

# YouGov Survey Results

Sample Size: 1647 Adults in GB

Fieldwork: 1st - 3rd November 2019

	Westminster VI				Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	Brexit Party	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	
<b>Weighted Sample</b>	<b>1647</b>	450	312	192	133	544	509	92	634	679	797	850	181	693	392	380	939	708	198	550	356	402	142	
<b>Unweighted Sample</b>	<b>1647</b>	471	302	208	129	577	507	101	730	671	721	926	109	706	414	418	975	672	155	571	371	411	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Does anybody, in any circumstances, deserve to have a billion pounds in personal wealth?

Yes they do	<b>35</b>	51	23	36	38	44	28	26	32	39	38	33	26	41	35	31	36	34	37	37	35	35	33
No they don't	<b>51</b>	39	67	52	50	42	61	67	58	49	50	51	51	44	55	57	51	50	49	52	46	52	54
Don't know	<b>14</b>	10	10	12	12	13	12	6	11	12	12	16	22	15	10	13	13	15	15	11	19	13	13

Generally speaking would you support or oppose each of the following measures:

**Government raising the tax rate billionaires based in Britain have to pay**

Strongly support	<b>46</b>	25	71	50	50	28	65	59	57	36	46	45	50	46	49	39	47	44	56	42	42	44	57
Somewhat support	<b>33</b>	45	21	36	26	42	27	33	30	38	33	33	28	29	33	42	33	33	29	34	32	37	25
<b>TOTAL SUPPORT</b>	<b>79</b>	70	92	86	76	70	92	92	87	74	79	78	78	75	82	81	80	77	85	76	74	81	82
Somewhat oppose	<b>9</b>	17	3	8	14	17	3	4	5	13	10	8	5	9	8	11	10	8	7	11	8	8	8
Strongly oppose	<b>3</b>	6	0	1	4	5	0	2	1	4	4	2	4	3	3	3	3	3	3	4	4	2	1
<b>TOTAL OPPOSE</b>	<b>12</b>	23	3	9	18	22	3	6	6	17	14	10	9	12	11	14	13	11	10	15	12	10	9
Don't know	<b>10</b>	7	5	4	6	8	6	3	7	8	7	12	13	13	7	5	8	12	5	9	13	9	9

**Government taking action to stop billionaires based in Britain avoiding tax**

Strongly support	<b>74</b>	72	85	78	82	71	86	84	81	76	73	75	54	71	82	81	75	73	78	75	69	73	79
Somewhat support	<b>14</b>	19	11	14	14	19	8	15	12	14	16	13	20	13	12	15	15	13	15	15	14	14	12
<b>TOTAL SUPPORT</b>	<b>88</b>	91	96	92	96	90	94	99	93	90	89	88	74	84	94	96	90	86	93	90	83	87	91
Somewhat oppose	<b>2</b>	3	0	5	0	3	0	1	1	2	4	1	6	3	1	1	2	3	1	2	3	2	2
Strongly oppose	<b>2</b>	2	1	1	1	2	2	1	2	2	2	3	6	3	2	2	3	2	2	3	3	3	1
<b>TOTAL OPPOSE</b>	<b>4</b>	5	1	6	1	5	2	2	3	4	6	4	12	6	3	3	5	5	3	5	6	5	3
Don't know	<b>7</b>	3	3	3	3	5	4	0	4	5	5	9	14	10	3	2	5	10	5	6	11	8	6

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	Does anyone deserve to be a billionaire?			Tax rate raise on billionaires		Action against billionaire tax avoidance	
Total	Yes	No	Don't know	Support	Oppose	Support	Oppose
<b>Weighted Sample</b> 1647	584	832	231	1293	197	1453	76
<b>Unweighted Sample</b> 1647	589	840	218	1306	195	1486	61
	%	%	%	%	%	%	%

Does anybody, in any circumstances, deserve to have a billion pounds in personal wealth?

