

IPSOS Perceptions of tax polling

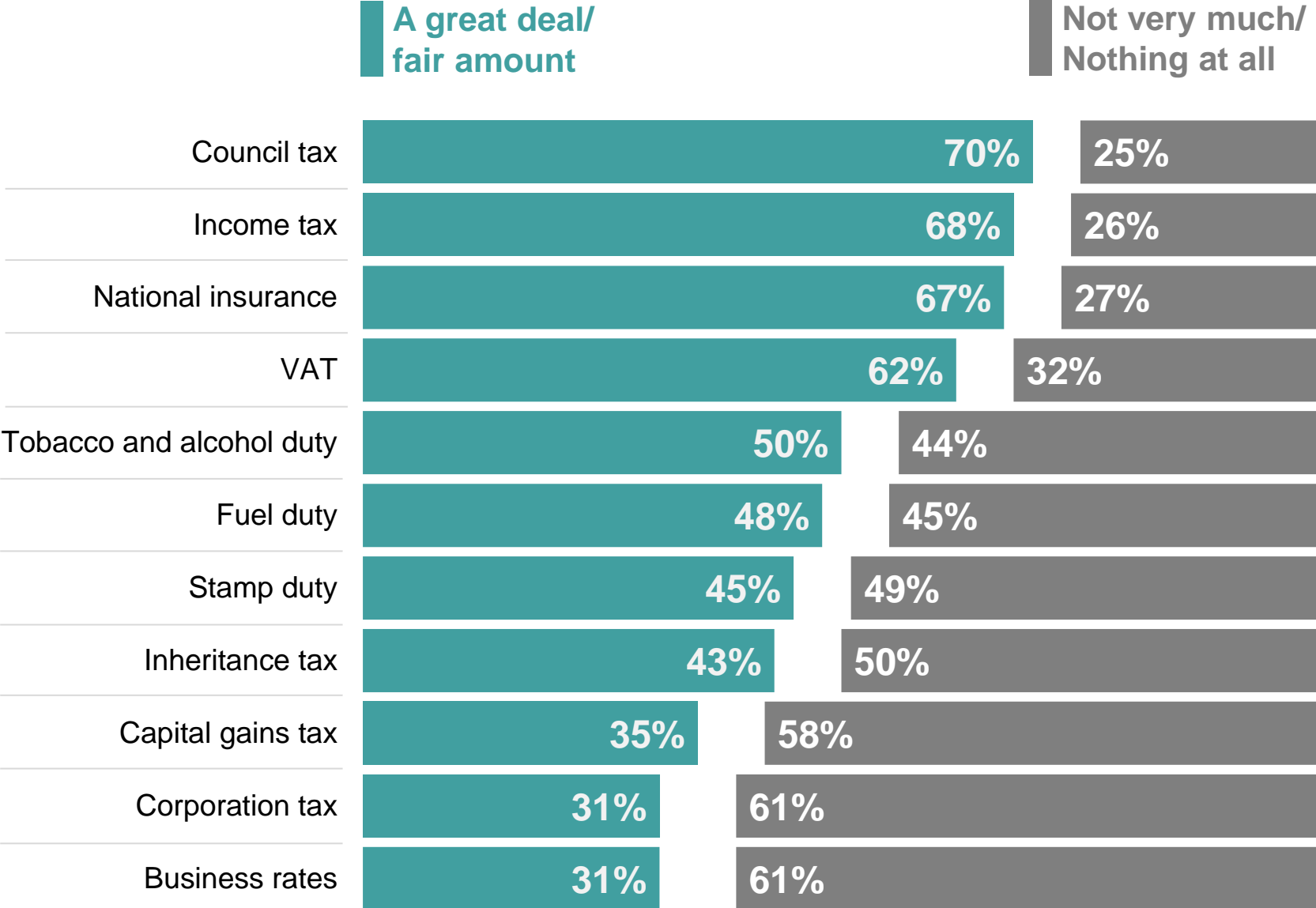
June 2023



The public claim to understand council tax, income tax and national insurance most.

They have less understanding of corporation tax, business rates and capital gains tax

Below is a list of different types of tax paid by individuals and businesses in the UK. How much, if at all, would you say you understand about each of the following?

