

## YouGov / Times Red Box Survey Results

Sample Size: 1752 GB Adults  
Fieldwork: 17th - 18th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP		Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1752</b>	X	X	X	X	500	416	311	850	902	208	443	599	501	999	753	224	569	375	431	152	
Unweighted Sample	1752	431	476	102	224	483	410	324	832	920	173	364	708	507	1162	590	196	585	349	460	162	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How fair or unfair do you think the following types of taxation are?

<b>VAT</b>																					
Very fair	6	8	4	12	4	7	4	9	7	5	11	6	4	5	7	4	6	6	4	6	5
Fair	34	47	28	37	32	41	28	37	36	32	35	37	31	34	38	28	37	38	30	33	25
<b>TOTAL FAIR</b>	<b>40</b>	<b>55</b>	<b>32</b>	<b>49</b>	<b>36</b>	<b>48</b>	<b>32</b>	<b>46</b>	<b>43</b>	<b>37</b>	<b>46</b>	<b>43</b>	<b>35</b>	<b>39</b>	<b>45</b>	<b>32</b>	<b>43</b>	<b>44</b>	<b>34</b>	<b>39</b>	<b>30</b>
Neither	16	16	19	12	14	16	19	14	14	19	15	16	18	15	16	17	18	18	17	12	16
Unfair	27	23	30	21	31	25	30	25	26	29	19	22	30	32	24	32	21	23	32	30	34
Very unfair	12	3	14	14	18	9	14	11	14	10	7	12	13	12	11	13	11	10	11	14	16
<b>TOTAL UNFAIR</b>	<b>39</b>	<b>26</b>	<b>44</b>	<b>35</b>	<b>49</b>	<b>34</b>	<b>44</b>	<b>36</b>	<b>40</b>	<b>39</b>	<b>26</b>	<b>34</b>	<b>43</b>	<b>44</b>	<b>35</b>	<b>45</b>	<b>32</b>	<b>33</b>	<b>43</b>	<b>44</b>	<b>50</b>
Not sure	5	2	5	4	1	2	4	4	5	6	14	7	3	2	4	6	7	5	6	4	3
<b>Inheritance tax</b>																					
Very fair	7	3	11	7	3	3	9	9	8	5	10	6	7	5	8	5	7	4	8	7	9
Fair	15	14	19	26	8	13	20	22	16	15	16	13	14	19	18	12	15	14	13	18	15
<b>TOTAL FAIR</b>	<b>22</b>	<b>17</b>	<b>30</b>	<b>33</b>	<b>11</b>	<b>16</b>	<b>29</b>	<b>31</b>	<b>24</b>	<b>20</b>	<b>26</b>	<b>19</b>	<b>21</b>	<b>24</b>	<b>26</b>	<b>17</b>	<b>22</b>	<b>18</b>	<b>21</b>	<b>25</b>	<b>24</b>
Neither	11	10	10	17	9	9	11	14	11	11	5	9	12	14	10	12	9	9	11	12	19
Unfair	28	35	27	26	27	32	27	25	27	29	26	26	31	28	28	29	30	30	34	23	23
Very unfair	31	32	24	22	50	37	25	25	30	32	24	36	30	29	29	33	33	35	24	32	25
