% J	304 28% GHUL
Neither fair nor unfair (0)	196 18% CM	226 21% CM	181 17% ACIM	249 23% ACIM	245 23% ACIM	250 23% ACIM	232 22% ACIM	247 23% ACIM	262 24% ACHM	181 17% ACHM	255 24% ACHM	215 20% M	179 17% M
Mostly unfair (-1)	243 23% BCDFHKM	139 13% BCDFHKM	133 12% CF	168 16% CF	244 23% BCDFHKM	114 11% BCDFHKM	269 25% BCDFHKM	161 15% F	264 25% BCDFHKM	255 24% BCDFHKM	160 15% F	266 25% BCDFHKM	136 13% BCDFHKM
Very unfair (-2)	129 12% BCDFHKM	69 6% K	80 7% K	76 7% K	108 10% BCDFHK	63 6% BCDFHKM	161 15% K	78 7% K	91 8% FK	213 20% ABCDEFGHIJKL	47 4% M	162 15% ABCDEFGHIJKL	100 9% BDFK
Don't know	130 12% G	134 12% G	152 14% ABDG	120 11% G	132 12% G	279 26% ABCDEGHIJKL	106 10% ABCDEGHIJKL	288 27% ABCDEGHIJKL	212 20% ABCDEGHIJKL	181 17% ABCDEGM	240 22% ABCDEGILM	166 15% ABCDEGM	136 13% G
NET: Very/Mostly fair	380 35% GHUL	511 47% ADEFGHIJKL	532 49% ABCDEFGHIJKL	465 43% ABCDEFGHIJKL	349 32% GHUL	372 34% GHUL	310 29% UL	304 28% U	248 23% U	249 23% U	377 35% GHUL	270 25% GHUL	527 49% ABCDEFGHIJKL
NET: Mostly/Very unfair	372 34% BCDFHKM	208 19% F	213 20% F	244 23% BFK	351 33% BCDFHKM	177 16% BCDFHKM	430 40% BCDFHKM	238 22% F	355 33% BCDFHKM	468 43% ABCDEFGHIJKL	207 19% M	428 40% ABCDEFGHIJKL	236 22% F
Mean	-0.05 GIL	0.37 ADEFGHIJKL	0.47 ABCDEFGHIJKL	0.24 ABCDEFGHIJKL	-0.06 GIL	0.28 ABCDEFGHIJKL	-0.24 J	0.09 ABCDEFGHIJKL	-0.17 IL	-0.40 ABCDEFGHIJKL	0.24 ABCDEFGHIJKL	-0.29 ABCDEFGHIJKL	0.44 ABCDEFGHIJKL

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(\*\*) Small Base: 100(\*)

22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax  
Adults aged 18-75 GB

Q3. Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? - Income tax paid on income between £12,570 under £50,000

All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region							Education		Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)					
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339					
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367					
Very fair (2)	77 7%	54 10%	23 4%	9 8%	25 12%	13 7%	7 3%	23 6%	34 11%	20 5%	23 6%	48 8%	28 6%	52 7%	24 6%	22 9%	26 9%	8 3%	15 10%	1 1%	5 5%	32 9%	45 6%	54 9%	21 6%	2 2%	16 8%	24 6%	18 8%	19 8%	32 9%	44 6%	63 7%	13 9%	24 8%	22 8%	7 8%	18 14%	25 6%	33 9%					
Mostly fair (1)	303 28%	156 29%	145 27%	28 23%	59 28%	44 23%	62 30%	110 31%	87 27%	106 27%	110 31%	187 30%	117 25%	194 28%	109 29%	76 30%	64 23%	68 28%	50 32%	15 30%	30 31%	114 32%	189 26%	180 29%	103 29%	20 21%	65 32%	102 26%	71 32%	66 26%	90 26%	213 29%	266 29%	36 26%	104 33%	77 27%	38 43%	33 25%	143 34%	105 29%					
Neither fair nor unfair (0)	196 18%	95 18%	102 19%	27 22%	28 14%	43 22%	40 19%	58 16%	56 17%	83 21%	58 16%	105 17%	92 20%	127 18%	69 18%	47 19%	54 19%	41 17%	30 19%	10 20%	15 16%	64 18%	132 18%	114 18%	61 17%	21 22%	33 16%	68 17%	41 19%	54 21%	66 19%	130 18%	167 18%	29 21%	62 19%	40 14%	15 17%	33 20%	83 21%	61 16%					
Mostly unfair (-1)	243 23%	116 22%	124 23%	32 26%	38 18%	40 21%	42 21%	91 26%	70 21%	83 21%	91 26%	139 23%	104 22%	155 22%	88 23%	44 17%	76 27%	62 25%	30 19%	11 21%	20 22%	83 23%	160 22%	134 21%	84 24%	25 26%	46 23%	105 21%	47 17%	44 17%	71 20%	172 24%	204 22%	36 23%	72 23%	75 26%	14 15%	26 20%	88 21%	91 25%					
Very unfair (-2)	129 12%	70 13%	59 11%	14 12%	32 15%	21 11%	25 12%	37 11%	46 14%	46 12%	37 11%	65 11%	63 14%	96 14%	32 9%	33 13%	30 11%	30 12%	11 7%	6 12%	17 18%	35 10%	94 13%	75 12%	40 11%	14 15%	21 11%	48 12%	22 10%	37 15%	39 11%	89 12%	111 12%	15 10%	31 10%	36 13%	8 9%	15 11%	38 9%	49 13%					
Don't know	130 12%	42 8%	86 16%	10 8%	25 12%	31 16%	29 14%	36 10%	35 11%	60 15%	36 10%	71 12%	59 13%	77 11%	54 14%	31 12%	29 10%	36 15%	19 12%	8 15%	8 8%	32 9%	98 14%	72 11%	45 13%	13 14%	22 11%	51 13%	23 10%	34 13%	50 14%	80 11%	110 12%	13 9%	26 8%	35 12%	7 8%	6 5%	42 10%	29 8%					
NET: Very/Mostly fair	380 35%	210 39%	168 31%	38 31%	84 41%	57 30%	69 34%	133 37%	121 37%	125 32%	133 37%	235 38%	145 31%	247 35%	133 35%	98 39%	90 32%	76 31%	65 42%	16 31%	34 36%	146 40%	234 33%	234 37%	124 35%	21 23%	80 40%	125 32%	89 40%	85 33%	123 35%	257 35%	329 36%	49 35%	128 40%	99 35%	45 51%	51 39%	168 40%	138 38%					
NET: Mostly/Very unfair	372 34%	186 35%	183 34%	46 38%	70 34%	61 32%	67 33%	128 36%	116 35%	128 32%	128 36%	205 33%	167 36%	252 36%	120 32%	77 30%	106 38%	92 38%	41 26%	17 34%	38 40%	118 33%	254 35%	209 33%	124 35%	39 41%	68 33%	154 39%	69 31%	81 32%	111 32%	261 36%	315 34%	50 35%	103 32%	111 39%	22 24%	42 31%	126 30%	140 38%					
Mean	-0.05	0.02	-0.11	-0.12	0.04	-0.08	-0.10	-0.03	-0.02	-0.09	-0.03	0.02	-0.14	-0.08	0.01	0.05	-0.08	-0.19	0.21	-0.16	-0.19	0.07	-0.11	0.01	-0.06	-0.36	0.04	-0.15	0.08	-0.07	0.02	-0.08	-0.04	-0.02	0.06	-0.10	0.28	0.10	0.08	-0.05					

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/h Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/h Minimum Base: 30(\*\*) Small Base: 100(\*)



22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax  
Adults aged 18-75 GB

Q3. Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? - Income tax paid on income between £50,000 and £125,000  
All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339		
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367		
Very fair (2)	114 11%	64 12%	50 9%	13 11%	27 13%	20 10%	18 9%	36 10%	40 12%	37 9%	36 10%	69 11%	45 10%	75 11%	39 10%	24 10%	34 12%	26 11%	22 14%	5 9%	4 4%	44 12%	70 10%	75 12%	34 10%	5 5%	21 10%	37 9%	24 11%	32 13%	41 12%	73 10%	97 11%	17 12%	32 10%	28 10%	15 16%	21 16%	44 11%	48 13%		
Mostly fair (1)	397 37%	202 38%	190 35%	36 29%	68 33%	67 35%	76 37%	150 42%	104 32%	143 36%	150 42%	241 39%	156 34%	253 36%	143 38%	104 41%	88 31%	93 38%	59 38%	18 34%	36 37%	139 39%	258 36%	233 37%	123 35%	41 43%	76 37%	153 39%	89 40%	79 31%	107 31%	290 40%	347 38%	46 32%	140 44%	95 33%	44 49%	46 35%	174 42%	152 41%		
Neither fair nor unfair (0)	226 21%	112 21%	113 21%	32 26%	50 24%	30 16%	40 20%	75 21%	81 25%	70 18%	75 21%	116 19%	110 24%	141 20%	85 23%	56 22%	66 23%	42 17%	29 19%	12 23%	21 22%	70 19%	156 22%	130 21%	78 22%	18 19%	48 24%	82 21%	48 21%	47 19%	79 23%	146 20%	189 21%	35 25%	58 18%	57 20%	15 17%	39 29%	77 18%	75 20%		
Mostly unfair (-1)	139 13%	77 14%	62 11%	20 16%	27 13%	32 17%	24 12%	36 10%	47 14%	56 14%	36 10%	78 13%	61 13%	103 15%	36 9%	26 10%	40 14%	34 14%	17 11%	6 12%	16 17%	54 15%	85 12%	82 13%	44 12%	13 13%	25 12%	48 12%	29 13%	37 15%	55 16%	84 12%	121 13%	18 12%	47 15%	41 15%	7 8%	10 8%	56 8%	38 10%		
Very unfair (-2)	69 6%	34 6%	34 6%	10 8%	9 4%	13 7%	18 9%	19 5%	19 6%	31 8%	19 5%	43 7%	26 6%	45 6%	24 6%	11 4%	26 9%	14 6%	7 5%	2 4%	8 8%	17 5%	52 7%	41 6%	25 7%	3 3%	7 4%	23 6%	13 6%	25 10%	21 6%	48 7%	56 6%	10 7%	19 6%	19 7%	4 4%	5 4%	23 5%	22 6%		
Don't know	134 12%	43 8%	90 17%	11 9%	25 12%	30 16%	30 14%	38 11%	36 11%	60 15%	38 11%	69 11%	64 14%	85 12%	49 13%	31 12%	26 9%	36 15%	21 14%	9 18%	11 11%	36 10%	98 14%	69 11%	49 14%	15 16%	26 13%	53 13%	21 10%	33 13%	47 13%	87 12%	111 12%	16 11%	23 7%	44 15%	4 4%	11 8%	45 11%	33 9%		
NET: Very/Mostly fair	511 47%	266 50%	240 45%	49 40%	95 46%	87 45%	93 45%	187 53%	144 44%	180 45%	187 53%	310 50%	201 44%	328 47%	183 49%	128 51%	121 43%	119 49%	80 52%	22 43%	40 42%	183 51%	327 46%	308 49%	157 44%	46 48%	96 48%	190 48%	112 50%	111 44%	148 42%	363 50%	444 48%	62 44%	172 54%	123 43%	58 65%	67 51%	218 52%	200 54%		
NET: Mostly/Very unfair	208 19%	111 21%	96 18%	30 24%	36 18%	44 23%	42 20%	56 16%	66 20%	86 22%	56 16%	121 20%	87 19%	148 21%	60 16%	37 15%	66 24%	48 20%	25 16%	8 16%	24 25%	71 20%	137 19%	123 19%	69 20%	16 17%	32 16%	72 18%	42 19%	62 25%	75 22%	133 18%	177 19%	28 20%	66 21%	61 21%	11 13%	11 12%	16 19%	79 16%	60 16%	
Mean	0.37	0.38	0.36	0.21	0.42	0.31	0.29	0.47	0.34	0.30	0.47	0.39	0.34	0.34	0.42	0.47	0.25	0.39	0.52	0.40	0.15	0.43	0.34	0.39	0.32	0.40	0.44	0.38	0.40	0.25	0.31	0.40	0.38	0.33	0.41	0.30	0.68	0.55	0.43	0.50		

