

# IEA Lifestyle Taxes Poll

## METHODOLOGY NOTE

ComRes interviewed 4,135 British adults online between 9th and 14th September 2014. 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.

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

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

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 1

**Q1. Do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Summary table**

	Individuals should be responsible for their own lifestyle choices and the government should not interfere	It is the government's responsibility to influence people's behaviour by regulating and taxing high- calorie food and drink	Owners of pubs and private members clubs should be allowed to have a private room for people to smoke in if they want to
Unweighted base	4135	4135	4135
Weighted base	4135	4135	4135
Agree	2901 70%	1182 29%	2121 51%
Disagree	681 16%	2238 54%	1462 35%
Don't know	553 13%	716 17%	552 13%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 2

**Q1. Do you agree or disagree with each of the following statements?****Base: All respondents****Individuals should be responsible for their own lifestyle choices and the government should not interfere**

	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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Agree	2901	1431	1470	244	465	489	549	481	673	763	766	643	729	379	1241
	70%	71%	70%	50%	67%	70%	74%	78%	75%	69%	67%	71%	74%	68%	71%
Disagree	681	352	330	96	113	88	127	89	168	225	201	138	117	104	262
	16%	17%	16%	20%	16%	13%	17%	15%	19%	20%	18%	15%	12%	19%	15%
Don't know	553	244	309	152	119	119	61	43	59	118	179	120	136	78	251
	13%	12%	15%	31%	17%	17%	8%	7%	7%	11%	16%	13%	14%	14%	14%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 2

**Q1. Do you agree or disagree with each of the following statements?****Base: All respondents****Individuals should be responsible for their own lifestyle choices and the government should not interfere**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Agree	2901 70%	266 72%	112 68%	342 75%	278 75%	251 67%	191 66%	148 72%	297 72%	353 66%	420 72%	243 65%	671 74%	728 68%	126 64%	530 82%
Disagree	681 16%	71 19%	33 20%	63 14%	55 15%	66 18%	49 17%	31 15%	66 16%	87 16%	91 16%	71 19%	147 16%	196 18%	42 22%	82 13%
Don't know	553 13%	35 9%	21 13%	49 11%	39 11%	55 15%	50 17%	27 13%	51 12%	98 18%	68 12%	58 16%	86 10%	144 13%	28 14%	35 5%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 3

**Q1. Do you agree or disagree with each of the following statements?****Base: All respondents****It is the government's responsibility to influence people's behaviour by regulating and taxing high-calorie food and drink**

	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	Pri- vate
Unweighted base	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Agree	1182 29%	631 31%	551 26%	134 27%	247 36%	205 30%	209 28%	162 26%	225 25%	353 32%	332 29%	246 27%	250 25%	199 35%	517 29%
Disagree	2238 54%	1077 53%	1160 55%	199 41%	307 44%	352 51%	417 57%	380 62%	583 65%	606 55%	572 50%	505 56%	555 56%	267 48%	913 52%
Don't know	716 17%	318 16%	397 19%	159 32%	142 20%	139 20%	112 15%	72 12%	92 10%	147 13%	242 21%	149 17%	177 18%	95 17%	324 18%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 3

**Q1. Do you agree or disagree with each of the following statements?**

**Base: All respondents**

**It is the government's responsibility to influence people's behaviour by regulating and taxing high-calorie food and drink**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Agree	1182 29%	105 28%	47 28%	135 30%	87 23%	113 30%	82 28%	55 27%	119 29%	182 34%	152 26%	105 28%	256 28%	352 33%	81 41%	151 23%
Disagree	2238 54%	209 56%	91 55%	252 55%	211 57%	186 50%	167 58%	117 57%	220 53%	249 46%	337 58%	198 53%	522 58%	531 50%	88 45%	433 67%
Don't know	716 17%	58 16%	28 17%	68 15%	74 20%	73 20%	40 14%	34 16%	75 18%	107 20%	90 15%	69 19%	126 14%	185 17%	27 14%	63 10%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 4

**Q1. Do you agree or disagree with each of the following statements?****Base: All respondents****Owners of pubs and private members clubs should be allowed to have a private room for people to smoke in if they want to**

	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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Agree	2121	1074	1048	197	378	362	405	348	432	522	546	499	555	261	953
	51%	53%	50%	40%	54%	52%	55%	57%	48%	47%	48%	55%	57%	47%	54%
Disagree	1462	712	750	153	213	224	263	218	392	458	426	285	294	231	526
	35%	35%	36%	31%	31%	32%	36%	35%	44%	41%	37%	32%	30%	41%	30%
Don't know	552	241	311	141	106	110	70	49	77	126	175	118	133	69	275
	13%	12%	15%	29%	15%	16%	9%	8%	9%	11%	15%	13%	14%	12%	16%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 4

**Q1. Do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Owners of pubs and private members clubs should be allowed to have a private room for people to smoke in if they want to**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Agree	2121 51%	179 48%	68 41%	253 56%	192 52%	180 48%	149 51%	113 55%	225 54%	287 53%	305 53%	170 46%	445 49%	582 54%	97 50%	403 62%
Disagree	1462 35%	156 42%	72 43%	149 33%	128 34%	134 36%	98 34%	72 35%	124 30%	164 30%	215 37%	150 40%	353 39%	358 34%	80 41%	195 30%
Don't know	552 13%	38 10%	26 16%	52 11%	51 14%	58 16%	43 15%	22 11%	64 15%	87 16%	59 10%	52 14%	106 12%	129 12%	19 10%	49 8%



## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 5

**Q2. Which of the following statements comes closest to your opinion about the level of government intervention?**

**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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
The government interferes too much in trying to make people adopt healthy lifestyles	1571 38%	778 38%	793 38%	95 19%	195 28%	277 40%	327 44%	293 48%	385 43%	368 33%	370 32%	372 41%	462 47%	165 29%	666 38%
The level of government intervention in people's lifestyle choices is about right	1119 27%	580 29%	539 26%	127 26%	189 27%	157 23%	194 26%	159 26%	294 33%	361 33%	329 29%	220 24%	209 21%	170 30%	450 26%
There should be more government regulation to stop people making unhealthy lifestyle choices	883 21%	429 21%	453 22%	131 27%	197 28%	161 23%	136 18%	114 19%	144 16%	269 24%	276 24%	179 20%	159 16%	157 28%	387 22%
Don't know	563 14%	240 12%	323 15%	138 28%	116 17%	102 15%	81 11%	48 8%	77 9%	108 10%	172 15%	129 14%	153 16%	69 12%	252 14%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 5

**Q2. Which of the following statements comes closest to your opinion about the level of government intervention?**

**Base: All respondents**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
The government interferes too much in trying to make people adopt healthy lifestyles	1571 38%	151 41%	57 35%	190 42%	168 45%	135 36%	96 33%	95 46%	164 40%	153 29%	222 38%	140 38%	295 33%	384 36%	46 23%	379 58%
The level of government intervention in people's lifestyle choices is about right	1119 27%	109 29%	46 28%	118 26%	88 24%	96 26%	93 32%	51 25%	105 25%	150 28%	160 28%	102 27%	352 39%	276 26%	77 39%	123 19%
There should be more government regulation to stop people making unhealthy lifestyle choices	883 21%	77 21%	39 24%	94 21%	64 17%	87 23%	60 21%	37 18%	76 18%	149 28%	121 21%	77 21%	184 20%	274 26%	51 26%	100 15%
Don't know	563 14%	35 9%	23 14%	52 12%	52 14%	55 15%	40 14%	24 12%	68 17%	85 16%	76 13%	53 14%	73 8%	134 13%	22 11%	46 7%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 6

**Q3. Do you support or oppose each of the following proposals designed to alter lifestyle behaviours?**

**Base: All respondents**

**Summary table**

	Compulsory health warning labels on food and drinks which are high in sugar, fat and salt	Health warning labels with images such as diseased livers on alcohol packaging	A new tax on fizzy drinks which would likely increase their price	A new tax on food and drinks which contain high levels of sugar and salt which would likely increase their price
Unweighted base	4135	4135	4135	4135
Weighted base	4135	4135	4135	4135
Support	2976 72%	2222 54%	1510 37%	1447 35%
Oppose	703 17%	1322 32%	2009 49%	2065 50%
Don't know	456 11%	592 14%	616 15%	623 15%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 7

