

YouGov / Persuasion Survey Results

Sample Size: 4015 adults in GB (18+)

Fieldwork: 9th - 10th September 2024

	Vote in 2024 GE					Vote in 2019 GE			Con - Lab Switchers	2016 EU Ref		Gender		Age				Social Grade		Education			
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem		Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Low	Medium	High	
Weighted Sample	4015	568	1047	434	580	1285	893	328	133	1415	1495	1943	2072	422	1658	992	943	2289	1726	1097	1591	1327	
Unweighted Sample	4015	618	1093	454	586	1376	950	359	142	1582	1566	1813	2202	273	1631	1024	1087	2382	1633	1077	1667	1271	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent would you personally support or oppose the Labour government introducing each of the following economic policies?
Raise capital gains tax (CGT) so it is the same level as income tax, increasing the tax paid on income from wealth (e.g shares, property)

[Seen by; N=1693]

Strongly support	18	8	27	25	10	9	31	24	14	25	14	21	15	9	21	17	19	19	17	16	16	22
Somewhat support	26	22	35	31	19	26	30	29	46	29	25	27	26	31	23	26	30	28	24	23	27	28
TOTAL SUPPORT	44	30	62	56	29	35	61	53	60	54	39	48	41	40	44	43	49	47	41	39	43	50
Neither support nor oppose	18	20	15	17	21	19	14	20	20	15	21	18	19	19	17	21	17	16	22	21	20	14
Somewhat oppose	12	23	8	9	14	18	7	8	6	12	13	11	12	10	11	13	13	14	9	11	11	13
Strongly oppose	11	18	4	7	26	18	5	11	9	8	17	13	10	8	11	14	11	12	10	9	11	13
TOTAL OPPOSE	23	41	12	16	40	36	12	19	15	20	30	24	22	18	22	27	24	26	19	20	22	26
Don't know	14	7	11	11	10	11	13	8	6	11	11	10	18	23	17	10	10	11	18	19	14	10

Cap the level of tax relief on pension contributions at 30%, reducing pension tax breaks for people paying the higher income tax rate

[Seen by; N=1688]

Strongly support	11	6	15	13	8	8	16	15	8	14	10	13	9	6	10	15	9	12	9	8	10	14
Somewhat support	24	30	30	30	19	23	27	38	20	29	22	25	23	19	24	23	27	27	21	20	24	29
TOTAL SUPPORT	35	36	45	43	27	31	43	53	28	43	32	38	32	25	34	38	36	39	30	28	34	43
Neither support nor oppose	24	21	21	19	29	27	21	14	32	20	27	25	23	26	22	23	28	24	25	28	24	21
Somewhat oppose	9	12	10	8	13	14	8	10	14	9	12	10	9	6	8	11	11	9	10	8	9	10
Strongly oppose	8	15	5	6	13	12	7	8	5	7	11	9	6	5	7	9	9	9	6	7	9	7
TOTAL OPPOSE	17	27	15	14	26	26	15	18	19	16	23	19	15	11	15	20	20	18	16	15	18	17
Don't know	24	15	18	23	18	17	21	16	21	20	18	18	30	38	28	19	16	19	29	28	25	18

Introduce national insurance contribution (NIC) tax on investment income, which is gained through things such as shares, dividends, and rental income

[Seen by; N=1711]

Strongly support	16	4	25	16	8	8	31	13	18	21	11	20	13	16	18	18	11	17	15	12	14	21
Somewhat support	23	24	28	31	19	23	28	31	29	28	20	25	22	23	21	22	28	25	21	23	25	22
TOTAL SUPPORT	39	28	53	47	27	31	59	44	47	49	31	45	35	39	39	40	39	42	36	35	39	43
Neither support nor oppose	18	14	16	18	22	18	15	17	22	16	21	17	19	10	19	19	20	16	22	22	16	17
Somewhat oppose	11	20	10	10	11	14	8	14	10	11	13	10	12	11	11	10	15	12	11	12	12	10
Strongly oppose	17	27	8	13	30	27	7	17	11	12	23	19	15	12	14	22	18	19	14	13	18	18
TOTAL OPPOSE	28	47	18	23	41	41	15	31	21	23	36	29	27	23	25	32	33	31	25	25	30	28
Don't know	14	10	13	13	10	10	11	8	11	11	11	8	19	28	18	9	8	11	18	17	15	11

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Sample Size: 4015 adults in GB (18+)
Fieldwork: 9th - 10th September 2024

	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4015	3459	217	340	956	682	405	1416
Unweighted Sample	4015	3463	213	339	963	679	399	1422
	%	%	%	%	%	%	%	%

To what extent would you personally support or oppose the Labour government introducing each of the following economic policies?
Raise capital gains tax (CGT) so it is the same level as income tax, increasing the tax paid on income from wealth (e.g shares, property)
[Seen by; N=1693]

Strongly support	18	17	28	17	20	14	18	17
Somewhat support	26	27	18	27	27	23	26	28
TOTAL SUPPORT	44	44	46	44	47	37	44	45
Neither support nor oppose	18	19	19	17	16	23	18	18
Somewhat oppose	12	12	13	10	13	12	9	13
Strongly oppose	11	11	9	14	11	11	14	11
TOTAL OPPOSE	23	23	22	24	24	23	23	24
Don't know	14	14	13	15	12	18	16	13

Cap the level of tax relief on pension contributions at 30%, reducing pension tax breaks for people paying the higher income tax rate
[Seen by; N=1688]

Strongly support	11	11	11	12	11	9	10	11
Somewhat support	24	24	22	25	27	19	25	25
TOTAL SUPPORT	35	35	33	37	38	28	35	36
Neither support nor oppose	24	24	19	24	21	26	24	26
Somewhat oppose	9	9	12	6	8	10	10	10
Strongly oppose	8	8	9	9	7	7	10	8
TOTAL OPPOSE	17	17	21	15	15	17	20	18
Don't know	24	24	28	23	27	28	21	20

Introduce national insurance contribution (NIC) tax on investment income, which is gained through things such as shares, dividends, and rental income
[Seen by; N=1711]

