

YouGov / CPS Survey Results

Sample Size: 1644 GB Adults
Fieldwork: 25th - 26th October 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1644	564	539	100	646	702	796	848	184	694	390	376	937	707	220	533	352	396	143
Unweighted Sample	1644	566	512	107	738	679	720	924	152	661	399	432	1005	639	143	572	363	411	155
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your finances, which of the following best applies to you?

I am very comfortable financially	6	11	4	4	6	9	7	5	4	4	6	12	7	6	7	5	4	10	8
I am relatively comfortable financially	35	43	35	51	41	35	39	32	31	33	36	42	43	25	32	35	42	33	32
I do not often have money for luxuries, but can normally comfortably cover the essentials	34	32	36	33	32	34	32	37	37	35	33	33	34	34	44	33	31	33	36
I can only just afford my costs and often struggle to make ends meet	17	12	20	11	17	17	16	19	17	20	20	11	12	25	11	22	16	17	16
I cannot afford my costs, and often have to go without essentials like food and heating	3	1	3	1	2	3	2	3	2	4	2	1	1	4	0	3	2	4	4
Not sure	4	1	3	1	2	2	4	4	9	5	2	1	3	5	5	2	6	4	4

How clear, if at all, are you about how the current tax system works for you and people you know?

Very clear	9	11	8	16	11	9	11	7	3	7	11	13	11	6	8	12	7	9	5
Fairly clear	43	50	43	45	48	44	47	40	34	41	46	48	49	36	48	41	40	45	47
TOTAL CLEAR	52	61	51	61	59	53	58	47	37	48	57	61	60	42	56	53	47	54	52
Not very clear	28	25	31	23	26	27	27	29	36	29	28	22	26	30	25	29	30	26	28
Not clear at all	13	10	13	14	10	14	10	16	15	15	11	10	9	18	11	11	15	15	14
TOTAL NOT CLEAR	41	35	44	37	36	41	37	45	51	44	39	32	35	48	36	40	45	41	42
Don't know	7	4	6	1	5	4	6	8	11	8	4	7	5	10	8	7	10	5	6

Thinking of yourself and people in a similar financial situation, would you say that you pay too much tax, too little tax, or about the right amount?

Too much	30	32	26	22	25	35	34	25	19	32	30	30	28	32	22	29	30	35	30
About the right amount	48	53	50	58	55	46	50	46	47	44	51	52	54	40	53	48	48	46	43
Too little	3	1	4	8	5	2	4	2	5	3	4	2	3	3	6	3	1	4	5
Don't know	19	14	20	11	15	16	12	26	29	21	15	16	15	25	19	20	20	16	22

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And thinking of the country as a whole, do you think that people in the UK pay too much tax, too little tax, or about the right amount?

Too much	28	33	23	16	19	39	31	25	17	30	29	29	24	33	19	28	35	29	23
About the right amount	35	42	31	45	37	34	35	34	29	33	37	37	39	28	39	35	33	31	38
Too little	17	12	24	25	26	12	22	13	25	14	16	20	20	13	20	15	13	22	20
Don't know	20	13	23	14	19	15	12	28	29	23	18	14	17	25	22	22	20	19	19

If you had to pick one option, which of the following do you think the government should prioritise?

Increasing public spending	34	22	51	52	49	26	35	34	35	34	35	34	40	27	43	31	32	37	35
Reducing the amount the government borrows	29	44	18	20	22	38	34	25	30	25	29	36	30	28	28	30	33	23	33
Reducing taxes	18	20	15	11	14	22	18	18	14	20	19	16	16	21	10	19	17	24	15
Not sure	18	13	16	17	15	15	13	23	21	21	16	14	14	24	19	20	19	16	17

In the past the Conservative party was sometimes described as the party of low taxes. Which of the following best reflects your view?