**Q3. Do you support or oppose each of the following proposals designed to alter lifestyle behaviours?**

**Base: All respondents**

**Compulsory health warning labels on food and drinks which are high in sugar, fat and salt**

	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	Pri- vate
Unweighted base	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Support	2976	1424	1552	304	478	500	543	459	693	827	820	603	726	432	1190
	72%	70%	74%	62%	69%	72%	74%	75%	77%	75%	71%	67%	74%	77%	68%
Oppose	703	381	322	66	129	108	131	132	137	169	195	185	153	76	334
	17%	19%	15%	13%	18%	16%	18%	21%	15%	15%	17%	21%	16%	14%	19%
Don't know	456	222	234	121	90	88	64	23	70	109	132	112	103	53	231
	11%	11%	11%	25%	13%	13%	9%	4%	8%	10%	12%	12%	10%	9%	13%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 7

**Q3. Do you support or oppose each of the following proposals designed to alter lifestyle behaviours?**

**Base: All respondents**

**Compulsory health warning labels on food and drinks which are high in sugar, fat and salt**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Support	2976 72%	273 73%	127 77%	335 74%	263 71%	256 69%	218 75%	137 66%	298 72%	393 73%	416 72%	260 70%	679 75%	813 76%	150 76%	420 65%
Oppose	703 17%	52 14%	22 13%	85 19%	73 20%	67 18%	39 14%	44 21%	66 16%	72 13%	108 19%	75 20%	159 18%	166 16%	23 12%	176 27%
Don't know	456 11%	47 13%	16 10%	35 8%	36 10%	49 13%	32 11%	26 13%	49 12%	73 14%	55 10%	38 10%	65 7%	90 8%	23 12%	50 8%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 8

**Q3. Do you support or oppose each of the following proposals designed to alter lifestyle behaviours?**

**Base: All respondents**

**Health warning labels with images such as diseased livers on alcohol packaging**

	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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Support	2222	1047	1175	243	385	379	404	342	468	585	630	459	548	357	887
	54%	52%	56%	49%	55%	54%	55%	56%	52%	53%	55%	51%	56%	64%	51%
Oppose	1322	725	597	121	203	205	243	212	338	378	341	314	288	142	590
	32%	36%	28%	25%	29%	29%	33%	35%	38%	34%	30%	35%	29%	25%	34%
Don't know	592	256	336	128	109	112	90	59	93	143	176	127	146	63	278
	14%	13%	16%	26%	16%	16%	12%	10%	10%	13%	15%	14%	15%	11%	16%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 8

**Q3. Do you support or oppose each of the following proposals designed to alter lifestyle behaviours?**

**Base: All respondents**

**Health warning labels with images such as diseased livers on alcohol packaging**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Support	2222 54%	196 53%	101 61%	260 57%	172 46%	198 53%	165 57%	115 56%	217 52%	309 57%	303 52%	187 50%	481 53%	658 62%	120 61%	300 46%
Oppose	1322 32%	120 32%	45 27%	144 32%	151 41%	110 30%	80 28%	66 32%	134 32%	141 26%	202 35%	128 35%	324 36%	294 27%	51 26%	289 45%
Don't know	592 14%	57 15%	20 12%	51 11%	50 13%	63 17%	45 16%	25 12%	63 15%	88 16%	74 13%	57 15%	98 11%	117 11%	24 12%	58 9%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 9

**Q3. Do you support or oppose each of the following proposals designed to alter lifestyle behaviours?**

**Base: All respondents**

**A new tax on fizzy drinks which would likely increase their price**

	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	Pri- vate
Unweighted base	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Support	1510 37%	769 38%	741 35%	141 29%	240 34%	230 33%	252 34%	258 42%	390 43%	472 43%	417 36%	296 33%	326 33%	237 42%	585 33%
Oppose	2009 49%	979 48%	1030 49%	226 46%	350 50%	367 53%	373 51%	308 50%	385 43%	483 44%	530 46%	475 53%	521 53%	257 46%	885 50%
Don't know	616 15%	279 14%	338 16%	125 25%	107 15%	99 14%	113 15%	48 8%	125 14%	151 14%	199 17%	130 14%	136 14%	68 12%	285 16%



## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 9

**Q3. Do you support or oppose each of the following proposals designed to alter lifestyle behaviours?**

**Base: All respondents**

**A new tax on fizzy drinks which would likely increase their price**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Support	1510 37%	143 38%	57 34%	165 36%	123 33%	132 35%	115 40%	79 38%	148 36%	209 39%	205 35%	136 37%	344 38%	409 38%	94 48%	221 34%
Oppose	2009 49%	177 48%	85 52%	228 50%	199 54%	175 47%	128 44%	103 50%	206 50%	245 46%	287 50%	174 47%	442 49%	516 48%	73 37%	366 57%
Don't know	616 15%	52 14%	23 14%	62 14%	49 13%	65 17%	46 16%	25 12%	60 14%	83 16%	87 15%	62 17%	117 13%	144 13%	29 15%	60 9%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 10

**Q3. Do you support or oppose each of the following proposals designed to alter lifestyle behaviours?****Base: All respondents****A new tax on food and drinks which contain high levels of sugar and salt which would likely increase their price**

	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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Support	1447	742	705	144	250	217	227	234	375	469	376	302	299	241	546
	35%	37%	33%	29%	36%	31%	31%	38%	42%	42%	33%	34%	30%	43%	31%
Oppose	2065	1003	1062	220	335	371	407	321	411	500	577	457	531	255	901
	50%	49%	50%	45%	48%	53%	55%	52%	46%	45%	50%	51%	54%	46%	51%
Don't know	623	282	341	127	111	109	103	58	115	137	193	141	152	65	307
	15%	14%	16%	26%	16%	16%	14%	10%	13%	12%	17%	16%	16%	12%	18%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 10

**Q3. Do you support or oppose each of the following proposals designed to alter lifestyle behaviours?**

**Base: All respondents**

**A new tax on food and drinks which contain high levels of sugar and salt which would likely increase their price**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Support	1447 35%	141 38%	56 34%	164 36%	107 29%	113 30%	98 34%	59 29%	155 38%	221 41%	201 35%	131 35%	340 38%	409 38%	95 48%	179 28%
Oppose	2065 50%	180 48%	87 53%	233 51%	207 56%	193 52%	145 50%	119 58%	189 46%	229 43%	302 52%	181 49%	442 49%	517 48%	71 36%	409 63%
Don't know	623 15%	51 14%	22 14%	57 13%	59 16%	66 18%	46 16%	29 14%	69 17%	88 16%	77 13%	60 16%	122 13%	142 13%	30 15%	58 9%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 11

**Q4. For each of the following examples, please say how much you think of the total price is made up of taxes payable to the government.**

**Base: All respondents**

**Summary table**

	An £8 packet of 20 cigarettes	A £5 bottle of wine	A £15 bottle of vodka	A £3.50 pint of lager, 4% alcohol (e.g. Fosters)
Unweighted base	4135	4135	4135	4135
Weighted base	4135	4135	4135	4135
£0-£1	31 1%	338 8%	21 *	573 14%
£1.01-£2.00	137 3%	678 16%	53 1%	1039 25%
£2.01-£3.00	163 4%	701 17%	174 4%	462 11%
£3.01-£4.00	271 7%	378 9%	150 4%	15 *
£4.01-£5.00	435 11%	30 1%	326 8%	- -
£5.01-£6.00	626 15%	- -	114 3%	- -
£6.01-£7.00	393 10%	- -	172 4%	- -
£7.01-£8.00	70 2%	- -	269 7%	- -
£8.01-£9.00	- -	- -	120 3%	- -
£9.01-£10.00	- -	- -	369 9%	- -
£10.01+	- -	- -	336 8%	- -
Don't know	2008 49%	2010 49%	2031 49%	2047 50%
Mean	506.68	237.03	737.58	167.98
Standard deviation	157.40	97.60	308.98	70.41
Standard error	3.40	2.10	6.69	1.53

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 12

**Q4. For each of the following examples, please say how much you think of the total price is made up of taxes payable to the government.**