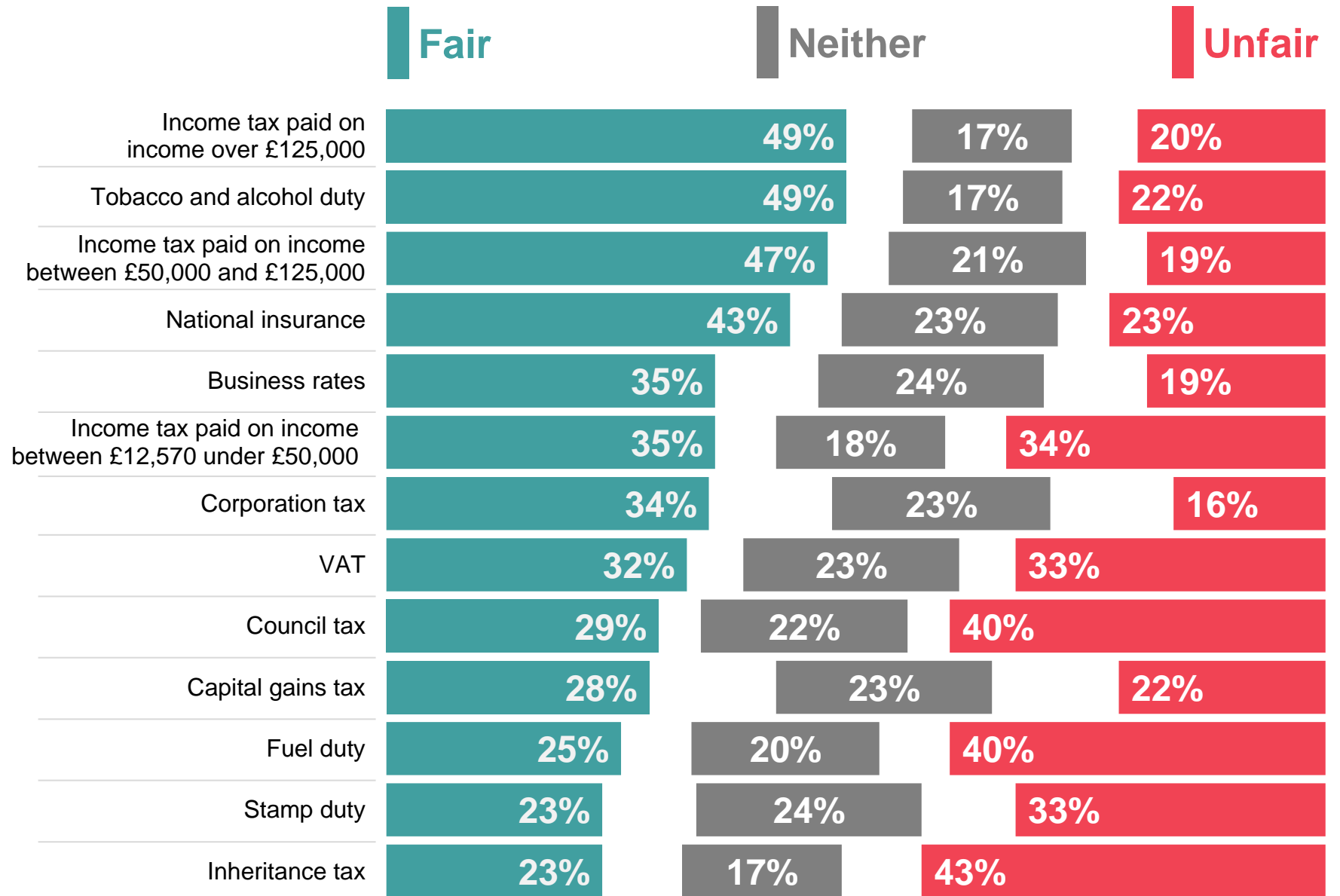


Base: 1,078 Online British adults aged 18+ , 9-11 June 2023



Taxes on higher earners, tobacco and alcohol are seen as most fair. Inheritance tax, fuel duty and council tax the most unfair

