

## 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				
Total	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> 1644	564	539	100	646	702	796	848	184	694	390	376	937	707	220	533	352	396	143	
<b>Unweighted Sample</b> 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
<b>TOTAL CLEAR</b>	<b>52</b>	<b>61</b>	<b>51</b>	<b>61</b>	<b>59</b>	<b>53</b>	<b>58</b>	<b>47</b>	<b>37</b>	<b>48</b>	<b>57</b>	<b>61</b>	<b>60</b>	<b>42</b>	<b>56</b>	<b>53</b>	<b>47</b>	<b>54</b>	<b>52</b>
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
<b>TOTAL NOT CLEAR</b>	<b>41</b>	<b>35</b>	<b>44</b>	<b>37</b>	<b>36</b>	<b>41</b>	<b>37</b>	<b>45</b>	<b>51</b>	<b>44</b>	<b>39</b>	<b>32</b>	<b>35</b>	<b>48</b>	<b>36</b>	<b>40</b>	<b>45</b>	<b>41</b>	<b>42</b>
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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<b>Weighted Sample</b>	<b>1644</b>	<b>564</b>	<b>539</b>	<b>100</b>	<b>646</b>	<b>702</b>	<b>796</b>	<b>848</b>	<b>184</b>	<b>694</b>	<b>390</b>	<b>376</b>	<b>937</b>	<b>707</b>	<b>220</b>	<b>533</b>	<b>352</b>	<b>396</b>	<b>143</b>
<b>Unweighted Sample</b>	<b>1644</b>	<b>566</b>	<b>512</b>	<b>107</b>	<b>738</b>	<b>679</b>	<b>720</b>	<b>924</b>	<b>152</b>	<b>661</b>	<b>399</b>	<b>432</b>	<b>1005</b>	<b>639</b>	<b>143</b>	<b>572</b>	<b>363</b>	<b>411</b>	<b>155</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	<b>28</b>	33	23	16	19	39	31	25	17	30	29	29	24	33	19	28	35	29	23
About the right amount	<b>35</b>	42	31	45	37	34	35	34	29	33	37	37	39	28	39	35	33	31	38
Too little	<b>17</b>	12	24	25	26	12	22	13	25	14	16	20	20	13	20	15	13	22	20
Don't know	<b>20</b>	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	<b>34</b>	22	51	52	49	26	35	34	35	34	35	34	40	27	43	31	32	37	35
Reducing the amount the government borrows	<b>29</b>	44	18	20	22	38	34	25	30	25	29	36	30	28	28	30	33	23	33
Reducing taxes	<b>18</b>	20	15	11	14	22	18	18	14	20	19	16	16	21	10	19	17	24	15
Not sure	<b>18</b>	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	<b>18</b>	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	<b>19</b>	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	<b>1</b>	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	<b>23</b>	12	35	27	27	21	25	21	21	25	24	22	21	26	21	21	20	29	27
None of these	<b>9</b>	6	10	6	10	8	8	10	6	8	14	7	10	8	10	7	9	9	15
Don't know	<b>29</b>	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	<b>9</b>	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	<b>30</b>	35	31	39	35	31	33	28	17	29	34	35	36	23	39	29	28	27	35
It has increased by under £2000	<b>17</b>	20	17	19	17	20	18	17	13	15	21	19	18	16	13	19	15	19	18
<b>TOTAL IT HAS INCREASED</b>	<b>56</b>	<b>66</b>	<b>57</b>	<b>78</b>	<b>64</b>	<b>61</b>	<b>64</b>	<b>51</b>	<b>37</b>	<b>54</b>	<b>66</b>	<b>62</b>	<b>65</b>	<b>46</b>	<b>63</b>	<b>58</b>	<b>55</b>	<b>55</b>	<b>56</b>
It has been kept the same	<b>3</b>	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	<b>2</b>	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	<b>1</b>	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	<b>1</b>	0	1	0	0	2	1	1	3	1	0	1	1	2	1	0	1	2	0
<b>TOTAL IT HAS BEEN REDUCED</b>	<b>4</b>	<b>1</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>11</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>6</b>	<b>4</b>	<b>3</b>
Don't know	<b>36</b>	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	<b>28</b>	33	26	30	31	29	29	26	19	25	28	36	31	23	26	28	27	29	25
