

## YouGov - Tax Fairness

Sample Size: 1670 adults in GB  
Fieldwork: 4th - 5th October 2021

	Vote in 2019 GE			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>	<b>1670</b>	<b>566</b>	<b>414</b>	<b>150</b>	<b>620</b>	<b>661</b>	<b>812</b>	<b>858</b>	<b>182</b>	<b>696</b>	<b>402</b>	<b>389</b>	<b>952</b>	<b>718</b>	<b>200</b>	<b>561</b>	<b>362</b>	<b>402</b>	<b>144</b>
<b>Unweighted Sample</b>	<b>1670</b>	<b>566</b>	<b>422</b>	<b>152</b>	<b>678</b>	<b>663</b>	<b>716</b>	<b>954</b>	<b>145</b>	<b>661</b>	<b>425</b>	<b>439</b>	<b>981</b>	<b>689</b>	<b>200</b>	<b>596</b>	<b>316</b>	<b>411</b>	<b>147</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How fair or unfair do you think the following types of taxation are?

### VAT

Very fair	3	3	3	2	2	3	4	1	6	2	2	2	4	1	5	4	1	2	1
Fair	31	34	33	42	38	29	34	29	39	33	32	25	37	24	29	35	27	32	31
<b>TOTAL FAIR</b>	<b>34</b>	<b>37</b>	<b>36</b>	<b>44</b>	<b>40</b>	<b>32</b>	<b>38</b>	<b>30</b>	<b>45</b>	<b>35</b>	<b>34</b>	<b>27</b>	<b>41</b>	<b>25</b>	<b>34</b>	<b>39</b>	<b>28</b>	<b>34</b>	<b>32</b>
Neither	28	30	28	25	28	28	26	29	17	26	31	33	27	28	31	27	28	26	29
Unfair	19	20	16	20	18	23	19	18	4	17	23	23	15	23	14	18	21	20	17
Very unfair	9	9	11	8	7	11	11	7	6	9	8	12	8	11	9	8	11	8	11
<b>TOTAL UNFAIR</b>	<b>28</b>	<b>29</b>	<b>27</b>	<b>28</b>	<b>25</b>	<b>34</b>	<b>30</b>	<b>25</b>	<b>10</b>	<b>26</b>	<b>31</b>	<b>35</b>	<b>23</b>	<b>34</b>	<b>23</b>	<b>26</b>	<b>32</b>	<b>28</b>	<b>28</b>
Not sure	11	5	9	3	8	6	6	15	28	13	4	5	8	13	11	8	12	12	11

### Inheritance tax

Very fair	6	4	8	8	8	6	6	7	7	5	4	10	6	7	7	5	8	4	11
Fair	17	17	20	23	21	15	20	13	17	15	20	17	20	12	20	17	15	16	19
<b>TOTAL FAIR</b>	<b>23</b>	<b>21</b>	<b>28</b>	<b>31</b>	<b>29</b>	<b>21</b>	<b>26</b>	<b>20</b>	<b>24</b>	<b>20</b>	<b>24</b>	<b>27</b>	<b>26</b>	<b>19</b>	<b>27</b>	<b>22</b>	<b>23</b>	<b>20</b>	<b>30</b>
Neither	17	19	17	14	17	18	18	16	14	15	19	21	17	17	14	18	18	18	13
Unfair	26	28	20	31	26	25	25	26	27	25	29	23	25	26	23	27	27	25	21
Very unfair	19	20	18	14	16	23	19	18	9	24	16	17	19	19	23	20	16	18	16
<b>TOTAL UNFAIR</b>	<b>45</b>	<b>48</b>	<b>38</b>	<b>45</b>	<b>42</b>	<b>48</b>	<b>44</b>	<b>44</b>	<b>36</b>	<b>49</b>	<b>45</b>	<b>40</b>	<b>44</b>	<b>45</b>	<b>46</b>	<b>47</b>	<b>43</b>	<b>43</b>	<b>37</b>
Not sure	16	11	17	9	13	13	11	20	26	17	12	13	13	19	13	14	15	18	19

