

YouGov Survey Results

Sample Size: 4387 adults in GB
Fieldwork: 22nd - 26th October 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification			Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4387	790	1127	402	474	255	1540	1566	2119	2268	460	1808	1084	1035	1487	983	1312	3795	211	382	1040	719	531	1505
Unweighted Sample	4387	666	1232	437	481	248	1777	1489	1917	2470	344	1576	1247	1220	1826	981	948	3737	265	385	1054	709	432	1542
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please say whether you think each of the following affects those on lower incomes more or higher incomes more?

Raising National Insurance contributions

Affects those on lower incomes more	41	32	44	46	35	53	43	40	44	38	40	39	43	43	40	39	45	41	39	40	42	41	39	42
Affects those on higher incomes more	7	10	8	7	6	3	8	8	7	7	6	8	6	8	10	7	5	7	7	8	7	6	8	7
Affects both groups equally	41	52	37	42	50	31	40	46	40	41	31	39	44	45	44	44	38	41	39	43	38	42	41	42
Doesn't affect either group	1	1	1	0	0	0	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	2	1
Don't know	10	5	10	5	8	13	8	6	8	12	23	13	6	3	6	9	11	10	15	9	12	11	10	8

Raising the basic rate of Income Tax

Affects those on lower incomes more	52	47	57	57	47	61	56	50	56	49	51	51	54	53	53	50	55	53	50	51	54	54	52	52
Affects those on higher incomes more	6	8	6	6	6	4	6	7	6	6	7	5	5	9	7	7	5	6	5	7	7	5	7	6
Affects both groups equally	30	40	27	30	38	21	30	36	31	30	21	29	33	34	33	34	28	30	31	32	28	27	32	33
Doesn't affect either group	1	1	0	1	0	1	0	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	2	1
Don't know	10	5	10	6	8	13	8	7	6	14	19	14	7	3	5	9	12	10	13	10	10	13	8	9

Raising the higher rate of Income Tax

Affects those on lower incomes more	11	6	10	9	9	10	7	10	10	12	16	13	9	7	7	10	15	11	12	8	11	12	10	11
Affects those on higher incomes more	64	74	67	74	62	69	74	66	67	60	50	56	70	77	75	66	55	64	58	67	64	62	62	64
Affects both groups equally	13	14	12	8	19	6	9	15	14	13	14	14	13	12	11	15	15	13	16	14	12	13	16	13
Doesn't affect either group	1	1	1	2	0	2	1	1	2	1	2	1	1	1	1	1	1	1	0	0	1	1	1	1
Don't know	11	5	10	8	10	13	9	8	7	15	19	16	7	3	6	8	14	11	14	10	11	12	10	11

Raising VAT

Affects those on lower incomes more	38	29	41	43	32	51	41	34	43	34	46	36	36	40	38	33	40	38	39	40	38	39	38	38
Affects those on higher incomes more	4	6	4	4	3	2	4	4	5	4	4	5	4	4	5	6	3	4	4	4	4	3	5	5
Affects both groups equally	47	60	45	49	56	34	47	56	46	49	30	45	53	53	51	52	45	48	42	45	47	46	49	49
Doesn't affect either group	1	0	1	0	1	0	1	0	1	1	0	1	0	1	1	1	1	1	1	0	1	0	2	0
Don't know	10	5	9	5	8	13	8	6	6	13	20	13	6	3	6	9	11	9	15	10	11	12	7	8

Raising Capital Gains Tax

Affects those on lower incomes more	6	5	5	5	3	7	4	6	7	6	8	9	5	4	4	6	9	7	7	5	6	7	7	6
Affects those on higher incomes more	52	53	62	64	48	49	61	53	59	46	41	45	58	63	66	51	43	52	47	59	52	50	52	52
Affects both groups equally	17	24	12	15	25	11	15	20	17	17	14	16	20	18	15	22	17	17	19	14	15	17	17	19
Doesn't affect either group	2	2	2	2	2	1	2	3	2	2	1	2	2	3	2	2	2	2	1	1	2	2	3	2
Don't know	23	16	20	14	22	32	18	19	16	29	37	29	16	13	13	20	29	23	26	21	25	24	21	21

If the government needed to raise more money and was going to increase one of the following, which would you rather see increased?

Income Tax	25	17	34	37	17	31	34	19	31	20	26	23	28	26	29	24	22	25	25	28	24	25	29	24
National Insurance	16	21	14	16	20	11	14	18	16	16	16	13	15	24	17	16	16	16	18	15	16	17	17	16
VAT	17	23	18	17	16	17	18	18	18	17	13	17	19	19	23	17	15	18	12	17	18	16	17	19
Don't know	41	40	34	31	47	41	34	44	35	47	46	47	39	32	31	43	48	41	45	41	42	43	37	41

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

In the previous question you said you would rather the government increased Income Tax. What is the main reason for this? Please be as specific as possible
Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

[Asked among those who said they would rather the government increased income tax; n = 1185]