**Base: All respondents**

**An £8 packet of 20 cigarettes**

	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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
£0-£1	31 1%	16 1%	15 1%	11 2%	11 2%	4 1%	2 *	3 *	1 *	14 1%	8 1%	4 *	6 1%	11 2%	16 1%
£1.01-£2.00	137 3%	49 2%	88 4%	32 7%	37 5%	26 4%	21 3%	5 1%	16 2%	34 3%	48 4%	25 3%	30 3%	28 5%	64 4%
£2.01-£3.00	163 4%	44 2%	119 6%	30 6%	42 6%	17 2%	22 3%	30 5%	21 2%	49 4%	47 4%	32 4%	35 4%	28 5%	67 4%
£3.01-£4.00	271 7%	113 6%	158 8%	25 5%	56 8%	43 6%	47 6%	53 9%	47 5%	80 7%	79 7%	48 5%	64 6%	46 8%	113 6%
£4.01-£5.00	435 11%	215 11%	220 10%	45 9%	62 9%	62 9%	89 12%	73 12%	104 12%	120 11%	114 10%	81 9%	121 12%	49 9%	176 10%
£5.01-£6.00	626 15%	385 19%	241 11%	33 7%	65 9%	93 13%	115 16%	120 20%	200 22%	171 15%	187 16%	153 17%	115 12%	68 12%	251 14%
£6.01-£7.00	393 10%	277 14%	116 6%	20 4%	38 6%	56 8%	90 12%	78 13%	111 12%	117 11%	90 8%	105 12%	81 8%	44 8%	168 10%
£7.01-£8.00	70 2%	54 3%	17 1%	4 1%	7 1%	11 2%	11 1%	26 4%	13 1%	20 2%	11 1%	22 2%	17 2%	15 3%	32 2%
£8.01-£9.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£9.01-£10.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£10.01+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2008 49%	874 43%	1134 54%	291 59%	379 54%	385 55%	340 46%	226 37%	387 43%	500 45%	563 49%	431 48%	514 52%	272 48%	868 49%
Mean	506.68	543.20	463.50	414.05	442.70	507.79	523.06	537.23	546.05	504.41	496.94	531.23	497.12	472.80	504.78
Standard deviation	157.40	145.53	160.03	187.40	174.08	158.87	145.67	140.10	124.76	161.57	157.66	152.03	154.80	181.54	163.66
Standard error	3.40	4.12	5.33	16.01	10.54	9.14	6.97	6.69	5.26	6.21	6.43	8.25	6.72	11.15	5.73

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 12

**Q4. For each of the following examples, please say how much you think of the total price is made up of taxes payable to the government.**

**Base: All respondents**

**An £8 packet of 20 cigarettes**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
£0-£1	31 1%	4 1%	4 2%	- -	3 1%	2 *	1 *	- -	1 *	11 2%	4 1%	2 1%	10 1%	8 1%	4 2%	1 *
£1.01-£2.00	137 3%	15 4%	4 3%	26 6%	10 3%	12 3%	8 3%	6 3%	9 2%	23 4%	15 3%	10 3%	32 4%	44 4%	2 1%	10 2%
£2.01-£3.00	163 4%	7 2%	9 5%	26 6%	19 5%	9 2%	10 4%	4 2%	14 3%	23 4%	32 5%	10 3%	34 4%	43 4%	4 2%	20 3%
£3.01-£4.00	271 7%	30 8%	8 5%	28 6%	16 4%	23 6%	21 7%	26 13%	22 5%	46 9%	30 5%	21 6%	66 7%	83 8%	17 9%	37 6%
£4.01-£5.00	435 11%	28 8%	16 10%	52 12%	41 11%	32 9%	40 14%	17 8%	46 11%	52 10%	63 11%	47 13%	103 11%	127 12%	22 11%	87 13%
£5.01-£6.00	626 15%	66 18%	31 19%	60 13%	65 17%	50 14%	53 18%	30 14%	76 18%	47 9%	98 17%	49 13%	172 19%	142 13%	35 18%	132 20%
£6.01-£7.00	393 10%	47 13%	13 8%	43 9%	38 10%	33 9%	33 11%	13 6%	45 11%	44 8%	51 9%	34 9%	114 13%	67 6%	21 10%	91 14%
£7.01-£8.00	70 2%	6 2%	5 3%	5 1%	2 *	5 1%	4 1%	3 2%	8 2%	19 4%	8 1%	5 1%	12 1%	15 1%	4 2%	10 2%
£8.01-£9.00	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
£9.01-£10.00	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
£10.01+	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	208 49%	170 46%	75 45%	214 47%	179 48%	206 55%	121 42%	108 52%	191 46%	271 50%	278 48%	195 52%	362 40%	540 51%	87 45%	258 40%
Mean	506.68	520.64	503.74	487.04	511.73	512.16	521.46	501.83	535.55	472.77	505.44	513.86	515.61	481.34	521.07	542.79
Standard deviation	157.40	157.18	168.08	162.23	154.19	153.92	141.68	141.56	144.04	183.56	153.70	146.08	151.56	159.07	147.70	130.28
Standard error	3.40	11.03	16.81	10.41	10.35	12.44	11.10	13.56	9.69	12.43	8.55	10.49	6.64	6.73	13.65	6.44

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 13

**Q4. For each of the following examples, please say how much you think of the total price is made up of taxes payable to the government.**

**Base: All respondents**

**A £5 bottle of wine**

	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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
£0-£1	338 8%	160 8%	178 8%	57 12%	80 11%	70 10%	40 5%	35 6%	57 6%	110 10%	97 8%	73 8%	58 6%	59 10%	168 10%
£1.01-£2.00	678 16%	362 18%	316 15%	69 14%	121 17%	83 12%	131 18%	111 18%	163 18%	196 18%	190 17%	144 16%	149 15%	85 15%	290 17%
£2.01-£3.00	701 17%	394 19%	308 15%	51 10%	77 11%	103 15%	141 19%	134 22%	195 22%	206 19%	186 16%	148 16%	162 16%	84 15%	277 16%
£3.01-£4.00	378 9%	228 11%	151 7%	18 4%	40 6%	51 7%	76 10%	88 14%	105 12%	109 10%	93 8%	104 12%	73 7%	51 9%	143 8%
£4.01-£5.00	30 1%	22 1%	8 *	2 *	1 *	5 1%	3 *	6 1%	13 1%	12 1%	6 1%	4 *	8 1%	2 *	13 1%
£5.01-£6.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£6.01-£7.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£7.01-£8.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£8.01-£9.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£9.01-£10.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£10.01+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2010 49%	861 42%	1149 54%	295 60%	376 54%	385 55%	346 47%	239 39%	368 41%	473 43%	575 50%	428 48%	533 54%	280 50%	864 49%
Mean	237.03	243.97	228.59	197.91	208.20	230.69	246.08	259.09	250.36	236.38	233.49	242.04	237.17	228.92	229.85
Standard deviation	97.60	97.67	96.89	97.83	96.76	103.73	93.25	93.78	91.78	98.36	96.52	99.75	95.67	103.17	99.29
Standard error	2.10	2.75	3.24	8.45	5.88	5.98	4.49	4.53	3.80	3.70	3.97	5.41	4.22	6.41	3.48

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 13

**Q4. For each of the following examples, please say how much you think of the total price is made up of taxes payable to the government.**

**Base: All respondents**

**A £5 bottle of wine**

	Region											Voting Intention				
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
£0-£1	338 8%	25 7%	12 7%	41 9%	38 10%	30 8%	17 6%	15 7%	33 8%	59 11%	46 8%	23 6%	99 11%	96 9%	14 7%	45 7%
£1.01-£2.00	678 16%	53 14%	33 20%	90 20%	49 13%	36 10%	69 24%	33 16%	61 15%	84 16%	110 19%	60 16%	165 18%	163 15%	35 18%	137 21%
£2.01-£3.00	701 17%	72 19%	25 15%	62 14%	68 18%	64 17%	61 21%	26 13%	84 20%	78 14%	102 18%	59 16%	184 20%	173 16%	43 22%	125 19%
£3.01-£4.00	378 9%	45 12%	17 10%	43 10%	30 8%	34 9%	20 7%	23 11%	43 10%	39 7%	49 9%	35 9%	99 11%	76 7%	20 10%	68 10%
£4.01-£5.00	30 1%	4 1%	-	4 1%	5 1%	2 *	-	3 1%	3 1%	2 *	5 1%	3 1%	6 1%	11 1%	-	5 1%
£5.01-£6.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£6.01-£7.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£7.01-£8.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£8.01-£9.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£9.01-£10.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£10.01+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2010 49%	174 47%	78 47%	214 47%	183 49%	207 56%	123 42%	107 52%	190 46%	277 51%	266 46%	192 52%	350 39%	550 52%	84 43%	267 41%
Mean	237.03	253.97	231.71	230.81	235.47	243.63	229.63	244.39	244.72	219.52	237.10	243.33	234.43	230.14	236.93	242.75
Standard deviation	97.60	95.71	94.58	99.93	105.12	101.73	82.67	101.94	94.20	102.39	94.44	95.79	97.80	97.27	91.93	94.29
Standard error	2.10	6.78	9.65	6.41	7.06	8.25	6.52	9.76	6.31	6.98	5.18	6.81	4.25	4.15	8.39	4.69



## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 14

**Q4. For each of the following examples, please say how much you think of the total price is made up of taxes payable to the government.**