<b>TOTAL UNFAIR</b>	<b>59</b>	<b>67</b>	<b>51</b>	<b>48</b>	<b>77</b>	<b>69</b>	<b>52</b>	<b>50</b>	<b>57</b>	<b>61</b>	<b>50</b>	<b>62</b>	<b>61</b>	<b>57</b>	<b>57</b>	<b>62</b>	<b>63</b>	<b>65</b>	<b>58</b>	<b>55</b>	<b>48</b>
Not sure	8	6	8	2	3	5	8	5	8	8	19	10	6	5	7	9	6	7	10	8	10
<b>Income tax</b>																					
Very fair	9	11	9	14	6	9	8	12	12	6	10	9	9	9	11	6	11	9	6	9	11
Fair	46	51	45	54	45	51	47	52	47	45	38	40	49	51	49	41	48	45	45	45	51
<b>TOTAL FAIR</b>	<b>55</b>	<b>62</b>	<b>54</b>	<b>68</b>	<b>51</b>	<b>60</b>	<b>55</b>	<b>64</b>	<b>59</b>	<b>51</b>	<b>48</b>	<b>49</b>	<b>58</b>	<b>60</b>	<b>60</b>	<b>47</b>	<b>59</b>	<b>54</b>	<b>51</b>	<b>54</b>	<b>62</b>
Neither	15	17	12	13	15	17	13	13	14	16	14	16	14	15	13	17	22	14	15	14	10
Unfair	17	16	21	10	20	14	18	14	16	19	16	19	17	17	15	21	8	19	19	18	17
Very unfair	9	3	10	7	11	6	11	7	7	10	9	9	9	8	8	10	6	8	8	11	9
<b>TOTAL UNFAIR</b>	<b>26</b>	<b>19</b>	<b>31</b>	<b>17</b>	<b>31</b>	<b>20</b>	<b>29</b>	<b>21</b>	<b>23</b>	<b>29</b>	<b>25</b>	<b>28</b>	<b>26</b>	<b>25</b>	<b>23</b>	<b>31</b>	<b>14</b>	<b>27</b>	<b>27</b>	<b>29</b>	<b>26</b>
Not sure	4	2	3	2	4	2	3	2	4	5	14	6	3	1	4	5	5	4	6	4	2
<b>Council tax</b>																					
Very fair	4	4	4	8	0	2	4	5	5	3	8	4	3	3	5	2	2	4	2	4	4
Fair	38	47	38	44	33	46	39	40	36	40	32	36	37	43	43	31	36	39	38	37	43
<b>TOTAL FAIR</b>	<b>42</b>	<b>51</b>	<b>42</b>	<b>52</b>	<b>33</b>	<b>48</b>	<b>43</b>	<b>45</b>	<b>41</b>	<b>43</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>46</b>	<b>48</b>	<b>33</b>	<b>38</b>	<b>43</b>	<b>40</b>	<b>41</b>	<b>47</b>
Neither	16	18	15	14	19	17	14	16	17	14	13	18	15	15	15	16	23	16	15	13	12
Unfair	25	21	25	22	27	22	25	24	25	26	24	23	27	26	24	28	27	25	24	25	29
Very unfair	13	8	15	9	18	11	15	12	13	13	7	13	16	12	10	18	9	12	15	17	10
<b>TOTAL UNFAIR</b>	<b>38</b>	<b>29</b>	<b>40</b>	<b>31</b>	<b>45</b>	<b>33</b>	<b>40</b>	<b>36</b>	<b>38</b>	<b>39</b>	<b>31</b>	<b>36</b>	<b>43</b>	<b>38</b>	<b>34</b>	<b>46</b>	<b>36</b>	<b>37</b>	<b>39</b>	<b>42</b>	<b>39</b>
Not sure	4	2	3	3	3	2	3	2	4	4	15	5	2	1	3	5	3	4	6	4	2

