

YouGov Survey Results

Sample Size: 2098 Adults in GB
Fieldwork: 18th - 20th October 2024

| | Vote in 2024 GE | | | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Country | | | Region in England | | | | |
|--------------------------|-----------------|-----|-----|---------|-----------|-------------|-------|--------|--------|-------|-------|-------|-----|--------------|------|---------|-------|----------|-------------------|----------|--------|---------------|---|
| | Total | Con | Lab | Lib Dem | Reform UK | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South | |
| Weighted Sample | 2098 | 378 | 539 | 193 | 227 | 739 | 781 | 1015 | 1083 | 220 | 866 | 518 | 493 | 1196 | 902 | 1815 | 101 | 183 | 497 | 344 | 254 | 720 | |
| Unweighted Sample | 2098 | 345 | 581 | 227 | 299 | 829 | 807 | 947 | 1151 | 120 | 844 | 544 | 590 | 1221 | 877 | 1792 | 119 | 187 | 506 | 365 | 180 | 741 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Thinking about the taxes that everyday working people pay, would you describe the UK as...

| | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A high tax country | 60 | 68 | 47 | 47 | 80 | 48 | 71 | 65 | 54 | 51 | 58 | 62 | 64 | 58 | 62 | 60 | 51 | 58 | 58 | 63 | 64 | 60 |
| A low tax country | 3 | 1 | 6 | 6 | 1 | 6 | 1 | 4 | 3 | 2 | 4 | 4 | 2 | 4 | 3 | 3 | 4 | 6 | 3 | 3 | 1 | 4 |
| Neither a high nor a low tax country | 26 | 26 | 34 | 34 | 14 | 37 | 19 | 25 | 27 | 25 | 25 | 29 | 27 | 29 | 23 | 26 | 31 | 24 | 25 | 23 | 29 | 27 |
| Don't know | 11 | 5 | 13 | 14 | 5 | 9 | 8 | 6 | 15 | 23 | 13 | 5 | 7 | 10 | 12 | 10 | 14 | 13 | 13 | 11 | 6 | 10 |

Who do you think pays a higher proportion of their earnings in tax, a working person on average earnings in the UK, or a working person on average earnings in the following country:

| | | | | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| USA | | | | | | | | | | | | | | | | | | | | | | |
| An average earner in the UK | 49 | 53 | 50 | 47 | 59 | 51 | 53 | 57 | 42 | 45 | 46 | 54 | 51 | 52 | 45 | 49 | 38 | 56 | 48 | 51 | 44 | 51 |
| An average earner in this other country | 16 | 13 | 20 | 17 | 12 | 19 | 11 | 16 | 16 | 19 | 19 | 15 | 11 | 16 | 16 | 16 | 24 | 14 | 16 | 13 | 20 | 15 |
| About the same | 10 | 10 | 10 | 11 | 9 | 10 | 10 | 9 | 10 | 10 | 9 | 10 | 11 | 10 | 10 | 10 | 8 | 9 | 12 | 8 | 14 | 9 |
| Don't know | 25 | 24 | 20 | 25 | 20 | 20 | 26 | 18 | 32 | 25 | 25 | 21 | 28 | 22 | 29 | 25 | 29 | 22 | 24 | 28 | 22 | 25 |
| France | | | | | | | | | | | | | | | | | | | | | | |
| An average earner in the UK | 38 | 40 | 36 | 32 | 51 | 35 | 45 | 41 | 35 | 29 | 37 | 44 | 38 | 38 | 38 | 38 | 37 | 38 | 43 | 35 | 33 | 39 |
| An average earner in this other country | 20 | 23 | 25 | 22 | 16 | 25 | 17 | 23 | 17 | 12 | 20 | 21 | 20 | 23 | 16 | 19 | 22 | 25 | 16 | 19 | 23 | 20 |
| About the same | 13 | 12 | 16 | 16 | 11 | 15 | 10 | 13 | 13 | 19 | 13 | 12 | 12 | 13 | 12 | 13 | 11 | 13 | 14 | 14 | 13 | 12 |
| Don't know | 29 | 25 | 23 | 31 | 21 | 24 | 27 | 23 | 34 | 40 | 29 | 22 | 30 | 25 | 34 | 29 | 30 | 24 | 27 | 31 | 31 | 29 |
| Sweden | | | | | | | | | | | | | | | | | | | | | | |
| An average earner in the UK | 27 | 30 | 23 | 24 | 37 | 22 | 31 | 27 | 27 | 26 | 27 | 31 | 24 | 25 | 30 | 27 | 28 | 22 | 32 | 28 | 22 | 26 |
| An average earner in this other country | 39 | 38 | 47 | 45 | 34 | 50 | 34 | 45 | 34 | 37 | 39 | 41 | 39 | 47 | 30 | 38 | 37 | 55 | 32 | 36 | 45 | 40 |
| About the same | 6 | 7 | 6 | 6 | 5 | 6 | 5 | 7 | 6 | 7 | 8 | 5 | 5 | 6 | 6 | 7 | 5 | 4 | 7 | 6 | 9 | 6 |
| Don't know | 27 | 26 | 24 | 25 | 24 | 21 | 30 | 21 | 33 | 30 | 27 | 23 | 31 | 22 | 34 | 28 | 30 | 19 | 29 | 30 | 23 | 28 |
| Denmark | | | | | | | | | | | | | | | | | | | | | | |
| An average earner in the UK | 26 | 29 | 23 | 24 | 37 | 23 | 30 | 26 | 26 | 21 | 27 | 29 | 24 | 24 | 29 | 26 | 29 | 22 | 31 | 27 | 22 | 25 |
| An average earner in this other country | 37 | 35 | 46 | 44 | 30 | 48 | 32 | 41 | 33 | 37 | 36 | 39 | 37 | 43 | 29 | 35 | 34 | 56 | 32 | 33 | 43 | 36 |
| About the same | 8 | 8 | 6 | 7 | 8 | 7 | 7 | 10 | 6 | 9 | 8 | 7 | 6 | 9 | 7 | 8 | 7 | 4 | 7 | 7 | 10 | 9 |
| Don't know | 29 | 28 | 25 | 24 | 26 | 22 | 31 | 23 | 35 | 32 | 29 | 25 | 32 | 24 | 36 | 30 | 30 | 18 | 31 | 33 | 25 | 30 |