Strongly support	16	16	18	19	19	16	16	14
Somewhat support	23	23	23	26	23	22	22	23
TOTAL SUPPORT	39	39	41	45	42	38	38	37
Neither support nor oppose	18	18	15	19	17	21	18	18
Somewhat oppose	11	11	18	8	10	12	10	12
Strongly oppose	17	17	13	13	16	16	20	18
TOTAL OPPOSE	28	28	31	21	26	28	30	30
Don't know	14	14	14	15	15	12	14	14

Sample Size: 4015 adults in GB (18+)
Fieldwork: 9th - 10th September 2024

	Vote in 2024 GE					Vote in 2019 GE			Con - Lab Switchers	2016 EU Ref		Gender		Age				Social Grade		Education		
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem		Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Low	Medium	High
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ending the exemption some shares get from inheritance tax (shares listed on the Alternative Investment Market are currently exempt from inheritance tax)

[Seen by; N=1680]

Strongly support	17	12	23	23	7	10	27	27	10	26	11	19	15	15	17	19	15	19	14	10	16	24
Somewhat support	21	18	28	32	16	20	27	29	33	25	22	23	19	13	21	22	24	24	17	21	19	23
TOTAL SUPPORT	38	30	51	55	23	30	54	56	43	51	33	42	34	28	38	41	39	43	31	31	35	47
Neither support nor oppose	22	21	20	13	26	25	17	20	25	17	26	23	20	13	20	23	27	21	23	25	23	17
Somewhat oppose	8	13	5	4	12	13	5	3	7	7	10	7	9	8	6	10	9	8	8	9	8	6
Strongly oppose	8	16	3	3	14	13	4	7	6	5	12	10	6	9	7	8	9	9	6	7	8	8
TOTAL OPPOSE	16	29	8	7	26	26	9	10	13	12	22	17	15	17	13	18	18	17	14	16	16	14
Don't know	25	19	21	25	24	19	21	13	20	21	19	18	30	42	29	18	16	20	31	28	25	21

Capping the exemption on inheritance tax you get when transferring business and agricultural property within families (capping it at £500,000)

[Seen by; N=1636]

Strongly support	11	8	16	12	10	8	17	11	12	14	10	13	10	9	11	14	10	12	10	7	12	14
Somewhat support	22	21	27	28	20	19	28	31	20	27	20	24	21	16	24	21	22	24	19	19	21	26
TOTAL SUPPORT	33	29	43	40	30	27	45	42	32	41	30	37	31	25	35	35	32	36	29	26	33	40
Neither support nor oppose	24	22	23	21	25	26	21	21	29	22	26	24	25	24	22	24	29	22	28	30	25	20
Somewhat oppose	10	16	7	14	11	15	7	12	13	11	12	11	9	7	8	13	14	11	9	8	11	11
Strongly oppose	10	17	4	7	16	16	4	11	9	7	15	12	8	8	10	11	11	12	8	9	10	11
TOTAL OPPOSE	20	33	11	21	27	31	11	23	22	18	27	23	17	15	18	24	25	23	17	17	21	22
Don't know	22	16	23	17	19	15	23	15	17	18	17	16	27	35	26	17	14	19	26	27	21	19

Increasing the rate of stamp duty on share buybacks - the tax large companies pay when they buy back their own shares from their investors

[Seen by; N=1656]

Strongly support	23	12	35	25	16	15	38	27	28	33	19	24	22	12	25	27	21	26	19	19	22	29
Somewhat support	29	32	31	35	31	33	31	33	30	33	31	31	27	19	26	34	32	30	27	28	29	30
TOTAL SUPPORT	52	44	66	60	47	48	69	60	58	66	50	55	49	31	51	61	53	56	46	47	51	59
Neither support nor oppose	16	23	12	14	20	19	12	16	19	14	21	16	17	13	15	16	21	16	17	21	16	13
Somewhat oppose	6	10	5	4	6	10	2	4	10	5	7	7	6	9	5	6	7	6	7	7	5	7
Strongly oppose	5	8	2	2	11	7	2	3	3	2	7	7	2	5	4	4	6	5	5	4	6	4
TOTAL OPPOSE	11	18	7	6	17	17	4	7	13	7	14	14	8	14	9	10	13	11	12	11	11	11
Don't know	21	15	16	19	17	16	14	17	11	14	16	15	26	42	24	14	13	17	25	21	23	17

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	%	%	%	%	%	%	%	%

Ending the exemption some shares get from inheritance tax (shares listed on the Alternative Investment Market are currently exempt from inheritance tax)

[Seen by; N=1680]

Strongly support	17	17	18	15	21	14	19	15
Somewhat support	21	21	24	18	21	19	21	22
TOTAL SUPPORT	38	38	42	33	42	33	40	37
Neither support nor oppose	22	22	16	21	23	24	18	22
Somewhat oppose	8	8	8	5	5	9	10	9
Strongly oppose	8	8	7	9	6	8	9	9
TOTAL OPPOSE	16	16	15	14	11	17	19	18
Don't know	25	24	27	32	23	26	23	23

Capping the exemption on inheritance tax you get when transferring business and agricultural property within families (capping it at £500,000)

[Seen by; N=1636]

Strongly support	11	11	15	10	12	13	11	10
Somewhat support	22	22	16	26	21	21	23	23
TOTAL SUPPORT	33	33	31	36	33	34	34	33
Neither support nor oppose	24	24	31	22	25	24	26	24
Somewhat oppose	10	10	8	11	8	9	9	12
Strongly oppose	10	11	4	11	9	10	11	11
TOTAL OPPOSE	20	21	12	22	17	19	20	23
Don't know	22	22	26	21	25	23	19	20

Increasing the rate of stamp duty on share buybacks - the tax large companies pay when they buy back their own shares from their investors

[Seen by; N=1656]

Strongly support	23	22	26	27	29	17	24	20
Somewhat support	29	30	25	25	30	31	26	29
TOTAL SUPPORT	52	52	51	52	59	48	50	49
Neither support nor oppose	16	17	12	16	14	20	16	18
Somewhat oppose	6	6	6	5	5	5	6	8
Strongly oppose	5	5	7	7	3	6	5	5
TOTAL OPPOSE	11	11	13	12	8	11	11	13
Don't know	21	20	24	20	19	21	23	20

