

YouGov / Kingsley Napley Survey Results

Sample Size: 2220 GB Adults

Fieldwork: 24th - 25th September 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2220	400	571	204	240	127	779	793	1074	1146	233	917	548	522	1261	937	1920	107	193	526	364	269	761
Unweighted Sample	2220	402	626	206	260	132	863	831	967	1253	175	829	575	641	1346	860	1913	117	190	536	347	234	796
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	16 - 17 Sep '24	24 - 25 Sep '25																						
To what extent would you support or oppose the Government...																								
Increasing the current 40% inheritance tax rate?																								
Strongly support	6	5	1	8	3	2	12	6	3	6	3	7	5	5	2	5	4	5	1	7	6	3	7	4
Tend to support	10	8	4	11	9	7	12	9	6	9	6	9	9	6	7	8	7	7	10	17	9	5	9	6
TOTAL SUPPORT	16	13	5	19	12	9	24	15	9	15	9	16	14	11	9	13	11	12	11	24	15	8	16	10
Tend to oppose	26	25	19	30	31	13	35	30	19	26	24	32	24	21	26	27	22	25	16	27	23	30	27	23
Strongly oppose	43	51	66	37	49	72	31	45	61	50	51	38	48	58	53	49	52	52	53	35	49	49	49	56
TOTAL OPPOSE	69	76	85	67	80	85	66	75	80	76	75	70	72	79	79	76	74	77	69	62	72	79	76	79
Don't know	16	12	10	13	8	7	9	10	11	8	16	14	13	10	11	10	15	12	19	14	13	13	8	11
Raising the threshold at which people inheriting money or assets are required to pay inheritance tax to above £325,000?																								
Strongly support	31	35	48	33	32	44	25	33	43	35	34	15	32	40	42	37	31	36	26	29	32	34	32	40
Tend to support	33	32	31	32	45	30	42	37	30	33	31	34	31	33	33	34	30	33	31	28	34	34	31	31
TOTAL SUPPORT	64	67	79	65	77	74	67	70	73	68	65	49	63	73	75	71	61	69	57	57	66	68	63	71
Tend to oppose	12	9	7	12	10	5	13	11	7	9	9	13	10	8	9	9	10	9	10	15	9	8	13	8
Strongly oppose	8	8	4	10	4	12	10	7	8	9	7	11	9	9	5	7	9	8	12	10	8	8	11	7
TOTAL OPPOSE	20	17	11	22	14	17	23	18	15	18	16	24	19	17	14	16	19	17	22	25	17	16	24	15
Don't know	17	16	10	14	9	10	10	12	12	13	18	27	19	10	11	13	20	15	21	17	18	16	14	14
Scrapping inheritance tax completely?																								
Strongly support	30	34	44	23	27	54	21	26	45	33	34	20	34	37	37	31	37	34	34	29	30	37	36	35
Tend to support	19	20	28	16	21	19	14	19	19	19	21	25	17	22	20	21	18	20	21	17	19	18	19	22
TOTAL SUPPORT	49	54	72	39	48	73	35	45	64	52	55	45	51	59	57	52	55	54	55	46	49	55	55	57
Tend to oppose	19	18	12	24	24	12	21	21	17	18	18	16	17	17	20	19	16	18	12	18	18	22	18	16
Strongly oppose	17	17	8	24	17	10	31	22	9	21	13	25	17	15	13	19	13	16	17	24	19	10	18	15
TOTAL OPPOSE	36	35	20	48	41	22	52	43	26	39	31	41	34	32	33	38	29	34	29	42	37	32	36	31
Don't know	14	12	9	13	10	6	12	11	11	9	15	14	15	8	10	10	15	12	16	13	13	13	9	12
Have you ever considered speaking to a professional advisor about how to reduce the inheritance tax that would be due on your estate?																								
I have already done this		5	12	3	6	8	3	6	7	6	4	0	2	6	12	6	4	5	5	3	5	6	6	5
I have considered it, and will be doing this in the future		11	16	9	15	12	7	13	11	11	11	9	11	13	11	14	8	11	12	8	9	10	14	13
I have considered it, but decided not to do so		4	3	5	7	4	5	5	4	5	3	4	3	6	5	5	2	4	3	2	3	4	6	5
I have not considered this		72	63	79	68	71	76	72	71	72	73	76	76	70	67	69	78	72	72	79	75	72	71	69
Don't know		7	6	5	4	5	9	4	7	5	9	11	8	5	5	6	9	7	9	7	8	8	3	7

*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.