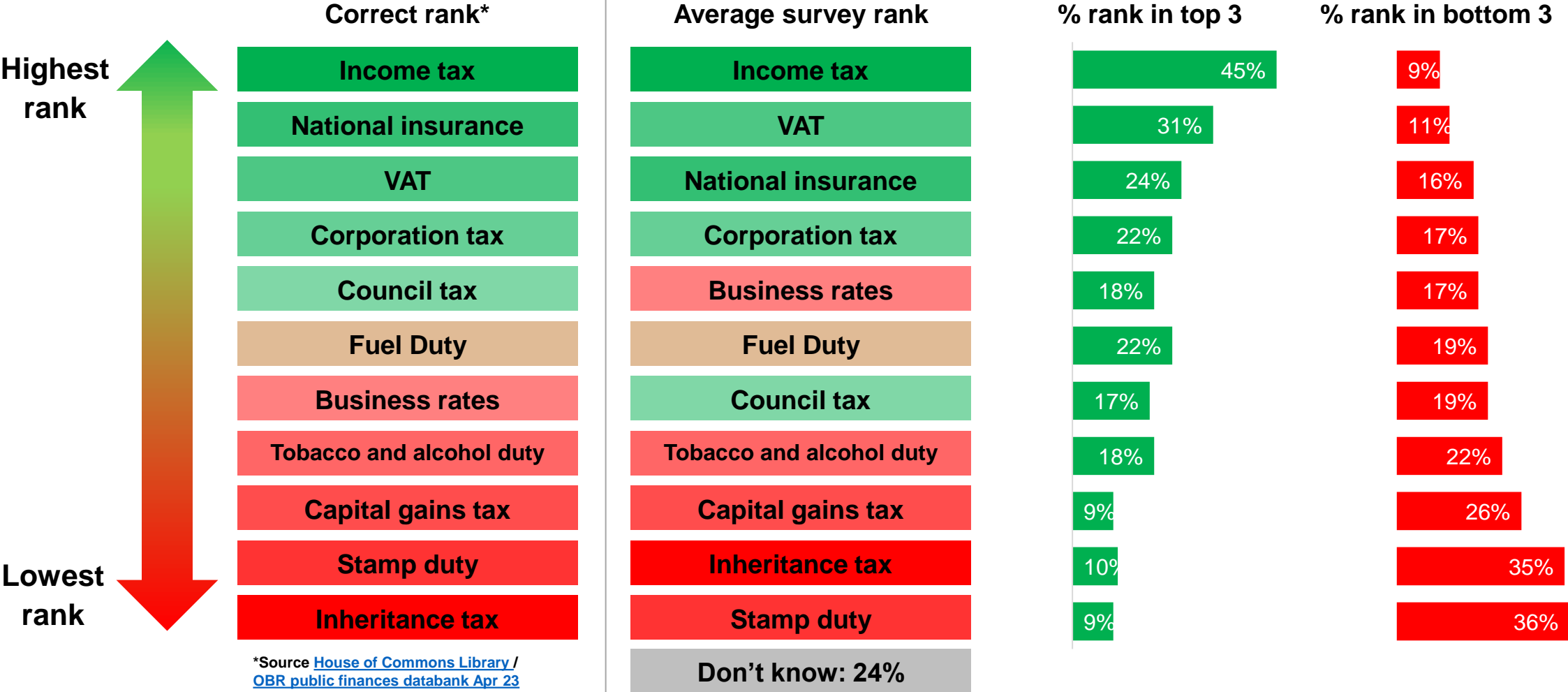
Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either?



Base: 1,078 Online British adults aged 18+ , 9-11 June 2023

The public tend to rank different kinds of tax in roughly the correct order in terms of revenue raised – but a significant degree of confusion exists

To the best of your knowledge, please rank the following types of tax based on which you think raise the most revenue and which raise the least.



Base: 1,078 Online British adults aged 18+ , 9-11 June 2023

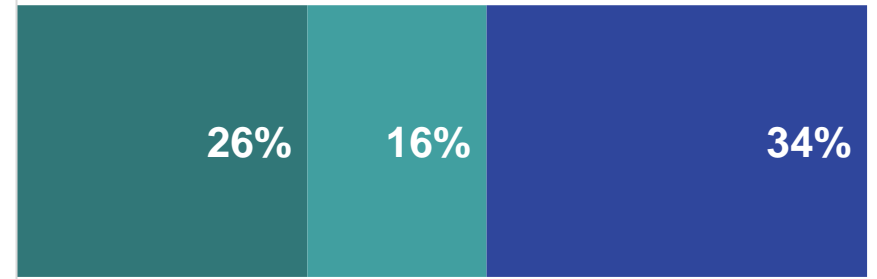


No public consensus on which income tax band brings in the most revenue for the government

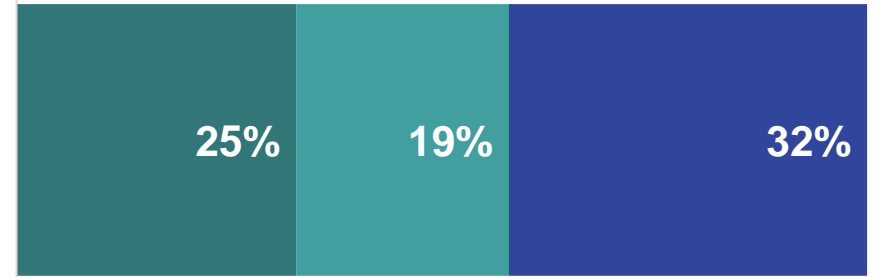
To the best of your knowledge, please rank the following groups of people based on how much income tax is raised from them as a group from most to least.