Sample Size: 4015 adults in GB (18+)
Fieldwork: 9th - 10th September 2024

	Vote in 2024 GE					Vote in 2019 GE			Con - Lab Switchers	2016 EU Ref		Gender		Age				Social Grade		Education		
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem		Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Low	Medium	High
Weighted Sample	4015	568	1047	434	580	1285	893	328	133	1415	1495	1943	2072	422	1658	992	943	2289	1726	1097	1591	1327
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ending exemptions on stamp duty that some stock traders have when they buy UK government securities
[Seen by; N=1702]

Strongly support	21	11	28	27	15	16	36	23	28	30	17	25	18	14	24	23	18	24	16	15	20	28
Somewhat support	23	28	26	27	24	27	25	28	34	26	24	24	23	15	24	22	26	24	22	19	24	26
TOTAL SUPPORT	44	39	54	54	39	43	61	51	62	56	41	49	41	29	48	45	44	48	38	34	44	54
Neither support nor oppose	20	20	16	14	25	22	13	18	14	16	22	21	19	22	17	21	22	18	22	24	20	16
Somewhat oppose	6	10	3	9	10	9	3	8	6	5	8	8	5	7	5	6	9	6	6	8	6	5
Strongly oppose	5	9	4	2	10	8	3	4	4	4	7	6	4	2	5	6	7	6	4	5	5	6
TOTAL OPPOSE	11	19	7	11	20	17	6	12	10	9	15	14	9	9	10	12	16	12	10	13	11	11
Don't know	24	22	22	20	16	18	19	20	13	19	22	17	31	40	25	21	19	21	29	29	25	20

A new levy on the profits of tobacco companies
[Seen by; N=1660]

Strongly support	41	39	52	52	28	39	53	51	56	54	38	43	38	29	41	45	43	49	31	33	37	53
Somewhat support	27	31	27	27	30	30	27	25	32	25	30	26	29	27	25	29	29	26	29	28	29	25
TOTAL SUPPORT	68	70	79	79	58	69	80	76	88	79	68	69	67	56	66	74	72	75	60	61	66	78
Neither support nor oppose	13	13	10	11	17	15	8	9	6	10	14	13	13	13	12	12	17	11	16	16	15	9
Somewhat oppose	4	7	1	3	9	6	2	5	0	2	6	4	5	4	4	4	5	4	6	6	4	3
Strongly oppose	4	6	2	2	8	4	2	4	0	3	5	6	2	1	5	6	2	3	5	5	4	3
TOTAL OPPOSE	8	13	3	5	17	10	4	9	0	5	11	10	7	5	9	10	7	7	11	11	8	6
Don't know	10	4	8	5	7	5	8	5	6	6	6	8	13	25	13	4	4	7	14	12	11	7

Increasing alcohol duty, raising the tax paid on (for example) a bottle of wine by 50p, a 33cl bottle of beer by 7p, and a litre of vodka by £2.31
[Seen by; N=1639]

Strongly support	15	13	19	18	11	11	22	24	7	20	11	14	16	13	17	17	12	16	15	14	13	19
Somewhat support	22	27	28	23	14	21	28	29	32	29	21	19	26	11	24	23	24	24	20	17	22	27
TOTAL SUPPORT	37	40	47	41	25	32	50	53	39	49	32	33	42	24	41	40	36	40	35	31	35	46
Neither support nor oppose	18	16	17	19	16	17	16	14	16	16	19	20	17	19	18	16	20	17	21	21	18	16
Somewhat oppose	17	16	19	17	21	18	17	14	20	17	17	17	18	20	17	16	17	19	16	16	18	18
Strongly oppose	19	24	12	14	35	29	11	10	21	11	29	25	13	20	15	22	22	19	18	24	19	15
TOTAL OPPOSE	36	40	31	31	56	47	28	24	41	28	46	42	31	40	32	38	39	38	34	40	37	33
Don't know	8	4	5	9	3	4	5	8	4	7	3	5	10	17	9	4	5	5	11	8	9	5

A new levy on the profits of gambling companies
[Seen by; N=1662]

Strongly support	50	52	61	55	44	49	61	60	63	57	51	50	50	39	44	57	57	56	42	43	49	57
Somewhat support	28	35	24	29	32	32	25	24	21	27	30	30	26	22	30	24	30	26	30	31	29	25
TOTAL SUPPORT	78	87	85	84	76	81	86	84	84	84	81	80	76	61	74	81	87	82	72	74	78	82
Neither support nor oppose	10	5	7	7	12	10	5	7	12	6	9	10	9	18	10	9	5	8	12	12	10	8
Somewhat oppose	2	2	1	1	2	2	1	2	0	1	2	1	2	3	2	2	1	2	2	3	2	1
Strongly oppose	2	3	1	2	4	4	0	2	2	1	3	3	2	1	2	3	2	2	3	3	2	1
TOTAL OPPOSE	4	5	2	3	6	6	1	4	2	2	5	4	4	4	4	5	3	4	5	6	4	2
Don't know	8	3	6	6	5	4	7	4	2	7	4	5	11	16	11	4	4	7	10	8	9	8

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	%	%	%	%	%	%	%	%

Ending exemptions on stamp duty that some stock traders have when they buy UK government securities

[Seen by; N=1702]

Strongly support	21	21	17	22	25	16	25	21
Somewhat support	23	23	18	25	22	24	21	24
TOTAL SUPPORT	44	44	35	47	47	40	46	45
Neither support nor oppose	20	20	23	17	18	26	18	19
Somewhat oppose	6	7	5	4	7	3	8	8
Strongly oppose	5	5	7	6	4	5	7	5
TOTAL OPPOSE	11	12	12	10	11	8	15	13
Don't know	24	24	30	26	24	27	22	23

A new levy on the profits of tobacco companies

[Seen by; N=1660]

Strongly support	41	41	42	40	43	36	40	42
Somewhat support	27	28	22	25	25	31	27	29
TOTAL SUPPORT	68	69	64	65	68	67	67	71
Neither support nor oppose	13	12	18	15	14	12	10	12
Somewhat oppose	4	4	2	7	4	4	9	4
Strongly oppose	4	4	6	4	4	5	6	3
TOTAL OPPOSE	8	8	8	11	8	9	15	7
Don't know	10	10	10	9	11	12	8	10

