

# Fairer Share Polling

March 2022

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PARTNERS**

**RESEARCH.  
INSIGHT.  
STRATEGY.**

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1. Recap of the Proportional Property Tax (PPT)
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# What is the Proportional Property Tax (PPT)?

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A simple flat rate of 0.48% on the current value of your property.



We will scrap Council Tax, Stamp Duty and Bedroom Tax.



The tax is only paid by property owners, not tenants.



Payment of the tax can be deferred for those owners unable to pay.



Exemptions on second homes and undeveloped plots will be scrapped.



Annual and automated valuations for all properties.



# The Impact of PPT

One of the few policy levers that can alleviate the cost-of-living crisis and level-up the country

01

Fairer System

- Gives **76% of households a financial boost.**
- **Average tax saving of £556.**
- 99% of the households in the most deprived 10% of constituencies in England would benefit.

02

Economically Beneficial

- Revenue-neutral policy.
- Taxing foreign-owned, second & empty homes **raises £4.5 billion.**
- **£6.5 billion** per year would be saved by households outside London.

03

Healthier housing market

- **750,000** annual English house buyers no longer pay Stamp Duty.
- **8.7 million households would be removed from property tax.**
- A PPT could potentially release up to **600,000** homes over 5 years.

04

Academic, Media & Political Support

- Support from think tanks across the political spectrum, including **Bright Blue, IPPR, IFS and the Resolution Foundation.**
- Supportive media coverage inc **The Sun, Mail, Express, Times.**
- Conservative supporters include **John Stevenson and Jill Mortimer.**
- Labour supporters include **Andy Burnham and Dame Margaret Hodge.**
- DLHUC & Treasury expressed interest in understanding the political impact.

# Key Insights



# Political Benefits

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100%

- Every constituency supports a PPT more than opposes it



67%

- 67% of respondents agree we need a fairer system of taxing property



35%

- Net 35% of voters support a PPT



31%

- Net 31% of Labour voters said they would be more likely to vote Labour if the party brought in a PPT

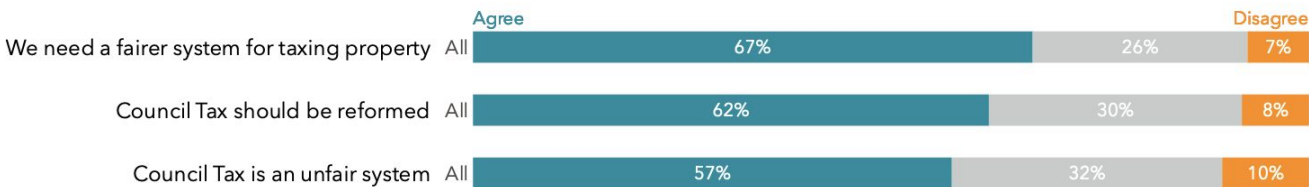


22%

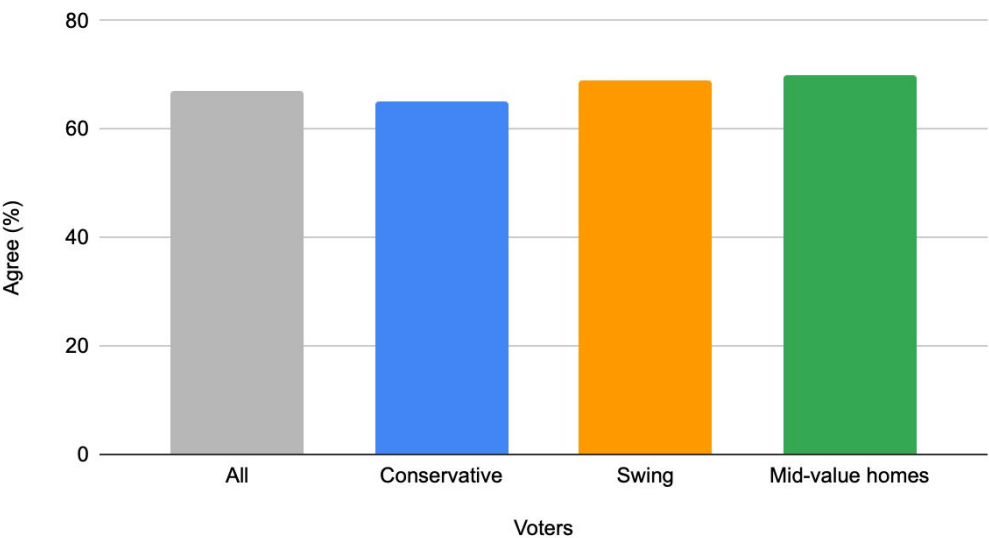
- Net 22% of Conservative voters said they would be more likely to vote Conservative if the party brought in a PPT

# Overwhelming desire for change to current local tax

Do you agree with the following statements?

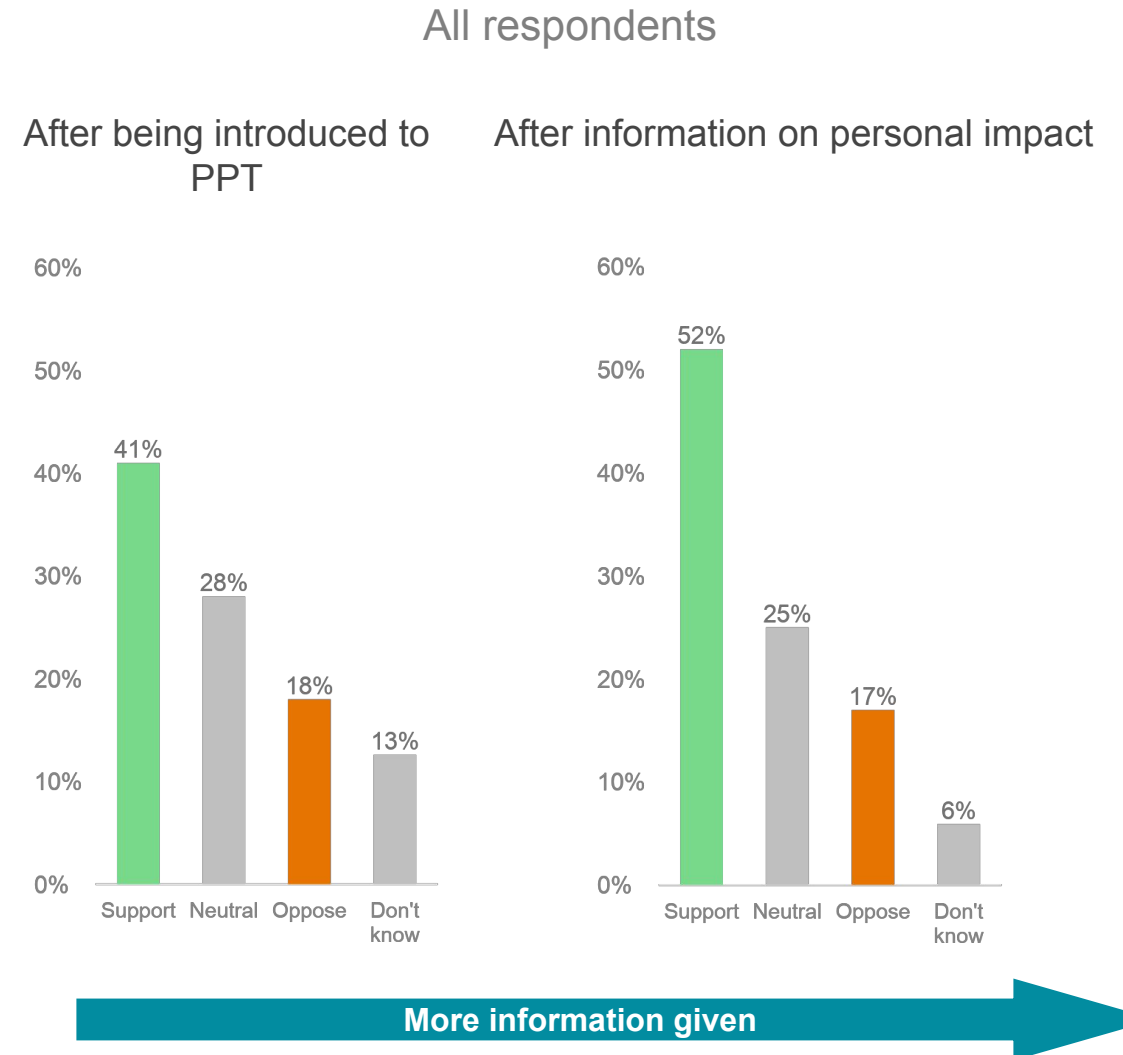


Do you agree that we need a fairer system for taxing property



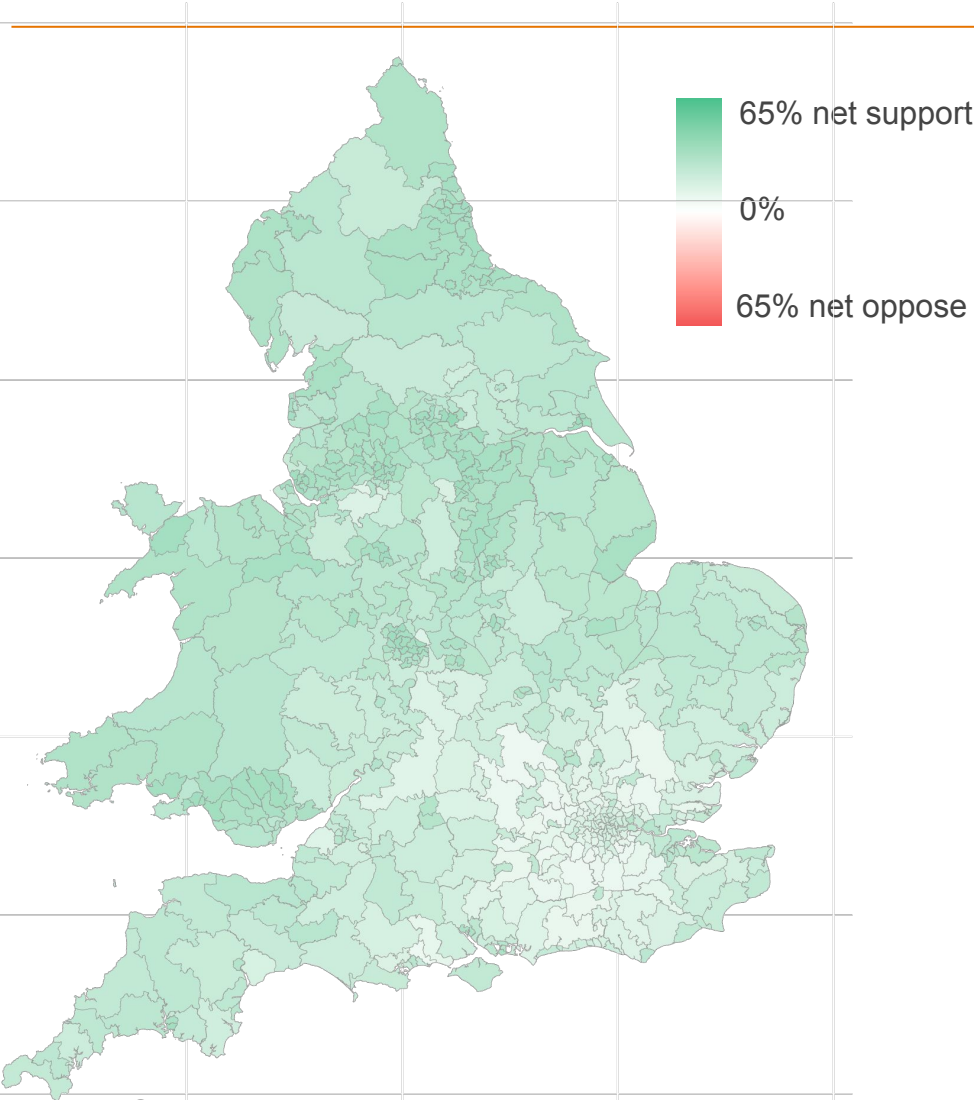
# The majority of respondents support PPT

- People back a PPT by more than 2:1
- Increases to 3:1 as they received more information