Sample Size: 1752 GB Adults  
Fieldwork: 17th - 18th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1752</b>	X	X	X	X	500	416	311	850	902	208	443	599	501	999	753	224	569	375	431	152	
Unweighted Sample	1752	431	476	102	224	483	410	324	832	920	173	364	708	507	1162	590	196	585	349	460	162	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Tax on petrol and deisel**

Very fair	5	4	6	14	3	2	5	8	7	3	11	5	4	4	7	3	10	5	3	5	2
Fair	26	27	27	36	24	25	26	37	28	24	27	34	24	22	31	20	26	31	20	24	29
<b>TOTAL FAIR</b>	<b>31</b>	<b>31</b>	<b>33</b>	<b>50</b>	<b>27</b>	<b>27</b>	<b>31</b>	<b>45</b>	<b>35</b>	<b>27</b>	<b>38</b>	<b>39</b>	<b>28</b>	<b>26</b>	<b>38</b>	<b>23</b>	<b>36</b>	<b>36</b>	<b>23</b>	<b>29</b>	<b>31</b>
Neither	12	14	11	16	8	13	13	10	11	13	13	12	11	14	13	11	14	11	11	12	18
Unfair	31	35	32	19	33	35	32	28	27	35	19	26	35	37	30	33	29	28	40	31	26
Very unfair	20	17	20	11	29	23	20	14	22	19	12	16	24	22	15	27	13	19	21	25	23
<b>TOTAL UNFAIR</b>	<b>51</b>	<b>52</b>	<b>52</b>	<b>30</b>	<b>62</b>	<b>58</b>	<b>52</b>	<b>42</b>	<b>49</b>	<b>54</b>	<b>31</b>	<b>42</b>	<b>59</b>	<b>59</b>	<b>45</b>	<b>60</b>	<b>42</b>	<b>47</b>	<b>61</b>	<b>56</b>	<b>49</b>
Not sure	5	3	4	4	4	2	4	3	5	5	18	6	3	2	5	6	7	6	4	4	3

**Tax on cigarettes and tobacco**

Very fair	41	50	40	53	32	46	37	47	44	38	44	34	42	44	46	34	41	42	43	39	34
Fair	29	26	31	32	31	28	31	30	26	31	25	35	27	27	30	26	30	27	28	30	30
<b>TOTAL FAIR</b>	<b>70</b>	<b>76</b>	<b>71</b>	<b>85</b>	<b>63</b>	<b>74</b>	<b>68</b>	<b>77</b>	<b>70</b>	<b>69</b>	<b>69</b>	<b>69</b>	<b>69</b>	<b>71</b>	<b>76</b>	<b>60</b>	<b>71</b>	<b>69</b>	<b>71</b>	<b>69</b>	<b>64</b>
Neither	9	10	6	4	11	9	6	7	8	10	5	10	9	9	7	11	6	10	9	8	13
Unfair	9	7	10	5	12	9	12	8	9	10	4	7	12	10	7	12	9	8	10	9	12
Very unfair	8	4	10	2	12	6	10	4	9	7	7	7	8	9	5	12	8	8	7	9	8
<b>TOTAL UNFAIR</b>	<b>17</b>	<b>11</b>	<b>20</b>	<b>7</b>	<b>24</b>	<b>15</b>	<b>22</b>	<b>12</b>	<b>18</b>	<b>17</b>	<b>11</b>	<b>14</b>	<b>20</b>	<b>19</b>	<b>12</b>	<b>24</b>	<b>17</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>20</b>
Not sure	5	3	4	4	2	2	4	4	5	4	15	7	2	1	5	5	6	5	4	5	3

**Tax on alcohol**

Very fair	27	33	28	31	20	28	25	32	25	29	28	26	26	28	29	24	30	27	28	25	21
Fair	36	37	36	46	35	38	35	41	35	37	39	36	33	38	40	31	31	39	36	35	38
<b>TOTAL FAIR</b>	<b>63</b>	<b>70</b>	<b>64</b>	<b>77</b>	<b>55</b>	<b>66</b>	<b>60</b>	<b>73</b>	<b>60</b>	<b>66</b>	<b>67</b>	<b>62</b>	<b>59</b>	<b>66</b>	<b>69</b>	<b>55</b>	<b>61</b>	<b>66</b>	<b>64</b>	<b>60</b>	<b>59</b>
Neither	13	12	13	10	13	14	13	11	14	12	9	14	14	12	12	13	13	13	13	12	14
Unfair	13	11	12	6	15	13	14	9	14	12	9	8	16	15	10	16	9	12	14	14	16
Very unfair	8	4	7	3	15	5	10	4	8	7	4	8	9	7	5	11	12	6	5	9	9
<b>TOTAL UNFAIR</b>	<b>21</b>	<b>15</b>	<b>19</b>	<b>9</b>	<b>30</b>	<b>18</b>	<b>24</b>	<b>13</b>	<b>22</b>	<b>19</b>	<b>13</b>	<b>16</b>	<b>25</b>	<b>22</b>	<b>15</b>	<b>27</b>	<b>21</b>	<b>18</b>	<b>19</b>	<b>23</b>	<b>25</b>
Not sure	4	2	3	4	3	2	4	3	4	4	12	7	2	1	4	4	5	4	4	5	2