The Conservative party used to be the party of low taxes, but isn't any more	18	25	12	24	17	23	23	14	13	15	20	25	20	17	19	19	18	20	13
The Conservative party are still the party of low taxes	19	30	13	22	21	21	23	15	18	16	20	22	23	13	27	20	18	14	16
The Conservative party didn't used to be the party of low taxes, but is now	1	2	1	0	0	2	2	1	4	1	1	1	2	1	2	2	1	1	0
The Conservative party has never been the party of low taxes	23	12	35	27	27	21	25	21	21	25	24	22	21	26	21	21	20	29	27
None of these	9	6	10	6	10	8	8	10	6	8	14	7	10	8	10	7	9	9	15
Don't know	29	25	28	21	25	26	19	39	39	36	20	22	25	34	21	31	33	27	30

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The personal allowance is the amount of money someone can earn before they have to pay income tax.

From what you have seen or heard, what do you think has happened to the personal allowance over the last ten years?

It has increased by over £5000	9	11	9	20	12	10	13	6	7	10	11	8	11	7	11	10	12	9	3
It has increased by between £2000 and £5000	30	35	31	39	35	31	33	28	17	29	34	35	36	23	39	29	28	27	35
It has increased by under £2000	17	20	17	19	17	20	18	17	13	15	21	19	18	16	13	19	15	19	18
TOTAL IT HAS INCREASED	56	66	57	78	64	61	64	51	37	54	66	62	65	46	63	58	55	55	56
It has been kept the same	3	3	2	2	3	3	3	3	3	3	4	3	4	3	3	4	2	4	3
It has been reduced by under £2000	2	1	3	1	2	2	2	2	6	2	0	1	2	2	1	2	3	1	3
It has been reduced by between £2000 and £5000	1	0	1	2	1	1	1	1	2	0	1	1	0	1	0	1	2	1	0
It has been reduced by more than £5000	1	0	1	0	0	2	1	1	3	1	0	1	1	2	1	0	1	2	0
TOTAL IT HAS BEEN REDUCED	4	1	5	3	3	5	4	4	11	3	1	3	3	5	2	3	6	4	3
Don't know	36	29	37	16	31	32	29	43	49	40	29	31	29	46	32	34	39	38	38

And have you personally noticed the impact of the changes in the personal income tax allowance over the last ten years?

Yes, I have	28	33	26	30	31	29	29	26	19	25	28	36	31	23	26	28	27	29	25
No, I have not	58	59	60	63	59	59	60	57	60	56	62	58	59	58	61	59	60	54	61
Don't know	14	8	14	7	10	12	11	16	21	19	10	6	10	19	12	13	13	17	15

The rate of income tax for income over £150,000 is currently 45 percent in England and Wales. Do you think this is too high, too low, or about right?

Too high	20	26	14	12	14	25	19	20	23	19	19	21	20	20	18	18	22	20	21
About right	44	51	41	47	44	47	44	44	28	42	48	51	44	44	43	46	45	44	35
Too low	21	14	28	37	29	17	28	15	25	18	24	22	24	17	22	20	15	24	29
Don't know	15	9	16	4	13	11	9	21	23	21	9	6	12	20	16	15	18	13	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Between incomes of £100,000 and £123,000 people lose their personal allowance, meaning the effective tax rate on earnings in that band is 60 percent. Do you think this is too high, too low, or about right?

Too high	39	48	32	45	35	44	40	37	33	40	38	39	41	35	42	38	42	34	40
About right	36	34	39	45	40	33	42	30	37	31	41	38	38	33	33	38	33	38	32
Too low	7	5	10	5	8	6	7	7	8	6	6	8	6	7	8	5	3	11	8
Don't know	19	13	19	5	17	17	11	26	22	23	15	14	15	24	18	18	21	18	20

The government are currently replacing many welfare benefits with a new scheme called "Universal Credit". From what you have seen or heard about this, do you think that Universal Credit is too generous to benefit claimants, not generous enough, or gets the balance about right?