### Income tax

Very fair	5	5	7	11	8	3	7	4	8	5	5	6	7	3	7	6	3	5	4
Fair	35	42	34	45	40	37	37	32	25	31	44	37	39	29	35	36	33	34	37
<b>TOTAL FAIR</b>	<b>40</b>	<b>47</b>	<b>41</b>	<b>56</b>	<b>48</b>	<b>40</b>	<b>44</b>	<b>36</b>	<b>33</b>	<b>36</b>	<b>49</b>	<b>43</b>	<b>46</b>	<b>32</b>	<b>42</b>	<b>42</b>	<b>36</b>	<b>39</b>	<b>41</b>
Neither	21	26	16	22	19	24	20	22	16	18	23	26	20	23	19	24	19	22	15
Unfair	19	15	22	13	18	18	20	18	19	22	15	18	18	21	19	17	24	18	21
Very unfair	10	8	14	6	9	11	10	10	8	13	8	8	8	12	8	9	11	9	14
<b>TOTAL UNFAIR</b>	<b>29</b>	<b>23</b>	<b>36</b>	<b>19</b>	<b>27</b>	<b>29</b>	<b>30</b>	<b>28</b>	<b>27</b>	<b>35</b>	<b>23</b>	<b>26</b>	<b>26</b>	<b>33</b>	<b>27</b>	<b>26</b>	<b>35</b>	<b>27</b>	<b>35</b>
Not sure	10	5	8	2	7	7	6	14	24	12	4	6	8	12	11	9	11	10	8

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	Vote in 2019 GE			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>	<b>1670</b>	<b>566</b>	<b>414</b>	<b>150</b>	<b>620</b>	<b>661</b>	<b>812</b>	<b>858</b>	<b>182</b>	<b>696</b>	<b>402</b>	<b>389</b>	<b>952</b>	<b>718</b>	<b>200</b>	<b>561</b>	<b>362</b>	<b>402</b>	<b>144</b>
<b>Unweighted Sample</b>	<b>1670</b>	<b>566</b>	<b>422</b>	<b>152</b>	<b>678</b>	<b>663</b>	<b>716</b>	<b>954</b>	<b>145</b>	<b>661</b>	<b>425</b>	<b>439</b>	<b>981</b>	<b>689</b>	<b>200</b>	<b>596</b>	<b>316</b>	<b>411</b>	<b>147</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Council tax</b>																			
Very fair	2	2	2	3	2	2	2	3	4	2	0	3	2	2	1	2	3	2	2
Fair	25	27	28	32	32	21	27	23	31	26	27	19	30	19	29	26	22	24	25
<b>TOTAL FAIR</b>	<b>27</b>	<b>29</b>	<b>30</b>	<b>35</b>	<b>34</b>	<b>23</b>	<b>29</b>	<b>26</b>	<b>35</b>	<b>28</b>	<b>27</b>	<b>22</b>	<b>32</b>	<b>21</b>	<b>30</b>	<b>28</b>	<b>25</b>	<b>26</b>	<b>27</b>
Neither	20	25	14	25	20	22	20	20	17	17	25	22	21	19	19	25	18	18	16
Unfair	27	27	27	24	26	28	27	27	15	27	30	30	24	30	31	25	28	28	23
Very unfair	18	15	22	13	15	22	18	17	8	20	15	21	15	21	13	15	17	20	27
<b>TOTAL UNFAIR</b>	<b>45</b>	<b>42</b>	<b>49</b>	<b>37</b>	<b>41</b>	<b>50</b>	<b>45</b>	<b>44</b>	<b>23</b>	<b>47</b>	<b>45</b>	<b>51</b>	<b>39</b>	<b>51</b>	<b>44</b>	<b>40</b>	<b>45</b>	<b>48</b>	<b>50</b>
Not sure	8	3	7	4	5	5	6	10	26	8	4	4	7	10	7	7	11	8	7
<b>Tax on petrol and diesel</b>																			
Very fair	5	3	8	10	8	4	7	4	12	6	4	3	8	3	16	6	4	2	4