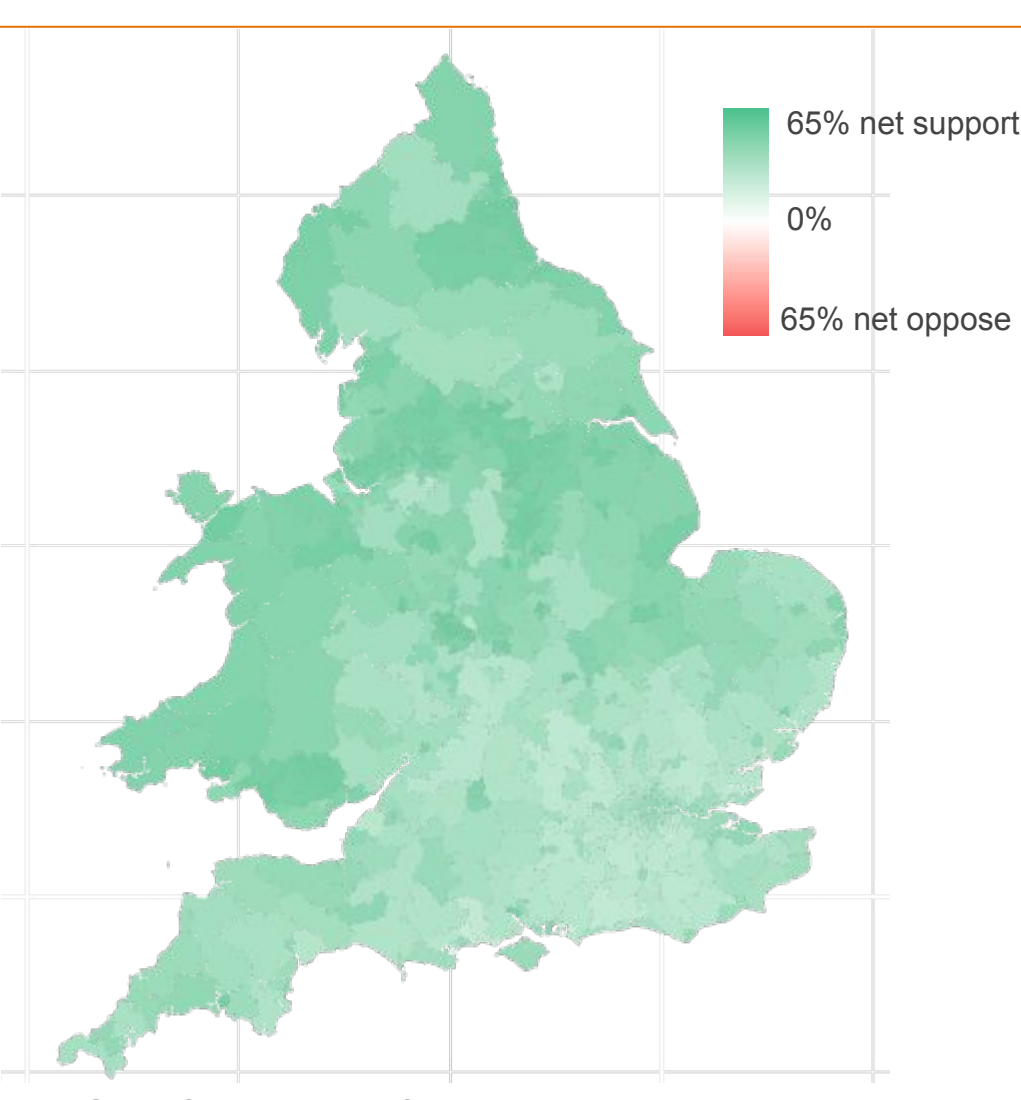




# Every constituency supports a PPT more than it opposes it

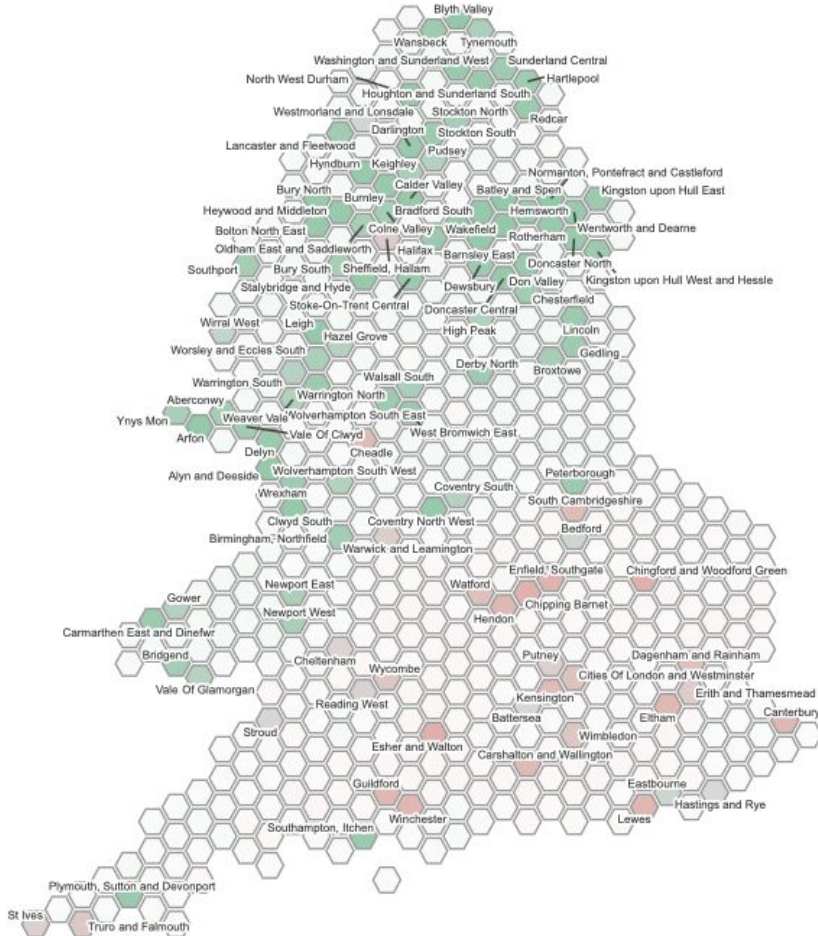
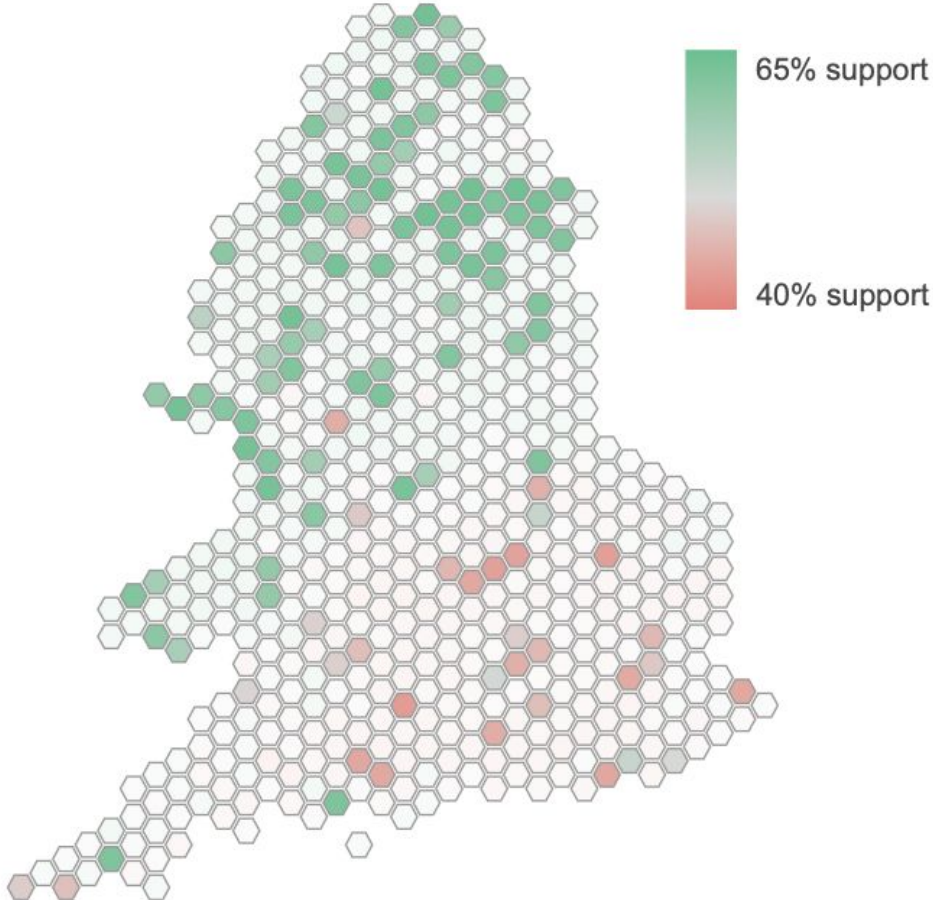


Q15. Initial support (MRP analysis)



Q15. After complete information (MRP analysis)

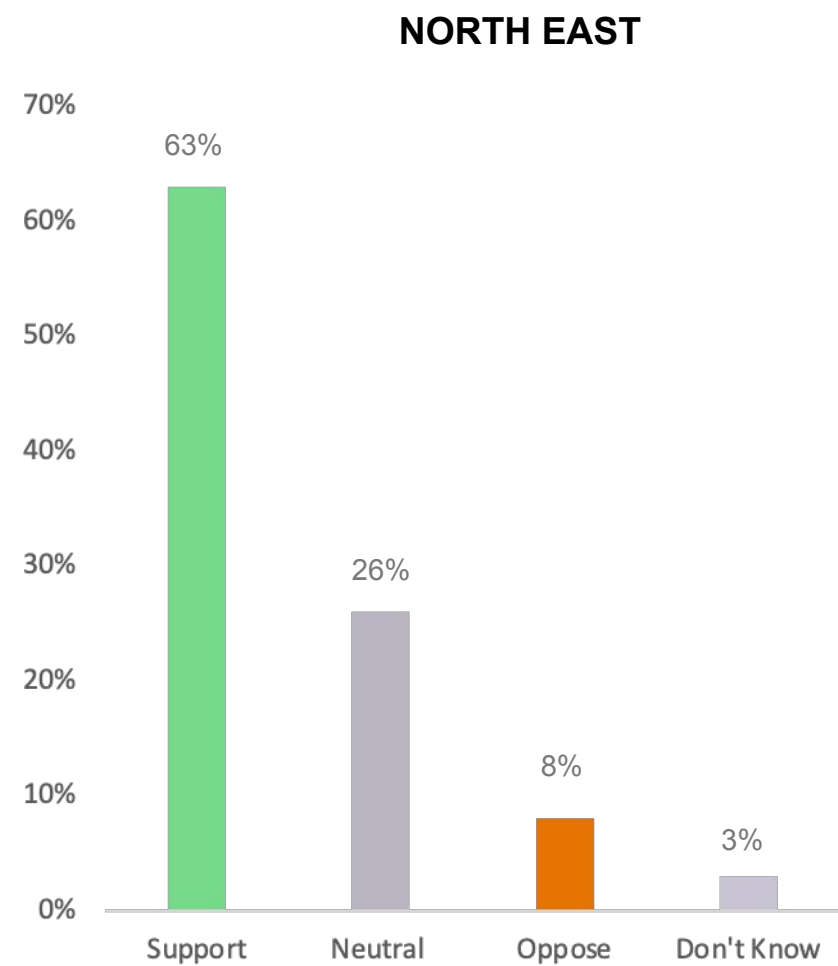
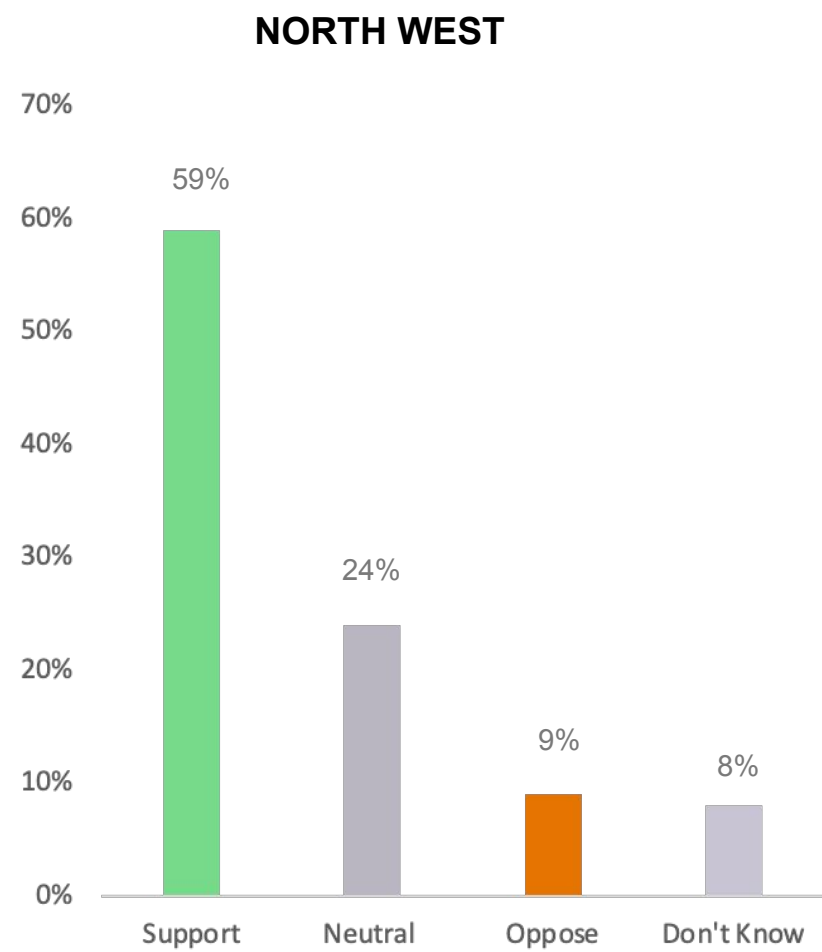
## The most marginal seats in the country are supportive of PPT, especially the Red Wall