**Base: All respondents**

**A £15 bottle of vodka**

	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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
£0-£1	21 *	14 1%	7 *	6 1%	11 2%	2 *	1 *	1 *	- -	6 *	6 1%	3 *	6 1%	5 1%	14 1%
£1.01-£2.00	53 1%	29 1%	24 1%	6 1%	11 2%	16 2%	9 1%	5 1%	6 1%	18 2%	10 1%	13 1%	12 1%	8 1%	34 2%
£2.01-£3.00	174 4%	64 3%	111 5%	26 5%	42 6%	34 5%	22 3%	23 4%	27 3%	58 5%	55 5%	33 4%	28 3%	38 7%	78 4%
£3.01-£4.00	150 4%	71 4%	79 4%	20 4%	33 5%	19 3%	24 3%	21 3%	33 4%	43 4%	32 3%	27 3%	48 5%	21 4%	65 4%
£4.01-£5.00	326 8%	160 8%	167 8%	44 9%	66 9%	40 6%	57 8%	51 8%	69 8%	98 9%	98 9%	71 8%	60 6%	39 7%	136 8%
£5.01-£6.00	114 3%	66 3%	48 2%	16 3%	17 2%	5 1%	21 3%	21 3%	35 4%	32 3%	35 3%	17 2%	31 3%	14 3%	49 3%
£6.01-£7.00	172 4%	92 5%	80 4%	12 2%	24 3%	27 4%	33 4%	36 6%	40 4%	49 4%	43 4%	41 4%	39 4%	16 3%	69 4%
£7.01-£8.00	269 7%	151 7%	119 6%	24 5%	36 5%	50 7%	54 7%	47 8%	60 7%	80 7%	75 7%	57 6%	57 6%	42 7%	115 7%
£8.01-£9.00	120 3%	66 3%	54 3%	7 1%	16 2%	11 2%	23 3%	33 5%	30 3%	30 3%	30 3%	31 3%	28 3%	9 2%	49 3%
£9.01-£10.00	369 9%	207 10%	161 8%	23 5%	40 6%	52 7%	77 10%	58 9%	120 13%	103 9%	111 10%	89 10%	66 7%	53 9%	141 8%
£10.01+	336 8%	237 12%	100 5%	17 3%	24 3%	53 8%	62 8%	75 12%	105 12%	102 9%	77 7%	84 9%	72 7%	37 7%	128 7%
Don't know	2031 49%	870 43%	1161 55%	293 60%	377 54%	388 56%	353 48%	243 40%	377 42%	486 44%	574 50%	435 48%	536 55%	279 50%	878 50%
Mean	737.58	776.18	690.48	616.72	622.01	730.11	770.33	784.50	801.17	730.66	731.62	767.06	724.05	703.55	714.22
Standard deviation	308.98	311.27	299.66	295.86	299.62	325.50	301.18	294.68	293.48	315.28	302.98	307.74	308.14	326.87	315.27
Standard error	6.69	8.81	10.10	25.37	18.13	18.89	14.61	14.29	12.25	11.99	12.47	16.81	13.60	20.39	11.11

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 14

**Q4. For each of the following examples, please say how much you think of the total price is made up of taxes payable to the government.**

**Base: All respondents**

**A £15 bottle of vodka**

	Region											Voting Intention				
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
£0-£1	21 *	* *	3 2%	2 1%	2 1%	3 1%	1 *	1 1%	1 *	4 1%	2 *	2 1%	4 *	5 *	- -	4 1%
£1.01-£2.00	53 1%	4 1%	2 1%	5 1%	11 3%	7 2%	4 1%	4 2%	5 1%	9 2%	2 *	* *	14 2%	16 1%	4 2%	8 1%
£2.01-£3.00	174 4%	21 6%	8 5%	23 5%	11 3%	12 3%	12 4%	4 2%	18 4%	28 5%	21 4%	16 4%	35 4%	52 5%	2 1%	24 4%
£3.01-£4.00	150 4%	9 2%	5 3%	23 5%	22 6%	8 2%	13 5%	7 3%	14 3%	19 4%	21 4%	9 2%	43 5%	46 4%	7 3%	23 4%
£4.01-£5.00	326 8%	18 5%	19 12%	45 10%	32 9%	17 4%	25 9%	12 6%	31 8%	42 8%	61 11%	24 7%	96 11%	76 7%	14 7%	52 8%
£5.01-£6.00	114 3%	8 2%	6 4%	12 3%	7 2%	8 2%	9 3%	7 4%	8 2%	13 2%	19 3%	17 5%	30 3%	30 3%	9 4%	21 3%
£6.01-£7.00	172 4%	14 4%	5 3%	16 4%	17 5%	16 4%	16 6%	6 3%	15 4%	20 4%	29 5%	15 4%	52 6%	43 4%	9 5%	32 5%
£7.01-£8.00	269 7%	26 7%	6 4%	21 5%	20 5%	33 9%	26 9%	15 7%	28 7%	26 5%	47 8%	22 6%	80 9%	72 7%	13 7%	44 7%
£8.01-£9.00	120 3%	15 4%	5 3%	12 3%	14 4%	7 2%	14 5%	4 2%	10 3%	8 1%	19 3%	11 3%	29 3%	28 3%	7 3%	27 4%
£9.01-£10.00	369 9%	34 9%	12 7%	41 9%	39 10%	29 8%	28 10%	18 9%	49 12%	43 8%	44 8%	32 9%	73 8%	84 8%	31 16%	68 10%
£10.01+	336 8%	43 12%	15 9%	37 8%	19 5%	22 6%	19 7%	16 8%	43 10%	51 9%	41 7%	29 8%	82 9%	69 6%	16 8%	74 11%
Don't know	2031 49%	179 48%	78 47%	218 48%	179 48%	210 56%	122 42%	112 54%	191 46%	275 51%	272 47%	195 52%	365 40%	548 51%	85 43%	270 42%
Mean	737.58	790.82	704.28	711.24	696.46	738.37	723.90	762.59	776.09	727.36	730.34	753.78	723.52	706.22	788.11	773.61
Standard deviation	308.98	314.30	333.56	321.44	308.41	298.39	281.75	316.96	309.26	337.21	280.75	300.18	296.80	307.72	286.51	307.88
Standard error	6.69	22.51	34.04	20.75	20.52	24.45	22.20	30.93	20.80	23.00	15.53	21.50	13.04	13.11	26.26	15.36

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 15

**Q4. For each of the following examples, please say how much you think of the total price is made up of taxes payable to the government.**

**Base: All respondents**

**A £3.50 pint of lager, 4% alcohol (e.g. Fosters)**

	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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
£0-£1	573 14%	277 14%	295 14%	90 18%	121 17%	91 13%	83 11%	73 12%	115 13%	175 16%	165 14%	126 14%	106 11%	95 17%	249 14%
£1.01-£2.00	1039 25%	569 28%	470 22%	75 15%	147 21%	148 21%	214 29%	195 32%	260 29%	304 28%	284 25%	212 23%	239 24%	123 22%	435 25%
£2.01-£3.00	462 11%	308 15%	154 7%	26 5%	45 6%	69 10%	89 12%	101 16%	133 15%	128 12%	114 10%	124 14%	96 10%	60 11%	186 11%
£3.01-£4.00	15 *	10 *	5 *	3 1%	3 *	3 *	1 *	5 1%	1 *	5 *	1 *	5 1%	4 *	4 1%	6 *
£4.01-£5.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£5.01-£6.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£6.01-£7.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£7.01-£8.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£8.01-£9.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£9.01-£10.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£10.01+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2047 50%	863 43%	1184 56%	298 61%	381 55%	387 56%	350 48%	241 39%	391 43%	493 45%	583 51%	434 48%	537 55%	279 50%	879 50%
Mean	167.98	176.57	157.16	139.80	145.90	165.89	176.55	184.52	175.05	163.73	163.26	174.87	172.59	161.55	166.12
Standard deviation	70.41	70.80	68.44	73.63	71.36	74.02	64.94	67.56	66.07	70.35	69.42	73.03	68.25	75.53	71.41
Standard error	1.53	2.00	2.34	6.41	4.37	4.28	3.14	3.28	2.80	2.69	2.88	3.99	3.03	4.70	2.52

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 15

**Q4. For each of the following examples, please say how much you think of the total price is made up of taxes payable to the government.**

