

YouGov Survey Results

Sample Size: 2163 adults in GB
Fieldwork: 20th - 21st October 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
Total		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2163	389	556	199	234	127	759	772	1047	1116	227	893	534	508	1231	909	1871	104	188	513	355	262	742
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%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The following are all suggestions that have been made for ways in which to reform the tax system.

For each of the following, please say whether you would, in principle, support or oppose them?

Merge income tax and National Insurance together into a single tax

Strongly support	13	12	14	12	12	17	14	14	17	9	13	15	13	10	14	12	13	10	14	15	14	14	12
Somewhat support	30	25	31	38	27	29	30	27	31	29	33	30	32	27	30	31	30	26	32	28	27	34	32
TOTAL SUPPORT	43	37	45	50	39	46	44	41	48	38	46	45	45	37	44	43	43	36	46	43	41	48	44
Somewhat oppose	15	20	16	12	16	14	17	16	16	14	9	13	15	20	16	13	15	17	14	11	18	12	17
Strongly oppose	11	16	9	10	18	2	9	16	11	11	4	7	13	18	12	9	11	15	7	11	9	10	12
TOTAL OPPOSE	26	36	25	22	34	16	26	32	27	25	13	20	28	38	28	22	26	32	21	22	27	22	29
Don't know	31	27	30	28	28	38	31	28	24	37	40	35	27	25	28	35	31	31	32	35	32	31	27

Pegging the level of the tax-free threshold for income tax, and the levels at which you go up to the next higher rate of income tax, to rise with inflation

Strongly support	18	19	20	21	18	20	21	19	21	14	14	18	20	16	20	14	17	18	21	14	18	21	17
Somewhat support	34	41	37	35	31	32	37	34	36	32	25	33	36	37	37	30	34	36	31	33	29	29	39
TOTAL SUPPORT	52	60	57	56	49	52	58	53	57	46	39	51	56	53	57	44	51	54	52	47	47	50	56
Somewhat oppose	11	11	10	12	10	8	9	11	12	10	10	11	9	12	11	10	11	10	11	9	14	13	10
Strongly oppose	5	6	5	4	9	2	4	7	6	5	5	3	5	10	6	5	5	3	7	5	6	6	5
TOTAL OPPOSE	16	17	15	16	19	10	13	18	15	15	14	14	22	22	17	15	16	13	18	14	20	19	15
Don't know	32	22	27	28	32	37	28	29	25	40	46	34	31	25	26	41	33	33	29	39	33	31	29

Reform council tax so it is proportionate to the exact value of the home (as opposed to the current system based on which value band it falls in)

Strongly support	21	13	24	25	17	27	24	19	24	18	16	23	21	18	20	21	20	23	23	22	21	20	19
Somewhat support	35	39	38	38	28	40	36	34	34	36	35	35	34	36	36	33	35	39	33	30	35	28	40
TOTAL SUPPORT	56	52	62	63	45	67	60	53	58	54	51	58	55	54	56	54	55	62	56	52	56	48	59
Somewhat oppose	14	20	12	14	14	9	15	15	13	14	10	12	15	18	15	12	14	15	12	13	13	18	13
Strongly oppose	9	12	6	6	19	7	8	13	11	8	7	7	14	11	10	9	9	8	12	9	9	8	10
TOTAL OPPOSE	23	32	18	20	33	16	23	28	24	22	17	19	29	29	25	21	23	23	24	22	22	26	23
Don't know	21	16	19	18	21	17	17	19	17	25	33	24	16	17	19	24	22	16	20	25	22	25	18

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

An "exit tax" for people who are relocating themselves out of the UK for tax purposes, whereby they are required to pay tax on unrealised capital gains (i.e. on the increase in the value of their investments)

Strongly support	33	25	47	42	17	46	45	26	35	30	27	34	34	32	36	28	32	29	44	35	32	29	31
Somewhat support	27	30	29	29	24	29	28	28	25	29	24	25	27	32	28	26	27	34	25	28	26	25	28
TOTAL SUPPORT	60	55	76	71	41	75	73	54	60	59	51	59	61	64	64	54	59	63	69	63	58	54	59
Somewhat oppose	10	12	7	7	16	6	7	12	11	9	12	9	9	13	10	9	10	14	6	7	10	16	11
Strongly oppose	11	13	5	9	25	4	7	14	14	8	11	12	12	8	11	11	11	8	9	11	11	8	13
TOTAL OPPOSE	21	25	12	16	41	10	14	26	25	17	23	21	21	21	21	20	21	22	15	18	21	24	24
Don't know	19	20	13	13	18	15	12	19	14	24	26	19	18	16	15	25	20	15	16	20	21	22	18