Fair	27	27	34	30	36	21	28	26	29	28	28	23	33	19	27	30	21	29	22
<b>TOTAL FAIR</b>	<b>32</b>	<b>30</b>	<b>42</b>	<b>40</b>	<b>44</b>	<b>25</b>	<b>35</b>	<b>30</b>	<b>41</b>	<b>34</b>	<b>32</b>	<b>26</b>	<b>41</b>	<b>22</b>	<b>43</b>	<b>36</b>	<b>25</b>	<b>31</b>	<b>26</b>
Neither	20	22	20	18	19	21	19	21	18	19	20	24	20	21	20	19	23	19	23
Unfair	25	28	19	24	21	31	24	25	9	23	32	27	22	29	20	25	29	23	27
Very unfair	13	15	10	14	9	18	15	10	6	12	13	16	9	17	6	12	13	16	15
<b>TOTAL UNFAIR</b>	<b>38</b>	<b>43</b>	<b>29</b>	<b>38</b>	<b>30</b>	<b>49</b>	<b>39</b>	<b>35</b>	<b>15</b>	<b>35</b>	<b>45</b>	<b>43</b>	<b>31</b>	<b>46</b>	<b>26</b>	<b>37</b>	<b>42</b>	<b>39</b>	<b>42</b>
Not sure	10	5	9	4	7	6	7	13	25	11	5	6	9	12	11	9	10	12	9
<b>Tax on cigarettes and tobacco</b>																			
Very fair	42	46	46	58	49	42	44	41	39	41	39	49	48	35	44	46	41	40	35
Fair	29	26	31	29	33	26	28	30	25	27	33	29	31	26	30	29	26	28	33
<b>TOTAL FAIR</b>	<b>71</b>	<b>72</b>	<b>77</b>	<b>87</b>	<b>82</b>	<b>68</b>	<b>72</b>	<b>71</b>	<b>64</b>	<b>68</b>	<b>72</b>	<b>78</b>	<b>79</b>	<b>61</b>	<b>74</b>	<b>75</b>	<b>67</b>	<b>68</b>	<b>68</b>
Neither	10	13	7	6	5	14	11	9	7	9	13	11	7	14	6	10	10	12	11
Unfair	6	4	4	2	4	6	5	6	7	6	6	4	4	8	7	4	8	5	6
Very unfair	6	6	5	4	3	7	6	5	4	7	5	4	4	7	6	5	5	5	9
<b>TOTAL UNFAIR</b>	<b>12</b>	<b>10</b>	<b>9</b>	<b>6</b>	<b>7</b>	<b>13</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>13</b>	<b>11</b>	<b>8</b>	<b>8</b>	<b>15</b>	<b>13</b>	<b>9</b>	<b>13</b>	<b>10</b>	<b>15</b>
Not sure	8	5	6	1	6	6	6	10	18	9	5	4	6	10	8	6	10	10	6
<b>Tax on alcohol</b>																			
Very fair	19	17	21	30	23	17	17	21	23	20	14	21	22	15	24	20	18	18	14
Fair	40	44	42	42	48	36	38	42	36	37	46	41	45	34	37	42	38	40	40
<b>TOTAL FAIR</b>	<b>59</b>	<b>61</b>	<b>63</b>	<b>72</b>	<b>71</b>	<b>53</b>	<b>55</b>	<b>63</b>	<b>59</b>	<b>57</b>	<b>60</b>	<b>62</b>	<b>67</b>	<b>49</b>	<b>61</b>	<b>62</b>	<b>56</b>	<b>58</b>	<b>54</b>
Neither	16	16	16	12	12	20	18	14	9	15	17	20	13	20	17	16	14	17	18
Unfair	10	12	8	7	6	14	13	7	9	9	12	10	7	14	8	9	13	9	12
Very unfair	6	6	6	8	4	7	7	5	3	8	6	4	5	7	5	6	5	6	10
<b>TOTAL UNFAIR</b>	<b>16</b>	<b>18</b>	<b>14</b>	<b>15</b>	<b>10</b>	<b>21</b>	<b>20</b>	<b>12</b>	<b>12</b>	<b>17</b>	<b>18</b>	<b>14</b>	<b>12</b>	<b>21</b>	<b>13</b>	<b>15</b>	<b>18</b>	<b>15</b>	<b>22</b>
Not sure	9	5	8	1	7	7	8	10	19	11	5	5	7	11	8	8	11	10	6

