



YouGov / Bell Yard Survey Results

FIELDWORK DATES: 16TH - 17TH SEPTEMBER 2024

**Prepared by YouGov plc
On behalf of Bell Yard**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered members of the YouGov Plc GB panel of 185,000+ individuals who have agreed to take part in surveys. An email was sent to panellists selected at random from the base sample according to the sample definition, inviting them to take part in the survey and providing a link to the survey. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). YouGov Plc normally achieves a response rate of between 35% and 50% to surveys however this does vary dependent upon the subject matter, complexity and length of the questionnaire. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc (+44)(0)20 7 012 6000 or email enquiries@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,131 adults. Fieldwork was undertaken between 16th - 17th September 2024. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48 hours to check a press release unless otherwise agreed. Please note, multiple press releases will require longer.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov IHT Survey Results for Kingsley Napley

Sample Size: 2131 Adults in GB
Fieldwork: 16th - 17th September 2024

Weighted Sample
Unweighted Sample

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country		
Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
2131	384	548	196	230	751	794	1031	1100	224	880	526	499	1215	916	1843	102	185
2131	343	604	216	293	846	819	970	1161	136	867	569	558	1270	861	1829	116	186
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

26 - 27
Sep '23
16 - 17
Sep '24

In the following question, by 'inheritance tax' we mean taxes that are paid on the total value of someone's estate (including property, possessions and money) once they have passed away. Currently in the UK the inheritance tax threshold is £325,000. This means people inheriting £325,000 or more are required to pay tax at 40% on anything over that amount. To what extent would you support or oppose the Government...

Increasing the current 40% inheritance tax rate?

Strongly support	6	6	3	8	5	2	7	5	7	4	6	5	7	5	6	5	5	5	9
Tend to support	8	10	6	16	14	6	15	6	12	9	13	11	10	9	10	10	10	12	14
TOTAL SUPPORT	14	16	9	24	19	8	22	11	19	13	19	16	17	14	16	15	15	17	23
Tend to oppose	22	26	22	30	34	16	28	23	26	25	28	26	25	24	26	25	25	24	29
Strongly oppose	49	43	60	28	33	66	36	53	41	44	30	40	46	50	45	40	44	38	35
TOTAL OPPOSE	71	69	82	58	67	82	64	76	67	69	58	66	71	74	71	65	69	62	64
Don't know	14	16	9	19	14	9	14	12	14	17	23	18	13	12	13	20	16	21	13

Raising the threshold at which people inheriting money or assets are required to pay inheritance tax to above £325,000?

Strongly support	38	31	41	25	31	48	30	39	31	31	21	26	36	40	34	27	32	32	23
Tend to support	27	33	33	35	39	26	38	32	34	31	20	34	34	35	34	31	32	34	36
TOTAL SUPPORT	65	64	74	60	70	74	68	71	65	62	41	60	70	75	68	58	64	66	59
Tend to oppose	11	12	8	13	11	7	13	8	13	11	20	12	9	9	11	12	11	11	18
Strongly oppose	9	8	8	8	8	7	7	7	8	8	8	10	7	5	7	8	7	7	12
TOTAL OPPOSE	20	20	16	21	19	14	20	15	21	19	28	22	16	14	18	20	18	18	30
Don't know	16	17	10	18	12	12	12	13	14	20	30	18	15	11	14	21	17	16	11

YouGov IHT Survey Results for Kingsley N

Sample Size: 2131 Adults in GB
Fieldwork: 16th - 17th September 2024

		Region in England				
		Total	North	Midlands	London	Rest of South
Weighted Sample	2131	505	349	258	731	
Unweighted Sample	2131	523	344	235	727	
	%	%	%	%	%	

26 - 27
Sep '23

16 - 17
Sep '24

In the following question, by 'inheritance tax' we mean taxes that are paid on the total value of someone's estate (including property, possessions and money) once they have passed away. Currently in the UK the inheritance tax threshold is £325,000. This means people inheriting £325,000 or more are required to pay tax at 40% on anything over that amount. To what extent would you support or oppose the Government...

Increasing the current 40% inheritance tax rate?

Strongly support	6	6	6	6	5	4
Tend to support	8	10	10	9	9	10
TOTAL SUPPORT	14	16	16	15	14	14
Tend to oppose	22	26	28	27	22	24
Strongly oppose	49	43	35	45	48	48
TOTAL OPPOSE	71	69	63	72	70	72
Don't know	14	16	20	13	15	14

Raising the threshold at which people inheriting money or assets are required to pay inheritance tax to above £325,000?

Strongly support	38	31	28	31	28	36
Tend to support	27	33	30	29	33	35
TOTAL SUPPORT	65	64	58	60	61	71
Tend to oppose	11	12	14	14	10	8
Strongly oppose	9	8	6	11	10	6
TOTAL OPPOSE	20	20	20	25	20	14
Don't know	16	17	21	15	19	15

Sample Size: 2131 Adults in GB
Fieldwork: 16th - 17th September 2024

			Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			
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			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Scrapping inheritance tax completely																					
Strongly support			36	30	40	18	23	51	23	41	32	29	23	30	33	31	31	30	31	28	24
Tend to support			19	19	24	17	15	18	18	20	18	20	13	20	18	22	17	21	19	19	21
TOTAL SUPPORT			55	49	64	35	38	69	41	61	50	49	36	50	51	53	48	51	50	47	45
Tend to oppose			15	19	20	22	19	13	23	16	19	19	17	18	20	21	21	17	19	16	21
Strongly oppose			18	17	8	26	26	10	24	11	20	15	20	17	18	16	19	14	16	22	26
TOTAL OPPOSE			33	36	28	48	45	23	47	27	39	34	37	35	38	37	40	31	35	38	47
Don't know			13	14	8	16	17	8	12	11	12	17	27	15	11	10	12	18	15	16	9

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

Sample Size: 2131 Adults in GB
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		Region in England				
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Weighted Sample		2131	505	349	258	731
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		%	%	%	%	%
Scrapping inheritance tax completely						
Strongly support	36	30	24	34	34	34
Tend to support	19	19	20	15	20	19
TOTAL SUPPORT	55	49	44	49	54	53
Tend to oppose	15	19	22	18	18	18
Strongly oppose	18	17	16	18	14	16
TOTAL OPPOSE	33	36	38	36	32	34
Don't know	13	14	17	15	14	13

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*