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Minimum Base: 100

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Minimum Base: 100

22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax  
Adults aged 18-75 GB

Q3. Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? - Income tax paid on income over £125,000

All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region							Education		Marital Status		Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367
Very fair (2)	197 18%	102 19%	92 17%	20 16%	42 20%	31 16%	37 18%	67 19%	62 19%	68 17%	67 19%	112 18%	84 18%	125 18%	71 19%	45 18%	61 22%	44 18%	25 16%	9 18%	13 13%	69 19%	128 18%	116 18%	64 18%	17 17%	41 20%	76 19%	33 15%	46 18%	54 15%	143 20%	173 19%	22 16%	57 18%	66 23%	20 22%	28 21%	82 20%	84 23%
Mostly fair (1)	335 31%	160 30%	174 32%	27 23%	55 27%	54 28%	67 33%	131 37%	83 25%	121 31%	131 37%	204 33%	132 28%	222 32%	114 30%	73 29%	77 28%	84 34%	54 35%	15 30%	32 33%	127 35%	208 29%	200 32%	104 29%	32 34%	72 36%	129 32%	79 35%	56 22%	96 28%	239 33%	299 33%	33 23%	131 41%	63 22%	33 37%	46 35%	141 34%	129 35%
Neither fair nor unfair (0)	181 17%	97 18%	84 16%	25 20%	36 17%	31 16%	32 16%	57 16%	61 19%	63 16%	57 16%	96 16%	85 18%	123 17%	58 16%	44 18%	50 18%	40 16%	22 14%	12 24%	12 13%	54 15%	127 18%	116 18%	51 14%	14 15%	29 14%	64 16%	36 16%	52 21%	74 15%	107 15%	148 16%	32 23%	48 15%	49 17%	12 13%	30 23%	60 14%	58 16%
Mostly unfair (-1)	133 12%	75 14%	56 10%	23 19%	33 16%	23 12%	16 8%	38 11%	56 17%	39 10%	38 11%	73 12%	61 13%	86 12%	47 13%	32 13%	38 14%	27 11%	17 11%	6 11%	13 13%	46 13%	87 12%	77 12%	47 13%	9 10%	18 9%	49 12%	29 13%	37 15%	46 12%	87 12%	108 12%	24 17%	43 13%	37 13%	9 10%	9 7%	56 13%	36 10%
Very unfair (-2)	80 7%	44 8%	36 7%	12 10%	10 5%	18 9%	21 10%	20 6%	22 7%	38 10%	20 6%	51 8%	29 6%	55 8%	25 7%	22 9%	21 8%	14 6%	13 8%	- 8%	10 10%	25 7%	55 8%	40 6%	31 9%	9 9%	17 8%	22 6%	16 7%	25 10%	25 7%	55 8%	65 7%	12 8%	17 5%	24 8%	6 6%	8 6%	26 6%	26 7%
Don't know	152 14%	54 10%	97 18%	14 12%	29 14%	34 18%	33 16%	41 12%	44 13%	67 17%	41 12%	80 13%	72 15%	91 13%	60 16%	35 14%	32 11%	35 14%	24 15%	9 17%	16 17%	39 11%	113 16%	81 13%	57 16%	14 15%	26 13%	58 15%	30 14%	37 15%	55 16%	97 13%	127 14%	18 13%	23 7%	47 16%	10 11%	12 9%	54 13%	35 10%
NET: Very/Mostly fair	532 49%	262 49%	266 49%	47 39%	97 47%	85 45%	104 51%	198 56%	145 44%	189 48%	198 56%	316 51%	216 47%	347 49%	185 49%	118 47%	138 49%	128 52%	80 51%	24 47%	44 47%	196 55%	336 47%	316 50%	168 48%	48 51%	113 56%	204 51%	112 50%	102 40%	150 43%	382 52%	472 51%	55 39%	188 59%	128 45%	53 59%	74 56%	224 53%	214 58%
NET: Mostly/Very unfair	213 20%	119 22%	92 17%	35 29%	43 21%	40 21%	37 18%	58 16%	78 24%	77 19%	58 16%	123 20%	90 19%	141 20%	73 19%	54 22%	60 21%	41 17%	30 19%	6 11%	22 24%	71 20%	142 20%	117 19%	78 22%	18 19%	35 17%	71 18%	45 20%	62 25%	71 20%	142 20%	173 19%	36 25%	59 19%	61 21%	15 17%	17 13%	82 20%	61 17%
Mean	0.47	0.42	0.52	0.19	0.49	0.37	0.48	0.60	0.38	0.43	0.60	0.48	0.46	0.45	0.50	0.40	0.48	0.55	0.48	0.65	0.31	0.53	0.44	0.50	0.41	0.47	0.58	0.55	0.44	0.28	0.36	0.52	0.51	0.24	0.57	0.46	0.66	0.64	0.54	0.63

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Small Base: 100

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Small Base: 100

PUBLIC

Tax  
Adults aged 18-75 GB

Q3. Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? - National insurance

All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region							Education		Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)				
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339				
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367				
Very fair (2)	82 8%	59 11%	21 4%	17 14%	20 10%	12 7%	11 5%	21 6%	38 12%	24 6%	21 6%	43 7%	39 8%	54 8%	28 8%	24 10%	18 6%	21 9%	11 7%	4 3%	3 8%	30 7%	52 8%	52 8%	26 7%	4 4%	16 8%	24 10%	21 8%	20 8%	32 9%	50 7%	64 7%	18 13%	26 8%	23 8%	13 15%	10 7%	32 8%	29 8%				
Mostly fair (1)	383 36%	180 34%	201 37%	28 23%	51 25%	55 29%	86 42%	164 46%	79 24%	140 35%	164 46%	226 37%	157 34%	242 34%	141 38%	84 33%	103 37%	85 35%	55 35%	15 28%	41 43%	145 40%	239 33%	238 38%	105 30%	40 42%	76 38%	159 32%	72 30%	76 30%	99 28%	284 39%	345 37%	36 26%	150 47%	94 33%	45 50%	38 29%	163 39%	149 41%				
Neither fair nor unfair (0)	249 23%	123 23%	127 23%	34 28%	41 20%	45 24%	42 20%	87 25%	75 23%	87 22%	87 25%	148 24%	101 22%	154 22%	95 25%	64 25%	69 25%	55 22%	38 24%	9 18%	14 15%	81 22%	168 23%	145 23%	81 23%	23 24%	52 26%	86 22%	55 25%	56 22%	83 24%	166 23%	211 23%	38 27%	64 20%	62 22%	19 21%	39 30%	97 23%	81 22%				
Mostly unfair (-1)	168 16%	88 16%	80 15%	18 15%	40 20%	37 19%	24 12%	49 14%	58 18%	61 15%	49 14%	94 15%	74 16%	123 17%	46 12%	35 14%	42 15%	38 16%	19 12%	14 27%	20 21%	59 16%	109 15%	94 17%	60 15%	14 13%	26 17%	69 14%	32 16%	41 16%	59 17%	109 15%	136 15%	27 19%	46 14%	49 17%	6 7%	19 14%	64 15%	55 15%				
Very unfair (-2)	76 7%	37 7%	39 7%	8 7%	24 11%	15 8%	17 8%	11 3%	32 10%	33 8%	11 3%	39 6%	36 8%	58 8%	17 5%	16 6%	21 8%	18 8%	11 7%	4 7%	6 6%	19 5%	56 8%	44 7%	28 8%	4 4%	14 7%	15 4%	17 8%	30 12%	32 9%	44 6%	64 7%	8 6%	18 6%	18 6%	3 4%	12 9%	25 6%	22 6%				
Don't know	120 11%	47 9%	72 13%	17 14%	29 14%	27 14%	25 12%	22 6%	46 14%	52 13%	22 6%	64 10%	55 12%	71 10%	49 13%	29 11%	25 9%	27 11%	21 14%	6 12%	11 11%	26 7%	94 13%	57 9%	54 15%	9 10%	19 9%	45 11%	26 11%	30 12%	45 13%	75 10%	100 11%	14 10%	15 5%	38 13%	4 4%	14 11%	37 9%	31 8%				
NET: Very/Mostly fair	465 43%	239 45%	222 41%	45 37%	72 35%	67 35%	97 47%	185 52%	117 36%	164 41%	185 52%	270 44%	196 42%	296 42%	170 45%	109 43%	122 43%	106 43%	66 43%	19 36%	45 47%	175 49%	291 40%	291 46%	131 37%	44 46%	92 46%	183 46%	94 42%	96 38%	132 38%	334 46%	409 44%	54 38%	176 55%	117 41%	58 65%	48 36%	196 47%	179 49%				
NET: Mostly/Very unfair	244 23%	124 23%	119 22%	26 21%	64 31%	52 27%	42 20%	61 17%	89 27%	94 24%	61 17%	133 22%	110 24%	181 26%	63 17%	51 20%	64 23%	57 23%	30 19%	17 34%	26 27%	79 22%	165 23%	138 22%	88 25%	18 19%	40 20%	84 21%	49 22%	71 28%	91 26%	153 21%	200 22%	36 25%	64 20%	67 24%	9 10%	31 23%	89 21%	77 21%				
Mean	0.24	0.28	0.18	0.28	0.02	0.07	0.27	0.40	0.12	0.18	0.40	0.25	0.22	0.18	0.36	0.30	0.21	0.24	0.28	0.04	0.19	0.32	0.19	0.28	0.14	0.30	0.31	0.25	0.07	0.13	0.29	0.26	0.22	0.40	0.22	0.69	0.12	0.30	0.32					