Abolish stamp duty, which is paid in one lump sum upon the purchase of a home, and replace it with a monthly land value tax based on the value of the site on which the home sits

Strongly support	13	14	12	15	14	8	12	13	16	10	10	15	13	12	14	12	14	11	11	13	12	15	14
Somewhat support	21	24	24	19	21	21	23	21	22	19	17	19	22	25	21	21	21	22	19	20	23	19	21
TOTAL SUPPORT	34	38	36	34	35	29	35	34	38	29	27	34	35	37	35	33	35	33	30	33	35	34	35
Somewhat oppose	17	17	18	15	14	23	19	16	18	16	14	15	19	19	18	15	16	16	21	14	17	16	17
Strongly oppose	22	26	19	26	30	12	21	27	21	22	13	24	23	20	22	21	22	23	21	24	16	22	23
TOTAL OPPOSE	39	43	37	41	44	35	40	43	39	38	27	39	42	39	40	36	38	39	42	38	33	38	40
Don't know	28	19	26	26	21	36	25	22	22	33	47	28	23	25	25	31	28	28	29	29	32	28	24

Scrapping fuel duty and replacing it with a road use tax, whereby road users pay for the distance they travel on public roads

Strongly support	12	17	11	13	13	9	13	14	14	10	3	8	16	18	13	11	12	13	13	11	14	7	13
Somewhat support	26	27	28	31	26	27	27	27	26	25	20	20	25	37	25	26	25	27	32	22	23	21	29
TOTAL SUPPORT	38	44	39	44	39	36	40	41	40	35	23	28	41	55	38	37	37	40	45	33	37	28	42
Somewhat oppose	19	20	20	22	12	24	22	16	18	20	21	22	19	14	21	16	19	23	17	19	21	20	19
Strongly oppose	22	24	21	16	35	11	20	26	24	20	14	24	25	18	21	23	22	21	20	25	21	25	20
TOTAL OPPOSE	41	44	41	38	47	35	42	42	42	40	35	46	44	32	42	39	41	44	37	44	42	45	39
Don't know	21	13	21	18	15	30	18	16	18	25	42	25	15	13	20	23	22	16	17	24	22	27	19

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

Scrapping different income tax levels and replacing them with a "flat" income tax that is set at the same level for everybody

Strongly support	6	6	2	5	12	6	4	8	8	4	5	7	7	4	6	6	6	8	8	7	6	4	5
Somewhat support	14	15	12	13	16	12	12	14	17	11	15	14	14	13	14	14	14	13	11	13	12	21	14
TOTAL SUPPORT	20	21	14	18	28	18	16	22	25	15	20	21	21	17	20	20	20	21	19	20	18	25	19
Somewhat oppose	23	27	22	20	25	17	25	24	22	24	16	22	23	28	23	23	23	19	24	22	25	21	23
Strongly oppose	40	35	47	47	31	52	46	37	40	39	38	38	42	41	43	35	39	44	40	39	39	38	40
TOTAL OPPOSE	63	62	69	67	56	69	71	61	62	63	54	60	65	69	66	58	62	63	64	61	64	59	63
Don't know	18	16	16	14	16	12	13	16	14	21	26	20	14	14	15	22	18	16	17	19	18	16	18

In the case of rental properties, requiring the owner rather than the tenants to pay the council tax (or equivalent tax)

Strongly support	24	12	31	22	16	44	26	18	25	22	28	28	20	18	23	24	24	24	22	24	23	32	22
Somewhat support	24	25	29	24	19	24	24	22	23	24	30	21	25	26	23	25	23	29	26	24	22	21	25
TOTAL SUPPORT	48	37	60	46	35	68	50	40	48	46	58	49	45	44	46	49	47	53	48	48	45	53	47
Somewhat oppose	16	18	15	18	19	12	17	18	16	17	11	17	17	18	17	15	16	18	14	15	17	16	17
Strongly oppose	18	29	11	18	32	8	17	25	20	16	4	17	23	22	20	16	18	15	20	19	20	13	19
TOTAL OPPOSE	34	47	26	36	51	20	34	43	36	33	15	34	40	40	37	31	34	33	34	34	37	29	36
Don't know	18	17	14	18	15	11	16	16	15	20	27	18	15	17	16	20	18	15	19	18	19	18	18