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<b>Weighted Sample</b>	<b>1670</b>	<b>566</b>	<b>414</b>	<b>150</b>	<b>620</b>	<b>661</b>	<b>812</b>	<b>858</b>	<b>182</b>	<b>696</b>	<b>402</b>	<b>389</b>	<b>952</b>	<b>718</b>	<b>200</b>	<b>561</b>	<b>362</b>	<b>402</b>	<b>144</b>
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>National insurance</b>																			
Very fair	5	5	5	7	5	5	6	4	5	4	4	6	5	4	6	5	4	5	5
Fair	35	40	38	39	40	35	36	34	29	35	41	32	39	29	35	35	34	36	35
<b>TOTAL FAIR</b>	<b>40</b>	<b>45</b>	<b>43</b>	<b>46</b>	<b>45</b>	<b>40</b>	<b>42</b>	<b>38</b>	<b>34</b>	<b>39</b>	<b>45</b>	<b>38</b>	<b>44</b>	<b>33</b>	<b>41</b>	<b>40</b>	<b>38</b>	<b>41</b>	<b>40</b>
Neither	24	28	18	22	21	26	25	23	19	19	25	33	23	25	22	25	24	24	19
Unfair	17	13	19	21	18	16	18	16	13	19	16	14	15	18	18	18	16	14	19
Very unfair	10	9	13	7	8	12	9	11	10	12	11	8	9	13	7	10	11	12	12
<b>TOTAL UNFAIR</b>	<b>27</b>	<b>22</b>	<b>32</b>	<b>28</b>	<b>26</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>23</b>	<b>31</b>	<b>27</b>	<b>22</b>	<b>24</b>	<b>31</b>	<b>25</b>	<b>28</b>	<b>27</b>	<b>26</b>	<b>31</b>
Not sure	9	5	6	4	7	6	6	12	25	11	3	7	8	11	13	8	11	8	9
<b>BBC licence fee</b>																			
Very fair	5	4	9	9	9	4	6	4	4	6	4	6	7	3	5	6	6	5	2
Fair	16	13	21	30	25	9	16	16	19	17	16	12	21	9	20	18	12	14	15
<b>TOTAL FAIR</b>	<b>21</b>	<b>17</b>	<b>30</b>	<b>39</b>	<b>34</b>	<b>13</b>	<b>22</b>	<b>20</b>	<b>23</b>	<b>23</b>	<b>20</b>	<b>18</b>	<b>28</b>	<b>12</b>	<b>25</b>	<b>24</b>	<b>18</b>	<b>19</b>	<b>17</b>
Neither	14	11	17	14	15	11	14	14	16	14	14	12	16	12	19	14	12	11	19
Unfair	17	16	16	24	19	16	16	19	20	15	21	18	18	16	19	17	20	15	15
Very unfair	40	52	32	20	27	57	42	39	18	40	43	49	32	52	29	39	41	47	43
<b>TOTAL UNFAIR</b>	<b>57</b>	<b>68</b>	<b>48</b>	<b>44</b>	<b>46</b>	<b>73</b>	<b>58</b>	<b>58</b>	<b>38</b>	<b>55</b>	<b>64</b>	<b>67</b>	<b>50</b>	<b>68</b>	<b>48</b>	<b>56</b>	<b>61</b>	<b>62</b>	<b>58</b>
Not sure	7	5	5	2	6	4	6	9	22	9	2	3	6	9	8	6	8	8	7
<b>Air passenger duty</b>																			
Very fair	11	10	11	17	14	12	13	10	8	12	11	11	13	9	11	14	11	9	7
Fair	29	30	33	32	34	28	32	27	24	31	32	27	33	25	38	29	26	29	29
<b>TOTAL FAIR</b>	<b>40</b>	<b>40</b>	<b>44</b>	<b>49</b>	<b>48</b>	<b>40</b>	<b>45</b>	<b>37</b>	<b>32</b>	<b>43</b>	<b>43</b>	<b>38</b>	<b>46</b>	<b>34</b>	<b>49</b>	<b>43</b>	<b>37</b>	<b>38</b>	<b>36</b>
Neither	18	20	18	18	18	19	18	18	15	16	19	23	17	19	19	17	21	15	25
Unfair	14	16	10	12	11	17	14	13	8	12	17	16	11	16	12	13	13	15	15
Very unfair	7	8	5	9	5	8	8	5	4	7	6	8	6	8	5	6	7	8	4
<b>TOTAL UNFAIR</b>	<b>21</b>	<b>24</b>	<b>15</b>	<b>21</b>	<b>16</b>	<b>25</b>	<b>22</b>	<b>18</b>	<b>12</b>	<b>19</b>	<b>23</b>	<b>24</b>	<b>17</b>	<b>24</b>	<b>17</b>	<b>19</b>	<b>20</b>	<b>23</b>	<b>19</b>
Not sure	21	15	22	13	18	16	15	27	41	23	15	15	20	23	15	21	22	23	20
<b>Stamp duty</b>																			
Very fair	2	1	1	2	1	2	3	1	4	2	2	2	2	2	0	2	2	2	6
Fair	22	24	24	24	25	23	26	19	17	25	24	19	24	20	24	21	19	25	25
<b>TOTAL FAIR</b>	<b>24</b>	<b>25</b>	<b>25</b>	<b>26</b>	<b>26</b>	<b>25</b>	<b>29</b>	<b>20</b>	<b>21</b>	<b>27</b>	<b>26</b>	<b>21</b>	<b>26</b>	<b>22</b>	<b>24</b>	<b>23</b>	<b>21</b>	<b>27</b>	<b>31</b>
Neither	26	29	27	31	29	27	26	27	19	24	32	28	24	29	26	29	27	23	26
Unfair	24	27	23	26	24	25	24	23	13	22	25	30	25	22	25	24	28	21	17
Very unfair	8	8	8	5	7	10	8	8	7	9	6	7	8	8	8	9	6	8	7
<b>TOTAL UNFAIR</b>	<b>32</b>	<b>35</b>	<b>31</b>	<b>31</b>	<b>31</b>	<b>35</b>	<b>32</b>	<b>31</b>	<b>20</b>	<b>31</b>	<b>31</b>	<b>37</b>	<b>33</b>	<b>30</b>	<b>33</b>	<b>33</b>	<b>34</b>	<b>29</b>	<b>24</b>
Not sure	18	11	17	12	14	14	13	22	39	18	11	15	16	20	16	16	18	21	21