Increasing alcohol duty, raising the tax paid on (for example) a bottle of wine by 50p, a 33cl bottle of beer by 7p, and a litre of vodka by £2.31

[Seen by; N=1639]

Strongly support	15	15	19	15	16	11	17	16
Somewhat support	22	22	22	24	20	27	23	21
TOTAL SUPPORT	37	37	41	39	36	38	40	37
Neither support nor oppose	18	19	15	17	21	15	17	19
Somewhat oppose	17	18	16	17	15	17	20	18
Strongly oppose	19	19	20	21	20	18	16	19
TOTAL OPPOSE	36	37	36	38	35	35	36	37
Don't know	8	8	8	6	8	11	6	6

A new levy on the profits of gambling companies

[Seen by; N=1662]

Strongly support	50	50	46	52	52	41	47	54
Somewhat support	28	28	18	28	27	33	26	28
TOTAL SUPPORT	78	78	64	80	79	74	73	82
Neither support nor oppose	10	10	11	7	10	9	12	9
Somewhat oppose	2	2	7	1	1	3	3	2
Strongly oppose	2	2	2	4	2	2	2	2
TOTAL OPPOSE	4	4	9	5	3	5	5	4
Don't know	8	8	15	7	9	12	10	5

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Unweighted Sample	4015	618	1093	454	586	1376	950	359	142	1582	1566	1813	2202	273	1631	1024	1087	2382	1633	1077	1667	1271
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Increasing fuel duty, raising the tax paid on the purchase of petrol, diesel, and LPG at the pumps

[Seen by; N=1663]

Strongly support	4	2	5	7	1	2	7	7	3	6	3	6	2	2	6	5	2	6	2	3	4	6
Somewhat support	9	6	13	9	2	3	14	15	8	13	5	9	8	13	9	9	7	12	5	6	8	13
TOTAL SUPPORT	13	8	18	16	3	5	21	22	11	19	8	15	10	15	15	14	9	18	7	9	12	19
Neither support nor oppose	13	8	16	12	9	7	16	15	10	16	8	14	12	19	15	11	9	13	13	12	12	15
Somewhat oppose	23	25	28	25	13	23	24	24	36	30	20	19	27	16	21	23	28	24	22	18	25	24
Strongly oppose	43	55	29	43	70	60	31	35	36	29	60	46	40	29	39	48	50	40	46	51	42	36
TOTAL OPPOSE	66	80	57	68	83	83	55	59	72	59	80	65	67	45	60	71	78	64	68	69	67	60
Don't know	8	5	9	5	4	4	7	4	8	6	4	6	11	21	11	5	2	5	12	10	10	5

Increasing national insurance tax paid by employees from 8p in the pound to 10p in the pound

[Seen by; N=1685]

Strongly support	6	3	7	10	6	6	6	7	12	8	6	8	4	6	5	5	8	6	6	4	7	6
Somewhat support	16	18	20	23	14	17	20	24	20	21	17	16	17	6	14	16	26	19	12	15	15	19
TOTAL SUPPORT	22	21	27	33	20	23	26	31	32	29	23	24	21	12	19	21	34	25	18	19	22	25
Neither support nor oppose	20	22	19	18	16	20	21	25	25	21	21	22	19	15	18	21	26	18	23	23	19	20
Somewhat oppose	21	21	24	20	20	22	22	18	25	23	20	19	24	25	21	24	17	23	19	21	20	24
Strongly oppose	26	31	20	18	41	30	23	19	13	21	30	29	24	23	31	29	17	27	26	26	29	24
TOTAL OPPOSE	47	52	44	38	61	52	45	37	38	44	50	48	48	48	52	53	34	50	45	47	49	48
Don't know	10	5	10	11	3	5	8	8	5	7	6	7	12	25	11	5	6	7	14	11	10	8

And to what extent would you personally support or oppose the Labour government introducing each of the following economic policies, **if the money was used to increase public spending, including investment in public services?*

Raise capital gains tax (CGT) so it is the same level as income tax, increasing the tax paid on income from wealth (e.g shares, property)

[Seen by; N=1693]

Strongly support	21	6	32	28	9	11	38	24	20	29	14	23	19	18	23	21	19	22	20	16	20	27
Somewhat support	24	27	31	30	21	26	24	33	43	26	26	23	24	18	21	23	32	25	22	23	23	25
TOTAL SUPPORT	45	33	63	58	30	37	62	57	63	55	40	46	43	36	44	44	51	47	42	39	43	52
Neither support nor oppose	18	23	14	18	21	20	13	20	17	15	21	19	17	13	16	23	18	16	21	22	19	14
Somewhat oppose	11	21	7	6	13	17	4	8	11	9	13	11	10	12	9	13	10	12	9	10	11	11
Strongly oppose	9	15	3	6	22	13	4	8	1	6	13	11	8	8	10	9	9	10	8	7	9	12
TOTAL OPPOSE	20	36	10	12	35	30	8	16	12	15	26	22	18	20	19	22	19	22	17	17	20	23
Don't know	17	8	12	12	14	13	16	7	7	14	12	12	21	32	21	11	11	14	20	22	18	12

Sample Size: 4015 adults in GB (18+)
Fieldwork: 9th - 10th September 2024

	Country			Region in England				
	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4015	3459	217	340	956	682	405	1416
Unweighted Sample	4015	3463	213	339	963	679	399	1422
	%	%	%	%	%	%	%	%

Increasing fuel duty, raising the tax paid on the purchase of petrol, diesel, and LPG at the pumps

[Seen by; N=1663]

Strongly support	4	4	7	4	5	1	12	3
Somewhat support	9	9	8	9	13	5	14	7
TOTAL SUPPORT	13	13	15	13	18	6	26	10
Neither support nor oppose	13	13	10	16	16	11	18	10
Somewhat oppose	23	22	34	26	17	25	21	24
Strongly oppose	43	43	36	42	41	47	24	48
TOTAL OPPOSE	66	65	70	68	58	72	45	72
Don't know	8	9	6	4	9	10	11	7