**Base: All respondents**

**A £3.50 pint of lager, 4% alcohol (e.g. Fosters)**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
£0-£1	573 14%	46 12%	27 17%	69 15%	56 15%	44 12%	45 16%	27 13%	44 11%	84 16%	84 14%	46 12%	155 17%	149 14%	31 16%	92 14%
£1.01-£2.00	1039 25%	100 27%	39 24%	109 24%	85 23%	83 22%	84 29%	54 26%	123 30%	115 21%	156 27%	89 24%	267 30%	270 25%	59 30%	186 29%
£2.01-£3.00	462 11%	51 14%	18 11%	52 11%	40 11%	35 9%	37 13%	18 9%	53 13%	56 10%	61 11%	40 11%	111 12%	92 9%	17 9%	96 15%
£3.01-£4.00	15 *	- -	1 *	3 1%	3 1%	- -	1 *	- -	1 *	6 1%	1 *	- -	1 *	2 *	1 *	6 1%
£4.01-£5.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£5.01-£6.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£6.01-£7.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£7.01-£8.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£8.01-£9.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£9.01-£10.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£10.01+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2047 50%	175 47%	80 48%	222 49%	188 51%	210 56%	123 42%	108 52%	191 46%	277 51%	277 48%	198 53%	369 41%	555 52%	88 45%	267 41%
Mean	167.98	175.38	160.11	165.74	166.75	163.42	170.02	167.61	179.50	166.25	161.92	168.70	164.30	161.10	154.57	177.76
Standard deviation	70.41	69.15	73.76	74.46	77.57	65.12	65.70	66.00	65.78	78.21	65.74	68.78	67.83	68.16	66.91	72.83
Standard error	1.53	4.91	7.61	4.84	5.29	5.32	5.18	6.35	4.45	5.35	3.68	4.96	3.00	2.92	6.19	3.65

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 16

**Q5. For each of the following, do you think the government should or should not offer financial incentives to those people who are trying to...?**

**Base: All respondents**

**Summary table**

	<u>Lose weight</u>	<u>Stop smoking</u>	<u>Stop drinking excessively</u>
Unweighted base	4135	4135	4135
Weighted base	4135	4135	4135
Should	1106 27%	1145 28%	1084 26%
Should Not	2540 61%	2498 60%	2563 62%
Don't know	489 12%	491 12%	488 12%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 17

**Q5. For each of the following, do you think the government should or should not offer financial incentives to those people who are trying to...?**

**Base: All respondents**

**Loose weight**

	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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Should	1106	568	538	177	230	199	192	145	163	285	290	235	296	157	505
	27%	28%	26%	36%	33%	29%	26%	24%	18%	26%	25%	26%	30%	28%	29%
Should Not	2540	1216	1324	201	361	388	481	431	679	727	713	536	564	345	994
	61%	60%	63%	41%	52%	56%	65%	70%	75%	66%	62%	60%	57%	62%	57%
Don't know	489	242	247	113	105	109	64	39	58	93	144	130	122	59	255
	12%	12%	12%	23%	15%	16%	9%	6%	6%	8%	13%	14%	12%	11%	15%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 17

**Q5. For each of the following, do you think the government should or should not offer financial incentives to those people who are trying to...?**

**Base: All respondents**

**Lose weight**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Should	1106 27%	98 26%	43 26%	141 31%	88 24%	107 29%	72 25%	50 24%	95 23%	162 30%	159 28%	91 25%	183 20%	390 36%	73 37%	135 21%
Should Not	2540 61%	238 64%	101 61%	275 60%	235 63%	210 57%	186 64%	133 64%	258 62%	310 58%	355 61%	239 64%	650 72%	567 53%	97 49%	458 71%
Don't know	489 12%	36 10%	21 13%	39 9%	49 13%	55 15%	32 11%	24 11%	61 15%	66 12%	64 11%	42 11%	71 8%	112 10%	26 13%	55 8%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 18

**Q5. For each of the following, do you think the government should or should not offer financial incentives to those people who are trying to...?**

**Base: All respondents**

**Stop smoking**

	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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Should	1145	588	557	174	230	212	204	150	176	289	294	239	323	159	508
	28%	29%	26%	35%	33%	30%	28%	24%	20%	26%	26%	27%	33%	28%	29%
Should Not	2498	1209	1289	192	360	381	476	425	664	720	702	532	544	345	987
	60%	60%	61%	39%	52%	55%	65%	69%	74%	65%	61%	59%	55%	61%	56%
Don't know	491	229	262	125	107	103	57	39	60	96	151	129	115	57	260
	12%	11%	12%	25%	15%	15%	8%	6%	7%	9%	13%	14%	12%	10%	15%



**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 18

**Q5. For each of the following, do you think the government should or should not offer financial incentives to those people who are trying to...?**

**Base: All respondents**

**Stop smoking**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Should	1145 28%	92 25%	41 25%	156 34%	89 24%	115 31%	76 26%	47 23%	106 26%	180 33%	155 27%	88 24%	191 21%	373 35%	80 41%	161 25%
Should Not	2498 60%	239 64%	103 62%	260 57%	232 62%	204 55%	180 62%	136 66%	255 62%	288 54%	361 62%	240 64%	642 71%	571 53%	95 49%	443 68%
Don't know	491 12%	41 11%	21 13%	39 9%	51 14%	53 14%	34 12%	23 11%	53 13%	69 13%	62 11%	44 12%	71 8%	124 12%	20 10%	44 7%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 19

**Q5. For each of the following, do you think the government should or should not offer financial incentives to those people who are trying to...?**

**Base: All respondents**

**Stop drinking excessively**

	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	Pri- vate
Unweighted base	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Should	1084	549	535	166	222	202	192	137	166	273	290	224	298	153	480
	26%	27%	25%	34%	32%	29%	26%	22%	18%	25%	25%	25%	30%	27%	27%
Should Not	2563	1243	1320	208	372	389	483	434	677	738	709	550	566	352	1013
	62%	61%	63%	42%	53%	56%	66%	71%	75%	67%	62%	61%	58%	63%	58%
Don't know	488	234	253	117	102	106	62	43	57	94	148	127	118	56	262
	12%	12%	12%	24%	15%	15%	8%	7%	6%	8%	13%	14%	12%	10%	15%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 19

**Q5. For each of the following, do you think the government should or should not offer financial incentives to those people who are trying to...?**

**Base: All respondents**

**Stop drinking excessively**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Should	1084 26%	92 25%	39 24%	151 33%	87 23%	100 27%	70 24%	49 24%	97 24%	162 30%	148 26%	89 24%	171 19%	361 34%	79 40%	152 24%
Should Not	2563 62%	245 66%	101 61%	266 58%	240 65%	214 57%	186 64%	131 63%	266 64%	303 56%	367 63%	243 65%	656 73%	585 55%	92 47%	456 70%
Don't know	488 12%	35 9%	25 15%	38 8%	45 12%	58 16%	33 11%	27 13%	51 12%	72 13%	64 11%	40 11%	76 8%	122 11%	25 13%	39 6%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 20

**Q6. Do you think the current level of tax on each of the following products is too high, too low or about right?**

**Base: All respondents**

**Summary table**

	56% on a bottle of wine	76% on a bottle of vodka	31% on a pint of 4.3% strength beer	77% on a packet of cigarettes	£71 on an economy class, long haul flight
Unweighted base	4135	4135	4135	4135	4135
Weighted base	4135	4135	4135	4135	4135
Too high	2254 55%	2098 51%	1682 41%	1341 32%	2281 55%
About right	976 24%	1095 26%	1404 34%	1284 31%	820 20%
Too low	249 6%	281 7%	363 9%	863 21%	184 4%
Don't know	655 16%	661 16%	686 17%	647 16%	850 21%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 21

**Q6. Do you think the current level of tax on each of the following products is too high, too low or about right?**

**Base: All respondents**

**56% on a bottle of wine**

	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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Too high	2254	1130	1124	207	352	377	453	370	495	576	605	535	538	294	974
	55%	56%	53%	42%	51%	54%	61%	60%	55%	52%	53%	59%	55%	52%	56%
About right	976	477	499	111	134	155	157	157	263	328	265	190	193	141	375
	24%	24%	24%	23%	19%	22%	21%	26%	29%	30%	23%	21%	20%	25%	21%
Too low	249	168	81	32	66	30	32	31	57	68	79	41	61	41	100
	6%	8%	4%	6%	10%	4%	4%	5%	6%	6%	7%	4%	6%	7%	6%
Don't know	655	251	404	142	143	134	95	56	85	133	197	136	190	85	306
	16%	12%	19%	29%	21%	19%	13%	9%	9%	12%	17%	15%	19%	15%	17%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 21

**Q6. Do you think the current level of tax on each of the following products is too high, too low or about right?**

**Base: All respondents**

**56% on a bottle of wine**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Too high	2254 55%	204 55%	88 53%	276 61%	212 57%	184 49%	162 56%	113 55%	217 52%	274 51%	319 55%	204 55%	495 55%	560 52%	101 51%	427 66%
About right	976 24%	102 27%	34 20%	97 21%	89 24%	95 25%	68 23%	40 19%	105 25%	117 22%	129 22%	101 27%	262 29%	262 25%	57 29%	127 20%
Too low	249 6%	17 4%	10 6%	26 6%	18 5%	22 6%	18 6%	18 9%	23 6%	49 9%	31 5%	18 5%	50 6%	89 8%	16 8%	24 4%
Don't know	655 16%	50 13%	33 20%	56 12%	53 14%	72 19%	41 14%	36 18%	68 16%	97 18%	101 17%	48 13%	97 11%	157 15%	22 11%	70 11%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 22