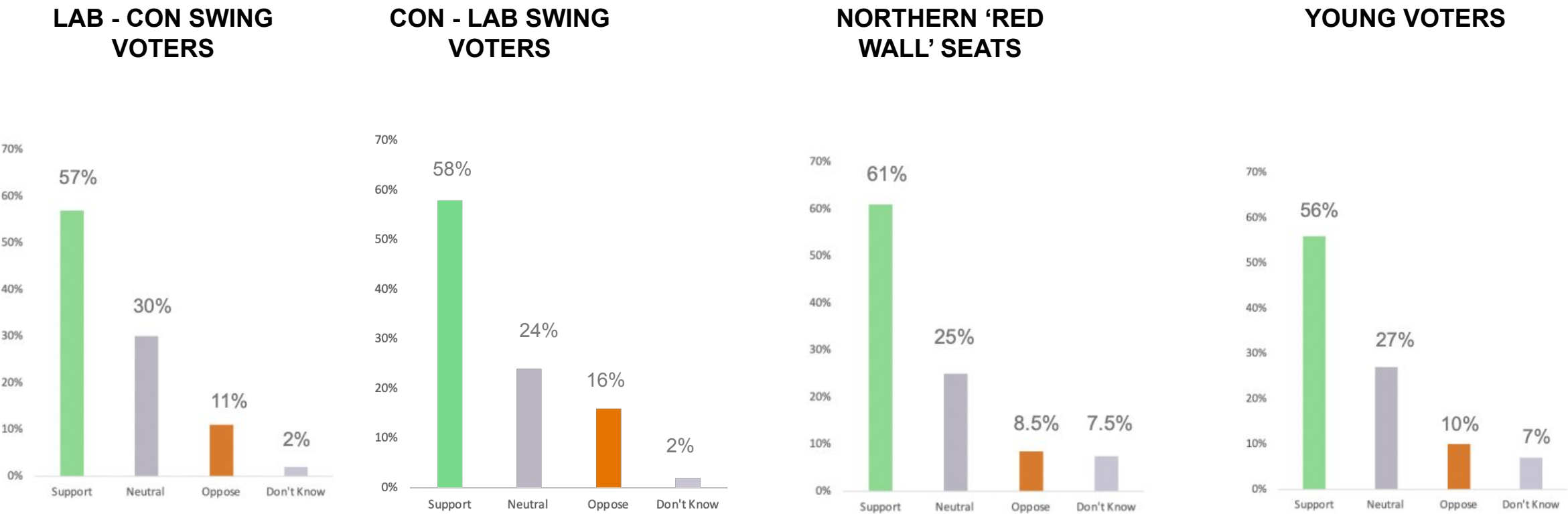
Q15. After complete information MRP analysis

# Overwhelmingly popular in the North

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# Type of voters most favourable to PPT



Q5. Some have proposed scrapping Council Tax and Stamp Duty and replacing them both with a Proportional Property Tax. Do you support or oppose the introduction of a new Proportional Property Tax to replace Council Tax and Stamp Duty?

# Why people support a PPT

- I think it would be cheaper for me
- It would be simpler and fairer as all households are paying the same tax rate
- It would be a tax cut for 76% of households
- It would make 2nd home owners and foreign home owners pay more

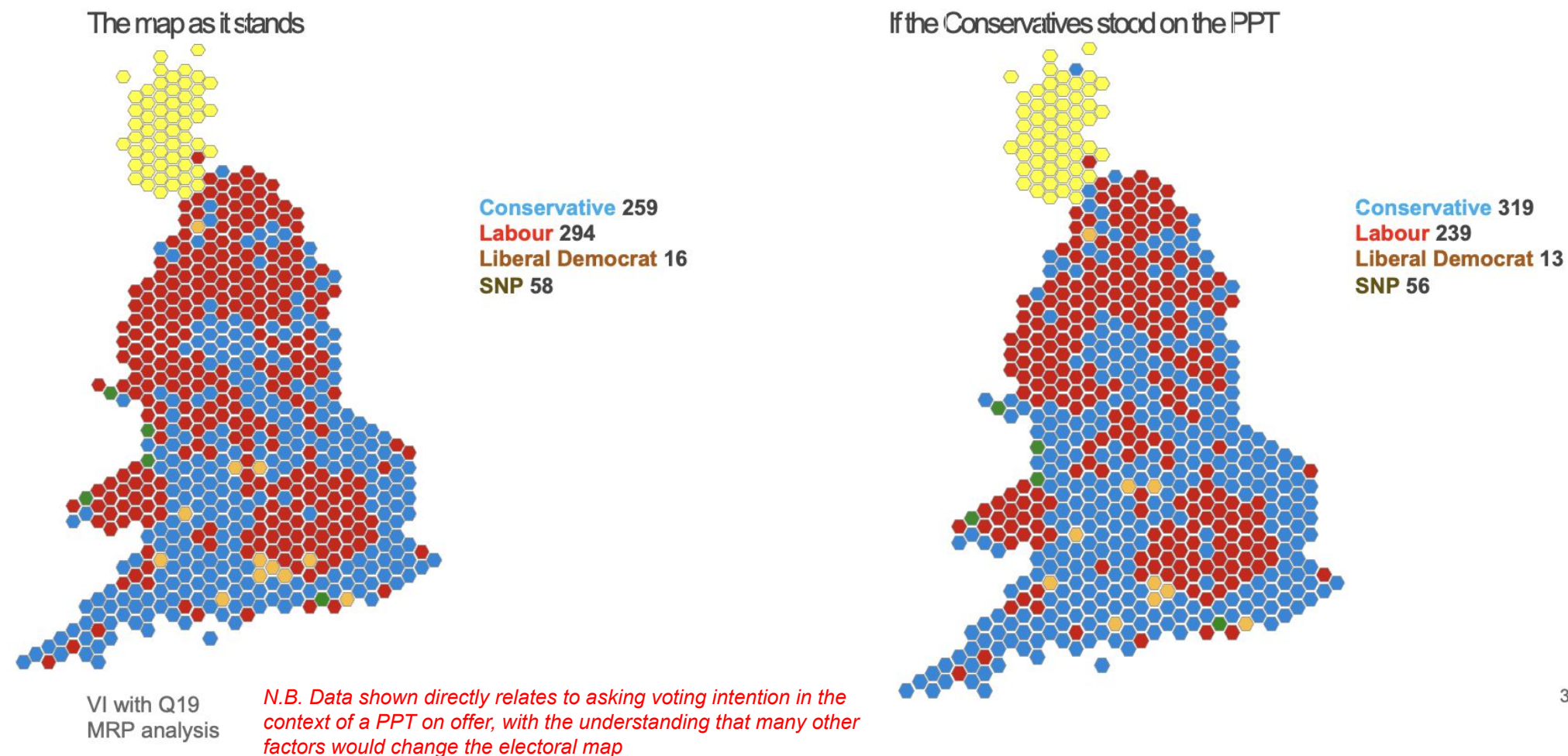




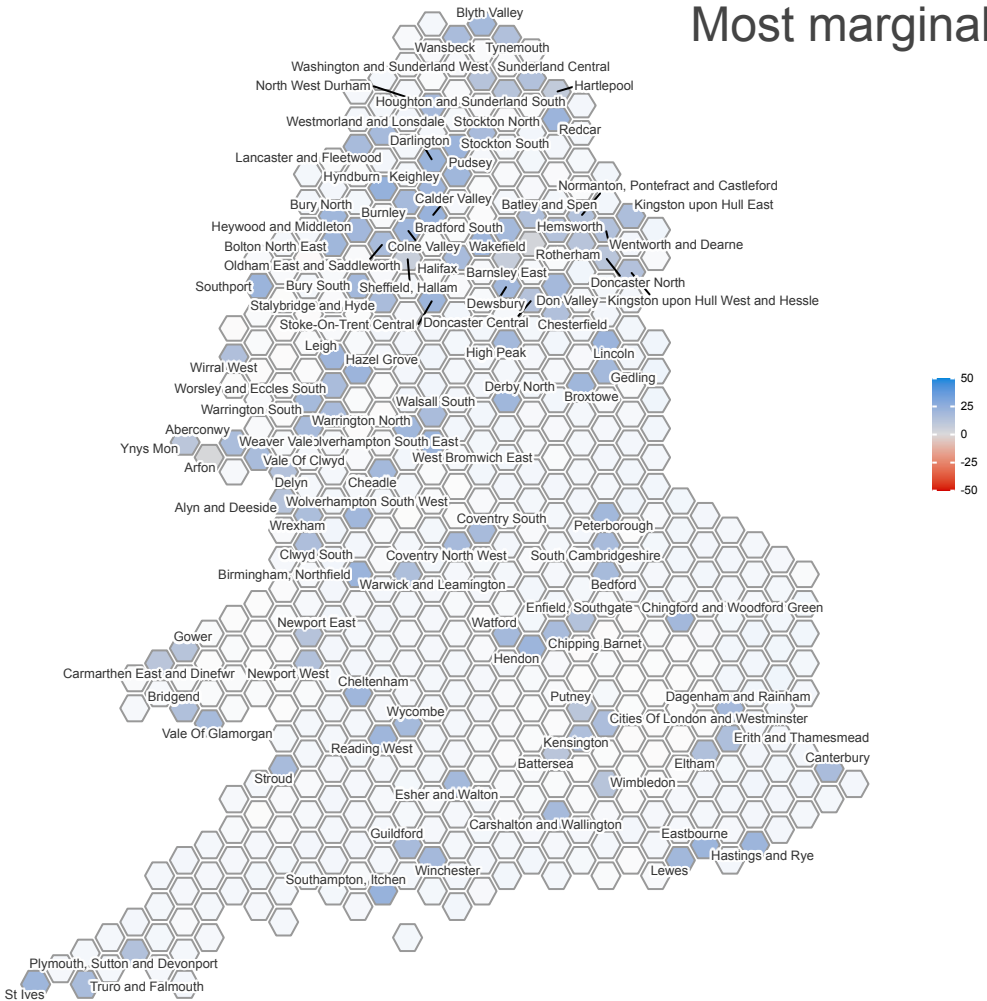
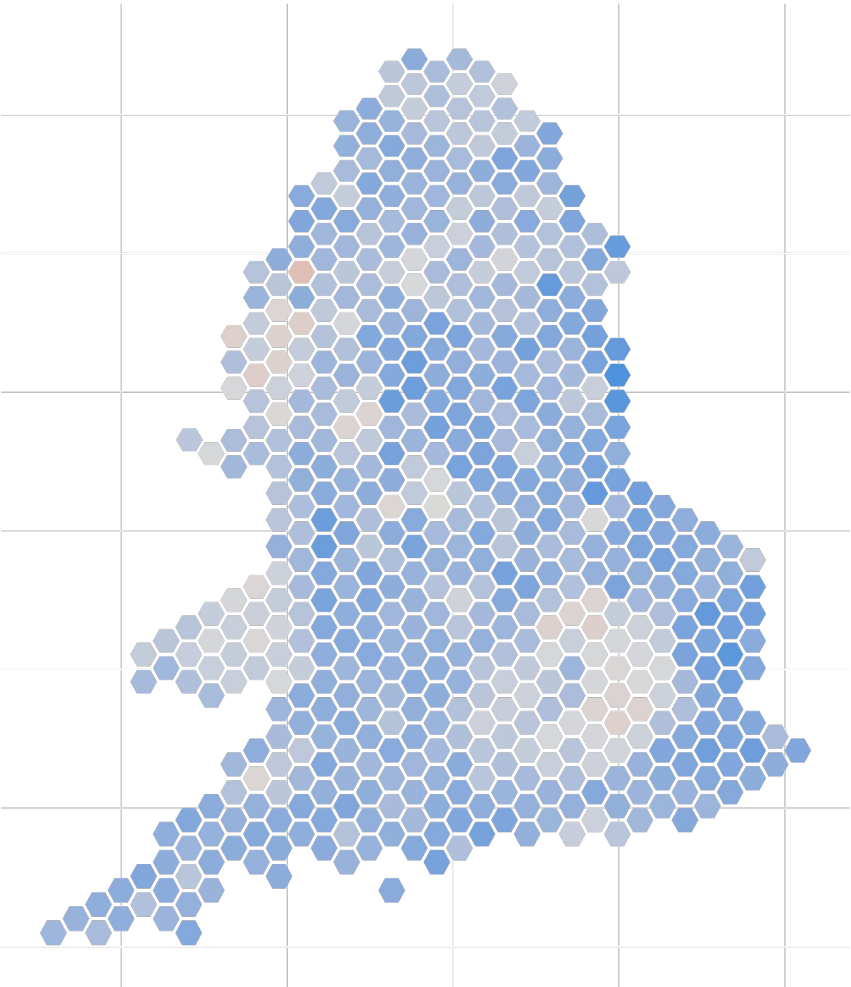
A photograph of the dome of St. Paul's Cathedral in London, set against a dark, cloudy sky. The dome is white with a golden cross on top. The image is partially obscured by a dark grey rectangular overlay on the left side, which contains the text.