No, I have not	<b>58</b>	59	60	63	59	59	60	57	60	56	62	58	59	58	61	59	60	54	61
Don't know	<b>14</b>	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	<b>20</b>	26	14	12	14	25	19	20	23	19	19	21	20	20	18	18	22	20	21
About right	<b>44</b>	51	41	47	44	47	44	44	28	42	48	51	44	44	43	46	45	44	35
Too low	<b>21</b>	14	28	37	29	17	28	15	25	18	24	22	24	17	22	20	15	24	29
Don't know	<b>15</b>	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	<b>39</b>	48	32	45	35	44	40	37	33	40	38	39	41	35	42	38	42	34	40
About right	<b>36</b>	34	39	45	40	33	42	30	37	31	41	38	38	33	33	38	33	38	32
Too low	<b>7</b>	5	10	5	8	6	7	7	8	6	6	8	6	7	8	5	3	11	8
Don't know	<b>19</b>	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	<b>12</b>	21	6	5	8	16	14	10	7	11	15	12	13	10	4	12	14	13	13
Not generous enough	<b>37</b>	21	56	52	52	28	39	36	38	37	41	34	36	39	48	33	31	43	39
Gets the balance about right	<b>15</b>	23	9	8	11	18	16	13	20	13	13	17	16	13	8	15	19	14	14
Don't know	<b>36</b>	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	<b>50</b>	62	45	70	56	53	55	44	37	47	52	57	58	39	47	51	54	45	51
Is a bad idea	<b>29</b>	19	37	22	29	29	27	30	25	29	32	29	24	35	33	25	26	32	34
Don't know	<b>22</b>	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	<b>35</b>	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	<b>25</b>	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	<b>23</b>	21	29	32	31	18	23	24	25	23	23	23	26	20	23	26	24	20	21
None of these	<b>4</b>	3	4	4	5	3	4	4	3	5	5	1	4	4	5	3	3	5	4
Don't know	<b>12</b>	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	<b>41</b>	42	40	49	41	43	44	38	31	47	40	36	41	40	42	39	37	46	40
Tend to approve	<b>35</b>	39	35	36	36	38	35	36	34	32	36	41	37	34	29	37	40	32	39
<b>TOTAL APPROVE</b>	<b>76</b>	<b>81</b>	<b>75</b>	<b>85</b>	<b>77</b>	<b>81</b>	<b>79</b>	<b>74</b>	<b>65</b>	<b>79</b>	<b>76</b>	<b>77</b>	<b>78</b>	<b>74</b>	<b>71</b>	<b>76</b>	<b>77</b>	<b>78</b>	<b>79</b>
Tend to disapprove	<b>7</b>	7	7	5	8	6	7	7	12	5	7	9	8	6	5	8	9	6	8
Strongly disapprove	<b>2</b>	2	2	4	2	2	3	1	4	1	3	3	2	3	2	3	0	2	3
<b>TOTAL DISAPPROVE</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>16</b>	<b>6</b>	<b>10</b>	<b>12</b>	<b>10</b>	<b>9</b>	<b>7</b>	<b>11</b>	<b>9</b>	<b>8</b>	<b>11</b>
Don't know	<b>14</b>	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	<b>28</b>	35	21	30	22	33	31	24	24	31	29	21	28	26	29	29	26	28	23
Tend to approve	<b>33</b>	36	33	37	35	34	32	34	27	32	31	40	34	33	32	35	36	26	40
<b>TOTAL APPROVE</b>	<b>61</b>	<b>71</b>	<b>54</b>	<b>67</b>	<b>57</b>	<b>67</b>	<b>63</b>	<b>58</b>	<b>51</b>	<b>63</b>	<b>60</b>	<b>61</b>	<b>62</b>	<b>59</b>	<b>61</b>	<b>64</b>	<b>62</b>	<b>54</b>	<b>63</b>
Tend to disapprove	<b>13</b>	11	18	17	17	11	14	11	17	10	11	17	14	11	17	11	12	14	12
Strongly disapprove	<b>5</b>	2	7	4	6	4	7	3	9	3	7	4	5	4	4	3	5	7	7
<b>TOTAL DISAPPROVE</b>	<b>18</b>	<b>13</b>	<b>25</b>	<b>21</b>	<b>23</b>	<b>15</b>	<b>21</b>	<b>14</b>	<b>26</b>	<b>13</b>	<b>18</b>	<b>21</b>	<b>19</b>	<b>15</b>	<b>21</b>	<b>14</b>	<b>17</b>	<b>21</b>	<b>19</b>
Don't know	<b>22</b>	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	<b>18</b>	10	26	29	26	12	21	15	28	20	19	9	19	17	24	14	17	21	23
A universal working income	<b>55</b>	66	50	49	51	62	54	55	43	54	53	65	57	51	53	57	58	50	52
Neither	<b>8</b>	10	6	6	7	9	9	7	5	5	11	12	8	8	6	8	8	9	11
Don't know	<b>19</b>	14	19	16	16	17	16	22	24	21	18	14	16	24	17	22	17	20	13