

ITV News Index

METHODOLOGY NOTE

ComRes interviewed 2,011 British adults online between 13th and 15th February 2015. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: andrew.hawkins@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

ITV News Index Survey

ONLINE Fieldwork: 13th-15th February 2015

Absolutes/col percents

Table 1

Q.1 Do you agree or disagree with the following statements?**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2011	998	1013	221	275	325	384	339	467	598	606	292	515	221	641
Weighted base	2011	986	1025	239	339	339	358	299	438	537	558	438	478	298	828
<u>Everyone I know would like to find ways of lowering the amount of tax they pay</u>															
Agree	1371 68%	679 69%	692 67%	149 62%	192 57%	234 69%	260 73%	227 76%	309 71%	366 68%	380 68%	317 72%	308 64%	187 63%	589 71%
Disagree	344 17%	191 19%	153 15%	39 16%	89 26%	51 15%	46 13%	44 15%	75 17%	104 19%	106 19%	64 15%	71 15%	58 19%	131 16%
Don't know	297 15%	116 12%	181 18%	51 21%	58 17%	54 16%	53 15%	27 9%	54 12%	68 13%	72 13%	58 13%	99 21%	53 18%	108 13%
<u>I don't care how much tax donors to political parties pay</u>															
Agree	590 29%	340 35%	250 24%	57 24%	88 26%	106 31%	93 26%	113 38%	134 31%	167 31%	168 30%	128 29%	127 27%	76 26%	284 34%
Disagree	1023 51%	502 51%	521 51%	114 48%	171 50%	154 45%	182 51%	154 52%	248 57%	280 52%	276 50%	222 51%	244 51%	171 57%	355 43%
Don't know	398 20%	144 15%	255 25%	69 29%	80 24%	79 23%	83 23%	32 11%	56 13%	91 17%	113 20%	88 20%	107 22%	50 17%	189 23%
<u>Ed Miliband is right to question how much tax donors to the Conservative Party pay</u>															
Agree	1223 61%	597 61%	626 61%	133 56%	221 65%	201 59%	236 66%	170 57%	261 60%	303 56%	338 61%	277 63%	305 64%	210 70%	469 57%
Disagree	409 20%	255 26%	154 15%	45 19%	37 11%	55 16%	57 16%	88 29%	127 29%	134 25%	112 20%	69 16%	94 20%	41 14%	176 21%
Don't know	379 19%	134 14%	245 24%	61 25%	81 24%	83 24%	65 18%	41 14%	49 11%	101 19%	107 19%	92 21%	79 17%	47 16%	182 22%

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Weighted base	2011	986	1025	239	339	339	358	299	438	537	558	438	478	298	828
<u>It is no surprise that high earners try to pay less tax than they should be paying</u>															
Agree	1650 82%	848 86%	802 78%	157 66%	237 70%	265 78%	316 88%	272 91%	403 92%	413 77%	466 84%	366 83%	405 85%	224 75%	658 80%
Disagree	185 9%	75 8%	110 11%	49 20%	48 14%	36 11%	21 6%	15 5%	17 4%	72 13%	49 9%	39 9%	25 5%	45 15%	84 10%
Don't know	176 9%	62 6%	114 11%	34 14%	54 16%	38 11%	22 6%	12 4%	18 4%	53 10%	42 8%	33 8%	48 10%	29 10%	85 10%
<u>It is morally wrong for people to try and pay less tax than they should be paying</u>															
Agree	1496 74%	713 72%	783 76%	161 67%	225 67%	250 74%	266 74%	226 76%	368 84%	388 72%	419 75%	322 74%	367 77%	228 76%	576 70%
Disagree	279 14%	168 17%	111 11%	30 13%	50 15%	44 13%	53 15%	52 17%	49 11%	86 16%	79 14%	69 16%	44 9%	34 11%	135 16%
Don't know	236 12%	105 11%	131 13%	48 20%	64 19%	44 13%	39 11%	21 7%	20 5%	63 12%	60 11%	47 11%	66 14%	37 12%	116 14%

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Q.1 Do you agree or disagree with the following statements?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2011	166	95	1750	89	228	170	201	149	174	223	322	194
Weighted base	2011	181	101	1729	80	221	181	181	141	201	261	282	181
<u>Everyone I know would like to find ways of lowering the amount of tax they pay</u>													
Agree	1371 68%	107 59%	73 73%	1190 69%	46 58%	156 70%	119 66%	126 69%	104 74%	154 76%	174 67%	203 72%	109 60%
Disagree	344 17%	37 20%	15 15%	292 17%	20 24%	40 18%	31 17%	27 15%	19 14%	29 14%	52 20%	41 15%	34 19%
Don't know	297 15%	37 21%	12 12%	247 14%	15 18%	25 11%	31 17%	28 16%	18 13%	18 9%	36 14%	38 14%	38 21%
<u>I don't care how much tax donors to political parties pay</u>													
Agree	590 29%	48 26%	32 32%	510 30%	18 22%	76 34%	45 25%	38 21%	43 31%	66 33%	79 30%	87 31%	57 32%
Disagree	1023 51%	97 53%	49 49%	877 51%	46 57%	102 46%	95 52%	104 57%	78 55%	95 47%	138 53%	141 50%	78 43%
Don't know	398 20%	36 20%	20 20%	342 20%	17 21%	43 19%	41 23%	39 22%	19 14%	41 20%	44 17%	54 19%	46 25%
<u>Ed Miliband is right to question how much tax donors to the Conservative Party pay</u>													
Agree	1223 61%	122 67%	65 65%	1036 60%	53 66%	134 61%	115 63%	115 63%	88 62%	122 61%	159 61%	151 54%	100 55%
Disagree	409 20%	26 14%	15 15%	368 21%	11 14%	44 20%	32 18%	33 18%	35 25%	42 21%	54 21%	75 27%	41 23%
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<u>It is no surprise that high earners try to pay less tax than they should be paying</u>													
Agree	1650 82%	156 86%	78 78%	1416 82%	74 92%	185 83%	152 84%	143 79%	123 87%	169 84%	201 77%	227 81%	143 79%
Disagree	185 9%	11 6%	15 15%	160 9%	2 2%	21 9%	17 9%	20 11%	10 7%	24 12%	30 11%	21 7%	16 9%
Don't know	176 9%	15 8%	8 8%	154 9%	5 6%	16 7%	12 7%	18 10%	8 5%	9 4%	31 12%	34 12%	23 13%
<u>It is morally wrong for people to try and pay less tax than they should be paying</u>													
Agree	1496 74%	141 78%	64 64%	1291 75%	60 74%	169 76%	154 85%	142 78%	113 80%	155 77%	173 66%	201 71%	123 68%
Disagree	279 14%	17 9%	26 25%	236 14%	11 13%	28 13%	18 10%	23 13%	16 12%	26 13%	47 18%	41 15%	26 14%
Don't know	236 12%	23 13%	11 11%	203 12%	10 13%	24 11%	9 5%	17 9%	12 8%	19 10%	41 16%	39 14%	32 18%