Increasing national insurance tax paid by employees from 8p in the pound to 10p in the pound

[Seen by; N=1685]

Strongly support	6	6	6	7	5	5	5	6
Somewhat support	16	16	25	14	15	15	16	18
TOTAL SUPPORT	22	22	31	21	20	20	21	24
Neither support nor oppose	20	20	18	20	21	17	22	21
Somewhat oppose	21	22	14	25	22	19	21	23
Strongly oppose	26	26	28	26	27	31	22	25
TOTAL OPPOSE	47	48	42	51	49	50	43	48
Don't know	10	10	9	9	9	13	14	7

And to what extent would you personally support or oppose the Labour government introducing each of the following economic policies, **if the money was used to increase public spending, including investment in public services?*

Raise capital gains tax (CGT) so it is the same level as income tax, increasing the tax paid on income from wealth (e.g shares, property)

[Seen by; N=1693]

Strongly support	21	21	28	17	27	14	21	20
Somewhat support	24	24	20	25	20	25	23	26
TOTAL SUPPORT	45	45	48	42	47	39	44	46
Neither support nor oppose	18	18	16	15	15	22	18	19
Somewhat oppose	11	10	13	15	11	9	11	10
Strongly oppose	9	10	6	11	9	8	10	10
TOTAL OPPOSE	20	20	19	26	20	17	21	20
Don't know	17	17	15	17	17	21	17	15

Sample Size: 4015 adults in GB (18+)
Fieldwork: 9th - 10th September 2024

	Vote in 2024 GE					Vote in 2019 GE			Con - Lab Switchers	2016 EU Ref		Gender		Age				Social Grade		Education			
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem		Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Low	Medium	High	
Weighted Sample	4015	568	1047	434	580	1285	893	328	133	1415	1495	1943	2072	422	1658	992	943	2289	1726	1097	1591	1327	
Unweighted Sample	4015	618	1093	454	586	1376	950	359	142	1582	1566	1813	2202	273	1631	1024	1087	2382	1633	1077	1667	1271	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Cap the level of tax relief on pension contributions at 30%, reducing pension tax breaks for people paying the higher income tax rate

[Seen by; N=1688]

Strongly support	13	5	20	18	8	8	23	19	11	19	10	15	11	3	15	15	11	15	10	8	10	20
Somewhat support	27	30	37	30	22	26	30	35	37	30	26	27	26	29	24	27	30	28	25	25	27	28
TOTAL SUPPORT	40	35	57	48	30	34	53	54	48	49	36	42	37	32	39	42	41	43	35	33	37	48
Neither support nor oppose	22	23	17	18	25	23	18	16	26	18	26	23	20	18	19	24	26	19	25	29	21	17
Somewhat oppose	8	13	5	7	15	14	4	7	7	8	11	9	8	5	8	9	10	10	6	9	8	9
Strongly oppose	8	15	4	6	13	13	5	8	3	5	11	9	6	6	7	8	9	9	6	5	9	8
TOTAL OPPOSE	16	28	9	13	28	27	9	15	10	13	22	18	14	11	15	17	19	19	12	14	17	17
Don't know	23	13	17	20	18	17	21	15	16	21	16	16	29	38	28	16	14	19	28	24	25	18

Introducing national insurance contribution (NIC) tax on investment income, which is gained through things such as shares, dividends, and rental income

[Seen by; N=1711]

Strongly support	20	7	29	23	10	12	36	23	18	28	14	23	17	18	22	22	16	23	16	14	17	28
Somewhat support	23	25	31	34	16	21	31	33	32	29	19	21	25	20	21	24	28	24	22	25	23	21
TOTAL SUPPORT	43	32	60	57	26	33	67	56	50	57	33	44	42	38	43	46	44	47	38	39	40	49
Neither support nor oppose	18	17	17	14	21	20	12	14	22	14	22	19	18	17	18	18	20	16	22	24	17	15
Somewhat oppose	11	19	9	10	17	17	6	13	12	9	15	12	11	7	10	13	14	12	10	11	12	10
Strongly oppose	12	22	5	10	22	20	5	11	7	8	18	15	9	9	10	15	14	13	11	9	13	14
TOTAL OPPOSE	23	41	14	20	39	37	11	24	19	17	33	27	20	16	20	28	28	25	21	20	25	24
Don't know	15	11	10	10	13	11	9	7	8	11	13	10	20	29	20	8	8	12	19	16	17	12

Ending the exemption some shares get from inheritance tax (shares listed on the Alternative Investment Market are currently exempt from inheritance tax)

[Seen by; N=1680]

Strongly support	20	10	30	31	8	12	33	29	17	31	12	23	18	18	21	21	19	24	15	13	18	29
Somewhat support	22	26	27	28	18	23	27	30	35	25	25	22	22	10	21	25	26	23	20	21	21	24
TOTAL SUPPORT	42	36	57	59	26	35	60	59	52	56	37	45	40	28	42	46	45	47	35	34	39	53
Neither support nor oppose	19	21	17	12	23	22	13	17	19	15	23	20	18	13	17	20	23	18	20	23	20	14
Somewhat oppose	9	12	5	5	17	15	5	5	11	5	13	9	9	9	8	11	10	8	10	11	9	7
Strongly oppose	7	15	2	2	12	11	2	6	2	4	10	9	5	6	6	6	8	8	6	6	7	7
TOTAL OPPOSE	16	27	7	7	29	26	7	11	13	9	23	18	14	15	14	17	18	16	16	17	16	14
Don't know	23	16	20	23	22	17	21	13	16	19	17	17	28	43	26	16	14	19	29	26	24	19

Sample Size: 4015 adults in GB (18+)
Fieldwork: 9th - 10th September 2024

	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4015	3459	217	340	956	682	405	1416
Unweighted Sample	4015	3463	213	339	963	679	399	1422
	%	%	%	%	%	%	%	%

Cap the level of tax relief on pension contributions at 30%, reducing pension tax breaks for people paying the higher income tax rate

[Seen by; N=1688]