What if Conservatives backed a PPT?

# If the Conservative Party introduced a PPT, the data suggests that it could be one of the factors to lead to an increased vote share



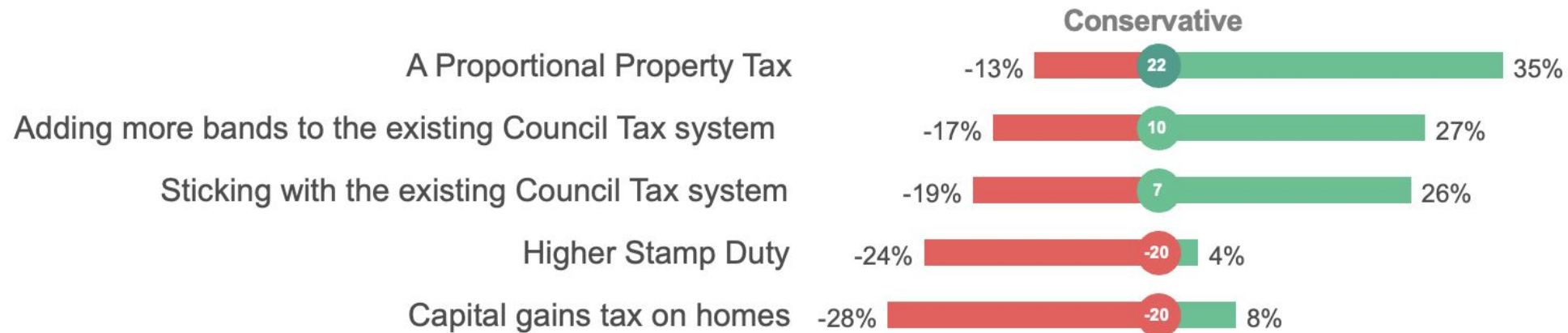
# Marked increase in Conservative vote when constituents were asked how they would vote if the Conservatives brought in PPT



*N.B. Data shown directly relates to asking voting intention in the context of a PPT on offer, with the understanding that many other factors would change the electoral map*

# Support for PPT is strong amongst Conservative voters

Of the following options on how houses are taxed, which would be the one you would most want to see and which one the least?

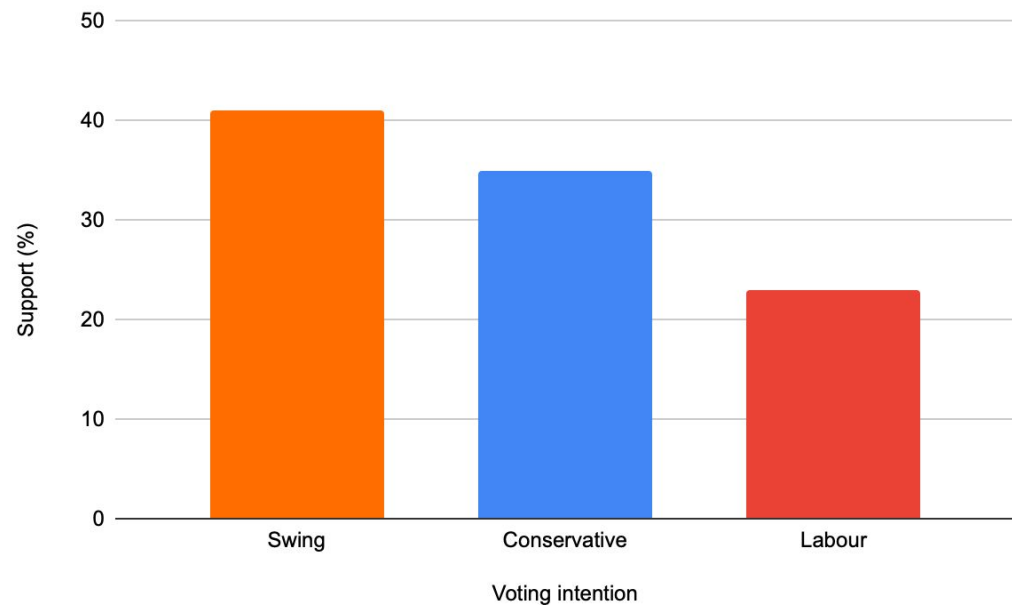


Imagine the **Conservative Party** brought in the Proportional Property Tax. Would that make you more or less likely to vote Conservative overall?

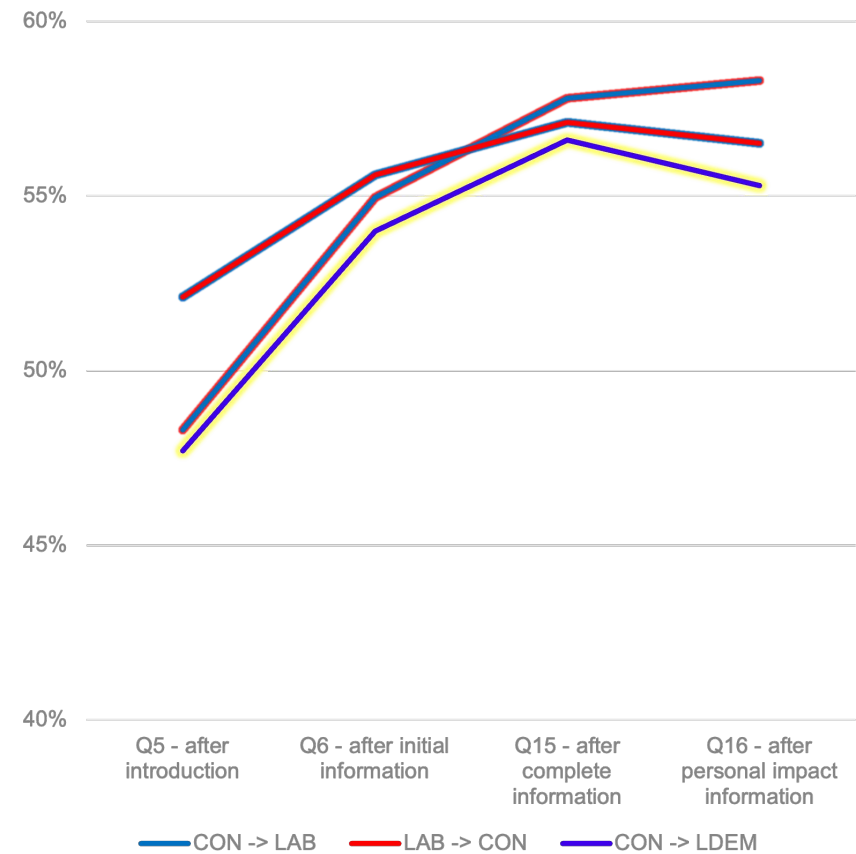




# Swing voters are also strong supporters of the policy



**41% of swing voters** more likely to support the Conservative Party if it introduces a PPT, compared to 16% less likely



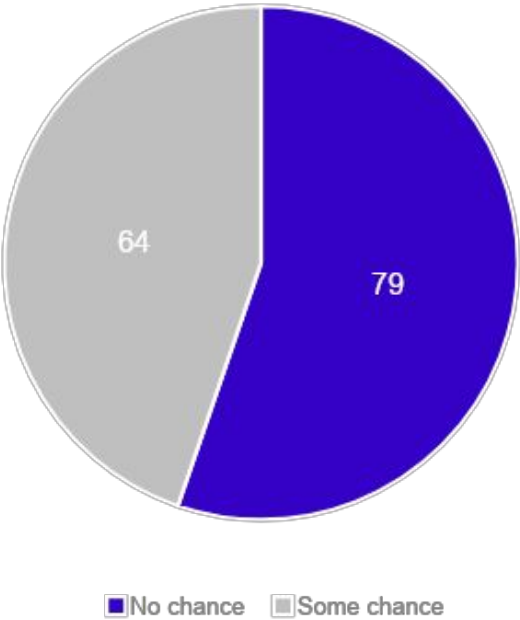
**58% of Conservative voters** swinging to Labour back PPT



# Conservative voters that strongly oppose PPT consider themselves unlikely to vote for other parties in future elections, especially Labour

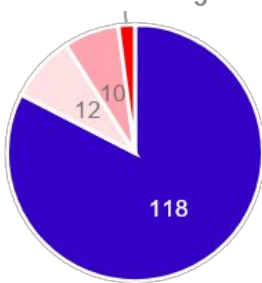
Proportion of Conservative-voting strong opposers that felt there was no chance they would vote for another party

Total 143 (3.6% of sample)

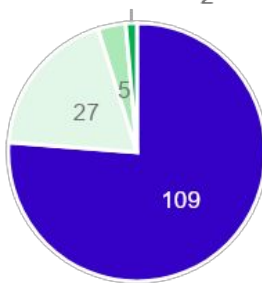


Proportion of Conservative-voting strong opposers that felt there was no chance they would vote for...

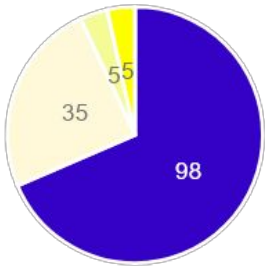
...the Labour Party



...the Green Party



...the Liberal Democrats

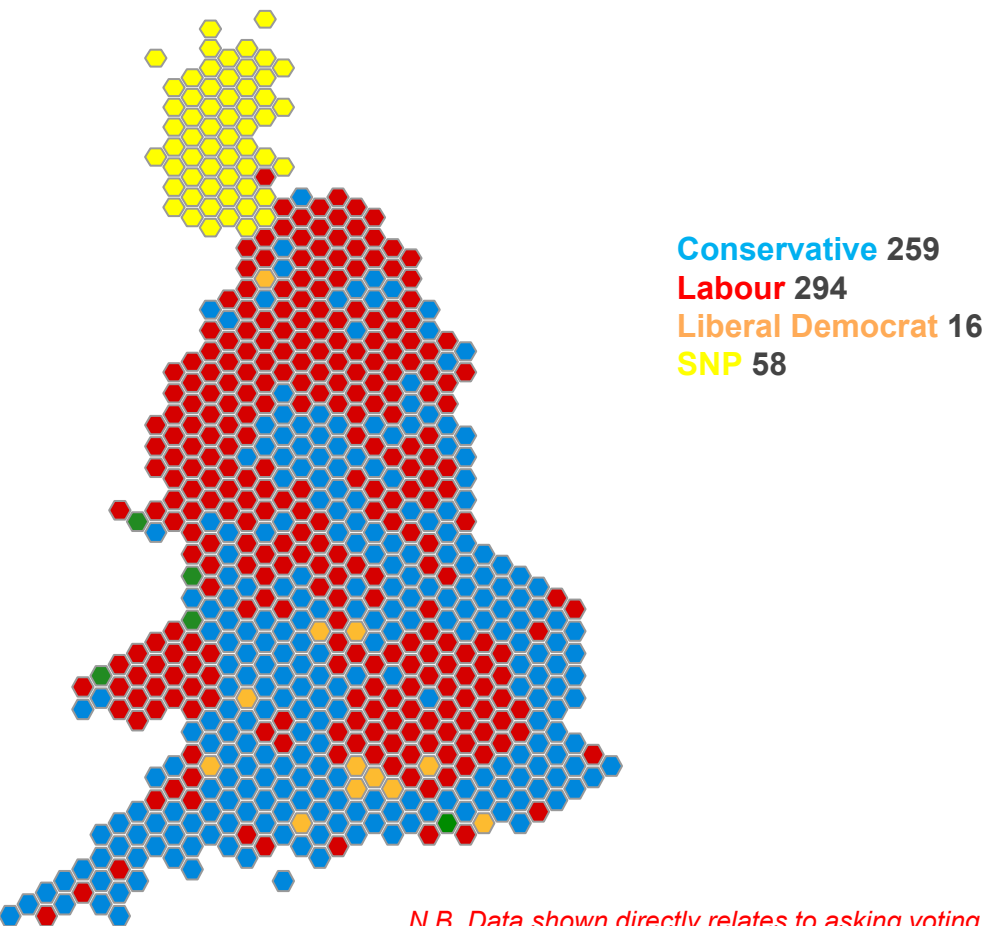


What if Labour supported a PPT?

