

YouGov / ICAEW Survey Results

Sample Size: 2284 GB Adults

Fieldwork: 17th - 18th March 2014

	Voting intention				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	
Weighted Sample	2284	X	X	X	X	660	546	460	1108	1176	272	578	781	653	1302	982	292	742	489	562	199
Unweighted Sample	2284	557	674	157	241	629	563	466	1107	1177	239	470	884	691	1541	743	353	687	445	495	304
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What is the highest rate of income tax you currently pay?

20%	53	62	54	50	55	59	57	59	56	51	34	50	56	62	58	47	43	58	51	53	58
40%	11	14	11	16	11	14	9	13	16	7	4	16	14	7	17	4	19	11	9	10	12
45%	2	2	2	5	0	3	2	0	3	1	6	3	1	0	3	1	5	1	2	2	0
Don't know	13	6	13	9	10	8	14	10	11	15	17	18	11	9	10	17	13	12	16	12	11
Not applicable - I don't have an income	21	15	20	19	23	16	17	18	14	26	39	14	18	22	12	32	20	19	23	22	18

The highest rate of income tax is currently 45%. How much do you think someone should earn in order to pay this rate of income tax?

If they earn £50,000 a year or less	3	2	3	1	4	3	3	2	4	2	4	2	4	2	2	4	3	3	2	5	2
If they earn between £51,000 - £100,000 a year	19	15	22	22	16	18	21	21	20	18	15	19	20	19	19	19	20	19	20	17	19
If they earn between £101,000 - £150,000 a year	30	31	31	30	31	31	33	34	31	29	19	31	30	34	33	26	28	32	30	28	29
If they earn between £151,000 - £200,000 a year	15	16	17	17	12	15	16	15	16	14	19	13	14	16	17	13	19	15	12	14	19
If they earn between £201,000 - £500,000 a year	10	11	9	13	13	11	10	13	9	11	13	8	10	11	11	9	8	11	7	12	12
If they earn more than £500,000 a year	12	18	9	9	18	15	9	9	12	13	15	13	13	10	12	13	13	10	16	13	8
Don't know	11	7	8	8	6	8	8	6	8	13	15	14	9	9	7	16	9	10	13	11	11

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

Which one of the following statements comes closest to your view?

The government should use tax incentives to influence peoples' behaviour and lifestyle choices	39	45	36	51	32	43	36	43	45	34	44	43	39	34	45	32	44	38	40	39	36
The government should NOT use tax incentives to influence peoples' behaviour and lifestyle choices	41	42	44	38	56	44	43	41	39	44	33	34	44	49	40	44	39	42	42	41	45
Don't know	19	13	20	11	12	13	21	16	16	22	22	23	17	17	15	24	17	20	19	20	20

Which one of the following statements comes closest to your view?

The government should give tax incentives to married couples	47	68	36	33	59	68	39	35	48	45	26	43	48	57	48	46	43	48	50	45	44
The government should NOT give tax incentives to married couples	39	25	52	58	31	25	48	50	40	38	55	38	39	34	41	37	39	37	35	43	44
Don't know	14	7	12	9	11	7	13	15	11	17	19	18	13	10	11	18	17	15	15	12	12

If the Government were to change tax thresholds in ten years' time do you expect people earning the same as you to pay more or less income tax as a proportion of their total income at the end of this period, or would there be no difference?

People earning the same as me would pay more as a proportion of their total income in ten years' time	26	26	31	25	26	27	30	23	31	22	29	30	27	21	30	21	26	25	29	27	26
People earning the same as me would pay less as a proportion of their total income in ten years' time	21	24	20	27	20	26	20	19	22	19	23	19	22	20	23	19	21	21	21	21	21
People earning the same as me would pay no difference as a proportion of their total income in ten years' time	23	26	23	30	24	24	23	29	21	26	13	20	22	31	24	21	19	26	22	22	24
Don't know	30	23	26	18	31	23	27	28	26	33	36	32	28	27	23	39	34	28	28	30	29

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

Raising tax can be used to reduce government borrowing or spending cuts. Cutting taxes may mean reducing public spending in some areas or that cuts need to be funded by borrowing more money.

Thinking about this and the different rates of income tax...To what extent do you support or oppose each of the following?
(Please tick one option per row)

The lowest earners in society should pay no income tax

Strongly support	40	33	49	39	40	33	49	39	41	38	35	33	40	46	33	48	41	35	41	43	40
Tend to support	36	41	33	41	36	42	33	39	38	35	30	35	37	40	40	31	35	41	35	33	37
TOTAL SUPPORT	76	74	82	80	76	75	82	78	79	73	65	68	77	86	73	79	76	76	76	76	77
Tend to oppose	14	17	10	15	14	17	11	12	12	15	18	18	13	9	16	11	14	16	13	14	12
Strongly oppose	4	6	2	3	6	5	3	3	4	3	4	4	5	1	5	2	4	3	3	4	5
TOTAL OPPOSE	18	23	12	18	20	22	14	15	16	18	22	22	18	10	21	13	18	19	16	18	17
Don't know	7	3	5	2	5	3	5	6	5	8	14	10	5	3	5	8	6	5	9	7	6

Those on middle incomes should pay less income tax than they currently do

Strongly support	17	19	14	15	19	19	15	12	17	16	20	19	17	12	17	17	24	15	18	14	15
Tend to support	44	53	42	45	41	52	41	47	45	43	40	41	44	48	47	40	43	46	44	43	41
TOTAL SUPPORT	61	72	56	60	60	71	56	59	62	59	60	60	61	60	64	57	67	61	62	57	56
Tend to oppose	25	20	29	32	30	21	29	28	25	25	18	21	26	30	25	25	19	26	25	26	30
Strongly oppose	4	2	6	1	4	2	6	3	4	3	2	4	4	3	4	3	3	3	4	5	2
TOTAL OPPOSE	29	22	35	33	34	23	35	31	29	28	20	25	30	33	29	28	22	29	29	31	32
Don't know	11	6	9	8	7	6	9	10	8	12	19	14	9	6	8	14	11	10	10	11	12

The rate of income tax for the highest earners should be raised to 50%

Strongly support	34	18	52	30	29	18	48	39	38	29	27	28	38	37	31	37	31	29	34	38	42
Tend to support	27	26	24	32	29	27	31	31	26	28	22	27	29	27	29	25	23	31	26	27	26
TOTAL SUPPORT	61	44	76	62	58	45	79	70	64	57	49	55	67	64	60	62	54	60	60	65	68
Tend to oppose	21	31	16	28	20	31	12	19	19	23	24	20	19	23	22	20	24	22	24	18	17
Strongly oppose	9	17	3	7	16	16	4	5	10	8	10	12	8	8	12	6	10	10	8	10	7
TOTAL OPPOSE	30	48	19	35	36	47	16	24	29	31	34	32	27	31	34	26	34	32	32	28	24
Don't know	9	7	5	3	6	7	5	6	6	11	16	13	6	4	6	11	12	8	8	8	8