**National insurance**

Very fair	10	9	14	10	5	8	13	13	11	9	12	10	9	10	12	8	10	9	8	12	11
Fair	46	55	45	50	42	53	46	51	45	47	39	46	47	48	48	43	44	46	49	46	47
<b>TOTAL FAIR</b>	<b>56</b>	<b>64</b>	<b>59</b>	<b>60</b>	<b>47</b>	<b>61</b>	<b>59</b>	<b>64</b>	<b>56</b>	<b>56</b>	<b>51</b>	<b>56</b>	<b>56</b>	<b>58</b>	<b>60</b>	<b>51</b>	<b>54</b>	<b>55</b>	<b>57</b>	<b>58</b>	<b>58</b>
Neither	18	18	16	19	24	18	16	20	18	19	13	15	20	22	16	22	24	20	17	16	14
Unfair	13	10	14	14	14	11	15	9	13	13	11	14	14	12	14	12	15	12	14	13	15
Very unfair	8	6	7	5	11	8	7	5	8	7	9	8	8	7	6	10	3	8	6	9	10
<b>TOTAL UNFAIR</b>	<b>21</b>	<b>16</b>	<b>21</b>	<b>19</b>	<b>25</b>	<b>19</b>	<b>22</b>	<b>14</b>	<b>21</b>	<b>20</b>	<b>20</b>	<b>22</b>	<b>22</b>	<b>19</b>	<b>20</b>	<b>22</b>	<b>18</b>	<b>20</b>	<b>20</b>	<b>22</b>	<b>25</b>
Not sure	5	3	4	3	4	2	4	3	4	5	16	7	2	1	5	5	4	5	6	5	4