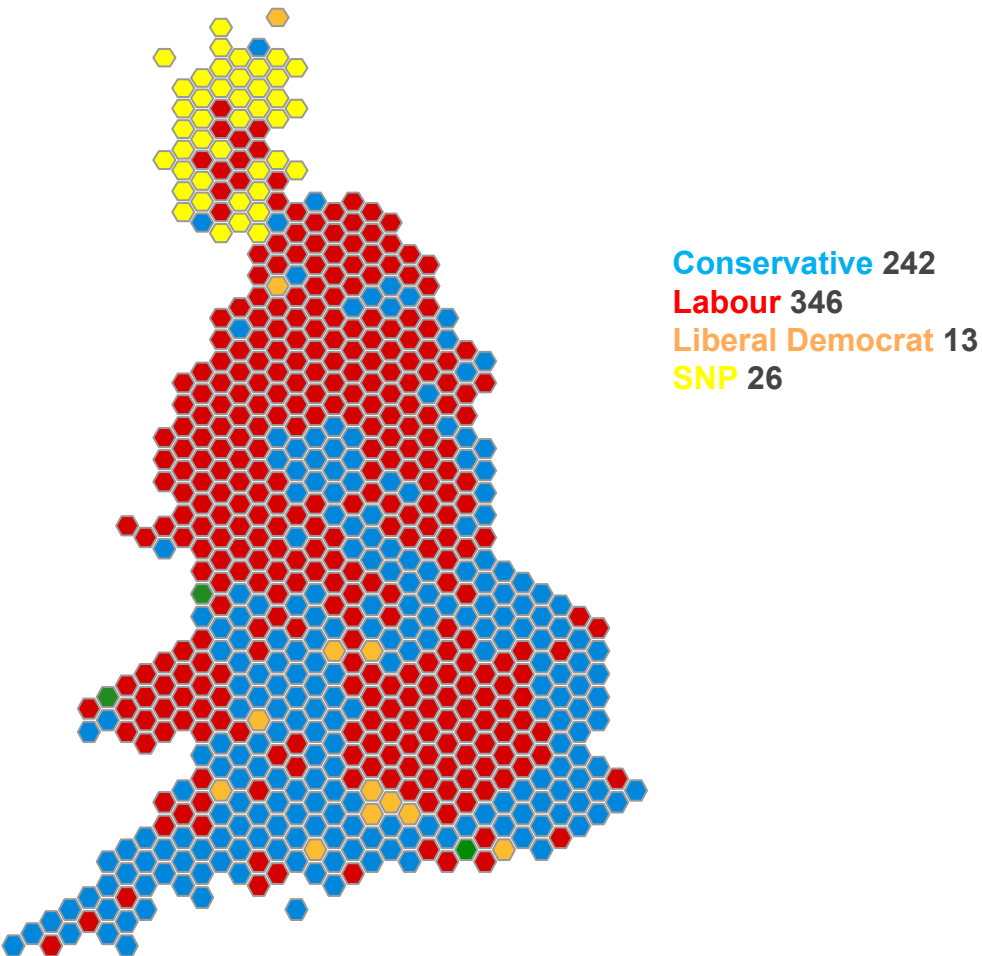


# Data shows that a PPT could aid Labour's path to winning back seats, and would be popular in Scotland

The map as it stands



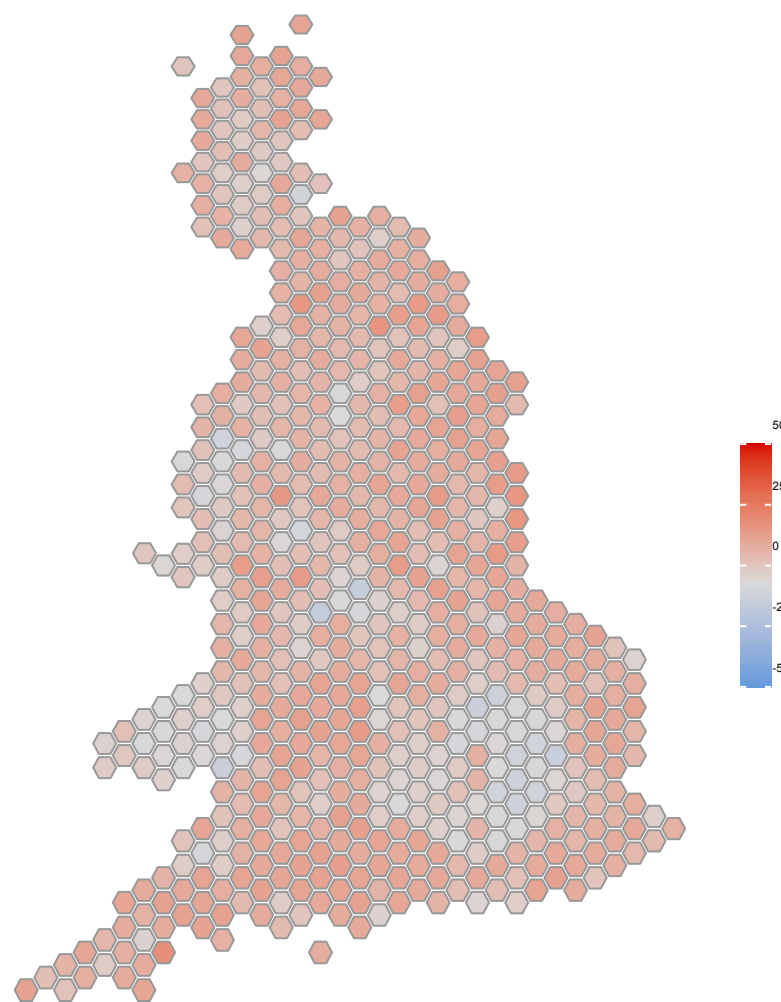
Forecasted isolated policy result



VI with Q19  
MRP analysis

*N.B. Data shown directly relates to asking voting intention in the context of a PPT on offer, with the understanding that many other factors would change the electoral map*

# The results implied adopting a PPT could aid Labour in gaining more seats in the red wall and beyond



*N.B. Data shown directly relates to asking voting intention in the context of a PPT on offer, with the understanding that many other factors would change the electoral map*

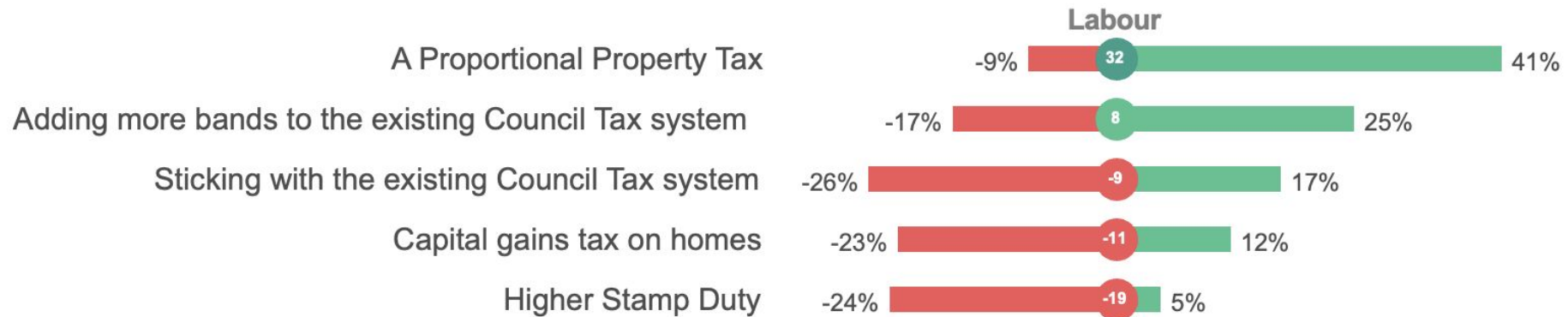
VI with Q19  
MRP analysis



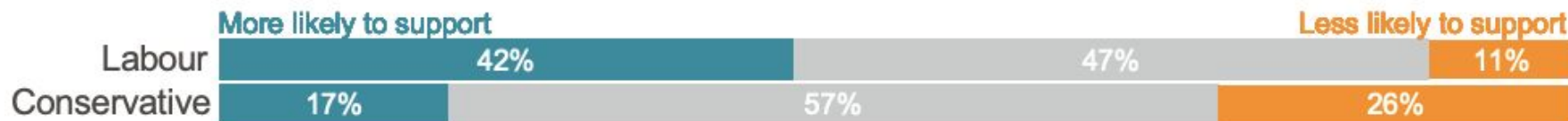
Marginal seats labelled that indicate a PPT would aid an electoral win

# Support for PPT is strong amongst Labour voters

Of the following options on how houses are taxed, which would be the one you would most want to see and which one the least?



Imagine the **Labour Party** brought in the Proportional Property Tax. Would that make you more or less likely to vote Conservative overall?

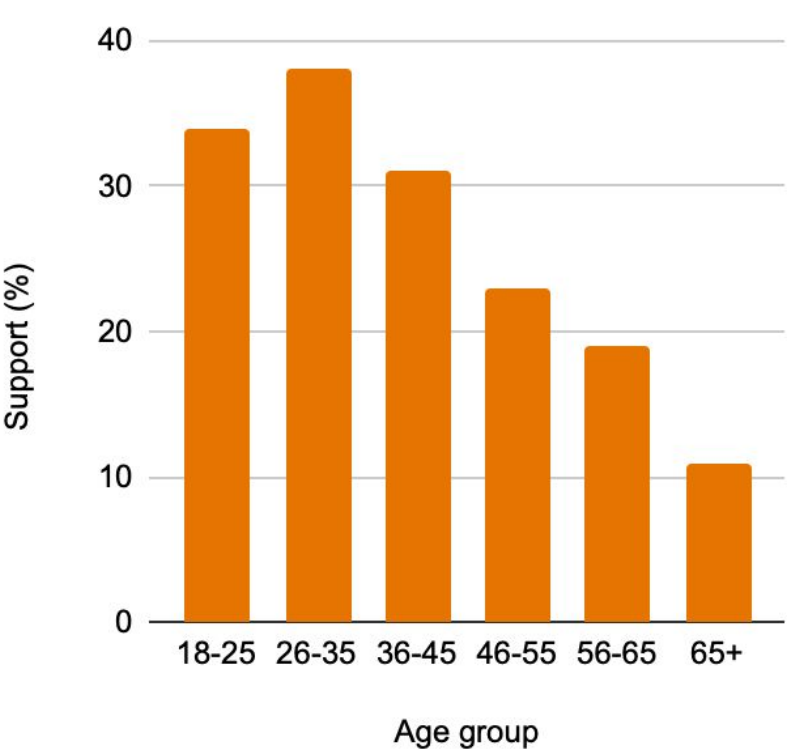




# By introducing a PPT, Labour would gain support from several key groups

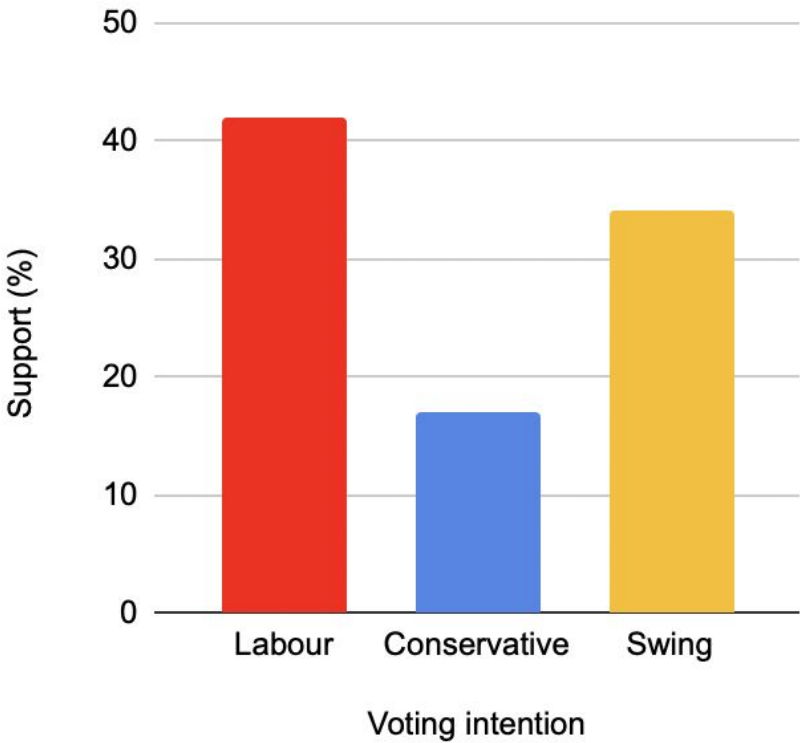
## Young people

**34% of respondents aged 18-25** said they would be more likely to support the Labour party if it brought in a PPT. This figure rises to **38% of 26-35-year-olds**.