- Ranked 1st (raises most tax)
- Ranked 2nd
- Ranked 3rd (raises least tax)

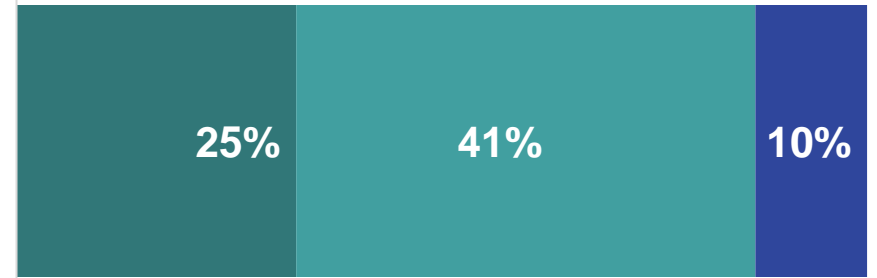
People earning more than £125,000 a year



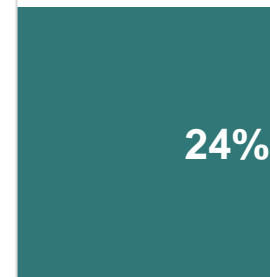
People earning between £12,570 and £50,000 a year



People earning between £50,000 and £125,000 a year



Don't know

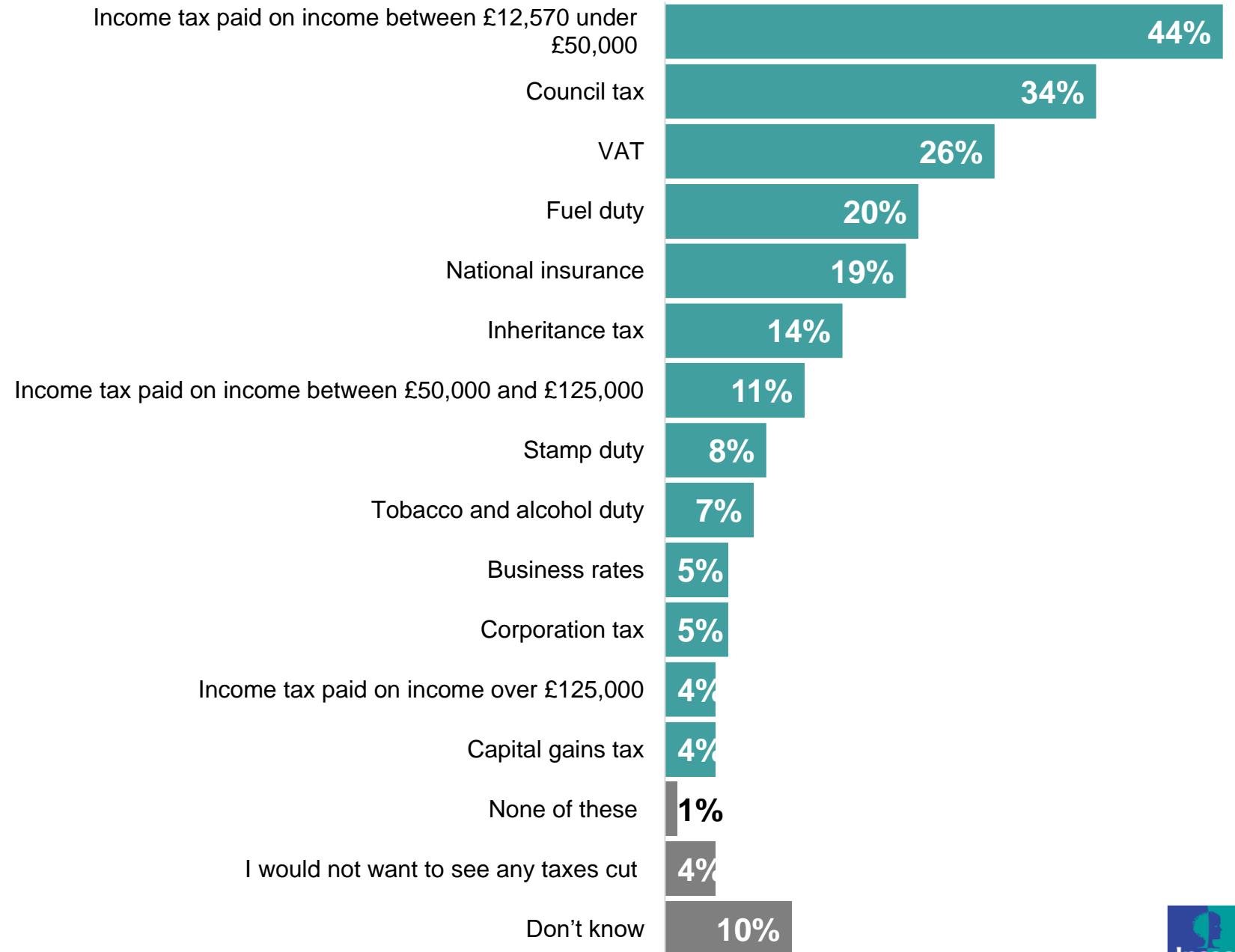


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If taxes could be cut, the public support cutting income tax for those paid between £12,570 and £50,000 most