Strongly support	13	12	19	16	16	9	10	12
Somewhat support	27	27	27	27	28	25	23	28
TOTAL SUPPORT	40	39	46	43	44	34	33	40
Neither support nor oppose	22	22	15	20	19	20	22	26
Somewhat oppose	8	8	9	9	7	9	7	9
Strongly oppose	8	8	6	6	6	7	15	7
TOTAL OPPOSE	16	16	15	15	13	16	22	16
Don't know	23	23	23	23	23	29	23	18

Introducing national insurance contribution (NIC) tax on investment income, which is gained through things such as shares, dividends, and rental income

[Seen by; N=1711]

Strongly support	20	19	23	27	21	17	18	19
Somewhat support	23	24	21	17	24	22	25	24
TOTAL SUPPORT	43	43	44	44	45	39	43	43
Neither support nor oppose	18	19	17	18	15	22	14	21
Somewhat oppose	11	12	13	7	13	11	13	11
Strongly oppose	12	12	9	10	12	14	15	12
TOTAL OPPOSE	23	24	22	17	25	25	28	23
Don't know	15	14	17	20	16	15	15	13

Ending the exemption some shares get from inheritance tax (shares listed on the Alternative Investment Market are currently exempt from inheritance tax)

[Seen by; N=1680]

Strongly support	20	20	17	23	26	16	19	19
Somewhat support	22	22	23	18	21	20	24	24
TOTAL SUPPORT	42	42	40	41	47	36	43	43
Neither support nor oppose	19	20	11	18	19	24	14	19
Somewhat oppose	9	9	11	10	7	8	11	10
Strongly oppose	7	7	3	7	5	7	9	8
TOTAL OPPOSE	16	16	14	17	12	15	20	18
Don't know	23	22	35	25	20	25	24	20

Sample Size: 4015 adults in GB (18+)
Fieldwork: 9th - 10th September 2024

	Vote in 2024 GE					Vote in 2019 GE			Con - Lab Switchers	2016 EU Ref		Gender		Age				Social Grade		Education			
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem		Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Low	Medium	High	
Weighted Sample	4015	568	1047	434	580	1285	893	328	133	1415	1495	1943	2072	422	1658	992	943	2289	1726	1097	1591	1327	
Unweighted Sample	4015	618	1093	454	586	1376	950	359	142	1582	1566	1813	2202	273	1631	1024	1087	2382	1633	1077	1667	1271	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Capping the exemption on inheritance tax you get when transferring business and agricultural property within families (capping it at £500,000)

[Seen by; N=1636]

Strongly support	13	5	21	18	10	7	23	15	13	19	10	16	11	10	14	17	11	15	11	9	11	20
Somewhat support	24	25	32	29	18	22	31	29	35	30	22	24	23	16	25	23	25	25	21	22	23	25
TOTAL SUPPORT	37	30	53	47	28	29	54	44	48	49	32	40	34	26	39	40	36	40	32	31	34	45
Neither support nor oppose	23	23	18	18	27	27	17	19	24	18	29	24	22	22	21	24	27	21	27	30	24	17
Somewhat oppose	9	12	6	12	12	13	6	14	7	9	10	10	8	8	7	10	12	10	8	8	9	10
Strongly oppose	9	19	4	7	14	15	4	10	9	7	13	12	7	8	9	10	10	11	7	8	9	11
TOTAL OPPOSE	18	31	10	19	26	28	10	24	16	16	23	22	15	16	16	20	22	21	15	16	18	21
Don't know	21	16	18	17	20	15	19	13	13	17	16	14	28	36	25	15	14	17	26	24	23	17

Increasing the rate of stamp duty on share buybacks - the tax large companies pay when they buy back their own shares from their investors

[Seen by; N=1656]

Strongly support	27	17	41	33	15	19	46	34	37	38	21	27	28	16	29	31	26	31	23	22	27	33
Somewhat support	26	31	25	32	27	31	26	34	23	29	29	27	25	16	22	32	31	27	25	24	25	28
TOTAL SUPPORT	53	48	66	65	42	50	72	68	60	67	50	54	53	32	51	63	57	58	48	46	52	61
Neither support nor oppose	16	20	13	11	21	19	11	12	20	13	19	17	15	15	15	15	18	14	18	19	16	12
Somewhat oppose	6	10	4	5	6	8	3	4	7	5	6	7	4	6	5	5	6	6	4	6	5	6
Strongly oppose	5	8	0	1	13	7	1	3	0	2	7	8	2	6	4	5	5	5	5	5	6	4
TOTAL OPPOSE	11	18	4	6	19	15	4	7	7	7	13	15	6	12	9	10	11	11	9	11	11	10
Don't know	21	14	16	18	18	16	14	13	13	13	17	15	26	41	25	13	13	17	25	24	21	17

Ending exemptions on stamp duty that some stock traders have when they buy UK government securities

[Seen by; N=1702]

Strongly support	25	12	35	36	15	18	42	36	37	36	19	28	23	17	27	30	21	29	20	18	24	34
Somewhat support	24	32	26	28	28	28	25	24	30	27	26	25	23	14	22	24	31	24	23	22	24	25
TOTAL SUPPORT	49	44	61	64	43	46	67	60	67	63	45	53	46	31	49	54	52	53	43	40	48	59
Neither support nor oppose	18	17	13	10	23	20	10	12	14	12	21	19	17	24	15	19	18	16	21	24	17	13
Somewhat oppose	6	8	5	6	8	8	4	5	6	5	6	6	5	5	5	5	8	6	6	6	6	6
Strongly oppose	6	13	2	2	11	10	2	6	5	4	9	8	4	1	6	7	7	6	6	6	5	6
TOTAL OPPOSE	12	21	7	8	19	18	6	11	11	9	15	14	9	6	11	12	15	12	12	12	11	12
Don't know	21	19	18	18	15	16	17	16	9	17	19	15	28	38	25	15	15	19	24	24	24	16

Sample Size: 4015 adults in GB (18+)
Fieldwork: 9th - 10th September 2024

	Country			Region in England				
Total	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4015	3459	217	340	956	682	405	1416
Unweighted Sample	4015	3463	213	339	963	679	399	1422
	%	%	%	%	%	%	%	%

Capping the exemption on inheritance tax you get when transferring business and agricultural property within families (capping it at £500,000)

[Seen by; N=1636]