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Small Base: 100

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Small Base: 100

22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax  
Adults aged 18-75 GB

Q3. Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? - VAT  
All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339		
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367		
Very fair (2)	51 5%	39 7%	12 2%	6 5%	18 9%	5 5%	11 3%	24 3%	16 4%	11 3%	33 5%	18 4%	42 6%	8 2%	14 6%	11 4%	11 4%	13 9%	1 2%	-	27 8%	23 3%	38 6%	10 3%	3 3%	6 3%	8 2%	21 9%	16 6%	30 9%	21 3%	36 4%	14 10%	14 4%	14 5%	10 11%	9 6%	26 6%	17 5%			
Mostly fair (1)	299 28%	149 28%	148 27%	36 30%	65 32%	50 26%	48 24%	99 28%	101 31%	98 25%	99 28%	185 30%	114 25%	194 28%	105 28%	67 26%	71 25%	67 27%	47 31%	12 24%	35 37%	123 34%	176 25%	190 30%	93 26%	16 17%	52 26%	116 29%	60 27%	70 28%	89 25%	210 29%	261 28%	38 27%	105 33%	72 25%	36 40%	37 28%	129 31%	109 30%		
Neither fair nor unfair (0)	245 23%	116 22%	129 24%	22 18%	37 18%	45 24%	56 27%	85 24%	59 18%	101 26%	85 24%	142 23%	103 22%	159 23%	86 23%	55 22%	81 29%	50 21%	40 26%	13 25%	6 6%	77 21%	169 23%	140 22%	79 22%	27 28%	49 24%	89 22%	44 20%	64 25%	83 24%	162 22%	206 22%	39 28%	65 21%	62 22%	20 22%	37 28%	104 25%	73 20%		
Mostly unfair (-1)	244 23%	123 23%	119 22%	29 24%	43 21%	32 17%	49 24%	92 26%	71 22%	81 20%	92 26%	134 22%	110 24%	154 22%	90 24%	57 23%	63 22%	58 24%	24 15%	15 28%	27 29%	78 22%	166 23%	133 21%	80 23%	30 32%	53 26%	107 27%	48 22%	35 14%	59 17%	184 25%	215 23%	26 26%	83 24%	67 18%	16 18%	24 18%	87 21%	95 26%		
Very unfair (-2)	108 10%	62 12%	43 8%	8 7%	18 9%	25 13%	15 7%	41 12%	26 8%	40 10%	41 12%	53 9%	55 12%	70 10%	38 10%	26 10%	25 9%	30 12%	10 7%	3 6%	13 14%	22 6%	85 12%	67 11%	36 10%	5 5%	19 10%	35 9%	25 11%	28 11%	37 11%	70 10%	92 10%	10 7%	31 10%	30 10%	3 3%	13 10%	32 8%	41 11%		
Don't know	132 12%	43 8%	88 16%	21 17%	25 12%	28 15%	32 15%	27 8%	45 14%	60 15%	27 8%	69 11%	63 14%	82 12%	50 13%	33 13%	28 10%	29 12%	20 13%	8 15%	14 15%	33 9%	99 14%	63 10%	56 14%	14 14%	23 11%	43 11%	26 11%	40 16%	51 15%	81 11%	111 12%	14 10%	20 6%	39 14%	5 5%	12 9%	42 10%	32 9%		
NET: Very/Mostly fair	349 32%	187 35%	160 30%	42 34%	83 41%	60 32%	110 31%	125 38%	114 29%	110 31%	218 35%	132 28%	237 34%	113 30%	81 32%	82 29%	78 32%	61 39%	13 25%	35 37%	150 42%	199 28%	228 36%	103 29%	19 20%	59 29%	124 31%	81 36%	86 34%	119 34%	231 32%	297 32%	52 37%	119 37%	86 30%	46 51%	46 35%	156 37%	126 34%			
NET: Mostly/Very unfair	351 33%	186 35%	163 30%	37 30%	61 30%	57 30%	64 31%	133 37%	98 30%	121 31%	133 37%	187 30%	165 36%	224 32%	127 34%	83 33%	88 31%	88 36%	34 22%	18 35%	40 42%	100 28%	251 35%	199 32%	117 33%	35 37%	72 36%	142 36%	73 33%	64 25%	97 28%	255 35%	307 33%	36 25%	114 36%	97 34%	19 21%	38 28%	119 28%	136 37%		
Mean	-0.06	-0.04	-0.08	0.02	0.13	-0.07	-0.11	-0.16	0.09	-0.09	-0.16	0.02	-0.17	-0.02	-0.14	-0.06	-0.08	-0.13	0.22	-0.17	-0.23	0.17	-0.18	*	-0.14	-0.23	-0.15	-0.13	0.02	0.04	0.05	-0.11	-0.08	0.16	-0.04	-0.11	0.40	0.03	0.08	-0.10		

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Overlap formulae used

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ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Small Base: 100

22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax  
Adults aged 18-75 GB

Q3. Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? - Corporation tax  
All Adults aged 18-75 in Great Britain

	Gender			Age										Social grade		Employment status		Region							Education		Marital Status				Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non- graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservati ve (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)				
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339				
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367				
Very fair (2)	93 9%	48 9%	42 8%	11 9%	25 12%	20 10%	17 8%	20 6%	36 11%	37 9%	20 6%	57 9%	36 8%	70 10%	22 6%	28 11%	22 8%	12 5%	20 13%	3 7%	7 7%	45 13%	47 9%	57 9%	30 8%	5 6%	17 8%	29 7%	19 8%	28 11%	36 10%	57 8%	76 8%	16 11%	23 7%	29 10%	10 11%	18 14%	46 11%	31 8%				
Mostly fair (1)	279 26%	157 30%	121 22%	22 18%	57 28%	38 20%	61 30%	101 29%	80 24%	98 25%	101 29%	166 27%	113 25%	187 27%	92 24%	64 25%	58 21%	71 29%	48 31%	12 24%	26 27%	107 30%	172 24%	165 26%	88 25%	26 27%	53 26%	109 27%	57 26%	59 23%	89 25%	190 26%	240 26%	37 26%	100 32%	67 23%	30 34%	39 29%	114 27%	112 30%				
Neither fair nor unfair (0)	250 23%	137 26%	110 20%	31 26%	57 28%	45 23%	46 22%	71 20%	88 27%	90 23%	71 20%	140 23%	110 24%	174 25%	76 20%	64 25%	68 24%	46 19%	37 24%	12 23%	22 24%	88 24%	162 23%	169 27%	69 20%	12 13%	32 16%	94 24%	60 27%	64 25%	97 28%	153 21%	206 22%	41 29%	77 24%	67 23%	19 21%	39 30%	95 23%	85				
Mostly unfair (-1)	114 11%	64 12%	50 9%	24 19%	17 8%	24 13%	15 7%	34 10%	41 12%	39 10%	34 10%	63 10%	51 11%	70 10%	44 9%	24 11%	32 14%	34 9%	15 13%	7 4%	4 11%	39 10%	75 10%	54 9%	52 15%	8 14%	29 8%	33 9%	20 13%	33 11%	38 11%	77 10%	96 10%	18 12%	27 9%	42 15%	6 7%	12 9%	44 11%	29 8%				
Very unfair (-2)	63 6%	33 6%	29 5%	11 9%	11 5%	14 7%	11 5%	16 5%	21 6%	25 6%	16 5%	36 6%	27 6%	40 6%	22 6%	14 5%	19 7%	13 5%	6 4%	3 7%	7 8%	15 4%	47 7%	33 5%	26 7%	4 4%	13 6%	20 5%	14 6%	16 6%	17 5%	46 6%	51 6%	7 5%	15 5%	15 5%	1 2%	8 6%	24 6%	17 5%				
Don't know	279 26%	92 17%	186 35%	23 19%	38 19%	51 26%	56 27%	112 32%	61 19%	106 27%	112 32%	154 25%	125 27%	160 23%	119 32%	58 23%	80 29%	69 28%	28 18%	14 27%	30 31%	66 18%	214 30%	151 24%	89 25%	39 42%	59 29%	113 28%	54 24%	54 21%	74 21%	206 28%	251 27%	22 15%	76 24%	66 23%	22 25%	16 12%	96 23%	94 25%				
NET: Very/Mostly fair	372 34%	206 39%	163 30%	33 27%	83 40%	57 30%	78 38%	121 34%	116 35%	135 34%	121 34%	222 36%	149 32%	257 37%	114 30%	92 37%	80 29%	83 34%	68 44%	16 31%	32 34%	152 42%	220 31%	222 35%	118 33%	31 33%	70 35%	138 35%	76 34%	87 34%	125 36%	247 34%	316 34%	53 38%	123 39%	96 34%	40 45%	57 43%	160 38%	143 39%				
NET: Mostly/Very unfair	177 16%	97 18%	79 15%	34 28%	38 14%	26 20%	26 13%	51 14%	62 19%	64 16%	51 14%	99 16%	78 17%	110 16%	67 18%	37 15%	51 18%	47 19%	21 14%	11 19%	11 12%	54 15%	123 17%	87 14%	77 22%	12 13%	42 20%	53 13%	34 15%	49 19%	54 15%	123 17%	147 16%	25 18%	42 13%	56 20%	8 9%	20 15%	69 16%	46 12%				
Mean	0.28	0.28	0.27	-0.01	0.41	0.17	0.39	0.30	0.26	0.29	0.30	0.31	0.24	0.33	0.18	0.36	0.16	0.20	0.48	0.16	0.31	0.43	0.19	0.33	0.17	0.37	0.23	0.33	0.28	0.25	0.33	0.26	0.29	0.31	0.36	0.25	0.62	0.41	0.35	0.41				