## Labour and swing voters

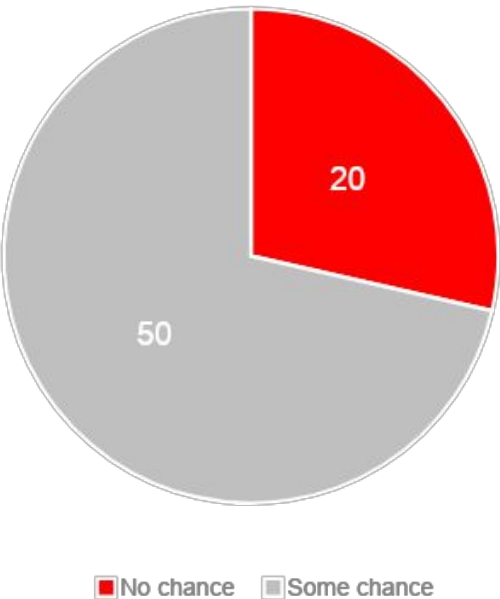
**42% of Labour voters** and **34% of swing voters** said they would be more likely to support the Labour party if it brought in a PPT.



# Labour voters who strongly opposed the policy were unlikely to vote Conservative, but are open to voting for other parties

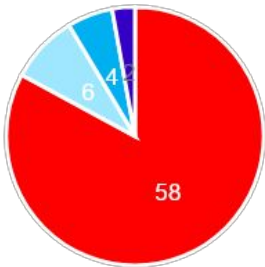
Proportion of Labour-voting strong opposers that felt there was no chance they would vote for another party

Total 70 (1.75% of sample)

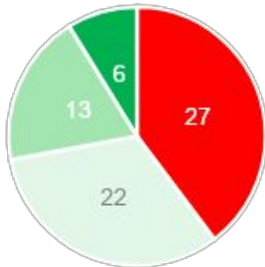


Proportion of Labour-voting strong opposers that felt there was no chance they would vote for...

...the Conservative Party

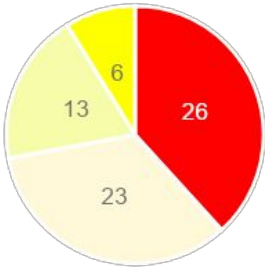


...the Green Party



No chance A very slight chance A fair chance A good chance No chance A very slight chance A fair chance A good chance

...the Liberal Democrats



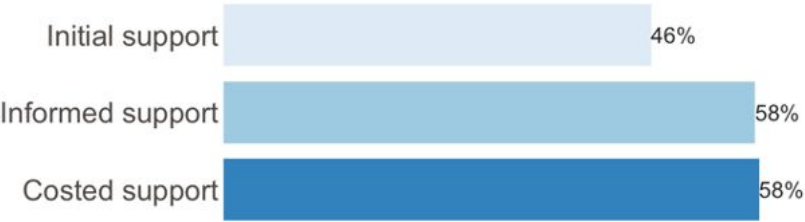
No chance A very slight chance A fair chance A good chance

# Case Studies: support in marginal seats

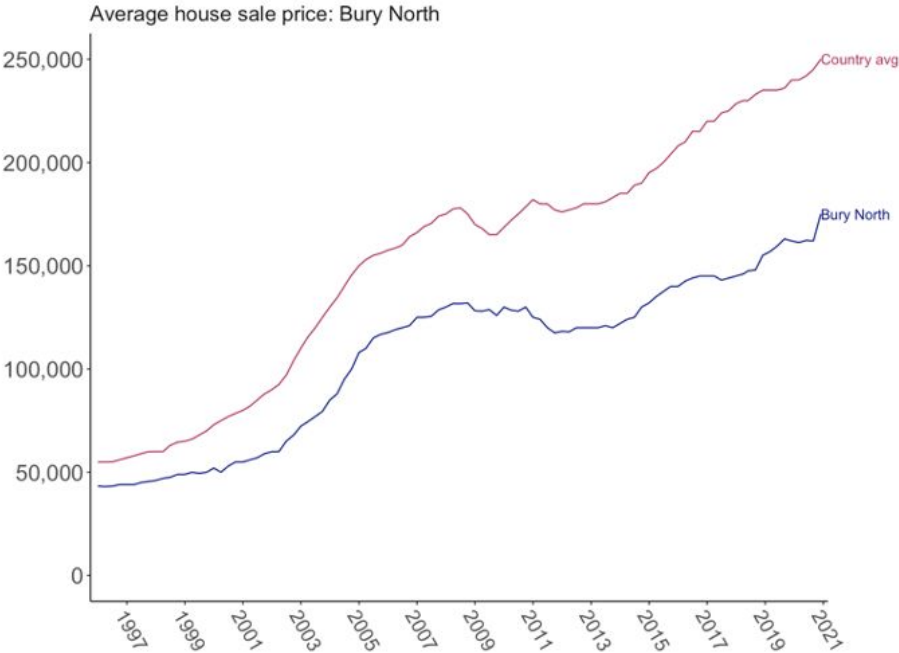
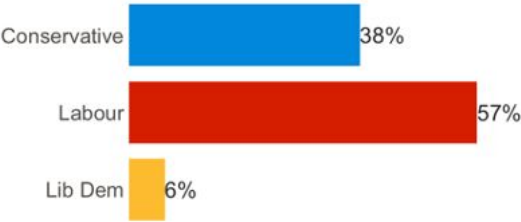


# Bury North - Conservative majority of 105

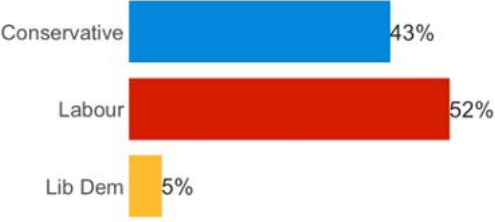
Support for PPT in Bury North



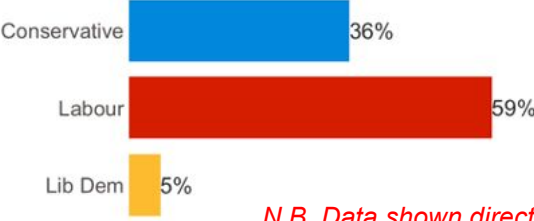
Vote as of Dec 2021 in Bury North



Vote if Conservatives introduce PPT in Bury North



Vote if Labour introduce PPT in Bury North



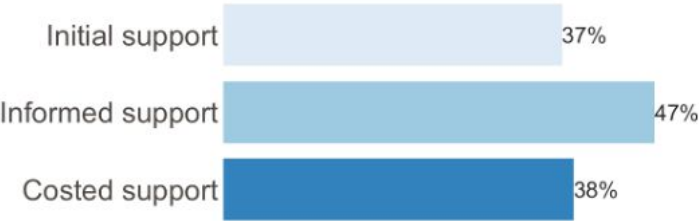
■ **98% of households in Bury North are better off under a PPT**

■ **The average household will save £550 from a PPT**

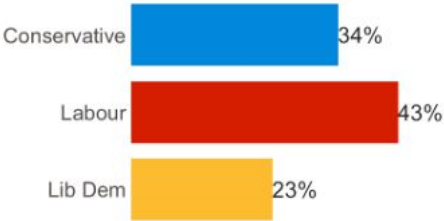
*N.B. Data shown directly relates to asking voting intention in the context of a PPT on offer, with the understanding that many other factors would change the electoral map*

# Kensington - Conservative majority of 150

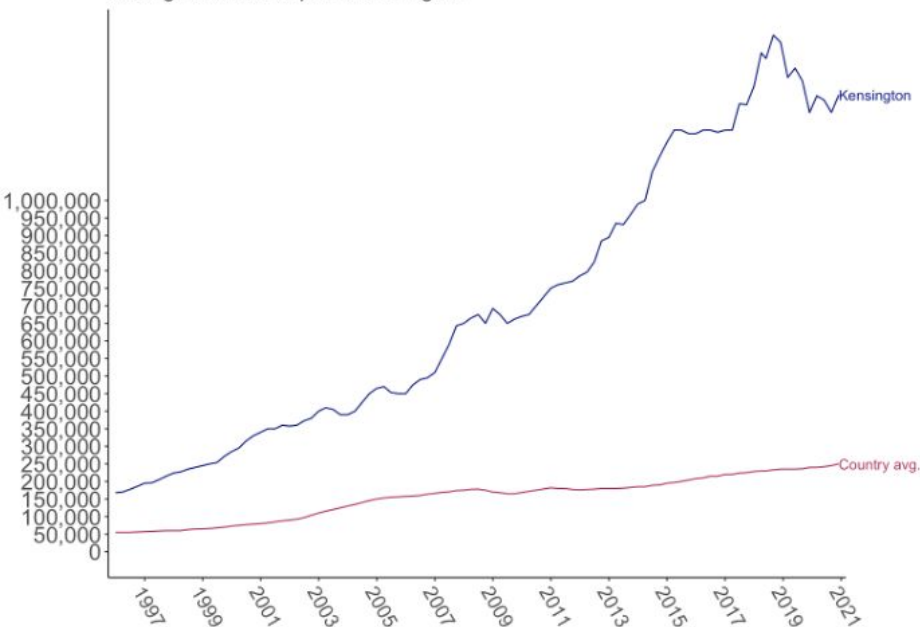
Support for PPT in Kensington



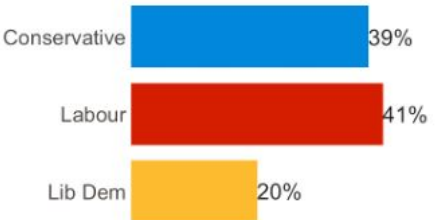
Vote as of Dec 2021 in Kensington



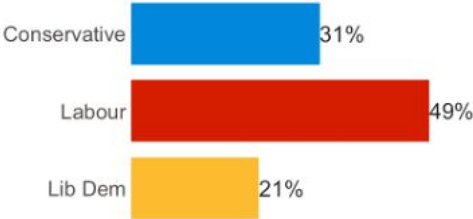
Average house sale price: Kensington



Vote if Conservatives introduce PPT in Kensington



Vote if Labour introduce PPT in Kensington



■ **31% of households** in Kensington are better off under a PPT

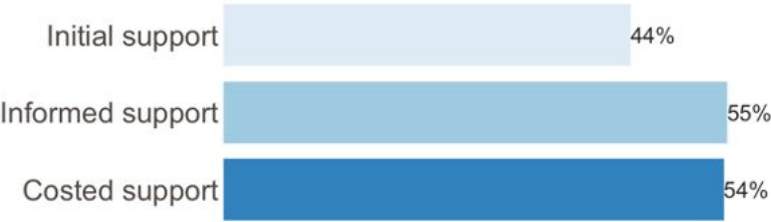
■ The average household will **save £1,150** from a PPT

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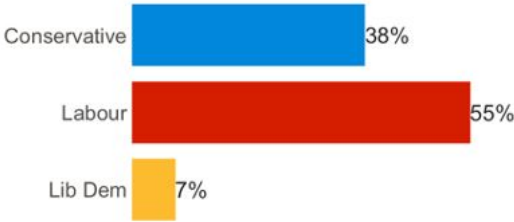