Higher-earners / those who can afford it can pay more	37	19	44	36	18	48	41	26	35	39	49	39	37	28	39	32	33	36	34	44	39	36	39	34
It would be fairer	13	16	16	13	11	8	16	12	13	13	12	10	16	16	18	14	8	13	12	13	11	16	11	15
It would be spread across everyone	10	19	9	8	14	7	8	15	10	10	4	7	9	18	10	11	12	10	14	11	11	7	5	12
It would not affect low-income individuals as much / VAT hurts low earners more	10	12	7	12	10	16	11	9	9	10	7	9	10	12	9	8	13	10	7	12	11	7	9	10
Raises the most money / more effective revenue source	5	4	4	5	12	8	5	9	6	4	1	8	5	4	4	7	8	5	11	4	6	8	7	3
It has the least impact on me personally	5	9	3	3	7	3	4	8	4	5	1	4	8	5	3	7	7	5	7	6	3	2	8	6
It is the least bad option / no good choice	3	3	2	3	7	1	2	6	3	3	3	4	3	2	2	2	4	3	2	1	2	2	5	4
Needed to fund public services	2	1	3	1	3	2	2	2	2	2	2	2	2	2	2	1	1	2	1	2	3	1	2	2
Other	9	15	6	10	14	7	8	9	10	9	11	10	8	9	8	12	7	10	12	5	9	12	11	9
Don't know	6	2	4	7	4	1	3	4	6	5	11	8	2	4	5	6	7	6	1	2	6	9	4	6

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

In the previous question you said you would rather the government increased National Insurance. What is the main reason for this?
Please be as specific as possible

[See Sheet2]

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

[Asked among those who said they would rather the government increased National Insurance; n = 7191]

It has the least impact on me personally	25	33	17	38	30	20	27	31	26	24	6	6	29	46	29	27	24	25	17	28	22	26	11	32
Needed to fund public services	17	16	22	12	12	26	17	13	17	17	29	23	13	10	14	18	19	16	22	24	15	21	19	13
The other taxes are worse / already too high	8	6	9	7	12	12	8	7	8	8	16	12	9	2	8	5	9	8	14	9	9	3	5	10
It would be spread across everyone	7	6	11	3	5	5	10	5	8	6	8	8	7	6	8	7	6	7	8	6	8	9	5	5
It is the least bad option / no good choice	5	5	4	1	5	0	4	5	5	5	7	7	4	3	4	3	8	5	11	2	2	4	11	5
It is less noticeable / easier to collect	5	2	6	1	6	0	3	6	7	3	7	6	6	3	4	6	4	5	1	4	7	3	6	5
The current rate is low / there is room for it to rise	4	4	2	8	1	2	4	4	5	3	0	7	5	1	6	3	3	4	6	1	4	6	5	3
It would protect pensioners / retired people	3	5	2	4	6	0	3	6	4	3	0	0	0	9	4	4	3	3	6	4	4	5	1	3
It would be fairer	3	2	4	7	3	8	4	3	3	3	0	2	5	3	5	4	1	3	3	2	3	2	4	3
I don't want any tax to rise / taxes are already too high	3	4	2	0	0	0	1	3	2	4	1	3	6	0	1	5	3	3	2	4	1	5	3	2
It would not affect low-income individuals as much	2	2	4	0	5	2	3	3	2	3	0	3	1	3	3	1	2	2	2	3	3	1	0	2
Other	9	8	8	11	8	6	9	7	9	9	13	9	7	9	10	9	5	9	8	5	11	6	9	10
Don't know	9	7	8	8	7	18	6	7	5	13	14	14	8	4	6	8	11	10	0	10	10	8	20	7

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

In the previous question you said you would rather the government increased VAT. What is the main reason for this? Please be as specific as possible

[See Sheet3]

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

[Asked among those who said they would rather the government increased VAT; n = 796]

You can choose / control how much you pay	32	38	35	35	32	35	37	34	33	31	24	26	30	46	35	34	29	33	25	30	29	29	35	35
It would be spread across everyone	16	24	15	11	22	6	17	18	16	15	5	13	20	18	14	14	19	16	9	15	18	22	9	14
It taxes spending / luxuries rather than income	10	9	10	16	7	17	13	10	9	10	5	9	12	10	12	8	8	10	3	3	6	13	13	11
The other taxes are worse / already too high	5	3	4	1	9	8	2	3	5	5	11	8	1	2	4	4	6	5	10	7	5	4	10	3
Workers already carry the burden / non-workers should pay too	5	4	4	8	9	5	2	9	4	5	0	4	7	4	4	7	3	4	10	5	7	1	4	4
It is less noticeable / easier to collect	4	6	2	8	1	2	4	1	6	3	17	4	3	2	4	2	4	4	5	5	4	3	3	5
It has the least impact on me personally	4	2	3	4	2	6	5	3	3	5	3	6	3	2	4	5	5	4	8	8	5	2	5	3
It is the least bad option / no good choice	3	3	3	4	6	0	3	4	3	4	2	4	6	1	2	5	5	3	6	4	2	3	4	4
Higher-earners / those who can afford it can pay more	3	1	3	1	0	3	2	2	4	1	5	3	0	3	2	3	2	2	0	7	2	3	6	1
It would not affect low-income individuals as much	2	1	2	1	1	2	2	3	1	4	6	2	2	2	2	3	1	3	0	2	4	6	0	1
Other	10	7	12	8	9	12	10	10	10	10	15	11	10	6	12	8	7	9	20	11	11	10	9	8
Don't know	6	3	8	3	2	4	5	3	7	6	8	9	5	3	3	7	11	7	4	4	7	5	2	9

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB (aged 18+).

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

*This survey was commissioned by YouGov.