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Small Base: 100

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Small Base: 100

22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax  
Adults aged 18-75 GB

Q3. Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? - Council tax  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339		
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367		
Very fair (2)	51 5%	28 5%	23 4%	8 7%	16 8%	12 6%	5 3%	10 3%	24 7%	17 4%	10 3%	39 6%	12 2%	37 5%	14 4%	14 5%	12 4%	13 5%	9 6%	1 2%	2 2%	25 7%	26 4%	33 5%	12 3%	6 6%	11 5%	12 3%	10 4%	18 7%	24 7%	27 4%	48 5%	3 2%	18 3%	10 3%	8 9%	14 11%	23 5%	18 5%		
Mostly fair (1)	259 24%	139 26%	120 22%	30 25%	57 28%	41 21%	44 21%	87 25%	87 27%	85 21%	87 25%	102 26%	102 22%	173 25%	86 23%	62 25%	56 20%	57 23%	51 33%	11 20%	24 20%	112 31%	147 20%	151 24%	95 27%	14 15%	55 27%	81 20%	61 27%	61 24%	91 26%	168 23%	224 24%	35 25%	82 26%	70 25%	33 37%	36 27%	118 28%	80 22%		
Neither fair nor unfair (0)	232 22%	112 21%	118 22%	28 23%	38 19%	34 18%	42 21%	89 25%	66 20%	77 19%	89 25%	127 21%	105 23%	144 21%	88 23%	56 22%	75 27%	40 17%	34 22%	10 19%	16 17%	76 21%	155 22%	139 22%	73 21%	19 20%	46 23%	92 23%	46 21%	48 19%	65 18%	167 23%	197 21%	34 24%	58 18%	62 22%	21 23%	36 27%	96 23%	81 22%		
Mostly unfair (-1)	269 25%	130 24%	137 25%	25 21%	48 23%	49 26%	59 29%	88 25%	73 22%	107 27%	88 25%	148 24%	121 26%	174 25%	95 25%	58 23%	77 28%	64 26%	28 18%	15 29%	26 28%	86 24%	183 25%	158 25%	83 23%	28 30%	41 20%	118 30%	55 25%	54 21%	79 26%	190 26%	231 25%	37 26%	93 29%	79 28%	15 17%	20 15%	96 23%	103 28%		
Very unfair (-2)	161 15%	83 16%	76 14%	13 11%	26 12%	30 16%	34 17%	58 16%	39 12%	64 16%	58 16%	87 14%	74 16%	110 16%	52 14%	34 13%	38 14%	46 19%	16 10%	9 18%	18 19%	38 11%	123 17%	95 15%	46 13%	20 21%	33 16%	59 15%	32 14%	38 15%	45 13%	117 16%	133 14%	20 14%	53 17%	35 12%	6 7%	17 13%	53 13%	62 17%		
Don't know	106 10%	40 7%	65 12%	16 13%	22 10%	25 13%	21 10%	22 6%	38 12%	46 12%	22 6%	56 9%	50 11%	64 9%	42 11%	29 11%	21 8%	24 10%	17 11%	6 11%	9 9%	22 6%	84 12%	54 9%	44 12%	8 8%	17 8%	36 9%	19 9%	34 13%	47 13%	59 8%	88 10%	12 8%	13 4%	29 10%	6 7%	10 7%	33 8%	23 6%		
NET: Very/Mostly fair	310 29%	166 31%	143 27%	39 32%	73 35%	53 28%	49 24%	97 27%	112 34%	102 26%	97 27%	197 32%	113 24%	211 30%	100 26%	75 30%	68 24%	70 28%	60 39%	11 22%	26 27%	137 38%	173 24%	184 29%	107 30%	19 21%	67 33%	93 23%	71 32%	79 31%	115 33%	195 27%	272 30%	39 27%	101 32%	80 28%	41 46%	50 38%	141 34%	98 27%		
NET: Mostly/Very unfair	430 40%	214 40%	212 39%	39 32%	73 36%	79 41%	92 45%	147 41%	112 34%	172 43%	147 41%	235 38%	235 42%	283 40%	147 39%	92 37%	115 41%	111 45%	43 28%	24 48%	44 47%	124 34%	306 43%	253 40%	129 37%	48 51%	74 36%	177 44%	87 39%	92 36%	123 35%	307 42%	364 40%	57 41%	147 46%	114 40%	21 24%	37 28%	149 35%	166 45%		
Mean	-0.24	-0.21	-0.26	-0.05 G*	-0.06 GJ	-0.27	-0.39	-0.30	-0.05 GHK	-0.33	-0.30	-0.15 M	-0.35	-0.23	-0.26	-0.16	-0.28	-0.34	0.08 QRTU*	-0.47 *	-0.40 *	* w	-0.36	-0.23	-0.18	-0.50 *	-0.15	-0.36	-0.19	-0.15	-0.09 f	-0.30	-0.21	-0.27 *	-0.26	-0.23	0.26 I*	0.08 I*	-0.10 n	-0.32		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax  
Adults aged 18-75 GB

Q3. Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? - Capital gains tax  
All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status		Region							Education		Marital Status		Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)	
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339	
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367	
Very fair (2)	85 8%	52 10%	33 6%	9 7%	26 13% GHR	21 11% GHR	10 5%	19 5%	35 11% GHR	31 8% G	19 5%	56 9%	29 6%	71 10% D	13 4%	29 12% RU	20 7%	13 6%	15 10%	4 8%	3 3%	36 10%	49 7%	53 8%	24 7%	8 8%	18 9%	21 5%	25 11% b	21 8%	42 12% f	43 6%	74 8%	10 7%	25 8%	30 10% -	9 10%	14 11%	40 10%	33 9%	
Mostly fair (1)	219 20%	114 21%	105 20%	15 12%	48 23% D	30 16%	44 22% D	82 23% D	63 19% D	74 19% D	82 23% D	135 22%	85 18%	145 21%	75 20%	56 22% Q	39 14%	60 24% Q	34 22%	10 19%	21 22% -	94 26% w	125 17%	134 21%	68 19%	18 19%	41 20%	85 21%	41 18%	52 20%	68 20%	151 21%	189 21%	30 21%	71 22%	55 19%	26 29% -	38 28%	96 23%	80 22%	
Neither fair nor unfair (0)	247 23%	135 25%	111 21%	34 28%	43 21%	37 19%	49 24%	84 24%	78 24%	85 22%	84 24%	130 21%	117 25%	165 24%	82 22%	60 24%	73 26%	48 20%	37 24%	9 18% -	19 20% -	82 23%	165 23%	148 24%	80 23%	19 20% -	49 24%	96 24%	51 23%	52 20%	80 23%	167 22%	200 32% e	45 3%	76 24%	67 24%	20 23% -	38 29%	94 23%	92 25%	
Mostly unfair (-1)	161 15%	93 17%	66 12% c	20 16%	29 14%	26 14%	25 12%	61 17%	49 15%	51 13%	61 17%	93 15%	68 15%	96 14%	65 17%	28 11%	47 17%	39 16%	23 15%	12 23% p*	12 13%	54 15%	107 16%	100 16%	51 14%	10 11%	29 14%	68 17%	31 14%	33 13%	50 14%	111 15%	139 15%	20 14%	60 19% i	37 13%	12 14% -	13 10%	60 14%	54 15%	
Very unfair (-2)	78 7%	39 7%	37 7%	13 11% ei	8 4%	17 9%	19 9%	21 6%	21 6% E	35 9%	21 6%	44 7%	34 7%	50 7%	27 7%	18 7%	24 9%	17 7%	6 4%	1 3% -	11 11% -	20 6%	57 8%	42 7%	28 8%	7 8%	15 8%	18 5%	19 8%	25 10% b	26 7%	52 7%	67 7%	4 3%	23 7%	18 6%	1 1% -	10 7%	23 5%	29 8%	
Don't know	288 27%	100 19%	187 35% B	31 25%	52 25%	60 31%	59 29%	87 25%	83 25%	119 30%	87 25%	158 26%	130 28%	174 25%	114 30%	61 24%	77 28%	67 28%	39 25%	15 29% -	29 31% -	74 21%	214 30% v	153 24%	102 29%	33 35% -	51 25%	109 27%	57 26%	71 28%	84 24%	204 28%	251 27%	31 22%	63 20%	77 27% i	21 23% -	20 15%	106 25%	80 22%	
NET: Very/Mostly fair	304 28%	166 31%	138 26%	23 19%	74 36% DU	51 27%	54 26%	102 29%	97 30% D	105 27%	102 29%	190 31% M	114 25%	216 31% D	88 23% Q	85 34% Q	59 21% Q	73 30% Q	50 32% Q	14 27% -	24 25% -	130 36% w	174 24%	186 30%	92 26%	26 27% -	59 29%	106 27%	65 29%	73 29%	110 31%	194 27%	263 29%	40 28%	96 30%	84 30%	35 39% -	52 39%	136 32%	113 31%	
NET: Mostly/Very unfair	238 22%	132 25% c	103 19%	33 27% i	37 18%	43 22%	44 21%	82 23%	70 21%	87 22%	82 23%	137 22%	102 22%	146 21%	92 24%	45 18%	71 25%	56 23%	30 19%	13 26% -	23 24% -	74 21%	165 23%	142 23%	79 22%	17 18% -	44 22%	86 22%	50 22%	58 23%	75 22%	163 22%	206 22%	25 17%	83 26% k	56 20%	13 15% -	23 17%	83 20%	83 23%	
Mean	0.09	0.11	0.09	-0.15 *	0.35 DG*	0.09 *	0.01 *	0.07	0.17 D	0.05	0.07	0.14	0.02	0.17 O	-0.07	0.27 Q	-0.08	0.07 *	0.25 *	0.09 **	-0.11 *	0.25 w	*	0.11	0.04	0.15 **	0.12 *	0.08	0.13 *	0.06	0.19	0.04	0.10	0.20 *	0.06	0.20	0.42 *	0.30 *	0.22	0.12	