Sample Size: 2098 Adults in GB
Fieldwork: 18th - 20th October 2024

| | Vote in 2024 GE | | | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Country | | | Region in England | | | |
|---|-----------------|-----|-----|---------|-----------|-------------|-------|--------|--------|-------|-------|-------|-----|--------------|------|---------|-------|----------|-------------------|----------|--------|---------------|
| | Total | Con | Lab | Lib Dem | Reform UK | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
| Weighted Sample | 2098 | 378 | 539 | 193 | 227 | 739 | 781 | 1015 | 1083 | 220 | 866 | 518 | 493 | 1196 | 902 | 1815 | 101 | 183 | 497 | 344 | 254 | 720 |
| Unweighted Sample | 2098 | 345 | 581 | 227 | 299 | 829 | 807 | 947 | 1151 | 120 | 844 | 544 | 590 | 1221 | 877 | 1792 | 119 | 187 | 506 | 365 | 180 | 741 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Poland | | | | | | | | | | | | | | | | | | | | | | |
| An average earner in the UK | 46 | 53 | 46 | 43 | 55 | 47 | 51 | 50 | 42 | 27 | 49 | 52 | 43 | 50 | 40 | 45 | 38 | 54 | 49 | 43 | 44 | 45 |
| An average earner in this other country | 8 | 7 | 10 | 9 | 10 | 8 | 8 | 10 | 7 | 15 | 8 | 7 | 8 | 9 | 8 | 8 | 10 | 8 | 7 | 10 | 11 | 8 |
| About the same | 10 | 7 | 12 | 11 | 6 | 12 | 6 | 11 | 9 | 13 | 8 | 10 | 10 | 10 | 10 | 9 | 12 | 9 | 8 | 9 | 13 | 10 |
| Don't know | 36 | 33 | 33 | 36 | 29 | 33 | 35 | 30 | 42 | 45 | 35 | 30 | 40 | 32 | 42 | 37 | 40 | 28 | 36 | 38 | 32 | 38 |
| Switzerland | | | | | | | | | | | | | | | | | | | | | | |
| An average earner in the UK | 31 | 28 | 30 | 28 | 41 | 29 | 32 | 34 | 28 | 30 | 33 | 33 | 26 | 31 | 31 | 30 | 29 | 36 | 32 | 31 | 28 | 30 |
| An average earner in this other country | 32 | 38 | 33 | 36 | 28 | 37 | 32 | 33 | 30 | 24 | 29 | 36 | 35 | 36 | 26 | 31 | 32 | 38 | 27 | 30 | 35 | 32 |
| About the same | 5 | 4 | 6 | 6 | 6 | 6 | 3 | 6 | 5 | 11 | 5 | 4 | 5 | 5 | 6 | 6 | 7 | 3 | 7 | 4 | 8 | 5 |
| Don't know | 32 | 30 | 31 | 30 | 25 | 29 | 33 | 26 | 38 | 35 | 34 | 27 | 34 | 28 | 38 | 33 | 32 | 23 | 34 | 35 | 29 | 33 |
| Germany | | | | | | | | | | | | | | | | | | | | | | |
| An average earner in the UK | 32 | 35 | 28 | 26 | 45 | 29 | 38 | 37 | 28 | 22 | 33 | 39 | 29 | 33 | 32 | 33 | 26 | 34 | 34 | 32 | 33 | 31 |
| An average earner in this other country | 21 | 25 | 27 | 22 | 13 | 25 | 17 | 22 | 20 | 23 | 20 | 20 | 23 | 23 | 18 | 21 | 21 | 26 | 20 | 21 | 22 | 20 |
| About the same | 16 | 12 | 18 | 23 | 17 | 19 | 14 | 17 | 14 | 19 | 15 | 16 | 14 | 18 | 13 | 15 | 19 | 17 | 13 | 12 | 19 | 16 |