Sample Size: 1752 GB Adults  
Fieldwork: 17th - 18th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1752</b>	X	X	X	X	500	416	311	850	902	208	443	599	501	999	753	224	569	375	431	152	
Unweighted Sample	1752	431	476	102	224	483	410	324	832	920	173	364	708	507	1162	590	196	585	349	460	162	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>BBC licence fee</b>																						
Very fair	7	6	10	9	2	4	11	10	8	5	5	6	7	7	9	4	6	6	10	6	7	
Fair	23	24	26	29	13	21	28	27	25	21	28	25	22	20	26	19	18	24	22	27	19	
<b>TOTAL FAIR</b>	<b>30</b>	<b>30</b>	<b>36</b>	<b>38</b>	<b>15</b>	<b>25</b>	<b>39</b>	<b>37</b>	<b>33</b>	<b>26</b>	<b>33</b>	<b>31</b>	<b>29</b>	<b>27</b>	<b>35</b>	<b>23</b>	<b>24</b>	<b>30</b>	<b>32</b>	<b>33</b>	<b>26</b>	
Neither	14	14	14	23	15	14	13	17	12	16	13	12	15	16	14	14	18	17	11	12	10	
Unfair	20	22	21	19	18	21	20	21	16	25	14	18	20	25	22	19	25	20	20	19	23	
Very unfair	31	31	25	17	50	37	24	22	34	29	23	33	34	31	25	40	27	30	32	32	39	
<b>TOTAL UNFAIR</b>	<b>51</b>	<b>53</b>	<b>46</b>	<b>36</b>	<b>68</b>	<b>58</b>	<b>44</b>	<b>43</b>	<b>50</b>	<b>54</b>	<b>37</b>	<b>51</b>	<b>54</b>	<b>56</b>	<b>47</b>	<b>59</b>	<b>52</b>	<b>50</b>	<b>52</b>	<b>51</b>	<b>62</b>	
Not sure	4	2	4	3	2	2	3	3	4	4	17	6	2	1	4	4	5	4	5	4	2	
<b>Air passenger duty</b>																						
Very fair	5	3	7	12	4	4	7	8	7	4	6	4	6	6	7	4	5	6	6	5	2	
Fair	19	20	18	22	16	17	20	23	18	19	28	21	17	14	21	16	18	20	20	18	16	
<b>TOTAL FAIR</b>	<b>24</b>	<b>23</b>	<b>25</b>	<b>34</b>	<b>20</b>	<b>21</b>	<b>27</b>	<b>31</b>	<b>25</b>	<b>23</b>	<b>34</b>	<b>25</b>	<b>23</b>	<b>20</b>	<b>28</b>	<b>20</b>	<b>23</b>	<b>26</b>	<b>26</b>	<b>23</b>	<b>18</b>	
Neither	19	22	17	22	15	19	19	19	17	20	17	18	21	17	19	19	21	17	22	17	16	
Unfair	26	31	26	24	24	31	26	23	23	28	12	24	28	31	26	26	25	28	22	27	27	
Very unfair	20	18	18	14	33	24	17	16	24	16	8	18	20	26	17	23	20	18	16	23	26	
<b>TOTAL UNFAIR</b>	<b>46</b>	<b>49</b>	<b>44</b>	<b>38</b>	<b>57</b>	<b>55</b>	<b>43</b>	<b>39</b>	<b>47</b>	<b>44</b>	<b>20</b>	<b>42</b>	<b>48</b>	<b>57</b>	<b>43</b>	<b>49</b>	<b>45</b>	<b>46</b>	<b>38</b>	<b>50</b>	<b>53</b>	
Not sure	12	6	14	7	8	5	11	11	11	13	29	15	8	7	11	12	11	12	13	11	13	
<b>Stamp duty</b>																						
Very fair	4	4	5	3	3	2	5	3	5	2	7	2	4	3	4	3	4	3	3	5	2	
Fair	17	19	21	27	14	16	18	24	19	15	21	16	19	15	19	15	16	18	17	19	14	
<b>TOTAL FAIR</b>	<b>21</b>	<b>23</b>	<b>26</b>	<b>30</b>	<b>17</b>	<b>18</b>	<b>23</b>	<b>27</b>	<b>24</b>	<b>17</b>	<b>28</b>	<b>18</b>	<b>23</b>	<b>18</b>	<b>23</b>	<b>18</b>	<b>20</b>	<b>21</b>	<b>20</b>	<b>24</b>	<b>16</b>	
Neither	21	22	20	24	17	20	22	19	20	21	15	21	21	23	19	23	21	17	22	22	27	
Unfair	30	32	29	26	30	35	32	27	27	33	18	29	31	34	32	27	26	31	33	28	27	
Very unfair	18	18	14	11	28	23	13	16	19	17	11	18	18	20	16	20	23	20	15	15	15	
<b>TOTAL UNFAIR</b>	<b>48</b>	<b>50</b>	<b>43</b>	<b>37</b>	<b>58</b>	<b>58</b>	<b>45</b>	<b>43</b>	<b>46</b>	<b>50</b>	<b>29</b>	<b>47</b>	<b>49</b>	<b>54</b>	<b>48</b>	<b>47</b>	<b>49</b>	<b>51</b>	<b>48</b>	<b>43</b>	<b>42</b>	
Not sure	11	5	12	9	8	3	10	10	10	12	27	14	7	6	10	12	11	10	11	10	15	