Yes they do	<b>35</b>	100	0	0	30	72	36	49
No they don't	<b>51</b>	0	100	0	58	22	53	34
Don't know	<b>14</b>	0	0	100	13	6	11	17

Generally speaking would you support or oppose each of the following measures:

**Government raising the tax rate billionaires based in Britain have to pay**

Strongly support	<b>46</b>	28	61	33	58	0	50	31
Somewhat support	<b>33</b>	38	28	37	42	0	35	26
<b>TOTAL SUPPORT</b>	<b>79</b>	66	89	70	100	0	85	57
Somewhat oppose	<b>9</b>	17	4	4	0	75	9	22
Strongly oppose	<b>3</b>	7	1	1	0	25	2	21
<b>TOTAL OPPOSE</b>	<b>12</b>	24	5	5	0	100	11	43
Don't know	<b>10</b>	10	5	25	0	0	4	0

**Government taking action to stop billionaires based in Britain avoiding tax**

Strongly support	<b>74</b>	67	85	52	83	54	84	0
Somewhat support	<b>14</b>	22	8	18	12	28	16	0
<b>TOTAL SUPPORT</b>	<b>88</b>	89	93	70	95	82	100	0
Somewhat oppose	<b>2</b>	3	2	1	1	10	0	47
Strongly oppose	<b>2</b>	3	1	4	2	6	0	53
<b>TOTAL OPPOSE</b>	<b>4</b>	6	3	5	3	16	0	100
Don't know	<b>7</b>	5	4	25	1	2	0	0

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	Total	Con	Lab	Lib Dem	Brexit Party	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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Do you think billionaires based in Britain generally do, or do not, pay the full amount of tax they owe in the UK?**

Generally do pay the full amount of tax they owe in the UK	<b>13</b>	19	8	18	12	18	9	7	12	14	16	10	17	13	9	13	13	12	12	12	15	12	11
Generally do NOT pay the full amount of tax they owe in the UK	<b>67</b>	64	81	70	72	62	77	73	73	67	68	67	54	67	69	72	69	65	73	66	63	69	70
Don't know	<b>20</b>	17	11	13	16	20	14	20	15	19	16	24	29	19	22	16	18	23	16	21	22	19	19

**If a UK government took action to make billionaires based in Britain to pay more money, e.g. through higher tax rates, what do you think the most likely result would be?**

Billionaires agree to pay the extra money	<b>5</b>	4	8	4	5	3	4	6	4	4	6	5	10	6	5	3	6	5	6	5	7	4	7
Billionaires try to avoid paying more money, but stay based in Britain	<b>35</b>	30	50	38	31	26	43	33	40	32	35	34	41	36	34	28	35	34	37	32	35	36	35
Billionaires leave and base themselves in another country instead	<b>48</b>	58	31	54	63	62	41	54	47	56	50	46	32	43	53	61	50	46	46	52	44	46	52
Don't know	<b>12</b>	8	11	5	2	8	11	6	9	9	8	15	17	15	8	8	9	15	10	11	14	13	6

**Is an increase in billionaires a sign that society is getting better or worse?**

It's a sign that society is getting better	<b>14</b>	28	5	7	19	22	5	4	8	19	16	12	17	13	14	15	16	12	13	18	13	12	8
It's a sign that society is getting worse	<b>37</b>	20	55	43	39	24	52	50	47	29	40	33	37	36	43	31	37	36	35	35	35	39	44
Neither	<b>33</b>	40	28	36	36	40	31	30	33	37	31	35	19	32	32	43	32	35	41	33	32	32	31
Don't know	<b>16</b>	12	11	14	6	14	13	15	12	15	12	20	28	19	10	11	15	17	10	14	20	17	18

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<b>Unweighted Sample</b>	<b>1647</b>	589	840	218	1306	195	1486	61
	%	%	%	%	%	%	%	%

**Do you think billionaires based in Britain generally do, or do not, pay the full amount of tax they owe in the UK?**

Generally do pay the full amount of tax they owe in the UK	<b>13</b>	19	9	8	9	37	12	36
Generally do NOT pay the full amount of tax they owe in the UK	<b>67</b>	60	78	47	76	43	72	51
Don't know	<b>20</b>	21	12	46	15	19	16	14

**If a UK government took action to make billionaires based in Britain to pay more money, e.g. through higher tax rates, what do you think the most likely result would be?**

Billionaires agree to pay the extra money	<b>5</b>	4	6	6	6	5	5	13
Billionaires try to avoid paying more money, but stay based in Britain	<b>35</b>	32	38	29	40	18	37	25
Billionaires leave and base themselves in another country instead	<b>48</b>	55	47	38	46	74	51	45
Don't know	<b>12</b>	9	9	28	8	3	7	16

**Is an increase in billionaires a sign that society is getting better or worse?**

It's a sign that society is getting better	<b>14</b>	28	6	7	11	40	14	33
It's a sign that society is getting worse	<b>37</b>	17	54	23	44	11	40	19
Neither	<b>33</b>	42	29	26	33	41	34	35
Don't know	<b>16</b>	13	11	44	12	9	12	13