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/h Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/h Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC

Tax  
Adults aged 18-75 GB

Q3. Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? - Stamp duty  
All Adults aged 18-75 in Great Britain

	Gender			Age									Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)					
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339					
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367					
Very fair (2)	48 4%	31 6%	16 3%	9 8%	17 8%	9 5%	5 2%	7 2%	26 8%	15 4%	7 2%	30 5%	18 4%	39 6%	9 2%	12 5%	13 5%	8 3%	10 6%	4 8%	1 1%	25 7%	23 3%	34 5%	12 3%	1 1%	7 4%	13 6%	13 6%	14 6%	26 7%	22 3%	40 4%	8 6%	10 3%	13 4%	7 8%	12 9%	17 4%	19 5%					
Mostly fair (1)	200 19%	97 18%	103 19%	15 13%	60 29%	36 19%	36 17%	54 15%	75 23%	72 18%	54 15%	122 20%	78 17%	142 20%	59 16%	46 18%	52 19%	43 18%	38 24%	8 15%	14 14%	89 25%	112 16%	114 18%	75 21%	12 12%	33 16%	72 18%	46 21%	49 19%	76 22%	125 17%	167 18%	32 23%	71 22%	52 18%	26 29%	34 26%	90 21%	79 21%					
Neither fair nor unfair (0)	262 24%	134 25%	127 24%	29 24%	36 17%	43 22%	46 23%	108 31%	65 20%	89 22%	108 31%	150 24%	112 24%	171 24%	91 24%	65 26%	74 27%	51 21%	30 19%	15 30%	27 28%	91 25%	171 24%	162 26%	68 19%	32 34%	53 26%	105 26%	50 22%	55 22%	84 24%	178 24%	222 24%	38 27%	71 22%	75 26%	19 21%	37 28%	110 26%	74 20%					
Mostly unfair (-1)	264 25%	135 25%	128 24%	24 20%	34 17%	42 22%	58 28%	106 30%	58 18%	100 25%	106 30%	156 25%	108 23%	161 23%	103 27%	63 25%	65 23%	75 30%	35 23%	11 22%	16 16%	82 23%	182 25%	171 27%	66 19%	27 29%	54 27%	112 28%	44 20%	54 21%	70 20%	194 27%	235 25%	28 20%	103 32%	70 25%	20 22%	25 19%	111 26%	105 29%					
Very unfair (-2)	91 8%	51 10%	41 8%	9 8%	15 7%	18 10%	17 8%	31 9%	25 8%	36 9%	31 9%	45 7%	46 10%	63 9%	28 7%	15 6%	30 11%	23 10%	11 7%	2 3%	10 10%	21 6%	70 10%	56 9%	29 8%	6 6%	18 9%	27 7%	21 9%	25 10%	27 8%	64 9%	76 8%	11 8%	27 8%	20 7%	6 7%	5 4%	29 7%	33 9%					
Don't know	212 20%	84 16%	125 23%	34 28%	44 21%	43 22%	42 20%	49 14%	79 24%	85 21%	49 14%	112 18%	100 22%	126 18%	86 23%	51 20%	45 16%	45 18%	32 21%	11 22%	28 30%	52 14%	161 22%	93 15%	103 29%	17 18%	38 19%	69 17%	49 22%	57 22%	67 19%	146 20%	181 20%	24 17%	37 11%	54 19%	12 13%	19 15%	63 15%	57 16%					
NET: Very/Mostly fair	248 23%	128 24%	119 22%	25 20%	77 37%	45 24%	41 20%	60 17%	101 31%	86 22%	60 17%	152 25%	96 21%	180 26%	68 18%	58 23%	65 23%	51 21%	47 30%	12 23%	15 16%	113 32%	135 19%	148 23%	87 25%	13 14%	40 20%	85 21%	60 27%	63 25%	101 29%	147 20%	207 23%	40 28%	81 25%	65 23%	33 37%	46 34%	107 26%	98 27%					
NET: Mostly/Very unfair	355 33%	185 35%	168 31%	33 27%	60 24%	49 32%	76 37%	137 39%	101 25%	136 34%	137 39%	201 33%	154 33%	224 32%	131 35%	78 31%	96 34%	98 40%	46 30%	13 25%	25 27%	103 29%	252 35%	227 36%	96 27%	33 35%	72 36%	139 35%	65 29%	79 31%	98 28%	258 35%	310 34%	39 28%	130 41%	90 32%	26 29%	30 23%	140 33%	139 38%					
Mean	-0.17	-0.17	-0.18	-0.10	0.18	-0.16	-0.29	-0.33	0.08	-0.23	-0.33	-0.13	-0.24	-0.12	-0.28	-0.11	-0.21	-0.31	*	0.03	-0.29	0.05	-0.30	-0.19	-0.10	-0.32	-0.26	-0.21	-0.07	-0.13	0.01	-0.26	-0.19	-0.02	-0.24	-0.14	0.11	0.19	-0.13	-0.18					

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Overlap formulae used

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ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30 Small Base: 100



22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax  
Adults aged 18-75 GB

Q3. Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? - Inheritance tax  
All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status		Region							Education		Marital Status		Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)	
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339	
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367	
Very fair (2)	73 7%	45 8%	28 5%	6 5%	23 11%	12 6%	16 8%	16 5%	29 9%	28 7%	16 5%	41 7%	31 7%	55 8%	18 5%	19 8%	25 9%	7 3%	12 8%	2 7%	7 8%	33 9%	40 6%	49 8%	19 5%	4 5%	15 7%	19 5%	21 10%	17 7%	35 10%	38 5%	63 7%	9 6%	19 6%	23 8%	12 14%	13 10%	40 9%	24 7%	
Mostly fair (1)	176 16%	100 19%	76 14%	20 16%	49 24%	34 18%	26 13%	48 14%	69 21%	60 15%	48 14%	112 18%	64 14%	129 18%	48 13%	42 17%	39 14%	32 13%	36 24%	8 16%	19 19%	73 20%	104 14%	105 17%	62 18%	10 10%	29 14%	60 15%	38 17%	50 20%	76 22%	101 14%	147 16%	29 20%	47 15%	60 21%	21 24%	37 28%	84 20%	61 17%	
Neither fair nor unfair (0)	181 17%	91 17%	88 16%	28 23%	25 12%	30 16%	39 19%	59 17%	53 16%	69 17%	59 17%	84 14%	97 14%	111 16%	69 18%	57 17%	43 15%	39 16%	26 17%	7 14%	8 9%	55 15%	126 18%	122 19%	48 14%	10 11%	22 11%	76 19%	39 18%	44 17%	59 17%	122 17%	143 16%	36 25%	53 17%	46 16%	11 12%	23 17%	68 16%	61 17%	
Mostly unfair (-1)	255 24%	106 20%	147 27%	23 19%	37 18%	44 23%	41 20%	109 31%	60 18%	85 22%	109 31%	152 25%	104 22%	154 22%	101 27%	57 23%	72 26%	73 30%	24 16%	15 29%	14 14%	90 25%	165 23%	155 25%	64 18%	36 38%	48 23%	108 27%	54 24%	46 18%	68 20%	187 26%	227 25%	28 20%	90 28%	67 24%	23 26%	22 17%	110 26%	87 24%	
Very unfair (-2)	213 20%	121 23%	90 17%	20 16%	29 14%	35 18%	49 24%	80 22%	49 15%	84 21%	80 22%	128 21%	85 18%	142 20%	71 19%	36 14%	53 19%	59 24%	31 20%	8 16%	25 26%	62 17%	150 21%	116 18%	76 21%	21 22%	51 25%	74 19%	40 18%	48 19%	52 15%	161 22%	186 20%	19 14%	78 24%	39 14%	12 13%	21 16%	60 14%	87 24%	
Don't know	181 17%	70 13%	110 20%	25 21%	43 21%	36 19%	34 17%	43 12%	68 21%	70 18%	43 12%	99 16%	81 18%	111 16%	69 18%	40 16%	48 17%	34 14%	26 17%	11 *	22 **	47 w	134 19%	83 13%	84 15%	14 *	39 19%	61 15%	30 14%	50 20%	61 17%	120 16%	153 17%	21 15%	32 10%	50 18%	9 10%	16 12%	58 14%	46 13%	
NET: Very/Mostly fair	249 23%	144 27%	104 19%	25 21%	72 35%	46 24%	42 20%	64 18%	97 30%	88 22%	64 18%	153 25%	96 21%	184 26%	66 17%	61 24%	64 23%	39 16%	48 31%	10 20%	26 27%	106 29%	143 20%	154 24%	81 23%	14 15%	44 22%	79 20%	59 27%	67 26%	111 32%	139 19%	211 23%	37 26%	66 21%	83 29%	34 38%	50 38%	124 30%	86 23%	
NET: Mostly/Very unfair	468 43%	227 43%	237 44%	43 35%	67 32%	79 41%	91 44%	189 53%	109 33%	170 43%	189 53%	279 45%	189 41%	296 42%	172 46%	94 37%	125 45%	132 54%	55 35%	23 45%	39 41%	152 42%	315 44%	271 43%	140 40%	57 60%	99 49%	182 46%	94 42%	93 37%	348 34%	413 48%	47 33%	168 53%	106 37%	35 40%	44 33%	170 41%	175 48%		
Mean	-0.40	-0.35	-0.46	-0.33	-0.01	-0.36	-0.48	-0.61	-0.12	-0.42	-0.61	-0.41	-0.38	-0.34	-0.52	-0.24	-0.38	-0.69	-0.19	-0.47	-0.42	-0.24	-0.48	-0.34	-0.43	-0.73	-0.56	-0.47	-0.28	-0.28	-0.09	-0.55	-0.42	-0.17	-0.56	-0.17	-0.02	-0.01	-0.18	-0.47	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/h Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/h Minimum Base: 30(\*\*) Small Base: 100(\*)