| Don't know | 31 | 28 | 27 | 29 | 25 | 26 | 32 | 24 | 37 | 37 | 32 | 24 | 33 | 26 | 37 | 32 | 34 | 23 | 32 | 35 | 26 | 32 |
| Canada | | | | | | | | | | | | | | | | | | | | | | |
| An average earner in the UK | 35 | 40 | 34 | 30 | 44 | 36 | 37 | 41 | 30 | 28 | 36 | 39 | 31 | 38 | 32 | 35 | 30 | 39 | 36 | 34 | 34 | 35 |
| An average earner in this other country | 15 | 15 | 17 | 18 | 13 | 16 | 14 | 14 | 15 | 12 | 15 | 15 | 15 | 15 | 15 | 14 | 24 | 19 | 14 | 14 | 13 | 14 |
| About the same | 15 | 12 | 16 | 17 | 11 | 15 | 13 | 16 | 14 | 23 | 13 | 16 | 13 | 14 | 15 | 15 | 13 | 15 | 14 | 13 | 23 | 13 |
| Don't know | 36 | 33 | 34 | 35 | 31 | 33 | 36 | 30 | 41 | 37 | 35 | 30 | 41 | 33 | 39 | 37 | 34 | 27 | 36 | 39 | 30 | 38 |
| Australia | | | | | | | | | | | | | | | | | | | | | | |
| An average earner in the UK | 38 | 42 | 35 | 33 | 54 | 34 | 44 | 44 | 32 | 26 | 38 | 44 | 36 | 39 | 36 | 38 | 33 | 42 | 37 | 39 | 34 | 39 |
| An average earner in this other country | 13 | 17 | 16 | 13 | 9 | 16 | 11 | 12 | 14 | 9 | 13 | 14 | 14 | 14 | 13 | 13 | 19 | 14 | 14 | 11 | 14 | 12 |
| About the same | 15 | 11 | 16 | 19 | 9 | 17 | 10 | 17 | 13 | 28 | 14 | 13 | 13 | 16 | 14 | 15 | 15 | 14 | 13 | 12 | 19 | 16 |
| Don't know | 34 | 31 | 32 | 36 | 29 | 32 | 35 | 27 | 41 | 37 | 36 | 29 | 36 | 32 | 38 | 35 | 34 | 30 | 36 | 38 | 33 | 33 |
| Spain | | | | | | | | | | | | | | | | | | | | | | |
| An average earner in the UK | 45 | 52 | 43 | 40 | 52 | 45 | 50 | 50 | 40 | 36 | 45 | 51 | 42 | 47 | 41 | 44 | 36 | 53 | 47 | 40 | 41 | 46 |
| An average earner in this other country | 10 | 10 | 13 | 13 | 12 | 11 | 9 | 12 | 8 | 9 | 10 | 10 | 11 | 11 | 9 | 10 | 12 | 10 | 7 | 12 | 14 | 10 |
| About the same | 11 | 9 | 13 | 11 | 9 | 13 | 9 | 11 | 12 | 13 | 11 | 11 | 11 | 12 | 11 | 11 | 22 | 12 | 11 | 10 | 15 | 9 |
| Don't know | 34 | 29 | 31 | 36 | 27 | 31 | 33 | 27 | 40 | 42 | 34 | 28 | 36 | 30 | 39 | 35 | 31 | 26 | 34 | 38 | 31 | 35 |
| Italy | | | | | | | | | | | | | | | | | | | | | | |
| An average earner in the UK | 42 | 49 | 43 | 40 | 52 | 43 | 47 | 47 | 38 | 33 | 43 | 47 | 41 | 45 | 38 | 43 | 34 | 45 | 43 | 41 | 40 | 44 |
| An average earner in this other country | 10 | 13 | 12 | 10 | 11 | 11 | 9 | 12 | 9 | 8 | 10 | 11 | 12 | 11 | 9 | 10 | 14 | 12 | 9 | 10 | 15 | 9 |
| About the same | 12 | 7 | 13 | 15 | 10 | 14 | 9 | 13 | 11 | 15 | 11 | 13 | 10 | 11 | 12 | 11 | 18 | 16 | 11 | 10 | 12 | 11 |
| Don't know | 36 | 31 | 33 | 34 | 27 | 32 | 36 | 29 | 42 | 44 | 36 | 29 | 38 | 32 | 40 | 37 | 34 | 28 | 37 | 40 | 33 | 36 |