Too generous	12	21	6	5	8	16	14	10	7	11	15	12	13	10	4	12	14	13	13
Not generous enough	37	21	56	52	52	28	39	36	38	37	41	34	36	39	48	33	31	43	39
Gets the balance about right	15	23	9	8	11	18	16	13	20	13	13	17	16	13	8	15	19	14	14
Don't know	36	36	30	35	30	37	31	41	35	38	32	37	34	39	40	40	37	29	35

Leaving aside the level that Universal Credit is set or how well or badly the government are currently handling it, in principle do you think it is a good or bad idea to try and combine many existing different benefits into one single benefit?

Is a good idea	50	62	45	70	56	53	55	44	37	47	52	57	58	39	47	51	54	45	51
Is a bad idea	29	19	37	22	29	29	27	30	25	29	32	29	24	35	33	25	26	32	34
Don't know	22	18	17	8	15	18	18	25	38	24	16	15	18	26	21	24	21	23	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the overall system of taxes in Britain, what do you think should be the government's aim when making decisions about taxation?

To try and provide people with the strongest incentives to work	35	55	22	29	26	48	36	34	22	29	37	50	36	33	26	37	41	32	37
To try and redistribute wealth from the rich to the poor	25	15	34	28	31	21	27	24	27	28	25	22	25	26	33	22	19	31	25
To try and bring in the most money they can for public services	23	21	29	32	31	18	23	24	25	23	23	23	26	20	23	26	24	20	21
None of these	4	3	4	4	5	3	4	4	3	5	5	1	4	4	5	3	3	5	4
Don't know	12	7	11	7	8	10	10	15	22	15	11	5	9	16	13	12	13	12	13

Would you approve or disapprove of a policy that said "everyone should be allowed to earn £1,000 per month [£12,000 per year] completely free of income tax or national insurance#?"

Strongly approve	41	42	40	49	41	43	44	38	31	47	40	36	41	40	42	39	37	46	40
Tend to approve	35	39	35	36	36	38	35	36	34	32	36	41	37	34	29	37	40	32	39
TOTAL APPROVE	76	81	75	85	77	81	79	74	65	79	76	77	78	74	71	76	77	78	79
Tend to disapprove	7	7	7	5	8	6	7	7	12	5	7	9	8	6	5	8	9	6	8
Strongly disapprove	2	2	2	4	2	2	3	1	4	1	3	3	2	3	2	3	0	2	3
TOTAL DISAPPROVE	9	9	9	9	10	8	10	8	16	6	10	12	10	9	7	11	9	8	11
Don't know	14	10	17	6	14	12	11	18	18	15	14	11	12	17	21	14	14	13	11

Would you approve or disapprove of a policy that said "the government should never take more than half of every extra pound someone earns in tax"?

Strongly approve	28	35	21	30	22	33	31	24	24	31	29	21	28	26	29	29	26	28	23
Tend to approve	33	36	33	37	35	34	32	34	27	32	31	40	34	33	32	35	36	26	40
TOTAL APPROVE	61	71	54	67	57	67	63	58	51	63	60	61	62	59	61	64	62	54	63
Tend to disapprove	13	11	18	17	17	11	14	11	17	10	11	17	14	11	17	11	12	14	12
Strongly disapprove	5	2	7	4	6	4	7	3	9	3	7	4	5	4	4	3	5	7	7
TOTAL DISAPPROVE	18	13	25	21	23	15	21	14	26	13	18	21	19	15	21	14	17	21	19
Don't know	22	15	22	11	20	19	16	27	22	23	23	18	19	26	18	22	21	25	19

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following policy ideas would you most like to see government pursue?

A universal basic income - in which everyone receives a set payment from the state regardless of whether or not they work

A universal working income - in which everyone currently in work is guaranteed to keep a set amount of their earnings tax-free

A universal basic income	18	10	26	29	26	12	21	15	28	20	19	9	19	17	24	14	17	21	23
A universal working income	55	66	50	49	51	62	54	55	43	54	53	65	57	51	53	57	58	50	52
Neither	8	10	6	6	7	9	9	7	5	5	11	12	8	8	6	8	8	9	11
Don't know	19	14	19	16	16	17	16	22	24	21	18	14	16	24	17	22	17	20	13