22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax  
Adults aged 18-75 GB

Q3. Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? - Business rates  
All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status		Region						Education		Marital Status		Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367
Very fair (2)	81 8%	47 9%	34 6%	7 6%	26 13%	20 10%	13 7%	15 4%	33 10%	33 8%	15 4%	47 8%	34 7%	65 9%	16 4%	23 9%	22 8%	12 5%	17 11%	3 6%	5 5%	39 11%	42 6%	63 10%	14 4%	4 4%	9 4%	26 7%	15 7%	31 12%	42 12%	39 5%	69 8%	12 8%	23 7%	26 9%	9 10%	18 13%	34 8%	37 10%
Mostly fair (1)	296 27%	149 28%	142 26%	35 28%	57 28%	51 27%	55 27%	98 28%	91 28%	106 27%	98 28%	183 30%	113 24%	200 28%	96 26%	72 29%	72 26%	59 24%	50 33%	15 30%	26 27%	115 32%	180 25%	178 28%	94 27%	24 25%	53 26%	112 28%	68 30%	63 25%	94 27%	202 28%	258 28%	35 25%	96 30%	73 26%	36 40%	40 30%	129 31%	101 28%
Neither fair nor unfair (0)	255 24%	141 26%	112 21%	30 25%	39 19%	37 20%	46 23%	102 29%	69 21%	84 21%	102 29%	131 21%	124 27%	158 22%	97 26%	51 20%	74 26%	58 24%	37 24%	11 22%	24 25%	84 23%	170 24%	151 24%	85 24%	19 20%	52 26%	99 25%	46 21%	57 23%	81 23%	174 24%	214 23%	38 27%	83 26%	74 26%	14 16%	33 25%	104 25%	87 24%
Mostly unfair (-1)	160 15%	83 16%	77 14%	18 15%	32 16%	24 13%	28 14%	57 16%	50 15%	52 13%	57 16%	88 14%	71 15%	99 14%	61 16%	42 17%	38 14%	46 19%	13 9%	10 19%	11 12%	49 14%	111 15%	90 14%	53 15%	17 18%	29 14%	64 16%	38 17%	29 11%	47 13%	113 16%	133 14%	26 19%	44 14%	51 18%	7 8%	19 14%	57 14%	53 14%
Very unfair (-2)	47 4%	25 5%	23 4%	7 6%	10 5%	14 7%	9 5%	7 2%	17 5%	24 6%	7 2%	23 4%	24 5%	34 5%	13 4%	11 4%	10 4%	5 3%	12 3%	10 10%	9 3%	10 3%	37 5%	25 4%	20 6%	1 1%	11 5%	11 3%	8 4%	17 7%	13 4%	34 5%	40 4%	3 2%	9 3%	8 3%	4 4%	5 4%	12 3%	14 4%
Don't know	240 22%	88 16%	151 28%	25 21%	43 21%	45 23%	53 26%	75 21%	68 21%	97 25%	75 21%	143 23%	97 21%	147 21%	93 25%	52 21%	64 23%	58 24%	33 21%	12 23%	20 21%	63 17%	177 25%	123 20%	87 25%	30 32%	49 24%	85 21%	48 21%	58 23%	73 21%	167 23%	206 22%	27 19%	64 20%	53 19%	19 22%	17 13%	84 20%	75 20%
NET: Very/Mostly fair	377 35%	196 37%	176 33%	41 34%	83 40%	71 37%	69 34%	113 32%	124 38%	139 35%	113 32%	230 37%	147 32%	265 38%	112 30%	96 38%	94 34%	71 29%	67 43%	18 36%	31 32%	154 43%	223 31%	241 38%	108 31%	28 29%	62 31%	138 35%	82 37%	94 37%	136 39%	241 33%	327 36%	47 33%	119 37%	99 35%	45 50%	58 44%	163 39%	138 38%
NET: Mostly/Very unfair	207 19%	108 20%	99 18%	25 20%	42 20%	38 20%	38 18%	64 18%	67 20%	76 19%	64 18%	112 18%	95 21%	132 19%	74 20%	53 21%	48 17%	58 24%	18 12%	10 19%	20 21%	59 16%	148 21%	115 18%	74 21%	18 19%	40 20%	75 19%	47 21%	45 18%	60 17%	147 20%	173 19%	29 21%	53 17%	59 21%	11 12%	25 19%	69 16%	67 18%
Mean	0.24	0.25	0.23	0.17	0.35	0.26	0.23	0.20	0.28	0.24	0.20	0.30	0.17	0.30	0.14	0.27	0.27	0.07	0.50	0.29	0.08	0.42	0.15	0.32	0.11	0.19	0.13	0.25	0.24	0.32	0.38	0.18	0.26	0.23	0.31	0.25	0.57	0.40	0.34	0.32

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax

Adults aged 18-75 GB

Q3. Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? - Fuel duty  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region							Education		Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	(P)	North (Q)	Midlands (R)	South (S)	Greater London (T)	Wales (U)	Scotland (V)	Graduate (W)	Non- graduate (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	1 (b)	2 (c)	3 (d)	4+ (e)	ANY (f)	NONE (g)	White ethnic group (h)	Ethnic minority group (i)	Conservati ve (j)	Labour (k)	Liberal Democrats (l)	Other (m)	Remain (n)	Leave (o)
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339	
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367	
Very fair (2)	57 5%	36 7%	21 4%	8 7%	21 10%	13 7%	3 1%	12 3%	29 9%	16 4%	12 3%	37 6%	19 4%	16 4%	15 6%	10 4%	10 4%	14 5%	19 13%	* 1%	2 2%	29 8%	28 4%	39 6%	16 4%	2 2%	13 7%	17 4%	16 7%	10 4%	21 6%	35 5%	48 5%	8 6%	12 4%	20 7%	10 12%	32 8%	17 5%		
Mostly fair (1)	213 20%	98 18%	114 21%	20 17%	42 20%	40 21%	49 24%	62 17%	62 19%	89 23%	62 17%	139 23%	74 16%	157 22%	56 15%	56 22%	45 16%	48 20%	42 16%	8 27%	14 15%	100 28%	113 16%	137 22%	64 18%	12 13%	39 19%	71 18%	41 19%	62 24%	79 23%	134 18%	181 20%	31 22%	70 22%	55 19%	35 40%	29 22%	29 18%	116 28%	66 18%
Neither fair nor unfair (0)	215 20%	113 21%	99 18%	28 23%	49 24%	33 17%	35 17%	69 20%	77 24%	68 17%	69 20%	112 18%	103 22%	132 19%	82 22%	48 19%	64 23%	39 16%	33 22%	12 23%	17 18%	66 18%	149 21%	114 18%	81 23%	20 21%	44 21%	69 17%	58 26%	45 18%	71 20%	144 20%	180 20%	33 23%	49 15%	53 19%	18 21%	42 32%	79 19%	69 26%	
Mostly unfair (-1)	266 25%	134 25%	131 24%	30 25%	32 15%	48 25%	56 27%	101 28%	62 19%	103 26%	101 28%	143 23%	123 27%	167 24%	99 26%	56 22%	75 27%	73 30%	22 14%	15 30%	26 27%	86 24%	180 25%	147 23%	82 39%	37 27%	55 27%	108 27%	49 22%	54 21%	71 20%	195 27%	233 25%	33 23%	93 29%	76 27%	11 12%	25 18%	97 23%	96 26%	
Very unfair (-2)	162 15%	90 17%	71 13%	9 7%	18 9%	25 13%	32 15%	77 22%	27 8%	57 14%	77 22%	91 15%	70 15%	105 15%	57 15%	41 16%	50 18%	35 14%	10 6%	9 18%	17 17%	33 9%	129 18%	111 18%	36 10%	14 15%	25 12%	74 19%	31 14%	32 13%	44 13%	118 16%	146 16%	10 7%	69 22%	33 12%	9 10%	12 9%	46 11%	84 23%	
Don't know	166 15%	62 12%	102 19%	26 22%	44 21%	32 17%	30 15%	33 9%	70 22%	62 16%	33 9%	93 15%	73 16%	100 14%	66 18%	35 14%	36 13%	40 17%	29 19%	6 12%	19 20%	45 13%	120 17%	82 13%	74 21%	9 10%	27 14%	60 15%	29 13%	50 20%	63 18%	103 14%	133 14%	27 19%	25 8%	47 17%	5 6%	16 12%	49 12%	35 9%	
NET: Very/Mostly fair	270 25%	134 25%	135 25%	28 23%	62 30%	53 28%	52 25%	74 21%	90 28%	105 27%	74 21%	177 29%	93 20%	198 28%	71 19%	71 28%	55 20%	58 24%	61 39%	9 17%	17 17%	129 36%	140 20%	176 28%	80 23%	14 15%	52 26%	88 22%	57 26%	73 29%	100 29%	169 23%	229 25%	39 27%	83 26%	75 26%	46 51%	39 29%	149 35%	83 23%	
NET: Mostly/Very unfair	428 40%	224 42%	202 38%	39 32%	50 24%	73 38%	88 43%	178 50%	89 27%	160 40%	178 50%	234 38%	194 42%	271 39%	157 42%	97 39%	125 45%	107 44%	32 20%	25 48%	42 44%	119 33%	309 43%	258 41%	119 34%	51 54%	80 39%	182 46%	79 36%	87 34%	116 33%	312 43%	379 41%	43 30%	162 51%	109 38%	20 22%	36 27%	143 34%	180 49%	
Mean	-0.29	-0.31	-0.27	-0.13 HK*	0.09 GHIK*	-0.20 HK*	-0.37	-0.53	0.01 GHIK	-0.29 HK	-0.53	-0.21	-0.39	-0.23	-0.41	-0.24	-0.45	-0.36	0.31 PQRSTU*	-0.55 *	-0.52 *	0.02 W	-0.45	-0.28	-0.21 Z	-0.59 *	-0.22	-0.45	-0.19	-0.18 b	-0.13 f	-0.36	-0.31	-0.05 *	-0.46	-0.20 i	0.33 ij*	0.01 i*	-0.02 n	-0.49	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5K): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/n/n/n Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5K): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/n/n/n Minimum Base: 30(\*\*) Small Base: 100(\*)