# High Peak - Conservative majority of 590

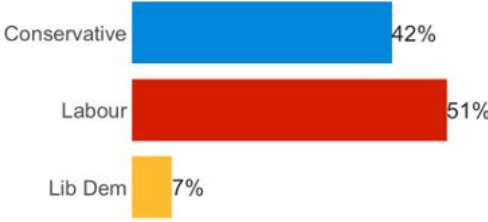
Support for PPT in High Peak



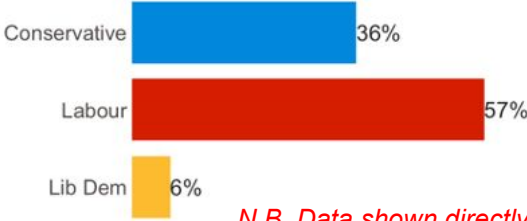
Vote as of Dec 2021 in High Peak



Vote if Conservatives introduce PPT in High Peak



Vote if Labour introduce PPT in High Peak



- 95% of households in High Peak are better off under a PPT

- The average household will save £550 from a PPT

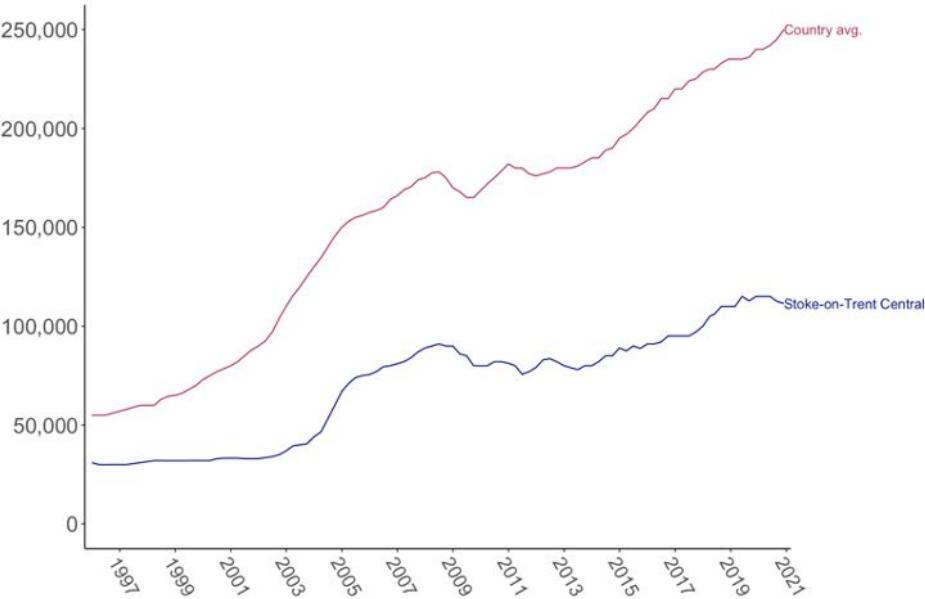
*N.B. Data shown directly relates to asking voting intention in the context of a PPT on offer, with the understanding that many other factors would change the electoral map*

# Stoke-on-Trent Central - Conservative majority of 712

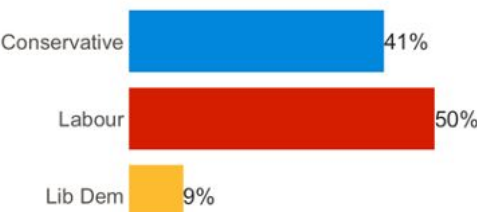
Support for PPT in Stoke-on-Trent Central



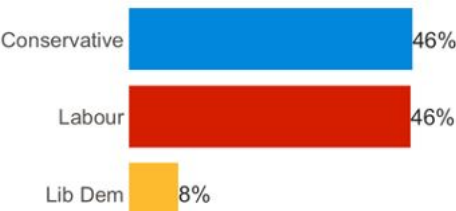
Average house sale price: Stoke-on-Trent Central



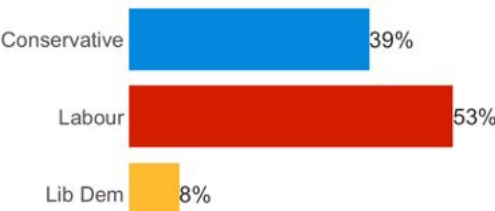
Vote as of Dec 2021 in Stoke-on-Trent Central



Vote if Conservatives introduce PPT in Stoke-on-Trent Central



Vote if Labour introduce PPT in Stoke-on-Trent Central



- 100% of households in Stoke-on-Trent Central are better off under a PPT

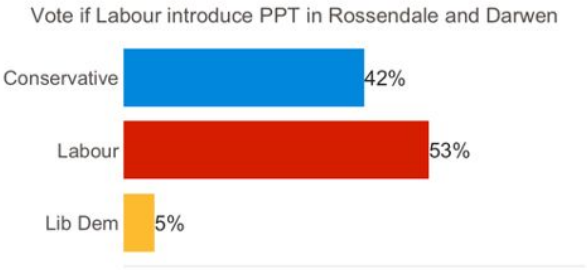
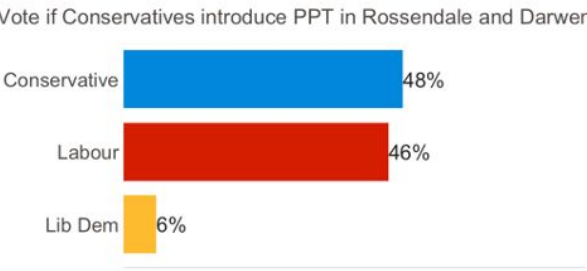
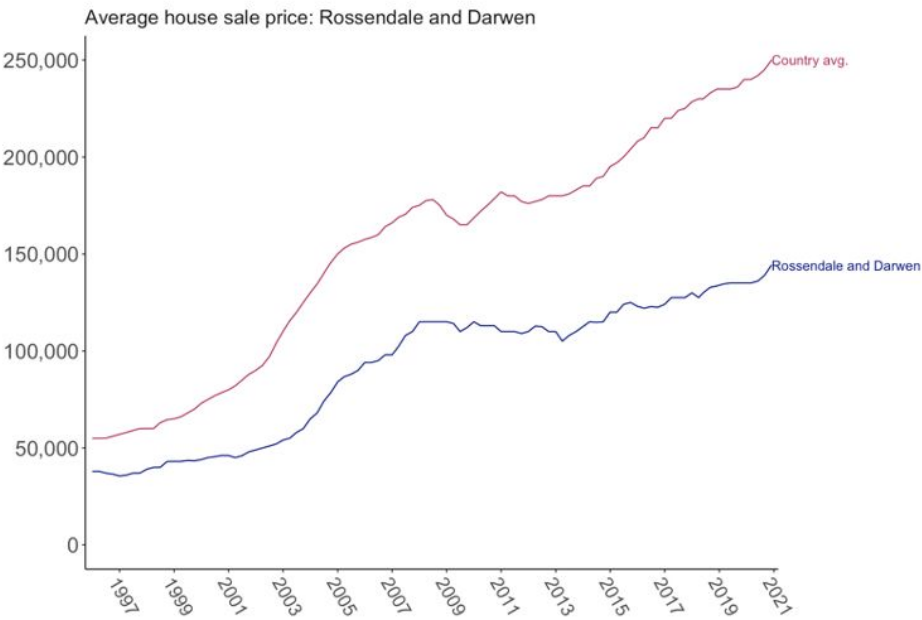
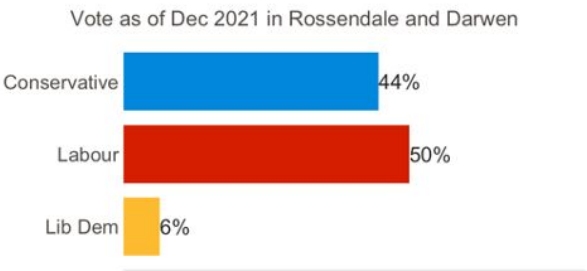
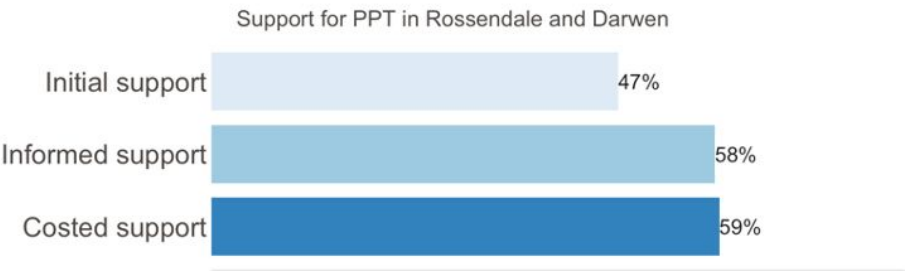
- The average household will **save £650** from a PPT

*N.B. Data shown directly relates to asking voting intention in the context of a PPT on offer, with the understanding that many other factors would change the electoral map*

# Case Studies: support in Northern seats



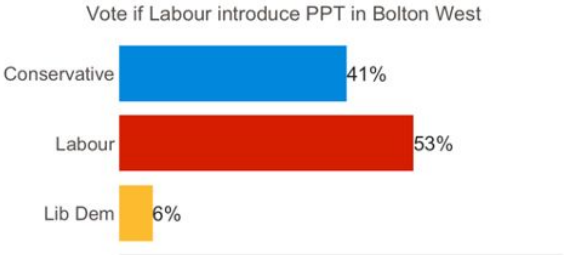
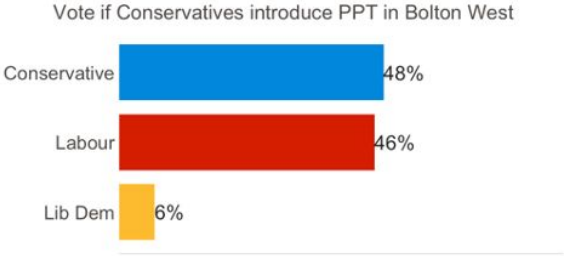
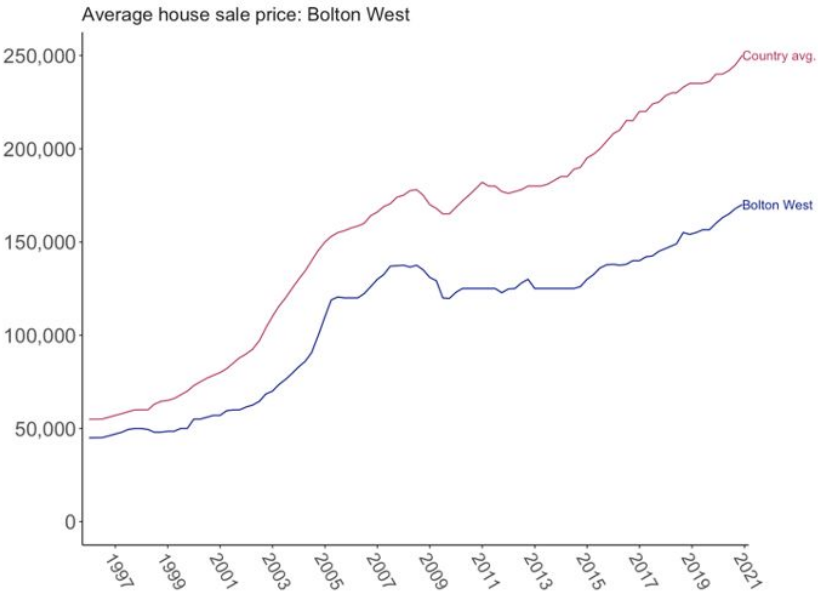
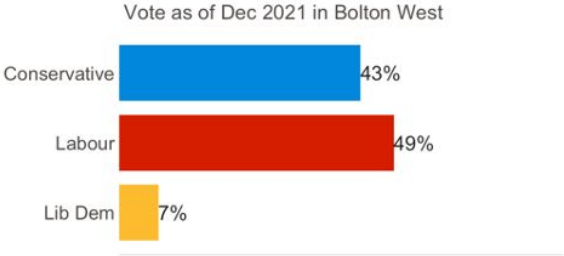
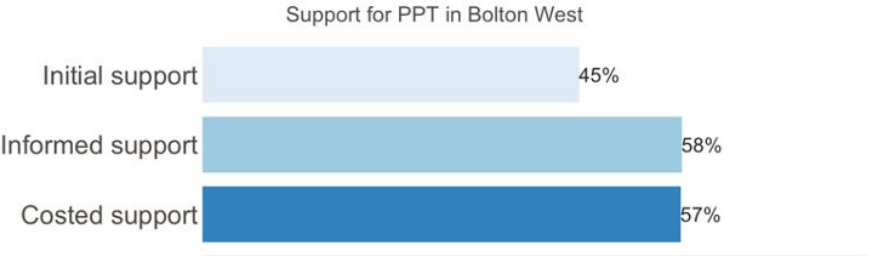
# Rossendale and Darwen - Conservative majority of 9,522



- **99% of households are better off under a PPT**
- **Average household saving = £700**

*N.B. Data shown directly relates to asking voting intention in the context of a PPT on offer, with the understanding that many other factors would change the electoral map*

# Bolton West - Conservative majority of 8,855



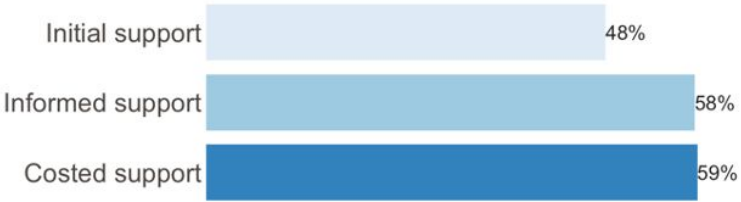
- **96% of households are better off under a PPT**
- **Average household saving = £600**