Strongly support	13	14	7	16	18	12	14	11
Somewhat support	24	23	29	23	21	25	24	24
TOTAL SUPPORT	37	37	36	39	39	37	38	35
Neither support nor oppose	23	23	29	22	22	22	22	25
Somewhat oppose	9	10	4	5	9	8	9	11
Strongly oppose	9	9	7	13	8	10	12	9
TOTAL OPOSE	18	19	11	18	17	18	21	20
Don't know	21	21	25	21	22	23	20	19

Increasing the rate of stamp duty on share buybacks - the tax large companies pay when they buy back their own shares from their investors

[Seen by; N=1656]

Strongly support	27	27	26	32	34	23	26	24
Somewhat support	26	27	21	22	25	23	27	29
TOTAL SUPPORT	53	54	47	54	59	46	53	53
Neither support nor oppose	16	16	17	16	14	19	10	17
Somewhat oppose	6	5	6	7	4	7	5	6
Strongly oppose	5	4	8	6	4	4	5	4
TOTAL OPOSE	11	9	14	13	8	11	10	10
Don't know	21	21	22	17	19	24	27	19

Ending exemptions on stamp duty that some stock traders have when they buy UK government securities

[Seen by; N=1702]

Strongly support	25	26	21	27	31	19	29	25
Somewhat support	24	24	22	22	22	24	24	26
TOTAL SUPPORT	49	50	43	49	53	43	53	51
Neither support nor oppose	18	18	16	16	17	22	14	17
Somewhat oppose	6	6	7	6	6	4	6	6
Strongly oppose	6	6	7	6	3	6	6	7
TOTAL OPOSE	12	12	14	12	9	10	12	13
Don't know	21	21	28	23	21	24	21	19

Sample Size: 4015 adults in GB (18+)
Fieldwork: 9th - 10th September 2024

	Vote in 2024 GE					Vote in 2019 GE			Con - Lab Switchers	2016 EU Ref		Gender		Age				Social Grade		Education		
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem		Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Low	Medium	High
Weighted Sample	4015	568	1047	434	580	1285	893	328	133	1415	1495	1943	2072	422	1658	992	943	2289	1726	1097	1591	1327
Unweighted Sample	4015	618	1093	454	586	1376	950	359	142	1582	1566	1813	2202	273	1631	1024	1087	2382	1633	1077	1667	1271
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A new levy on the profits of tobacco companies
[Seen by; N=1660]

Strongly support	45	40	56	56	35	43	59	61	57	58	43	48	42	29	44	50	49	52	36	37	40	58
Somewhat support	23	29	23	24	21	25	22	20	28	21	23	21	24	27	20	24	24	22	23	23	25	19
TOTAL SUPPORT	68	69	79	80	56	68	81	81	85	79	66	69	66	56	64	74	73	74	59	60	65	77
Neither support nor oppose	12	11	7	11	17	15	8	5	7	7	14	14	11	14	12	9	14	10	15	17	12	8
Somewhat oppose	4	6	1	3	9	6	1	4	3	2	5	4	4	3	4	5	4	4	4	4	4	3
Strongly oppose	5	7	3	2	9	5	2	5	0	3	6	5	4	1	5	6	4	4	5	6	5	3
TOTAL OPPOSE	9	13	4	5	18	11	3	9	3	5	11	9	8	4	9	11	8	8	9	10	9	6
Don't know	12	6	9	4	9	6	9	4	5	8	8	9	15	27	15	5	6	8	16	13	14	9

Increasing alcohol duty, raising the tax paid on (for example) a bottle of wine by 50p, a 33cl bottle of beer by 7p, and a litre of vodka by £2.31

[Seen by; N=1639]

Strongly support	21	20	26	28	12	16	27	38	11	28	16	20	22	15	22	23	20	23	19	17	19	27
Somewhat support	20	25	24	28	13	21	26	21	26	26	19	17	23	13	21	21	22	23	17	17	20	24
TOTAL SUPPORT	41	45	50	56	25	37	53	59	37	54	35	37	45	28	43	44	42	46	36	34	39	51
Neither support nor oppose	16	12	17	12	17	15	15	17	25	13	17	17	16	17	17	15	17	14	20	19	17	14
Somewhat oppose	13	13	12	11	15	15	13	8	12	14	14	14	12	15	11	14	14	15	11	11	14	14
Strongly oppose	19	24	11	13	34	27	10	10	19	10	28	25	13	21	14	23	22	18	19	25	18	14
TOTAL OPPOSE	32	37	23	24	49	42	23	18	31	24	42	39	25	36	25	37	36	33	30	36	32	28
Don't know	11	5	9	8	8	6	9	6	7	9	7	7	14	19	14	6	6	8	15	12	12	7

A new levy on the profits of gambling companies
[Seen by; N=1662]

Strongly support	52	52	64	60	42	50	65	62	65	60	52	52	52	38	47	60	57	58	44	44	50	60
Somewhat support	22	33	19	23	23	26	17	24	22	23	23	23	22	19	22	21	26	21	24	25	22	21
TOTAL SUPPORT	74	85	83	83	65	76	82	86	87	83	75	75	74	57	69	81	83	79	68	69	72	81
Neither support nor oppose	10	6	8	6	15	11	5	5	10	6	10	11	9	18	10	8	8	8	12	14	9	7
Somewhat oppose	2	1	1	1	2	3	1	1	0	1	3	2	2	2	2	2	1	1	3	3	2	1
Strongly oppose	3	4	1	1	7	4	0	3	0	1	4	4	2	3	3	3	3	3	3	3	3	3
TOTAL OPPOSE	5	5	2	2	9	7	1	4	0	2	7	6	4	5	5	5	4	4	6	6	5	4
Don't know	11	4	8	8	11	7	11	5	3	9	7	8	14	20	15	6	5	8	15	12	12	9

Increasing fuel duty, raising the tax paid on the purchase of petrol, diesel, and LPG at the pumps

[Seen by; N=1663]