**Q6. Do you think the current level of tax on each of the following products is too high, too low or about right?**

**Base: All respondents**

**76% on a bottle of vodka**

	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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Too high	2098	1024	1074	211	362	389	433	326	377	515	553	507	523	285	942
	51%	51%	51%	43%	52%	56%	59%	53%	42%	47%	48%	56%	53%	51%	54%
About right	1095	563	532	117	140	135	171	169	364	372	317	217	190	147	410
	26%	28%	25%	24%	20%	19%	23%	28%	40%	34%	28%	24%	19%	26%	23%
Too low	281	191	91	33	53	30	38	54	73	90	84	46	61	44	107
	7%	9%	4%	7%	8%	4%	5%	9%	8%	8%	7%	5%	6%	8%	6%
Don't know	661	249	412	130	141	142	96	64	86	128	193	131	208	85	295
	16%	12%	20%	27%	20%	20%	13%	11%	10%	12%	17%	15%	21%	15%	17%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 22

**Q6. Do you think the current level of tax on each of the following products is too high, too low or about right?**

**Base: All respondents**

**76% on a bottle of vodka**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Too high	2098 51%	201 54%	85 51%	253 56%	211 57%	170 46%	136 47%	114 55%	198 48%	267 50%	282 49%	181 49%	444 49%	547 51%	81 41%	386 60%
About right	1095 26%	99 27%	37 22%	117 26%	91 24%	96 26%	90 31%	47 23%	115 28%	137 26%	157 27%	109 29%	314 35%	278 26%	67 34%	158 24%
Too low	281 7%	20 5%	13 8%	27 6%	19 5%	29 8%	21 7%	14 7%	34 8%	43 8%	36 6%	26 7%	54 6%	82 8%	24 12%	32 5%
Don't know	661 16%	53 14%	32 19%	57 13%	51 14%	78 21%	42 14%	32 16%	68 16%	90 17%	103 18%	57 15%	93 10%	162 15%	24 12%	71 11%



**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 23

**Q6. Do you think the current level of tax on each of the following products is too high, too low or about right?**

**Base: All respondents**

**31% on a pint of 4.3% strength beer**

	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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Too high	1682 41%	921 45%	762 36%	144 29%	272 39%	292 42%	344 47%	295 48%	335 37%	407 37%	419 37%	411 46%	445 45%	221 39%	739 42%
About right	1404 34%	642 32%	762 36%	170 35%	211 30%	217 31%	226 31%	204 33%	376 42%	435 39%	427 37%	295 33%	247 25%	203 36%	563 32%
Too low	363 9%	216 11%	147 7%	39 8%	71 10%	47 7%	61 8%	49 8%	96 11%	121 11%	107 9%	49 5%	86 9%	50 9%	144 8%
Don't know	686 17%	248 12%	438 21%	138 28%	143 21%	141 20%	105 14%	66 11%	94 10%	143 13%	193 17%	145 16%	204 21%	88 16%	309 18%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 23

**Q6. Do you think the current level of tax on each of the following products is too high, too low or about right?**

**Base: All respondents**

**31% on a pint of 4.3% strength beer**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Too high	1682 41%	138 37%	67 41%	215 47%	164 44%	141 38%	143 49%	81 39%	165 40%	196 37%	231 40%	144 39%	348 38%	447 42%	72 37%	347 54%
About right	1404 34%	149 40%	56 34%	151 33%	124 33%	110 30%	80 28%	67 33%	149 36%	177 33%	201 35%	141 38%	392 43%	341 32%	77 39%	177 27%
Too low	363 9%	28 8%	12 7%	29 6%	29 8%	43 12%	24 8%	23 11%	31 7%	65 12%	43 7%	35 9%	71 8%	115 11%	22 11%	45 7%
Don't know	686 17%	57 15%	30 18%	60 13%	56 15%	78 21%	43 15%	36 17%	69 17%	98 18%	105 18%	53 14%	93 10%	165 15%	25 13%	79 12%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 24

**Q6. Do you think the current level of tax on each of the following products is too high, too low or about right?**

**Base: All respondents**

**77% on a packet of cigarettes**

	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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Too high	1341 32%	606 30%	734 35%	135 27%	242 35%	276 40%	286 39%	206 34%	196 22%	260 24%	313 27%	350 39%	418 43%	168 30%	608 35%
About right	1284 31%	611 30%	673 32%	152 31%	194 28%	198 29%	219 30%	180 29%	342 38%	428 39%	398 35%	245 27%	213 22%	174 31%	515 29%
Too low	863 21%	542 27%	321 15%	73 15%	118 17%	95 14%	143 19%	169 28%	265 29%	292 26%	244 21%	160 18%	167 17%	130 23%	337 19%
Don't know	647 16%	268 13%	379 18%	132 27%	142 20%	127 18%	89 12%	59 10%	97 11%	125 11%	192 17%	145 16%	184 19%	89 16%	294 17%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 24

**Q6. Do you think the current level of tax on each of the following products is too high, too low or about right?**

**Base: All respondents**

**77% on a packet of cigarettes**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Too high	1341 32%	127 34%	49 30%	172 38%	139 37%	111 30%	99 34%	65 31%	119 29%	181 34%	183 32%	96 26%	237 26%	365 34%	46 23%	263 41%
About right	1284 31%	121 32%	43 26%	144 32%	113 30%	105 28%	80 28%	63 30%	131 32%	178 33%	164 28%	143 38%	344 38%	339 32%	72 37%	170 26%
Too low	863 21%	74 20%	43 26%	83 18%	68 18%	86 23%	67 23%	42 20%	98 24%	82 15%	138 24%	83 22%	229 25%	200 19%	55 28%	147 23%
Don't know	647 16%	51 14%	31 18%	56 12%	52 14%	71 19%	44 15%	37 18%	65 16%	96 18%	94 16%	51 14%	94 10%	165 15%	22 11%	67 10%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 25

**Q6. Do you think the current level of tax on each of the following products is too high, too low or about right?**

**Base: All respondents**

**£71 on an economy class, long haul flight**

	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	Pri- vate
Unweighted base	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Too high	2281	1151	1130	215	348	363	427	378	550	607	638	509	526	284	953
	55%	57%	54%	44%	50%	52%	58%	62%	61%	55%	56%	57%	54%	51%	54%
About right	820	413	407	111	137	138	147	102	185	269	235	166	150	133	353
	20%	20%	19%	23%	20%	20%	20%	17%	21%	24%	20%	18%	15%	24%	20%
Too low	184	124	59	14	38	22	27	42	40	69	40	36	40	33	82
	4%	6%	3%	3%	5%	3%	4%	7%	4%	6%	3%	4%	4%	6%	5%
Don't know	850	338	512	151	174	173	136	92	124	161	234	190	265	112	367
	21%	17%	24%	31%	25%	25%	18%	15%	14%	15%	20%	21%	27%	20%	21%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 25

**Q6. Do you think the current level of tax on each of the following products is too high, too low or about right?**

**Base: All respondents**

**£71 on an economy class, long haul flight**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Too high	2281 55%	210 56%	97 59%	283 62%	207 56%	191 51%	164 57%	104 50%	215 52%	288 54%	319 55%	202 54%	551 61%	562 53%	102 52%	424 66%
About right	820 20%	76 21%	23 14%	81 18%	71 19%	65 17%	63 22%	45 22%	95 23%	108 20%	108 19%	86 23%	201 22%	229 21%	44 22%	94 15%
Too low	184 4%	16 4%	5 3%	21 5%	22 6%	18 5%	9 3%	13 6%	16 4%	25 5%	25 4%	14 4%	25 3%	61 6%	14 7%	26 4%
Don't know	850 21%	69 19%	41 25%	71 16%	72 19%	98 26%	53 18%	45 22%	88 21%	117 22%	127 22%	70 19%	127 14%	216 20%	36 18%	103 16%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 26

**Q7. To what extent do you agree or disagree with the following statements about these indirect taxes such as VAT, alcohol duty, fuel duty, tobacco duty, gambling duty, air passenger duty?**

**Base: All respondents**

**Summary table**

	They are too high	They should be higher	They negatively impact the poorest people more than others	They negatively impact the richest people more than others	They are an effective way of stopping people from making unhealthy lifestyle choices (eg. Smoking, drinking)	They are an ineffective way of stopping people from making unhealthy lifestyle choices (eg. Smoking, drinking)	They are an unfair way of taxing people for doing things they enjoy
Unweighted base	4135	4135	4135	4135	4135	4135	4135
Weighted base	4135	4135	4135	4135	4135	4135	4135
Agree	2096 51%	457 11%	2487 60%	206 5%	909 22%	1869 45%	1979 48%
Disagree	962 23%	2587 63%	696 17%	2914 70%	2313 56%	1333 32%	1216 29%
Don't know	1077 26%	1091 26%	951 23%	1015 25%	913 22%	933 23%	939 23%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 27