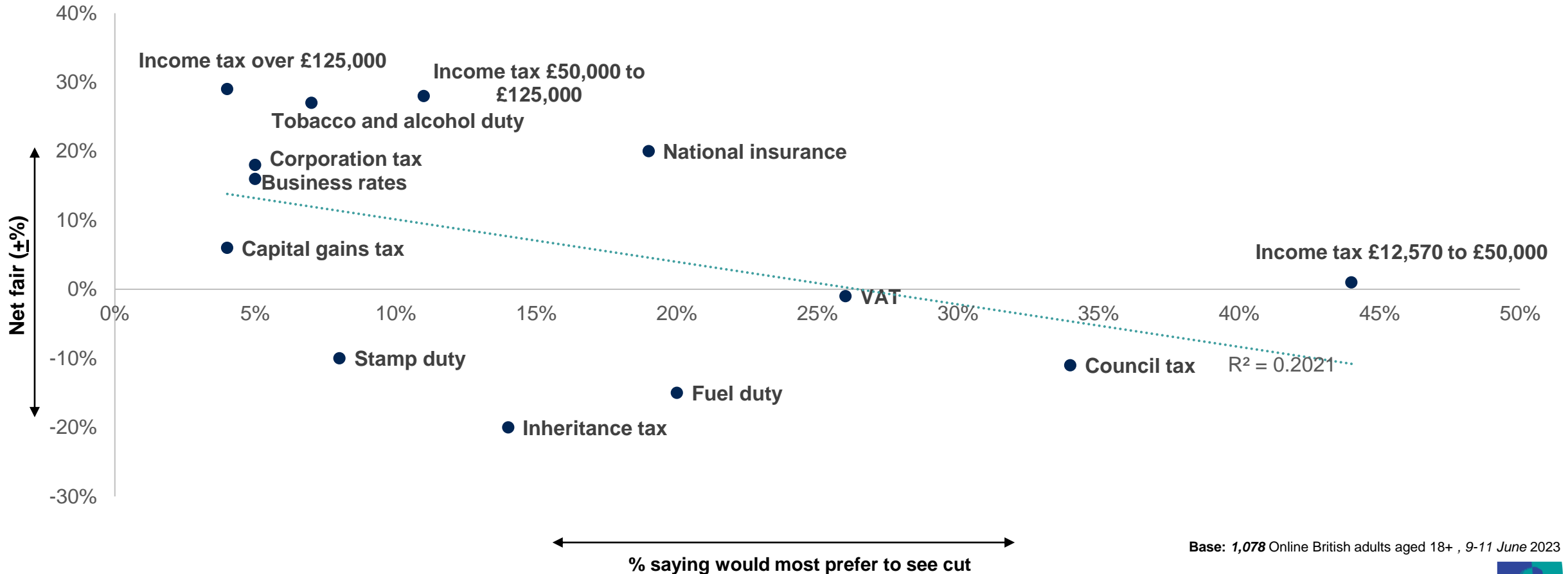
Imagine that the government was in a position where it felt it could cut taxes. Which, if any, of the following types of tax would you most prefer to see cut? Please choose up to three from the list below.



Some relationship between perceptions of fairness and taxes people would most want to see cut, but several exceptions

X axis: Imagine that the government was in a position where it felt it could cut taxes. Which, if any, of the following types of tax would you most prefer to see cut? Please choose up to three from the list below.