Sample Size: 2098 Adults in GB
Fieldwork: 18th - 20th October 2024

| | Vote in 2024 GE | | | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Country | | | Region in England | | | |
|---|-----------------|-----|-----|---------|-----------|-------------|-------|--------|--------|-------|-------|-------|-----|--------------|------|---------|-------|----------|-------------------|----------|--------|---------------|
| | Total | Con | Lab | Lib Dem | Reform UK | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
| Weighted Sample | 2098 | 378 | 539 | 193 | 227 | 739 | 781 | 1015 | 1083 | 220 | 866 | 518 | 493 | 1196 | 902 | 1815 | 101 | 183 | 497 | 344 | 254 | 720 |
| Unweighted Sample | 2098 | 345 | 581 | 227 | 299 | 829 | 807 | 947 | 1151 | 120 | 844 | 544 | 590 | 1221 | 877 | 1792 | 119 | 187 | 506 | 365 | 180 | 741 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Greece | | | | | | | | | | | | | | | | | | | | | | |
| An average earner in the UK | 46 | 53 | 45 | 41 | 56 | 46 | 51 | 48 | 43 | 33 | 47 | 50 | 45 | 49 | 41 | 45 | 41 | 51 | 49 | 41 | 40 | 47 |
| An average earner in this other country | 12 | 12 | 12 | 15 | 11 | 13 | 10 | 15 | 9 | 12 | 10 | 14 | 11 | 12 | 11 | 11 | 13 | 17 | 8 | 11 | 15 | 11 |
| About the same | 7 | 4 | 10 | 6 | 6 | 8 | 5 | 8 | 7 | 14 | 6 | 8 | 6 | 7 | 8 | 7 | 12 | 5 | 7 | 9 | 9 | 6 |
| Don't know | 36 | 31 | 32 | 37 | 27 | 33 | 35 | 29 | 42 | 42 | 37 | 28 | 38 | 32 | 40 | 37 | 33 | 27 | 36 | 39 | 36 | 36 |
| Japan | | | | | | | | | | | | | | | | | | | | | | |
| An average earner in the UK | 26 | 27 | 25 | 19 | 39 | 23 | 30 | 30 | 23 | 23 | 28 | 29 | 22 | 27 | 26 | 26 | 26 | 32 | 29 | 30 | 23 | 23 |
| An average earner in this other country | 22 | 24 | 25 | 29 | 20 | 27 | 20 | 24 | 20 | 19 | 19 | 27 | 24 | 25 | 18 | 22 | 26 | 23 | 21 | 21 | 27 | 21 |
| About the same | 9 | 7 | 9 | 7 | 9 | 8 | 8 | 10 | 7 | 11 | 8 | 9 | 8 | 9 | 8 | 8 | 10 | 10 | 6 | 7 | 9 | 10 |
| Don't know | 43 | 41 | 41 | 45 | 33 | 41 | 42 | 36 | 50 | 47 | 45 | 36 | 46 | 39 | 48 | 44 | 38 | 35 | 44 | 42 | 42 | 46 |
| Belgium | | | | | | | | | | | | | | | | | | | | | | |
| An average earner in the UK | 32 | 38 | 30 | 22 | 44 | 29 | 38 | 36 | 29 | 23 | 34 | 37 | 29 | 33 | 32 | 32 | 29 | 37 | 36 | 29 | 32 | 31 |
| An average earner in this other country | 15 | 15 | 18 | 21 | 11 | 19 | 11 | 17 | 13 | 16 | 14 | 15 | 16 | 17 | 12 | 14 | 18 | 20 | 11 | 16 | 18 | 14 |
| About the same | 14 | 11 | 17 | 19 | 14 | 16 | 13 | 16 | 13 | 17 | 12 | 16 | 15 | 15 | 14 | 14 | 17 | 12 | 14 | 15 | 14 | 15 |
| Don't know | 38 | 36 | 35 | 37 | 30 | 35 | 37 | 31 | 45 | 44 | 40 | 32 | 41 | 35 | 43 | 39 | 37 | 32 | 39 | 40 | 37 | 40 |

**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.*