**Q7. To what extent do you agree or disagree with the following statements about these indirect taxes such as VAT, alcohol duty, fuel duty, tobacco duty, gambling duty, air passenger duty?**

**Base: All respondents**

**They are too high**

	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	Pri- vate
Unweighted base	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Agree	2096	1071	1026	193	326	353	424	369	432	495	544	495	562	258	910
	51%	53%	49%	39%	47%	51%	58%	60%	48%	45%	47%	55%	57%	46%	52%
Disagree	962	515	447	109	156	141	156	129	272	339	272	177	174	150	371
	23%	25%	21%	22%	22%	20%	21%	21%	30%	31%	24%	20%	18%	27%	21%
Don't know	1077	441	636	190	214	203	157	116	197	271	330	228	247	153	474
	26%	22%	30%	39%	31%	29%	21%	19%	22%	25%	29%	25%	25%	27%	27%



## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 27

**Q7. To what extent do you agree or disagree with the following statements about these indirect taxes such as VAT, alcohol duty, fuel duty, tobacco duty, gambling duty, air passenger duty?**

**Base: All respondents**

**They are too high**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Agree	2096 51%	204 55%	87 52%	251 55%	191 51%	181 49%	147 51%	106 51%	202 49%	280 52%	280 48%	167 45%	466 52%	554 52%	70 36%	416 64%
Disagree	962 23%	81 22%	44 26%	107 23%	78 21%	83 22%	69 24%	48 23%	94 23%	120 22%	139 24%	100 27%	253 28%	254 24%	66 34%	126 20%
Don't know	1077 26%	87 23%	35 21%	97 21%	103 28%	107 29%	73 25%	53 26%	117 28%	138 26%	160 28%	105 28%	185 20%	260 24%	60 31%	105 16%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 28

**Q7. To what extent do you agree or disagree with the following statements about these indirect taxes such as VAT, alcohol duty, fuel duty, tobacco duty, gambling duty, air passenger duty?**

**Base: All respondents**

**They should be higher**

	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	Pri- vate
Unweighted base	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Agree	457 11%	263 13%	193 9%	53 11%	66 10%	70 10%	74 10%	73 12%	122 14%	160 14%	132 11%	76 8%	89 9%	80 14%	169 10%
Disagree	2587 63%	1297 64%	1290 61%	249 51%	414 59%	422 61%	495 67%	428 70%	579 64%	671 61%	705 62%	574 64%	636 65%	326 58%	1097 63%
Don't know	1091 26%	466 23%	625 30%	190 39%	217 31%	205 29%	168 23%	112 18%	199 22%	274 25%	309 27%	250 28%	257 26%	155 28%	488 28%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 28

**Q7. To what extent do you agree or disagree with the following statements about these indirect taxes such as VAT, alcohol duty, fuel duty, tobacco duty, gambling duty, air passenger duty?**

**Base: All respondents**

**They should be higher**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Agree	457 11%	30 8%	18 11%	45 10%	31 8%	36 10%	29 10%	23 11%	52 13%	67 13%	75 13%	51 14%	125 14%	129 12%	33 17%	58 9%
Disagree	2587 63%	252 68%	107 65%	300 66%	239 64%	223 60%	192 66%	129 63%	247 60%	327 61%	357 62%	213 57%	597 66%	691 65%	100 51%	470 73%
Don't know	1091 26%	90 24%	40 24%	110 24%	103 28%	113 30%	69 24%	54 26%	114 28%	143 27%	147 25%	107 29%	182 20%	249 23%	63 32%	119 18%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 29

**Q7. To what extent do you agree or disagree with the following statements about these indirect taxes such as VAT, alcohol duty, fuel duty, tobacco duty, gambling duty, air passenger duty?**

**Base: All respondents**

**They negatively impact the poorest people more than others**

	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	Pri- vate
Unweighted base	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Agree	2487	1238	1250	222	371	390	497	442	565	644	677	531	635	329	1013
	60%	61%	59%	45%	53%	56%	67%	72%	63%	58%	59%	59%	65%	59%	58%
Disagree	696	382	315	75	129	120	117	85	170	235	179	160	121	110	314
	17%	19%	15%	15%	19%	17%	16%	14%	19%	21%	16%	18%	12%	20%	18%
Don't know	951	407	544	194	196	186	123	87	165	226	290	210	226	122	427
	23%	20%	26%	40%	28%	27%	17%	14%	18%	20%	25%	23%	23%	22%	24%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 29

**Q7. To what extent do you agree or disagree with the following statements about these indirect taxes such as VAT, alcohol duty, fuel duty, tobacco duty, gambling duty, air passenger duty?**

**Base: All respondents**

**They negatively impact the poorest people more than others**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Agree	2487 60%	242 65%	106 64%	287 63%	212 57%	204 55%	186 64%	126 61%	249 60%	305 57%	333 58%	237 64%	501 55%	699 65%	112 57%	410 63%
Disagree	696 17%	52 14%	22 13%	76 17%	67 18%	59 16%	40 14%	40 19%	64 15%	100 19%	117 20%	60 16%	220 24%	153 14%	40 21%	134 21%
Don't know	951 23%	78 21%	37 22%	92 20%	93 25%	109 29%	63 22%	41 20%	101 24%	133 25%	129 22%	75 20%	183 20%	216 20%	43 22%	103 16%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 30

**Q7. To what extent do you agree or disagree with the following statements about these indirect taxes such as VAT, alcohol duty, fuel duty, tobacco duty, gambling duty, air passenger duty?**

**Base: All respondents**

**They negatively impact the richest people more than others**

	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	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Agree	206 5%	129 6%	77 4%	24 5%	52 8%	36 5%	20 3%	20 3%	53 6%	72 7%	45 4%	37 4%	51 5%	30 5%	95 5%
Disagree	2914 70%	1468 72%	1446 69%	277 56%	436 63%	461 66%	581 79%	494 81%	665 74%	795 72%	811 71%	626 69%	683 69%	388 69%	1220 70%
Don't know	1015 25%	429 21%	586 28%	190 39%	208 30%	200 29%	136 18%	99 16%	181 20%	238 22%	291 25%	238 26%	249 25%	144 26%	440 25%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 30

**Q7. To what extent do you agree or disagree with the following statements about these indirect taxes such as VAT, alcohol duty, fuel duty, tobacco duty, gambling duty, air passenger duty?**

**Base: All respondents**

**They negatively impact the richest people more than others**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Agree	206 5%	15 4%	11 7%	25 6%	24 6%	17 4%	8 3%	10 5%	22 5%	33 6%	29 5%	13 4%	52 6%	68 6%	12 6%	39 6%
Disagree	2914 70%	271 73%	118 71%	331 73%	249 67%	246 66%	215 74%	148 71%	289 70%	363 68%	413 71%	273 73%	659 73%	775 73%	135 69%	494 76%
Don't know	1015 25%	86 23%	36 22%	99 22%	100 27%	109 29%	67 23%	50 24%	103 25%	142 26%	137 24%	86 23%	193 21%	225 21%	50 25%	114 18%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 31

**Q7. To what extent do you agree or disagree with the following statements about these indirect taxes such as VAT, alcohol duty, fuel duty, tobacco duty, gambling duty, air passenger duty?**

**Base: All respondents**

**They are an effective way of stopping people from making unhealthy lifestyle choices (eg. Smoking, drinking)**

	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	Pri- vate
Unweighted base	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Agree	909 22%	540 27%	369 18%	89 18%	156 22%	147 21%	152 21%	134 22%	230 26%	300 27%	232 20%	200 22%	177 18%	124 22%	393 22%
Disagree	2313 56%	1081 53%	1232 58%	206 42%	357 51%	369 53%	460 62%	389 63%	532 59%	581 53%	639 56%	505 56%	589 60%	314 56%	957 55%
Don't know	913 22%	406 20%	507 24%	196 40%	183 26%	180 26%	125 17%	91 15%	138 15%	224 20%	275 24%	196 22%	217 22%	123 22%	405 23%



## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 31

**Q7. To what extent do you agree or disagree with the following statements about these indirect taxes such as VAT, alcohol duty, fuel duty, tobacco duty, gambling duty, air passenger duty?**