*N.B. Data shown directly relates to asking voting intention in the context of a PPT on offer, with the understanding that many other factors would change the electoral map*

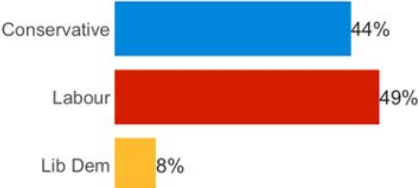


# Carlisle - Conservative majority of 8,319

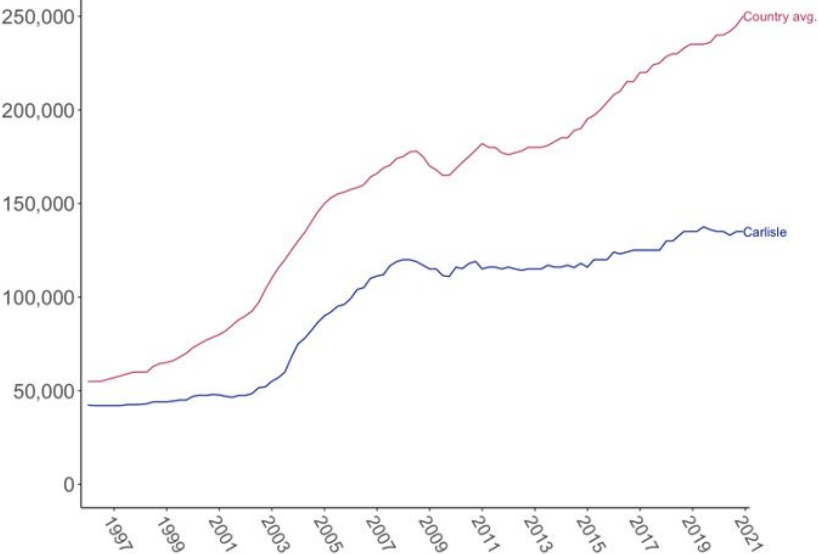
Support for PPT in Carlisle



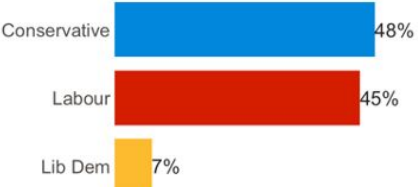
Vote as of Dec 2021 in Carlisle



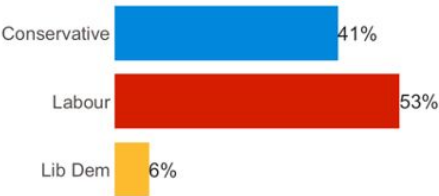
Average house sale price: Carlisle



Vote if Conservatives introduce PPT in Carlisle



Vote if Labour introduce PPT in Carlisle



- **100% of households are better off under a PPT**
- **Average household saving = £700 from a PPT**

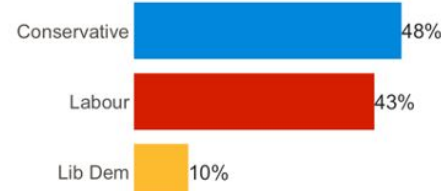
*N.B. Data shown directly relates to asking voting intention in the context of a PPT on offer, with the understanding that many other factors would change the electoral map*

# Newcastle-under-Lyme - Conservative majority of 7,446

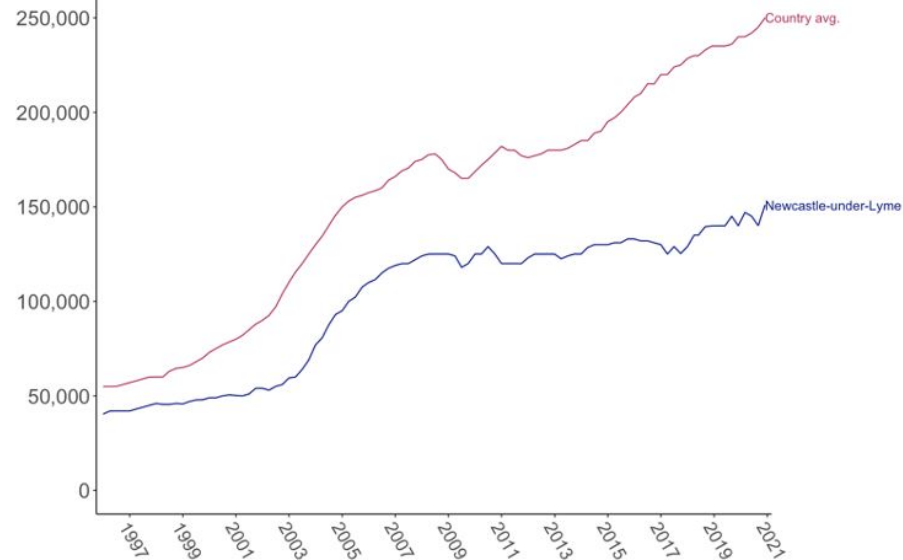
Support for PPT in Newcastle-under-Lyme



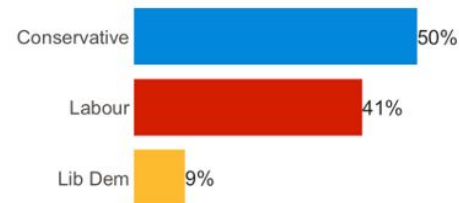
Vote as of Dec 2021 in Newcastle-under-Lyme



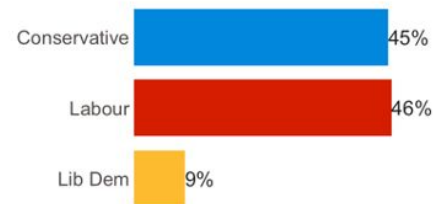
Average house sale price: Newcastle-under-Lyme



Vote if Conservatives introduce PPT in Newcastle-under-Lyme



Vote if Labour introduce PPT in Newcastle-under-Lyme



- **97% of households are better off under a PPT**
- **Average household saving = £600 from a PPT**

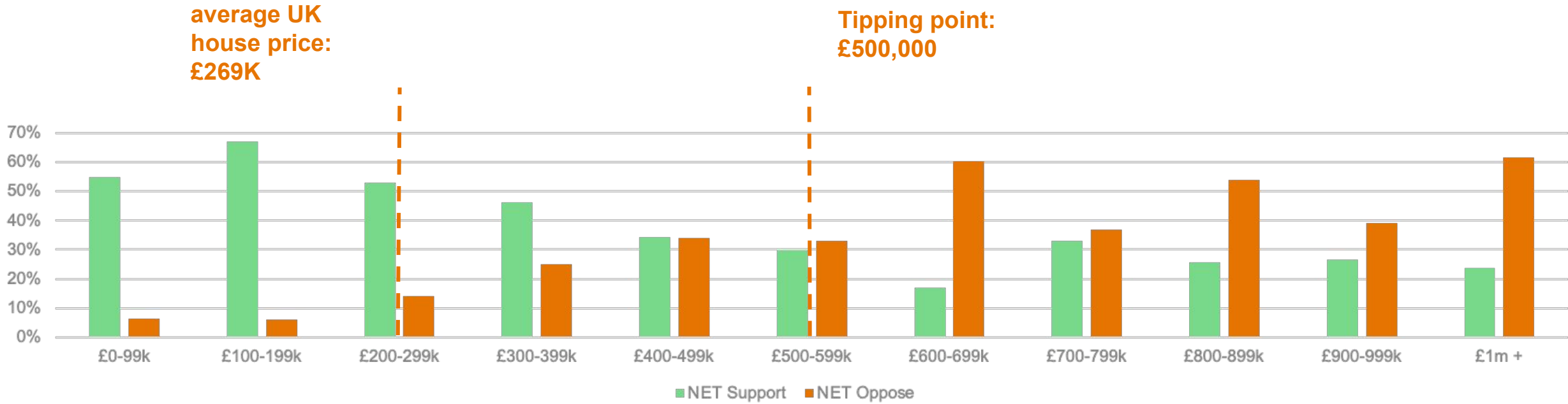
*N.B. Data shown directly relates to asking voting intention in the context of a PPT on offer, with the understanding that many other factors would change the electoral map*

Who may not support PPT?



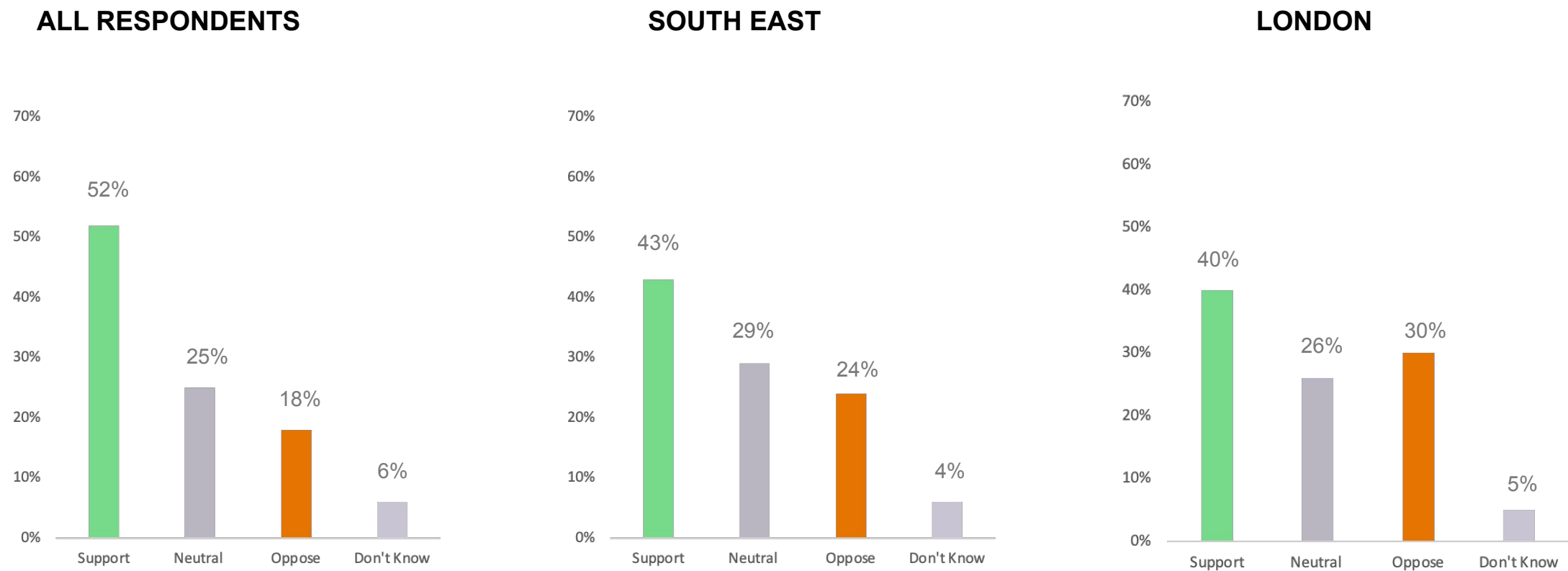
As expected, the greater the value of their property, the less respondents liked PPT

The tipping point is £500,000 – well above the UK Average £269,945.



**Cost of living crisis disproportionately affects lower & middle-income households -  
PPT could provide much needed relief for these groups.**

# Net support for PPT lower in London and South East. However, there is still net support in every seat in the UK





# 3 key measures to alleviate opposition

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## 1. £100 per month cap on any increase

At the point of transition to PPT, any increase in local property tax would be capped at £100 a month for primary residences. The transitional protection would disappear at point of sale - such buyers would have benefited from the removal of the punitive Stamp Duty.

## 2. Deferral mechanism

A deferral mechanism should be introduced for those owners genuinely unable to pay. The PPT and a modest interest charge would be paid upon sale of the home, thereby avoiding the debt issues that have plagued the collection of Council Tax.

## 3. Surcharge on empty, foreign-owned and second homes

We have a surcharge of 0.96% on second homes, empty homes, and properties that are owned by foreign nationals. The surcharge would raise over £4.5bn in revenue, ensuring that our policy is revenue-neutral and reducing tax bills for local communities.

Time for change



# Time for change

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- Net 63% of people in mid-value homes agree that we need a fairer system



- Voters support a PPT in the North by more than 9:1



- Net 25% of Conservative voters see PPT as the best way to tax property



- Introducing a PPT could help Labour gain as many as 52 seats, including 43 Red Wall seats

# Fairer Share Polling

Final report

March 2022

**J.L.  
PARTNERS**



**RESEARCH.  
INSIGHT.  
STRATEGY.**