Y axis: Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? *Net fair



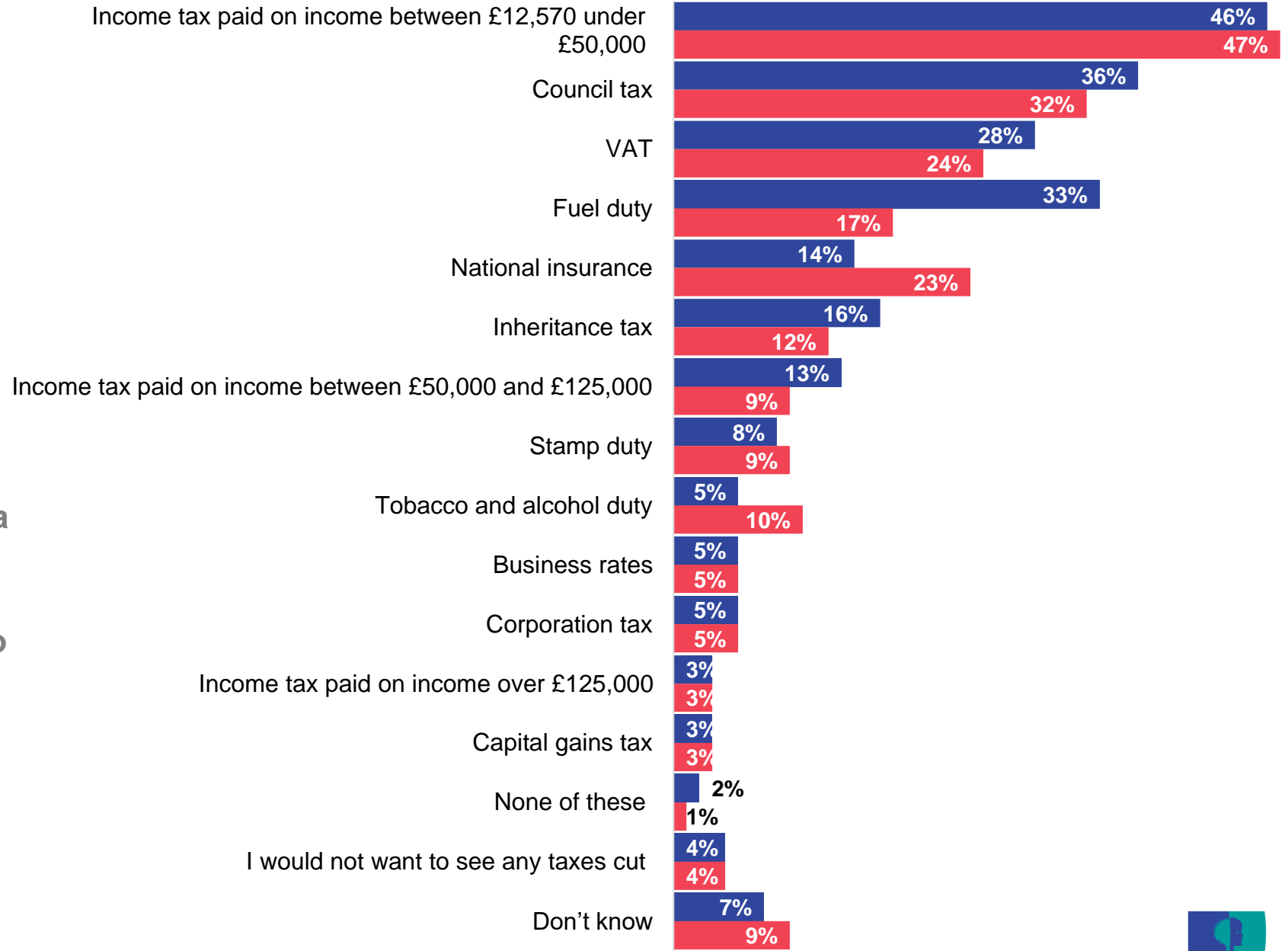
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Both 2019 Conservative and Labour voters would prefer to see tax cuts for lower earners most of all as well as council tax. Conservative particularly want to see fuel duty cut