PUBLIC

Tax  
Adults aged 18-75 GB

Q3. Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? - Tobacco and alcohol duty  
All Adults aged 18-75 in Great Britain

	Gender			Age								Social grade		Employment status		Region							Education		Marital Status		Household Size				Presence of children HH (17 or under)		Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/Living as Married (X)	Single (Y)	Widowed/Divorced/Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)		
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	373	221	273	357	721	912	151	295	295	102	150	456	339		
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367		
Very fair (2)	224	123	97	15	31	35	41	101	46	76	101	131	92	133	91	48	67	59	30	6	15	82	141	143	61	20	52	84	44	44	61	162	192	28	94	47	22	31	91	102		
	21%	23%	18%	12%	15%	18%	20%	29%	14%	19%	21%	20%	19%	24%	19%	24%	24%	24%	19%	12%	16%	23%	20%	23%	17%	21%	26%	21%	20%	17%	17%	22%	21%	20%	29%	16%	24%	24%	22%	28%		
Mostly fair (1)	304	138	165	23	55	61	66	98	79	127	98	194	110	208	96	71	80	62	51	13	27	127	177	189	93	22	48	121	70	64	97	207	270	32	97	87	34	33	143	100		
	28%	26%	31%	19%	27%	32%	32%	28%	24%	32%	28%	32%	24%	30%	25%	28%	29%	25%	33%	26%	28%	35%	25%	30%	26%	23%	24%	30%	32%	25%	28%	28%	29%	23%	30%	31%	38%	25%	34%	27%		
Neither fair nor unfair (0)	179	99	80	24	44	29	23	59	68	52	59	95	84	122	57	43	42	37	29	15	12	53	126	104	62	13	33	68	25	53	64	115	147	32	54	45	12	28	83	53		
	17%	19%	15%	20%	21%	15%	11%	17%	21%	13%	17%	15%	18%	17%	15%	17%	15%	19%	19%	30%	13%	15%	18%	17%	18%	14%	16%	17%	11%	12%	18%	16%	16%	22%	17%	16%	13%	21%	20%	14%		
Mostly unfair (-1)	136	61	74	25	24	25	23	39	49	48	39	75	61	86	49	29	36	36	11	9	15	41	95	77	44	14	29	47	30	30	50	86	120	16	39	45	8	14	36	46		
	13%	12%	14%	20%	12%	13%	11%	11%	15%	12%	11%	12%	13%	12%	13%	11%	13%	15%	7%	18%	16%	11%	13%	12%	13%	15%	14%	12%	14%	12%	14%	12%	13%	11%	12%	16%	9%	9%	11%	13%		
Very unfair (-2)	100	60	39	10	19	14	25	32	29	39	32	46	54	71	29	25	28	23	10	1	12	21	79	48	36	15	25	26	22	26	29	71	82	15	15	24	8	15	27	33		
	9%	11%	7%	8%	9%	7%	12%	9%	9%	10%	9%	7%	12%	10%	8%	10%	10%	9%	7%	2%	13%	6%	11%	8%	10%	16%	12%	7%	10%	10%	8%	10%	9%	10%	5%	8%	8%	13%	7%	9%		
Don't know	136	50	84	25	32	27	26	26	57	53	26	75	61	82	53	36	26	28	24	6	14	35	101	69	57	10	16	52	31	36	49	86	109	20	19	36	6	11	39	33		
	13%	9%	16%	20%	16%	14%	13%	7%	17%	13%	7%	12%	13%	12%	14%	14%	9%	12%	16%	*	*	10%	14%	11%	16%	11%	8%	13%	14%	14%	12%	12%	14%	6%	13%	7%	7%	8%	9%			
NET: Very/Mostly fair	527	261	262	38	87	95	108	199	125	203	199	325	202	340	187	119	147	120	80	19	42	209	318	332	154	41	100	204	115	109	158	370	462	60	191	134	56	64	234	202		
	49%	49%	49%	31%	42%	50%	53%	56%	38%	51%	56%	53%	44%	49%	50%	47%	53%	49%	52%	38%	44%	58%	44%	53%	44%	44%	49%	51%	51%	43%	45%	51%	50%	42%	60%	47%	63%	48%	56%	55%		
NET: Mostly/Very unfair	236	121	113	35	43	39	48	71	78	87	71	121	115	157	79	54	64	59	21	10	27	62	174	125	81	30	53	73	53	56	79	157	201	30	54	69	15	29	64	79		
	22%	23%	21%	29%	21%	20%	23%	20%	24%	22%	20%	20%	25%	22%	21%	21%	23%	24%	14%	20%	28%	17%	24%	20%	23%	32%	26%	18%	24%	22%	23%	22%	22%	21%	17%	24%	17%	22%	15%	22%		
Mean	0.44	0.42	0.45	0.08	0.33	0.47	0.42	0.60	0.24	0.45	0.60	0.54	0.31	0.40	0.53	0.40	0.48	0.45	0.60	0.30	0.22	0.64	0.33	0.54	0.33	0.19	0.39	0.54	0.43	0.32	0.37	0.47	0.46	0.36	0.72	0.35	0.66	0.42	0.61	0.57		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

Q4. Imagine that the government was in a position where it felt it could cut taxes. Which, if any, of the following types of tax would you most prefer to see cut?

All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status				Region					Education		Marital status			Household size			Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	ABC1	C2DE	ANY WORKING	ANY NOT WORKING	North	Midlands	South	Greater London	Wales	Scotland	Graduate	Non-graduate	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	White ethnic minority group	Ethnic minority group	Conservative	Labour	Liberal Democrat	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	52	93	601	477	633	357	88	211	273	221	273	357	721	912	151	295	295	102	150	456	339
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367
Income tax paid on income between £12,570 under £50,000	469	228	237	45	71	69	95	189	116	165	189	274	195	297	173	118	117	110	46	27	51	167	302	265	144	60	86	188	107	89	111	358	423	44	148	133	35	45	201	170
Council tax	370	159	209	37	65	55	80	133	133	136	133	191	179	227	142	83	99	91	42	22	33	107	262	223	119	28	63	148	70	89	109	260	314	48	114	91	25	33	135	128
VAT	277	162	114	27	46	36	56	112	73	91	112	144	133	152	125	67	63	63	32	14	38	93	184	151	95	31	60	106	58	52	69	208	239	34	89	68	24	40	113	100
Fuel duty	218	131	86	9	26	28	47	109	35	74	109	119	99	134	84	49	72	48	13	13	23	77	141	142	56	20	47	90	49	32	55	163	204	13	105	48	16	16	68	114
National insurance	205	88	115	24	44	38	46	53	68	84	53	120	84	140	65	54	54	49	21	10	16	81	124	124	59	22	35	68	38	63	76	128	176	27	45	65	10	35	89	54
Inheritance tax	152	63	86	17	28	22	25	60	45	47	60	92	60	92	60	29	33	45	30	5	11	54	98	92	51	9	31	64	23	34	42	110	136	12	52	33	12	18	59	59
Income tax paid on income between £50,000 and £125,000	117	53	64	15	34	23	24	49	48	20	92	25	98	19	24	32	27	23	2	8	59	58	68	39	9	21	32	23	42	51	66	95	20	43	25	9	17	52	30	
Stamp duty	88	37	51	12	23	18	13	22	35	31	22	57	31	64	25	15	17	25	16	7	9	32	56	58	26	5	13	36	16	23	39	49	79	7	26	26	10	12	40	30
Tobacco and alcohol duty	80	48	32	15	19	13	10	23	34	23	23	42	38	54	26	18	23	12	12	2	13	28	51	45	28	7	21	20	21	18	29	51	69	10	17	28	6	15	25	30
Business rates	58	36	21	7	19	6	10	16	26	16	16	29	29	40	18	20	10	8	13	2	6	19	39	41	15	1	13	21	13	12	23	35	41	16	16	14	6	16	21	21
Corporation tax	52	29	23	7	24	7	9	30	14	9	27	26	40	13	13	13	11	14	-	1	20	32	32	20	-	10	11	12	20	27	25	41	12	16	14	9	12	21	23	
Capital gains tax	39	24	15	6	15	6	5	8	21	10	8	30	10	34	5	7	11	11	8	1	2	22	18	30	6	3	3	15	12	9	22	18	29	10	9	8	6	9	19	15
Income tax paid on income over £125,000	38	24	14	13	6	13	4	2	19	17	2	22	16	31	7	11	5	6	10	-	6	17	21	21	16	1	7	5	12	15	21	17	32	5	10	8	5	9	13	13
None of these	14	9	5	1	2	4	2	5	3	6	5	6	9	10	4	2	5	3	4	-	-	5	9	9	4	1	1	5	3	5	7	12	2	6	2	1	-	-	2	6
I would not want to see any taxes cut	43	25	19	4	6	12	4	18	10	16	18	23	21	23	21	7	12	12	12	-	1	13	31	28	13	2	8	18	8	9	12	31	38	6	14	11	10	1	20	12
Don't know	110	43	67	13	15	30	20	31	38	51	31	64	47	69	42	29	23	24	26	4	5	24	86	57	43	10	22	42	19	27	40	70	83	21	21	36	7	8	39	21

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22-087220-23 - 9th - 11th June 2023

PUBLIC

Tax

Adults aged 18-75 GB

Q5. Imagine that the government felt it needed to increase taxes to raise revenue. Which, if any, of the following types of tax would you prefer to see increased in this scenario?