A tax on homes worth more than £2 million

Strongly support	38	22	49	43	19	57	46	29	37	38	37	42	39	29	39	36	37	33	41	42	36	39	34
Somewhat support	31	38	32	33	33	27	32	33	30	32	27	27	34	38	30	32	31	38	33	27	30	24	36
TOTAL SUPPORT	69	60	81	76	52	84	78	62	67	70	64	69	73	67	69	68	68	71	74	69	66	63	70
Somewhat oppose	12	16	8	8	19	7	9	17	13	10	8	11	11	15	11	13	12	13	12	10	12	16	11
Strongly oppose	8	14	3	6	17	2	5	10	10	6	9	7	8	9	9	6	8	6	3	7	9	8	9
TOTAL OPPOSE	20	30	11	14	36	9	14	27	23	16	17	18	19	24	20	19	20	19	15	17	21	24	20
Don't know	12	9	8	10	12	8	8	10	10	13	19	13	9	9	10	14	12	10	12	13	14	13	10

Reducing the top rate of tax to be less than 40%

Strongly support	11	15	4	7	16	6	8	12	13	9	9	14	12	6	12	9	11	7	15	9	9	14	11
Somewhat support	18	24	13	15	28	12	16	22	18	18	9	17	20	21	18	18	18	24	16	16	17	19	19
TOTAL SUPPORT	29	39	17	22	44	18	24	34	31	27	18	31	32	27	30	27	29	31	31	25	26	33	30
Somewhat oppose	22	27	25	26	19	24	24	24	22	23	17	20	24	27	23	22	22	23	25	18	23	15	26
Strongly oppose	26	14	38	30	13	38	32	21	29	22	33	21	28	27	28	22	26	28	24	29	27	27	22
TOTAL OPPOSE	48	41	63	56	32	62	56	45	51	45	50	41	52	54	51	44	48	51	49	47	50	42	48
Don't know	23	19	20	22	23	21	19	21	18	28	32	28	17	18	19	29	24	18	20	27	24	24	21

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

Introducing a wealth tax of 1% on assets above £10m and 2% on assets above £1bn

Strongly support	51	34	65	61	31	84	61	42	51	51	52	54	53	43	52	49	51	49	55	53	49	49	50
Somewhat support	24	36	22	19	30	9	22	30	22	26	17	20	27	32	22	27	23	32	26	22	23	24	24
TOTAL SUPPORT	75	70	87	80	61	93	83	72	73	77	69	74	80	75	74	76	74	81	81	75	72	73	74
Somewhat oppose	7	9	5	6	14	1	5	9	10	5	6	8	6	10	8	6	8	4	7	7	8	10	7
Strongly oppose	5	10	1	4	12	1	3	9	8	3	3	4	7	6	6	4	6	6	3	5	7	5	6
TOTAL OPPOSE	12	19	6	10	26	2	8	18	18	8	9	12	13	16	14	10	14	10	10	12	15	15	13
Don't know	12	10	7	9	13	5	9	10	10	15	23	15	7	10	12	13	13	9	9	14	14	12	12

Increase employer's National Insurance tax rates to 20% for foreign workers (with exemptions for health and care workers, and very small employers), while keeping it at 15% for British citizens

Strongly support	22	25	18	14	38	12	18	31	25	19	12	22	28	21	20	25	22	23	24	24	24	16	21
Somewhat support	28	37	27	24	37	22	26	36	29	28	20	24	31	35	27	29	29	31	22	26	30	24	31
TOTAL SUPPORT	50	62	45	38	75	34	44	67	54	47	32	46	59	56	47	54	51	54	46	50	54	40	52
Somewhat oppose	17	14	22	25	9	26	22	12	16	18	18	17	16	17	18	15	17	24	17	16	16	22	15
Strongly oppose	15	10	16	17	5	26	17	9	16	14	22	17	11	11	17	12	15	13	18	15	10	19	15
TOTAL OPPOSE	32	24	38	42	14	52	39	21	32	32	40	34	27	28	35	27	32	37	35	31	26	41	30
Don't know	18	13	16	20	12	14	17	12	14	22	28	19	14	15	18	18	18	10	18	20	20	18	17

*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.