Strongly support	6	1	9	10	2	2	11	10	3	10	3	8	4	5	7	6	4	8	3	4	5	10
Somewhat support	11	8	17	11	4	5	19	17	10	18	5	12	11	15	12	9	10	14	8	8	8	17
TOTAL SUPPORT	17	9	26	21	6	7	30	27	13	28	8	20	15	20	19	15	14	22	11	12	13	27
Neither support nor oppose	15	9	16	16	10	10	15	19	15	16	12	15	14	18	16	13	12	15	14	13	15	17
Somewhat oppose	18	22	20	22	13	20	16	19	32	21	18	16	21	20	15	18	23	18	19	16	22	16
Strongly oppose	39	53	29	35	63	56	28	32	38	27	55	43	35	20	35	46	46	38	41	45	39	33
TOTAL OPPOSE	57	75	49	57	76	76	44	51	70	48	73	59	56	40	50	64	69	56	60	61	61	49
Don't know	11	7	9	6	8	7	10	3	2	7	6	7	15	21	14	7	5	7	15	14	11	7

Sample Size: 4015 adults in GB (18+)
Fieldwork: 9th - 10th September 2024

	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4015	3459	217	340	956	682	405	1416
Unweighted Sample	4015	3463	213	339	963	679	399	1422
	%	%	%	%	%	%	%	%

A new levy on the profits of tobacco companies
[Seen by; N=1660]

Strongly support	45	45	41	48	48	42	42	45
Somewhat support	23	23	23	22	20	22	22	25
TOTAL SUPPORT	68	68	64	70	68	64	64	70
Neither support nor oppose	12	12	11	11	13	14	11	11
Somewhat oppose	4	4	4	5	3	4	6	3
Strongly oppose	5	4	5	5	4	4	7	4
TOTAL OPPOSE	9	8	9	10	7	8	13	7
Don't know	12	12	16	10	12	14	11	10

Increasing alcohol duty, raising the tax paid on (for example) a bottle of wine by 50p, a 33cl bottle of beer by 7p, and a litre of vodka by £2.31

[Seen by; N=1639]

Strongly support	21	21	20	25	22	19	20	21
Somewhat support	20	21	17	18	19	21	24	21
TOTAL SUPPORT	41	42	37	43	41	40	44	42
Neither support nor oppose	16	17	15	11	19	16	16	17
Somewhat oppose	13	13	15	13	11	13	17	13
Strongly oppose	19	18	21	23	20	15	15	19
TOTAL OPPOSE	32	31	36	36	31	28	32	32
Don't know	11	11	12	11	10	15	8	10

A new levy on the profits of gambling companies
[Seen by; N=1662]

Strongly support	52	52	40	54	55	42	49	56
Somewhat support	22	23	19	21	23	28	20	21
TOTAL SUPPORT	74	75	59	75	78	70	69	77
Neither support nor oppose	10	10	10	10	8	11	10	10
Somewhat oppose	2	2	3	2	2	3	3	1
Strongly oppose	3	3	6	4	2	3	5	3
TOTAL OPPOSE	5	5	9	6	4	6	8	4
Don't know	11	11	20	10	10	14	14	8

Increasing fuel duty, raising the tax paid on the purchase of petrol, diesel, and LPG at the pumps

[Seen by; N=1663]

Strongly support	6	6	11	4	7	2	14	5
Somewhat support	11	11	11	13	14	7	18	9
TOTAL SUPPORT	17	17	22	17	21	9	32	14
Neither support nor oppose	15	15	10	17	15	12	21	14
Somewhat oppose	18	17	28	22	16	21	12	18
Strongly oppose	39	40	33	33	37	45	24	43
TOTAL OPPOSE	57	57	61	55	53	66	36	61
Don't know	11	11	7	10	11	13	11	10

Sample Size: 4015 adults in GB (18+)
Fieldwork: 9th - 10th September 2024

	Vote in 2024 GE				Vote in 2019 GE			Con - Lab Switchers	2016 EU Ref		Gender		Age				Social Grade		Education				
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab		Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Low	Medium	High	
Weighted Sample	4015	568	1047	434	580	1285	893	328	133	1415	1495	1943	2072	422	1658	992	943	2289	1726	1097	1591	1327	
Unweighted Sample	4015	618	1093	454	586	1376	950	359	142	1582	1566	1813	2202	273	1631	1024	1087	2382	1633	1077	1667	1271	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Increasing national insurance tax paid by employees from 8p in the pound to 10p in the pound

[Seen by; N=1685]

Strongly support	8	5	9	15	7	7	11	12	8	12	7	9	7	6	6	8	13	9	6	6	8	10
Somewhat support	20	20	23	25	16	19	27	24	18	24	20	18	21	13	18	19	27	22	17	17	18	24
TOTAL SUPPORT	28	25	32	40	23	26	38	36	26	36	27	27	28	19	24	27	40	31	23	23	26	34
Neither support nor oppose	20	20	21	23	15	19	17	28	36	20	20	23	18	18	19	20	23	18	23	24	19	19
Somewhat oppose	17	19	19	13	15	19	15	12	18	17	18	17	18	18	17	18	15	18	16	16	17	18
Strongly oppose	24	31	17	14	41	29	20	17	16	19	29	27	21	18	26	28	18	25	23	26	26	20
TOTAL OPPOSE	41	50	36	27	56	48	35	29	34	36	47	44	39	36	43	46	33	43	39	42	43	38
Don't know	11	5	11	11	5	6	9	8	4	8	7	7	15	27	13	6	4	8	15	12	12	9

*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.

Sample Size: 4015 adults in GB (18+)
Fieldwork: 9th - 10th September 2024

	Country			Region in England				
	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4015	3459	217	340	956	682	405	1416
Unweighted Sample	4015	3463	213	339	963	679	399	1422
	%	%	%	%	%	%	%	%

Increasing national insurance tax paid by employees from 8p in the pound to 10p in the pound

[Seen by; N=1685]

Strongly support	8	7	15	12	9	5	5	7
Somewhat support	20	20	26	14	19	17	23	21
TOTAL SUPPORT	28	27	41	26	28	22	28	28
Neither support nor oppose	20	21	16	18	19	21	22	21
Somewhat oppose	17	17	12	22	17	15	16	18
Strongly oppose	24	24	25	23	25	28	20	23
TOTAL OPPOSE	41	41	37	45	42	43	36	41
Don't know	11	11	6	11	11	14	15	9

**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.*