All Adults aged 18-75 in Great Britain

	Gender			Age							Social grade		Employment status		Region						Education		Marital Status		Household Size			Presence of children HH (17 or under)		Ethnicity		General Election 2019 Vote					Referendum 2016 vote				
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	ANY WORKING (N)	ANY NOT WORKING (O)	North (P)	Midlands (Q)	South (R)	Greater London (S)	Wales (T)	Scotland (U)	Graduate (V)	Non-graduate (W)	Married/ Living as Married (X)	Single (Y)	Widowed/ Divorced/ Separated (Z)	1 (a)	2 (b)	3 (c)	4+ (d)	ANY (e)	NONE (f)	White ethnic minority group (g)	Ethnic minority group (h)	Conservative (i)	Labour (j)	Liberal Democrat (k)	Other (l)	Remain (m)	Leave (n)	
Unweighted base	1078	530	541	149	205	181	207	336	354	388	336	691	387	731	347	253	284	243	153	51	95	360	718	630	353	95	203	398	223	254	350	721	912	151	295	295	89	150	456	339	
Weighted base	1078	532	539	121	206	191	205	355	327	396	355	616	462	702	376	252	280	245	155	51	95	360	718	630	353	95	203	398	223	254	350	728	920	141	318	285	89	133	420	367	
Income tax paid on income over £125,000	441 41%	230 43%	209 39%	33 27%	75 36%	61 32%	96 47%	176 50%	108 33%	157 40%	176 50%	264 43%	177 38%	296 42%	145 39%	111 44%	116 41%	92 37%	47 30%	32 61%	44 46%	154 43%	287 40%	254 40%	138 39%	49 52%	97 48%	163 41%	88 40%	92 36%	111 32%	330 45%	405 44%	33 23%	129 41%	137 48%	39 43%	54 41%	198 47%	151 41%	
Corporation tax	262 24%	139 26%	121 22%	26 21%	46 22%	44 23%	53 26%	93 26%	72 22%	97 24%	93 26%	155 23%	107 23%	162 23%	100 27%	62 25%	75 25%	61 25%	25 16%	13 24%	26 *	96 *	166 *	152 *	83 *	27 *	57 *	90 *	51 23%	63 25%	76 26%	187 25%	232 25%	27 19%	77 24%	78 *	23 *	29 25%	104 26%	94 26%	
Tobacco and alcohol duty	242 22%	96 18%	145 27%	22 18%	29 14%	34 18%	62 30%	95 27%	51 16%	96 24%	95 27%	146 24%	96 21%	150 21%	91 24%	49 30%	82 21%	51 21%	33 17%	9 19%	18 26%	92 21%	150 21%	155 25%	64 18%	23 24%	43 28%	103 28%	40 23%	56 22%	74 21%	168 23%	213 21%	29 20%	94 20%	56 *	18 20%	21 16%	105 25%	77 21%	
Income tax paid on income between £50,000 and £125,000	174 16%	103 19%	71 13%	17 14%	34 16%	17 9%	39 19%	66 19%	51 16%	57 14%	66 19%	86 14%	87 19%	113 16%	60 16%	35 14%	51 18%	38 16%	21 13%	12 23%	16 17%	53 15%	121 17%	107 14%	48 19%	18 14%	28 18%	72 14%	31 14%	42 17%	51 15%	122 17%	154 14%	19 14%	57 18%	52 18%	11 12%	26 20%	69 16%	60 16%	
Capital gains tax	150 14%	79 15%	69 13%	16 10%	20 13%	24 10%	30 16%	60 17%	36 11%	54 14%	60 17%	85 14%	65 14%	96 14%	54 14%	36 14%	43 15%	31 12%	18 12%	8 15%	14 17%	62 15%	88 17%	90 14%	38 11%	22 16%	32 15%	58 14%	32 12%	29 15%	41 10%	109 15%	134 11%	15 15%	48 14%	41 12%	11 20%	26 14%	60 17%	63 17%	
Business rates	131 12%	67 13%	62 11%	19 16%	30 14%	29 15%	22 11%	30 9%	49 15%	51 13%	30 9%	71 12%	59 13%	92 13%	39 10%	32 13%	35 12%	24 10%	20 13%	8 15%	12 13%	46 13%	85 12%	70 11%	50 14%	10 11%	24 12%	40 10%	26 12%	40 16%	53 15%	77 11%	113 12%	16 12%	33 10%	39 14%	13 15%	19 15%	43 10%	51 14%	
Inheritance tax	71 7%	35 7%	34 6%	14 11%	12 6%	4 2%	14 7%	26 7%	18 8%	26 7%	26 8%	38 7%	32 6%	45 7%	26 8%	21 7%	19 8%	13 7%	8 5%	4 7%	6 7%	28 6%	43 5%	33 9%	33 6%	4 5%	22 11%	23 6%	12 7%	13 5%	18 7%	53 6%	62 5%	7 9%	18 6%	26 11%	10 6%	8 9%	36 6%	21 6%	
National insurance	65 6%	41 8%	23 4%	9 7%	21 10%	13 7%	7 4%	15 9%	30 9%	20 5%	15 4%	34 5%	31 7%	50 7%	15 4%	14 6%	15 6%	14 9%	14 6%	3 6%	5 5%	26 7%	39 5%	39 6%	24 7%	1 2%	15 7%	17 4%	17 8%	17 7%	31 9%	33 5%	52 6%	13 9%	15 5%	19 7%	9 10%	16 12%	18 4%	25 7%	
Fuel duty	63 6%	39 7%	25 5%	9 8%	23 11%	9 5%	7 3%	15 4%	33 10%	16 4%	15 4%	37 6%	26 6%	49 7%	14 4%	18 7%	9 3%	13 5%	16 9%	1 2%	7 7%	30 8%	34 5%	32 5%	31 9%	*	20 7%	14 4%	16 7%	14 6%	24 7%	40 5%	49 5%	15 6%	12 9%	22 4%	10 8%	9 7%	34 4%	14 4%	
Income tax paid on income between £12,570 under £50,000	55 5%	35 7%	21 4%	10 8%	14 7%	12 6%	7 3%	13 4%	24 7%	19 5%	13 4%	34 5%	21 5%	46 7%	9 2%	13 5%	10 4%	15 6%	10 3%	3 7%	4 4%	24 7%	31 4%	35 6%	14 4%	7 7%	6 3%	19 5%	11 8%	19 7%	24 5%	31 5%	42 5%	14 10%	17 5%	16 9%	8 9%	11 6%	26 6%	23 6%	
Stamp duty	52 5%	33 6%	18 3%	10 8%	10 5%	9 5%	10 5%	13 4%	20 6%	19 5%	13 4%	32 5%	20 4%	43 6%	9 2%	10 4%	13 5%	13 5%	8 5%	2 4%	6 7%	19 5%	33 5%	32 5%	15 4%	5 5%	10 3%	13 3%	10 4%	19 7%	22 6%	30 4%	45 5%	7 5%	13 5%	15 4%	7 5%	11 8%	23 6%	14 4%	
VAT	45 4%	25 5%	20 4%	6 5%	16 8%	10 5%	3 2%	10 3%	21 6%	13 3%	10 3%	28 5%	17 4%	36 5%	9 2%	8 3%	10 4%	8 3%	11 7%	2 4%	6 6%	20 3%	24 3%	32 5%	11 3%	2 2%	6 3%	12 3%	11 3%	15 6%	25 7%	20 3%	34 4%	10 7%	8 3%	16 6%	5 7%	9 4%	16 6%	23 6%	
Council tax	42 4%	18 3%	24 4%	8 7%	14 7%	8 4%	8 4%	4 1%	22 7%	16 4%	4 1%	23 4%	19 4%	32 5%	10 3%	5 2%	16 6%	8 3%	11 7%	2 5%	-	13 4%	29 4%	24 4%	15 4%	2 2%	3 1%	14 5%	11 5%	14 8%	27 2%	15 3%	27 3%	15 10%	15 3%	10 3%	8 3%	1 1%	12 9%	18 4%	8 2%
None of these	20 2%	15 3%	5 1%	2 1%	7 4%	1 1%	7 3%	3 1%	9 2%	8 1%	3 1%	11 2%	10 2%	11 2%	10 3%	3 1%	3 1%	6 3%	2 1%	1 1%	5 5%	7 2%	14 1%	5 1%	13 4%	2 2%	5 3%	8 2%	6 3%	1 2%	4 2%	16 2%	17 2%	17 1%	3 1%	4 1%	3 1%	1 1%	6 4%	4 2%	9 2%
I would not want to see any taxes increased	144 13%	67 13%	76 14%	14 11%	15 7%	33 18%	25 12%	57 16%	38 9%	59 15%	57 16%	79 13%	65 14%	80 11%	64 13%	36 14%	30 11%	42 17%	21 13%	3 6%	12 12%	37 10%	107 15%	93 11%	39 12%	12 12%	21 10%	57 14%	29 13%	37 15%	50 14%	94 13%	127 14%	13 9%	67 21%	11 7%	9 10%	7 5%	43 10%	63 17%	
Don't know	115 11%	42 8%	72 13%	12 10%	22 11%	32 17%	21 10%	27 8%	34 10%	53 13%	27 8%	63 10%	52 11%	70 10%	45 12%	31 12%	23 8%	25 10%	25 16%	5 10%	7 7%	31 9%	83 12%	64 10%	43 12%	8 8%	20 10%	49 12%	19 9%	27 11%	40 11%	75 10%	90 10%	17 12%	19 6%	38 10%	10 4%	5 4%	41 10%	21 6%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overall population (N=) A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z-a-b-c-d-e-f-g-h-i-j-k-l-m-n  
 Column Percentages (N=) A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z-a-b-c-d-e-f-g-h-i-j-k-l-m-n  
 Minimum Base: 30 (\*\*); Small Base: 100 (\*)  
 Column Means (N=) A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z-a-b-c-d-e-f-g-h-i-j-k-l-m-n  
 Minimum Base: 30 (\*\*); Small Base: 100 (\*)