

Deltapoll Survey Results

DELTA POLL

Sample Size: 2002
Fieldwork: 10th - 12th Oct 2018

Weighted Sample
Unweighted Sample

Total	Gender		Age						EU Ref Past Vote			2017 General Election Vote				Region					Social Grade	
	Male	Female	18-24	25-34	35-54	55-64	65+	Leave	Remain	Did Not Vote	Con	Lab	Lib Dem	Did Not Vote	London	Rest of South	Mid-lands	North	Wales	Scot-land	ABC1	C2DE
2002	952	1043	228	287	721	314	452	835	772	325	713	683	121	256	268	644	330	487	97	176	1127	875
2002	969	1026	222	377	731	328	344	848	777	310	618	599	127	459	240	651	340	505	106	160	972	1030
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which 2 or 3 of the following statements do you agree with most?

The cost of living for families is so high because people are being asked to pay for things they previously weren't, like university fees or social care	37	35	39	27	32	39	44	40	36	44	30	32	45	40	38	38	37	39	39	31	33	41	33
The cost of living for families is so high because businesses are raising prices to make high profits	36	34	37	29	34	37	34	38	36	38	31	31	38	42	39	30	37	31	36	46	42	37	34
The cost of living for families is so high because of high levels of personal tax, like income tax and national insurance	35	34	35	50	47	36	29	22	36	32	41	31	35	35	44	33	37	33	34	39	35	36	34
The cost of living for families is so high because the pound has fallen against other currencies because of Brexit	35	36	33	31	30	36	34	38	24	49	31	27	44	49	27	33	34	33	38	25	38	32	38
The cost of living for families is so high because of high levels of business tax, which businesses pass on to consumers	24	23	24	25	25	23	17	29	26	24	21	24	24	22	25	22	22	28	28	20	19	24	24
The cost of living is not high for families / None of the above / other	6	7	4	1	3	4	10	10	10	3	3	12	2	2	2	10	6	5	4	7	5	6	6
Don't know	9	8	11	12	7	9	11	9	8	6	15	10	6	1	18	9	9	14	9	7	6	7	13

Which of the following statements do you agree with more?

The Government collects enough in tax to pay for important services like the NHS and education, they just spend it on the wrong things.	64	64	64	64	62	66	65	62	72	62	55	66	66	61	62	59	66	63	65	72	61	64	65
The Government does not collect enough in tax to pay for important services like the NHS and education, and they need to raise more.	27	29	24	22	30	25	25	31	23	31	28	27	28	34	14	29	26	27	25	26	29	28	24
Don't know	9	7	11	14	8	9	10	8	6	7	17	7	5	6	25	12	8	10	10	3	10	8	11

Thinking about the possibility of tax rises in the coming Budget, which of the following arguments AGAINST raising taxes on different groups is most persuasive?

Ordinary families are struggling with increases in the cost of living	45	42	47	42	42	48	44	43	39	50	50	35	52	49	44	33	45	42	48	49	54	44	45
The richest people will always find a way to avoid taxes with clever accountants	43	43	44	34	36	40	46	56	48	47	27	44	48	45	33	43	44	40	43	51	41	45	41
Small businesses are already struggling with recent tax rises	28	26	30	28	30	27	28	28	28	29	30	33	25	17	29	27	28	31	29	25	20	28	27
Drivers already pay a fortune to fill up their car because of high petrol taxes	28	29	26	19	25	27	31	32	31	28	20	32	24	35	23	22	31	27	25	36	27	26	29
Retailers are already closing shops because of high taxes	27	24	31	14	22	28	27	36	29	28	21	32	26	28	27	21	28	28	26	47	25	29	25
Businesses will simply pass the costs that come from higher taxes on to hard-pressed customers	27	28	26	20	23	24	28	39	32	29	16	34	26	28	20	30	30	20	27	20	29	27	27
Big businesses will leave the country if they're taxed too much	15	17	13	17	11	15	18	15	16	16	13	19	12	20	14	14	17	14	13	15	17	17	12
We don't want a nanny state and the Government shouldn't raise taxes on those whose products it dislikes	11	13	8	15	13	11	10	8	13	9	11	12	10	12	8	10	9	14	13	7	7	11	10
Don't know	8	6	9	12	7	8	9	5	5	4	15	4	6	1	21	7	7	11	8	1	9	6	10