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2019 Conservative voters

2019 Labour voters

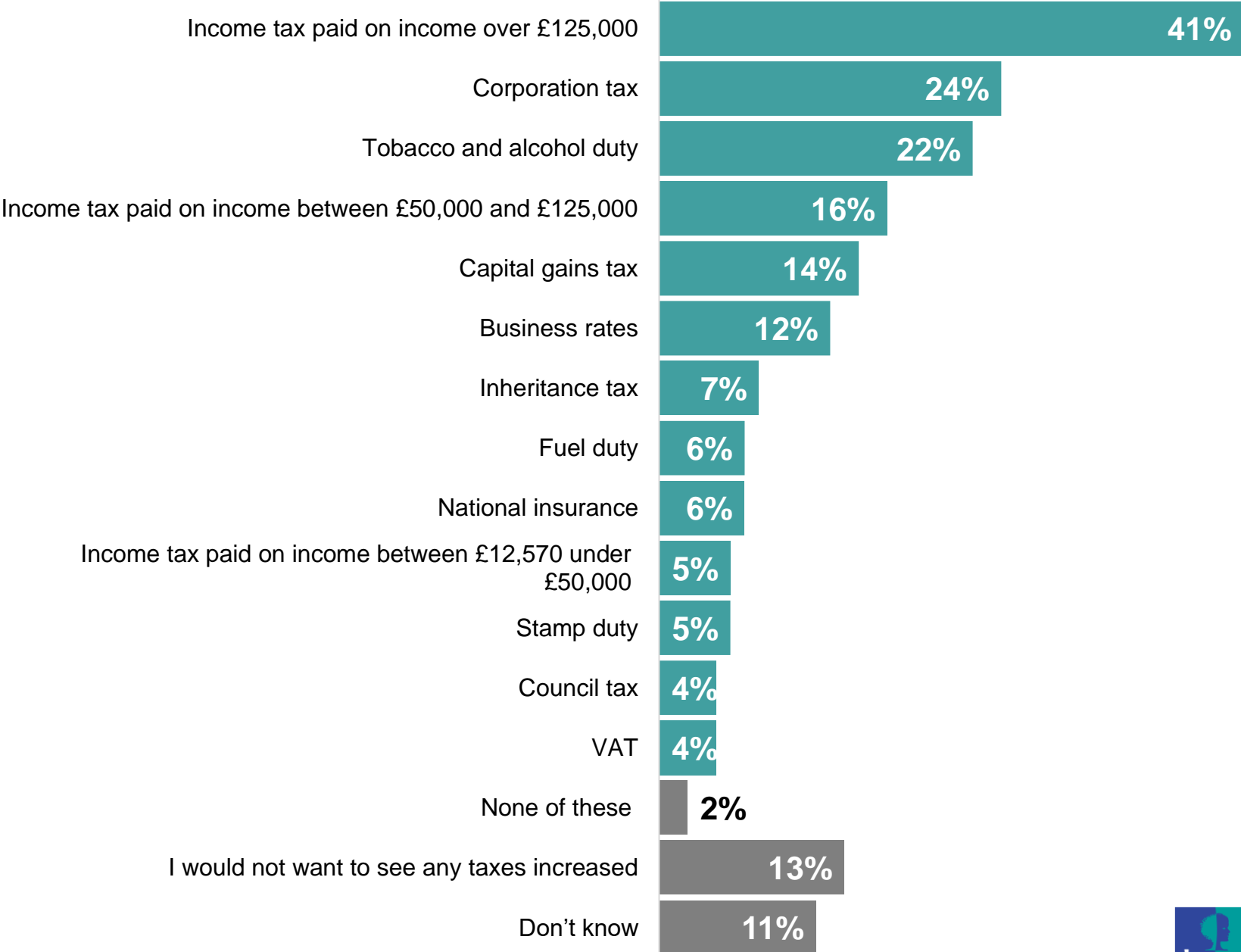


Base: 1,078 Online British adults aged 18+ , 9-11 June 2023, including 295 2019 Conservative voters and 295 2019 Labour voters.



If taxes needed to be increased, the public most support raising them for the highest earners

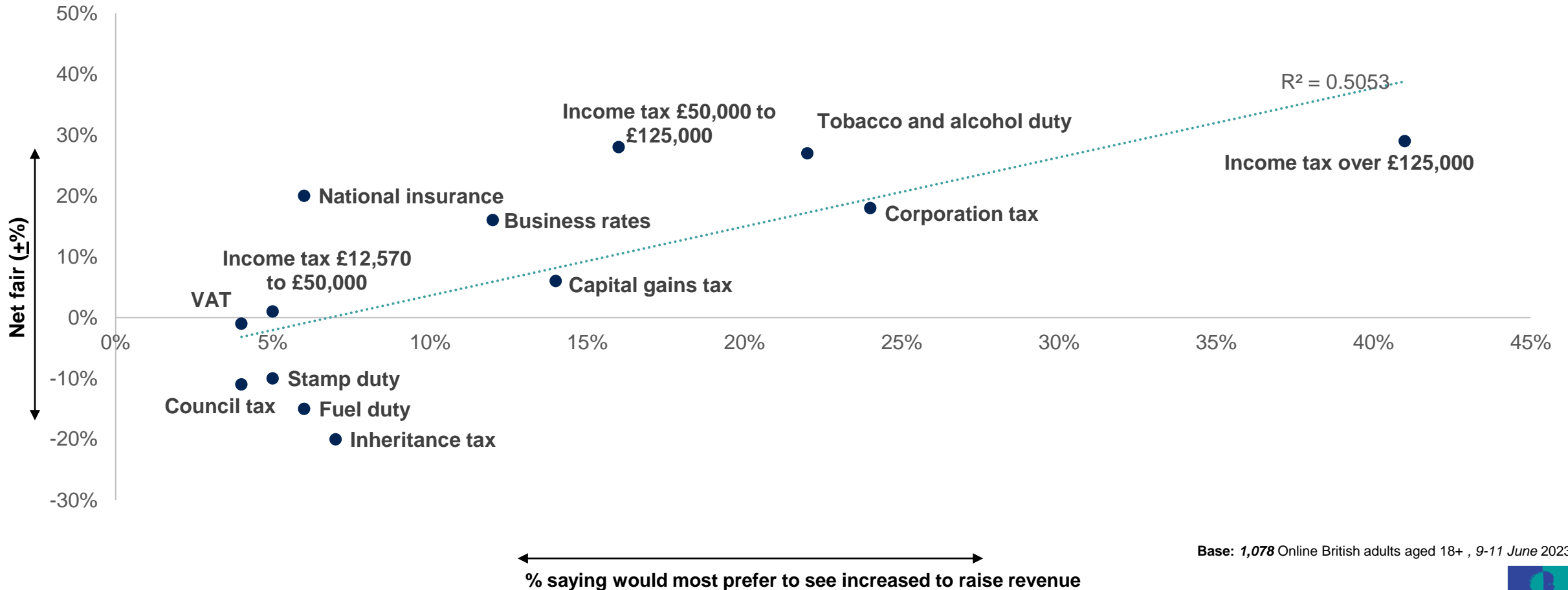
Imagine that the government felt it needed to increase taxes to raise revenue. Which, if any, of the following types of tax would you prefer to see increased in this scenario? Please choose up to three from the list below.