**Base: All respondents**

**They are an effective way of stopping people from making unhealthy lifestyle choices (eg. Smoking, drinking)**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Agree	909 22%	80 22%	30 18%	101 22%	70 19%	91 24%	53 18%	42 21%	93 22%	144 27%	119 20%	86 23%	256 28%	236 22%	55 28%	122 19%
Disagree	2313 56%	214 57%	98 59%	255 56%	215 58%	180 48%	170 59%	128 62%	229 55%	272 51%	340 59%	211 57%	503 56%	600 56%	98 50%	415 64%
Don't know	913 22%	78 21%	37 22%	99 22%	87 23%	101 27%	66 23%	36 18%	92 22%	122 23%	120 21%	76 20%	144 16%	233 22%	43 22%	111 17%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 32

**Q7. To what extent do you agree or disagree with the following statements about these indirect taxes such as VAT, alcohol duty, fuel duty, tobacco duty, gambling duty, air passenger duty?**

**Base: All respondents**

**They are an ineffective way of stopping people from making unhealthy lifestyle choices (eg. Smoking, drinking)**

	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	Pri- vate
Unweighted base	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Agree	1869 45%	863 43%	1006 48%	180 37%	291 42%	283 41%	355 48%	314 51%	446 50%	484 44%	531 46%	372 41%	483 49%	254 45%	755 43%
Disagree	1333 32%	747 37%	586 28%	121 25%	222 32%	225 32%	246 33%	204 33%	316 35%	392 35%	351 31%	324 36%	266 27%	195 35%	568 32%
Don't know	933 23%	416 21%	517 25%	191 39%	184 26%	188 27%	136 18%	96 16%	139 15%	230 21%	265 23%	205 23%	233 24%	112 20%	431 25%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 32

**Q7. To what extent do you agree or disagree with the following statements about these indirect taxes such as VAT, alcohol duty, fuel duty, tobacco duty, gambling duty, air passenger duty?**

**Base: All respondents**

**They are an ineffective way of stopping people from making unhealthy lifestyle choices (eg. Smoking, drinking)**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Agree	1869 45%	167 45%	74 45%	204 45%	168 45%	139 37%	144 50%	98 47%	197 48%	218 41%	277 48%	182 49%	419 46%	478 45%	79 40%	322 50%
Disagree	1333 32%	123 33%	56 34%	150 33%	119 32%	129 35%	81 28%	70 34%	124 30%	191 36%	182 31%	107 29%	338 37%	360 34%	75 38%	208 32%
Don't know	933 23%	82 22%	36 22%	102 22%	85 23%	104 28%	64 22%	38 19%	92 22%	129 24%	119 21%	83 22%	146 16%	231 22%	43 22%	117 18%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 33

**Q7. To what extent do you agree or disagree with the following statements about these indirect taxes such as VAT, alcohol duty, fuel duty, tobacco duty, gambling duty, air passenger duty?**

**Base: All respondents**

**They are an unfair way of taxing people for doing things they enjoy**

	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	Pri- vate
Unweighted base	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Agree	1979	1004	975	180	332	337	395	343	393	456	508	475	540	263	873
	48%	50%	46%	37%	48%	48%	54%	56%	44%	41%	44%	53%	55%	47%	50%
Disagree	1216	627	590	121	178	178	198	191	350	426	360	229	202	172	464
	29%	31%	28%	25%	26%	26%	27%	31%	39%	39%	31%	25%	21%	31%	26%
Don't know	939	395	544	190	186	182	144	80	158	223	278	197	241	126	418
	23%	20%	26%	39%	27%	26%	20%	13%	18%	20%	24%	22%	25%	22%	24%

## Lifestyle Taxes Polling

### ONLINE Fieldwork: 9th-14th December 2014

Absolutes/col percents

Table 33

**Q7. To what extent do you agree or disagree with the following statements about these indirect taxes such as VAT, alcohol duty, fuel duty, tobacco duty, gambling duty, air passenger duty?**

**Base: All respondents**

**They are an unfair way of taxing people for doing things they enjoy**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Agree	1979 48%	192 52%	77 47%	244 54%	187 50%	162 44%	139 48%	104 50%	185 45%	276 51%	260 45%	154 41%	395 44%	547 51%	72 37%	386 60%
Disagree	1216 29%	106 28%	48 29%	121 26%	97 26%	108 29%	81 28%	61 30%	124 30%	138 26%	196 34%	137 37%	350 39%	289 27%	83 43%	169 26%
Don't know	939 23%	74 20%	40 24%	91 20%	88 24%	102 28%	69 24%	42 20%	104 25%	124 23%	123 21%	82 22%	158 17%	232 22%	40 21%	93 14%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 34

**Q8. Do you agree or disagree with the following statements about renewable energy (eg. solar and wind power)?**

**Base: All respondents**

**Summary table**

	The government should stop encouraging the use of green energy because it means increasing energy bills	The government should encourage the expansion of renewable energy even if it means increasing energy bills
Unweighted base	4135	4135
Weighted base	4135	4135
Agree	1274 31%	1534 37%
Disagree	1712 41%	1543 37%
Don't know	1149 28%	1057 26%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 35

**Q8. Do you agree or disagree with the following statements about renewable energy (eg. solar and wind power)?**

**Base: All respondents**

**The government should stop encouraging the use of green energy because it means increasing energy bills**

	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	Pri- vate
Unweighted base	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Agree	1274 31%	749 37%	525 25%	72 15%	192 28%	205 29%	210 28%	211 34%	385 43%	357 32%	312 27%	315 35%	290 30%	128 23%	570 33%
Disagree	1712 41%	850 42%	862 41%	220 45%	298 43%	279 40%	323 44%	270 44%	322 36%	531 48%	510 44%	310 34%	361 37%	279 50%	695 40%
Don't know	1149 28%	428 21%	721 34%	199 41%	207 30%	212 30%	205 28%	133 22%	193 21%	217 20%	325 28%	275 31%	332 34%	154 27%	489 28%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 35

**Q8. Do you agree or disagree with the following statements about renewable energy (eg. solar and wind power)?**

**Base: All respondents**

**The government should stop encouraging the use of green energy because it means increasing energy bills**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Agree	1274 31%	107 29%	61 37%	155 34%	120 32%	102 27%	97 33%	67 33%	118 29%	165 31%	162 28%	119 32%	355 39%	287 27%	41 21%	326 50%
Disagree	1712 41%	164 44%	64 39%	179 39%	140 38%	159 43%	120 42%	93 45%	176 43%	201 37%	251 43%	164 44%	344 38%	489 46%	115 59%	178 27%
Don't know	1149 28%	101 27%	40 24%	120 26%	111 30%	111 30%	72 25%	47 23%	119 29%	171 32%	166 29%	90 24%	205 23%	293 27%	41 21%	144 22%



**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 36

**Q8. Do you agree or disagree with the following statements about renewable energy (eg. solar and wind power)?**

**Base: All respondents**

**The government should encourage the expansion of renewable energy even if it means increasing energy bills**

	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	Pri- vate
Unweighted base	4135	2165	1970	348	603	677	811	720	976	1213	1183	625	1114	512	1609
Weighted base	4135	2027	2108	491	696	696	737	614	900	1105	1146	901	982	561	1755
Agree	1534 37%	772 38%	762 36%	216 44%	277 40%	257 37%	256 35%	227 37%	301 33%	484 44%	472 41%	292 32%	287 29%	258 46%	660 38%
Disagree	1543 37%	866 43%	677 32%	79 16%	218 31%	239 34%	298 40%	281 46%	429 48%	418 38%	380 33%	358 40%	388 39%	173 31%	654 37%
Don't know	1057 26%	389 19%	669 32%	196 40%	202 29%	200 29%	183 25%	106 17%	170 19%	204 18%	295 26%	251 28%	307 31%	129 23%	441 25%

**Lifestyle Taxes Polling**  
**ONLINE Fieldwork: 9th-14th December 2014**

Absolutes/col percents

Table 36

**Q8. Do you agree or disagree with the following statements about renewable energy (eg. solar and wind power)?**

**Base: All respondents**

**The government should encourage the expansion of renewable energy even if it means increasing energy bills**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	4135	383	185	459	416	338	287	215	401	448	613	390	878	1092	207	680
Weighted base	4135	372	165	455	372	372	289	207	414	538	579	372	904	1068	196	647
Agree	1534 37%	147 40%	61 37%	161 35%	131 35%	137 37%	95 33%	86 42%	157 38%	196 36%	215 37%	149 40%	341 38%	449 42%	113 58%	138 21%
Disagree	1543 37%	146 39%	67 41%	183 40%	143 38%	127 34%	132 46%	69 33%	151 36%	185 34%	201 35%	140 37%	386 43%	348 33%	40 20%	385 59%
Don't know	1057 26%	79 21%	37 22%	110 24%	99 27%	108 29%	63 22%	52 25%	106 26%	157 29%	163 28%	84 22%	177 20%	272 25%	43 22%	125 19%