Stronger relationship between taxes that are seen as most fair and those people would want increased if necessary

X axis: Imagine that the government felt it needed to increase taxes to raise revenue. Which, if any, of the following types of tax would you prefer to see increased in this scenario? Please choose up to three from the list below.

Y axis: Overall, do you consider the following types of tax paid by individuals and businesses in the UK to be fair or unfair, if either? *Net fair



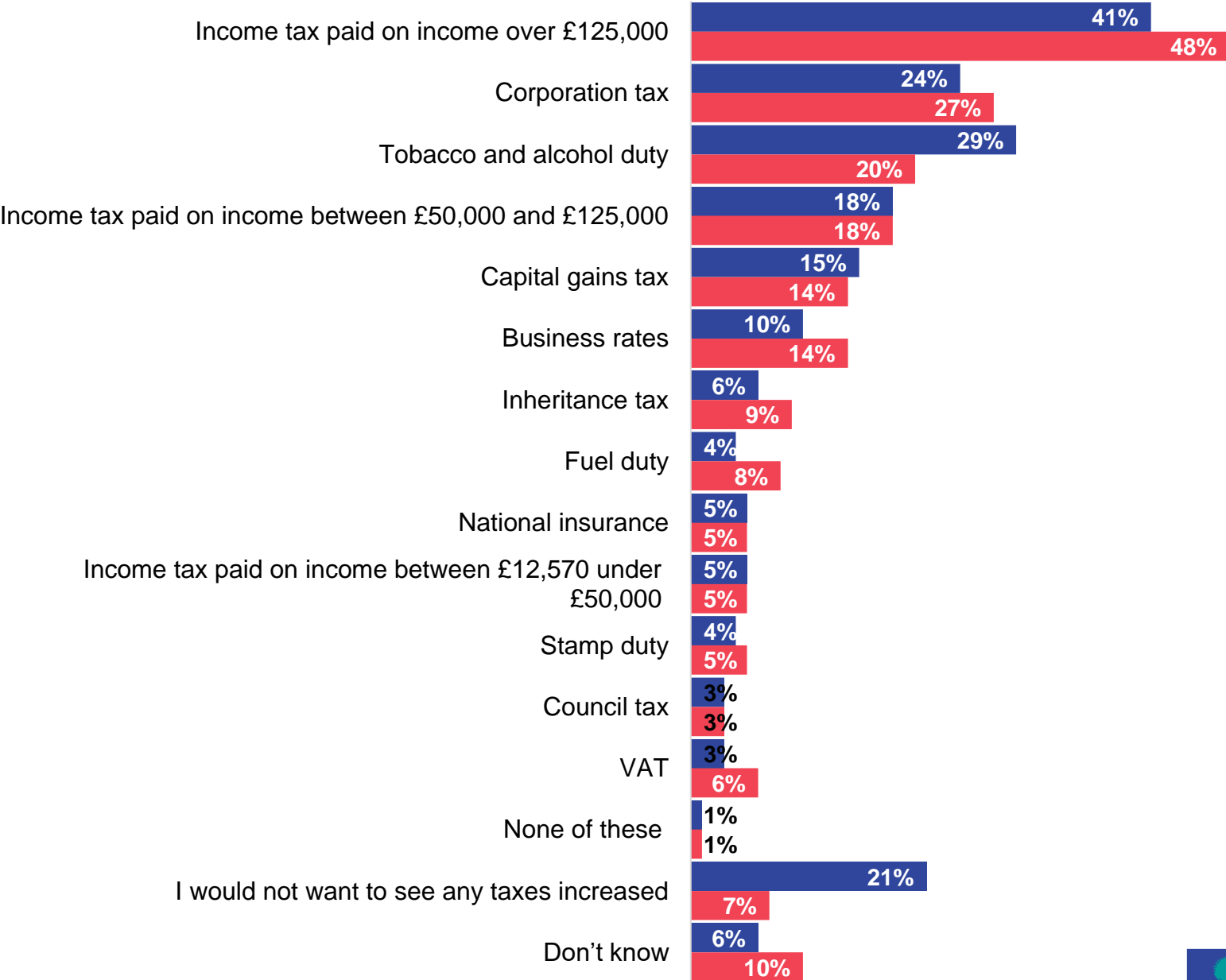
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Tax rises on high earners are the most preferred by 2019 Conservative and Labour voters – though one in five Conservatives would not want to see any rises

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2019 Conservative voters

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Base: 1,078 Online British adults aged 18+ , 9-11 June 2023, including 295 2019 Conservative voters and 295 2019 Labour voters.



Ipsos UK

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